

# BROADCASTING



Broadcast  
Advertising

FORREST W. CLOWN  
3482 ASBURY ST.  
Baltimore, Md. Tel. 8-7045

8  
REVISED  
1977E  
1988

# 1938

# YEAR

# BOOK

# NUMBER

ANNUAL SUBSCRIPTION \$3.00 INCLUDING YEAR BOOK NUMBER  
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*...symbol of world service  
in every phase of radio!*

**T**O MILLIONS the world over, the RCA sign is one of friendly service. Only RCA does and makes everything in radio. Some of RCA's activities in service to you and your neighbors the world over include:

**ENTERTAINMENT, NEWS, SPORTS...** the two giant networks of the National Broadcasting Company, an RCA service, provide millions with the finest in entertainment, newest in news, most thrilling in sports, 35 hours a day, 365 days a year.

**WINGED WORDS THAT FLY THROUGH SPACE...** instant message communication is another RCA service, through RCA Communications, Inc., which links the United States and 45 foreign countries with a chain that conquers time and distance.

**SAFE PASSAGE ON SEVEN SEAS...** Annually, hundreds of ships defeat storms, blizzards and fog at sea, aided by the Radiomarine Corporation of America, an RCA service.

**MAKING HOME LIFE MORE FUN...** The RCA Manufacturing Co. serves millions with countless hours of pleasure by providing the finest radios, phonographs, and records, that research, experiment and experience can build.

*RCA presents the "Magic Key" every Sunday, 2 to 3 P. M., E. S. T., on NBC Blue Network*

**RADIO CORPORATION OF AMERICA**  
RADIO CITY, NEW YORK

RCA MANUFACTURING CO., Inc. • RCA INSTITUTES, Inc. • RCA COMMUNICATIONS, Inc.  
RADIOMARINE CORPORATION OF AMERICA • NATIONAL BROADCASTING COMPANY



## THERE ARE FOURTEEN POINTS IN YOUR TRADE TREATY WITH NEW ENGLAND

**F**OURTEEN points — each the urban shopping center of a rich trading area, each a vitally important factor in your sales program; together they represent the entire New England market.

The Yankee Network offers you direct contact, the most economical and effective coverage of this prosperous region.

A local station of the network is situated in each of the fourteen urban centers, commanding the entire audience of the surrounding territory through long established popularity.

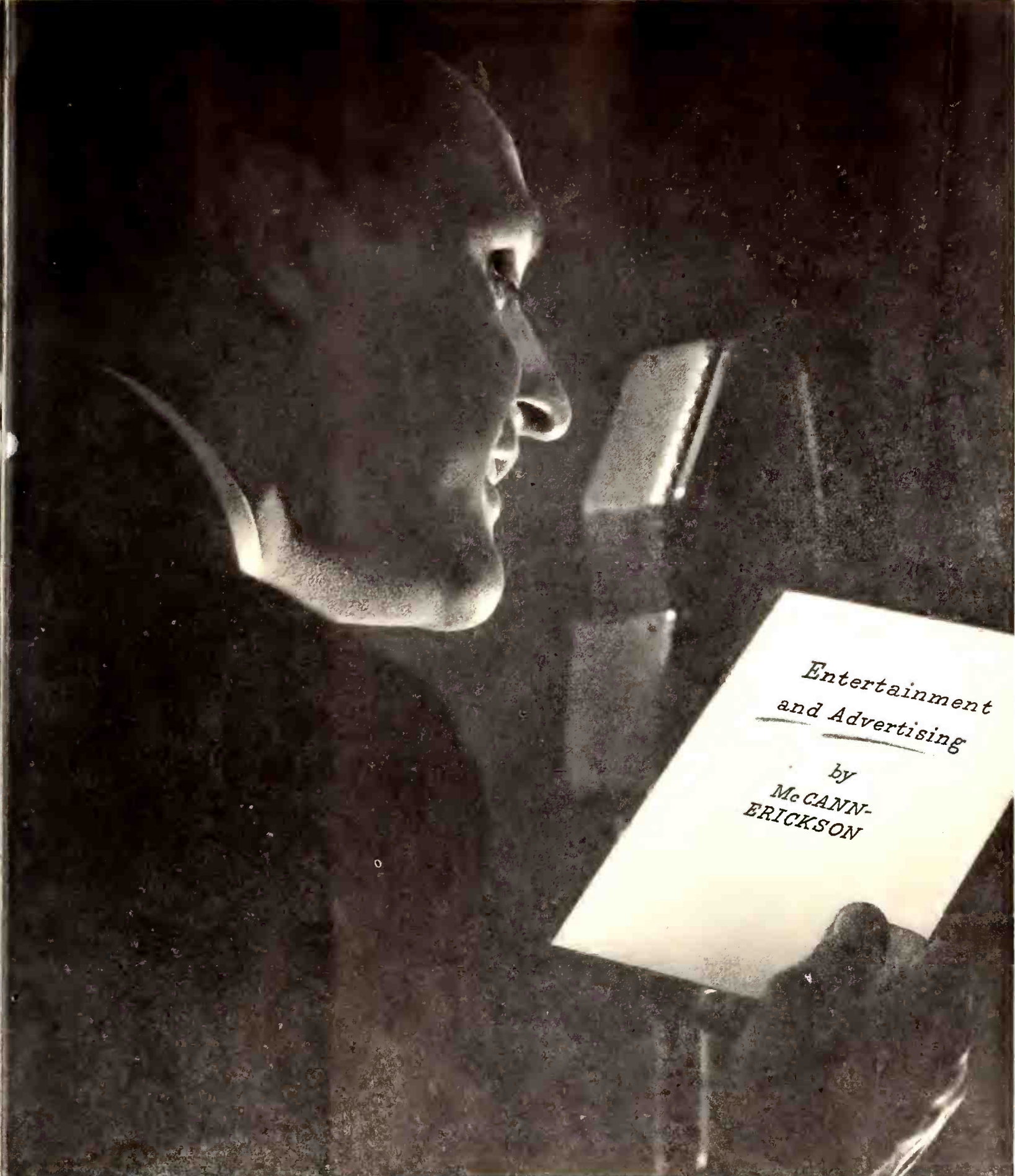
No other combination of stations can provide such complete and productive coverage of all the rich areas that comprise the New England market.

**THE YANKEE NETWORK, INC.** 21 BROOKLINE AVENUE  
 BOSTON, MASSACHUSETTS  
 EDWARD PETRY & CO., INC., Exclusive National Sales Representatives

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*Entertainment  
and Advertising*  
by  
**McCANN-  
ERICKSON**

## **McCANN-ERICKSON** ADVERTISING

**IN TOUCH WITH RADIO ON ALL THESE FRONTS** →

Each office an agency in itself, equipped to give full service to clients: New York, Chicago, Cleveland, Detroit, Denver, San Francisco, Los Angeles, Seattle, Portland, Ore., Montreal, Toronto, Winnipeg, Vancouver, London, Paris, Frankfort, o.M., Buenos Aires, Rio de Janeiro



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80% of the Listeners in the Pacific Northwest with a Single Contract

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Information at any member station

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## Nation-Wide Popularity Polls And the Stars Heard Over KSD

In the three Nation-Wide popularity program polls announced during 1937, KSD programs carried the leading stars as follows:

The Poll

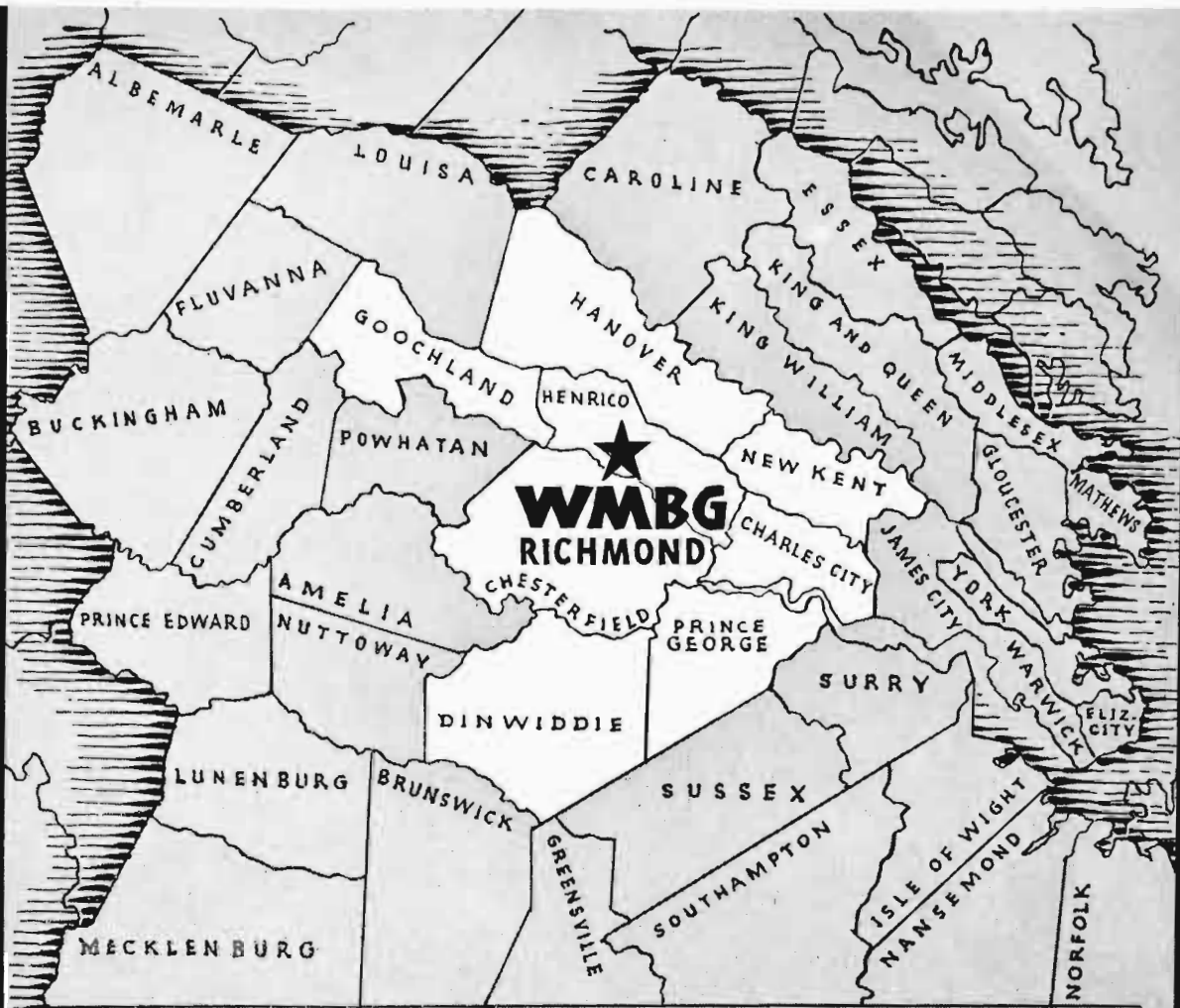
On KSD

World-Telegram . . . . . The First 4

Motion Picture Daily for Fame . . . . . 7 of the First 9

Co-operative Analysis of Broadcasting . . . . . 4 of the First 7





W  
M  
B  
G

RICHMOND  
VIRGINIA

**T**HIS major southern radio market is served effectively by WMBG — the station which ranks first with the listeners in Virginia's richest industrial and agricultural section.

WMBG has gained and held its large responsive audience because it has served the cultural, civic and religious interests of the Richmond area with the best NBC Red programs and skillfully produced local presentations.

Your product or service presented over WMBG will cash in on our popularity. It's the quick, sure, economical way to reach those people in our good service area where annual retail sales exceed \$233,500,000.

We don't say follow the leader — but the local merchants and jobbers prefer WMBG — they've checked results.

★ WMBG can be purchased as a supplementary to the NBC Basic Red, independent of the Southeastern Group.

*Representatives: Gene Furgason and Co.*

# Synonyms for

**Two stations, under the same supervision  
—devoted to one principle. That after all  
is said and done, results count. That  
worthwhile results can come only from  
genuine service to listeners. That such  
service builds listener loyalty. And lis-  
tener loyalty insures advertising profits.**

**THE PRAIRIE FARMER STATION • CHICAGO**

**BURRIDGE D. BUTLER, President**

**GLENN SNYDER, Vice-President & Manager**

**National Representatives: John Blair and Company, Chicago**

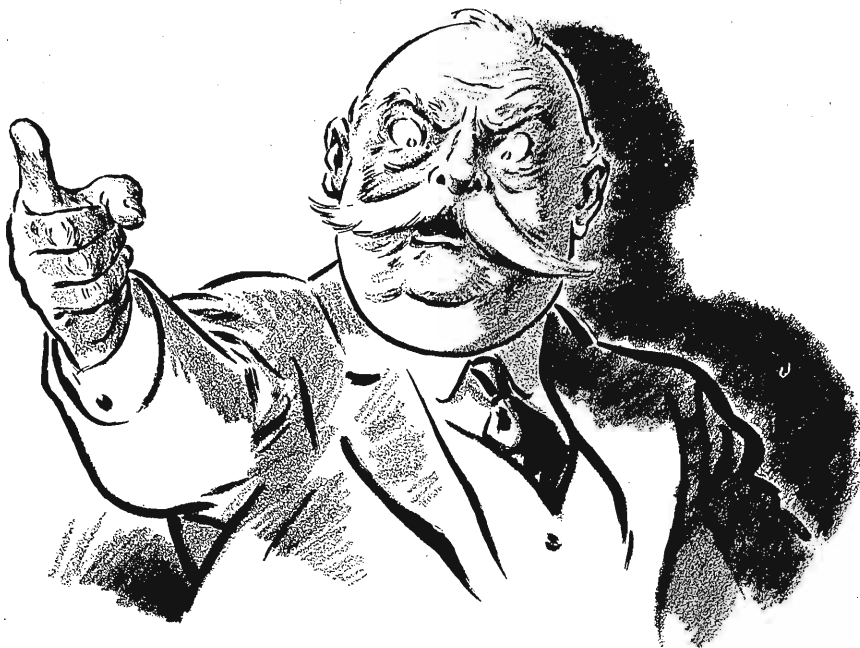
# RESULTS



**THE VOICE OF ARIZONA • PHOENIX**

**BURRIDGE D. BUTLER, Chairman    FRED PALMER, Vice-Pres. & Manager**

1960, New York, San Francisco, Detroit, Los Angeles, Seattle



# "How would you spend \$20,000?"

EVERY once in a while some pugnacious time-buyer sticks his finger into our face and demands to know how *we* would spend his dough if we were in *his* place.

That's the situation we love best—because it allows us to make up an integrated plan based on our very complete knowledge of retail markets, local radio habits and station peculiarities. It enables us to

recommend safe passages through the shifting currents of listener-preferences. It permits us to suggest the best available *bargains* on our individual stations. It allows us to offer a *lot* of extras that we've got to skip when your specifications have already been written in advance.

Therefore, let us sit in with you when you're first "roughing out" your ideas. That may prove to be the time of our greatest value to you.

### Exclusive Representatives:

WGR-WKBW	-----	Buffalo
WCKY	-----	Cincinnati
WPK-WCLE	-----	Cleveland
WHKC	-----	Columbus
WOC	-----	Davenport
WHO	-----	Des Moines
WDAY	-----	Fargo
WOWO-WGL	-----	Ft. Wayne
KMBC	-----	Kansas City
WAVE	-----	Louisville
WTCN	-----	Minneapolis-St. Paul
KOIL-KFAB	-----	Omaha-Lincoln
WMBD	-----	Peoria
KSD	-----	St. Louis
WTBL	-----	Syracuse
WKBN	-----	Youngstown

### Southeast

WCSC	-----	Charleston
WIS	-----	Columbia
WPTF	-----	Raleigh

### Southwest

KTAT	-----	Ft. Worth
KTUL	-----	Tulsa

### Pacific Coast

KOIN-KALE	-----	Portland
KSFO	-----	San Francisco
KVI	-----	Seattle-Tacoma

# FREE & PETERS, INC.

(and FREE, JOHNS & FIELD, INC.)

## Pioneer Radio Station Representatives

CHICAGO  
180 N. Michigan  
Franklin 6373

NEW YORK  
110 E. 42nd St.  
Lexington 2-0660

DETROIT  
New Center Bldg.  
Tri-city 2-0444

SAN FRANCISCO  
One Eleven Sutter  
Sutter 4353

LOS ANGELES  
C. of C. Bldg.  
Richmond 6104

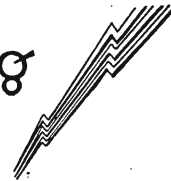
ATLANTA  
Bona Allen Bldg.  
Jackson 1678

# BROADCASTING

and

## Broadcast Advertising

### 1938 YEAR BOOK NUMBER



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Vol. 14—No. 3-A

WASHINGTON, D. C., FEBRUARY 5, 1938

\$3.00 Per Year, Yearbook Number Included

# Broadcast Advertising in 1937

By HERMAN S. HETTINGER, Ph. D.

Wharton School of Finance and Commerce, University of Pennsylvania

THE determination of broadcast advertising trends during the year just closed has been made more difficult by the fact that comprehensive data are not available for the medium later than June, 1937. However, it has been possible to assemble what seems to be a reasonably accurate picture of radio advertising during the past year by recourse to existing figures supplemented by additional information secured from stations and agencies throughout the country. It is but natural, though, that under the circumstances the statistical treatment of these trends should be less complete than in the past.

Available data indicate that gross time sales of the medium during 1937 were in excess of \$140,000,000, an increase of 19% over the preceding year.<sup>1</sup> Radio

<sup>1</sup>The estimated total volume of radio advertising was secured in the following manner. Complete eleven month and tentative December totals were available for national networks. These were taken as the network base. Publishers' Information Bureau monthly totals being taken in order to keep current data as comparable as possible to previous NAB statistics. National non-network and regional network estimates were based upon the six month figures of the NAB, plus additional information secured from stations. Queries revealed that the first six months gain of 43.3% had not been sustained in the national non-network field and that a 20% increase over the previous year as a conservative estimate for the second half of 1937. This percentage was therefore taken for the period in question.

has been remarkably successful in maintaining its rate of relative growth, the current year's gain comparing favorably with one of 23.5% in 1936 and a 20% increase during 1935.

#### Actual Radio Receipts

Gross time sales are the conventional form of stating dollar volume among media and are therefore necessary to a comparative picture of advertising. However, they are confusing to the person interested in determining the actual receipts of broadcasting.

Gross time sales are secured by multiplying the facilities sold by the rate charged for them for a single broadcast. Discounts based on frequency of use are not subtracted. Since these discounts tend to average 20% of total volume in the network and national non-network fields and between 5% and 10% for local radio advertising, gross time sales represent a figure

Investigation revealed that local volume experienced little or no change in relative growth during the latter half of the year just closed. Consequently a 20% increase over the latter half of 1936 was assumed, as compared to one of 21.1% during the first half of the year. NAB local volume was further reduced in keeping with the revisions indicated as being necessary by the Census of Business in 1935, the procedure used being the same as that described in the 1937 Yearbook Number.

in excess of the actual receipts of the medium.

When allowance is made for this situation, estimated receipts of the medium during 1937 are placed at between \$116,000,000 and \$119,000,000.

It will be noted that agency commissions have not been deducted. Since the agency renders important services to the broadcaster which he would have to do for himself were the agency non-existent, advertising agency commissions represent a cost of sales rather than discount, just as do commissions paid to salesmen or representatives. Consequently they have been retained in the estimated gross receipts of the medium.

#### Volume Within the Medium

Estimated advertising volume experienced by various portions of the broadcasting medium during 1937 was as follows:

	Gross Time Sales	Per Cent Total
Nat. Networks	\$68,970,000*	48.9%
Reg. Networks	1,200,000	0.9%
Nat. Non-network	33,000,000	23.5%
Local	38,000,000	26.7%
Total	\$141,170,000	100.0%

\*The network total is based upon P. I. B. reports and estimated December volume on the basis of preliminary network data. This information places the network total below that

secured by taking the individual network figures published monthly by Broadcasting—\$68,970,000 versus \$69,315,000, a difference of 0.5%. Time of publication has not made reconciliation possible.

National network advertising gained approximately 16% during the past year as compared to 19.3% in 1936. At least a portion of the lower rate of increase is explainable by the absence of political time sales during the fall months. However, a slowing up of general business constitutes the principal reason. Regional network volume showed a much smaller increase than expected, rising but an estimated 4%. Regional network information quite probably does not reflect the complete situation, since data and estimates are only for networks organized on a sufficiently formal basis to report their figures separately from those of their member stations. Total regional network advertising may exceed reported volume by as much as 50%.

Available data indicate that national non-network advertising rose 43.3% during the first half of the year. Information supplied by stations has revealed that volume in this field has probably risen but 30% during the latter half of the year, so that a gain of

## RETAIL RADIO SALES IN THE UNITED STATES, 1922-1937

(Compiled for the BROADCASTING YEARBOOK by O. H. Caldwell, Editor of "Radio Today")

Year	Total Sets		Total Tubes Sold		Motor Car Sets		Grand Total; Sales of Radio Apparatus for Broadcast Reception	Homes with Radio Sets	Auto Sets in Use	Total Radio Sets in Use in U. S.
	Number	Value	Number	Value	Number	Value	Value	Number	Number	
1922	100,000	\$5,000,000	1,000,000	\$6,000,000	.....	.....	\$60,000,000	60,000	.....	400,000
1923	1,500,000	15,000,000	4,500,000	12,000,000	.....	.....	186,000,000	1,500,000	.....	1,000,000
1924	1,500,000	10,000,000	12,000,000	36,000,000	.....	.....	368,000,000	8,000,000	.....	2,500,000
1925	2,000,000	165,000,000	20,000,000	48,000,000	.....	.....	430,000,000	4,000,000	.....	3,500,000
1926	1,750,000	200,000,000	30,000,000	68,000,000	.....	.....	425,600,000	6,500,000	.....	5,000,000
1927	1,850,000	168,000,000	41,200,000	67,300,000	.....	.....	690,560,000	7,500,000	.....	6,500,000
1928	3,281,000	400,000,000	50,200,000	110,250,000	.....	.....	842,548,000	9,000,000	.....	8,500,000
1929	4,428,000	600,000,000	69,000,000	172,500,000	.....	.....	1,000,000,000	12,048,762	.....	10,500,000
1930	3,827,800	800,000,000	52,000,000	119,600,000	84,000	\$3,000,000	506,000,000	14,000,000	100,000	15,000,000
1931	3,420,000	225,000,000	53,000,000	69,550,000	108,000	5,940,000	300,000,000	200,000,000	250,000	18,000,000
1932	3,000,000	140,000,000	44,300,000	48,780,000	148,000	7,150,000	200,000,000	16,809,562	500,000	22,000,000
1933	3,805,000	203,099,000	59,000,000	86,000,000	780,000	28,000,000	300,000,000	20,402,369	500,000	28,000,000
1934	4,084,000	270,000,000	68,000,000	98,000,000	1,125,000	54,562,500	506,000,000	21,466,000	2,000,000	28,500,000
1935*	6,026,600	830,192,480	71,000,000	50,000,000	1,412,000	69,188,000	500,000,000	22,869,000	3,500,000	33,000,000
1936*	8,248,000	450,000,000	98,000,000	69,000,000	1,760,000	87,600,000	537,000,000	24,600,000	5,000,000	37,000,000
1937*	7,700,000	450,000,000	101,000,000	85,000,000	.....	.....	.....	26,000,000	.....	83,000,000

\* Figures for sets include value of tubes in receivers. In recent years, replacement tubes have run at about 40% of total tube sales. All figures are at retail values. † Includes home-built sets.

approximately 35% has been experienced during 1937. Local broadcast advertising increased in the neighborhood of 20% during the year just closed.

National radio advertising, both network and non-network, experienced markedly less seasonal declines during the summer of 1937 than in any previous year. National network volume during July and August of the past year was 83% of the monthly average for the year as compared to 76% in 1936 and 67% in 1934. A generally similar situation pertained to the national non-network field.

**Comparison With Other Media**  
Broadcast advertising in 1937 continued to lead the media field in rate of growth. National magazine volume gained between 12% and 15% during the year. The Weld Advertising Index indicated an increase of 15% in outdoor volume. Newspaper advertising during the first 11 months rose 3% over the 1936 level. Retail newspaper lineage increased 3.8% and total display advertising 1.8%. General newspaper lineage declined 0.6% and automotive lineage 6.6%. Farm paper volume rose approximately 10% during the first eleven months of the year.

**Radio By Type of Rendition**  
The greatest relative increase by type of rendition seems to have occurred in the live talent field. During the first six months of 1937 non-network programs of this type increased 37% in volume. Indications are that this gain has been generally sustained during the latter half of the year. The 1937 increase is compared to a gain of 26% during the previous year.

Several developments have characterized the live talent non-network field during the past year. National volume seems to have grown more rapidly than local business. National live talent program gross time sales gained 47% during the first half of the year and local business but 27.4%. It will be noted, however, that local live talent volume increased more rapidly than did the local field as a whole.

Principal gains in national live talent business have been in sports programs and news broadcasts. During the closing months of the year there seems to have been a tendency toward increased use of locally-produced musical shows upon the better stations. Stations and agencies alike report an increased use of so-called "station-tested" programs.

## Networks' Gross Monthly Time Sales: 1937

NBC-Red			CBS			NBC-Blue			MBS		
1937	% Gain Over 1936	1936	1937	% Gain Over 1936	1936	1937	% Gain Over 1936	1936	1937	% Gain Over 1936	1936
Jan. --	\$2,874,683	87.6%	\$1,725,172	Jan. --	\$2,378,620	24.2%	\$1,901,023	Jan. --	\$1,167,866	22.0%	\$956,527
Feb. --	2,273,973	34.0	1,697,524	Feb. --	2,264,817	18.2	1,909,146	Feb. --	1,021,809	0.5	1,016,776
March --	2,631,822	32.2	1,951,367	March --	2,559,716	17.8	2,172,382	March --	1,282,961	-3.5	1,222,516
April --	2,804,242	30.7	1,762,201	April --	2,563,478	31.4	1,950,939	April --	973,802	-0.6	979,727
May --	2,261,344	87.0	1,650,046	May --	2,560,568	46.4	1,749,817	May --	953,478	4.6	911,674
June --	2,209,304	48.2	1,490,426	June --	2,476,576	64.3	1,502,768	June --	794,083	-7.7	833,050
July --	2,018,320	25.1	1,613,148	July --	1,988,412	58.8	1,292,775	July --	688,580	-15.7	816,835
Aug. --	2,094,306	34.8	1,563,540	Aug. --	1,955,280	58.6	1,232,688	Aug. --	690,671	-20.5	868,891
Sept. --	2,067,513	3.2	1,993,371	Sept. --	2,028,585	10.3	1,838,982	Sept. --	793,068	-11.2	893,266
Oct. --	2,229,803	87.0	2,417,743	Oct. --	2,505,485	-6.9	2,764,808	Oct. --	1,119,936	-12.7	1,277,746
Nov. --	2,288,856	-5.0	2,408,286	Nov. --	2,476,473	9.2	2,429,917	Nov. --	1,092,480	3.0	1,050,442
Dec. --	2,635,046	4.8	2,418,713	Dec. --	2,786,618	14.5	2,433,353	Dec. --	1,104,404	-3.1	1,139,877
Total	\$27,171,965	20.0	\$22,645,527	Total	\$28,722,118	24.0	\$23,168,148	Total	\$11,479,321	-3.4	\$11,878,423

In spite of a generally prosperous year, transcription business was not able to sustain the extremely rapid rate of increase which it experienced during 1936. Transcription advertising during the first six months of 1937 rose 27.5%, a rate of increase which appears to have been sustained throughout the year. In 1936, transcriptions experienced an increase of 50%.

### Transcription Trends

Several trends have been of particular interest in the transcription field. In common with other non-network advertising, national transcription business experienced less than the usual seasonal decline in the summer of 1937. There has been evidence of a growing use of transcriptions by regional distributors during the year. A marked growth also has occurred in the use of transcribed script shows.

Local transcription business remains a minor factor, in 1937 comprising but 15% of volume in the field. Local volume with regard to this type of rendition rose approximately one-half as fast during the past year as did local radio advertising as a whole.

National announcement business has grown rapidly during the past year, increasing 71% during the first six months of 1937 as compared to the corresponding period of the preceding year. Transcribed announcements seem to have played an important part in this development. Local announcement volume continues to lag behind general local development as a result of

the continued growth of the sale of larger units of time to local sponsors.

The effect of the trend in the use of various types of rendition in the national non-network and local radio advertising fields is indicated in the following tables setting forth the composition of non-network advertising in 1934 and the first half of 1937, respectively.

### National Non-Network Advertising

Per Cent Total Volume	1934	1937
Electrical transcriptions	37.6%	35.1%
Live talent	42.8%	47.3%
Announcements	17.5%	17.7%
Records etc.	2.1%	1.9%
Total	100.0%	100.0%

### Local Radio Advertising

Per Cent Total Volume	1934	1937
Electrical transcriptions	8.1%	10.7%
Live talent	52.3%	54.1%
Announcements	37.1%	31.3%
Records etc.	2.6%	3.9%
Total	100.0%	100.0%

### Network Sponsorship Trends

A number of interesting developments occurred with regard to the sponsorship of network advertising during 1937. The greatest gain in the national network field in 1937 was in household equipment advertising, which increased 210%, as contrasted to a 26% decline in 1936.

Automotive volume remained comparatively steady, rising 42% over the previous year's level, as compared to a 33% gain in 1936. Soap and kitchen supply advertising exhibited a similar tendency and rose 46% above the 1936 level.

Radio set advertising increased 56% over the preceding year, as against 28% in 1936. Gasoline and accessory volume dropped 3.3% as compared to a 10% increase in the previous year. Clothing volume continued the downward trend shown in 1936 and dropped 19% during the year.

Drug and pharmaceutical advertising increased 32% during 1937. This was contrasted to a decline of 18% in 1936 and seems to indicate that the network policy of barring laxative and similar advertising has achieved its full effect and that a normal growth in acceptable business in the pharmaceutical field has taken place during the year.

Food, the largest single network sponsoring group, increased its advertising 18% during 1937 as compared to a 7% increase in 1936. Beverage advertising rose 4% while confectionery volume gained 28%. The latter increase is contrasted to a decline of 2.7% during the preceding year.

Tobacco advertising increased 45% during the year, a somewhat greater gain than was experienced in 1936. The miscellaneous classification experienced a marked decline.

### Non-Network Advertising

One of the principal developments in the national non-network field has been the decline of automotive volume following two years of intense activity. In the first six months of 1937 volume stood 36% below the level of the corresponding period of 1936.

Food advertising, long the most important national non-network sponsor, has continued to expand and exceeded the previous year's level by 76.6% during the first half of 1937. Other important gains during the first six months, which seem to have been sustained during the latter half of 1937, are as follows: toilet goods 46.8%; beverages, 177.8%; soap and kitchen supplies, 141.3% and tobacco, 191.4%. Slight gains were experienced in the drug and gasoline fields, as well as with regard to household appliances. Clothing advertising rose 47% during the first half of the year.

The most encouraging signs in the local field were the continued strength of food, household equipment and department store advertising. Department store volume increased 34.5% during the first half of the year as compared to 13.3% in the corresponding period of 1936.

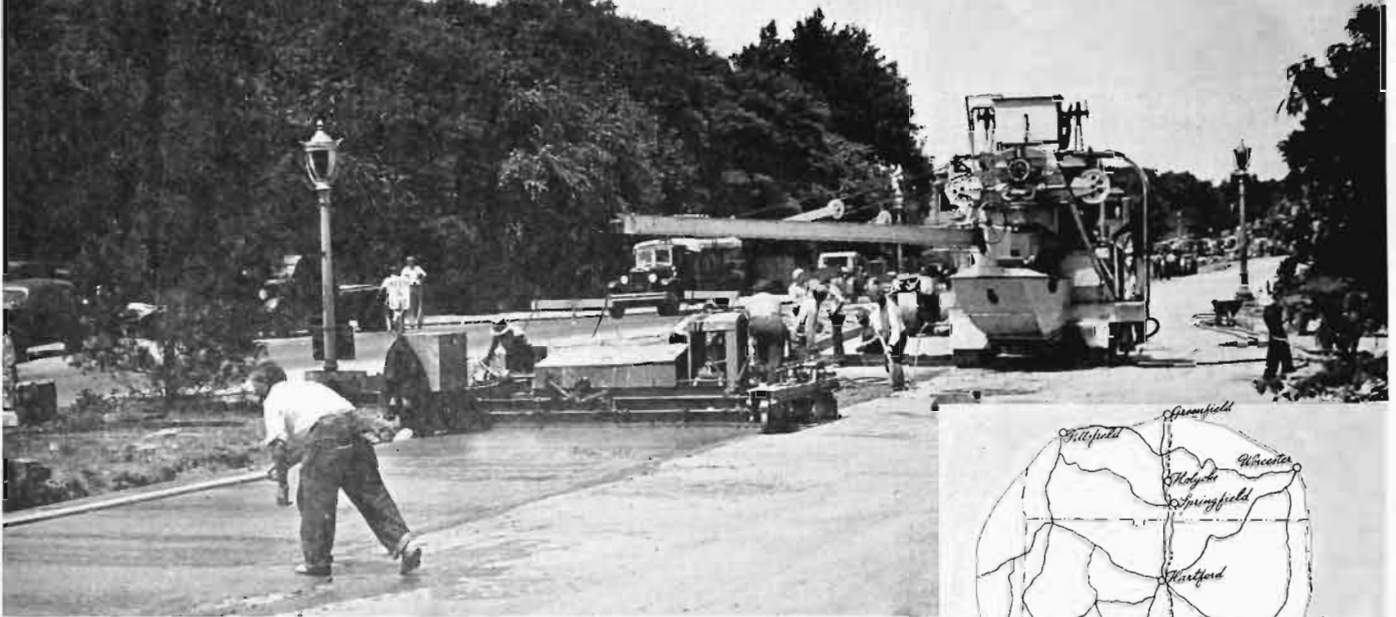
## National Network Advertising By Type of Sponsoring Business: 1937<sup>1</sup>

	Jan.	Feb.	Mar.	April	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec. <sup>2</sup>	TOTAL <sup>3</sup>
1-2. Automobiles and Accessories:													
(1) Automobiles	\$617,494	\$551,501	\$607,592	\$517,540	\$532,922	\$428,208	\$421,629	\$475,467	\$452,055	\$652,125	\$663,409	\$650,000	\$6,559,932
(2) Accessories	468,051	414,664	484,272	498,319	536,947	476,180	261,385	259,778	240,333	328,613	312,081	315,000	4,596,223
3. Clothing and apparel	29,718	24,584	25,494	9,873	26,940	32,268	26,942	31,500	25,629	28,989	18,708	20,000	299,695
4-5. Drugs and toilet goods:													
(4) Drugs and pharmaceuticals	613,537	555,705	586,200	498,504	466,901	462,065	428,651	410,720	447,170	648,113	711,229	780,000	6,618,795
(5) Toilet goods	1,085,472	1,009,238	1,172,322	1,018,811	1,017,125	1,029,654	883,862	894,209	842,306	930,892	986,650	1,020,000	11,860,015
6-8. Food products:													
(6) Foodstuffs	1,261,951	1,198,148	1,333,284	1,287,405	1,219,108	1,155,717	887,483	893,009	945,476	1,099,199	1,114,624	1,175,000	13,530,400
(7) Beverages	367,242	315,968	285,252	315,636	300,326	287,288	344,547	344,317	345,416	442,420	436,058	455,000	5,000,000
(8) Confections	131,170	126,048	119,232	116,720	110,522	106,228	106,228	106,700	149,638	184,436	173,173	210,000	1,638,094
9-10. Household Goods:													
(9) Household equipment and furnishings	39,156	118,128	162,386	164,686	171,269	118,244	100,091	82,921	53,468	86,251	101,731	100,000	1,298,331
(10) Soap and kitchen supplies	365,702	407,710	517,010	603,754	627,793	660,084	454,241	474,634	621,590	541,174	567,095	590,000	6,110,787
11. Insurance	74,410	58,569	75,751	72,584	61,944	71,460	67,398	61,585	35,603	68,876	82,442	120,000	850,342
12. Radios	285,710	241,397	249,802	117,515	121,184	111,917	114,227	129,895	206,511	179,231	167,660	255,000	2,178,859
13. Retail establishments	421,869	436,473	609,883	693,638	620,961	615,807	558,358	561,307	667,095	694,342	643,915	675,000	6,788,148
14. Tobacco products	310,405	236,385	216,930	197,595	163,439	141,697	106,442	130,555	138,844	266,552	224,715	260,000	2,462,659
15. Miscellaneous													
TOTAL	\$6,061,387	\$5,714,443	\$6,344,510	\$6,013,181	\$5,875,531	\$5,554,987	\$4,760,524	\$4,806,611	\$4,970,774	\$6,051,712	\$6,193,480	\$6,625,000	\$68,972,140

<sup>1</sup> Based upon Publishers' Information Bureau radio reports. <sup>2</sup> Estimated. <sup>3</sup> Including December totals as estimated. <sup>4</sup> Actual total for major networks was \$69,315,673; see table above.

**MORE COVERAGE**

*Quicker...*



**with the right tools for the job**

**A** THOROUGH JOB—without skimping—and in the face of urgent demands for speed—that's what proper tools mean in most any undertaking you can name.

That's exactly what Station WTIC means to advertisers who want to make the most of Southern New England's rich, responsive market of nearly 4,000,000 people. For one thing, WTIC's 50,000 watts do a grand job of penetrating *thoroughly* all through this area—as shown by Jansky and Bailey's accurate survey.

**First in Popularity**

As for the popularity of this top-rank station—Ross Federal's investigation shows that 60% of the families in the Hartford market prefer WTIC as compared to 24% for the next most popular station in this area. And why wouldn't they—when 14 out of 20 of the country's most popular programs are carried by WTIC—(according to Sales Management).



**And Look at These Other Firsts for WTIC**

- First in number of network advertisers.**
- .... in number of national spot advertisers.**
- .... in number of local advertisers.**

So, if you want to do a thorough selling job in this rich Southern New England Market—your first choice is WTIC!

*Write today for our interesting 32-page brochure giving full details on the Ross Federal Survey and facts about the WTIC billion dollar market.*

**WTIC**

THE TRAVELERS BROADCASTING SERVICE CORP.

Paul W. Morency, General Manager

**50,000 WATTS  
HARTFORD, CONN.**

Member NBC Red Network and Yankee Network

James F. Clancy, Business Manager

National Representatives: Weed & Co.

CHICAGO

DETROIT

NEW YORK

SAN FRANCISCO

# Directory of U. S. Broadcasting Stations by Call Letters

\* Denotes new station authorized but not yet in operation as of January 15, 1938

<b>K</b> KABC - San Antonio, Tex. KABR - Aberdeen, S. D. KADA - Ada, Okla. KALB - Alexandria, La. KALF - Portland, Ore. KALM - Clinton, Ark. KANS - Wichita, Kan. KARK - Little Rock, Ark. KARM - Fresno, Cal. KATM - Elk City, Okla. KAST - Astoria, Ore. KATE - Albert Lea, Minn. KAWM - Gallup, N. M. KBBX - Muskogee, Okla. KBFS - Portland, Ore. KBST - Big Springs, Tex. KBTM - Jonesboro, Ark. KCKN - Kansas City, Kan. KCMC - Texarkana, Tex.-Ark. KCOM - Kansas City, Mo. KCRG - Enid, Okla. KCRJ - Jerome, Ariz. KDAL - Duluth, Minn. KDB - Santa Barbara, Calif. KDFB - Carlsbad, N. M. KDKA - Pittsburgh KDLR - Devils Lake, N. D. *KDNC - Lewistown, Mont. KDON - Monterey, Calif. KDT - Panama, Wash. *KDYL - Salt Lake City, Utah KECA - Los Angeles KEEN - Seattle, Wash. KELE - Los Angeles, Calif. KELB - Centerville, Wash. KELD - El Dorado, Ark. KELO - Sioux Falls, S. D. KERN - Bakersfield, Calif. KEUB - Spokane, Wash. KEX - Portland, Ore. KFAE - Lincoln, Nebr. KFC - Los Angeles *KFCM - St. Cloud, Minn. KFBI - Great Bend, Kan. KFBL - Abilene, Kan. KFBR - Sacramento, Calif. KFD - Beaumont, Tex. KFDY - Brookings, S. D. KFE - Denver KFEQ - St. Joseph, Mo. KFGQ - Boone, Ia. KFH - Wichita, Kan. KFJ - Los Angeles KFIO - Spokane, Wash. KFIZ - Fond du Lac, Wis. KFJB - Marshalltown, Ia. KFJL - Klamath Falls, Ore. KFJM - Grand Forks, N. D. KFJO - Fort Worth, Tex. KFKA - Greeley, Colo. KFKU - Lawrence, Kan. KFN - Shenandoah, Ia. KFNH - Lincoln, Nebr. KFQX - Long Beach, Calif. KFP - Dublin, Tex. KFPW - Fort Smith, Ark. KFPY - Spokane, Wash. KFR - Anchorage, Alaska KFRG - Fort Worth, Tex. KFRS - Longview, Tex. KFRU - Columbia, Mo. KFSD - San Diego, Calif. KFUO - Los Angeles KFV - Los Angeles KFVS - Cape Girardeau, Mo. KFWB - Hollywood, Calif. KFWR - Tampa, Fla. KFXX - Grand Junction, Idaho KFYM - San Bernardino, Calif. KFXR - Oklahoma City KFYO - Lubbock, Tex. KFYR - Bismarck, N. D. KGA - Spokane, Wash. KGAR - Tucson, Ariz. KGB - San Diego, Calif. KGBU - Ketchikan, Alaska KGBV - Portland, Ore. KGC - Decorah, Ia. *KGL - Couer d'Alene, Ida. KGCU - Mandan, N. D. KGCY - Stock Point, Mont. KGD - Fern, Calif. KGDW - Wofford, Calif. KGDY - Huron, S. D. KGEK - Sterling, Colo. KGER - Long Beach, Calif. KGEZ - Kalamazoo, Mich. KGF - Shawnee, Okla. KGFJ - Brownsville, Tex. KGFJ - Los Angeles KGFV - Roswell, N. M. KGFH - Pueblo, Colo. KGFY - Pierre, S. D. KGG - San Francisco KGGF - Coffeyville, Kan. KGGM - Albuquerque, N. M. KGGH - Little Rock, Ark. KGLH - Billings, Mont. KGIH - Butte, Mont. KGIW - Alamosa, Colo. KGL - Denver, Colo. KGLB - San Angelo, Tex. *KGLK - Wichita Falls, Tex. KGGY - Scottsbluff, Nebr. KGLD - Mason City, Ia. KGLH - Hannibal, Mo. KGCN - Amarillo, Tex. KGNF - N. Platte, Nebr.	<b>K</b> KGO - Dodge City, Kan. KGO - San Francisco KGMU - Honolulu, Hawaii *KGVJ - Greenville, Tex. KGOV - Missoula, Mont. KGW - Portland, Ore. KGY - Olympia, Wash. KHBC - Hickory, N. C. KHBB - Okmulgee, Okla. KIH - Los Angeles KHQ - Spokane, Wash. KHISL - Chicago, Calif. KHUB - Waco, Texas KICA - Clovis, N. M. KID - Idaho Falls, Idaho KIDO - Boise, Idaho KIDW - Grand, Colo. KJEM - Eureka, Calif. KJEW - Glendale, Calif. KJNY - Juneau, Alaska KJRO - Seattle, Wash. KJTT - Kalama, Wash. KJUL - Garden City, Kans. KJUN - Pecos, Tex. KJUP - Durango, Colo. KJBS - San Francisco, Calif. KJH - San Antonio, Tex. KJLAH - Carlsbad, N. M. *KJLM - LaGrande, Ore. KJLON - Blytheville, Ark. KJL - Ogden, Utah KJLP - N. D. KJLR - Little Rock, Ark. KJLS - Oakland, Calif. KJLUF - Galveston, Texas KJL - Oakland, Calif. KJLW - Denver KJMA - Shenandoah, Ia. KJMC - San Antonio, Tex. KJMB - Kansas City KJMD - Omaha, Neb. KJMS - Fresno, Calif. KJML - Monroe, La. KJMJ - Clay Center, Nebr. KJMO - Tacoma, Wash. KJNB - Grand Rapids, Mich. KJMP - Beverly Hills, Calif. KJNY - Hollywood, Calif. KJNE - Brady, Tex. KJNT - Palestine, Tex. KJND - Denver KJNW - Los Angeles KJOA - Denver KJOC - Corvallis, Ore. KJOAM - Pittsburg, Kan. KJOL - Albuquerque, N. M. KJOB - Rapid City, S. Dak. KJOC - Kilgore, Tex. KJOH - Reno, Nev. KJOIL - Omaha, Nebr. KJOK - Portland, Ore. KJOKO - La Junta, Colo. KJOL - Seattle, Wash. KJOMA - Oklahoma City KJOS - Seattle, Wash. KJONO - San Diego, Calif. KJOS - Marshfield, Ore. KJORE - Eugene, Ore. KJOTN - Pine Bluff, Ark. KJF - Valley City, N. Dak. KJW - Parkersburg, W. Va. KJPC - Port Arthur, Tex. *KJPM - Poplar Bluff, Mo. KJPD - Pampa, Tex. KJPA - Helena, Mont. KJLC - Lake Charles, La. KJPT - Paris, Tex. KJMC - Bakersfield, Cal. KJPO - San Francisco KJPS - Los Angeles KJPP - Pasadena, Calif. KJQ - Wenatchee, Wash. KJRC - Houston, Tex. KJQ - Pittsburg, Kan. KJW - San Jose, Calif. *KJRA - Lufkin, Tex. KJRB - Abilene, Tex. KJRE - Berkeley, Calif. KJRGV - Weslaco, Tex. KJRS - Corpus Christi, Tex. KJRK - Los Angeles KJRK - Everett, Wash. KJRL - Lewiston, Idaho KJRL - Dallas, Tex. KJRH - Madison, La. KJRM - Jamestown, N. Dak. KJRM - Shreveport, La. KJRN - Roseburg, Ore. KJRN - Des Moines, Ia. KJRO - Rochester, Minn. *KJROD - El Paso, Tex. KJROW - Oakland, Calif. KJROY - Sacramento, Calif. KJRA - Santa Fe, N. M. KJRW - Wichita, Kan. KJRS - Seattle, Wash. KJSA - Manhattan, Kan. KJSA - Salina, Kan. KJSC - Sioux City, Ia. KJSH - Memphis, Tenn. KJSL - Pocatello, Idaho KJSP - San Francisco, Calif. KJSL - Salt Lake City, Utah KJSM - Salem, Ore. KJSD - Denver KJSO - Sioux Falls, S. D. KJSR - Santa Rosa, Calif. KJSTP - Minneapolis-St. Paul KJSB - Cedar City, Utah KJTB - Cheyenne, Wyo. KJTB - Phoenix, Ariz. KJTB - Fort Worth, Tex.	<b>K</b> KJTC - Austin, Tex. KJTB - Shreveport, La. KJTB - Temple, Tex. KJTF - Twin Falls, Idaho KJTHS - Hot Springs, Ark. KJTK - Visalia, Cal. KJTMS - Santa Barbara, Cal. KJTKS - Oklahoma City KJTR - Modesto, Calif. KJTRH - Houston, Tex. *KJTRI - Sioux City, Ia. KJTS - San Antonio, Tex. KJTM - El Paso, Tex. KJTL - Tulsa, Okla. KJTW - Seattle, Wash. KJUA - Walla Walla, Wash. KJUM - Yuma, Ariz. KJUS - Siltson Springs, Ark. KJUD - Vermilion, S. D. *KJUTA - Salt Lake City KJVC - Redding, Calif. KJV - San Luis Obispo, Cal. KJVG - Great Bend, Kan. KJVI - Tacoma, Wash. KJVOA - Tucson, Ariz. KJVOD - Denver, Colo. KJVA - San Angelo, Tex. KJVOL - Lafayette, La. KJVOO - Tulsa, Okla. KJVOR - Colo. Springs, Colo. KJVOS - Bellingham, Wash. KJW - Los Angeles *KJVRS - Rock Springs, Wyo. KJVS - Ardmore, Okla. KJWBG - Hutchinson, Kan. KJWS - Hobbs, N. M. KJWJ - Stockton, Calif. KJWW - Portland, Ore. KJWK - St. Louis KJWKH - Shreveport, La. KJWL - Decatur, Ala. KJWL - Longwood, Fla. KJWNO - Winona, Minn. KJWJ - Jefferson City, Mo. KJWSC - Pullman, Wash. KJWNT - Waterbury, Conn. KJW - Springfield, Mo. KJWO - Sheridan, Wyo. KJXA - Seattle, Wash. KJXBY - Kansas City, Mo. KXL - Portland, Ore. KX - El Paso, Calif. *KXOK - St. Louis, Mo. KXRO - Aberdeen, Wash. KX - Houston, Tex. KYA - San Francisco KXOS - Merced, Calif. KYW - Philadelphia  <b>W</b> WAA - Boston WAAP - Chicago WAAT - Jersey City, N. J. WAAW - Omaha, Neb. WABC - New York WABI - Bangor, Me. WABY - Albany, N. Y. WACO - Waco, Tex. WADG - Waco, Tex. WAGA - Atlanta WAGF - Dothan, Ala. WAGM - Presque Isle, Me. WAIM - Anderson, S. C. WAIN - Winston-Salem, N. C. WALA - Mobile, Ala. WALS - Zanesville, Ohio WAML - Laurel, Miss. WAPT - Birmingham, Ala. WAPG - Chattanooga, Tenn. WARD - Brooklyn WASH - Grand Rapids, Mich. WATL - Atlanta, Ga. WATR - Waterbury, Conn. WAVE - Louisville, Ky. WAWZ - Zarephath, N. J. WAYX - Waycross, Ga. WAZL - Hazleton, Pa. WBA - W. Lafayette, Ind. WBAL - Baltimore, Md. WBAP - Fort Worth, Tex. WBAX - Wilkes-Barre, Pa. WBBC - Brooklyn WBBL - Richmond, Va. WBCH - Chicago WBDR - Brooklyn WBWB - Ponce City, Okla. WBWC - Bay City, Mich. WBEN - Buffalo, N. Y. WBY - Marquette, Mich. WBHP - Huntsville, Ala. WBG - Greensboro, N. C. WBIL - New York City WBKL - Clarksville, Va. WBLY - New York WBNO - New Orleans WBNS - Columbus, O. WBNN - New York WBNY - Buffalo, N. Y. WBOW - Terre Haute, Ind. WBRR - Red Bank, N. J. WBRC - Birmingham, Ala. WBRE - Wilkes-Barre, Pa. WBRR - Pittsfield, Mass. WBRY - Watbury, Conn. WBTR - Charlotte, N. C. WBTM - Danville, Va. WBZ - Boston WBZ - Springfield, Mass. WBAD - Canton, N. Y. WCAE - Pittsburgh WCAL - Northfield, Minn.	<b>W</b> WCAM - Camden, N. J. WCAO - Baltimore WCAS - Asbury Park, N. J. WCAT - Rapid City, S. D. WCAU - Philadelphia WCAX - Burlington, Vt. WCAZ - Cambridge, Mass. WCAL - Allentown, Pa. WCBD - Chicago, Ill. WCBM - Baltimore WCBS - Springfield, Ill. WCBE - Cleveland WCFB - Chicago WCHS - Charleston, W. Va. WCHV - Charlottesville, Va. WCJY - Cincinnati WCTV - Cleveland WCO - Janesville, Wis. WCLM - Joliet, Ill. WCM - Ashland, Ky. WCV - Brooklyn WCOO - Pensacola, Fla. WCOE - Meridian, Miss. WCOL - Columbus, O. WCO - Boston WCO - Cincinnati WCO - Chicago, Ill. WCO - Chicago, Ill. WCSC - Charleston, S. C. WCSE - Portland, Me. WDAE - Tampa, Fla. WDAS - Kansas City, Mo. WDB - El Paso, Tex. WDB - Philadelphia WDAY - Fargo, N. D. WDBS - Roanoke, Va. WDB - Orlando, Fla. WDEL - Wilmington, Del. WDEV - Waterbury, Vt. WDGY - Minneapolis WDC - Durham, N. C. WDC - Chattanooga, Tenn. WDR - Hartford, Conn. *WDSM - Superior, Wis. WDSU - New Orleans WDWS - Chicago, Ill. WDB - Chattanooga, Tenn. WEAF - New York WEAN - Providence, R. I. WEAU - Eau Claire, Wis. WEBC - Duluth, Minn. WECH - Elizabeth, N. J. WEER - Buffalo, N. Y. WEDC - Chicago WEED - Rocky Mount, N. C. WEEI - Boston WEK - Reading, Pa. WELI - New Haven, Conn. WELL - Battle Creek, Mich. WEMP - Milwaukee WENT - Evansville, Ind. WESG - Elmira, N. Y. WEST - Easton, Pa. WEVD - New York WETL - Louisville, Ky. WEL - Royal Oak, Mich. WFAA - Dallas, Tex. WFAE - New York WFAW - White Bend, Ind. WFAS - White Plains, N. Y. WFB - Greenfield, S. C. WFBG - Altoona, Pa. WFBL - Syracuse, N. Y. WFBM - Indianapolis WFD - Philadelphia WFF - Flint, Mich. WFEA - Manchester, N. H. WFIL - Philadelphia WFIA - Clearwater, Fla. WFD - Frederick, Md. WFOR - Hattiesburg, Miss. WFOY - St. Augustine, Fla. WFTC - Kingston, N. C. WGAL - Lancaster, Pa. WGAN - Portland, Me. WGAR - Cleveland *WGAA - Athens, Ga. WGBR - Freeport, N. Y. WGB - Evansville, Ind. WGB - Scranton, Pa. WGBM - Guilford, Miss. WGES - Chicago WGH - Newport News, Va. WGL - Fort Wayne, Ind. WGL - Chicago WGW - Newburgh, N. Y. WGPC - Albany, Ga. WGR - Buffalo, N. Y. WGRM - New Albany, Ind. WGRM - Grenada, Miss. WGR - Atlanta WGTM - Wilson, N. C. *WGVA - Indianapolis WGY - Schenectady, N. Y. WHA - Madison, Wis. WHAL - Greenfield, Mass. *WHAL - Saginaw, Mich. WHAM - Rochester, N. Y. WHAS - Louisville, Ky. WHAT - Philadelphia WHAZ - Troy, N. Y. WHB - Kansas City, Mo. WHB - St. Louis, Mo. WHCC - Canton, O. WHBF - Rock Island, Ill. WHBI - Newark, N. J. WHBL - Sheboygan, Wis. WHB - Memphis, Tenn. WHBU - Anderson, Ind. WHBY - Green Bay, Wis. WHDD - Calumet, Mich.	<b>W</b> WHDH - Boston WHEB - Olean, N. Y. WHEB - Portsmouth, N. H. WHEC - Rochester, N. Y. WHEF - Kosciusko, Miss. WHFG - Dayton, O. WHIP - Hammond, Ind. WHIS - Bluefield, W. Va. WHJB - Greensburg, Pa. WHIC - Cleveland WHLC - Columbus, O. WHLB - Virginia, Minn. WHN - New York WHO - Des Moines, Ia. WHIV - Jersey City, N. J. WHIP - Harrisburg, Pa. WIBA - Madison, Wis. WIBG - Glenside, Pa. WIBM - Jackson, Mich. WIBW - Topeka, Kan. WIBX - Utica, N. Y. WICA - Ashabula, O. WICC - Bridgeport, Conn. WICO - St. Louis WILL - Urbana, Ill. WILM - Wilmington, Del. WIND - Gary, Ind. WIN - New York WIP - Philadelphia WIRE - Indianapolis WIS - Columbus, S. C. WISN - Milwaukee WISC - Johnstown, Pa. WJAG - Norfolk, Nebr. WJAR - Providence, R. I. WJAS - Pittsburgh WJAX - Jacksonville, Fla. WJBK - Bloomington, Ill. WJBL - Detroit WJBT - Decatur, Ill. WJBO - Baton Rouge, La. WJBR - Erie, Pa. WJBY - Gadsden, Ala. WJDX - Jackson, Miss. WJEB - Hagerstown, Md. WJDM - Lansing, Mich. WJEB - Chicago WJMS - Ironwood, Mich. WJNO - Palm Beach, Fla. WJR - Detroit WJRD - Tusculum, Ala. WJW - Washington, D. C. WJTN - Jacksonville, Fla. WJW - Akron, O. WJZ - New York WKAQ - San Juan, P. R. WKB - Erie, Pa. WKAT - Miami Beach, Fla. WKBK - Dubuque, Ia. WKBH - La Crosse, Wis. WKBN - Youngstown, O. WKBR - Harrisburg, Pa. WKVB - Richmond, Ind. WKBW - Buffalo WKBB - Muskegon, Mich. WKEU - Griffin, Ga. WKEC - Sunbury, Pa. WKRC - Cincinnati WKY - Oklahoma City WKZO - Kalamazoo, Mich. WLAC - Nashville, Tenn. WLAK - Lansing, Mich. WLAP - Lexington, Ky. WLAW - Lawrence, Mass. WLB - Minneapolis WLBC - Muncie, Ind. WLF - Stevens Point, Wis. WLBB - Bangor, Me. WLEU - Erie, Pa. WLLH - Lowell, Mass. *WLMU - Middleboro, Ky. WLNH - Leontia, N. H. WLS - Chicago WLTH - Brooklyn WLVA - Lynchburg, Va. WLW - Cincinnati WLV - Washington, D. C. WMAQ - Chicago WMAA - Springfield, Mass. WMAZ - Macon, Ga. WMBG - Detroit WMBR - Peoria, Ill. WMBG - Richmond, Va. WMBH - Joplin, Mo. WMBI - Chicago WMBQ - Auburn, N. Y. WMBR - Jacksonville, Fla. WMBM - Uniontown, Pa. WMC - Memphis WMC - New York WMEZ - Boston, Mass. WMEF - Wilmington, N. C. WMEF - Plattsburg, N. Y. WMPF - Hibbing, Minn. WMPD - Daytona Beach, Fla. WMPF - High Point, N. C. WMIN - St. Paul, Minn. WMNN - Fairmont, W. Va. WML - Lapeer, Mich. WMLB - Memphis, Tenn. WMSD - Sheffield, Ala. WMT - Cedar Rapids, Ia. WNAO - Boston WNAO - Norman, Okla. WY - Yorkton, S. W. Canada WNBC - New Britain, Conn. WNBF - Birmingham, N. Y.	<b>W</b> WNBH - New Bedford, Mass. WNBS - Springfield, Vt. WNBZ - Saranac Lake, N. Y. WNEL - San Juan, P. R. WNL - Cicero, Ill. WNL - New London, Conn. WNOX - Knoxville, Tenn. WNVC - New York WQAI - San Antonio, Tex. WQIC - Daverock, N. Y. WQI - Ames, Ia. WOKO - Albany, N. Y. WOL - Washington, D. C. WOL - Florence, S. C. WOMT - Ovenshoro, Ky. WOMT - Manitowoc, Wis. WOOD - Grand Rapids, Mich. WOPI - Bristol, Tenn. WRO - Providence, N. J. WORC - Worcester, Mass. WORK - York, Pa. WORL - Boston, Mass. WOSU - Columbus, O. WOW - New York WOW - Omaha, Nebr. WOWO - Fort Wayne, Ind. WPAD - Paducah, Ky. WPAR - Parkersburg, W. Va. WPC - Farmingdale, Ga. WPT - Portsmouth, O. WPEN - Philadelphia WPG - Atlantic City, N. J. WPR - Mayaguez, P. R. WPO - Providence, N. J. WPRP - Ponce, P. R. WPTF - Raleigh, N. C. WQAM - Miami WQAN - Scranton, Pa. WV - Vicksburg, Miss. WQDM - St. Albans, Vt. WQXR - New York WRAC - Williamsport, Pa. WRAW - Reading, Pa. WRCV - Cincinnati WRC - Washington, D. C. WRDO - Augusta, Me. WRDW - Augusta, Ga. WREC - Memphis WRGA - Lawrence, Ga. WRJN - Racine, Wis. WRNL - Richmond, Va. WROK - Rockford, Ill. WRR - Knoxville, Tenn. WRR - Dallas, Tex. WRTD - Richmond, Va. WRVA - Gainesville, Fla. WRVA - Richmond, Va. WSP - Cincinnati WSAJ - Grove City, Pa. WSAL - Salisbury, Md. WSAN - Allentown, Pa. WSAR - Fall River, Mass. WSAW - Worcester, Mass. WSAY - Rochester, N. Y. WSAZ - Huntington, W. Va. WSB - Atlanta WSBC - Chicago WSW - South Bend, Ind. WSPA - Montgomery, Ala. WSGN - Birmingham WSIX - Nashville, Tenn. WSJS - Winston-Salem, N. C. WSM - New Orleans WSMB - New Orleans WSMK - Dayton, O. WSNJ - Bridgeton, N. J. WSOC - Charlotte, N. C. WSP - Spartanburg, S. C. WSPR - Springfield, Mass. WSUI - Iowa City, Ia. WSUN - St. Petersburg, Fla. WSVA - Harrisonburg, Va. WSVS - Buffalo, N. Y. WSYB - Rutland, Vt. WSYR - WSYU Syracuse, N. Y. WTD - Quincy, Ill. WTAG - Worcester, Mass. WTAL - Tallahassee, Fla. WTAM - Cleveland WTAQ - Green Bay, Wis. WTAR - Norfolk, Va. WTAX - College Station, Tex. WTAX - Springfield, Ill. WTBO - Cumberland, Md. WTGN - Minneapolis WTEL - Philadelphia WTEC - Hartford, Conn. WTIC - Hartford, Conn. WTJS - Jackson, Tenn. WTMJ - Milwaukee WTMV - East St. Louis, Ill. WTN - Tipton, Mo. WTUC - Savannah, Ga. *WTOL - Toledo WTRC - Elkhart, Ind. WTFW - Brooklyn WWJ - Hammond, Ind. WVL - New Orleans WVNC - Asheville, N. C. WVRL - Woodside, N. Y. WV - Pittsburgh WVVA - Wheeling, W. Va. WVZY - Detroit  *KPKM on Jan. 15 changed its call to KWOC.
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# RFC

# The CALL Letters



*of the Nation's Most Extensive Radio Fact-finding Network*

A split-second from the microphone lives your listening and buying audience. Do you, station or sponsor, definitely know the size, listening habits and preferences of this audience?

Call RFC — the nation's most extensive research network — to determine accurately, speedily and impartially these vital statistics of radio:

*Size of listening audiences, morning, afternoon and/or night . . . Coverage of primary and secondary areas and markets . . . Acceptance of sponsored and sustaining programs and features . . . Listen-*

*ing habits and comparative station and program popularity . . . Sales effectiveness of programs.*

The RFC network employs all recognized methods of radio research: coincidental, recall, etc. Its 31 branch offices give you complete coverage. Its trained field personnel gives you accurate, supervised results. Its reputation and clients\* give you confidence.

N.B. Ross Federal has prepared a typical radio coincidental report measuring station and program preferences. If you haven't a copy, send for it now. It is free for the asking. Simply ask for Report to Your Radio Station.

OFFICES: NEW YORK  
 PHILADELPHIA • CHICAGO  
 DETROIT • LOS ANGELES  
 CLEVELAND • BOSTON  
 ST. LOUIS • PITTSBURGH  
 SAN FRANCISCO • DENVER  
 BUFFALO • WASHINGTON  
 MILWAUKEE • NEW  
 ORLEANS • CINCINNATI  
 OMAHA • MINNEAPOLIS  
 INDIANAPOLIS • KANSAS  
 CITY • PORTLAND, ORE.  
 SEATTLE • MEMPHIS  
 ATLANTA • DALLAS  
 OKLAHOMA CITY • NEW  
 HAVEN • SALT LAKE CITY  
 DES MOINES • ALBANY  
 CHARLOTTE

## ROSS FEDERAL RESEARCH CORPORATION

AFFILIATED WITH ROSS FEDERAL SERVICE INC

EXECUTIVE OFFICES: 6 EAST 45th STREET, NEW YORK, N. Y.

\* Such as WOR, KHQ, WFBR, WTIC, KOMO, WCFL, WMCA, WGN, WOW, WJSV, WGR-WKBW, KWK, WNAC, WEAN, WDAF, WTAR, WTAG—and National Broadcasting Company, Columbia Broadcasting System and Mutual Broadcasting System.



# A Footnote to Radio Progress

Four years ago scarcely more than a dozen stations were able to broadcast news commercially.

Today the radio industry finds news its second major attraction,\* the largest single revenue-producing service ever developed for the individual station.

Transradio takes pride in the fact that, to a large extent, its efforts made this possible. It is important, we feel, not only as a contribution to the industry. It has changed the news-reading habits of many millions of Americans, saved hours of precious time for the well-informed, and established a high and permanent place for news within the public service function of American broadcasting.

\* Fortune magazine popularity survey.

TRANSRADIO PRESS SERVICE

DIRECTORY OF U. S. BROADCASTING STATIONS BY FREQUENCIES

\*CP granted for increase in power.

(Licensed or Authorized by FCC as of January 15, 1938)

(Construction permit for new station). (Special authorization for power or frequency).

CP—Construction permit for frequency.

(Continued from page 16)

Table with 5 columns: Call Letters, City, Day Power (Watts), Night Power (Watts), and Frequency. Includes sections for 1200 KC. LOCAL (Cont.), 1250 KC. REGIONAL, and 1220 KC. REGIONAL.

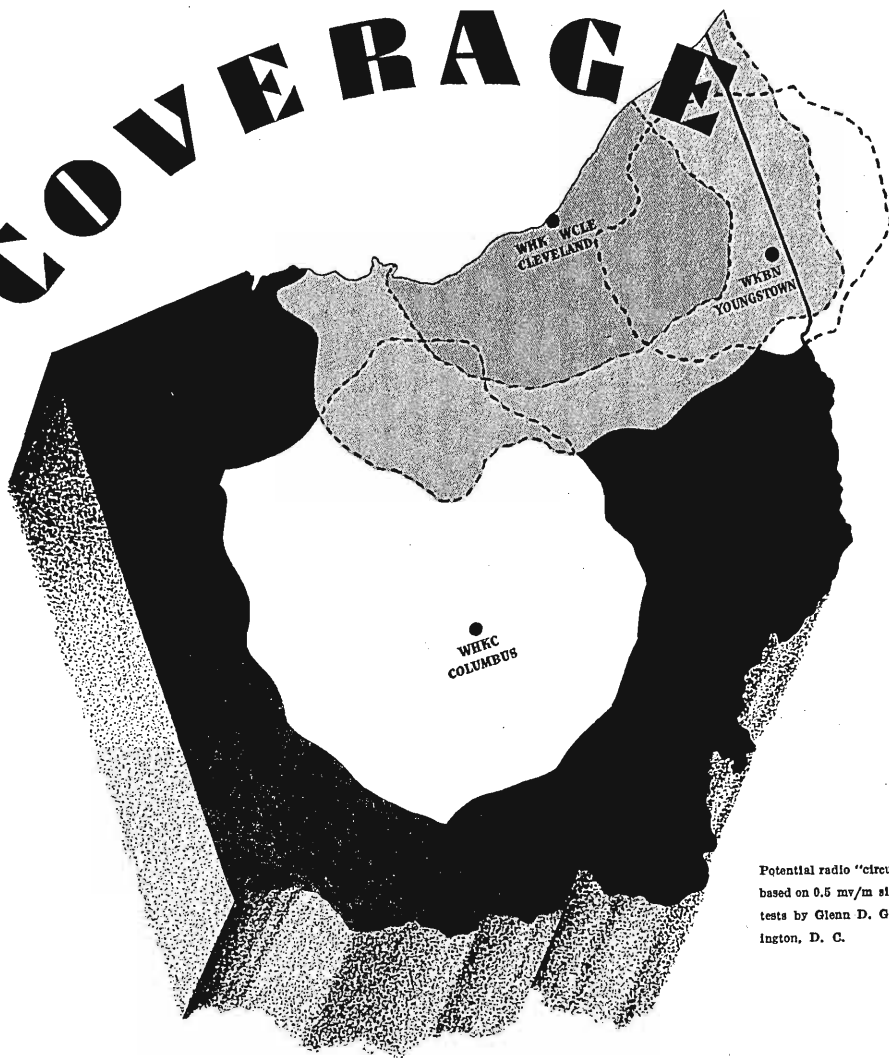
Table with 5 columns: Call Letters, City, Day Power (Watts), Night Power (Watts), and Frequency. Includes sections for 1230 KC. REGIONAL (Cont.), 1240 KC. REGIONAL, 1250 KC. REGIONAL, 1260 KC. REGIONAL, 1270 KC. REGIONAL, 1280 KC. REGIONAL, 1290 KC. REGIONAL, and 1300 KC. REGIONAL.

Table with 5 columns: Call Letters, City, Day Power (Watts), Night Power (Watts), and Frequency. Includes sections for 1310 KC. LOCAL (Cont.), 1320 KC. REGIONAL, 1330 KC. REGIONAL, 1340 KC. REGIONAL, 1350 KC. REGIONAL, and 1370 KC. LOCAL.

Table with 5 columns: Call Letters, City, Day Power (Watts), Night Power (Watts), and Frequency. Includes sections for 1370 KC. LOCAL (Cont.), 1380 KC. REGIONAL, 1390 KC. REGIONAL, 1400 KC. REGIONAL, and 1410 KC. REGIONAL.

(Continued on page 20)

# COVERAGE



Potential radio "circulation" areas based on 0.5 mv/m signal strength tests by Glenn D. Gillett, Washington, D. C.

For reaching rich Ohio markets time buyers make no mistake when they select stations of the United Broadcasting Company.

WHK and WCLE in Cleveland, WHKC in Columbus and WKBN in Youngstown will gladly send full information on coverage and rates to you.

**WHK-WCLE**  
CLEVELAND

**UNITED**  
BROADCASTING  
COMPANY

**WHKC** **WKBN**  
Columbus Youngstown

H. K. CARPENTER  
Vice President

# DIRECTORY OF U. S. BROADCASTING STATIONS BY FREQUENCIES

(Licensed or Authorized by FCC as of January 15, 1938)

\*CP granted for increase in power. †Construction permit for new station. ‡Special authorization for power or frequency. CP—Construction permit for frequency.

(Continued from page 18)

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
<b>1420 KC. REGIONAL</b>				<b>1440 KC. REGIONAL</b>				<b>1490 KC. HIGH POWER REGIONAL</b>				<b>1500 KC. LOCAL (Cont.)</b>			
WEED	Rocky Mount, N. C.	250	100	KDFN	Casper, Wyo.	500	500	KFBK	Sacramento, Calif.	5,000	5,000	WHBB	Selma, Ala.	100	100
WEEL	Battle Creek, Mich.	100	100	†KELA	Centralia, Wash.	500	500			*10,000	*10,000	WHBF	Kosciusko, Miss.	250	100
WGPC	Albany, Ga.	100	100	KXYZ	Houston, Tex.	1,000	1,000	WCKY	Cincinnati	10,000	10,000	WJBK	Detroit	250	100
WHFC	Cicero, Ill.	250	100	WGBA	Allentown, Pa.	500	500					WKBB	Dubuque, Ia.	250	100
WILM	Wilmington, Del.	100	100	WBGJ	Greensboro, N. C.	1,000	1,000	KAWN	Gallup, N. M.	100	100	WKBY	Richmond, Ind.	100	100
WJMS	Ironwood, Mich.	100	100	WMBD	Peoria, Ill.	5,000	1,000	KBST	Big Spring, Tex.	100	100	WKZB	Muskogee, Mich.	250	100
WLAF	Lexington, Ky.	250	100	WSAN	Allentown, Pa.	500	500	KDB	Santa Barbara, Calif.	250	100	WKEU	Griffin, Ga.	100	100
WLEU	Eric, Pa.	250	100					KGFI	Brownsville, Tex.	250	100	WMBQ	Brooklyn, N. Y.	100	100
WMAS	Springfield, Mass.	250	100	<b>1450 KC. REGIONAL</b>				KDAL	Duluth, Minn.	100	100	WMEX	Boston	250	100
WMBC	Detroit	250	100	KGXJ	Wolf Point, Mont.	1,000	1,000	KGBX	Muskogee, Okla.	100	100	WMLC	New London, Conn.	100	100
WMBH	Joplin, Mo.	250	100	KIEM	Eureka, Calif.	1,000	500	KGST	Scotts Bluff, Nebr.	250	100	WOMI	Owensboro, Ky.	250	100
WMBS	Uniontown, Pa.	250	100	KTBS	Shreveport, La.	1,000	1,000	KNEI	Brady, Tex.	250	100	WOPI	Bristol, Tenn.	100	100
WMFJ	Daytona Beach, Fla.	100	100	WGAR	Cleveland	500	500	†KWVE	Hobbs, N. M.	100	100	WRGA	Rome, Ga.	250	100
WMSD	Sheffield, Ala.	100	100	WHOM	Jersey City, N. J.	250	250	KNOW	Austin, Tex.	*250	100	WRDW	Augusta, Ga.	250	100
WPAD	Paducah, Ky.	250	100	WSAR	Fall River, Mass.	1,000	1,000					WRTD	Richmond, Va.	100	100
WPAR	Parkersburg, W. Va.	100	100	WAGA	Atlanta, Ga.	1,000	500	KOTN	Pine Bluff, Ark.	100	100	WSYB	Rutland, Vt.	100	100
WPRP	Ponce, P. R.	250	100	<b>1460 KC. HIGH POWER REGIONAL</b>				KOVV	Valley City, N. D.	250	100	WTVM	East St. Louis, Ill.	250	100
				KSTP	Mpls-St. Paul	25,000	10,000	KPLC	Lake Charles, La.	250	100	WRWL	Woodside, N. Y.	250	100
				WJSV	Washington, D. C.	10,000	10,000	KPLT	Paris, Tex.	250	100	WWSW	Pittsburgh	250	100
<b>1480 KC. REGIONAL</b>				<b>1470 KC. HIGH POWER REGIONAL</b>				<b>1500 KC. LOCAL</b>				<b>1500 KC. SPECIAL</b>			
KECA	Los Angeles, Calif.	5,000	1,000	KGA	Spokane, Wash.	5,000	5,000	KRNR	Roseburg, Ore.	250	100	WBRY	Waterbury, Conn.	1,000	1,000
KGNF	North Platte, Neb.	1,000	---	WLAC	Nashville, Tenn.	5,000	5,000	KSAL	Salina, Kan.	250	100	KXBY	Kansas City	1,000	1,000
WMBS	Daytona Beach, Fla.	250	100					†KROD	El Paso, Tex.	100	100				
WBNS	Columbus, O.	1,000	500	<b>1480 KC. HIGH POWER REGIONAL</b>				KVUE	Santa Ana, Calif.	100	100	<b>1500 KC. SPECIAL</b>			
WHFC	Rochester, N. Y.	1,000	500	KOMA	Oklahoma City	5,000	5,000	KXO	El Centro, Calif.	100	100	WQXR	New York City	1,000	1,000
WHIP	Harrisburg, Pa.	1,000	500	WKBW	Buffalo, N. Y.	5,000	5,000	WONW	Brooklyn, N. Y.	250	100	KPMC	Bakersfield, Calif.	1,000	1,000
WMPS	Memphis	1,000	500	WHIP	Hammond, Ind.	5,000	---	WDNC	Durham, N. C.	100	100				
WOKO	Albany, N. Y.	1,000	500					WKAT	Miami Beach	100	100				
KINY	(CP) Juneau, Alaska	250	250					WGAL	Lancaster, Pa.	250	100				

## International Broadcasting Stations in U. S.

(Authorized by FCC as of January 1, 1938)

Call Letters	Licensee and Location	Frequencies in Kilocycles	Power in Watts
W9XAA <sup>1</sup>	Chicago Federation of Labor Transmitter: York Township, Ill.	6080, 11830, 17780	500
W2XE <sup>2</sup>	Columbia Broadcasting System Transmitter: Near Wayne, N. J.	6120, 9690, 11830 15270, 17760, 21520	10,000
W8XAL <sup>3</sup>	Crosley Radio Corp. Transmitter: Mason, O.	6060, 9590	10,000
W2XAD <sup>4</sup>	General Electric Co. Transmitter: S. Schenectady, N. Y.	15330	25,000
W2XAF <sup>4</sup>	General Electric Co. Transmitter: S. Schenectady, N. Y.	9530	*40,000
W6XBE <sup>1</sup> (CP)	General Electric Co. Transmitter: Near Belmont, Cal.	9530, 15330	20,000
W4XB <sup>5</sup>	Isle of Dreams Broadcasting Corp. Transmitter: Miami Beach, Fla.	6040	**2,500
W8XAL <sup>6</sup>	National Broadcasting Co. Transmitter: Bound Brook, N. J.	6100, 17780	35,000
W8XF <sup>7</sup>	National Broadcasting Co. Transmitter: Downer's Grove, Ill.	6100, 17780	10,000
W3XAU <sup>8</sup>	WCAU Broadcasting Co. Transmitter: Newtown Square, Pa.	6060, 9590, 21520	10,000
W1XK <sup>9</sup>	Westinghouse E. & M. Co. Transmitter: Millis, Mass.	9570	10,000
W8XK <sup>10</sup>	Westinghouse E. & M. Co. Transmitter: Saxonburg, Pa.	6140, 9570, 11870 15210, 17780, 21540	40,000
W1XAL	World Wide Broadcasting Corp. Transmitter: Boston, Mass.	6040, 11790, 15250 21460	20,000

- Also licensee of WCFL, Chicago.
- Also licensee of WABC, New York City.
- Also licensee of WLW and WSAI, Cincinnati.
- Also licensee of WGY, Schenectady.
- Also licensee of WIOD, Miami.
- Also licensee of WJZ, New York City.
- Also licensee of WENR and WMAQ, Chicago.
- Also licensee of WCAU, Philadelphia.
- Also licensee of WBZ-WBZA, Boston-Springfield.
- Also licensee of KDKA, Pittsburgh.

CP—Construction permit only.

\*CP to construct 100,000-watt linear radio frequency amplifier.

\*\*CP to increase power to 5,000 watts and move transmitter to Miami.

# W B R E

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Serving Northeastern Pennsylvania with a full schedule of NBC programs and local programs of unusual interest.

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Louis G. Baltimore, General Manager

**RADIO STATIONS!**—We will transcribe any event in the Nation's Capital that you think would interest your listeners—studio or remote. For example: Let us transcribe in Washington a discussion between your local banker and an R.F.C. official.

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**PITTSBURG**

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**Dominant in the center of America's  
rich mining, agricultural and  
recreational area**

**790 Kilocycles ★ 1000 Watts**

**NBC Red and Blue**

**NATIONAL REPRESENTATIVES  
HOWARD H. WILSON CO.  
Chicago • New York • Kansas City**

# DIRECTORY OF CANADIAN BROADCAST STATIONS BY FREQUENCIES

(Data corrected to January 1, 1938)

Call Letters	City	Power	Call Letters	City	Power	Call Letters	City	Power	Call Letters	City	Power			
			<b>540 KC. (CANADIAN EXCLUSIVE)</b>						<b>1050 KC. (U. S. CLEAR, NOW PARTLY SHARED)</b>			<b>1390 KC. (U. S. REGIONAL AND CANADIAN LOCAL)</b>		
GJRM	Regina, Sask.	1,000	CFQC	Saskatoon, Sask.	1,000	CBM	Montreal, Que.	5,000				CJGX	Yorkton, Sask.	100
			CFRT	Toronto, Ont.	5,000									
			CBL	Toronto, Ont.	50,000									
			<b>800 KC. (U. S.-CANADIAN SHARED)</b>									<b>1410 KC. (U. S. REGIONAL AND CANADIAN LOCAL)</b>		
CFNB	Fredericton, N. B.	1,000—D 500—N	CFJC	Kamloops, B. C.	1,000	1100 KC. (U. S. CLEAR, NOW PARTLY SHARED)			CBR	Vancouver, B. C.	5,000	CKFC	Vancouver, B. C.	50
			CBO	Ottawa, Ont.	1,000							CKMO	Vancouver, B. C.	100
			<b>910 KC. (CANADIAN EXCLUSIVE)</b>									<b>1420 KC. (U. S. AND CANADIAN LOCAL)</b>		
CFPR	Prince Rupert, B. C.	50	CIAT	Trail, B. C.	1,000	1120 KC. (U. S.-CANADIAN SHARED)			GHLP	Montreal, Que.	100	CKGB	Timmins, Ont.	100
CHRC	Quebec, Que.	100	CKY	Winnipeg, Man.	15,000	CHSJ	Saint John, N. B.	100	CHSJ	Saint John, N. B.	100	CHLN	Three Rivers, Que.	100
CKCL	Toronto, Ont.	1,000—D	CBF	Montreal, Que.	50,000	CKOC	Hamilton, Ont.	1,000—D 500—N	CKOC	Hamilton, Ont.	1,000—D 500—N	<b>1450 KC. (U. S. AND CANADIAN REGIONAL)</b>		
CKUA	Edmonton, Alta.	500										CFCT	Victoria, B. C.	500
			<b>930 KC. (CANADIAN EXCLUSIVE)</b>									CHGS	Summerside, P.E.I.	50
600 KC. (U. S.-CANADIAN SHARED)			CFAC	Calgary, Alta.	1,000							<b>1500 KC.</b>		
CFCF	Montreal, Que.	500	CFCH	North Bay, Ont.	100							CJIC	Sault Ste. Marie, Ont.	100
CFNR	Vancouver, B. C.	500	CFIC	Prescott, Ont.	100							<b>1510 KC.</b>		
CBW	Windsor, Ont.	1,000—D 500—N	CHNS	Halifax, N. S.	1,000							CFRC	Kingston, Ont.	100
			CKPC	Brantford, Ont.	100							CKCR	Waterloo, Ont.	100
			<b>950 KC. (U. S. REGIONAL AND CANADIAN LOCAL)</b>											
630 KC. (U. S.-CANADIAN SHARED)			CJOC	Lethbridge, Alta.	1,000									
CFCO	Chatham, Ont.	100	CRCK	Quebec, Que.	100									
CJCA	Charlottetown, P.E.I.	1,000												
CFRC	Winnipeg, Man.	1,000—D 500—N												
CKOV	Kelowna, B. C.	100												
			<b>960 KC. (CANADIAN EXCLUSIVE)</b>											
690 KC. (CANADIAN EXCLUSIVE)			CHNC	New Carlisle, Que.	1,000									
CFRB	Toronto, Ont.	10,000	CFRN	Edmonton, Alta.	100									
CJCJ	Calgary, Alta.	100	CRCY	Toronto, Ont.	100									
			<b>1010 KC. (U. S.-CANADIAN SHARED)</b>											
730 KC. (CANADIAN EXCLUSIVE)			CHML	Hamilton, Ont.	100									
CFPL	London, Ont.	100	CKCD	Vancouver, B. C.	100									
CJCA	Edmonton, Alta.	1,000	CKCK	Regina, Sask.	1,000									
CKAC	Montreal, Que.	5,000	CKCO	Ottawa, Ont.	100									
CRPR	Fort William	100	CFIC	Wolfville, N. S.	50									
			CKWX	Vancouver, B. C.	100									
			<b>1030 KC. (CANADIAN EXCLUSIVE)</b>											
780 KC. (U. S.-CANADIAN SHARED)			CJBR	Rimouski, Que.	1,000									
CHWK	Chilliwack, B. C.	100	CFCN	Calgary, Alta.	10,000									
CKSO	Sudbury, Ont.	1,000	CKLW	Windsor, Ont.	5,000									

### SHORT WAVE BROADCASTERS

	6005 KC.	
CFCX	Montreal, Que.	75
	<b>6010 KC.</b>	
CJCB	Sydney, N. S.	1,000
CJXC	Sydney, N. S.	1,000
	<b>6070 KC.</b>	
CFRX	Toronto, Ont.	1,000
	<b>6090 KC.</b>	
CRCX	Toronto, Ont.	1,000
	<b>6150 KC.</b>	
CJRO	Winnipeg, Man.	2,000
	<b>11720 KC.</b>	
CJRX	Winnipeg, Man.	2,000

# DIRECTORY OF CANADIAN BROADCAST STATIONS BY CALL LETTERS

C	Call Letters	City	Power	Call Letters	City	Power	Call Letters	City	Power
	CFCY	Charlottetown, P. E. I.		CHLP	Montreal, Que.		CJCU	Aklavik, N. W. T.	
CBF	Montreal, Que.		CHLN	Three Rivers, Que.		CJGX	Yorkton, Sask.		
CBL	Toronto, Ont.		CHLT	Sherbrooke, Que.		CJIC	Sault Ste. Marie, Ont.		
CBM	Montreal, Que.		CHML	Hamilton, Ont.		CJL	Kirkland Lake, Ont.		
CBO	Ottawa, Ont.		CHNC	New Carlisle, Que.		CJLS	Yarmouth, N. S.		
CBR	Vancouver, B. C.		CHNS	Halifax, N. S.		CJOC	Lethbridge, Alta.		
CBW	Windsor, Ont.		CHRC	Quebec, Que.		CJOR	Vancouver, B. C.		
CFAC	Calgary, Alta.		CHSJ	St. John, N. B.		CJRC	Winnipeg, Man.		
CFAN	Flin Flon, Man.		CHWK	Chilliwack, B. C.		CJRM	Regina, Sask.		
CFCH	North Bay, Ont.		CJAT	Trail, B. C.		CJRO	Winnipeg, Man.		
CFCN	Calgary, Alta.		CJBR	Rimouski, Que.		CJRX	Winnipeg, Man.		
CFCO	Chatham, Ont.		CJCA	Edmonton, Alta.		CKAC	Montreal, Que.		
CFCT	Victoria, B. C.		CJCB	Sydney, N. S.		CKBI	Prince Albert, Sask.		
CFCX	Montreal, Que.		CJCC	Calgary, Alta.		CKCD	Vancouver, B. C.		
			CJCS	Stratford, Ont.		CKCH	Hull, Que.		
			CHGS	Summerside, P. E. I.		CKCK	Regina, Sask.		
						CKCL	Toronto, Ont.		
						CKCO	Ottawa, Ont.		
						CKCR	Waterloo, Ont.		
						CKCV	Quebec, Que.		
						CKCW	Moncton, N. B.		
						CKFC	Vancouver, B. C.		
						CKGB	Timmins, Ont.		
						CKIC	Wolfville, N. S.		
						CKLW	Windsor, Ont.		
						CKMC	Cobalt, Ont.		
						CKMO	Vancouver, B. C.		
						CKNX	Wingham, Ont.		
						CKOC	Hamilton, Ont.		
						CKOV	Kelowna, B. C.		
						CKPC	Brantford, Ont.		
						CKPR	Fort William, Ont.		
						CKSO	Sudbury, Ont.		
						CKTB	St. Catharines, Ont.		
						CKUA	Edmonton, Alta.		
						CKWX	Vancouver, B. C.		
						CKX	Brandon, Man.		
						CKY	Winnipeg, Man.		
						CRCK	Quebec, Que.		
						CRCS	Chicoutimi, Que.		
						CRCT	Toronto, Ont.		
						CRCX	Toronto, Ont.		
						CRCY	Toronto, Ont.		
						SHORT WAVE			
						CJCX	Toronto, Ont.		
						CJRO	Winnipeg, Man.		
						CJRX	Winnipeg, Man.		
						CFXC	Montreal, Que.		
						CFRX	Toronto, Ont.		
						CRCX	Toronto, Ont.		

## CANADA'S *Busiest* Station -- for Fifteen Years


# CKAC

LA PRESSE'S CBS

5,000 Watts • **MONTREAL** • 18 Hours a Day

Representative - JOSEPH H. MCGILLVRA, Palmolive Bldg., Chicago • 366 Madison Ave., New York





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from China to  
Peru.

SAMUEL JOHNSON,  
1709-1784

**S**taunch supporters though we are of fact finding, we still believe that Dr. Johnson carried his idea of surveys a little too far. ● No station listed here lays exaggerated claim to coverage of distant markets. *Every* station listed here thoroughly covers the rich domestic markets it is designed to



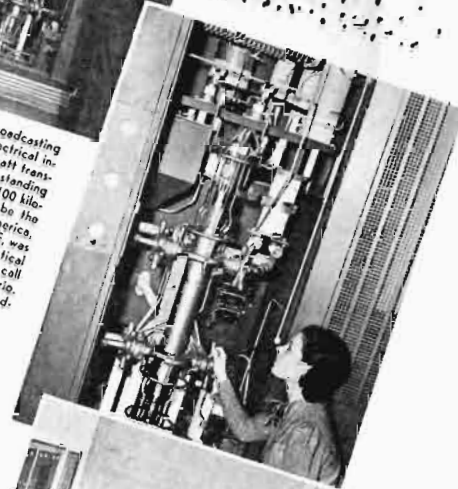
The main control room of CBL, 50,000 watt Ontario regional transmitter, erected at Hornby, Ontario, by the CBC. The powerful new station, which joined the network December 25, is identical to CBF, Vercheres, Quebec. The picture shows a portion of the control panel, the operating console and the visitors' gallery. A feature of the interior of the new stations is the huge map of Canada that has been laid in linoleum on the floor of the operating room. The names of broadcasting stations affiliated with the CBC are shown on the map.



Identical to CBL, 50,000 watt Ontario regional transmitter erected at Hornby, Ontario, by the Canadian Broadcasting Corporation and opened to the network Christmas Day, is CBF, Vercheres, Quebec, which serves French listeners in that province. The picture shows the modern transmitter building and 600-foot vertical radiator.



Two engineers of the Canadian Broadcasting Corporation associated with the electrical installation of the CBC's new 50,000 watt transmitter station at Vercheres, Quebec, standing beside the main amplifier. Two of the 100 kilowatt water-cooled tubes, believed to be the largest used in radio broadcasting in America, are visible. The new station, believed to be the first to another CBC transmitter, known as CBF, Vercheres, Quebec, erected near Hornby, Ontario. Both serve a large area and provide dependable reception day and night.



Believed to be the largest used in radio broadcasting in North America are the 100 kilowatt tubes installed in the Canadian Broadcasting Corporation's two new 50,000 watt transmitting stations at Vercheres, Quebec, and Hornby, Ontario. The heat from these tubes is removed from the transmitters by means of an air blast through a radiator system and is used for heating purposes.



The main operating room of CBF, 50,000 watt transmitting station erected by the Canadian Broadcasting Corporation at Vercheres, Quebec. The console at the right is the "driver's seat" from which the engineer in charge has full control over the station. Part of the transmitting equipment can be seen at the left. The powerful new station, sister station to CBL, Hornby, Ontario, went into operation December 11.

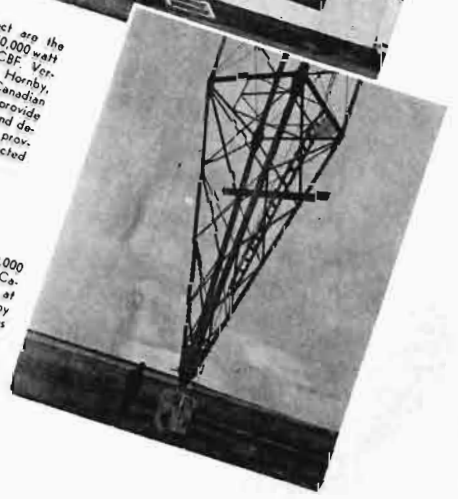
# Canada Calling.



# CANADIAN BROADCASTING CORPORATION



Modern in every respect are the buildings which house the 50,000 watt transmitters of stations CBF, Vercheres, Quebec, and CBL, Hornby, Ontario, erected by the Canadian Broadcasting Corporation to provide greater broadcast coverage and dependable reception in the two provinces. The buildings are constructed of concrete and brick glass.



The 647-foot tower of CBL, 50,000 watt transmitting station of the Canadian Broadcasting Corporation at Hornby, Ontario, higher than any building in the British Empire, weighs more than 70 tons and is supported, as is shown in the picture, by a special porcelain insulator resting on a ball and socket joint.

1 HAYTER STREET, TORONTO  
 1231 ST. CATHERINE STREET WEST, MONTREAL



serve. ● Facts about coverage, audience and market data are available on each station. We are pleased when advertisers and advertising agencies make their own independent surveys because we have found that such surveys almost invariably corroborate the result of our own continuous fact finding efforts.

WSB	Atlanta	NBC
WAGA	Atlanta	NBC
WFBR	Baltimore	NBC
WAAB	Boston	MBS
WNAC	Boston	NBC
WICC	Bridgeport	NBC
WEBR	Buffalo	NBC
WBEN	Buffalo	NBC
WGAR	Cleveland	NBC
WFAA	Dallas	NBC
WBAP	Fort Worth	NBC
KVOD	Denver	NBC
WJR	Detroit	CBS
KPRC	Houston	NBC
WFBM	Indianapolis	CBS
WDAF	Kansas City	NBC
KARK	Little Rock	NBC
KFI	Los Angeles	NBC
KECA	Los Angeles	NBC
WHAS	Louisville	CBS
WLLH	Lowell	YN
WTMJ	Milwaukee	NBC
KSTP	Minneapolis-St.Paul	NBC
WSM	Nashville	NBC
WSMB	New Orleans	NBC
WTAR	Norfolk	NBC
WFIL	Philadelphia	NBC
KGW	Portland, Ore.	NBC
KEX	Portland, Ore.	NBC
WEAN	Providence	NBC
WRTD	Richmond, Va.	NBC
KSL	Salt Lake City	CBS
WOAI	San Antonio	NBC
KOMO	Seattle	NBC
KJR	Seattle	NBC
KHQ	Spokane	NBC
KGA	Spokane	NBC
WMAS	Springfield	CBS
KVOO	Tulsa	NBC
KFH	Wichita	CBS

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 TEXAS QUALITY NETWORK

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 INCORPORATED  
 NEW YORK                      •                      DETROIT  
 CHICAGO                      •                      SAN FRANCISCO

# NEW STATIONS AUTHORIZED BY THE FCC DURING 1937

\* Asterisks denote station was on the air as of January 15, 1938

## CALIFORNIA

- \*KARM, Fresno—CP issued to George Earm, operator of truck line system and distributor of Cadillac, LaSalle and Oldsmobile cars under Don Lee, San Francisco; 100 watts on 1310 kc.
- \*KTKG, Visalia, Cal.—Licensed 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.—Licensed 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.—Licensed to South-west Broadcasting Co. (Leonard E. Wilson, KIDW, Lamar, and KGIW, Alamosa, 60%; Charles T. Miller, 35%; O. C. Samuel, 5%); 100 watts on 1370 kc.

## FLORIDA

- \*WKAT, Miami Beach, Fla.—CP issued to A. Frank Katsentine, former mayor of Miami Beach, one-third owner of *The Society Pictorial*, a weekly; 100 watts on 1500 kc.

## GEORGIA

- WGAU, Athens—CP issued to J. K. Patrick, Earl B. Braswell, Tate Wright, C. A. Rowland and A. Lynne Brannen, a partnership; 100 watts night and 250 day on 1310 kc.

## IDAHO

- EGCI, Couer d'Alene—CP issued to Clarence A. Berger and Saul S. Freeman, equal partners; 100 watts daytime on 1200 kc.

## INDIANA

- WGVV, Indianapolis—CP issued to Glenn Van Auker, attorney; 1,000 watts daytime on 1050 kc. Due to start operating about April 1, 1938.

## IOWA

- EDTH, Dubuque—CP issued to *Dubuque Telegraph-Herald* (F. W. Woodward, publisher); 500 watts daytime on 1340 kc. Grant suspended pending litigation.
- KTRL, Sioux City—CP issued to Sioux City Broadcasting Co., 50% of the stock owned by *Sioux City Tribune* and 50% by Dietrich Dirks, formerly with KOIL, Omaha, and KFAB-KFOR Lincoln, Neb.; 100 watts night and 250 watts day on 1420 kc.

## KENTUCKY

- \*WOMI, Owensboro—CP issued to Owensboro Broadcasting Co. (Lawrence W. Hager, publisher; Bruce Hager, general manager, and George N. Fuqua, business manager, of *Owensboro Messenger and Owensboro Inquirer*); 100 watts night and 250 day on 1500 kc.

## MARYLAND

- \*WSAL, Salisbury—CP issued to Frank M. Stearns, insurance man of Washington, D. C.; 250 watts daytime on 1200 kc.

## MASSACHUSETTS

- WHAL, Greenfield—CP issued to John W. Haigis, president of Franklin County Trust Co.; 250 watts daytime on 1210 kc.
- \*WLAW, Lawrence—CP issued to Hildreth & Rogers Co., publisher of *Lawrence Eagle and Tribune*; 1,000 watts daytime on 680 kc.
- WBRK, Pittsfield—CP issued to Harold Thomas, 80% owner of WATR, Waterbury; 100 watts night and 250 watts day on 1310 kc. Due to start operating about Feb. 1.

## MICHIGAN

- WHAL, Saginaw, Mich.—CP issued to Harold F. Gross, WJIM, Lansing, and Edmund C. Shields, Saginaw, 50% each; 500 watts daytime on 950 kc. Scheduled to start on or about April 1.

## MINNESOTA

- \*KATE, Albert Lea, Minn.—Licensed 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.

- KFAM, St. Cloud—CP to the Times Publishing Co., publisher of the *St. Cloud Times-Journal* (Fred Schlipin, publisher); 100 watts on 1420 kc. To start early in April.

- \*KWNO, Winona, Minn.—CP issued to Winona Radio Service, a partnership (M. H. White, business manager; Herman R. Weicking, editor, *Winona Republican-Herald*; Harry Dahl, chief owner of WKBH, LaCrosse; Otto M. Schla-back, LaCrosse attorney); 250 watts daytime on 1200 kc.

## MISSOURI

- WPPM, Poplar Bluff—CP issued to Don M. Lidenton and A. L. McCarthy, radio and electrical dealers and service men; 100 watts daytime on 1310 kc.

## MONTANA

- \*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%); 250 watts daytime and 100 watts night on 1210 kc.

## NEW JERSEY

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

## NEW MEXICO

- KREW, Hobbs—CP issued to W. E. Whitmore, also owner of KGFL, Roswell, N. M.; 100 watts daytime on 1500 kc.

## NORTH CAROLINA

- \*WGTM, Wilson, N. C.—CP issued to H. W. Wilson and Ben Farmer; 100 watts daytime on 1310 kc.

## OHIO

- \*WICA, Ashtabula, O.—CP issued to C. A. Rowley, publisher of *Ashtabula Star-Banner*; 250 watts daytime on 940 kc.
- WTOL, Toledo—CP issued to Community Broadcasting Co., 100 watts daytime on 1200 kc. Stockholders listed as Frazier Reams, president, prosecuting attorney of Lucas County, O., 98%; Thomas Bretherton, Toledo attorney, 1%; Mrs. Mildred Alderman, 1%. Scheduled to start Feb. 1.

## OKLAHOMA

- \*KHBG, Okmulgee—CP issued to Okmulgee Broadcasting Corp. (Harry B. Greaves, 41%; E. M. Sepaugh, 27%; T. B. Langford, 16%; John Caruthers, 10%; R. M. Dean, 6%); 100 watts daytime on 1210 kc.

## OREGON

- KLBM, LaGrande—CP issued to Harold M. Finley, publisher of the *LaGrande Evening Observer*, and Mrs. Eloise Finley, his mother, as partner; 100 watts night and 250 watts day on 1420 kc.

- \*WMBS, Uniontown, Pa.—Licensed to Fayette Broadcasting Corp. (Harry A. Cotton, 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.

## TEXAS

- KTEC, Austin—CP issued to State Capitol Broadcasting Association (R. B. Anderson, president, state tax commission; R. A. Stuart, Fort Worth attorney; A. W. Walker, professor of law, University of Texas); 1,000 watts daytime on 1120 kc., utilizing time not used by WTAW, College Station, Tex.

- 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.

- \*KRIS, Corpus Christi, Tex.—Licensed to Gulf Coast Broadcasting Co. (W. G. Kinsolving, publisher of *Corpus Christi Caller-Times*; John A. Mobley and Margaret Browning); 500 watts on 1320 kc.

- KRBA, Lufkin, Tex.—CP issued to Red Lands Broadcasting Association (Ben T. Wilson, Nagadoches, Tex., auto dealer and garage man; Thomas W. Baker, Nagadoches, wholesale oil distributor; Thomas W. Baker, Lufkin, banker and road engineer); 100 watts daytime on 1310 kc.

## VIRGINIA

- \*WRTD, Richmond, Va.—Licensed to Times Dispatch Publishing Co., publisher of *Richmond Times-Dispatch*; 100 watts on 1500 kc.

- \*WRNL, Richmond—Licensed to WLBG, Inc.; removed Oct. 31 from Petersburg, where it operated as WLBG. Chiefly owned by principal owners of the *Richmond News-Leader*. 500 watts daytime on 880 kc.

## WASHINGTON

- \*KELA, Centralia—CP issued to Central Broadcasting Corp.; 500 watts on 1440 kc. Stockholders are Elroy McCaw, Chehalis, Wash., formerly connected with broadcasting stations in the state of Washington, 26%; Cecil L. Gwinn, Centralia theater manager, 37½%; Arthur C. St. John, Chehalis Ford dealer, bus line operator and theater owner, 37½%.
- KWLK—Longview—CP issued to Twin City Broadcasting Corp.; Stockholders are A. C. Campbell, Longview grain and fuel dealer, 82½ shares; J. Elroy McCaw, manager of KELA, Centralia, 65 shares; John McClelland, publisher of *Longview Daily News*, 62½ shares; A. L. Raught Jr., local manager of Weyerhaeuser Timber Co., 20 shares; A. W. Talbot, Seattle, 20 shares. 250 watts daytime on 780 kc.

## WISCONSIN

- WDSM, Superior, Wis.—CP issued to Fred A. Baxter, retired former mayor; 100 watts on 1200 kc.

## WYOMING

- KVRS, Rock Springs—CP issued to Wyoming Broadcasting Co.; R. R. West, oil dealer and monumental works owner, 50.98%; Kenneth M. Nielsen, radio service man, 48.99%. 100 watts night and 250 watts day on 1370 kc.

In addition, the FCC has authorized the removal of KGKO, Wichita Falls, into Fort Worth, to be completed on or about May 1, 1938.

# A Virgin Radio Territory!

## THE PENINSULA OF PLENTY

Southern Delaware and the Eastern Shores of Maryland and Virginia



The Eastern Shore's Own Station

# WSAL

This wealthy area receives its only primary radio service from WSAL.

250 Watts  
1200 Kilocycles

Because of its central location on the radio-isolated Eastern Shore, WSAL is practically without interference and competition — It reaches more Eastern Shore people at a much lower cost than can be reached through any other medium. It is typically an Eastern Shore station for Eastern Shore people, and they have shown themselves to be unusually consistent radio listeners as evidenced by the results received by WSAL advertisers.

Write for Rates, Coverage and Market Data, and time available

# SALISBURY, MARYLAND

PRIMARY AREA

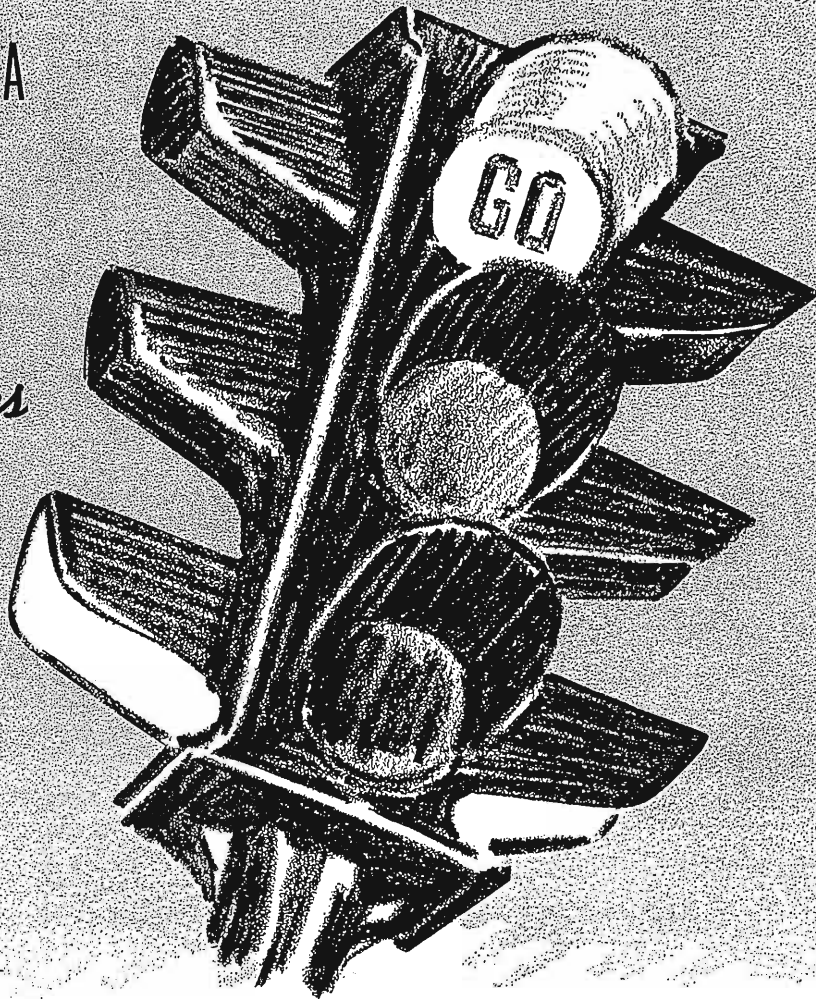
**WTMV**

*Population*

*1,230,000*

*Radio Homes*

*309,000*



**Up "GO" your St. Louis Sales... down "GO" costs**  
**When you Advertise over **WTMV!****

- Here's the kind of results WTMV is producing — and at lower cost:
  - \$33,000 worth of used cars in 30 days with spots.
  - \$15,100 worth of sheets and pillow cases for a department store — with spots.
  - a 34% increase in sales for an electrical appliance.

Market? 1,230,000 folks who spend a billion dollars a year — that's nearly \$800 a head!

Cost? One quarter-hour period in Class "A" time at a cost of \$40.00 reaches a coverage area in which there are 309,000 radio sets.

Before you buy time in the St. Louis area you need the complete story of what WTMV is doing for national, regional and local advertisers and what it will do for you.

**Mississippi Valley Broadcasting Co., Inc.**

East St. Louis, Illinois

*★ Originators of News Broadcasts On The Hour Every Hour*



**BRING HOME** *the* **BACON**

*and the rest of the Hog, too.*

Your advertising money will not only bring home the bacon but the rest of the hog along with it, when WIS spreads your message all over the rich S. C. territory.

In South Carolina the rich tobacco area is blanketed by WIS . . . Wide popularity and a favorable low frequency of 560 kilocycles have made WIS the choice medium of merchandisers who demand big results at low cost.

**WIS**

560 KILOCYCLES  
COLUMBIA, S. C.  
5000 WATTS, NBC

*Represented by FREE & PETERS, Inc.*



*WIS is located right in the heart of the rich Piedmont section—the backbone of South Carolina's buying power.*



*In North Carolina*  
**SPOT YOUR SHOTS  
FOR BEST RESULTS**

**F**OR the most profitable results in North Carolina, concentrate your sales program in the rich tobacco section. . . . The high average income in this area, coupled with a low living cost, assures a strong buying power the year around.

WPTF has been a neighbor in this great farming country for years—a neighbor that is listened to and respected by the great majority. . . . It's your best bet for profitable sales in North Carolina.

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*WPTF is located in the heart of the richest farming area in North Carolina and the largest brightleaf tobacco market in the world.*

**WPTF**

**RALEIGH, N. C.**

**5000 WATTS, NBC**

*Represented by FREE & PETERS, Inc.*

# CALENDAR OF EVENTS AND PROMOTIONAL GUIDE: 1938

## JANUARY

- Flower—Snowdrop, carnation; Birthstone—*
- 1—New Years Day; Paul Revere, patriot, born, 1756.
  - 2—Georgia admitted to Union, 1788.
  - 3—Sixth year of Federal Bank, U. S.
  - 4—Utah admitted to Union, 1856.
  - 5—New Mexico joins Union, 1912; Jean of Arc, born, 1412.
  - 6—National Motor Boat Show at Grand Central Park, New York, Jan. 7-15; telephone communication New York & London, est. 1927; First Nat. election held, 1789; First regularly est. bank in America, opened in Phila. 1782.
  - 7—Battle of New Orleans, 1815; legal holiday in La.
  - 8—Connecticut joins Union, 1788; first balloon ascent in Am. by Blanchard of France at Phila. 1793.
  - 9—First labor union in America formed by New York tailors, 1805.
  - 10—Alexander Hamilton, born, 1757.
  - 11—John Hancock, patriot, born, 1737.
  - 12—Modern printer's ink first used in Phila. by Jacob Johnson, 1804.
  - 13—First written constitution known adopted at Hartford, Conn., 1786.
  - 14—First locomotive built U. S., 1831.
  - 15—18th Amendment in effect, 1920—(Repeated December 5, 1933).
  - 16—Benjamin Franklin, born, 1706; National Thrift Week, Jan. 17-23.
  - 17—Daniel Webster, born, 1782.
  - 18—Robert E. Lee, born, 1807, Legal holiday in the South; James Watt, inventor steam engine, born, 1736; Lt. Wilkes discovered the Antarctic Continent, 1840; Edgar Allan Poe, born, 1809.
  - 19—Thomas J. Jackson, "Stonewall," born, 1824.
  - 20—Lord Byron, poet, born, 1788.
  - 21—In 1845 Congress scheduled National election day for Tuesday after first Monday in November.
  - 22—Morse demonstrates telegraph, 1838; gold discovered in Calif., 1848.
  - 23—Robert Burns, poet, born, 1759.
  - 24—Michigan admitted to Union, 1837.
  - 25—Edison Pat. Incand. Lamp, 1850; Mozart, composer, born, 1756; Lewis Carroll (Charles Lutwidge Dodson) author "Alice in Wonderland," born, 1832.
  - 26—Child Labor Day (cel. in synagogues); Kansas admitted to Union, 1861.
  - 27—Franklin D. Roosevelt (32nd Pres.), born, 1882, Warm Springs Fund and Birthday Ball, 1937.
  - 28—Child Labor Day (cel. in churches); Child Labor Day (cel. in churches);
  - 29—Franz Schubert, born, 1797; Child Labor Day (cel. in schools); N.R.D. G.A. Convention, Jan. 31-Feb. 4.

## FEBRUARY

- Flower—Primrose; Birthstone—Amethyst.*
- 1—George Washington elected first President of U. S., 1789.
  - 2—Carnival Day, also known as Groundhog Day.
  - 3—Horace Greeley, journalist, born, 1811; Mendelssohn—Bartholdy, born, 1809.
  - 4—National Sportsmen's Show in Boston, Feb. 5-12.
  - 5—Boy Scout Anniversary Week, Feb. 6-12; Mass. admitted to Union, 1788.
  - 6—Charles Dickens, born, 1812; John Ruskin, born, 1819.
  - 7—Theodore Roosevelt National Memorial Day.
  - 8—Dog Show at Madison Square Garden, N. Y., Feb. 11 and 12.
  - 9—Thomas A. Edison, born, 1847.
  - 10—Abraham Lincoln, born, 1809; Georgia Day—Legal holiday in Ga.; Peter Cooper, inventor America's first locomotive, born, 1791; National Defense Week, Feb. 12-22.
  - 11—National Drama Week, Feb. 13-20.
  - 12—St. Valentine's Day; Oregon admitted to Union, 1859; Arizona admitted to Union, 1912; Bell and Gray patented telephone, 1876.
  - 13—National Sportsmen's Show in New York, Feb. 18-26; phonograph pat. by Edison, 1878.
  - 14—Ohio admitted to Union, 1803.
  - 15—Better American Speech Week held annually, Feb. 20-26.
  - 16—George Washington, born, 1732; Legal holiday in all states; James Russell Lowell, born, 1819.
  - 17—W. E. Cady, "Barnum Bill," born, 1846; Henry Wadsworth Longfellow, born, 1807.

## MARCH

- Flower—Violet; Birthstone—Jasper, bloodstone, aquamarine.*
- 1—Nebraska joined Union, 1867; Shrove Tuesday (day before Ash Wednesday); observed as Mardi Gras in Ala., Fla. and La.
  - 2—Texas Independence Day; Ash Wednesday, beginning of Lent.
  - 3—Florida admitted to Union, 1845; Bell, inventor telephone, born, 1847; first U. S. postage stamp, 1847.
  - 4—Pa. Day (charter granted) 1681; Vermont joined Union, 1791; Bank Holiday, 1933.
  - 5—First Sunray in Lent.
  - 6—Luther Burbank, born, 1849.

*Timely tiups for stations and sponsors are presented by the "Retailer's Calendar and Promotional Guide for 1938" published by the National Retail Dry Goods Association. The calendar offers tips for programming and merchandising and also will prove helpful to promotion and sales departments. Thomas Robb, Manager, Sales Promotion Division, NRPGA, prepared the guide. †Indicates event date tentative.*

- 10—Telephone First Used in 1876.
- 12—Girl Scout Birthday; Girl Scout Anniversary Week, Mar. 12-18; Great Blizzard of 1858; General Post Office, est., 1799.
- 14—Eli Whitney pat. Cotton Gin, 1794; Albert Einstein, born, 1879; International Flower Show, Mar. 12-18; 1819.
- 15—Maine admitted to Union, 1820.
- 17—St. Patrick's Day; Feast of Lots (Purim).
- 20—Spring Begins Today, for Mt. St. and Pac. St. Time Zones.
- 21—Spring Begins Today for Cen. St. and E. S. Time Zones; Bach, composer, born, 1685.
- 25—Maryland Day—state holiday.
- 30—Alaska made part of U. S., 1867.

## APRIL

- Flower—Daisy; Birthstone—Sapphire, diamond.*
- 1—April Fool's Day Conservation Week, Apr. 1-7; observed annually in several states.
  - 2—First U. S. Mint, est., 1792; Hans Christian Anderson, born, 1805; National Baseball Week, Apr. 2-9; National Sportsmen's Show at Detroit, Apr. 2-9.
  - 3—Passion Day; National Negro Health Week, Apr. 10-14.
  - 4—National Display Week, Apr. 4-9.
  - 5—Army Day; U. S. entered World War, 1917; Robt. E. Peary, disc. No. Pole, 1908; circus at Madison Square Garden, New York, Apr. 6 to May 8.
  - 8—Louisiana joined Union, 1812.
  - 10—Palm Sunday.
  - 14—Maundy or Holy Thursday.
  - 15—Good Friday.
  - 16—End of Lent; Passover—First Day.
  - 17—Easter Sunday; Passover—Second Day. †National Garden Week, Apr. 17-23.
  - 19—Patriot's Day (Maine and Mass.); Paul Revere's ride, 1776; Grand National Bridge Tournament in New York, Apr. 19-24.
  - 20—National Electrical and Radio Exposition, Apr. 20-30; †World Bridge Olympics.
  - 21—Spanish American War, began, 1898.
  - 22—Birthday of J. Sterling Morton, founder of "Arbor Day"; Passover—Seventh Day.
  - 23—National Fisherman's Week, Apr. 23-30; Passover—Last Day.
  - 24—First Newspaper, The Boston News Letter, Published, 1704; Daylight Saving Time Begins; National Better Home Week, Apr. 24-30; Humane Sunday; Be Kind to Animals Anniversary, Apr. 24-30; United States-Canada Week, Apr. 24-30.
  - 25—American Toy Fair, Apr. 25-May 7.
  - 26—Confederate Memorial Day in Fla., Ala., Ga., and Miss.; also World War Memorial Day in Florida.
  - 27—Morse, inventor of telegraphy, born, 1791; J. J. Audubon, naturalist, born, 1780.
  - 28—Maryland admitted to Union, 1788; Fast Day in New Hampshire.
  - 29—Navy Dept. created, 1789; George Washington inaugurated, 1789; Moving Day in Many Cities.

## MAY

- Flower—Hawthorn, lily of the valley; Birthstone—Agate, emerald.*
- 1—See April 30 for Moving Day; National Baby Week, May 1-7; National Foot Health Week, May 1-7; May Day or Child Health Day; National Egg Week, May 1-7; National Exhibition of American Art, May 1 to July 15; Nat'l Music Week, May 1-7.
  - 2—National Restaurant Week, May 2-8.
  - 3—First Aid Week, May 7-14.
  - 4—Mother's Day; School Science Fair, (formerly known as Children's Science Fair) May 8-12; National Raisin Week, May 8-14.
  - 5—Federation Mem. Day (Ky., No. C., So. C.).
  - 11—Minnesota admitted to Union, 1858.
  - 12—National Hospital Day; Peace Week, May 12-18.
  - 14—May Day Relsays.
  - 15—Straw Hat Day in many cities; Air Mail Service, est. 1918; National Ice Cream Week, May 15-21; †National Egg Week, May 15-21.
  - 17—First Kentucky Derby, 1875; Outdoor Cleanliness Day.
  - 18—International Good Will Day—last day of Peace Week.
  - 19—National Scholar's Festival (Lag B'Omer).
  - 21—Col. Lindbergh's Paris Flight, 1927; †National Tennis Week, May 21-28.
  - 22—Rogation Day; Poetry Week, May 22-28; †Foreign Trade Week, May 22-28; National Maritime Day.
  - 23—S. C. joined Union, 1788; Buddy Poppy Week, May 23-30.

- 24—Telegraph first used, 1844.
- 25—Ralph Waldo Emerson, born, 1803.
- 26—Ascension Day — Parochial Schools Closed.
- 28—Dionne Quintuplets born, at Calendar, Ontario, 1934.
- 29—Rhode Island joined Union, 1790. Wisconsin admitted to Union, 1848.
- 30—Memorial Day. †National Cotton Week, May 20 to June 5.

## JUNE

- Flower—Rose, honeysuckle; Birthstone—Moonstone, pearl.*
- 1—Kentucky admitted to Union, 1792; Tennessee to Union, 1796.
  - 3—Confederate Mem. Day (La. Tenn.); Jefferson Davis, born, 1808; (Cel. in Ala., Ark., Fla., Ga., Miss., S. C., Tex., and Va.).
  - 5—1st Sunday; Feast of Weeks (Shavuoth) 1st day.
  - 6—Feast of Weeks (Shavuoth) 2nd day; Nathan Hale, patriot, born, 1755.
  - 9—John Howard Payne, author, "Home Sweet Home," born, 1791.
  - 10—National York Shut-In Day.
  - 12—New York City, incorporated, 1655; Children's Day (cel. in churches);
  - 14—Flag Day; Harriet Beecher Stowe, author of "Uncle Tom's Cabin," born 1811.
  - 15—Pioneer Day in Idaho; Arkansas admitted to Union, 1836; Franklin's kite experiment, 1752.
  - 17—Bunker Hill Day in Boston.
  - 19—Father's Day.
  - 20—West Virginia joined Union, 1863; †Send a Child to Camp Week, June 20-25; †National Swim for Health Week, June 20-25.
  - 21—Summer begins; New Hampshire joined U. S., 1776.
  - 25—Virginia admitted to Union, 1788; Custer's Last Stand, 1876.
  - 26—U. S. troops landed in France, 1917.

## JULY

- Flower—Water Lily, sweet pea; Birthstone—Onyx, ruby.*
- 1—Dominion Day in Canada; First Air Mail, Chicago to New York, 1919.
  - 3—Idaho admitted to Union, 1890.
  - 4—Independence Day; First road test of auto, 1894; Nathaniel Hawthorne, born, 1804.
  - 7—Air-mail service N. Y.-Cal., est., 1929.
  - 11—Cincinnati Bridge, New York, opened, 1936.
  - 14—Bastille Day—first cel. U. S. in 1914. Stars and Stripes, adopted, 1777; First World Fair in U. S., 1853.
  - 15—Swifthead Day.
  - 16—Fast of Tamuz; District of Columbia, est., 1790.
  - 18—U. S.-Canada St. Lawrence Treaty, signed, 1822.
  - 24—Pioneer Day in Utah.
  - 25—Occupation Day in Porto Rico.
  - 26—Postal System, est. 1775; N. Y. ratifies Constitution, 1788.
  - 28—Beginning of World War, 1914.

## AUGUST

- Flower—Poppy, gladioli; Birthstone—Carnelian, Topaz, Sardonyx, Peridot.*
- 1—Triumph of Liberty, 1876.
  - 3—Germany declared war on England and France, 1914.
  - 4—Percy Bysshe Shelley, born, 1792.
  - 6—Fired Lord Pennington, born, 1809; First Ab (Tuba Bay).
  - 9—Francis Scott Key, born, 1780.
  - 10—Missouri admitted to Union, 1821.
  - 11—Robert Fulton's "Claremont" rides the Hudson from New York to Albany, 1807.
  - 12—Sewing machine patents granted to J. M. Singer and A. B. Wilson, 1851.
  - 13—Occupation Day in Philippines.
  - 15—Panama Canal opened, 1914.
  - 16—Battle of Bennington, cel. in Vt.
  - 17—First Atlantic Cable message, 1858.
  - 22—Oliver Wendell Holmes, born, 1809.
  - 26—Woman Suffrage—19th amend., 1920.

## SEPTEMBER

- Flower—Morning glory, aster; Birthstone—Beryl, chrysolite, sapphire.*
- 1—First Air Express Service, 1927.
  - 2—U. S. Treasury Dept. created, 1789.
  - 5—Labor Day; First Continental Congress opened in Philadelphia, 1774.
  - 6—Lafayette Day (born, 1757); also cel. of Battle of Marne, 1914.
  - 7—Boulton Day put into operation, 1936.
  - 8—Globe circumnavigated in 1822.
  - 9—Calif. admitted to Union, 1850.
  - 10—Elias Howe, pat. sewing machine, 1846; S. C. National Open Polo Championship, Sept. 10-25; International Lifeboat Races in New York.
  - 11—Constitution Week, Sept. 11-17.
  - 12—Schools Open in New York. 161st birthday of New York State.
  - 13—Star Spangled Banner, written, 1814.

- 17—Constitution Day (Constitution adopted, 1787); †National Felt Hat Day.
- 18—National Dog Week, Sept. 18-24.
- 19—American Legion's 20th Annual Convention at Los Angeles, 19-25.
- 23—Autumn begins today; First Air Mail Flight in U. S., 1911, by Earl Ovington, first air mail pilot.
- 25—Daylight Saving Time ends; Gold Star Mothers' Day National Newspaper Boys' Week, Sept. 25 to Oct. 1; American Indian Day (20th Annual).
- 26—Rosh Hashannah (1st day) Jewish New Year.

## OCTOBER

- Flower—Dahlia, hops; Birthstone—Opal, tourmaline, jasper.*
- 1—Moving Day in many cities; Missouri Day (cel. in State's schools); Loyalty Days, Oct. 1 and 2.
  - 5—Yom Kippur (Day of Atonement) Jewish Holiday.
  - 7—Opening of first U. S. Railroad, 1826; †National Furniture Week, Oct. 7-15.
  - 9—National Candy Week, Oct. 9-15; Fire Prevention Week, Oct. 9-15; Farmer's Day in N. Y.
  - 10—Feast of Tabernacles (1st day); National Picture Week, Oct. 10-20; World's Championship Rodeo at Madison Square Garden, Oct. 10-30.
  - 12—Columbus Day (cel. discovery of America, 1492).
  - 14—William Penn, born, 1644.
  - 17—Feast of Tabernacles (8th day); National Business Show, Oct. 17-22; National Pharmacy Week, Oct. 17-22.
  - 27—Theodore Roosevelt, born, 1858; First World War shot fired by American Troops, 1917; Navy Day; Americanization Day.
  - 28—Statue of Liberty unveiled on Bedloe's Island, 1886; Ann. of Freedom of U. S. Press, 1733.
  - 30—Reformation Day; Founder's Day (birthday of Billie L. founder of Girl Scouts); Nevada admitted to Union, 1864; Girl Scout Week, Oct. 30 to Nov. 5.
  - 31—All Hallowe'en; National Apple Week, Oct. 31-Nov. 5.

## NOVEMBER

- Flower—Chrysanthemum; Birthstone—Topaz.*
- 1—National Author's Day; All Saints Day; Parochial Schools Close; National Art Week, Nov. 1-7.
  - 2—National Horse Show, Nov. 2-8; No. & So. Dakota, joined Union, 1889.
  - 5—Official School Week, Nov. 5-10.
  - 6—Red Cross Sunday.
  - 7—American Education Week, Nov. 7-12; Open School Week, Nov. 7-12; Father & Son Week, Nov. 7-12; †National Fur Week, Nov. 7-12.
  - 8—Montana admitted to Union, 1889; Election Day.
  - 10—Martin Luther, born, 1483.
  - 11—Armistice Day, Ending World War, 1918; Washington State joins Union, 1889; National Red Cross Week, Nov. 11-24.
  - 13—National Milk Week, Nov. 13-19; †Children's Book Week, Nov. 18-19; Robert Louis Stevenson, born, 1850.
  - 16—Oklahoma admitted to Union, 1907; Russia recognized by U. S., 1933.
  - 18—Congress adopts Standard Time, 1883.
  - 19—Lincoln's Gettysburg address, 1863.
  - 21—No. Carolina admitted to union, 1789.
  - 23—U. S. Patent System, founded, 1836.
  - 24—Thanksgiving Day; Christmas Seal Campaign, Nov. 24 to Dec. 25.
  - 19—Louisiana admitted to Union, 1812.
  - 28—First U. S. Government Post Office, 1783; National Prosperity Week, Nov. 28-Dec. 3; Six Day Bicycle Race, Nov. 28 to Dec. 4.
  - 29—Louisa May Alcott, author of "Little Women," born 1832.

## DECEMBER

- Flower—Holly, poinsettia; Birthstone—Turquoise, ruby, lapis lazuli, bloodstone.*
- 1—Lincoln's Gettysburg address, 1863.
  - 4—Thomas Carlyle, author, born 1795; International Golden Rule Week, Dec. 4-11.
  - 5—18th Amendment repealed, 1933.
  - 6—North Atlantic Sports Exhibition & International Ski Meet at Mad. Sq. Garden Dec. 6-10.
  - 7—Delaware admitted to Union, 1787.
  - 10—Mississippi joined Union, 1817; King Edward VIII abdicated the Throne (1936).
  - 11—Indiana admitted to Union, 1816.
  - 12—Pennsylvania joined Union, 1787.
  - 14—Alabama admitted to Union, 1819.
  - 16—Boston Tea Party, 1773; Beethoven, composer, born, 1770.
  - 17—John Greenleaf Whittier, born, 1807; Wilbur Wright's first flight, 1903.
  - 18—Chanukkah, first day; New Jersey admitted to Union, 1787.
  - 21—Forefather's Day—landing of Pilgrims at Plymouth, 1620.
  - 22—Winter Begins Today.
  - 25—Christmas Day.
  - 26—Holiday—Christmas Day.
  - 28—Iowa admitted to Union, 1846.
  - 29—Texas admitted to Union, 1845.
  - 31—New Year's Eve.



*In the Heart of the Rich Ohio Valley*



This big popular pioneer station enables you to tell your sales story most economically to its great army of loyal listeners

**Proved Primary Listening Area Facts**

Population .....	4,932,307
Families .....	1,267,519
Radio Homes .....	904,999
Income Taxpayers .....	134,204
Passenger Cars .....	962,233
Food Sales .....	\$292,726,998
Drug Sales .....	\$52,545,833
Filling Station Sales .....	\$77,575,083
Total Annual Sales .....	\$2,738,119,583

★ COURIER-JOURNAL & LOUISVILLE TIMES STATION ★

**WHAS**

Latest independent survey shows this station consistently offers the most popular programs and has the largest following in its area.

●  
50,000 WATTS—NATIONALLY CLEARED CHANNEL

820 Kilocycles—CBS Outlet

●  
EDWARD PETRY & COMPANY  
National Representatives

# POPULATION, RADIO HOMES AND RETAIL TRADE

United States and Canadian Totals and Percentages from Latest Available Sources.

States	*Population 1937	<sup>1</sup> Radio Families Jan. 1, 1936	<sup>2</sup> % Families in State Owning Radios	% Total U. S. Radio Families	<sup>3</sup> 1935 U. S. Retail Sales (In Thousands)	% Total U. S. Retail Sales
<b>UNITED STATES</b> .....	129,257,000	22,869,000	78.46%	100.0%	\$32,790,267	100.0%
<b>NEW ENGLAND</b> .....	8,597,000	1,804,800	86.51%	7.91%	2,742,476	8.36%
Maine.....	856,000	169,600	77.44%	.72%	231,048	.70%
New Hampshire.....	510,000	99,700	77.46%	.44%	151,052	.46%
Vermont.....	383,000	72,400	72.62%	.32%	98,699	.30%
Massachusetts.....	4,426,000	946,900	88.74%	4.14%	1,487,485	4.54%
Rhode Island.....	650,000	150,000	90.81%	.66%	217,662	.66%
Connecticut.....	1,741,000	372,200	88.89%	1.63%	556,630	1.70%
<b>MIDDLE ATLANTIC</b> .....	27,478,000	5,829,900	88.20%	25.48%	8,292,655	25.29%
New York.....	12,959,000	2,998,100	92.89%	13.08%	4,579,085	13.96%
New Jersey.....	4,348,000	897,500	85.82%	3.92%	1,215,728	3.71%
Pennsylvania.....	10,176,000	1,988,400	82.80%	8.48%	2,497,847	7.62%
<b>EAST NORTH CENTRAL</b> .....	25,841,000	5,201,200	80.86%	22.75%	7,067,101	21.54%
Ohio.....	6,789,000	1,396,900	81.28%	6.11%	1,962,396	5.98%
Indiana.....	3,474,000	616,800	68.36%	2.70%	774,303	2.36%
Illinois.....	7,878,000	1,674,800	77.32%	7.32%	2,077,222	6.33%
Michigan.....	4,830,000	996,600	82.39%	4.10%	1,384,590	4.22%
Wisconsin.....	2,926,000	576,600	81.80%	2.52%	868,590	2.65%
<b>WEST NORTH CENTRAL</b> .....	13,819,000	2,569,500	75.59%	11.24%	3,484,378	10.63%
Minnesota.....	2,652,000	535,600	85.63%	2.34%	815,954	2.49%
Iowa.....	2,552,000	503,100	77.48%	2.20%	646,211	1.97%
Missouri.....	3,935,000	706,500	70.61%	3.10%	921,586	2.81%
North Dakota.....	706,000	100,500	67.45%	.44%	150,015	.46%
South Dakota.....	692,000	107,000	68.16%	.47%	146,078	.45%
Nebraska.....	1,364,000	266,800	78.24%	1.17%	358,637	1.09%
Kansas.....	1,864,000	348,000	78.44%	1.52%	445,892	1.36%
<b>SOUTH ATLANTIC</b> .....	17,260,000	2,154,600	55.51%	9.41%	3,265,235	9.96%
Maryland.....	261,000	320,000	80.58%	1.40%	449,253	1.37%
Delaware.....	1,679,000	47,100	73.59%	.21%	73,175	.22%
District of Columbia.....	627,000	125,800	82.60%	.56%	327,299	1.00%
Virginia.....	2,706,000	896,900	58.77%	1.47%	470,613	1.44%
West Virginia.....	1,865,000	240,000	60.79%	1.05%	330,269	1.01%
North Carolina.....	3,492,000	341,800	49.01%	1.49%	462,613	1.41%
South Carolina.....	1,875,000	174,600	48.89%	1.48%	246,077	.75%
Georgia.....	3,085,000	334,500	44.00%	1.48%	454,687	1.48%
Florida.....	1,670,000	283,900	56.52%	1.02%	421,249	1.28%
<b>EAST SOUTH CENTRAL</b> .....	10,731,000	1,067,100	44.02%	4.67%	1,381,850	4.21%
Kentucky.....	2,920,000	313,800	47.41%	1.37%	386,722	1.18%
Tennessee.....	2,893,000	328,900	48.70%	1.44%	482,731	1.47%
Alabama.....	2,895,000	258,000	40.97%	1.13%	335,127	1.02%
Mississippi.....	2,023,000	166,400	36.49%	.73%	177,270	.54%
<b>WEST SOUTH CENTRAL</b> .....	12,900,000	1,644,400	54.57%	7.19%	2,300,091	7.01%
Arkansas.....	2,048,000	187,800	39.85%	.82%	239,870	.78%
Louisiana.....	2,182,000	260,000	52.74%	1.14%	341,854	1.04%
Oklahoma.....	2,548,000	335,000	56.08%	1.46%	430,281	1.31%
Texas.....	6,172,000	862,100	59.58%	3.77%	1,288,086	3.93%
<b>MOUNTAIN</b> .....	3,792,000	636,200	69.32%	2.76%	1,084,225	3.31%
Montana.....	589,000	91,700	67.35%	.40%	188,951	.57%
Idaho.....	493,000	75,800	64.88%	.33%	139,536	.43%
Wyoming.....	235,000	44,600	74.97%	.20%	82,029	.25%
Colorado.....	1,071,000	206,600	75.87%	.19%	295,447	.90%
New Mexico.....	422,000	48,300	51.66%	.21%	87,583	.27%
Arizona.....	412,000	62,500	66.89%	.27%	116,643	.36%
Utah.....	519,000	85,000	72.66%	.37%	131,241	.40%
Nevada.....	101,000	21,700	76.72%	.09%	42,795	.13%
<b>PACIFIC</b> .....	8,889,000	1,962,200	84.12%	.59%	3,172,261	9.67%
Washington.....	1,658,000	346,900	78.60%	1.52%	524,760	1.60%
Oregon.....	1,027,000	216,400	77.29%	.95%	355,318	1.02%
California.....	6,184,000	1,398,900	86.88%	6.12%	2,312,183	7.07%
<b>DOMINION OF CANADA</b> .....	10,362,833	1,672,164	73.50%	100.0%	.....	.....
Prince Edward Island.....	88,083	7,062	38.16%	.43%	.....	.....
Nova Scotia.....	512,846	58,905	54.55%	3.52%	.....	.....
New Brunswick.....	408,219	36,136	42.11%	2.16%	.....	.....
Quebec.....	2,874,255	318,651	58.20%	19.06%	.....	.....
Ontario.....	3,431,683	729,880	92.04%	43.65%	.....	.....
Manitoba.....	700,139	138,875	88.06%	8.00%	.....	.....
Saskatchewan.....	921,785	130,822	61.42%	7.82%	.....	.....
Alberta.....	731,605	104,898	62.07%	6.21%	.....	.....
British Columbia.....	694,263	151,935	80.81%	9.08%	.....	.....

\* Estimated by U. S. Census Bureau as of July 1, 1937.

<sup>1</sup> Estimates by the Joint Committee on Radio Research. See breakdowns by counties in this issue. Figures for 1937 were to be issued by Joint Committee later in 1938. Regional estimates by Gallup appeared in BROADCASTING, Jan. 1, 1938; new state estimates by Radio Retailing in BROADCASTING, Feb. 1, 1938.

<sup>2</sup> These percentages were calculated as follows: Estimated number of total families in each state was derived as of July 1, 1935 by dividing the estimated total population as set forth by the Bureau of Census by the average number of persons per family in the state as found in the

1930 census. The numbers of radio families was thus expressed as a percentage of the former. These percentages have not been recalculated on a 1937 base since no comparable radio set data are available.

<sup>3</sup> U. S. Census of Business, 1935. Retail Distribution.

<sup>4</sup> 1931 Canadian Census, latest.

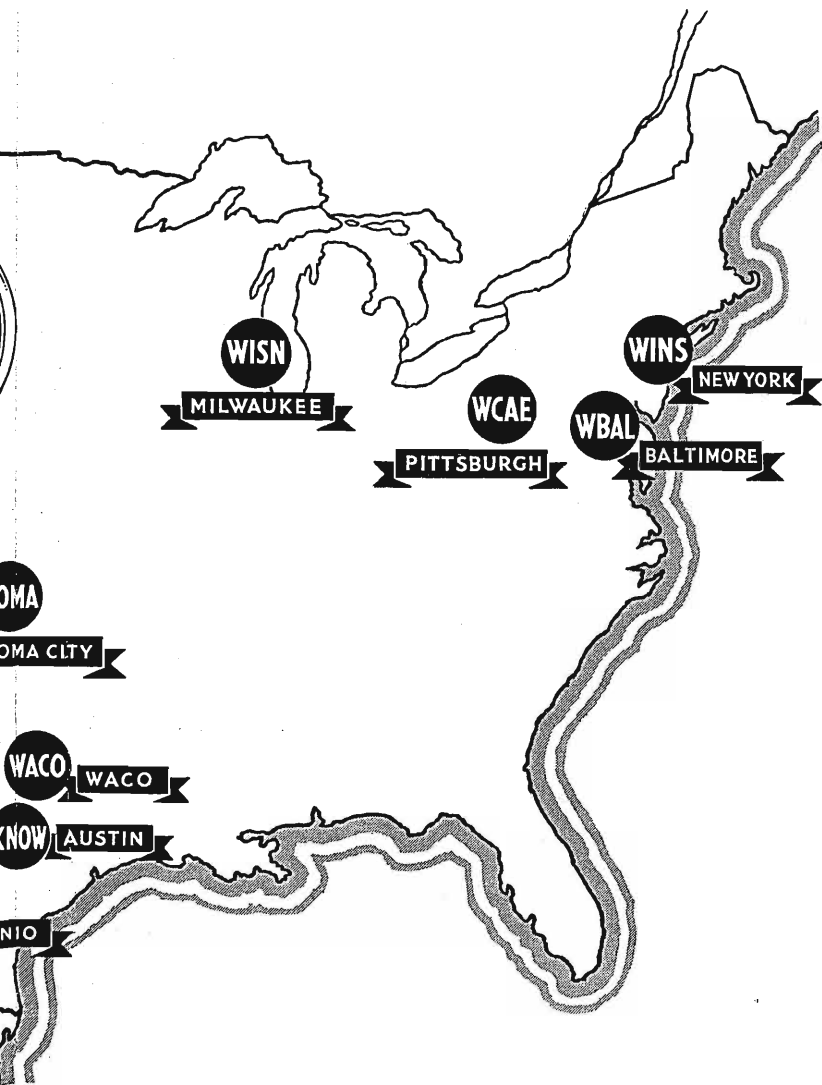
<sup>5</sup> As of January 1, 1937. Estimates by Radio Trade Builder in cooperation with the Radio Manufacturer's Association and the Dominion Bureau of Statistics.

*At Your Finger Tips*



*Ten Major  
Markets*





- KYA — San Francisco
- KEHE — Los Angeles
- KTSA — San Antonio
- KOMA — Oklahoma City
- KNOW — Austin
- WCAE — Pittsburgh
- WINS — New York
- WISN — Milwaukee
- WBAL — Baltimore
- WACO — Waco

*When you deal with  
Hearst Radio, you  
deal with one or-  
ganization from the  
time your order is  
placed until the  
final Program is  
Broadcast.*

*One point of contact  
and service for 10  
Major Markets.*



**HEARST RADIO**

*Serving the Public Interest*

NEW YORK • CHICAGO • SAN FRANCISCO • LOS ANGELES

*Executive Offices*

20 EAST 57TH STREET • NEW YORK

# Census of Radio Homes in the United States by States and Counties

(As of January 1, 1936)

(As prepared by Joint Committee on Radio Research of Association of National Advertisers, American Association of Advertising Agencies and National Association of Broadcasters—July 1, 1936)

## MEMBERSHIP OF JOINT COMMITTEE

Chairman: John Benson, President, AAAA

Secretary: Paul F. Peter, 420 Lexington Ave., New York City.

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L. D. H. Weld  
*McCann-Erickson Inc.*  
George Gallup  
*Young & Rubicam Inc.*  
Chester La Roche  
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M. H. Leister  
*Sun Oil Co.*  
Stuart Peabody  
*The Borden Co.*  
D. P. Smelser  
*Procter & Gamble Co.*  
Chester Lang  
*General Electric Co.*

## TECHNICAL SUBCOMMITTEE WHICH DRAFTED COUNTY FIGURES

L. D. H. Weld, chairman  
*McCann-Erickson Inc.*  
George Gallup  
*Young & Rubicam Inc.*

D. E. Robinson  
*Federal Advertising Agency*  
D. P. Smelser  
*Procter & Gamble Co.*

James W. Baldwin  
*National Association of Broadcasters*  
Hugh M. Beville Jr.  
*National Broadcasting Co.*

Arthur W. Lehman  
*Association of National Advertisers*  
John W. Karol  
*Columbia Broadcasting System*

Alabama	Arizona (Cont'd)	Arkansas (Cont'd)	Colorado (Cont'd)	District of Columbia	Georgia (Cont'd)
<b>Total Radio Homes: 258,000</b>	<b>Total Radio Homes: 187,300</b>	<b>Total Radio Homes: 1,398,900</b>	<b>Total Radio Homes: 372,200</b>	<b>Total Radio Homes: 125,800</b>	<b>Total Radio Homes: 331,500</b>
Autauga 1,300	Greenlee 700	Sebastian 9,600	Alamosa 12,500	Baker 500	Baldwin 2,300
Baldwin 2,300	Mari COPA 25,500	Sevier 1,300	Archuleta 3,600	Banks 500	Barrow 1,100
Barbour 2,500	Mohave 1,000	Sharp 700	Baca 1,160	Bartow 2,400	Ben Hill 1,500
Bibb 1,400	Navajo 2,700	Stone 500	Bent 1,260	Berrien 1,100	Bibb 14,200
Blount 1,700	Pima 9,400	Union 7,000	Boulder 7,600	Bleckley 800	Bryan 400
Bulloch 1,400	Pinal 2,100	Van Buren 1,800	Chaffee 1,720	Brantley 400	Brooks 1,600
Butler 2,400	Santa Cruz 1,300	Washington 5,900	Clear Creek 460	Brooks 1,600	Bulloch 1,900
Calhoun 5,900	Sonoma 600	White 3,400	Clear Creek 460	Burke 2,300	Butts 900
Chambers 2,700	Yuma 2,600	Woodruff 1,800	Conejos 920	Calhoun 900	Calden 500
Cherokee 1,200		Yell 1,500	Costilla 460	Campbell (Incl. in Fulton) 700	Camden 500
Chilton 2,000			Crowley 690	Candler 700	Catoosa 600
Choctaw 2,000			Custer 230	Carroll 300	Charlton 400
Clarke 2,000			Delta 2,600	Catoosa 600	Chatham 18,900
Clay 1,300			Fremont 3,200	Chatahoochee 300	Cobb 600
Cleburne 800			Dolores 120	Chattahoochee 1,600	Clarke 5,200
Coffee 2,300			Douglas 500	Cherokee 1,700	Clay 500
Colbert 2,700			Eagle 580	Chick 800	Clayton 800
Conecuh 1,800			Elbert 800	Cobb 600	Cochran 600
Cook 800			El Paso 13,100	Columbia 300	Coffee 1,500
Colbert 2,700			Dixie 600	Crawford 1,400	Colquitt 3,100
Conecuh 1,800			Duval 1,840	Dawson 200	Columbia 500
Cook 800			Escambia 250	Decatur 2,600	Camden 500
Covington 3,500			Flagler 800	De Kalb 9,400	Candler 700
Crenshaw 1,800			Franklin 600	Dodge 1,200	Calhoun 900
Cullman 3,500			Gadsden 2,500	Dooley 1,300	Dougherty 3,700
Dale 1,700			Glades 300	Douglas 900	Dougherty 900
Dallas 5,600			Glenn 2,300	Douglas 900	Dougherty 900
Dakota 2,800			Humboldt 7,900	Douglas 900	Douglas 900
Decatur 2,800			Imperial 9,700	Douglas 900	Douglas 900
Etowah 6,800			Kern 17,600	Douglas 900	Douglas 900
Fayette 1,300			Kings 4,400	Douglas 900	Douglas 900
Franklin 2,000			Lake 1,200	Douglas 900	Douglas 900
Geneva 2,100			Lassen 2,800	Douglas 900	Douglas 900
Greene 1,300			Los Angeles 592,300	Douglas 900	Douglas 900
Hale 1,600			Madera 2,400	Douglas 900	Douglas 900
Henry 1,600			Del Norte 910	Douglas 900	Douglas 900
Houston 4,300			Eldorado 1,500	Douglas 900	Douglas 900
Jackson 2,500			Fresno 32,100	Douglas 900	Douglas 900
Jefferson 62,100			Glenn 2,300	Douglas 900	Douglas 900
Lamar 1,200			Humboldt 7,900	Douglas 900	Douglas 900
Lauderdale 4,500			Imperial 9,700	Douglas 900	Douglas 900
Lawrence 1,700			Jefferson 3,400	Douglas 900	Douglas 900
Lee 8,500			Johnson 3,200	Douglas 900	Douglas 900
Limestone 2,700			Kiowa 350	Douglas 900	Douglas 900
Lowndes 1,300			Kit Carson 1,380	Douglas 900	Douglas 900
Macon 2,000			Lake 1,200	Douglas 900	Douglas 900
Madison 6,300			Lassen 2,800	Douglas 900	Douglas 900
Marion 1,700			Los Angeles 592,300	Douglas 900	Douglas 900
Marshall 1,200			Madera 2,400	Douglas 900	Douglas 900
Mobile 19,500			Del Norte 910	Douglas 900	Douglas 900
Monroe 2,000			Eldorado 1,500	Douglas 900	Douglas 900
Montgomery 15,400			Fresno 32,100	Douglas 900	Douglas 900
Morgan 4,800			Glenn 2,300	Douglas 900	Douglas 900
Perry 1,900			Humboldt 7,900	Douglas 900	Douglas 900
Pickens 1,500			Imperial 9,700	Douglas 900	Douglas 900
Pike 2,800			Jefferson 3,400	Douglas 900	Douglas 900
Randolph 2,000			Johnson 3,200	Douglas 900	Douglas 900
Russell 1,900			Kiowa 350	Douglas 900	Douglas 900
St. Clair 1,800			Kit Carson 1,380	Douglas 900	Douglas 900
Shelby 2,200			Lake 1,200	Douglas 900	Douglas 900
Spartanburg 1,500			Lassen 2,800	Douglas 900	Douglas 900
Talladega 2,500			Los Angeles 592,300	Douglas 900	Douglas 900
Tuscaloosa 5,700			Madera 2,400	Douglas 900	Douglas 900
Walker 5,100			Del Norte 910	Douglas 900	Douglas 900
Washington 1,000			Eldorado 1,500	Douglas 900	Douglas 900
Wilcox 1,600			Fresno 32,100	Douglas 900	Douglas 900
Winston 1,300			Glenn 2,300	Douglas 900	Douglas 900

# CENSUS OF U. S. RADIO HOMES BY STATES AND COUNTIES

(Continued from page 37)

Georgia (Cont'd)	Idaho (Cont'd)	Illinois (Cont'd)	Iowa (Cont'd)	Kansas (Cont'd)	Kentucky (Cont'd)		
Jenkins 1,000 Johnson 900 Jones 900 Lamar 900 Lanier 3,000 Laurens 3,000 Lee 500 Liberty 500 Lincoln 500 Lott 3,800 Lowndes 400 Lumpkin 400 McDuffie 900 McIntosh 500 Macon 1,100 Madison 1,100 Marion 500 Meriwether 1,800 Miller 600 Milton (Incl. in Fulton) 1,700 Mitchell 1,000 Monroe 700 Montgomery 1,100 Morgan 500 Murray 12,700 Muscogee 1,900 Newton 1,000 Oconee 400 Oglethorpe 800 Paulding 800 Peach 1,100 Pickens 900 Pierce 800 Pike 700 Polk 2,800 Pulaski 700 Putnam 200 Quitman 700 Rabun 1,500 Randolph 1,400 Richmond 13,800 Rockdale 400 Schley 600 Screven 1,500 Seminole 500 Spalding 3,300 Stephens 1,200 Stewart 1,200 Sumter 2,800 Taliaferro 600 Talbott 400 Tattall 900 Taylor 900 Telfair 1,400 Thomas 1,500 Thomas 3,500 Tift 1,700 Toombs 1,600 Towns 200 Troup 200 Turner 5,800 Twiggs 500 Union 300 Upson 2,300 Walker 2,300 Walton 300 Ware 3,700 Warren 800 Washington 2,100 Wayne 1,100 Webster 500 Wheeler 500 White 300 Whitfield 2,600 Wilcox 900 Wilkes 1,300 Wilkinson 900 Worth 1,400	Nez Perce 4,400 Oneida 700 Owyhee 300 Payette 1,400 Power 600 Shoshone 3,500 Teton 400 Twin Falls 6,300 Valley 600 Washington 1,500 Yellowstone National Park 10	Williamson 7,500 Winnebago 27,900 Woodford 4,400  <b>Indiana</b> Total Radio Homes: 616,800 Adams 8,000 Allen 34,900 Bartholomew 5,200 Benton 2,000 Blackford 2,100 Boone 4,600 Brown 400 Carrroll 3,000 Cast 7,000 Clark 4,500 Clay 4,100 Clinton 5,900 Crawford 900 Dearness 2,700 Dearborn 3,600 Decatur 3,100 De Kalb 4,000 Delaware 13,100 DuBois 3,300 Elkhart 15,000 Fayette 3,700 Floyd 6,600 Fountain 3,500 Franklin 2,000 Fulton 3,500 Gibson 5,200 Grant 10,800 Greene 4,100 Hamilton 4,000 Hancock 3,200 Harrison 2,500 Hendricks 3,300 Henry 5,100 Howard 7,700 Huntington 6,000 Jackson 3,800 Jasper 2,200 Jay 5,500 Jefferson 3,200 Jennings 1,500 Johnson 3,100 Knox 7,600 Kosciusko 5,600 Lagrange 2,200 Lake 46,100 La Porte 12,600 Lawrence 1,800 Madison 15,700 Marion 102,800 Marshall 4,600 Martin 1,000 Miami 5,500 Monroe 6,100 Montgomery 3,000 Noble 1,900 Ohio 600 Orange 1,600 Owen 2,600 Parke 2,000 Perry 4,100 Pike 1,900 Porter 2,700 Posey 2,700 Pulaski 1,800 Putnam 3,600 Randolph 4,900 Ripley 3,000 Rush 3,600 St. Joseph 29,400 Scott 900 Shelby 4,700 Shenandoah 2,100 Spencer 1,600 Starke 2,000 Steuben 2,300 Sullivan 4,200 Switzerland 1,200 Tipton 11,700 Union 1,000 Vanderburg 24,300 Vermillion 2,900 Vigo 21,300 Wabash 4,200 Warrick 2,500 Washington 2,000 Wayne 11,100 Wells 2,100 White 2,900 Whitley 3,000	Cedar 3,200 Cerro Gordo 8,600 Cherokee 3,400 Chickasaw 2,200 Clarke 1,600 Davis 3,600 Clayton 4,200 Clinton 9,800 Crawford 3,500 Dallas 4,900 Dallas 2,100 Decatur 2,100 Delaware 2,600 Des Moines 8,400 Dickinson 2,000 Dubuque 13,500 Emmett 2,700 Fayette 5,400 Floyd 3,400 Franklin 2,400 Frederick 2,300 Greene 3,200 Grundy 2,400 Guthrie 3,400 Hamilton 3,600 Hancock 2,400 Hardin 4,700 Harrison 3,900 Henry 3,100 Howard 2,700 Humboldt 1,800 Iowa 2,200 Iowa 3,300 Jackson 3,700 Jasper 5,700 Jefferson 3,100 Johnson 7,900 Jones 3,200 Keokuk 3,500 Kossuth 4,650 Lea 9,000 Linn 21,800 Louisa 1,800 Lucas 3,100 Lyon 2,400 Madison 2,400 Mahaska 5,200 Marion 4,400 Marshall 7,700 Mills 2,000 Mitchell 2,400 Monona 2,600 Monroe 2,000 Montgomery 4,100 Muscatine 6,800 O'Brien 3,900 Osceola 3,700 Page 6,200 Palo Alto 2,800 Plymouth 4,200 Pocahontas 2,500 Polk 44,400 Pottawattamie 14,180 Poweshiek 4,100 Ringgold 1,900 Ringgold 3,200 Scott 18,200 Shelby 3,300 Sioux 4,700 Story 7,100 Tama 4,300 Taylor 2,800 Union 3,300 Van Buren 2,500 Wapello 9,000 Warren 3,100 Wayne 4,500 Wayne 2,500 Webster 8,900 Winnebago 2,600 Winneshek 3,800 Woodbury 24,600 Worth 1,800 Wright 3,800	Ford 3,900 Franklin 4,300 Franklin 3,100 Grant 700 Grant 800 Graves 3,500 Grayson 700 Green 800 Gretnap 2,000 Hamilton 3,200 Hancock 600 Hardin 2,800 Harlan 4,300 Harrison 2,000 Hart 600 Henderson 2,200 Henry 1,300 Hickman 2,400 Hopkins 4,300 Jackson 400 Jefferson 2,000 Jesse 2,300 Labette 6,000 Lane 700 Lawrence 6,400 Leavenworth 7,100 Lincoln 1,600 Lincoln 2,200 Logan 4,700 Lyon 6,400 McPherson 5,500 McPherson 3,900 Marshall 4,200 Meade 1,000 Miami 3,700 Mitchell 3,000 Montgomery 9,500 Morris 2,100 Morton 6,000 Nemaha 3,600 Neosho 4,100 Ness 1,800 Newton 2,600 Osage 2,300 Osborne 2,100 Ottawa 1,600 Pawnee 2,700 Phillips 2,000 Pottawattamie 2,600 Pratt 2,300 Rawlins 1,200 Reno 10,000 Republic 2,400 Rice 2,500 Riley 4,800 Rooks 1,700 Rush 1,600 Russell 1,800 Saline 7,300 Scott 600 Sedgewick 34,600 Seward 1,600 Shawnee 21,700 Sheridan 4,800 Sherman 1,300 Smith 2,200 Stafford 1,700 Stanton 300 Stevens 500 Sumner 4,700 Thomas 1,600 Trego 900 Wabawunsee 1,800 Wallace 600 Washington 2,800 Wichita 300 Wilson 2,800 Wyandott 1,100 Wyandotte 21,900	Franklin 3,100 Fulton 2,300 Gallatin 400 Gardard 1,100 Grant 1,000 Graves 3,500 Grayson 1,600 Green 800 Gretnap 2,000 Hamilton 3,200 Hancock 600 Hardin 2,800 Harlan 4,300 Harrison 2,000 Hart 600 Henderson 2,200 Henry 1,300 Hickman 2,400 Hopkins 4,300 Jackson 400 Jefferson 2,000 Jesse 2,300 Labette 6,000 Lane 700 Lawrence 6,400 Leavenworth 7,100 Lincoln 1,600 Lincoln 2,200 Logan 4,700 Lyon 6,400 McPherson 5,500 McPherson 3,900 Marshall 4,200 Meade 1,000 Miami 3,700 Mitchell 3,000 Montgomery 9,500 Morris 2,100 Morton 6,000 Nemaha 3,600 Neosho 4,100 Ness 1,800 Newton 2,600 Osage 2,300 Osborne 2,100 Ottawa 1,600 Pawnee 2,700 Phillips 2,000 Pottawattamie 2,600 Pratt 2,300 Rawlins 1,200 Reno 10,000 Republic 2,400 Rice 2,500 Riley 4,800 Rooks 1,700 Rush 1,600 Russell 1,800 Saline 7,300 Scott 600 Sedgewick 34,600 Seward 1,600 Shawnee 21,700 Sheridan 4,800 Sherman 1,300 Smith 2,200 Stafford 1,700 Stanton 300 Stevens 500 Sumner 4,700 Thomas 1,600 Trego 900 Wabawunsee 1,800 Wallace 600 Washington 2,800 Wichita 300 Wilson 2,800 Wyandott 1,100 Wyandotte 21,900	Total Radio Homes: 313,800 Allen 1,100 Anderson 1,500 Anderson 900 Ballard 1,000 Barren 2,700 Bath 500 Bel 4,100 Boone 1,100 Bourbon 2,500 Boyd 7,500 Bracken 2,500 Bracken 1,200 Bracken 1,200 Breckinridge 1,400 Bullitt 800 Butler 800 Caldwell 800 Campbell 6,500 Carr 2,500 Carroll 10,000 Carter 300 Cathoula 900 Cathoula 300 Claiborne 1,100 Concordia 1,700 De Soto 1,900 East Baton Rouge 4,000 East Carroll 2,600 East Feliciana 1,200 Evangeline 1,600 Franklin 2,400 Grant 1,300 Iberia 2,800 Iberia 2,800 Iberville 2,300 Jackson 1,400 Jefferson 3,500 Jefferson Davis 2,200 Lafayette 1,400 Lafourche 3,000	Total Radio Homes: 260,000 Acadia 4,000 Allen 1,400 Ascension 1,700 Assumption 1,300 Ayovalles 2,600 Beauregard 1,200 Bienville 1,800 Bossier 2,200 Caddo 28,600 Calcasieu 6,500 Cameron 2,900 Catahoula 900 Claiborne 2,800 Concordia 1,000 De Soto 1,900 East Baton Rouge 4,000 East Carroll 1,400 East Feliciana 1,200 Evangeline 1,600 Franklin 2,400 Grant 1,300 Iberia 2,800 Iberville 2,300 Jackson 1,400 Jefferson 3,500 Jefferson Davis 2,200 Lafayette 1,400 Lafourche 3,000



# 50,000 WATTS

*Authority has just been granted for Station WWL to increase its power from 10,000 to 50,000 watts, day and night.*

On the choice frequency of 850 kc this will make WWL one of the most outstanding radio stations in the United States.

With new transmitting equipment and a new antenna system, the voice of WWL will cover approximately 43,535 square miles—its good service area has a population of approximately 2,000,000 persons—many of whom do not receive primary service from other stations.

WWL broadcasts an unusually well balanced schedule of Columbia network and local programs to Louisiana, Mississippi, Arkansas, Alabama and West Texas.

It's your best buy for complete coverage of the South Central United States—where sales can be increased.

CBS **WWL** CBS

NEW ORLEANS, LOUISIANA

VINCENT F. CALLAHAN *General Manager*

*National Representative* • E. KATZ SPECIAL ADVERTISING AGENCY

# CENSUS OF U. S. RADIO HOMES BY STATES AND COUNTIES

(Continued from page 38)

Louisiana (Cont'd)	Michigan (Cont'd)	Minnesota (Cont'd)	Mississippi (Cont'd)	Missouri (Cont'd)	Nebraska (Cont'd)
La Salle 1,200	Cass 8,000	Lincoln 1,600	Sunflower 4,700	St. Genevieve 1,500	Garden 800
Lincoln 1,100	Charlevoix 2,100	Lyon 4,700	Tallahatchie 2,100	Saline 5,400	Garfield 800
Livingston 1,100	Cheboygan 2,000	McLeod 4,300	Tate 1,200	Shuyler 1,100	Gosper 800
Madison 1,600	Chippewa 4,700	Mahnomen 700	Tippah 1,200	Scotland 2,000	Grant 240
Monroe 2,500	Crawford 700	Marshall 3,000	Tlahaomingo 1,000	Scott 3,200	Greely 1,200
Natchitoches 3,400	Clinton 700	Martin 5,200	Tunica 1,500	Shannon 7,600	Greene 6,800
Orleans 90,800	Crawford 700	McKee 3,500	Tipton 1,500	Shelby 2,000	Hamilton 1,200
Ouachita 8,900	Delta 6,000	Mille Lacs 3,200	Walthall 1,100	Stoddard 2,000	Harlan 1,300
Plaquemines 700	Dickinson 4,200	Morrison 4,100	Warren 4,500	Stone 1,000	Hayes 400
Pointe Coupee 1,500	Dickinson 4,200	Mower 6,700	Washington 6,100	Sullivan 2,300	Hitchcock 1,300
Rapides 7,900	Emmet 5,100	Murray 2,100	Wayne 3,000	Texas 1,200	Holt 1,200
Red River 1,200	Genesee 39,900	Nicollet 2,500	Webster 700	Taney 1,700	Hooker 2,600
Richland 2,100	Gladwin 900	Nobles 4,100	Wilkinson 1,000	Vernon 4,600	Howard 1,300
Sabine 2,200	Gogebic 5,600	Norman 2,500	Winston 1,500	Warren 1,500	Jefferson 3,200
St. Bernard 400	Grand Traverse 4,600	Olmsted 7,900	Washington 1,200	Wayne 1,000	Johnson 1,800
St. Charles 900	Gratiot 4,600	Oliver Tail 2,900	Wayne 1,000	Wayne 1,000	Kearney 1,600
St. Helena 500	Hillsdale 5,300	Pennington 1,500	Yalabusha 1,400	Webster 2,400	Keith 4,200
St. James 1,100	Houghton 8,200	Pine 3,400	Yazoo 2,900	Worth 1,800	Keyapaha 400
St. John the Baptist 1,100	Huron 5,400	Pipestone 2,800		Wright 1,800	Kimball 800
St. Landry 5,100	Ingham 26,100	Polk 7,300	<b>Missouri</b>		Knox 2,400
St. Martin 1,700	Ionia 4,900	Polk 7,300	<b>Total Radio Homes: 708,600</b>		Lancaster 22,300
St. Mary 2,800	Iosco 1,200	Ramsey 65,200	Adair 3,900		Lancaster 5,100
St. Tammany 2,200	Iron 3,000	Red Lake 1,100	Andrew 2,200		Lincoln 1,600
Tangipahoa 4,300	Isabella 3,600	Redwood 4,200	Audrain 4,100	<b>Montana</b>	Logan 200
Tensas 1,300	Isabella 3,600	Renville 4,400	Barry 2,900	<b>Total Radio Homes: 91,700</b>	Loup 200
Terrebonne 6,700	Kalamazoo 17,300	Rice 5,500	Bates 2,200	Beaumont 1,500	McPherson 100
Union 1,500	Kalkaska 21,900	Rock 2,000	Benton 1,600	Big Horn 1,000	Merrick 5,800
Vermilion 2,600	Kent 51,800	Roseau 2,200	Bollinger 7,300	Bismarck 400	Morrill 1,400
Vernon 1,600	Keweenaw 400	St. Louis 41,500	Boone 7,300	Carbon 8,700	Nance 1,400
Washington 3,400	Lapeer 4,200	Scott 3,000	Buchanan 22,800	Cascade 1,100	Nemaha 2,300
Webster 2,700	Leelanau 900	Sherburne (Incl. in Benton)	Butler 3,500	Chouteau 2,400	Nuckolls 2,100
West Baton Rouge 800	Lenawee 10,200	Sibley 2,700	Caldwell 2,500	Custer 2,400	Otoe 4,200
West Carroll 1,000	Livingston 3,400	Stearns (Incl. in Benton)	Callaway 3,300	Daniels 1,500	Pawnee 1,400
West Feliciana 800	Luce 1,000	Steele 4,400	Camden 7,000	Dawson 2,300	Perkins 800
Winn 1,300	Mackinac 1,300	Stevens 1,900	Cape Girardeau 7,000	Deer Lodge 600	Phelps 2,400
	Macomb 12,400	Swift 2,800	Carroll 3,900	Fallon 2,900	Pierce 1,600
<b>Maine</b>	Maitland 4,000	Todd 4,700	Carter 4,000	Fergus 4,200	Rocky 4,200
<b>Total Radio Homes: 163,600</b>	Marquette 8,300	Traverse 1,500	Cass 3,700	Glacier 3,500	Polk 1,300
Androscoggin 16,600	Mason 3,400	Wabasha 4,000	Cedar 1,800	Garfield 4,600	Redwillow 3,200
Arrochook 14,600	Mecosta 2,300	Wadena 2,500	Chariton 3,300	Glacier Valley 1,100	Richardson 3,900
Cumberland 30,300	Menominee 3,800	Waseca 3,000	Christian 1,700	Grant 300	Rock 500
Franklin 1,000	Midland 3,200	Washington 3,100	Clark 1,600	Hill 2,400	Salt Lake 2,300
Hancock 7,000	Missaukee 1,000	Watsonwan 3,000	Clay 5,800	Jefferson 500	Sarpy 1,400
Kennebec 15,500	Monroe 8,100	Wilkin 1,500	Clinton 2,500	Lake 500	Saunders 3,400
Knox 6,600	Montcalm 4,100	Winona 8,800	Cole 5,500	Ludith Basin 500	Scotts Bluff 6,300
Lincoln 3,200	Montmorency 300	Wright 5,150	Cooper 3,500	Lake 1,200	Seward 2,300
Oxford 6,000	Newaygo 16,500	Yellow Medicine 2,600	Crawford 1,600	Lewis and Clark 4,500	Shepherd 1,300
Penobscot 20,000	Newaygo 16,500		Dade 500	Lincoln 800	Sherman 400
Piscataquis 3,300	Oakland 34,200	<b>Mississippi</b>	Dallas 1,000	McCone 600	Sioux 1,100
Sagadahoc 3,800	Ocean 2,000	<b>Total Radio Homes: 166,400</b>	Davless 2,200	Madison 900	Stanton 1,100
Somerset 3,900	Ogemaw 1,300	Adams 2,700	DeKalb 1,300	Meagher 300	Thayer 2,600
Waldo 8,200	Ontonagon 1,300	Alcorn 2,100	Dent 1,300	Mineral 200	Thomas 200
Washington 6,400	Oscoda 200	Amite 1,000	Douglas 1,100	Missoula 5,200	Thurston 1,300
York 14,200	Otsego 800	Attala 2,000	Dunklin 4,200	Valley 1,700	Washington 1,300
	Ottawa 10,200	Benton 500	Franklin 6,100	Wayne 2,000	Wayne 2,000
<b>Maryland</b>	Presque Isle 1,300	Beltz 3,900	Gasconade 1,300	Petroleum 300	Webster 1,900
<b>Total Radio Homes: 320,000</b>	San Jacinto 1,000	Calhoun 1,000	Gentry 2,800	Pondera 1,000	Wheeler 6,200
Allegany 18,300	Saginaw 22,000	Carroll 1,100	Greene 1,500	Powder River 400	York 3,900
Anne Arundel 8,500	St. Clair 13,600	Chickasaw 1,500	Harrison 2,900	Powell 1,000	
Baltimore 211,300	St. Joseph 5,700	Choctaw 700	Hickory 700	Prairie 400	<b>Nevada</b>
Baltimore City, included in Baltimore County	Sanilac 3,700	Clarke 1,300	Holt 2,300	Richland 1,500	<b>Total Radio Homes: 81,700</b>
Calvert 2,300	Schoolcraft 1,600	Clay 1,500	Howard 2,200	Roosevelt 1,600	Churchill 1,200
Caroline 3,400	Shiawassee 6,600	Coahoma 4,700	Howell 2,500	Rosebud 800	Clark 2,400
Carroll 5,600	Tuscola 5,200	Copiah 2,900	Iron 1,100	Sanders 700	Douglas 300
Cecil 3,000	Van Buren 5,900	Covington 1,000	Jackson 121,000	Silver Bow 1,200	Elko 2,300
Charles 3,400	Washtenaw 17,000	De Soto 5,200	Jasper 3,900	Stillwater 700	Esmeralda 240
Dorchester 8,300	Wexford 2,800	Forrest 3,900	Jefferson 3,800	Sweet Grass 600	Humboldt 900
Frederick 8,300		Franklin 700	Johnson 4,900	Teton 800	Lander 900
Garrett 2,000		George 600	Knox 1,600	Trail 1,200	Lincoln 500
Harford 5,200		Greene 600	Lafayette 5,500	Valley 1,300	Lyons 800
Howard 2,200		Granada 1,400	Lawrence 700	Wheatland 600	Minal 400
Kent 2,200		Hancock 900	Lewis 2,400	Wibaux 300	Nye 1,900
Montgomery 11,100		Harrison 5,400	Lincoln 2,700	Yellowstone 6,900	Ormsby 500
Prince Georges 9,400		Hinds 13,000	Livingston 3,800	Yellowstone Nat'l Pk. (part)	Perishing 600
Queen Annes 1,600		Holmes 3,000	Madison 1,000		Stovax 150
St. Anne 1,500		Humphreys 1,600	Maries 700		Washoe 6,800
St. Charles 3,100		Issaquena 300	Marion 6,900		White Pine 2,500
Somerset 2,800		Ittawamba 900	Mercer 2,300		
Talbot 3,100		Jackson 1,500	Miller 1,100		
Washington 10,900		Jasper 1,500	Mississippi 2,600		
Wicomico 5,500		Jefferson 900	Monroe 2,900		
Worcester 3,200		Jefferson Davis 900	Montgomery 2,500		
		Jones 4,500	Morgan 1,600		
		Kemper 2,200	Newton 4,700		
		Lafayette 1,600	Nodaway 2,300		
		Lamar 2,800	Oregon 2,500		
		Chippewa 8,400	Osage 1,400		
		Chicago 2,700	Ozark 700		
		Ciesgo 5,100	Perry 3,900		
		Clearwater 1,400	Pettis 2,800		
		Cook 500	Pettis 2,800		
		Cottonwood 2,800	Phelps 3,300		
		Crow Wing 5,600	Pike 1,500		
		Dakota 2,800	Polk 2,700		
		Dodge 2,800	Pulaski 1,500		
		Douglas 3,800	Putnam 1,500		
		Faribault 5,100	Rails 1,600		
		Fillmore 5,800	Randolph 5,300		
		Filmern 6,100	Reynolds 1,800		
		Goodhue 2,000	Ripley 1,000		
		Hennepin 122,300	St. Charles 4,100		
		Houston 2,900	St. Francois 1,400		
		Hubbard 1,500	St. Louis 240,200		
		Isanti 2,400	St. Louis City		
		Itasca 5,100	(Incl. in St. Louis County)		
		Jackson 3,000			
		Kanabec 1,400			
		Kandiyohi 4,700			
		Kasson 3,500			
		Koochiching 2,400			
		Lac qui Parle 2,400			
		Laurens 1,600			
		Lake 700			
		Lake of the Woods 700			
		Le Sueur 3,600			

# FACTS

for

Time Buyers

from

Radio Station  
Wichita, Kansas

# KFH

## KFH Primary

Kansas Counties: 47  
Oklahoma Counties: 14

**KANSAS**  
Radio Homes: 179,500  
Radio Listeners: 699,950

**OKLAHOMA**  
Radio Homes: 49,400  
Radio Listeners: 187,160

Total KFH PRIMARY  
Radio Homes: 228,900  
Radio Listeners: 887,110

## KFH Secondary

Kansas Counties: 46  
Oklahoma Counties: 16  
Nebraska Counties: 7

**KANSAS**  
Radio Homes: 117,400  
Radio Listeners: 452,460

**OKLAHOMA**  
Radio Homes: 133,200  
Radio Listeners: 520,480

**NEBRASKA**  
Radio Homes: 15,100  
Radio Listeners: 58,890

TOTAL KFH SECONDARY  
Radio Homes: 265,700  
Radio Listeners: 1,031,830

## Sedgwick County FACTS

Sedgwick County, is the home county of Radio Station KFHL in Wichita, Kansas. Oil was discovered 8 miles north of Wichita, on August 3, 1928. Since that time, 13 oil and 2 gas pools have been discovered in Sedgwick County. More than 40,000,000 barrels of oil have been withdrawn from the reservoirs underlying this county.

In 1937, 39,650 Car Tags, and 6,606 Truck Tags were issued in this county.

1937 Building Permits (to Nov. 15) totaled 2,158; amounting to: \$2,203,598.

Estimated 1937 Wheat yield: 5,202,000 bushels.

Retail Sales exceed: \$52,792,000 annually.

## FACTS About Wichita

Population: 116,337  
Families: 31,000  
Electric Refrigerators: 17,100  
Telephones: 33,799  
Motor Cars, registered: 41,705  
Electric Meters: 32,964  
Gas Meters: 25,500  
Number Paying Income Tax: 6,500  
Banks: 9, with total debits for 1937, \$463,420,000  
Retail Outlets: 1,313  
Retail Sales Volume: \$49,464,000  
Division of Population: 91.9 per cent, native white; 2 per cent, foreign born; 5.1 per cent, colored; 1 per cent, other races.  
Wichita, Kansas, is the wholesale and distributing center for a rich agricultural and oil producing territory. The Primary Trade Area, of Wichita, extends in all directions for 200 miles.

## Kansas FACTS

Kansas is the center of the rich Hard Winter Wheat Belt. Estimated 1937 Wheat yield: 153,000,000 bushels.

Kansas, compared to states with like population, is one of the country's richest states, far exceeding in retail sales other comparable states.

Retail Sales are more than \$448,261,000 annually.

Kansas is a point where your sales efforts should be concentrated.

Radio Station KFHL is the persuasive sales voice of this rich "ready-to-buy" territory.

RADIO STATION

# KFH

Wichita, Kansas • 1,000 Watts (Night) • 5,000 Watts (L. S.)

Basic Supplementary

CBS

National Representative

Edward Petry & Co. Inc.

# KFH

OFFERS THESE PROVED  
AUDIENCE SHOWS —  
FOR SPONSORSHIP:

### ● The Skyriders

A 14-piece orchestra, under the direction of Russel L. Lowe, experienced theatre and radio conductor. This is the No. 1 musical production of KFHL, featuring modern arrangements and concert music.

### ● All-Girl Minstrels

The "top" variety show of KFHL, written and produced by Bob Kent, who also works as interlocutor. This show is built on the lines of the old-time Minstrel show, with the novelty of an all-girl cast, except interlocutor. 5-piece all-girl band, doubling 12 instruments; 4 vocal soloists; harmony trio; tap dancer. (This show under contract to Geo. Ianes Co., locally, but open for Network or Transcription sponsorship.)

### ● KFHL Ensemble

5-piece chamber group. All finished musicians. An excellent program for the dinner hour.

### ● Lukins Family

An original serial Hill-billy comedy skit, written and directed by Russel L. Lowe. An hilarious, side-splitting comedy of the lives and adventures of a family of typical Hill-billies. This is without doubt one of the top ranking Hill-billy shows of the entire country. An original cast of 5, with 1 or 2 incidental characters added as script demands.

### ● Farm Service Hour

An early morning farm program, conducted by Bruce Behymer, livestock man and market editor of Wichita Daily Eagle. The broxy style and droll humor of Mr. Behymer, has made this the most popular farm program in the Southwest. A half hour of farm news, market reports and comments, weather reports, etc. This show is ideally suited to an agricultural sponsor.

For Further Information  
Write or Wire

# KFH

WICHITA, KANSAS

A transcription of any of these shows will be mailed for auditioning to any agency or advertiser.

# CENSUS OF U. S. RADIO HOMES BY STATES AND COUNTIES

(Continued from page 40)

New Mexico		No. Carolina (Cont'd)		No. Dakota (Cont'd)		Oklahoma		Oregon (Cont'd)		So. Carolina (Cont'd)	
Total Radio Homes:	48,300	Carteret	1,700	Mercer	1,000	Total Radio Homes:	355,000	Wasco	2,800	Lancaster	2,800
Bernalillo	9,100	Caswell	800	Morton	3,600	Adair	1,100	Washington	6,000	Laurens	3,800
Catron	200	Catawba	1,500	Mountrill	1,700	Alfalfa	2,300	Wheeler	500	Lee	1,700
Chaves	2,900	Chatham	1,700	Nelson	1,600	Beckham	1,100	Yamhill	4,600	Lexington	2,900
Chavez	2,300	Cherokee	1,100	Oliver	400	Blaine	2,700	Pennsylvania			
Curry	2,100	Chowan	1,100	Pembina	2,000	Bryan	5,800	Total Radio Homes:	1,838,400	Marion	2,600
De Baca	300	Clay	400	Pierce	1,100	Calder	3,600	Adams	5,600	Maryland	2,900
Dona Ana	2,400	Cleveland	5,000	Ramsey	3,300	Canadian	4,200	Allegheny	301,600	Newberry	3,300
Eddy	2,800	Columbus	3,900	Ransom	1,000	Carter	6,800	Armstrong	11,600	Oconee	3,000
Grant	2,100	Craven	3,500	Richland	3,400	Cherokee	1,400	Beaver	26,100	Orangeburg	4,900
Guadalupe	600	Cumberland	5,200	Richmond	1,100	Choctaw	2,200	Bedford	26,100	Pickens	2,900
Harding	800	Currituck	400	Sargent	1,100	Cimarron	6,000	Berks	54,100	Richland	14,100
Hidalgo	800	Dare	500	Sheridan	800	Cleveland	3,700	Blount	12,100	Spartanburg	12,100
Lea	600	Davidson	5,100	Sioux	1,000	Coal	1,100	Bucks	28,200	Sumter	4,900
Lincoln	800	Duplin	2,500	Slope	500	Comanche	5,400	Bradford	11,800	Union	2,000
Luna	800	Durham	11,900	Stark	2,700	Cotton	1,900	Bucks	18,000	Williamsburg	2,200
McKinley	2,500	Edgecombe	5,400	Steele	700	Craig	2,000	Butler	15,400	York	5,600
Mora	600	Forsyth	15,200	Stutsman	4,100	Creek	2,200	Cambria	33,200		
Otero	1,000	Franklin	2,900	Towner	1,000	Delaware	800	Cameroon	9,700		
Quay	1,800	Gaston	8,700	Trall	1,200	Ellis	1,200	Centre	9,400		
Rio Arriba	1,200	Gates	600	Walsh	8,200	Garfield	1,900	Chester	25,600		
Roosevelt	1,100	Graham	300	Ward	7,100	Grant	9,200	Clarion	6,100		
Sandoval	500	Granville	2,400	Wells	1,700	Kingfisher	2,300	Clearfield	12,500		
San Juan	1,200	Greene	1,100	Williams	3,400	Kiowa	2,800	Clinton	6,800		
San Miguel	2,600	Halifax	22,300	Ohio		Lincoln	1,200	Columbia	8,000		
Santa Fe	2,800	Harnett	8,400	Total Radio Homes:	1,396,900	Logan	1,300	Crawford	12,400		
Sierra	800	Haywood	2,900	Adams	2,300	Madison	3,800	Dauphin	40,700		
Taos	500	Henderson	2,700	Allen	17,000	Marion	3,200	Delaware	62,500		
Torrance	1,100	Hertford	1,300	Ashland	7,000	Harmon	1,600	Elk	5,200		
Union	800	Hyde	500	Ashtabula	14,900	Harper	1,000	Forest	38,200		
Valencia	1,400	Iredell	4,500	Athens	8,400	Haskell	1,000	Franklin	28,200		
New York		Jackson	1,300	Auglize	15,000	Hutches	3,100	Fulton	700		
Total Radio Homes:	2,993,100	Johnston	4,400	Brown	3,200	Jefferson	2,000	Greene	10,600		
Albany	53,600	Jones	600	Butler	24,200	Johnston	1,100	Hamilton	6,800		
Allegany	7,900	Kenosha	1,000	Carroll	2,000	Kay	9,200	Huntingdon	6,200		
Bronx	317,900	Lenoir	4,600	Champaign	4,600	Kingfisher	2,300	Indiana	6,200		
Broome	34,900	Lincoln	2,100	Clark	18,100	Latimer	900	Jefferson	9,000		
Cattaraugus	19,500	McDowell	1,900	Champaign	5,600	Le Flore	3,600	Junata	1,700		
Cayuga	16,400	Macon	1,000	Clark	18,100	Lincoln	3,800	Lackawanna	65,200		
Chautauqua	30,600	Madison	1,000	Clay	1,900	Logan	4,100	Lancaster	43,200		
Chemung	18,100	Madison	1,000	Columbiana	18,000	Logan	4,100	Lancaster	43,200		
Chemung	8,000	Mecklenburg	24,600	Coshocton	5,000	Love	900	Lawrence	18,700		
Clinton	9,800	Mitchell	1,100	Crawford	7,600	McClain	1,800	Lebanon	12,400		
Columbia	10,400	Montgomery	1,500	Davahoga	272,200	McClain	1,800	Lehigh	34,400		
Cortland	8,300	Moore	1,500	Deafance	6,400	McIntosh	1,900	Luzerne	87,300		
Delaware	9,200	Nash	4,900	Delaware	4,600	Major	1,500	Lycoming	20,300		
Dutchess	23,400	New Hanover	7,400	Delaware	4,600	Marshall	1,100	McKean	13,000		
Erie	178,200	Northampton	1,800	Delaware	4,600	Marye	1,500	Merse	17,000		
Essex	7,200	Onslow	900	Delaware	4,600	Murray	1,400	Mifflin	5,600		
Franklin	9,900	Orange	1,900	Fairfield	8,100	Fayette	2,700	Monroe	6,900		
Fulton	12,700	Pamlico	900	Fayette	2,700	Franklin	2,000	Montgomery	60,000		
Genesee	9,900	Pasquotank	2,900	Franklin	2,000	Grant	3,200	Montour	1,900		
Greene	6,600	Pender	900	Gallia	4,800	Muskogee	10,100	Northampton	38,600		
Hamilton	6,600	Perquimans	700	Geauga	2,900	Okfuskee	2,600	Northumberland	19,600		
Herkimer	18,600	Person	1,500	Greene	5,800	Oklahoma	50,100	Northumberland	19,600		
Jefferson	20,700	Pitt	6,200	Greene	5,800	Okmulgee	5,600	Philadelphia	430,300		
Kings	608,000	Polk	3,000	Hamilton	141,100	Ottawa	4,100	Pike	1,200		
Lewis	4,300	Randolph	3,000	Hancock	7,600	Pawnee	2,200	Potter	3,600		
Livingston	9,300	Richmond	3,600	Hardin	5,000	Payne	5,600	Schuykill	40,600		
Madison	4,800	Robeson	6,200	Harrison	2,800	Pittsburg	5,400	Snyder	2,300		
Monroe	103,600	Rockingham	5,500	Henry	4,300	Pontotoc	7,900	Somerset	3,200		
Montgomery	18,500	Rowan	7,600	Highland	4,700	Pottawatomie	7,900	Suwanee	1,000		
Nassau	72,700	Rutherford	3,600	Hocking	2,800	Pushmataha	1,100	Susquehanna	5,600		
New York	427,000	Sampson	2,800	Holmes	2,300	Roger Mills	2,200	Tioga	7,000		
Niagara	58,300	Scotland	1,800	Huron	8,000	Rogers	2,200	Union	3,000		
Onesida	48,300	Stanly	1,200	Jefferson	3,300	Seminole	7,800	Venango	13,000		
Onondaga	71,200	Stokes	3,100	Knox	17,400	Sequoyah	1,400	Warren	9,400		
Ontario	12,400	Surry	3,700	Lake	9,400	Stephens	4,100	Washington	35,400		
Orange	81,300	Swain	800	Lawrence	6,200	Texas	6,800	Wayne	6,400		
Orleans	5,300	Transylvania	900	Licking	12,700	Tillman	3,500	Westmoreland	46,600		
Oswego	15,700	Tyrell	300	Logan	6,100	Tulsa	43,400	Wyoming	3,100		
Otego	12,000	Tyler	3,400	Lorain	23,500	Wagoner	1,700	York	34,600		
Putnam	3,300	Vance	3,200	Mercer	4,200	Washington	5,000				
Queens	276,000	Wake	14,500	Madison	3,600	Washita	3,200				
Rensselaer	30,700	Warren	1,700	Mahoning	47,000	Wood	2,800				
Richmond	35,000	Washington	1,100	Marion	9,800	Woodward	2,100				
Rockland	12,900	Watauga	1,100	Medina	6,400						
St. Lawrence	17,800	Wayne	5,800	Meigs	4,100						
Saratoga	14,500	Wilkes	2,700	Mercer	4,200						
Schenectady	80,800	Wilson	5,200	Miami	10,100						
Schoharie	4,500	Yadkin	900	Monroe	2,400						
Schuyler	2,600	Yancey	800	Montgomery	63,500						
Seneca	5,800			Morgan	2,400						
Steuken	19,700			Morrow	1,900						
Suffolk	36,900			Muskingum	13,900						
Sullivan	8,900			Noble	2,500						
Tioga	6,100			Ottawa	4,100						
Tompkins	11,000			Paulding	2,400						
Ulster	20,500			Perry	4,600						
Warren	8,800			Pickaway	4,000						
Washington	9,200			Pike	1,800						
Wayne	11,200			Portage	7,500						
Westchester	120,400			Preble	3,800						
Wyoming	6,300			Putnam	4,400						
Yates	3,900			Richard	14,000						
				Ross	8,700						
				Sandusky	8,200						
				Scioto	14,300						
				Seneca	9,400						
				Shelby	4,500						
				Stark	46,200						
				Summit	76,900						
				Trumbull	21,700						
				Tuscarawas	12,000						
				Union	2,900						
				Van Wert	4,800						
				Vinton	1,000						
				Warren	3,900						
				Washington	7,800						
				Wayne	10,000						
				McHenry	5,400						
				McIntosh	8,400						
				McKenzie	900						
				McLean	2,000						

**W**HY NOT **J**OIN **A**DVERTISERS GETTING **R**ESULTS?

**92**  
**OUT OF 100**

Families in  
New England  
Have at least  
One Radio Set!

and the  
**Brightest Spot** in  
**New England** is

**PROVIDENCE**

AND THE COMPACT TERRITORY IT SERVES

— and the  
**BRIGHTEST SPOT** in **PROVIDENCE** is

**WJAR**

INCREASED  
COVERAGE  
**AT NO  
INCREASE  
IN RATES**

5000 Watts, Days  
1000 Watts, Nights

- **15 Years** of service to advertisers and their agencies.
- **WJAR** was the first independent radio station to join WEA, New York, and WCAP, Washington, in forming a network for regular scheduled programs. This is now known as the Basic Red Network of N.B.C.

**NATIONAL REPRESENTATIVES WEED & COMPANY**  
NEW YORK CHICAGO DETROIT SAN FRANCISCO

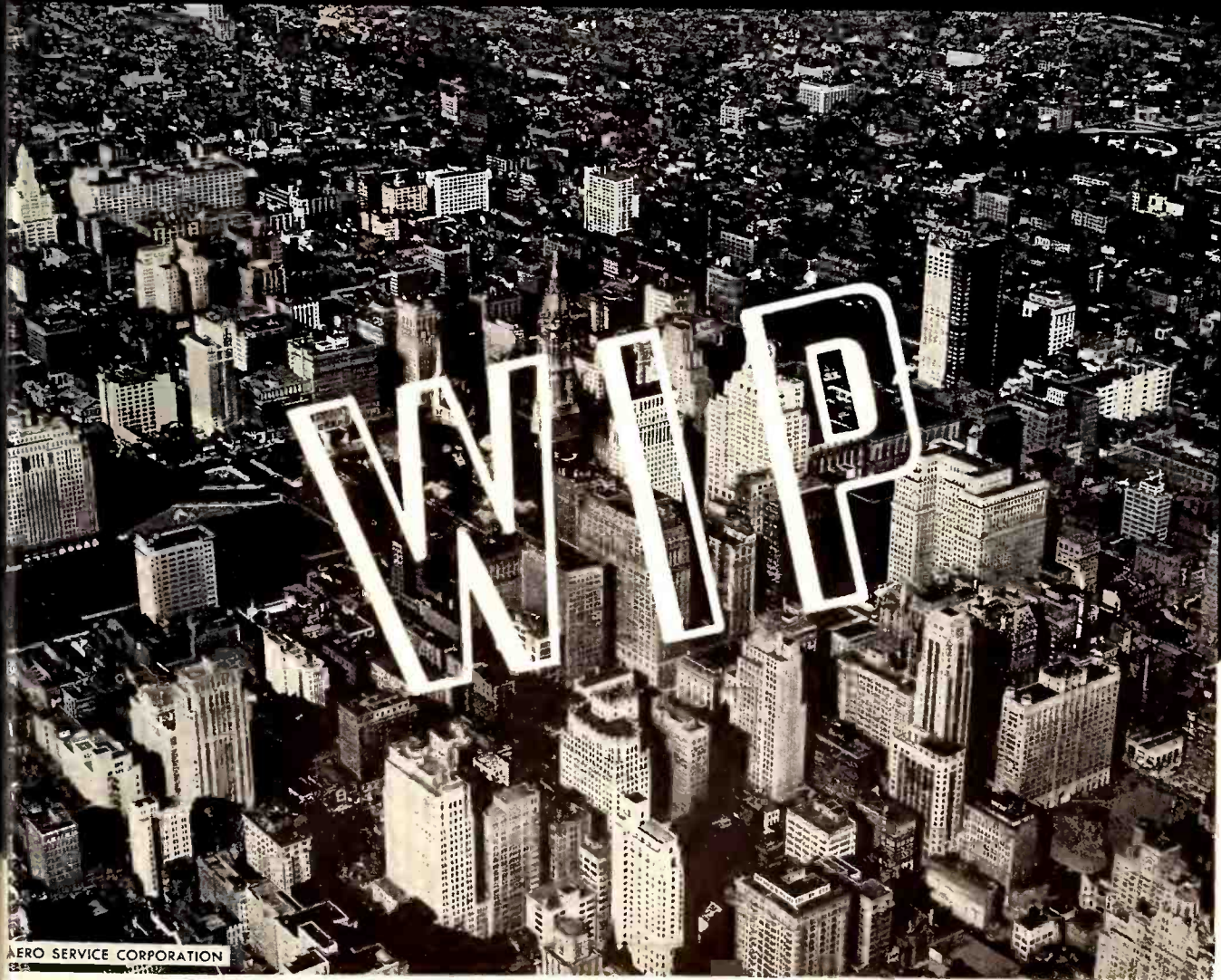
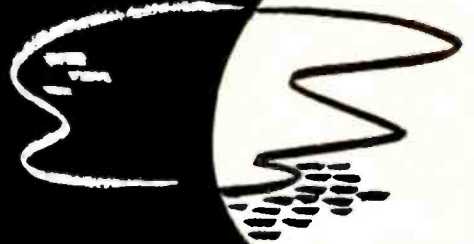
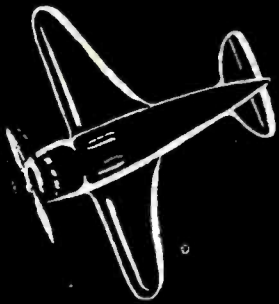


*America's Most Natural*



**"NEW YORK'S OWN STATION"**

*Radio Combination*



AERO SERVICE CORPORATION

**PHILADELPHIA'S PIONEER VOICE"**

# CENSUS OF U. S. RADIO HOMES BY STATES AND COUNTIES

(Continued from page 42)

Tennessee (Cont'd)	Texas (Cont'd)	Texas (Cont'd)	Utah (Cont'd)	Virginia (Cont'd)	W. Virginia (Cont'd)
Dyer 3,800	Cochran 140	McLennan 16,800	Utah 1,100	Prince Edward 1,600	Ritchie 2,100
Fayette 1,800	Coke 400	McMullen 80	Kane 180	Prince George 2,600	Roane 2,800
Fentress 800	Coleman 2,800	Madison 1,400	Millard 1,000	Prince William 1,700	Summers 2,850
Franklin 2,800	Collin 5,100	Marion 800	Morgan 300	Pulaski 1,700	Taylor 2,800
Gibson 2,100	Collingsworth 1,700	Martin 400	Rich 150	Rappahannock 2,700	Tucker 1,800
Giles 2,800	Colorado 2,800	Mason 900	Salt Lake 41,600	Rockbridge 500	Tyler 1,800
Grainger 700	Concho 1,800	Matagorda 2,200	San Juan 300	Roanoke 22,800	Unshur 1,800
Greene 2,900	Comanche 1,900	Maverick 400	Sanpete 1,800	Rockingham 5,800	Webster 1,200
Grundy 700	Cooke 3,100	Medina 1,600	Sevier 1,500	Russell 1,800	Wetzel 2,700
Hamblen 1,800	Coryell 2,100	Menard 600	Smith 1,100	Scott 1,400	Wirt 700
Hamilton 28,800	Cottle 1,200	Midland 1,400	Tooele 3,000	Shenandoah 2,800	Wyoming 11,000
Hancock 1,700	Crane 200	Milam 3,300	Utah 900	Smyth 2,600	
Hardeman 1,700	Crockett 400	Mills 1,100	Washt 7,000	Southampton 2,800	Wisconsin
Hardin 1,100	Crosby 1,800	Mitchell 1,700	Washington 1,000	Stafford 500	Total Radio Homes: 676,600
Hawkins 1,700	Culbertson 800	Montague 2,200	Wayne 120	Surrey 500	Adams 900
Haywood 2,300	Dallas 80,400	Montgomery 2,800	Weber 10,100	Sussex 1,000	Ashland 3,300
Henderson 1,600	Deaf Smith 1,400	Moore 200	Vermont	Tazewell 3,100	Barren 6,100
Hickman 2,800	Delta 1,400	Morris 900	Total Radio Homes: 72,400	Townsend 1,800	Bayfield 1,700
Houston 400	Denton 4,800	Motley 600	Addison 3,400	Warren 2,600	Branch 14,200
Humphreys 900	DeWitt 3,700	Nacogdoches 2,100	Bennington 4,500	Washington 5,200	Buffalo 4,600
Jackson 900	Dickens 1,200	Nauvoo 1,000	Bennington 4,500	Westmoreland 800	Burnett 1,200
Jefferson 1,300	Dimit 1,200	Newton 2,800	Berlin 5,100	Wise 4,900	Calumet 2,300
Johnson 28,800	Donley 900	Nolan 8,600	Chittenden 10,600	Wythe 2,500	Chippewa 2,300
Knox 1,000	Duval 900	Nueces 8,600	Essex 900	York 600	Clark 4,800
Lake 2,300	Eastland 4,000	Ochiltree 900	Franklin 5,700	Washington	Columbian 5,400
Lauderdale 2,200	Ector 600	Orange 1,800	Grand Isle 600	Total Radio Homes: 346,900	Crawford 2,600
Lawrence 400	Edwards 800	Palo Pinto 2,500	Lamoille 2,000	Adams 1,300	Dane 27,100
Lewis 2,600	Ellis 6,000	Parker 2,800	Orange 2,700	Asotin 800	Dodge 8,500
Lindsey 2,900	El Paso 20,300	Parmer 600	Orange 2,700	Benon 1,800	Door 3,000
Lincoln 1,600	Erath 2,600	Pecos 1,000	Putnam 10,700	Denton 3,300	Douglas 9,200
Loudon 2,900	Falls 3,400	Potter 10,700	Randall 900	Chelan 7,900	Dunn 4,000
Madison 6,800	Fannin 4,800	Presidio 900	Randall 800	Clallam 4,400	Eau Claire 9,100
Marion 1,600	Fayette 3,600	Rains 500	Randall 800	Clark 6,900	Flournoy 4,000
Marshall 1,600	Fisher 1,400	Randall 500	Reagan 500	Columbia 1,100	Fond du Lac 13,100
Maury 4,100	Floyd 800	Reeves 300	Reel 300	Cowlitz 5,400	Forest 1,200
Meigs 300	Foard 800	Red River 2,700	Reeves 1,200	Douglas 900	Grant 7,500
Monroe 1,700	Fort Bend 3,400	Refugio 1,500	Roberts 200	Franklin 4,900	Green Lake 2,400
Montgomery 3,700	Franklin 600	Roberts 200	Robertson 2,600	Garfield 800	Iowa 2,900
Morgan 800	Freestone 2,200	Roberts 2,600	Rockwall 800	Grant 900	Iron 1,200
Obion 1,000	Galveston 15,200	Rockwall 800	Runnels 800	Grays Harbor 10,400	Jackson 2,400
Overton 1,100	Garza 800	Rusk 5,500	Sabine 1,000	Inland 900	Jefferson 8,700
Perry 500	Gillespie 1,900	San Augustine 1,100	San Jacinto 600	Jefferson 1,500	Juneau 2,500
Pickett 300	Glasscock 100	San Jacinto 600	San Patricio 2,400	King 130,200	Kenosha 11,400
Polk 1,400	Gonzales 808	San Patricio 2,400	San Saba 2,500	Kittitas 7,300	Keosauqua 2,700
Putnam 2,300	Gray 3,800	San Saba 2,500	Schleicher 600	Klickitat 1,800	Lafayette 8,100
Rhea 1,200	Grayson 9,200	Schleicher 600	Scurry 1,400	Lincoln 2,400	Lan glade 3,300
Roane 2,400	Gregg 2,500	Shackelford 2,700	Shelby 2,700	Lincoln 1,700	Langdon 3,700
Robertson 2,800	Grimes 2,300	Sherman 200	Sherman 200	Logan 4,000	Lincoln 11,100
Rutherford 3,800	Guadalupe 3,100	Smith 10,200	Smith 10,200	Marathon 1,700	Manitowish 10,000
Sevier 1,000	Hale 3,200	Somervell 200	Somervell 200	Marion 3,300	Marinette 4,500
Sevier 1,400	Hall 1,300	Starr 700	Starr 700	Okanogan 2,800	Marquette 1,200
Shelby 61,400	Hartley 200	Stephens 2,800	Stephens 2,800	Pacific 1,600	Milwaukee 167,800
Smith 1,500	Hamilton 1,800	Sterling 600	Sterling 600	Pend Oreille 800	Monroe 4,200
Spencer 900	Hansford 400	Stonewall 600	Stonewall 600	Pierce 38,000	Oconto 3,000
Sullivan 8,000	Hardeman 2,000	Sutton 1,100	Sutton 1,100	Pierce 3,600	Oneida 3,300
Sumner 2,700	Hardin 1,500	Tarrant 40,700	Tarrant 40,700	Pole 6,100	Ontonagon 3,800
Tipton 2,400	Harris 88,300	Taylor 7,400	Taylor 7,400	Portage 4,300	Ozaukee 4,500
Trousdale 600	Harrison 3,900	Terrill 400	Terrill 400	Portage 4,300	Pepin 1,400
Union 1,800	Hartley 200	Terry 400	Terry 400	Pierce 2,400	Pierce 3,600
Union 600	Haskell 1,800	Throckmorton 600	Throckmorton 600	Thurston 2,400	Polk 4,300
Warren 2,900	Hays 2,000	Titus 1,600	Titus 1,600	Wahkiakum 700	Portage 5,500
Wayne 5,900	Hemp hill 700	Tom Green 7,700	Tom Green 7,700	Walla Walla 7,000	Price 2,800
Weekley 1,000	Henderson 3,900	Tarrant 40,700	Tarrant 40,700	Whitman 12,600	Racine 18,200
White 3,400	Hidalgo 7,700	Taylor 7,400	Taylor 7,400	Yakima 16,900	Richland 2,800
Williamson 1,800	Hill 4,500	Taylor 7,400	Taylor 7,400		Rock 16,100
Wilson 2,700	Hockley 900	Terry 400	Terry 400	West Virginia	Rusk 2,100
	Hood 800	Throckmorton 600	Throckmorton 600	Total Radio Homes: 240,000	St. Croix 4,100
	Hopkins 3,100	Titus 1,600	Titus 1,600	Barbour 1,400	Sauk 6,800
	Houston 2,800	Tom Green 7,700	Tom Green 7,700	Berkeley 4,200	Sawyer 1,300
	Howard 3,600	Travis 16,300	Travis 16,300	Boone 2,500	Shawano 4,800
	Hudspeth 600	Tyler 900	Tyler 900	Braxton 1,800	Sheboygan 14,800
	Hunt 6,900	Upshur 2,100	Upshur 2,100	Brock 1,800	Taylor 2,100
	Hutchinson 2,100	Upton 1,100	Upton 1,100	Cabell 16,400	Trempealeau 4,200
	Irion 2,100	Uvalde 1,800	Uvalde 1,800	Calhoun 7,900	Vernon 3,900
	Jack 1,100	Val Verde 2,100	Val Verde 2,100	Clay 1,000	Walworth 1,800
	Jackson 1,200	Van Zandt 3,000	Van Zandt 3,000	Coddridge 1,100	Washington 5,300
	Jasper 1,900	Victoria 3,400	Victoria 3,400	Fayette 8,800	Waushara 10,700
	Jeff Davis 200	Walker 1,900	Walker 1,900	Gilmer 700	Waupaca 6,100
	Jefferson 23,600	Waller 1,200	Waller 1,200	Grant 3,800	Waushara 1,900
	Jim Hogg 500	Ward 500	Ward 500	Hancock 4,200	Wood 7,700
	Jim Wells 1,300	Washington 3,100	Washington 3,100	Wyoming	
	Johnson 400	Webb 1,500	Webb 1,500	Total Radio Homes: 44,600	Albany 2,800
	Jones 4,100	Wharton 5,600	Wharton 5,600	Adams 900	Big Horn 1,700
	Karnes 2,300	Wheeler 1,800	Wheeler 1,800	Antelope 2,500	Campbell 800
	Kaufman 4,300	Wichita 14,100	Wichita 14,100	Carbon 2,500	Converse 1,200
	Kendall 4,000	Wilbarger 3,500	Wilbarger 3,500	Crook 600	Fre蒙特 2,300
	Kennedy 400	Willacy 800	Willacy 800	Goshen 1,900	Garden 800
	Kim 600	Williamson 5,600	Williamson 5,600	Harris Springs 800	Hattie 6,800
	King 70	Wilson 1,900	Wilson 1,900	Hotchkiss 1,800	Laramie 800
	Kimble 100	Winkler 600	Winkler 600	Jefferson 3,500	Lincoln 1,700
	Kinney 400	Wise 2,000	Wise 2,000	Kanawa 28,800	Natrona 6,400
	Kleberg 1,600	Wood 2,700	Wood 2,700	Lancaster 1,100	Niobrara 700
	Knox 900	Loudoun 2,700	Loudoun 2,700	Lee 2,100	Park 1,600
	La Salle 1,400	Logan 1,100	Logan 1,100	Lincoln 1,300	Platte 1,200
	Lavaca 2,900	Louisville 1,100	Louisville 1,100	Lincoln 1,300	Sheridan 3,500
	Lee 1,200	Lunenburg 2,600	Lunenburg 2,600	Logan 6,900	Sublette 280
	Leon 1,800	Lunenburg 2,600	Lunenburg 2,600	Logan 6,900	Sweetwater 3,800
	Liberty 2,100	Madison 1,100	Madison 1,100	Logan 6,900	Teton 370
	Limestone 4,000	Mathews 700	Mathews 700	Logan 6,900	Uinta 1,300
	Lipscomb 700	Mecklenburg 2,600	Mecklenburg 2,600	Logan 6,900	Washington 900
	Live Oak 80	Middlesex 600	Middlesex 600	Logan 6,900	Yellowstone Park 80
	Llano 80	Montgomery 3,300	Montgomery 3,300	Logan 6,900	
	Loving 60	Monongalia 8,000	Monongalia 8,000	Logan 6,900	
	Lubbock 7,400	Monroe 1,200	Monroe 1,200	Logan 6,900	
	Lynn 1,100	New Kent 400	New Kent 400	Logan 6,900	
	McCulloch 2,100	Norfolk 44,800	Norfolk 44,800	Logan 6,900	
		Northampton 2,200	Northampton 2,200	Logan 6,900	
		Northumberland 900	Northumberland 900	Logan 6,900	
		Notoway 1,700	Notoway 1,700	Logan 6,900	
		Page 1,600	Page 1,600	Logan 6,900	
		Patrick 1,200	Patrick 1,200	Logan 6,900	
		Pittsylvania 9,100	Pittsylvania 9,100	Logan 6,900	
		Powhatan 400	Powhatan 400	Logan 6,900	
				Logan 6,900	



# Here's Why We Selected KRLD



**It's Columbia's Oldest and Largest Texas Outlet . . . It covers the Rich Dallas - Ft. Worth Market "WITHOUT WASTE" . . .**

It's only 32 miles from Dallas to Fort Worth. KRLD covers this high income territory for Columbia. Fifty-two per cent of all KRLD programs are Columbia sustaining or commercial broadcasts. This insures listener response in a thickly populated area where 43.2% of all Texas radio sets are concentrated.

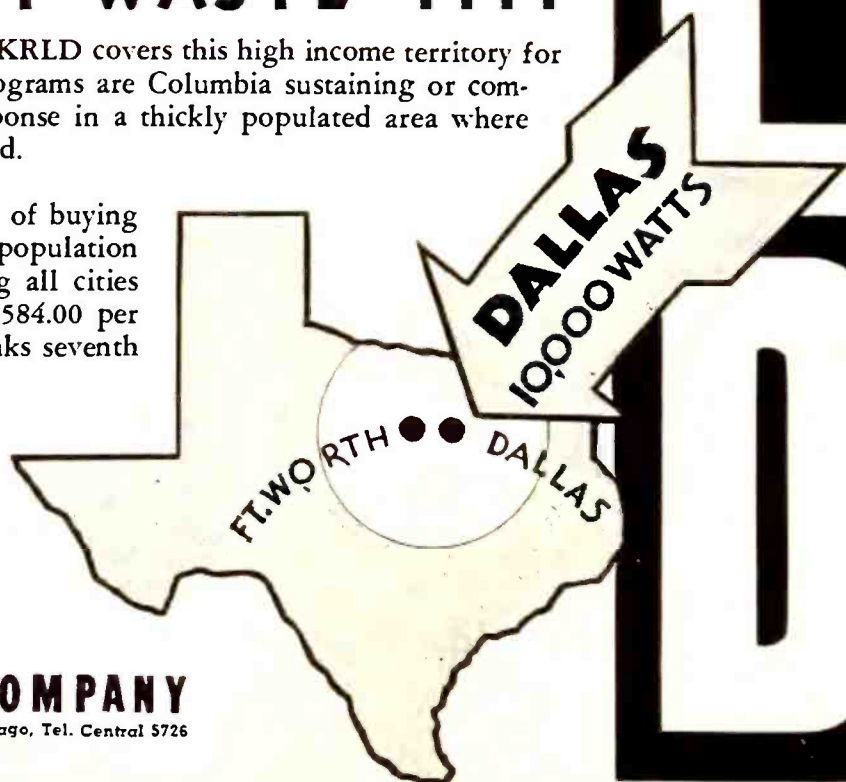
According to Sales Management's 1937 survey of buying power in counties having cities with 50,000 population and over, Dallas County ranks fourth among all cities of the nation in effective buying income—\$3,584.00 per family—and Tarrant County, Fort Worth, ranks seventh—with \$3,418.00 per family.

KRLD offers the economical way to reach Texas' biggest market at small cost. Full particulars on request.

STUDIOS IN ADOLPHUS HOTEL

NATIONAL REPRESENTATIVE **THE BRANHAM COMPANY**

150 Lexington Ave., New York, Tel. Mohawk 4-2430—360 N. Michigan Ave., Chicago, Tel. Central 5726  
DETROIT . . . ATLANTA . . . ST. LOUIS . . . KANSAS CITY



**OWNED AND OPERATED BY THE DALLAS TIMES HERALD**





**U.S. HEADQUARTERS *for* CANADIAN STATIONS**

**WEEB**



**AND COMPANY**

*Radio Station Representatives*

**NEW YORK • DETROIT • CHICAGO • SAN FRANCISCO**

*Representing*

ALBERTA	CFAC Calgary	NOVA SCOTIA	CHNS Halifax
	CJCA Edmonton	ONTARIO	CJKL Kirkland Lake
	CJOC Lethbridge		CFCH North Bay
BRITISH COLUMBIA	CJAT Trail		CJCS Stratford
	CKWX Vancouver	QUEBEC	CKGB Timmins
MANITOBA	CKX Brandon	SASKATCHEWAN	CFCF Montreal
	CKY Winnipeg		CHAB Moose Jaw
			CKCK Regina

# Executive and Staff Personnel of the Federal Communications Commission

Headquarters Office: Postoffice Building, Washington, D. C., Phone District 1654

**Commissioners and Assistants**  
 Frank R. McInch, Chairman  
 (Democrat; term 1937-1942)  
 Secretary: Julia Josephs.  
 Special Counsel: William J. Dempsey.  
 Special Counsel: John Murray.  
 T. A. M. Craven, Commissioner  
 (Democrat; term 1937-1944)  
 Secretary: Margaret Preston.  
 Asst. Secretary: Miriam Eastburn.  
 Clerk: Margaret O'Leary.  
 George H. Payne, Commissioner  
 (Republican; term 1934-1943)  
 Secretary: Abraham Miller.  
 Asst. Secretary: Ruth T. Koppinsky.  
 Clerk: Elizabeth B. Walter.  
 Eugene O. Sykes, Commissioner  
 (Democrat; term 1934-1941)  
 Asst. Secretary: Annette E. Hutterly.  
 Clerk: Lucille S. Smith.  
 Thad H. Brown, Commissioner  
 (Republican; term 1934-1940)  
 Secretary: Joseph E. Keller.  
 Asst. Secretary: Rose L. Stough.  
 Clerk: Paula M. Puffenberger.  
 Paul A. Walker, Commissioner  
 (Democrat; term 1934-1939)  
 Secretary: Omar L. Crook.  
 Asst. Secretary: Lenah J. Ferro.  
 Norman S. Case, Commissioner  
 (Republican; term 1934-1938)  
 Secretary: Henry M. Barry.  
 Asst. Secretary: Minnie Sparks.

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 Secretary: Laura L. Hollingsworth.  
 John B. Reynolds, Assistant Secretary.  
 Secretary: Pansy E. Wiltshire.

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 Secretary: Agnes Martin.  
 George B. Porter, Assistant General Counsel.  
 Secretary: Elizabeth Childress.  
 Vacant, Assistant General Counsel.  
 Secretary: Margaret H. McMahon  
 Vacant, Assistant General Counsel.  
 Secretary: Louise Duncan.  
 William H. Bauer, Head Attorney.  
 David H. Deibler, Principal Attorney.  
 Fanny Neyman, Principal Attorney.  
 Ralph Walker, Principal Attorney.  
 James A. Kennedy, Principal Attorney.  
 Walter D. Humphry, Principal Attorney.  
 J. Fred Johnson, Jr., Principal Attorney.  
 Theodore L. Bartlett, Senior Attorney.  
 James D. Cunningham, Senior Attorney.  
 Frank B. Warren, Senior Attorney.  
 A. V. Dalrymple, Attorney.  
 Marshall S. Orr, Attorney.  
 Elizabeth C. Smith, Attorney.  
 Andrew G. Haley, Attorney.  
 James L. McDowell, Attorney.

Basil P. Cooper, Attorney.  
 Max H. Aronson, Associate Attorney.  
 George M. Harrington, Associate Attorney.  
 Annie Perry Neal, Associate Attorney.  
 Frank U. Fletcher, Associate Attorney.  
 Walter Johnson, Assistant Attorney.  
 Robert M. Fenton, Assistant Attorney.  
 Hugh B. Hutcheon, Assistant Attorney.  
 Stephen Tuhy, Jr., Assistant Attorney.  
 Mary Elizabeth Erickson, Junior Attorney.  
 Violet L. Haley, Junior Attorney.  
 John A. Hartman, Jr., Junior Attorney.  
 Russell Rowell, Junior Attorney.  
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 Andrew D. Ring, Assistant Chief Engineer.  
 Secretary: Helvi Mustaparta.  
 Vacant, Assistant Chief Engineer.  
 Secretary: Irene Durgin.  
 Andrew Cruse, Assistant Chief Engineer.  
 Gerald C. Gross, Principal Scientist (Chief of International Section)  
 Secretary: Lillian Conley.

William D. Terrell, Chief, Field Section.  
 Secretary: Mary E. Pollock.  
 George E. Sterling, Assistant Chief, Field Section.  
 Lynde P. Wheeler, Principal Physicist (Chief, Technical Section)  
 E. M. Webster, Principal Engineer.  
 R. D. Jones, Principal Engineer.  
 Manfred Toepfen, Principal Engineer.  
 Raymond Asserson, Senior Engineer.  
 Edwin Lee White, Senior Engineer.  
 John A. Willoughby, Senior Engineer.  
 George P. Adair, Senior Engineer.  
 A. T. Jenkins, Senior Engineer.  
 Marion H. Woodward, Senior Engineer.  
 William N. Krebs, Senior Engineer.  
 Paul M. Linder, Senior Engineer.  
 Philip F. Silling, International Communications Engineer.  
 James P. Buchanan, Jr., Associate Engineer.  
 K. A. Norton, Associate Engineer.  
 L. C. Quantance, Associate Engineer.  
 Clure H. Owen, Associate Engineer.  
 George J. Dempsey, Associate Engineer.  
 Ralph L. Clark, Associate Engineer.  
 Edward W. Allen, Associate Engineer.  
 B. J. Shimeull, Associate Engineer.  
 Howard C. Looney, Associate Engineer.  
 Leslie R. Brady, Assistant Engineer.  
 H. E. Broyles, Assistant Engineer.  
 S. H. Pearce, Assistant Engineer.  
 Glen E. Nielsen, Assistant Engineer.  
 Harold Link, Engineering Aide.  
 James A. Beaver, Jr., Engineering Aide.

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 Secretary: Gwendolyn Marcyas.  
 P. W. Seward, Assistant Chief Examiner.  
 John P. Bramhall, Principal Examiner.  
 Melvin H. Dalberg, Principal Examiner.  
 George H. Hill, Senior Examiner.  
 Rosel H. Hyde, Senior Examiner.  
 Terry Berry, Senior Examiner.  
 Robert L. Irwin, Examiner.

**License Bureau**  
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 Secretary: Ruth Richter.  
 Chief of Broadcast Section: Clara M. Iehl.  
 Chief of Commercial Section: John Fulmer.  
 Chief of Amateur Section: J. B. Beadle.  
**Accounting, Statistical and Tariff Department**  
 William J. Norfiet, Chief Accountant.  
 Secretary: Frances Groom.  
 Riley A. Gwynn, Assistant Chief.  
 Secretary: Doreen Clark.

**Information (Press) Section**  
 G. Franklin Wisner, Chief.

**Other Sections**  
 Robert E. Hodson, Minute Clerk.  
 L. A. Corridon, Chief of Audits & Accounts.  
 Paul Sheehy, Chief of Duplicating Section.  
 N. F. Cureton, Chief Supplies.  
 W. Theodore Pierson, Chief, Docket, Mail and Files.

## Members of Former FEDERAL RADIO COMMISSION

Feb. 23, 1927—July 10, 1934

Admiral W. H. G. Bullard, Pennsylvania.  
 March 16, 1927—November 24, 1927 (Deceased)  
 Orestes H. Caldwell, New York.  
 March 16, 1927—February 23, 1929  
 Eugene O. Sykes, Mississippi.  
 March 15, 1927—October 31, 1927  
 Henry A. Bellows, Minnesota.  
 March 15, 1927—October 31, 1927  
 Colonel John F. Dillon, California.  
 March 15, 1927—October 8, 1927 (Deceased)  
 Sam Pickard, Kansas.  
 November 1, 1927—January 31, 1929  
 Harold A. Lafount, Utah.  
 November 14, 1927—July 10, 1934  
 Ira E. Robinson, West Virginia.  
 March 23, 1928—January 15, 1932  
 General C. McK. Saltzman, Iowa.  
 May 2, 1929—July 19, 1932  
 William D. L. Starbuck, New York  
 May 2, 1929—May 23, 1934  
 Thad H. Brown, Ohio.  
 January 21, 1932  
 James H. Hanley, Nebraska.  
 April 1, 1933—July 10, 1934

## Former Members of Federal COMMUNICATIONS COMMISSION

Anning S. Prall, New York  
 January 17, 1935—July 23, 1937 (Deceased)  
 Irvin Stewart, Texas  
 July 11, 1934—June 30, 1937

## FIELD OFFICES OF THE FEDERAL COMMUNICATIONS COMMISSION

Director of Field Section: William D. Terrell, Washington, D. C.

District No.	Address	Phone No.	Inspectors	District No.	Address	Phone No.	Inspectors
1	U. S. Customhouse, Boston, Mass.	Hubbard 6739	Charles C. Kolster, Inspector in Charge	12	Customhouse, San Francisco, Calif.	Sutter 6208	V. Ford Greaves, Inspector in Charge Francis V. Sloan, Paul R. Fenner, Frank L. Kellogg, Herbert H. Smith, Arthur A. Johnson.
2	641 Washington St., New York City	Canal 6-2100	Arthur Batcheller, Inspector in Charge	13	New Courthouse Bldg., Portland, Ore.	Tabor 3325	Kenneth C. Clark, Inspector in Charge Robert Landsburg, Joseph H. Hallock, Earl D. Scott, Alfred H. Brodie.
3	Customhouse, Philadelphia, Pa.	Market 6000	Charles T. Manning, Eugene C. Cochran, Walter J. Howell, Forest F. Redfern, Martin W. Bannister, Wayne Mason, Alvin C. Holmes, Amos E. Collins, William B. Bernard, Cecil G. Harrison, Jesse W. Holland.	14	New Federal Bldg., Seattle, Wash.	Seneca 3100	Landon C. Herndon, Inspector in Charge George V. Wiltse, Alfred K. Robinson, Sigfred F. Berge, Martin V. Kiebert, Jr. Stacy W. Norman, Inspector in Charge
4	Fort McHenry, Baltimore, Md.	South 2370	Louis E. Kearney, Inspector in Charge	15	Sub-Office—P. O. Box 2719, Juneau, Alaska	Keystone 4161	Edwin S. Heiser, Inspector in Charge
5	New Post Office Bldg., Norfolk, Va.	24963	Ivan H. Loucks, Harold R. Woodyard	16	Main P. O. Bldg., St. Paul, Minn.	Cedar 2686	C. W. Loeber, Inspector in Charge Robert M. Silliman
6	411 Federal Annex, Atlanta, Ga.	Main 3517	Charles A. Ewert, Inspector in Charge	17	Pickwick Bldg., Kansas City, Mo.	Harrison 2920	William J. McDonnell, Inspector in Charge Arnold Shostak
	Sub-Office—208 Post Office Bldg., Savannah, Ga.	7602	L. A. Newcomb, Hyman A. Cohen, Edward W. Chapin, Adolph Andersen, Albert L. Kreis.	18	246 U. S. Court House Bldg., Chicago, Ill.	Harrison 4700	H. D. Hayes, Inspector in Charge H. T. Gallaher, Donald A. Murray, Cyril M. Braum.
7	P. O. Box 150, Miami, Florida.	2-4788	Edward Bennett, Inspector in Charge	19	New Federal Bldg., Detroit, Mich.	Cherry 9330	Emery H. Lee, Inspector in Charge John A. Russ, Richard J. Cotton, Glen W. Earnhart.
	Sub-Office—Stovall's Bldg., Tampa, Fla.	M-1773	Harry D. Pickett, Darra H. Donahue	20	Federal Bldg., Buffalo, N. Y.	Washington 1744	Milton W. Grinnell, Inspector in Charge Frank J. Smith, Raymond H. Hardenbergh.
8	Customhouse, New Orleans, La.	Main 6980	George S. Turner, Inspector in Charge	21	Aloha Tower, Honolulu, Hawaii	3979	Lee R. Dawson, Inspector in Charge
9	404 Federal Bldg., Galveston, Texas	1332	George Llewellyn, John G. Preston, Henry Dumphrey	22	Naval Radio Station, San Juan, Puerto Rico		Joe H. McKinney, Inspector in Charge
10	302 U. S. Terminal Annex Bldg., Dallas, Texas	2-5943	William R. Foley, Inspector in Charge	--	Grand Island, Nebr. (Central Frequency Monitoring Station)	Grand Island 1240	Benjamin E. Wolf, Inspector in Charge George L. Jensen, H. Underwood Graham, Fendell B. Peterson, Orrin R. Buchanan, Samuel W. Lichtman.
11	Rives-Strong Bldg., Los Angeles, Calif.	Mich. 6008	Arthur S. Fish, Inspector in Charge	--	Naval Training Station, Great Lakes, Ill. Monitoring Station	575	Irving L. Weston, Inspector in Charge Irl D. Ball
	Sub-Office—New Calif. Bldg., San Diego, Calif.		Ross Bateman	--	46 Broadway, New York, N. Y.	Accounting Field Office Whitcomb 4-5930	Jack E. Buckley, Accountant in Charge
			Paul Herndon, Jr., Inspector in Charge				
			Theodore G. Deiler, Inspector in Charge				
			Louis J. N. duTrel, W. I. Abbott.				
			Louis L. McCabe, Inspector in Charge				
			Dale L. Scanlon				
			Frank M. Kratokvil, Inspector in Charge				
			Wm. C. Boese, Benjamin Parzen.				
			Bernard H. Linden, Inspector in Charge				
			John H. Homsy, James M. Chapple, Victor G. Rowe, James A. Homsy, Alfred L. Ritter.				
			William E. Downey, Inspector in Charge				

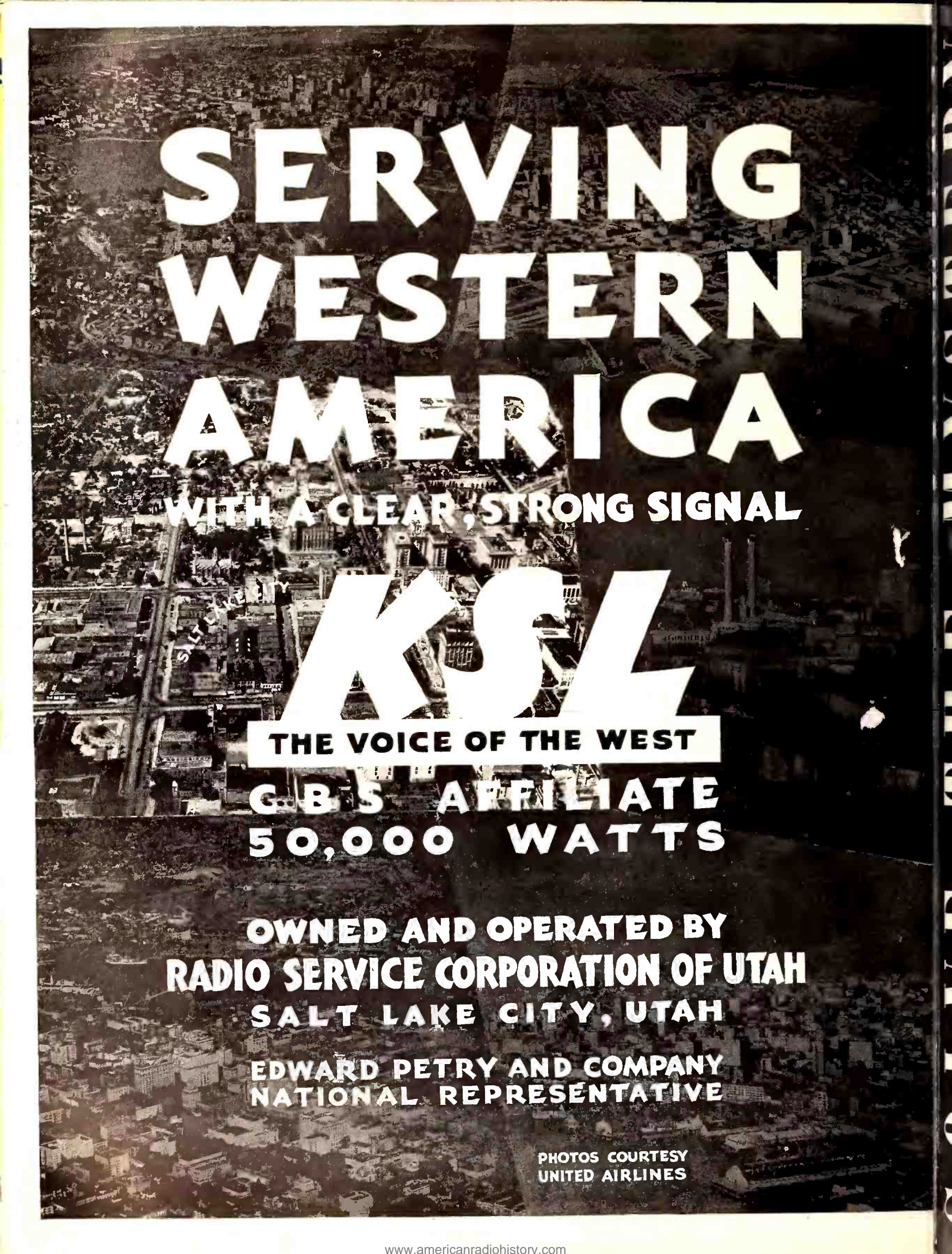


## The **SAGE** of WESTMINSTER

- The shrewd merchant of Westminster Street (the principal business thoroughfare of Providence), like other local advertisers, uses the radio station he knows to be **FIRST**. . . **WPRO** has more local advertisers than any other Providence station.

## **WPRO** in Providence

Basic Columbia Broadcasting System Station . . . 630 kc. . . Cherry and Webb Broadcasting Company. . . National Representatives: Paul H. Raymer Co.  
New York, Chicago, Detroit, San Francisco



# SERVING WESTERN AMERICA

WITH A CLEAR, STRONG SIGNAL

# KSL

THE VOICE OF THE WEST

G.B.S. AFFILIATE  
50,000 WATTS

OWNED AND OPERATED BY  
RADIO SERVICE CORPORATION OF UTAH  
SALT LAKE CITY, UTAH

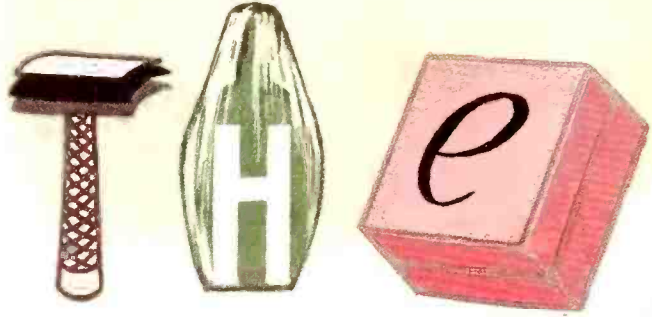
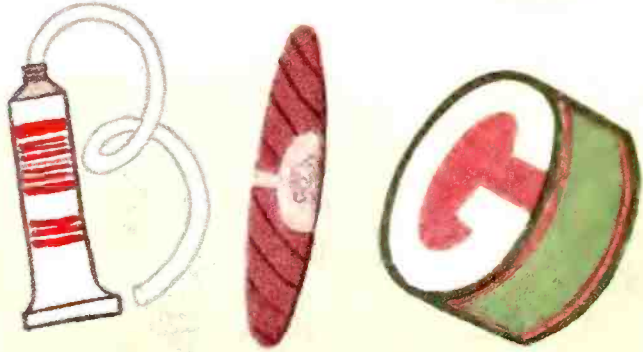
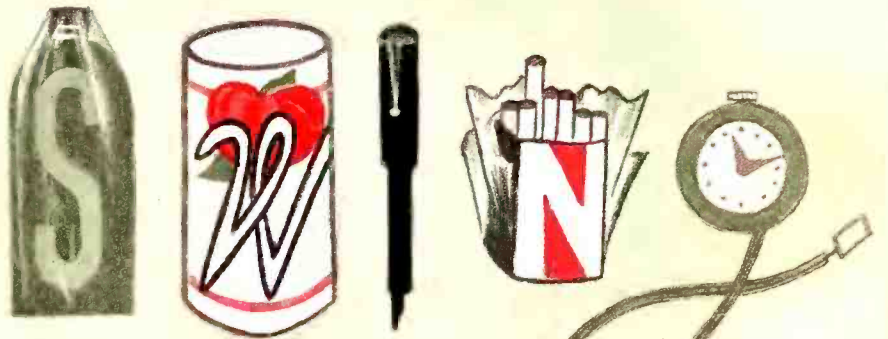
EDWARD PETRY AND COMPANY  
NATIONAL REPRESENTATIVE

PHOTOS COURTESY  
UNITED AIRLINES

# SOLVE THE MYSTERY

Puzzle-solvers, amateur detectives, analysts we give you two questions — and answer both on the page following. (1) "Why the Big Swing to Mutual?" — a topic discussed daily in advertising offices, radio stations, sales meetings. (2) "Which products, broadcasting on Mutual during 1937, are symbolized in product-pictures on right?" Test your ability as a Scotland Yard man...turn the page and check

MUTUALS



# FROM THE STATION OWNER'S POINT OF VIEW

Mutual offers these important advantages:



Mutual delivers results. From the advertiser's angle here's the Biggest Dollar in Radio—from the station owner's, the Biggest Future.

Mutual 1937 clients symbolized on the preceding page are, from left to right:

MACFADDEN PUBLICATIONS

HECKER PRODUCTS

FRESH MILK INDUSTRY

BARBASOL RAZOR BLADES

VARADY OF VIENNA

ELIZABETH ARDEN COSMETICS

WILLIAMS SHAVING CREAM

DENBY CIGARS

MUSTEROLE &  
E. W. ROSE CO.

ADMIRACION LABORATORIES

LIBBY McNEILL & LIBBY

SHEAFFER PENS

LUCKY STRIKE CIGARETTES

PARKER WATCHES

DUART COSMETICS

DELV HAND CREAM



THE MUTUAL BROADCASTING SYSTEM OFFICES:

Chicago . . . . WGN

New York . . . . WOR

Detroit . . . . CKLW

Boston . Colonial Network

Cincinnati . . . . WLW

California, Don Lee Network

Cleveland . . . . WCLE-WHK

Coulsdon-Surrey, England



# MUTUAL SAYS IT SALLIES

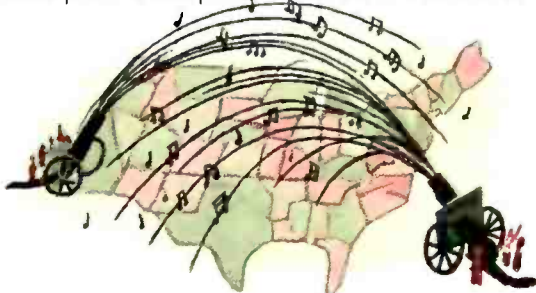
Much greater percentage of the profits from each commercial broadcast

More than \$2,000,000 annual billing divided among Mutual stations without outside profit absorption

Every station its own Boss, free to make its own decisions



An active voice in Mutual's management is the right of each station owner



More active program exchange  
Greater opportunity for each station to make itself better known nationally

# FROM THE ADVERTISER'S POINT OF VIEW

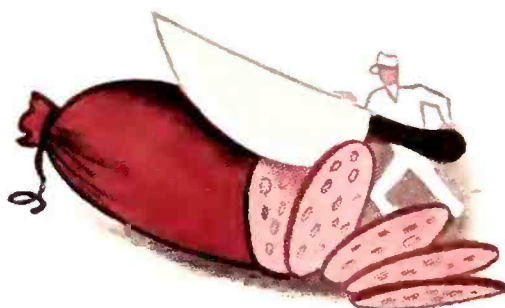
Mutual offers these attractions:



Greater coverage per dollar spent

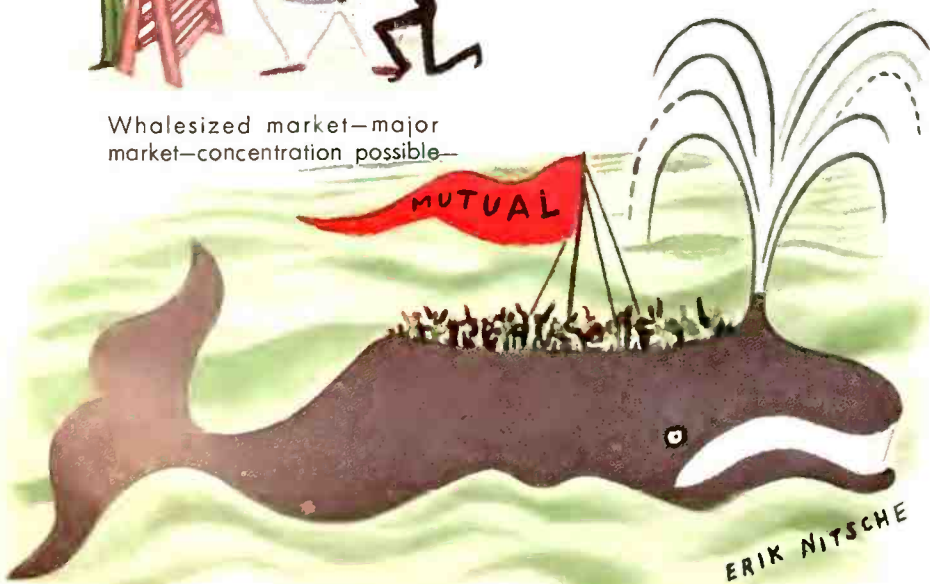


Custom-tailored coverage to fit each special distribution



Only a small slice of your appropriation needed for an A-1 Mutual campaign

Whalesized market—major market—concentration possible—



ERIK NITSCHKE



# Directory of BROADCASTING STATIONS OF THE UNITED STATES

\*—Non-Commercial Station. D—Day. N—Night. ST—Shares Time. STN—Shares Time Night. SH—Specified Hours. SHN—Specified Hours Night.  
LS—Local Sunset. L—Limited Time with Dominant Station. SA—Special Authorization. CP—Construction Permit Issued.  
(Data corrected to January 1, 1938)

## ALABAMA

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive Station Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representative
BIRMINGHAM	WAPI	1140 STN-KVOO	5,000	Voice of Alabama Inc. Protective Life Bldg. 3-8116	CBS	Thad Holt Thad Holt H. H. Holtshouser	Dick Faulkner James Merrill Clayton H. Dow, Jr.	Radio Sales
	WBRC	930	1,000 5,000-LS	Birmingham Broadcasting Co., Inc. Bankhead Hotel 3-9293	NBC	K. G. Marshall John M. Connolly J. C. Bell	Will Rushing ..... J. C. Bell	Paul H. Raymer Co.
	WSGN	1310	250-LS 100-N	Birmingham News Co. Fifth Ave. & 20th St. 7-2184	NBC	Birmingham News Henry F. Johnston Henry F. Johnston	Robert McRawey ..... Paul B. Gram	Kelly-Smith
DECATUR	WMFO	1370-D	100	James R. Doss, Jr. 418 1/2 Second Ave. Decatur 1010	Alabama	James R. Doss, Jr. Ted R. Woodard R. H. Albright	M. E. Summer Ted R. Woodard Rex White	.....
DOTHAN	WAGF	1370-D	250	Dothan Broadcasting Co. 204 1/2 E. Main St. 1430	.....	Partnership Julian C. Smith Fred C. Mosely	Samuel Hall John T. Hubbard	J. J. Devine
GADSDEN	WJBY	1210	250-LS 100-N	Gadsden Broadcasting Co., Inc. 108 Broad St. 88	Alabama	B. H. Hopson J. W. Buttram J. W. Buttram	B. T. Wright Sam Benton Vernon Story	Sears & Ayer
HUNTSVILLE	WBHP	1200	100	Wilton Harvey Pollard Huntsville	Alabama	Wilton H. Pollard Wilton H. Pollard	.....	.....
MOBILE	WALA	1380	1,000-LS 500-N	Pape Broadcasting Co. 106 St. Joseph St. Dexter 5893	CBS	W. O. Pape W. O. Pape H. K. Martin	H. J. Grant ..... R. M. Cole	.....
MONTGOMERY	WSFA	1410	1,000-LS 500-N	Montgomery Bestg. Co., Inc. Jefferson Davis Hotel Cedar 5880	CBS	S. G. Persons Howard E. Pill J. B. DeMotte	Caldwell Stewart ..... S. G. Persons	Jos. H. McGillvra
SELMA	WHBB	1500	100	Selma Broadcasting Co., Inc. Selma 1233	.....	W. J. Reynolds, Jr. W. J. Reynolds, Jr. W. J. Reynolds, Jr.	W. A. Coleman Homer Johnson	J. J. Devine
SHEFFIELD	WMSD	1420	100	Muscle Shoals Broadcasting Corp. Sheffield 821	Alabama	Dr. E. L. Chapman Joe Vansandt Joe Vansandt	Mrs. Howard Sutton Mrs. Howard Sutton Bill Atkisson	J. J. Devine
TUSCALOOSA	WJRD	1200-D	250	James R. Doss, Jr. Tuscaloosa 1401	.....	James R. Doss, Jr. James R. Doss, Jr. J. L. Doss	Wilhelmina Quarles J. L. Doss Ellis H. Eudy	J. J. Devine

## ARIZONA

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive Station Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representatives
JEROME	KCRJ	1310	250-LS 100-N	Chas. C. Robinson Jerome 124W	.....	Chas. C. Robinson Chas. C. Robinson Melvin S. Vittum	Melvin S. Vittum Melvin S. Vittum Irvin L. Faulkner	.....
LOWELL	KSUN	1200	250-LS 100-N	Copper Electric Co., Inc. Lowell Bisbee 9	Arizona	James S. Maffeo Carleton W. Morris Robert B. Thompson	Robert B. Thompson David C. Karbach	.....
PHOENIX	KOY	1390	1,000	Salt River Valley Broadcasting Co. 838 N. Central Ave. 4-4144	CBS Arizona	Burridge D. Butler Fred A. Palmer Fred A. Palmer	John R. Williams Harold R. Gates E. E. Alden	International
	KTAR	620	1,000	KTAR Broadcasting Co. Heard Bldg. 4-4161	NBC	Sam Kahan Richard O. Lewis J. R. Heath	J. Howard Pyle K. M. Pennington A. C. Anderson	E. Katz Walter Biddick
TUCSON	KGAR	1370	250-LS 100-N	Tucson Motor Service Co. S. Sixth Ave. & 12th St. 2929	CBS Arizona	Frank Z. Howe Frank Z. Howe Harvey Davis	Victor Gillard ..... Clifford Livingston	Jos. H. McGillvra Walter Biddick
	KVOA	1260	1,000	Arizona Broadcasting Co. P. O. Box 2888 3703	.....	Harold Stenfeld E. B. Williams E. B. Williams	Carl C. Hickman ..... L. L. Nalley	E. Katz Walter Biddick
YUMA	KUMA	1420-SH	100	A. H. Schermann 30 Fourth St. 88	.....	A. H. Schermann E. N. Sturdivant E. N. Sturdivant	..... ..... Ted Kieling	Walter Biddick

# DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

*\*—Non-Commercial Station. D—Day. N—Night. ST—Shares Time. STN—Shares Time Night. SH—Specified Hours. SHN—Specified Hours Night.*  
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*(Data corrected to January 1, 1938)*

## ARKANSAS

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive Station Manager Commercial Manager	Program Director Mdsng. or Promotion Mgr. Chief Engineer	Representatives
BLITHEVILLE.....	KLCN	1290-D	100	Charles Leo Lintzenich Blytheville 122	.....	C. L. Lintzenich C. L. Lintzenich C. L. Lintzenich	Algie Bishop Algie Bishop C. L. Lintzenich	.....
EL DORADO.....	KELD	1370	100	Radio Enterprises Inc. Exchange Bldg. 1314	.....	T. H. Barton F. E. Bolls Paul Thompson	Rodney Smith Leon Sipes Charlie Mathis, Jr.	.....
FORT SMITH.....	KFPW	1210	100	Southwestern Hotel Co. Goldman Hotel 4106	.....	John A. England Dorothy A. Gibson Jimmy Barry	Alton Blake Jimmy Barry L. Willard Doan	.....
HOT SPRINGS.....	KTHS	1040†	10,000	Hot Springs Chamber of Commerce Chamber of Commerce Bldg. 212	NBC	S. A. Kemp S. A. Claler Howard A. Shuman	S. A. Claler Howard A. Shuman J. C. Norman	Gene Furgason & Co.
JONESBORO.....	KBTM	1200-D	100	W. J. Beard 104½ W. Washington 439	.....	W. J. Beard Jay P. Beard Jay P. Beard	..... Jay P. Beard J. D. Miller	.....
LITTLE ROCK.....	KARK	890	1,000-LS 500-N	Arkansas Radio & Equipment Co. 212 Center St. 2-1841	NBC	T. H. Barton Larry Meinert C. K. Beaver	Jack Lewis C. K. Beaver Dan L. Winn	Edw. Petry & Co.
	KGHI	1200	250-LS 100-N	Arkansas Broadcasting Co. Arkansas Gazette Bldg. 9166	.....	A. L. Chilton R. G. Terrill R. G. Terrill	Henry Frick Bob Buice K. F. Tracy	.....
	KLRA	1390	5,000-LS 1,000-N	Arkansas Broadcasting Co. Gazette Bldg. 5427	CBS	A. L. Chilton S. C. Vinsonhaler S. C. Vinsonhaler	Allene Ables Ray Lang K. F. Tracy	E. Katz
PINE BLUFF.....	KOTN	1500-D	100	Universal Broadcasting Corp. 505½ Main St. 464	.....	B. J. Parrish B. J. Parrish R. W. Etter	Lucille Grubbs J. R. Whitworth	.....
SILOAM SPRINGS..	KUOA	1260-D	5,000	KUOA Inc. Siloam Springs 77	.....	John E. Brown C. M. Books Storm Whally	..... ..... Jesse Miller	Howard H. Wilson
TEXARKANA.....	KCMC	1420	250-LS 100-N	(See Texarkana Tex.)	.....	.....	.....	.....

†KTHS holds special experimental authorization to operate simultaneously daytime and specified hours night with WBAL, Baltimore, on 1060 kc.

## CALIFORNIA

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive Station Manager Commercial Manager	Program Director Mdsng. or Promotion Mgr. Chief Engineer	Representatives
BAKERSFIELD.....	KERN	1370	100	McClatchy Broadcasting Co. Elks Bldg. 5700	NBC California	G. C. Hamilton Robert Stoddard Robert Stoddard	Phil McHugh Laverne Shatto	Paul H. Raymer Co.
	KPMC	1550	1,000	Pioneer Mercantile Co. P. O. Box 1709 4500	MBS Don Lee	F. G. R. Schamblin L. A. Schamblin E. McCaffrey	C. C. Sturm L. A. Schamblin L. P. Jarvis	John Blair & Co.
BERKELEY.....	KRE	1370	250-LS 100-N	Central Calif. Broadcasters, Inc. 2337 Shattuck Ave. 7713	.....	Calif. Crematorium, Inc. Arthur Westlund M. Donald Hambly	Frederick MacPherson Frederick MacPherson K. Gordon Morrison	.....
CHICO.....	KHSL	1260	250	Golden Empire Bestg. Co. Golden Empire Bldg. 237	.....	Harold Smithson Harold Smithson Harold Smithson	Harold Smithson Harold Smithson Charles Sherburne	.....
EL CENTRO.....	KXO	1500	100	E. R. Irey-F. M. Bowles Main St. 1100	MBS Don Lee	F. M. Bowles E. R. Frey F. M. Bowles	..... ..... E. R. Irey	John Blair & Co.
EUREKA.....	KIEM	1450	1,000-LS 500-N	Redwood Bestg. Co., Inc. Vance Hotel 93	MBS Don Lee	Wm. B. Smullin Wm. B. Smullin Hugh A. Gilmore	Dean Metcalf Wm. B. Smullin Alvor Olson	John Blair & Co.
FRESNO.....	KARM	1310	100	George Harm 1333 Van Ness St. 2-4151	CBS	George Harm Lou Keplinger Lou Keplinger	Richard Wegener John Scales	.....
	KMJ	580	1,000	McClatchy Broadcasting Co. Calaveras & Van Ness Sts. 2-8817	NBC California	G. C. Hamilton Keith Collins Keith Collins	George Ross Irvin Dickinson	Paul H. Raymer Co.
GLENDALE.....	KIEV	850-D	250	Cannon System Ltd. 701 E. Broadway Douglas 3010	.....	David H. Cannon ..... .....	..... ..... .....	.....
LONG BEACH.....	KFOX	1250	1,000 CP-5,000-LS	Nichols & Warriner, Inc. 1220 E. Anaheim St. 672-81	California	Hal G. Nichols Hal G. Nichols Lawrence W. McDowell	Hal G. Nichols Lawrence W. McDowell Lawrence B. Weston	.....
	KGER	1360	1,000	Consolidated Bestg. Corp., Ltd. 435 Pine Ave. 6-6041	.....	C. Merwin Dobyns C. Merwin Dobyns Tom Hunter	Helene Smith Lee Wynne Jay Tapp	Howard H. Wilson

# CALIFORNIA'S BILLION DOLLAR MARKET

SACRAMENTO



KFBK

STOCKTON



KWG

RENO

KOH

FRESNO



KMJ

BAKERSFIELD



KERN

From the great Interior Valleys comes most of California's agricultural and mineral resources. Southern California has its beaches and movie stars; San Francisco has its bridges—but the Interior Valleys produce the wealth. Your advertising should cover this great market. The McClatchy Broadcasting Company stations provide the only COMPLETE coverage of the area.

**KFBK's**  
**10,000 WATTS**

smashes your sales message into prosperous homes from the Oregon line to the San Joaquin. You get PLUS value in the thousands of listeners in Oregon, Washington, Montana, Idaho and Nevada.

*For Information See Our Representatives*

**THE PAUL H. RAYMER COMPANY**

NEW YORK CHICAGO SAN FRANCISCO

## McClatchy Broadcasting Company

Sacramento, California

McClatchy Newspapers: Sacramento Bee, Fresno Bee, Modesto Bee

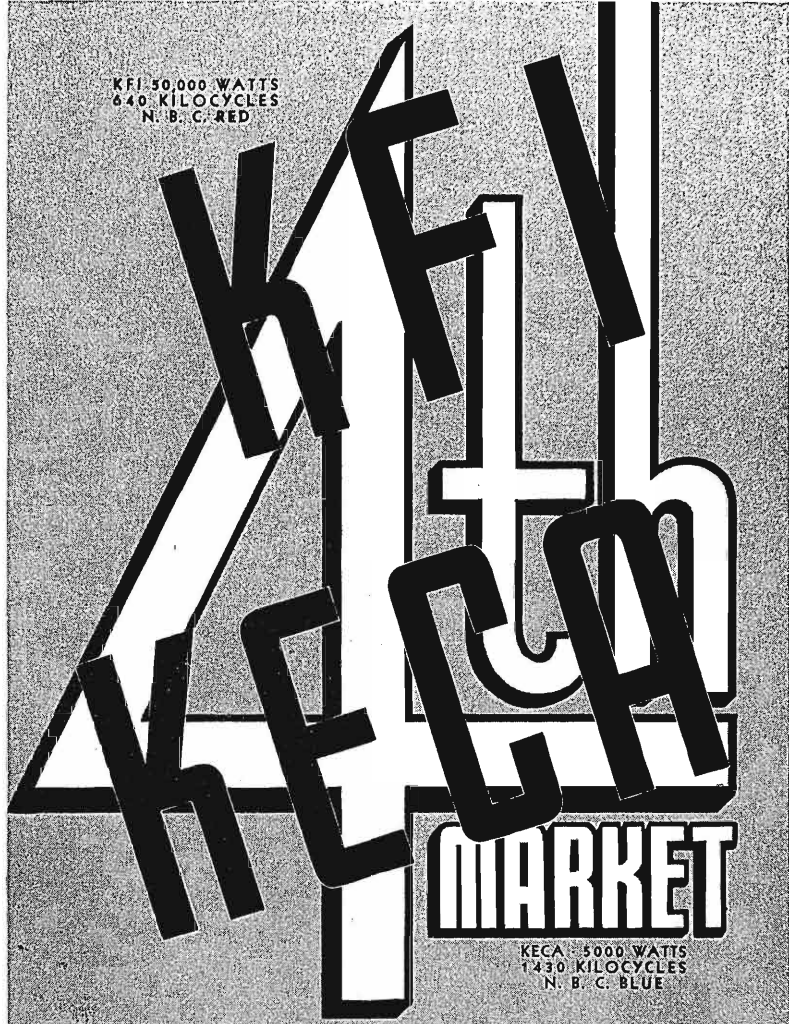
# DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

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 (Data corrected to January 1, 1938)

## CALIFORNIA—(Continued)

City	Call Letters	Frequency In Kilocycles	Power In Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive Station Manager Commercial Manager	Program Director Mngr. or Promotion Mgr. Chief Engineer	Representatives
LOS ANGELES (Hollywood)	KECA	1480	5,000-LS 1,000-N	Earl C. Anthony, Inc. 1000 S. Hope St. Richmond 6111	NBC-Blue	Earle C. Anthony Harrison Hollway Carl Haverlin	Kelly Anthony Karl Kellogg (Curtis Mason H. L. Blatterman	Edw. Petry & Co.
	KEHE	780	5,000-LS 1,000-N	Hearst Radio, Inc. 141 N. Vermont Ave. Exposition 1841	.....	Hearst Radio, Inc. Jack Gross Jack Gross	Al Poska Fred Ragsdale	International
	KFAC	1800	1,000	Los Angeles Bestg. Co., Inc. 645 S. Mariposa Fitzroy 1281	.....	E. L. Cord Calvin J. Smith Calvin J. Smith	Robert W. Swan H. W. Andersen	.....
	KFI	640	50,000	Earle C. Anthony, Inc. 1000 S. Hope St. Richmond 6111	NBC-Red	Earle C. Anthony Harrison Hollway Carl Haverlin	Kelly Anthony Karl Kellogg (Curtis Mason	Edw. Petry & Co.
	*KFSG	1120 ST-KRKD	2,500-LS 500-N	Echo Park Evangelistic Assn. 1100 Glendale Blvd. Exposition 1141	.....	Almee Semple McPherson Dr. Giles N. Knight	Phil Kerr Myron E. Kluge	.....
	KFVD	1000 L-WHO	1,000	Standard Broadcasting Co. 388 S. Western Ave. Drexel 6621	.....	J. F. Burke Frank Burke C. E. Watts	Carter Wright Jack Smithson	.....
	KFWB	950	5,000-LS 1,000-N	Warner Bros. Bestg. Corp. 5833 Fernwood Ave. Hempstead 6151	California	Warner Bros. Harry Maizlish Chester C. Mittendorf	William V. Ray Harry Myers	Transamerica Walter Biddick Co.
	KGFJ	1200	100	Ben S. McGlashan 1417 S. Figueroa St. Prospect 2434	.....	Ben S. McGlashan Ben S. McGlashan H. Duke Hancock	Thelma Kirchner H. Duke Hancock (George Butcher Chas. Whitney	Cox & Tanz
	KHJ	900	5,000-LS 1,000-N	Don Lee Broadcasting System 1076 W. Seventh St. Vandike 7111	MBS	Thomas S. Lee Lewis Allen Weiss Thayer Ridgeway	Jack Joy R. W. Webster Frank Kennedy	John Blair & Co.
	KMPC (Beverly Hills)	710 L-WOR	500	KMPC The Station of the Stars, Inc. 9631 Wilshire Blvd. Oxford 6211	.....	G. A. Richards Leo B. Tyson Leo B. Tyson	Arthur E. Sutton Edith E. Black Roger Love	Howard H. Wilson
	KMTR	570	1,000	KMTR Radio Corp. 1000 Cahuenga Blvd. Hillside 1161	.....	Victor E. Dalton Kenneth O. Tinkham	Rudie Cornell Carol Hauser	.....
	KNX	1050	50,000	Columbia Bestg. System, Inc. 5939 Sunset Blvd. Hollywood 2484	CBS	CBS—D. W. Thornburgh Donald W. Thornburgh Harry W. Witt	Charles A. Vanda Edwin W. Buckalew Lester H. Bowman	Radio Sales, Inc.
	KRKD	1120 ST-KFSG	2,500-LS 500-N	Radio Broadcasters, Inc. Spring Arcade Bldg. Madison 2281	.....	Frank P. Doherty John A. Driscoll John A. Driscoll	Howard Bell Willis O. Preitag	.....
	MERCED	KYOS	1040-D	250	Merced Star Publishing Co. G St. Grade 1430	.....	Ray McClung M. F. Woodling M. F. Woodling	Charles Foll Charles Foll John W. Crews
MODESTO	KTRB	740-D	250	Central Calif. Bestg. Co. McHenry & Sylvan Aves. 774	.....	T. R. McTammany T. R. McTammany T. R. McTammany	Margery Van Loon	Walter Biddick Co. Cox & Tanz
MONTEREY	KDON	1210	100	Montreal Peninsula Bestg. Co. 275 Pearl St. 8111	MBS Don Lee	Allen Griffin Howard V. Walters Howard V. Walters	Cecil Lynch Howard V. Walters Bill Crabbe, Jr.	John Blair & Co.
OAKLAND	KLS	1280	250	S. W. Warner—E. N. Warner 327 21st St. Higate 1212	.....	S. W. Warner E. N. Warner S. W. Warner F. Wellington Morse	.....	.....
	KLX	880	1,000	Tribune Bldg. Co. Tribune Tower Lakeside 6000	.....	J. R. Knowland, Jr. P. D. Allen P. D. Allen	Chas. Lloyd Roswell Smith	.....
	KROW	980	1,000	Educational Broadcasting Corp. Radio Center Bldg. Glencourt 6774	.....	H. P. Drey H. P. Drey Howard L. Wilson	M. Scott Weakley H. L. Wilson C. E. Downey	.....
PASADENA	*KPCC	1210 ST-KFXM	100	Pasadena Presbyterian Church 585 E. Colorado St. Terrace 2193	.....	Fred Nash David Black	Leon Hall	.....
REDDING	KVCV	1200	100	Golden Empire Bestg. Co. Redding 900	.....	Harold Smithson Harold Smithson Harold Smithson	N. Vincent Parsons Harry De Lasaux Harold Smithson Charles Sherburne	.....
SACRAMENTO	KFBK	1490	5,000 CP-10,000	McClatchy Broadcasting Co. 708 Eye St. Main 8700	NBC California	G. C. Hamilton Howard Lane Leo Ricketts	George Breece Henry Jacobsen Stam Sronce	Paul H. Raymer Co.
	KROY	1210-D	100	Royal Miller 10th & K Sts. Main 666	CBS	Royal Miller E. E. Wolfe A. F. Becker	..... Bob Oakley Milton Cooper	.....
SAN BERNARDINO	KFXM	1210 ST-KPCC	100	Lee Bros. Broadcasting Co. California Hotel 4761	MBS Don Lee	J. C. & E. W. Lee J. C. Lee E. W. Lee	Howard Balchly Gene Lee Paul Oard	John Blair & Co.
SAN DIEGO	KFSD	600	1,000	Airfan Radio Corp., Ltd. U. S. Grant Hotel Franklin 6368	NBC	Thos. E. Sharp Thos. E. Sharp John Babcock	Leah McMahon Harold Hasenbeck	.....
	KGB	1830	1,000	Don Lee Broadcasting System 1012 First Ave. Franklin 6151	MBS Don Lee	Thomas S. Lee S. W. Fuller Dan Donnelly	David Young Richard Webster Milan Cater	John Blair & Co.

KFI 50,000 WATTS  
640 KILOCYCLES  
N. B. C. RED



**MARKET**

KECA 5000 WATTS  
1430 KILOCYCLES  
N. B. C. BLUE

*Carle C. Anthony, Inc.*

LOS ANGELES • • • CALIFORNIA

EDWARD PETRY & CO.

*National Sales Representatives*

# DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

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 (Data corrected to January 1, 1938)

## CALIFORNIA—(Continued)

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive Station Manager Commercial Manager	Program Director Mdsgr. or Promotion Mgr. Chief Engineer	Representatives
SAN FRANCISCO....	KFRC	610	5,000-LS 1,000-N	Don Lee Broadcasting System 1000 Van Ness Ave. Prospect 0100	MBS Don Lee	Thomas S. Lee Willbur Eichelberg Ward Ingram	William D. Pahst Ernest G. Underwood	John Blair & Co.
	KGGC	1420	100	Golden Gate Bestg. System 280 Eddy St. Ordway 8963	.....	Robert J. Craig S. H. Patterson S. H. Patterson	Gordon Willis S. H. Patterson William C. Grove	.....
	KGO	790	7,500	National Broadcasting Co., Inc. 111 Sutter St. Sutter 1920	NBC-Pacific (Blue)	Gen. Elec. Co.—NBC Lloyd E. Yoder William B. Ryan	Kenneth B. Carney David McKay A. H. Saxton	NBC
	KJBS	1070 L-WTAM	500	Julius Brunton & Sons Co. 1470 Fine St. Ordway 4148	No. Calif.	Ralph R. Brunton Ralph R. Brunton Ralph R. Brunton	E. P. Franklin S. A. Melnlcoe	Walter Biddick Co.
	KPO	680	50,000	National Broadcasting Co., Inc. 111 Sutter St. Sutter 1920	NBC-Pacific (Red)	NBC—Don Gilman Lloyd E. Yoder William B. Ryan	Kenneth B. Carney David McKay A. H. Saxton	NBC
	KSFO	560	5,000-LS 1,000-N	Associated Broadcasters, Inc. Russ Bldg. Garfield 4700	CBS	W. I. Dumm Phillip G. Lasky Phillip G. Lasky	J. C. Morgan R. W. Dumm R. V. Howard	Free & Peters
KYA	1230	5,000-LS 1,000-N	Hearst Radio, Inc. Hearsd Bldg. Douglas 2586	California	Hearst Radio, Inc. M. E. Roberts M. E. Roberts	Reiland Quinn M. E. Roberts Paul C. Schulz	International	
								James E. Doyle E. L. Barker Cedric V. Davey
SAN JOSE.....	KQW	1010	1,000	Pacific Agricultural Foundation, Inc. 87 E. San Antonio St. Ballard 2616	MBS Don Lee No. Calif	Ralph R. Brunton C. S. Harper E. L. Barker	James E. Doyle E. L. Barker Cedric V. Davey	John Blair & Co.
SAN LUIS OBISPO..	KVEC	1200-D	250	Valley Electric Co. Mountain View & Hill Sts. 134	.....	Christina M. Jacobson Les H. Haecker John C. Clifton	Donald Ralph Earl Travis	Walter Biddick Co. Joseph McGillvra
SANTA ANA.....	KVOE	1500	100	Voice of the Orange Empire, Inc. Ltd Walter L. Moore Bldg. 4901-R	MBS Don Lee	Ernest L. Spencer Ernest L. Spencer Ernest L. Spencer	Wallace S. Wiggins A. G. Dimond Wallace S. Wiggins	John Blair & Cr.
SANTA BARBARA...	KDB	1500	250-LS 100-N	Santa Barbara Broadcasters, Ltd. 15 Haley St. 2-1427	MBS Don Lee	Thomas S. Lee Don Hastings Earl Pollock	Tony La Frano Earl Pollock Robert Arne	John Blair & Co.
	KTMS	1220	500	News-Press Publishing Co. Dela Guerra Plaza 6111	NBC	T. M. Storke Norman R. McLaughlin Norman R. McLaughlin	William Randall Norman R. McLaughlin C. C. Van Cott	McClatchy
SANTA ROSA.....	KSRO	1810-D	250	Press-Democrat Publishing Co. 427 Mendocino Ave. 110	.....	E. L. Finley Russell Bjorn Don Avery	Andy Potter Russell Bjorn Jack van Groos	.....
STOCKTON.....	KGDM	1100-D	1,000	E. E. Peffer 42 S. California St. 794	.....	E. F. Peffer	.....	John Blair & Co.
	KWG	1200	100	McClatchy Broadcasting Co. Hotel Wolf 580-J	NBC California	Guy C. Hamilton Bernard E. Cooney Bernard E. Cooney	Dean Banta B. E. Cooney Lewis C. Heinzman	Paul H. Raymer Co.
VISALIA.....	KTKC	1190-D	250	Tulare-Kings Counties Radio Assoc. Visalia 574	.....	Chas. A. Whitmore Chas. P. Scott Millard Kibbe	Chas. P. Scott Chas. P. Scott Bert Williamson	Walter Biddick
WATSONVILLE....	KHUB	1810-D	250	Anna Atkinson Atkinson Road 1700	.....	Anna Atkinson John H. Bennett	..... I. G. Hamma	.....

## COLORADO

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive Station Manager Commercial Manager	Program Director Mdsgr. or Promotion Mgr. Chief Engineer	Representative
ALAMOSA.....	KGIW	1420 SH-KIDW	100	L. E. Wilson Alamosa 26	.....	L. E. Wilson	.....	.....
COLORADO SPRINGS.....	KVOR	1270	1,000	Out West Broadcasting Co. Antlers Hotel Main 278	CBS	E. K. Gaylord Hugh B. Terry Fred C. Mueller	Miss W. Lahay Hugh B. Terry E. H. Taylor	E. Katz
DENVER.....	KFEL	920 ST-KVOD	500	Eugene P. O'Fallon, Inc. Albany Hotel Keystone 0178	MBS NBC	Gene O'Fallon Gene O'Fallon Frank Bishop	Wm. S. Wales Holly Moyer J. P. Veatch	John Blair & Co.
	KLZ	560	5,000-LS 1,000-N	KLZ Broadcasting Co. Shirley-Savoy Hotel Main 4271	CBS	E. K. Gaylord F. W. Meyer Frank Quinn	Howard R. Chamberlain Charles Inglis T. A. McClelland	E. Katz
	KOA	830	50,000	National Broadcasting Co., Inc. NBC Bldg. Main 6211	NBC-Red	Gen. Elec. Co. (NBC) Robert H. Owen A. W. Crapney	C. C. Moore J. R. McPherson C. A. Peregrine	NBC
	*KPOF	880 ST-KFKA	500	Pillar of Fire Church 1845 Champa St. Tabor 3788	.....	Dr. Arthur K. White Dr. Ray B. White	Dr. Ray B. White Paul H. Schissler	.....
	KVOD	920 ST-KFEL	500	Colorado Radio Corp. Continental Oil Bldg. Tabor 2291	NBC	W. D. Pyle T. C. Ekrem Jerry Akers	Budd Heyde B. H. Stanton J. E. Finch	Edward Petry & Co.



### **1. KLZ has the FACILITIES!**

• Its new, high-fidelity equipment gives KLZ the transmission facilities to cover the Denver-Rocky Mountain region. Its experienced, nimble-minded staff provides the production facilities with which it has established the highest standard of radio showmanship, listener-service and program-quality in this area.

### **2. KLZ has the AUDIENCE!**

• By the sheer quality of its programming, by the spontaneity of its showmanship, by the unselfishness of its service, by the vitality of its every activity, KLZ has established for itself a distinct and magnetic personality which attracts majority listener interest in the Denver-Rocky Mountain region the majority of the time.

### **3. KLZ has the ADVERTISERS!**

• KLZ has attracted, too, the majority interest of advertisers in the Denver-Rocky Mountain region. Local department, furniture, jewelry, men's and women's stores all are spending more of their radio money with KLZ than with any other station. And KLZ's 1937-1938 winter schedule of commercially sponsored programs is the heaviest ever carried by a Denver station.

**. . AND THE RESULT STANDS OUT LIKE THIS:**

# **KLZ**

ASSOCIATED STATION OF THE COLUMBIA BROADCASTING SYSTEM

NATIONAL REPRESENTATIVE: KATZ SPECIAL ADV. AGENCY

# **DENVER**

**AFFILIATED WITH WKY, OKLAHOMA CITY, AND THE OKLAHOMA PUBLISHING COMPANY**

# DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

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 (Data corrected to January 1, 1938)

## COLORADO—(Continued)

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive Station Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representatives
DURANGO.....	KIUP	1370	100	San Juan Broadcasting Co., Inc. 2800 Main Ave. 117	.....	M. L. Cummins Ray M. Beckner Ray M. Beckner	Ray M. Beckner Mel Williams	.....
GRAND JUNCTION..	KFXJ	1200	250-LS 100-N	Western Slope Bcastg. Co. Grand Junction 126	.....	{Rex Howell C. H. Howell Rex Howell Chas. Howell	..... Fred Mendenhall	.....
GREELEY.....	KFKA	880 ST-KPOF	1,000-LS 500-N	Mid-Western Radio Corp. 620 8th Ave. 450	MBS	H. E. Green H. E. Green Geo. Provol	Patricia Murphy Geo. Provol	.....
LA JUNTA.....	KOKO	1370	100	Southwest Bcastg. Co. La Junta .....	.....	Leonard E. Wilson	..... Ralph Rea	.....
LAMAR.....	KIDW	1420 ST-KGIW	100	Southwest Broadcasting Co. 129 W. Elm St. 16	.....	Leonard E. Wilson Sherrill Ellsworth Sherrill Ellsworth	Sherrill Ellsworth Leonard E. Wilson Jack E. Phillips	Cox & Tanz
PUEBLO.....	KGHF	1320	500	Curtis P. Ritchie 113 Broadway 3977	NBC	Curtis P. Ritchie J. H. McGill	Fred Amos George Ikelman	.....
STERLING.....	KGEK	1200-SH	100	Elmer G. Beehler Fleming Rd. 679	.....	Elmer G. Beehler	.....	.....

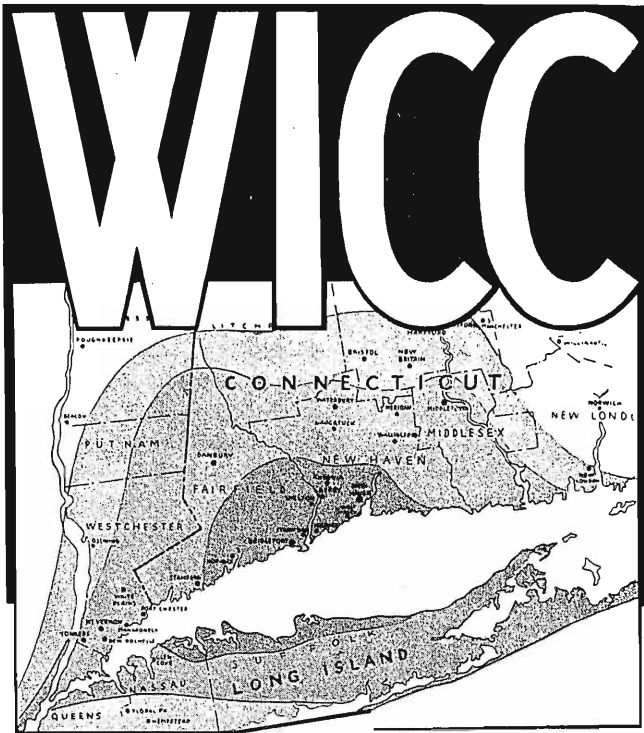
## CONNECTICUT

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive Station Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representatives
BRIDGEPORT.....	WICC	600	1,000-LS 500-N	Yankee Network Inc. 1241 Main St. 6-1121	NBC-Blue Colonial Yankee	John Shepherd, 3rd Joseph Lopez Richard Voynow	Judson LaHaye Carleton McVarish Garoy Ray	Edw. Petry & Co.
HARTFORD.....	WDRC	1330	5,000-LS 1,000-N	WDRC Inc. 750 Main St. Hartford 7-1188	CBS	Franklin M. Doolittle Franklin M. Doolittle William F. Malo	Walter B. Haase Russell C. Shailer Italo A. Martino	Craig & Hollingsbery
	WTHT	1200	100	Hartford Times Inc. 983 Main St. 7-6481	MBS Colonial	Frank E. Gannett Cedric Wilkinson Foster Norbert O'Brien	Walcott Wyllie Norbert O'Brien Richard K. Blackburn	J. P. McKinney & Son
	WTIC	1060-ST SA-1040	50,000	Travelers Broadcasting Service Corp. 26 Grove St. 2-3181	NBC-Red Yankee	Daniel A. Read Paul W. Morency James F. Clancy	Thomas C. McCray J. Clayton Randall	Weed & Co.
NEW BRITAIN.....	WNBC	1380	250-D CP-1,000-D CP-250-N	State Broadcasting Corp. 147 Main St. 240	.....	Patrick J. Goode Richard W. Davis Richard W. Davis	Harold L. Goodwin Rogers B. Holt	.....
NEW HAVEN.....	WELI	900-D	500	City Broadcasting Corp. 221 Orange St. 8-1183	.....	Patrick J. Goode James T. Milne James T. Milne	Charles Wright James T. Milne J. Gordon Keyworth	.....
NEW LONDON.....	WNLC	1500-D	100	Thames Broadcasting Corp. Mohican Hotel 3353	MBS Yankee Colonial	Roderick L. Morey Gerald J. Morey Gerald J. Morey	Paul R. Swemelar Gerald G. Morey Neil Spencer	.....
WATERBURY.....	WATR	1190 CP-1290	100 CP-250-U	WATR Co., Inc. 71 Grand St. 8-5161	Intercity	Harold Thomas Harold Thomas S. R. Elman	James Parker S. R. Elman Norman Blake	.....
	WBRY	1530	1,000	American-Republican Inc. 136 Grand St. 8-1125	MBS Colonial	William J. Pape E. J. Frey E. J. Frey	David Hale Halpern E. J. Frey Sydney E. Warner	Jos. H. McGillvra

## DELAWARE

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive Station Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representatives
WILMINGTON.....	WDEL	1120	500-LS 250-N	WDEL Inc. 10th & King Sts. 7268	NBC-Red Intercity	Clair R. McCollough Gorman Walsh Gorman Walsh	Edward Browning Lonny Starr J. E. Mathiot	Paul H. Raymer Co.
	WILM	1420 ST-WAZL	100	Delaware Broadcasting Co., Inc. 920 King St. 7268	.....	Clair R. McCollough Gorman Walsh Gorman Walsh	Sidney Horwitz Irene Barry J. E. Mathiot	Paul H. Raymer Co.





**DOMINATING  
SOUTHERN  
CONNECTICUT**

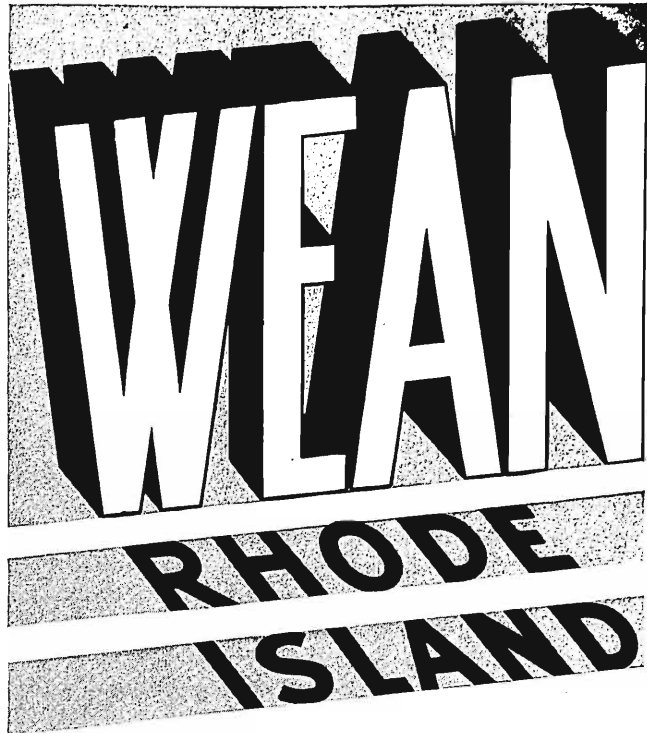
Where 53%  
of Connecticut's  
Retail Sales  
are Made!

**M**ORE than half of Connecticut's population, taxable property and radio homes are situated in Fairfield and New Haven counties, within WICC's 1000 microvolt area, where WICC has the strongest signal in seventeen of the twenty-four cities and towns.

Population density and the large industrial payroll make this an area of concentrated spending power.

WICC — local station for both Bridgeport and New Haven, with studios in both cities — is the only station that covers this territory completely.

**EDWARD PETRY & CO., INC.**  
Exclusive National Sales Representatives  
New York, Detroit, Chicago, San Francisco



**ABSOLUTELY ESSENTIAL  
BECAUSE IT IS THE STATE'S  
DOMINANT SALES INFLUENCE**

**T**REMENDOUS purchasing power is concentrated within the state that is Lilliputian in size. And for more than fifteen years Station WEAN has maintained its position of leadership in this densely populated, highly industrial, traditionally prosperous market.

*5000 watts days; 1000 watts nights*

**EDWARD PETRY & CO., INC.**  
Exclusive National Sales Representatives  
New York, Detroit, Chicago, San Francisco

**THE YANKEE  
NETWORK**

**THE YANKEE  
NETWORK**

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## DISTRICT OF COLUMBIA

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Numbers	Network	Chief Owner or Executive Station Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representative
WASHINGTON.....	WJSV	1460	10,000	Columbia Broadcasting System, Inc. Carle Bldg. Metropolitan 3200	CBS	CBS-Harry C. Butcher A. D. Willard, Jr. A. D. Willard, Jr.	F. A. Long Clyde M. Hunt	Radio Sales Inc.
	WMAL	680	250-N 500-LS	M. A. Leese Radio Corp. Trans Lux Bldg. District 0300	NBC-Blue	NBC-Frank M. Russell Kenneth H. Berkeley John H. Dodge	(Carleton D. Smith Fred Shawn John H. Dodge A. E. Johnson	NBC
	WOL	1810 CP-1230	100 CP-1,000	American Broadcasting Co. 1627 K St., N. W. Metropolitan 0012	MBS Intercity	LeRoy Mark William B. Dolph H. V. Seay	Madelaine E. Cronan M. L. Moy H. H. Lyon	Transamerican
	WRC	950	500-N 1,000-LS CP 1,000-N CP 5,000-D	National Broadcasting Co., Inc. Trans Lux Bldg. District 0300	NBC-Red	NBC-Frank M. Russell Kenneth H. Berkeley John H. Dodge	(Carleton D. Smith Fred Shawn John H. Dodge A. E. Johnson	NBC

## FLORIDA

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive Station Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representatives
CLEARWATER.....	WFLA	620 ST-WSUN	5,000-LS 1,000-N	Florida West Coast Bestg. Co., Inc. Tarr Bldg., Tampa H-1367	NBC	H. H. Baskin W. Walter Tison W. Walter Tison	Mardi Liles Col. Tom Morton Joe Mitchell	Craig & Hollingbery Gene Furgason & Co.
DAYTONA BEACH..	WMFJ	1420	100	W. Wright Each 126½ Magnolia Ave. 91	.....	W. Wright Each W. Wright Each Ed. Sims	A. B. Each Ed. Sims W. K. Ellenwood	Cox & Tanz
GAINESVILLE.....	WRUF	830 L-KOA	5,000	University of Florida Gainesville Gainesville 1000	.....	State of Florida Garland Powell Garland Powell	Russell McCaughan Joseph Weil	.....
JACKSONVILLE.....	WJAX	900	5,000-LS 1,000-N	City of Jacksonville 1 Broadcast Place 5-5821	NBC	Thomas C. Imeson John T. Hopkins, III John F. Hopkins, III	Ralph P. Feather John T. Hopkins, III	Craig & Hollingbery
	WMBR	1370	250-LS 100-N	Florida Broadcasting Co. Atlantic Natl. Bk. Annex Bldg. 5-4387	CBS	Ed. Norton Frank King Frank King	Glenn Marshall, Jr. Glenn Marshall, Jr. Jack Greene	Paul Raymer & Co.
LAKELAND.....	WLAK	1310	100	Lake Region Bestg. Co., Inc. New Florida Hotel 2128	.....	J. P. Marchant D. M. Brown D. M. Brown	G. G. Fletcher G. G. Fletcher W. P. Hunter	.....
MIAMI.....	WIOD	610	1,000	Ile of Dreams Broadcasting Corp. News Tower 3-1133	NBC	D. J. Mahoney Hal Leysion S. A. Vetter	Bob Nolan Milton Scott	Craig & Hollingbery
	WQAM	560	1,000	Miami Broadcasting Co. Postal Bldg. Miami 26121	CBS Florida	Fred W. Borton Fred Mizer Norman MacKay	Hazel McGuire Norman MacKay Ralph Nulsen	Gene Furgason & Co.
MIAMI BEACH.....	WKAT	1500	100	A. Frank Katzentine 1769 N. Bay Road 5-6123	.....	A. Frank Katzentine Jan Musselman	.....	.....
ORLANDO.....	WDBO	580	1,000 CP-5,000-LS	Orlando Broadcasting Co., Inc. Fort Gatlin Hotel 6181	CBS	Col. Geo. C. Johnston Harold P. Danforth Harold P. Danforth	Emily Beckett W. Gaze McBride James E. Yarbrough	Paul H. Raymer Co.
PENSACOLA.....	WCOA	1340	500 CP-1,000-LS	Pensacola Broadcasting Co. San Carlos Hotel Pen. 2169	CBS	John H. Perry Henry G. Wells, Jr. R. R. Powell	James Hendrix R. R. Powell B. Hayford	John H. Perry
ST. AUGUSTINE....	WFOY	1210	250-LS 100-N	Fountain of Youth Properties, Inc. Magnolia Ave. 1400	.....	Walter B. Fraser R. M. Tigert	Ruth Tanksley Bradley Overton	Wellman Service
ST. PETERSBURG...	WSUN	620 ST-WFLA	5,000-LS 1,000-N	St. Petersburg Chamber of Com. Recreation Pier 4748	NBC	City of St. Petersburg Harold H. Meyer Jerry A. Wigley	Maurice F. Hayes Louis J. Fink	Transamerican
TALLAHASSEE.....	WTAL	1310	100 CP-250-LS	Florida Capital Broadcasters, Inc. Thomasville Highway 1310-R	.....	Gilbert Freeman Richard Kingston Richard Kingston	..... J. H. Bailey	.....
TAMPA.....	WDAE	1220	5,000-LS 1,000-N	Tampa Times Co. Tampa Terrace Hotel M-1818	CBS	David E. Smiley L. S. Mitchell L. S. Mitchell	Kenneth W. Skelton L. S. Mitchell Wm. Pharr Moore	E. Katz
WEST PALM BEACH	WJNO	1200	250-LS 100-N	Hazelwood Inc. P. O. Box 189 8233	CBS	J. R. Beacham Geo. A. Hazlewood Geo. A. Hazlewood	Geo. A. Hazlewood Geo. A. Hazlewood Francis G. Carroll	Weed & Co.

## GEORGIA

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive Station Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representatives
ALBANY.....	WGPC	1420	100	America Broadcast Corp. 127½ N. Jackson St. 1370	.....	J. W. Woodruff, Sr. Robert L. Finch, Jr. Robert L. Finch, Jr.	Hubert Batey Robert L. Finch, Jr. Jimmie Cunningham	J. J. Devine
ATHENS.....	WGAU	1310	250-LS 100-N (Construction permit)	J. K. Patrick & Co. Athens	.....	J. K. Patrick A. L. Brannen	.....	.....



# WSUN



## ST. PETERSBURG FLORIDA

**Total**  
1,186,899  
304,353  
48.7%  
56.3%  
154,900  
604,110

**Secondary Area**  
607,980  
155,882  
32.0%  
67.1%  
65,900  
257,010

**Primary Area**  
578,919  
148,441  
54.9%  
45.1%  
89,000  
347,100

**COVERAGE DATA**  
1936 Population .....  
1936 Families .....  
% Urban, Based on 1930  
% Rural, Based on 1930  
1936 Radio Families .....  
1936 Potential Audience .....



MARKET DATA		Primary Area	Secondary Area	Total
All Retail—Stores	Stores	8,942	7,898	10,810
Pool Stores—Stores	Stores	\$146,992,000	\$115,308,000	\$262,300,000
Automotive Group—Stores	Stores	\$ 38,157,000	\$ 27,633,000	\$ 65,790,000
Piling Stations—Stores	Stores	\$ 24,874,000	\$ 19,303,000	\$ 44,897,000
Drug Stores—Stores	Stores	\$ 13,137,000	\$ 10,721,000	\$ 23,858,000
	Stores	\$ 7,795,000	\$ 5,308,000	\$ 13,103,000

*Business Office*

RECREATION PIER • ST. PETERSBURG, FLA.

HAROLD MEYER, General Manager

620 KC

5000 W - DAY  
1000 W - NIGHT

# DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

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## GEORGIA—(Continued)

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive Station Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representatives
ATLANTA	WAGA	1450	1,000-LS 500-N	Liberty Broadcasting Co., Inc. Western Union Bldg. Main 5101	NBC	John A. Brice Jess M. Swicegood Jess M. Swicegood	Earle J. Pudney Douglas Edwards Cliff H. Hanson	Edw. Petry & Co.
	WATL	1370	250-LS 100-N	Atlanta Broadcasting Co. Henry Grady Bldg. Walnut 4377	.....	J. W. Woodruff, Sr. Maurice C. Coleman	Ken Keese Harry Lomar Jim Comer	J. J. Devine
	WGST	890	5,000-LS 1,000-N	Georgia School of Technology Ansley Hotel Walnut 8841	CBS	Operated under Lease W. H. Summerville W. H. Summerville	A. John Fulton Frank Galthier Ben Akerman	E. Katz
	WSB	740	50,000	Atlanta Journal Co. 7 N. Forsyth St. Hemlock 1045	NBC	Inman Gray Lambdin Kay John M. Outler, Jr.	Roy McMillan ..... C. F. Daugherty	Edw. Petry & Co.
AUGUSTA	WRDW	1500	250-LS 100-N	Augusta Broadcasting Co. Tenth & Broad Sts. 2976	CBS	Lucas-Jenkins-Miller ..... Thurston Bennett	James A. Davenport Ben E. Bockman Harvey Aderhold	J. J. Devine
COLUMBUS	WRBL	1200	250-LS 100-N	Columbus Broadcasting Co., Inc. 1420 Second Ave. 4300	.....	J. W. Woodruff, Sr. J. W. Woodruff, Jr. Doug Youngblood	Bill Dougherty Bill Dougherty Oliver Heely	J. J. Devine
GRIFFIN	WKEU	1500-D	100	Radio Station WKEU Griffin Hotel 90	.....	A. W. Marshall, Jr. A. W. Marshall, Jr.	..... A. W. Marshall, Jr.	.....
MACON	WMAZ	1180 L-KEX-KOB	1,000	Southeastern Bestg. Co., Inc. 211 Cotton Ave. 3131	CBS	E. K. Cargill E. K. Cargill Frank Crowther	Allie Williams Wilton Cobb Geo. P. Rankin, Jr.	J. J. Devine
ROME	WRGA	1500	250-LS 100-N	Rome Broadcasting Corp. National City Bank Bldg. 1995	.....	John W. Quarles Happy Quarles Price Selby	Jimmy Kirby Mather Payne Frank Murphree	J. J. Devine
SAVANNAH	WTOC	1260 CP-5,000-LS	1,000	Savannah Broadcasting Co., Inc. De Soto Hotel 2-0127	CBS	W. T. Knight, Jr. W. T. Knight, Jr. Robert R. Feagin	James H. Knox W. B. Smart L. L. Meador	Paul H. Raymer Co.
THOMASVILLE	WPAX	1210-D	100	H. Wimpy 117 Remington Ave. 909	.....	H. Wimpy H. Wimpy Charles Lawton	Charles Lawton James W. Poole	.....
WAYCROSS	WAYX	1200	250-LS 100-N	Waycross Broadcasting Co. 620 Plant Ave. 965	.....	S. F. Sapp S. F. Sapp S. F. Sapp	Gerald L. Winters S. F. Winters John J. Tobola	J. J. Devine

## IDAHO

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive Station Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representatives
BOISE	KIDO	1350	2,500-LS 1,000-N CP-5,000-LS	Boise Broadcast Station Hotel Boise 650	NBC	(C. G. Phillips Frank L. Hill C. G. Phillips Bonnie Scotland	Billy Phillips Leroy Cville Harold W. Toedemeier	John Blair & Co.
COEUR D'ALENE	KGCI	1200 (Construction Permit)	100-D	Clarence A. Berger-Saul S. Freeman Coeur d'Alene	.....	.....	.....	.....
IDAHO FALLS	KID	1320	1,000-LS 500-N CP-5,000-LS	KID Broadcasting Co., Inc. B. W. & M. Bldg. 4	.....	Jack W. Duckworth Jack W. Duckworth Jack W. Duckworth	Charles Crabtree Charles Crabtree W. J. Provis	.....
LEWISTON	KRLC	1390	250	H. E. Studebaker Lewis-Clark Hotel Bldg. 1950	.....	H. E. Studebaker Donald H. Wike Arthur Q. Moore	.....	Cox & Tanz Walter Biddick
NAMPA	KFXD	1200	250-LS 100-N	Frank E. Hurt 1024 12th Avenue South 1200	.....	Frank E. Hurt Edward Hurt Doyle C. Cain	Otto Powers Edward Hurt	.....
POCATELLO	KSEI	900	1,000-LS 250-N	Radio Service Corp. Pocatello 950	.....	O. P. Soule Henry H. Fletcher Henry H. Fletcher	Ruthe A. Fletcher Julian H. Boone James E. Mitchell	.....
TWIN FALLS	KTFI	1240	1,000-LS 500-N SA-1,000-N	Radio Broadcasting Corp. Radio Center 30	.....	O. P. Soule John E. Gardner John E. Gardner	F. M. Soule Jay Spracher Franklyn V. Cox	.....

## ILLINOIS

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive Station Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representatives
BLOOMINGTON	WJBC	1200 ST-WJBL	250-LS 100-N	Radio Station WJBC Bloomington 535	.....	A. M. McGregor A. M. McGregor Hugh L. Gately	Riley Jackson Hugh L. Gately Marshall Seacrist	Sears & Ayer
CARTHAGE	WCAZ	1070-D	100	Superior Bestg. Service, Inc. Carthage 520	.....	Bob Compton Bob Compton John Palmer	Doris Bennett ..... Allen Doyle	.....
CHAMPAIGN	WDWS	1370-D	100	Champaign News-Gazette, Inc. 48 Main St. 5252	.....	Helen M. Stevick L. G. Collison G. J. Gilmer	P. L. Fahnestock G. J. Gilmer J. M. Wainscott	Sears & Ayer

# THE 3 WAY ROAD TO SALES IN GEORGIA



**"THIS IS THE GEORGIA BROADCASTING SYSTEM"**

**WGPC ALBANY**  
**WRBL COLUMBUS**  
**WATL ATLANTA**

FOR COMBINED RATES AND INFORMATION COMMUNICATE WITH GEORGIA BROADCASTING SYSTEM, COLUMBUS, GA.

# DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

\*—Non-Commercial Station.      D—Day.      N—Night.      ST—Share Time.      STN—Share Time Night.      SII—Specified Hours.      SIIN—Specified Hours Night.  
 LS—Local Sunset.      L—Limited Time with Dominant Station.      SA—Special Authorization.      CP—Construction Permit Issued.  
 (Data corrected to January 1, 1938)

## ILLINOIS—(Continued)

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive Station Manager Commercial Manager	Program Director Mng. or Promotion Mgr. Chief Engineer	Representatives
CHICAGO	WAAF	920-D	1,000	Drovers-Journal Publishing Co. Palmer House Randolph 1932	.....	Ward A. Naff William E. Hutchinson Arthur F. Harre	John P. Odell Joseph Silver Carl Ulrich	Craig & Hollingbery
	WBBM	770 (Synchronizes at night with KFAB, Lincoln, Neb.)	50,000	Columbia Broadcasting Co., Inc. 410 N. Michigan Ave. Whitehall 6000	CBS	CBS—H. Leslie Atlas H. Leslie Atlas J. Kelly Smith	Robert N. Brown Wayde Grimstead Frank B. Falknor	Radio Sales
	WCBD	1080 L-WBT ST-WMBI	5,000	WCBD, Inc. 2400 W. Madison St. Seeley 8066	.....	Gene T. Dyer Joe Rudolph Joe Rudolph	Edwin Roberts Max Arbeller E. W. Jacker	
	WCFL	970	5,000	Chicago Federation of Labor 656 Lake Shore Drive Superior 5300	NBC	John Fitzpatrick Maynard Marquardt Melvin B. Wolens	Everett Holland Maynard Marquardt	E. Katz
	WCRW	1210 ST-WEDC-WSBC	100	Clinton R. White 2756 Pine Grove Ave. Diversey 4440	.....	Clinton R. White	.....	.....
	WEDC	1210 ST-WCRW-WSBC	100	Emil Denemark, Inc. 3860 Ogden Ave. Crawford 4100	.....	Emil Denemark Emil Denemark Frank J. Kotnour	William P. Brady Paul Gerard H. V. Fitzcharles	.....
	WENR	870 ST-WLS	50,000	National Broadcasting Co., Inc. Merchandise Mart Superior 8300	NBC-Blue	NBC—Niles Trammell Niles Trammell W. W. Smith	Sidney N. Strotz Emmons C. Carlson Howard Luttgens	NBC
	WGES	1360 ST-WSBT	1,000-LS (Sunday) 500	Oak Leaves Bcstg. Station 2400 W. Madison St. Seeley 8066	.....	Harry Guyon Gene T. Dyer Gene T. Dyer	Kenneth Parker Richard Kross Ed Jacker	.....
	WGN	720	50,000	WGN, Inc. 441 N. Michigan Ave. Superior 0100	.....	W. E. Macfarlane Quin A. Ryan Edward W. Wood, Jr.	Quin A. Ryan Frank P. Schreiber Carl J. Meyers	WGN, Inc.
	WHIP (Hammond, Ind.)	1480-LS	5,000	Hammond Calumet Bcstg. Corp. 1625 E. 53rd St. Plaza 4300	.....	George F. Courrier Doris Keane O. E. Richardson	Doris Keane M. E. Schradermeier	.....
	WJJD	1180 L-KSL	20,000	WJJD, Inc. 201 N. Wells St. State 5466	.....	Ralph L. Atlas Ralph L. Atlas H. P. Sherman	J. Allabough W. Gunther	Paul H. Raymer Co.
	WLS	870 ST-WENR	50,000	Agricultural Broadcasting Co. 1230 W. Washington Blvd. Haymarket 7500	NBC-Blue	Burridge D. Butler Glenn Sander Wm. R. Cline	Harold Safford T. L. Rowe	International
	WMAQ	670	50,000	National Broadcasting Co., Inc. Merchandise Mart Superior 8300	NBC-Red	NBC—Niles Trammell Niles Trammell W. W. Smith	Sidney N. Strotz Emmons C. Carlson Howard Luttgens	NBC
	*WMBI	1080 L-WBT ST-WCBD	5,000	Moody Bible Institute 153 Institute Place Diversey 1670	.....	Henry C. Crowell Henry C. Crowell	Wendell P. Loveless A. P. Frye	.....
	WSBC	1210 ST-WCRW-100-N WEDC	250-LS	WSBC, Inc. 2400 W. Madison St. Seeley 8066	.....	Gene T. Dyer Frank A. Stanford Frank A. Stanford	Wm. Burghart S. Shulman Caleb Frisk	.....
	WWAE (Hammond, Ind.)	1200 STN-WFAM	100	Hammond-Calumet Bcstg. Corp. 1625 E. 53rd St. Plaza 4300	.....	George F. Courrier Doris Keane O. E. Richardson	Doris Keane M. E. Schradermeier	.....
CICERO	WHFC	1420 100-N	250-LS	WHFC, Inc. 6138 W. Cermak Rd. Lawndale 8228	.....	R. W. Hoffman R. W. Hoffman R. W. Hoffman	W. H. Scott D. Mearns	.....
DECATUR	WJBL	1200 ST-WJBC	100	Commodore Broadcasting, Inc. 301 N. Water St. 5371	.....	Chas. R. Cook Chas. R. Cook Chas. R. Cook	Nate Egnor Glenn C. Becker	J. J. Devine
EAST ST. LOUIS	WTMV	1500 100-N	250-LS	(See St. Louis Mo.)	.....			
HARRISBURG	WEBQ	1210 ST-KFVS	250-LS	Harrisburg Broadcasting Co. 100 E. Poplar St. 28	.....	Harrisburg Bcstg. Co. Inglis M. Taylor Inglis M. Taylor	Virginia Crane Eddie Wise Joseph R. Tate	.....
JOLIET	WCLS	1310-U-D SHN	100	WCLS, Inc. Joliet 5656	.....	R. W. Hoffman	.....	.....
PEORIA	WMBD	1440 1,000-N	5,000-LS	Peoria Broadcasting Co. Alliance Life Bldg. 7133	CBS	Edgar L. Bill Edgar L. Bill Charles Caley	Harold Bean Ted Giles	Free & Peters
QUINCY	WTAD	900-D	1,000	Illinois Broadcasting Corp. W. C. U. Bldg. 364	.....	W. Emery Lancaster R. H. Malcolmson W. J. Rothschild	A. L. Bert A. L. Bert Stanley G. Jones	.....
ROCKFORD	WROK	1410 500-N	1,000-LS	Rockford Broadcasters, Inc. News Tower Main 5632	.....	Lloyd C. Thomas Lloyd C. Thomas Walter M. Koessler	John C. McCloy Allen O. Brophy Thomas C. Cameron	Kelly-Smith Co.
ROCK ISLAND	WHBF	1210 100-N	250-LS	Rock Island Bcstg. Co. Safety Bldg. Rock Island 918	.....	Ben H. Potter John W. Potter Maurice Corken	Ivan Streed Clair Heyer J. E. Gray	Gene Furgason & Co.
SPRINGFIELD	WCBS	1420 100-N	250-LS	WCBS, Inc. 205½ S. 5th St. Main 8228	.....	Harold L. Dewing Harold L. Dewing Harold L. Dewing	John J. Corrigan William Nelms Don Burrichter	Sears & Ayer
	WTAX	1210	100	WTAX, Inc. Reisch Bldg. Main 1600	.....	Jay A. Johnson Jay A. Johnson C. W. Needl	Don Hill	Howard H. Wilson
TUSCOLA	WDZ	1020-D	250	WDZ Broadcasting Co. Star Store Bldg. Tuscola 98	.....	Edgar L. Bill Clair B. Hull Clair B. Hull	Edward Ring Clair B. Hull Mark Spies	Charles Caley
URBANA	*WILL	580-D	1,000	University of Illinois Administration Bldg. (W) 7-2616	.....	Dr. A. C. Willard Jos F. Wright	Frank E. Schooley A. James Ebel	.....



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# 4 Spectacular FIRSTS

**WGES,** Chicago — 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.

FIRST WITH LOCAL CHICAGO ACCOUNTS

**WSBC,** Chicago—It's an astounding fact that WSBC 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

**WCBD,** Chicago—When a radio station almost continually hangs out the "S-R-O" sign, you can be pretty sure that it's producing for its clients. That's the almost invariable experience at WCBD — indeed, there is a waiting list for many of our hours.

THE MIDWEST'S BEST PUBLICITY BUY

**WEMP,** Milwaukee — Licensed 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."

FIRST IN NUMBER OF MILWAUKEE ACCOUNTS

*Personal Direction of*  
**GENE T. DYER**

# 5000 WATTS

1480 KILOCYCLES

*for 10,000,000 listeners  
in America's rich midwest  
market...*

## WHIP COVERS

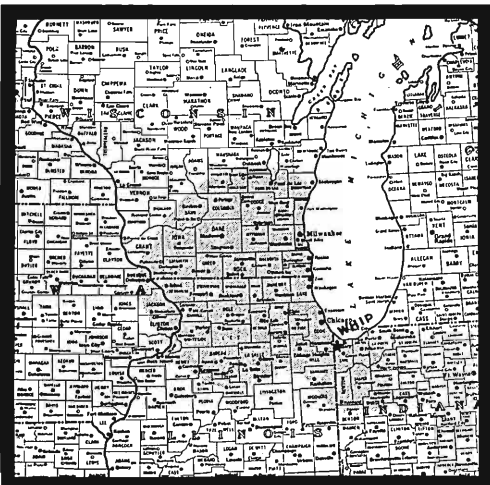
1. Entire Chicago audience at lowest cost.
2. Mid-America's biggest concentration of radio sets.
3. The Calumet Region, one of the most important skilled worker areas of the world.
4. A four state population group with one of the highest dollar income ratios in the U. S.

WHIP offers a new approach to a distinct audience. WHIP is equipped to give the best quality of production known to radio today. The new 5,000 watt Western Electric Transmitter with three tower directional antenna, phased to give a maximum signal in the direction of the greatest number of listeners, assures a greater than usual signal strength.

*whip your sales problems  
with*

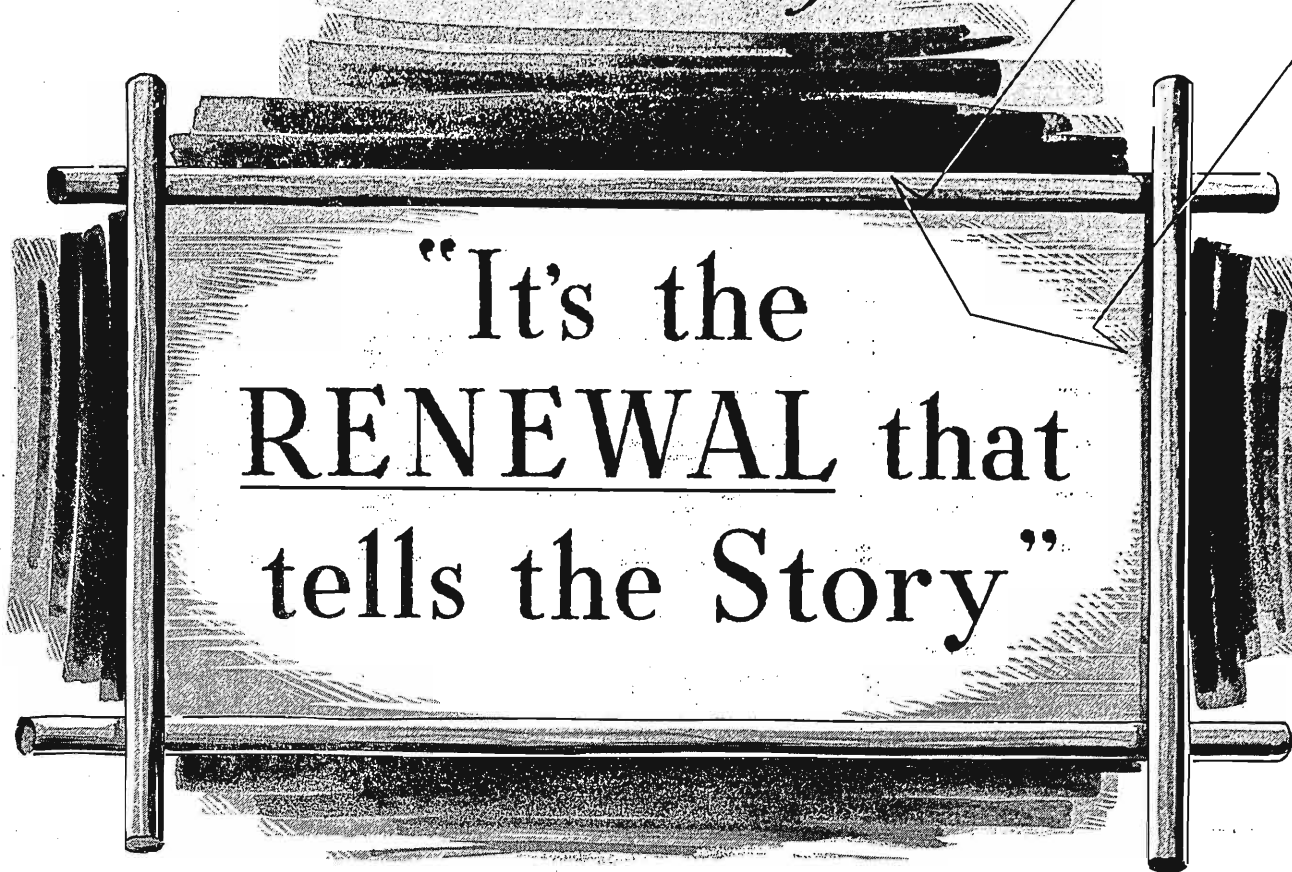
# WHIP

H A M M O N D · I N D I A N A

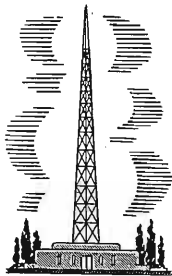




*Add this to Your List of Proverbs*



"It's the  
**RENEWAL** that  
tells the Story"



*Yes,*  
**THE RENEWAL  
IS WHAT COUNTS!**

**A Good Salesman . . . An Enterprising Advertiser . . .  
An Attractive Proposition . . . A SALE IS MADE!**

The Contractual Period Expires . . . and Then, WHAT? . . . RENEWAL? . . .  
CANCELLATION? . . . WJJD, Answers—RESULTS—and results alone will determine the  
answer. All the persuasive salesmanship in the world is of little value unless the station has produced.

- One Year Ago the **KELLOGG COMPANY** said: "All right, we'll see if your station can sell corn flakes in as highly a competitive market as is Chicago!"  
The answer is: **KELLOGG RENEWS FOR 1938!!**
- Four Years Ago **CONSOLIDATED DRUG TRADE PRODUCTS, Inc.**, tried a 15-minute period daily. Their challenge: "So you think you can out-pull in quantity as well as on a cost basis, any station in Chicago?" The answer is: "THIS ACCOUNT HAS EXPANDED THEIR TIME WITH US TO 2 FULL HOURS PER DAY—7 DAYS PER WEEK—AND HAVE JUST RENEWED FOR 1938!"
- **JUST TWO EXAMPLES**—Space does not permit the list we would like to show. The following are just a few WJJD advertisers whose company you will keep on WJJD and who know that we provide—  
**"THE LARGEST AUDIENCE PER DOLLAR SPENT IN THE CHICAGO MARKET!"**

**THEY KNOW OF WJJD EFFECTIVENESS**

ALLIED FLORISTS' ASSOC.  
AMERICAN BANDAGE CO.  
AMERICAN POP CORN CORP  
ARMAND COMPANY  
BALDWIN PIANO COMPANY  
BATA SHOE COMPANY  
BATHASWEET  
BROMO SELTZER  
BUILDERS' LIFE INS. CO.  
BROWN & WILLIAMSON TOBACCO  
CORP  
CHARLES DENBY CIGARS  
CHICAGO DAILY NEWS  
CHICAGO MAIL ORDER CO.  
CHICAGO & NORTHWESTERN RY.  
CONTINENTAL COFFEE COMPANY  
CORZON COMPANY  
CURTISS-WRIGHT INST. OF  
AERONAUTICS

DR. PRESTON BRADLEY  
DRUG TRADE PRODUCTS  
DODGE TRUCKS  
EVANS FUR COMPANY  
FATHER CHAS. E. COUGHLIN  
FOX BREWING CO., PETER  
GARDNER NURSERY  
GLOBE LIFE INSURANCE CO.  
GRANT WATCHES  
GREYHOUND BUS LINES  
MRS. GRASS' NOODLES  
ILL. BELL TELEPHONE CO.  
INLAND INVESTMENT PLAN  
INTERSTATE TRANSIT LINES

IRONIZED YEAST  
KELLOGG COMPANY  
KNOX COMPANY  
REM  
MARSHALL FIELD & CO.  
McCLOSKEY VARNISH CO.  
NAT'L BRANDS LEAD. STORES  
NATIONAL TEA CO.  
NAT'L WEEKLIES  
NELSON FURNITURE & STORAGE  
NU-ENAMEL CORP.  
PACKARD MOTOR CO. OF CHGO.  
PURINA MILLS  
PURSANG (McKESSON & ROBBINS)

REMINGTON-RAND CO.  
SEARS-ROEBUCK & CO.  
SMITHFIELD HAM PRODUCTS  
STERLING CASUALTY INS.  
SURE LABORATORIES  
TEXACO  
THOR WASHING MACHINES  
TOWER FINANCE CO.  
VAUGHAN'S SEED STORES  
WALGREEN'S DRUG STORES  
WASEY PRODUCTS  
WILLARD TABLET CO.  
WONDER BREAD  
WURLITZER COMPANY

Chicago's Largest Independent Station **WJJD** 201 N. Wells Street  
Chicago, Illinois  
NATIONAL REPRESENTATIVES: THE PAUL H. RAYMER CO.

# DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

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 LS—Local Sunset.    L—Limited Time with Dominant Station.    SA—Special Authorization.    CP—Construction Permit Issued.  
 (Data corrected to January 1, 1938)

## INDIANA

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive Station Manager Commercial Manager	Program Director Mng. or Promotion Mgr. Chief Engineer	Representatives
ANDERSON	WBHU	1210	250-LS 100-N	Anderson Broadcasting Corp. Citizens Bank Bldg. 284	.....	L. M. Kennett L. M. Kennett Loyal Podhaaki	J. B. Burton ..... F. R. Fulwider	J. J. Devine
ELKHART	WTRC	1310	250-LS 100-N	Truth Publishing Co., Inc. Hotel Elkhart 948	.....	C. D. Greenleaf R. R. Baker R. R. Baker	Carl Schrock ..... Kenneth Singleton	.....
EVANSVILLE	WEOA	1370	250-LS 100-N	Evansville on the Air Inc. 519 Vine St. 2-1171	CBS	Clarence Leich Martin L. Leich Clarence Leich	Martin L. Leich Clarence Leich John B. Caeaway, Jr.	Gene Furgason & Co.
	WGBF	680 STN-KFRU	1,000-LS 500-N	Evansville on the Air Inc. 519 Vine St. 2-1171	NBC	Clarence Leich Clarence Leich Clarence Leich	Pat Roper Clarence Leich Pay Gehres	Gene Furgason & Co.
FORT WAYNE	WGL	1370	100 CP-250-LS	Westinghouse Radio Stations Inc. 925 S. Harrison St. Anthony 2186	NBC	Westinghouse Co. W. Ward Dorrell C. R. Durbin	Franklin Tooke Paul Mills Fred W. Fischer	Free & Peters
	WOWO	1160 STN-WWVA	10,000	Westinghouse Radio Stations Inc. 925 S. Harrison St. Anthony 2186	NBC-Blue	Westinghouse Co. W. Ward Dorrell C. R. Durbin	Franklin Tooke Paul Mills Fred W. Fischer	Free & Peters
GARY	WIND	560	5,000-LS 1,000-N	Johnson & Kennedy Gary State Bank Bldg. 9191	WLW-Line	Ralph L. Atlas E. S. Mitterdorf H. R. Makelim	N. L. Reglein Al Hollander K. C. Shirk	.....
HAMMOND	WHIP	1480-D	5,000	(See Chicago, Ill.)	.....	.....	.....	.....
	WWAE	1200 STN-WFAM	100	(See Chicago, Ill.)	.....	.....	.....	.....
INDIANAPOLIS	WFBM	1230	5,000-LS 1,000-N	Indianapolis Power & Light Co. 48 Monument Circle Lincoln 8505	CBS	H. T. Pritchard R. E. Blossom R. E. Blossom	F. O. Sharp ..... M. R. Williams	Edward Petry & Co.
	WGVA	1050-D (Construction permit)	1,000	Glenn Van Auken Meridian Life Bldg. .....	.....	Glenn Van Auken	.....	.....
	WIRE	1400	5,000-LS 1,000-N	Indianapolis Bdcstg., Inc. 540 N. Meridian St. Riley 4471	NBC-Red MBS	Eugene C. Pulliam Wm. A. Clark Robert E. Batusman	Medford E. Maxwell Lawrence O. Hammer Earl W. Lewis	Wm G Rambeau Co.
MUNCIE	WLBC	1310	250-LS 100-N	Donald A. Burton 125 S. Walnut St. 5411	.....	Donald A. Burton Donald A. Burton W. F. Craig	D. E. Russell Fred Ayer M. M. Crain	Sears & Ayer
NEW ALBANY	WGRC	1370-D	250	Northside Broadcasting Corp. 407 Vincennes St. 150	.....	Charles Lee Harris George M. Kuhn George M. Kuhn	Robert J. McIntosh Robert J. McIntosh Jack Gardner	.....
RICHMOND	WKBV	1500-SH	100	Knox Radio Corp. Richmond 7322	.....	William O. Knox	.....	.....
SOUTH BEND	WFAM	1200 STN-WWAE	100	South Bend Tribune 225 W. Colfax 3-6161	CBS	F. A. Miller Franklin D. Schurz Robert H. Swintz	Robert Drain Robert H. Swintz Herbert Cole	Paul H. Raymer Co.
	WSBT	1360 ST-WGES	500	South Bend Tribune 225 W. Colfax 3-6161	CBS	F. A. Miller Franklin D. Schurz Robert H. Swintz	Robert Drain Robert H. Swintz Herbert Cole	Paul H. Raymer Co.
TERRE HAUTE	WBOW	1310	250-LS 100-N	Banks of Wabash Inc. 118 N. 6th St. Crawford 3394	NBC	Alvin Eades W. W. Behrman W. W. Behrman	Horace Capps Ralph Tucker Stokes Gresham, Jr.	Gene Furgason & Co.
WEST LAFAYETTE	*WBAA	890-SH	1,000-LS 500-N	Purdue University Electrical Engineering Bldg. 6076	.....	Purdue University	Gilbert D. Williams ..... Ralph R. Townsley	.....

## IOWA

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive Station Manager Commercial Manager	Program Director Mng. or Promotion Mgr. Chief Engineer	Representatives
AMES	*WOI	640-D	5,000	Iowa State College Iowa State College 2500, Branch 544	.....	Iowa State U W. I. Griffith	W. I. Griffith ..... W. E. Stewart	.....
BOONE	*KFGQ	1370-SH-D	100	Boone Biblical College 924 W. 2nd St. 616-W	.....	Boone Biblical College	.....	.....
CEDAR RAPIDS	WMT	600	5,000-LS 1,000-N	Iowa Broadcasting Co. Paramount Theatre Bldg., Cedar Rapids Russell-Lamson Hotel, Waterloo 6127	NBC-Blue Iowa MBS	Gardner Cowles, Jr. Sumner Quarton W. B. Quarton	Douglas Grant Leo Cole Charles Quentin	E. Katz
DAVENPORT	WOC	1370	250-LS 100-N	Tri-City Broadcasting Co. 1000 Brady St. 2-3621	CBS	Col. B. J. Palmer Clark A. Luther Clark A. Luther	J. Neil Reagan Clark A. Luther Harold Higby	Free & Peters
DECORAH	*KGCA	1270-D ST-KWLC	100	Charles Walter Greenley 211 Winnebago St. 131	.....	Charles W. Greenley	.....	.....
	*KWLC	1270-D ST-KGCA	100	Luther College Decorah 690	.....	Dr. O. J. H. Preuss	.....	.....

# WOWO

MICH.



10,000 Watts  
1160 Kc.  
NBC Basic Blue Network

*Serves*

**571,000  
FAMILIES**

OHIO

*Living in 61 counties of Indiana*

IND.

*Ohio and Michigan*

## *The Key to A Rich Market!*

WOWO is the one medium to reach this big audience, which includes all the elements that make up a great midwestern market . . . Population, 2,143,412 (1930) . . . Living in 61 counties of Indiana, Ohio and Michigan . . . Annual retail sales in the area are \$515,380,000 (1935) . . . Wire or write for current market data and availabilities.

**WESTINGHOUSE RADIO STATIONS, INC.**  
FORT WAYNE, INDIANA

**FREE & PETERS. INC. NATIONAL REPRESENTATIVES**

CHICAGO

NEW YORK

DETROIT

ATLANTA

SAN FRANCISCO

LOS ANGELES

*Indiana's most POWERFUL Radio Station!*

# DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

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## IOWA—(Continued)

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive Station Manager Commercial Manager	Program Director Mdsgr. or Promotion Mgr. Chief Engineer	Representatives
DES MOINES	KRNT	1320	5,000-LS 1,000-N	Iowa Broadcasting Co. 715 Locust St. 8-2111	CBS Iowa	Gardner Cowles, Jr. Luther L. Hill Craig Lawrence	Ranny Daly G. Phender Greenburg Paul Huntsinger	E. Katz
	KSO	1480	2,500-LS 500-N	Iowa Broadcasting Co. 715 Locust St. 8-2111	NBC-Blue Iowa MBS	Gardner Cowles, Jr. Luther L. Hill Craig Lawrence	Ranny Daly G. Phender Greenburg Paul Huntsinger	E. Katz
	WHO	1000	50,000	Central Broadcasting Co. 914 Walnut St. 8-7147	NBC-Red Cornbelt	B. J. Palmer J. O. Maland Hale Bondurant	Harold Fair Harold Fulton Paul A. Loyet	Free & Peters
DUBUQUE	KDTH	1340-D (Construction permit suspended pending litigation)	500	Dubuque Telegraph-Herald Dubuque		F. W. Woodward		
	WKBB	1500	250-LS 100-N	Sanders Bros. Radio Station Hotel Julien 572	CBS	Walter E. Klauer James D. Carpenter James D. Carpenter	Melville K. Galliard Leonard Carlson	
IOWA CITY	*WSUI	880	1,000-LS 500-N	University of Iowa Iowa City 2111-237		Iowa State U. Carl H. Menzer	Mrs. Pearl Broxam S. J. Ebert	
MARSHALLTOWN	KFJB	1200	250-LS 100-N	Marshall Electric Co. 1603 W. Main St. 1419		E. N. Peak Homer Griffith Homer Griffith	Irene W. Griffith Wayne Peak	Howard H. Wilson
MASON CITY	KGLO	1210	250-LS 100-N	Globe Gazette Co. Hanford Hotel 2800	CBS	E. P. Adler F. C. Eighmey V. C. Hicks	John Price George Milloy Leo W. Born	Weed & Co.
SHENANDOAH	KFNF	890 ST-KUSD	1,000-LS 500-N CP-5,000-LS CP-1,000-N	KFNF, Inc. 407 Sycamore St. 1		Henry Field Fred E. Tunniff Wm. E. Macdonald	E. R. Hamilton Wm. E. Macdonald Wiley D. Wenger	Gene Furgason & Co.
	KMA	980	5,000-LS 1,000-N	May Seed & Nursery Co. Shenandoah 192		Earl E. May J. Rapp J. Rapp	Fred D. Greenlee Gene Shipley Ray Schroeder	Howard H. Wilson Walter Bidick
SIOUX CITY	KSCJ	1330	5,000-LS 1,000-N	Perkins Bros. Co. 415 Douglas St. 5-7993	CBS	W. H. Sammons C. W. Corkhill C. W. Corkhill	Ruth M. Fachman C. W. Corkhill S. C. Dier	Craig & Hollingbery
	KTRI	1420 (Construction permit)	250-LS 100-N	Sioux City Bestg. Co. 304 Pierce St. 5-8031		Sioux City Tribune Dietrich Dirks		

## KANSAS

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive Station Manager Commercial Manager	Program Director Mdsgr. or Promotion Mgr. Chief Engineer	Representatives
ABILENE	KFBI	1050 L-KNX	5,000	Farmers & Bankers Bestg. Corp. 410 N. W. 3rd St. 1200		H. K. Lindsley K. W. Fyle K. W. Fyle	Marie Gunzelman H. G. Johnstone	Howard H. Wilson
COFFEYVILLE	KGGF	1010 SH-WNAD	1,000	Powell & Platz Journal Bldg. 147	MBS	Hugh J. Powell Hugh J. Powell W. B. Darrah	Melvin E. Drake Hugh J. Powell J. Fred Case	Howard H. Wilson
DODGE CITY	KGNO	1340	250	Dodge City Broadcasting Co. National Bank Bldg. 1340		J. C. Denious N. C. Petersen N. C. Petersen	John Drake Vaughn Kimball Emil Doane	
GARDEN CITY	KIUL	1210	100	Garden City Broadcasting Co. 404 N. Main St. 666		F. D. Conard F. D. Conard F. D. Conard	Clem Morgan F. D. Conard Morris M. Ming	
GREAT BEND	KVGB	1370	100	Ernest Edward Ruehlen 2103 Forest 1080		Ernest Edward Ruehlen Ernest Edward Ruehlen Ernest Edward Ruehlen	Earl Brewster Ernest Edward Ruehlen Leo Legleiter	
HUTCHINSON	KWBG	1420	100	Nation's Center Broadcasting Co. 100 E. Ave. A. 5202		W. B. Greenwald W. B. Greenwald W. B. Greenwald	W. B. Greenwald W. B. Greenwald Harold Bourrel	
KANSAS CITY	KCKN	1310	100	KCKN Broadcasting Co. 901 N. 8th St. Drexel 4300	Kansas	Arthur Capper Ellis Atteberry Owen Balch	Ralph Nelson Ruth Sullivan Clark Smith	Capper Publications
LAWRENCE	*KFKU	1220 ST-WREN	5,000-LS 1,000-N	University of Kansas Lawrence KU-87		University of Kansas Harold Ingham	Harold Ingham	
	WREN	1220 ST-KFKU	5,000-LS 1,000-N	(See Kansas City, Mo.)			R. P. Stringham	
MANHATTAN	*KSAC	580 ST-WIBW	1,000-LS 500-N	Kansas State College College Campus 2236		Kansas State College	L. L. Longsdorf	
PITTSBURG	KOAM	790-D	1,000	Pittsburg Broadcasting Co. Commerce Bldg. 2165	NBC	E. Victor Baxter Ed Cunniff Ed Cunniff	Merwyn Love Ed Cunniff W. L. Brown	Howard H. Wilson
SALINA	KSAL	1500	250-LS 100-N	R. J. Laubengayer Journal Bldg. 100		R. J. Laubengayer Andrew E. Crockett Andrew E. Crockett	W. Wendell Elliott Andrew E. Crockett Newton E. Vance, Jr.	E. Katz
TOPEKA	WIBW	580 ST-KSAC	5,000-LS 1,000-N	Topeka Bestg. Assn., Inc. 1035 Topeka Blvd. 3-2877	CBS Kansas	Arthur Capper Ben Ludy Ben Ludy	Karl Troeglen	Capper Publications
WICHITA	KANS	1210	100	KANS Broadcasting Co. Hotel Lassen 4-2387	NBC	Charles C. Theis Herb Hollister Herb Hollister	Jack Todd Phil McKnight Herb Hollister	Gene Furgason & Co.
	KPH	1300	5,000-LS 1,000-N	Radio Station KPH[Co]. York Rite Temple 3-5254	CBS	John Rigby Russel L. Lowe Russel L. Lowe	Vernon Reed Bob Kent Amos Dadisman	Edward Petry & Co.

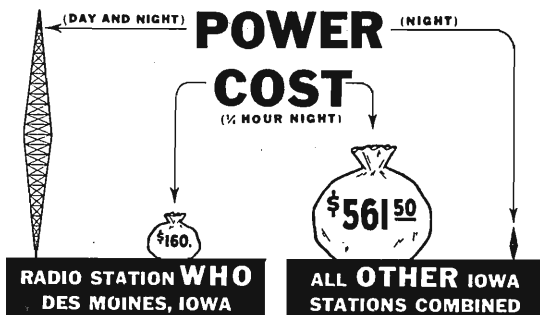
# BIG, YES!

# — AND EFFICIENT!



**H**IGH power alone isn't necessarily a good index of a station's value — but when a big station can out-pull a lot of smaller stations *and save you money besides*, that's *IT!* And that's it with **WHO**.

No informed person hereabouts will deny that **WHO** is the *only* station that covers **IOWA PLUS . . .** In fact, to match **WHO** coverage, you'd have to use every other station in the State — and then some. But **WHO** gives you nearly 90% of the nighttime power of all commercial Iowa stations combined, at less than one-third the cost! That's why we say — if **WHO** can't quadruple the *results-per-dollar* of all other Iowa stations rolled together, we'll call it quits! May we send you the proof?



*WHO operates on a clear channel, at 50,000 watts, full time. The combined nighttime power of all eleven other commercial stations in Iowa is 6,400 watts. . . The cost-figures speak for themselves.*

# WHO *for* IOWA PLUS

DES MOINES — 50,000 WATTS

J. O. MALAND, MANAGER

FREE & PETERS, INC., REPRESENTATIVES

BROADCASTING • *Broadcast Advertising*

1938 Yearbook Number • Page 75

# THREE MILLION BABY CHICKS!

Sold for one single advertiser by KMA  
at a time when baby chicks were a drug on  
the market!

*Sounds "screwy," doesn't it?*

Yes, it would be "screwy" if this were the *only* successful selling job that KMA had done. But the part that interests YOU is the fact that *this* is the kind of selling that KMA does day in and day out.

KMA does *more* than advertise . . . it does a large part of your selling job, too. For example, KMA's merchandising crew called on 1600 local dealers in KMA's service area between October 15 and December 1. How's this for backing up your advertising program with point-of-sale promotion?

Three hundred local merchants within a 100 mile radius use KMA programs to sell *in their own home towns*. Results have proved that KMA is the quickest, surest way of getting your share of the spendable income in America's No. 1 Farm Market.

National advertisers, too, offer even further proof that KMA is *the* station for driving your sales story home *where people have money to spend*. Our list of enthusiastic clients includes such names as Armour & Company, General Mills, Skelgas, Fairbanks-Morse, Olson Rug, Aladdin Lamp, Flex-O-Glass, Capper Publications, Pinex and many others.

Facts can't lie . . . and these are facts!

Take a tip from these successful users of KMA . . . let us *prove* to you just how your *sales* message, shouted into four states\* by the full-time, 5000 watt RCA voice of KMA, will result in a climbing line that'll knock the very top off of your sales chart.

★ KMA dominates in the wealthiest farm regions  
of Iowa, Nebraska, Kansas and Missouri.

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

Represented by  
HOWARD H. WILSON Co.

West Coast Representative  
WALTER BIDDICK & CO.



*Readin, Ritin and Rithmetic  
and now a Fourth "R"-Radio!*

In 562,645 farm and small town homes, "radio" means WIBW  
—the most powerful personalized selling force in Kansas

**WIBW** *"The Voice of Kansas"*

# DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

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 LS—Local Sunset.    L—Limited Time with Dominant Station.    SA—Special Authorization.    CP—Construction Permit Issued.  
 (Data corrected to January 1, 1938)

## KENTUCKY

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive Station Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representatives
ASHLAND	WCMI	1310	250-LS 100-N	Ashland Broadcasting Co., Inc. WCMI Bldg 363	.....	James F. Kyler James F. Kyler James F. Kyler	Hester Kyler Jack Bell E. D. Herdler	J. J. Devine
COVINGTON	WCKY	1490	10,000	(Sec. Cincinnati, Ohio)	.....			J. J. Devine
LEXINGTON	WLAP	1420	250-LS 100-N	American Bestg. Corp. of Ky. Walton Bldg. 1721	.....	Gilmore N. Nunn Winston L. Clark Winston L. Clark	Ted Grizzard Sanford Helt	J. J. Devine
LOUISVILLE	WAVE	940	1,000	WAVE Inc. Brown Hotel Jackson 8391	NBC	George W. Norton, Jr. Nathan Lord James F. Cox	George C. Patterson Lou Reker Wilbur Hudson	Free & Peters
	WHAS	820	50,000	Louisville Times Co. 308 W. Liberty St. Wabash 2211	.....	Barry Bingham Credo Fitch Harris W. Lee Coulson	Joe Eaton Dolly Sullivan Orin Towner	Edw. Petry & Co.
MIDDLESBORO	WLMU	1210	250-LS 100-N (Construction permit)	Lincoln Memorial University Harrogate, Tenn.	.....			.....
OWENSBORO	WOMI	1500	250-LS 100-N	Owensboro Bestg. Co., Inc. Byers Ave. & Livermore Road 420	.....	Lawrence W. Hager Lyell L. Ludwig G. Colby Blackwell	Edna Mae Brown Earl Jagoe	.....
PADUCAH	WPAD	1420	250-LS 100-N	Paducah Bestg. Co., Inc. 9th & Terrell St. 4100	.....	Pierce E. Lackey Pierce E. Lackey W. Prewitt Lackey	Gene Peak W. Prewitt Lackey C. G. Sims	.....

## LOUISIANA

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive Station Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representatives
ALEXANDRIA	KALB	1210	250-LS 100-N	Alexandria Bestg. Co., Inc. Thrd & Jackson Sts. 65	.....	Walter H. Allen W. L. Waltman W. L. Waltman	Virgil G. Evans W. L. Waltman James F. Manship	.....
BATON ROUGE	WJBO	1120	500	Baton Rouge Bestg. Co., Inc. 384 Florida St. 3647	NBC	Chas. P. Manship, Sr. H. Vernon Anderson J. Roy Dabadie	Paul Goldman H. Vernon Anderson Wilbur T. Golsen	.....
LAFAYETTE	KVOL	1310	100	Evangeline Bestg. Co., Inc. 330 Jefferson St. 336	.....	Morgan Murphy Geo. H. Thomas R. A. Escudier	Hazel S. Guilbeau J. G. Cooper	.....
LAKE CHARLES	KPLC	1500	250-LS 100-N	Calcasieu Bestg. Co. Majestic Hotel 82	.....	L. M. Sepaugh C. R. Porter E. F. Carroll	K. McDaniels Edward Wilkerson E. C. Moses	J. J. Devine
MONROE	KMLB	1200	250-LS 100-N	Liner's Bestg. Station, Inc. Frances Hotel 4321	.....	J. C. Liner, Sr. J. C. Liner, Sr. J. C. Liner, Jr.	Don Breitenmoser J. C. Liner, Jr. O. L. Morgan	.....
NEW ORLEANS	WBNO	1200 ST-WJBW	100	Coliseum Place Baptist Church St. Charles Hotel Raymond 2429	.....	J. E. Richards Walter F. Williams Walter F. Williams	.....	.....
	WDSU	1250	1,000	WDSU, Inc. Hotel Monteleone Raymond 7135	NBC	Joseph H. Uhalt Joseph H. Uhalt P. K. Ewing	Earl Smith Fred Fabre	John Blair & Co.
	WJBW	1200 ST-WBNO	100	Charles C. Carlson 947 Howard Ave. Raymond 5717	.....	Charles C. Carlson Charles C. Carlson Charles C. Carlson	Charles C. Carlson Charles C. Carlson	.....
	WSMB	1320	1,000 CP-5,000-LS	WSMB, Inc. Maison Blanche Bldg. Main 5920	NBC	E. V. Richards H. Wheelahan H. Wheelahan	Bill Brengel H. Wheelahan H. G. Nebe	Edw. Petry & Co.
	WWL	850	10,000 CP-50,000	Loyola University Roosevelt Hotel Raymond 2196	CBS	Rev. Harold A. Gaudin, S.J. Vincent F. Callahan W. P. Beville	James V. Willson J. D. Bloom, Jr.	E. Katz
SHREVEPORT	KRMD	1310	250-LS 100-N	Radio Station KRMD, Inc. Jefferson Hotel Bldg. 6171	.....	R. M. Dean G. V. Wilson G. V. Wilson	W. E. Rowens Mrs. Lyle Barnett W. J. Wilkinson, Jr.	J. J. Devine
	KTBS	1450	1,000	Tri-State Bestg. System Inc. Commercial Bldg. 4171	NBC	John D. Ewing John C. McCormack Jack O. Gross	B. G. Robertson Jack Keasler C. H. Maddox	Branham Co.
	KWKH	1100-SA	10,000	International Bestg. Corp. Commercial Bldg. 4171	CBS	John D. Ewing John C. McCormack Jack O. Gross	Fred Ohl Jack Keasler W. E. Antony	Branham Co.



# NO CHINESE COVERAGE IS INCLUDED!

If you are thinking about radio in Kentucky, by all means ask Free & Peters (or us) for a copy of the new WAVE Data Book.

It gives the facts about this Kentucky market in a way that you'll appreciate, because they are *obviously* true, *obviously* de-bunked, and *really* helpful in planning a campaign that will produce *more results per dollar of expenditure*. . . .

It proves that we don't have any coverage in China and a few other innocent bystanders. . . . It's a sensible data book for sensible people—which, we believe you'll agree, is *sumthin!* Won't you write—today?

An N. B. C. Outlet . . . FREE & PETERS, INC., National Representatives

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

# DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

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(Data corrected to January 1, 1938)

## MAINE

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive Station Manager Commercial Manager	Program Director Mdsgr. or Promotion Mgr. Chief Engineer	Representatives
AUGUSTA	WRDO	1370	100	WRDO Inc. 1 Commercial St. 2285	Yankee Colonial MBS	Henry P. Rines Conrad E. Kennison Conrad E. Kennison	Harold T. Dinsmore	
BANGOR	WABI	1200	250-LS 100-N	Community Broadcasting Service 57 State St. 6558		F. B. Simpson R. M. Wallace Guy Corey	Nelson Lawson	Weed & Co.
	WLBS	620	1,000-LS 500-N	Maine Broadcasting Co., Inc. 100 Main St. 6023	CBS Yankee Colonial	Thompson L. Guernsey Thompson L. Guernsey Edw. Guernsey	Stuart Mosher Thompson L. Guernsey Bernard Kellom	Weed & Co.
PORTLAND	WCSH	940	2,500-LS 1,000-N	Congress Square Hotel Co. 579 Congress St. 8-9667	NBC-Red Yankee	Henry P. Rines Linwood T. Pitman Linwood T. Pitman	Albert W. Smith George F. Crandon	Weed & Co.
	WGAN	640 L-KFI (Construction Permit)	500	Portland Broadcasting System Portland 8-9667		W. N. Campbell Lloyd C. Greenc		
PRESQUE ISLE	WAGM	1420-SH	100	Aroostook Broadcasting Co. National Bank Bldg. Presque Isle 60		L. E. Hughes R. W. MacIntosh R. W. MacIntosh L. E. Hughes	R. T. Coffin A. C. Hughes	

## MARYLAND

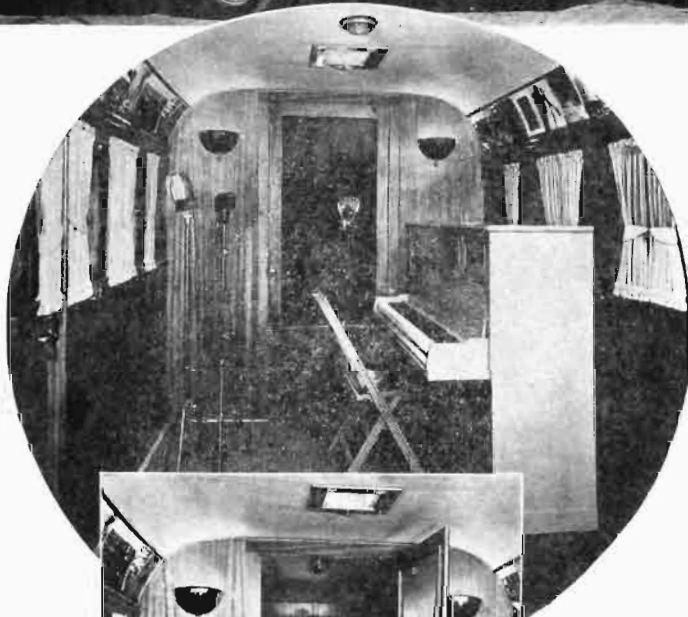
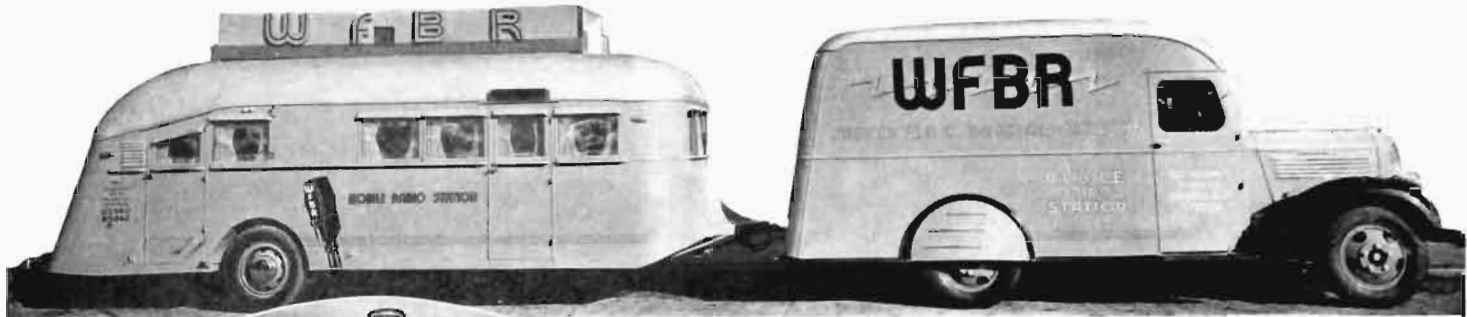
City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive Station Manager Commercial Manager	Program Director Mdsgr. or Promotion Mgr. Chief Engineer	Representatives
BALTIMORE	WBAL	1060†	10,000	WBAL Broadcasting Co. Lexington Bldg. Plaza 4900	NBC-Blue MBS	Hearst Radio, Inc. Harold Burke Harold Burke	Gustav Klemm Edward Codel Gerald W. Cooke	International
	WCAO	600	1,000-LS 500-N	Monumental Radio Co. 811 W. Lanvale St. Madison 7222	CBS	Lewis M. Milbourne J. Thomas Lyons J. Thomas Lyons	Gordon A. Scheihing J. Thomas Lyons Martin L. Jones	
	WCBM	1370	250-LS 100-N	Baltimore Broadcasting Corp. Hearst Tower Bldg. Plaza 5350	Intercity Maryland	John Elmer George H. Roeder John Elmer	Michael Murray Porter Houston	
	WFBR	1270	1,000-LS 500-N	Baltimore Radio Show Inc. 7 St. Paul St. Plaza 6030	NBC-Red	Robert S. Maslin Hope H. Barroll, Jr. Purnell H. Gould	W. Bertram Hanauer Robert S. Maslin, Jr. William Q. Ranft	Edw. Petry & Co.
CUMBERLAND	WTBO	800-D	250	Associated Broadcasting Corp. 31 Frederick St. Cumberland 299	Maryland	Roger W. Clipp H. B. McNaughton H. B. McNaughton	Robert Rosamond George R. Lenhert	Jos. H. McGillvra
FREDERICK	WFMD	900-D	500	Monocracy Broadcasting Co Winchester Hall Frederick 1466	Maryland	Laurence Leonard A. V. Tidmore A. V. Tidmore	R. L. Longstreet John Fels	
HAGERSTOWN	WJEJ	1210-SH	100-D 50-N	Hagerstown Broadcasting Co. 16 W. Washington St. 2323	Maryland	Arthur L. Blessing		
SALISBURY	WSAL	1200-D	250	Frank M. Stearns 815 E. Main St. 1266		Frank M. Stearns J. Roy McLennan J. Roy McLennan	Deane S. Long Richard W. Bullers	

†WBAL holds special experimental authorization to operate simultaneously until 9 P.M. with KTHS, Hot Springs, on 1060 kc.; then it synchronizes with WJZ, New York, on 760 kc. with 2,500 watts

## MASSACHUSETTS

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive Station Manager Commercial Manager	Program Director Mdsgr. or Promotion Mgr. Chief Engineer	Representatives
BOSTON	WAAB	1410	1,000-LS 500-N	Yankee Network Inc. 21 Brookline Ave. Commonwealth 0800	Colonial MBS	John Shepard, 3rd R. L. Harlow Wm. Warner	Linus Travers Carleton McVarish Paul de Mars	Edw. Petry & Co.
	WBZ	990 (Synchronizes with WBZA, Springfield)	50,000	Westinghouse E. & M. Co. Hotel Bradford Hancock 4261	NBC-Blue	Westinghouse—NBC John A. Holman Frank R. Bowes	John F. McNamara George A. Harder Dwight A. Myer	NBC
	WCOP	1120-D	500	Massachusetts Broadcasting Corp. Copley Plaza Hotel Commonwealth 1717		Harold A. Lafount Gerard H. Stattery Arthur Leary	Katherine F. Batchelder Whitman N. Hall	
	WEEI	590	5,000-LS 1,000-N	Columbia Broadcasting System, Inc. 182 Tremont St. Hubbard 2323	CBS	Boston Elec. Co.—CBS Harold E. Fellows H. Roy Marks	Arthur F. Edes George R. Dunham, Jr. Philip K. Baldwin	Radio Sales Inc.
	WHDH	830-D	1,000	Matheson Radio Co., Inc. Hotel Touraine Hancock 0900		John J. Matheson Ralph G. Matheson Ralph G. Matheson	Kenneth Wilson Watson Kownaski	
	WMEX	1500	250-LS 100-N	Northern Corp. WMEX Bldg. Commonwealth 3900	Intercity	John E. Reilly Alfred J. Pote S. Alfred Wasser	John E. Reilly Alfred J. Pote	Craig & Hollingsbery
	WNAC	1230	5,000-LS 1,000-N	Yankee Network, Inc. 21 Brookline Ave. Commonwealth 0800	NBC-Red Yankee	John Shepard, 3rd R. L. Harlow C. W. Phelan	Linus Travers Carleton McVarish Paul de Mars	Edw. Petry & Co.
	WORL	920-D	500	Broadcasting Service Org., Inc. Myles Standish Hotel Commonwealth 5100		Harold A. Lafount W. Cort Treat W. Cort Treat	Richard Bates W. Cort Treat Irving Crandall	J. J. Devine

# WFBR MAKES NEWS WITH A COMPLETE BROADCASTING STATION ON WHEELS!



Outstanding radio event of 1937 in Baltimore was the introduction of the first complete mobile radio station, mounted on truck and trailer by WFBR.

The equipment is complete with studio, transmitter, loud speaking equipment, generator, etc., and can put a program on the air from the "front lines" of the news action.

In successful operation at the Maryland State Fair, the Fishing Fair, the Food Show, the Auto Show, and other newsworthy Maryland events—some as far as 150 miles from Baltimore—WFBR's mobile station has won wide acclaim.

Marylanders like it . . . and LOCAL FLAVOR means LOCAL FAVOR

IN BALTIMORE  
THEY LISTEN TO —

# WFBR

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

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

# DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

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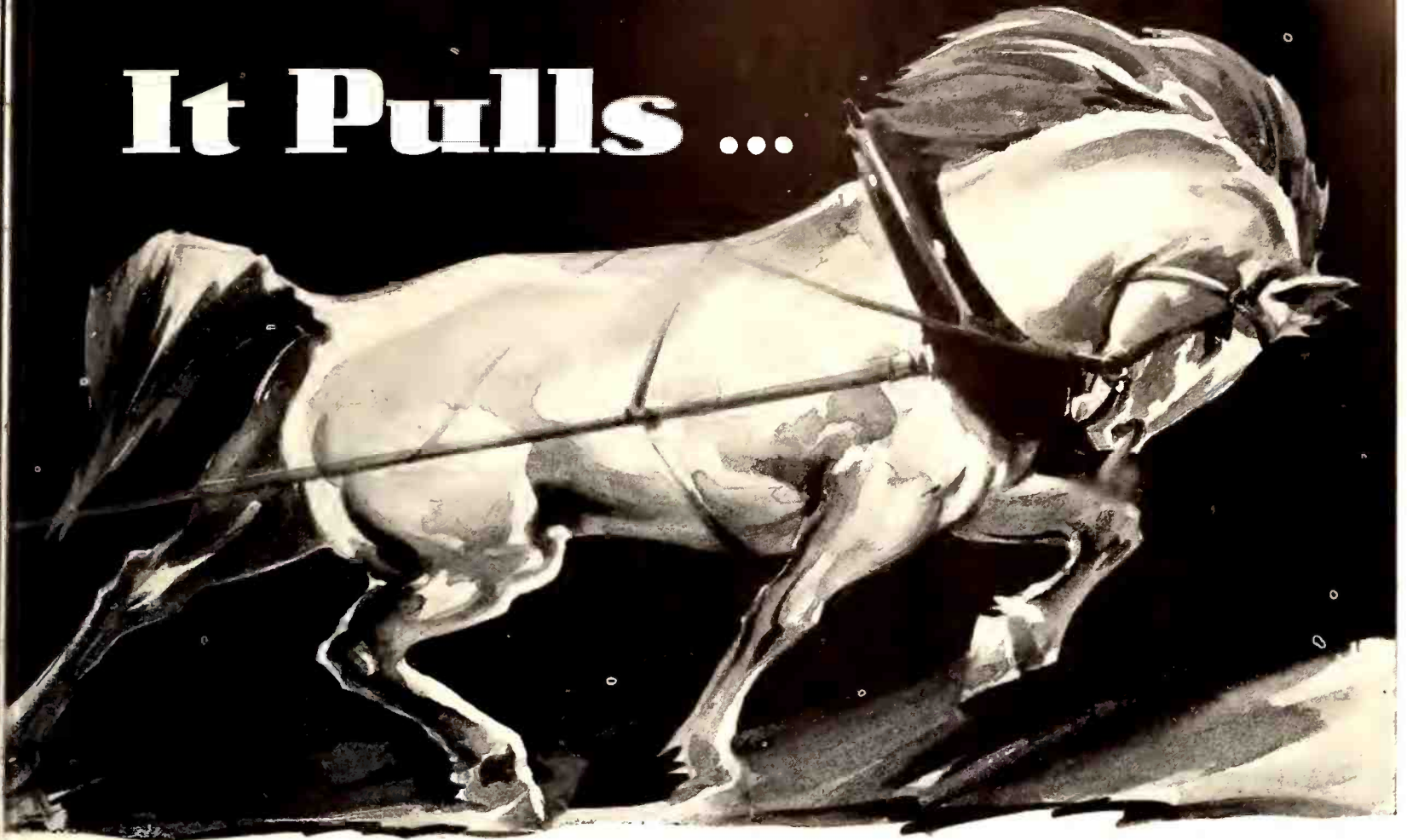
## MASSACHUSETTS—(Continued)

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive Station Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr Chief Engineer	Representatives
FALL RIVER.....	WSAR	1450	1,000	Doughty & Welch Electric Co., Inc. Academy of Music Bldg. Fall River 450	MBS Yankee Colonial	Wm. T. Welch Wm. T. Welch Leonard C. Cox	Josephine Y. Welch Francis J. McLaughlin, Jr. John C. Pavao	
GREENFIELD.....	WHAI	1210-D (Construction permit)	250	John W. Haigis Greenfield	.....	John W. Haigis	.....	
LAWRENCE.....	WLAW	680-D	1,000	Hildroth & Rogers, Inc. 285 Essex St. 4172	Intercity	A. H. Rogers Irving E. Rogers David M. Kimmel	Stanley N. Schultz Frederick A. Sullivan George R. Luckey	Weed & Co.
LOWELL.....	WLLH	1370	250-LS 100-N	Merrimac Broadcasting Co., Inc. Lowell 2121	MBS Yankee Colonial	A. S. Moffat Robert F. Donahue Haskell Bloomberg	Harlan Newell William MacDonald	Edw. Petry & Co.
NEW BEDFORD.....	WNBH	1310	250-LS 100-N	E. Anthony & Sons, Inc. 251 Union St. 5533	MBS Yankee Colonial	Times-Mercury Irving Vermilya Sol Chain	Sol Chain Sol Chain Clyde Pierce	
PITTSFIELD.....	WBRK	1310	250-LS 100-N	Harold Thomas Pittsfield Coal Gas Bldg. (Construction permit; to start about Feb. 1, 1938)	CBS	Harold Thomas Harold Thomas S. R. Eelman	.....	Sears & Ayer
SPRINGFIELD.....	WBZA	990	1,000	Westinghouse E. & M. Co. Hotel Kimball 6-8336	NBC-Blue	Westinghouse—NBC John A. Holman Frank R. Bowes	John F. McNamara George A. Harder H. E. Randol	NBC
	WMAS	1420	250-LS 100-N	WMAS, Inc. Hotel Charles Springfield 7-1414	CBS	A. S. Moffat Albert W. Marlin Gordon W. Ewing	F. Turner Cooke Edward J. Samuel James L. Spates	Edward Petry & Co.
	WSPR	1140 L-KVOO-WAPI	500	Conn. Valley Broadcasting Co. 63 Chestnut St. 6-2757	Yankee Colonial MBS	Quincy A. Brackett Quincy A. Brackett Milton W. Stoughton	Wayne H. Latham Milton W. Stoughton Hillis W. Holt	Sears & Ayer James F. Fay
WORCESTER.....	WORC	1280	500	A. F. Kleindienst 65 Elm St. 5-3101	CBS	A. F. Kleindienst E. E. Hill W. R. Moran	..... E. E. Hill A. F. Kleindienst	Craig & Hollingbery
	WTAG	580	1,000	Worcester Telegram Publishing Co. 18 Franklin St. Worcester 5-4321	NBC-Red Yankee	Harry G. Stoddard John J. Storey Howard J. Perry	Lillian Murphy Hobart H. Newell	Weed & Co.

## MICHIGAN

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive Station Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representatives
BATTLE CREEK.....	WELL	1420	100	Enquirer-News Co. 1 W. Michigan Ave. Battle Creek 5555	Michigan (NBC)	A. L. Miller D. E. Jayne Forrest Flagg Owen	Alden Haight Forrest Flagg Owen Raymond B. Roof	J. J. Devine
BAY CITY.....	WBCM	1410	1,000-LS 500-N	James E. Davidson Hotel Winonah 4212	Michigan	James E. Davidson Stanley F. Northcott Stanley F. Northcott	Lionel H. Deremer Ralph H. Carpenter	Howard H. Wilson
CALUMET.....	WHDF	1370-SH	250-LS 100-N	Upper Mich. Broadcasting Co. Calumet 869	.....	A. L. Burgan John W. Rice Robert Morrison	Albert W. Payne Robert Morrison William Jackson	Small, Brewer
DETROIT.....	WJBK	1500	250-LS 100-N	James F. Hopkins, Inc. 5559 Hamilton Ave. Trinity 2-2000	.....	James F. Hopkins James F. Hopkins Paul Y. Clark	Sybil Kriehoff Bob Longwell Paul Frinke	Howard H. Wilson
	WJR	750	50,000	WJR, The Goodwill Station Fisher Bldg. Madison 4440	CBS	G. A. Richards Leo Fitzpatrick Owen Uridge	Eric Howlett Neal Tomy Andrew Friedenthal	Edw. Petry & Co.
	WMBC	1420	250-LS 100-N	Michigan Broadcasting Co. 7310 Woodward Ave. Madison 9100	.....	Edw. J. Hunt H. M. Steed H. M. Steed	Bill Jory Harry Moler Ed. C. Clark	
	WWJ	920	5,000-LS 1,000-N SA-5,000-N	The Evening News Ass'n. 615 Lafayette Blvd. Randolph 2000	NBC-Red	Wm. E. Scripps Wm. J. Scripps Harry Bannister	Wynn Wright Jacob Albert Walter Hoffman	Craig & Hollingbery
	WXYZ	1240	1,000	King-Trendle Broadcasting Corp. 300 Madison Theatre Bldg. Cherry 8321	NBC-Blue Michigan	George W. Trendle H. Allen Campbell Arch Shawd	Russell Neff Harold Christian Lynne C. Smeby	Paul Raymer Co.
	CKLW	1020 (Windsor, Ontario)	5,000	Western Ontario Bstg. Co., Ltd. Union Guardian Bldg. Cadillac 7-200	MBS	Frank Ryan J. E. Campeau L. J. DuMahaut	Stephen Douglas Val Clara W. J. Carter	Jos. H. McGillvra
EAST LANSING.....	*WKAR	850-D	1,000	Michigan State College East Lansing Lansing 59113	.....	R. S. Shaw Robert J. Coleman	Robert J. Coleman Norris Grover	
FLINT.....	WFDL	1310	100	Flint Broadcasting Co. Union Industrial Bldg. 2-7158	Michigan (NBC)	Frank D. Fallain Howard M. Loeb Frederick S. Loeb	Adrian R. Cooper R. V. Osgood F. D. Fallain	
GRAND RAPIDS.....	WOOD-WASH	1270	500	King-Trendle Broadcasting Corp. Grand Rapids Nat'l Bk. Bldg. 9-4211	Michigan (NBC)	George W. Trendle Stanley W. Barnett Stanley W. Barnett	Sandy Meek David H. Harris Lynne C. Smeby	Paul Raymer Co.
IRONWOOD.....	WJMS	1420	100	WJMS Inc. St. James Hotel Annex 20	Arrowhead	Wm. L. Johnson Noel C. Ruddell Noel C. Ruddell	Harry Willis ..... R. L. Johnson	Mitchell & Ruddell
JACKSON.....	WIBM	1370	250-LS 100-N	WIBM Inc. 306 W. Michigan Ave. Jackson 6121	Michigan (NBC)	Herman Radner Roy Radner	W. H. Dunn William A. Cizek Charles W. Wirtanen	

# It Pulls ...



## Coverage? Market? Just Digest These Facts!

For unequaled state-wide coverage we offer the Michigan Radio Network—WXYZ Greater Detroit, plus the seven member stations serving Michigan's largest additional markets.

The Michigan Radio Network is a close-knit unit now in its fifth year, operating 24 hours daily on sustaining and commercial programs produced by WXYZ, supplemented by sustaining features of the NBC Blue Network.

Each of these MRN affiliates is the dominant broadcaster of its whole home market. Its wave is the strongest. Its programs compete. It holds the overwhelming preference of its public.

**MORE** big Detroit-sponsored programs by WXYZ than by any other Michigan station! That's the best proof you can have that WXYZ PULLS.

**These major Detroit advertisers know their radio stations. Follow their lead to WXYZ and SELL.**

**Several good, established programs are waiting for you right now. Write!**

*"Variety's" 1937 Showmanship Award for Program Origination was won by WXYZ*

**KING-TRENDLE BROADCASTING CORP.**

300 Madison Theatre Building — Detroit

**THE PAUL H. RAYMER CO.**

*Representative*

New York — San Francisco — Chicago — Detroit

## Originated and Produced by WXYZ

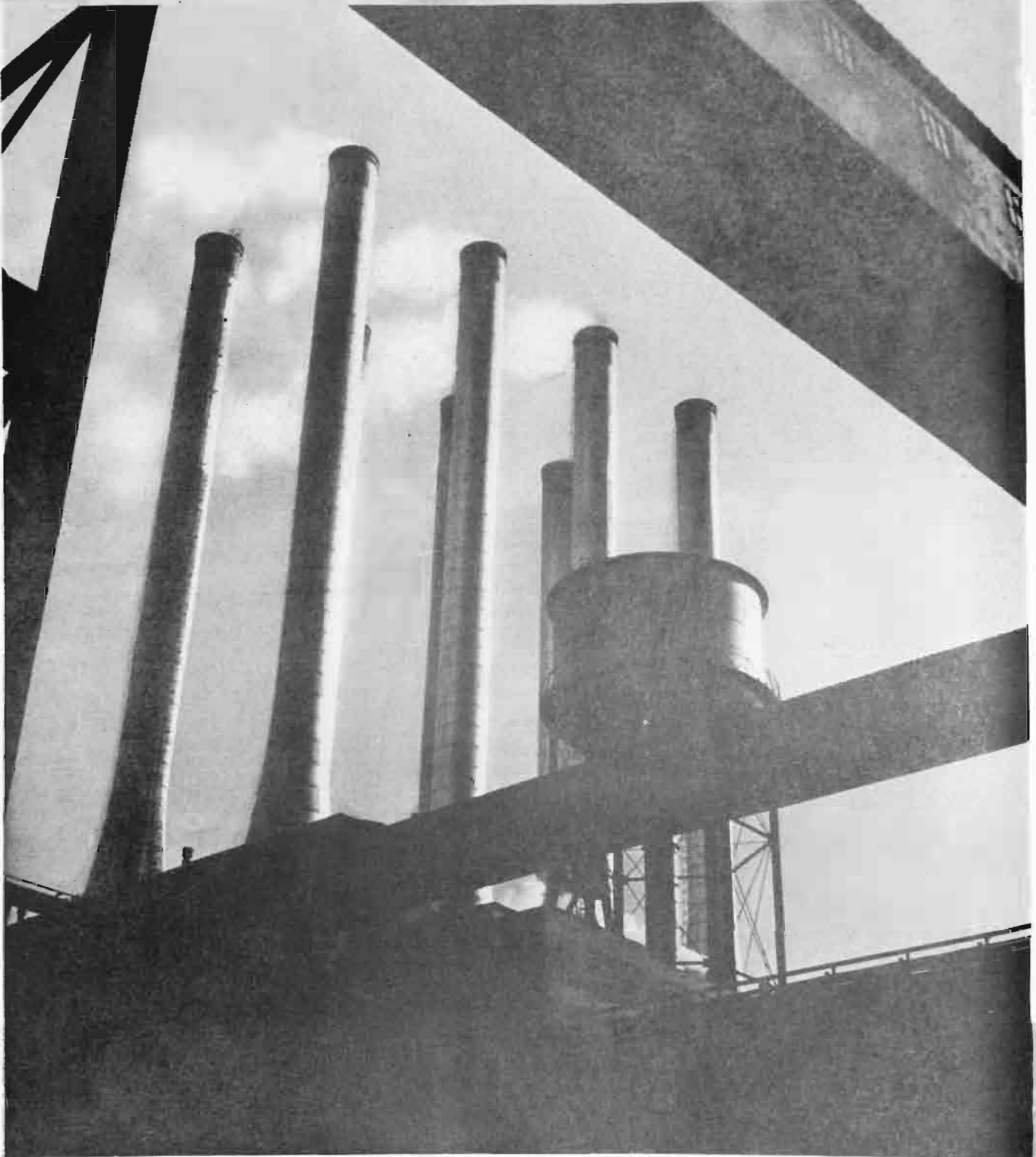
Silvercup Bread's LONE RANGER (\*Coast to coast special Net).  
Golden Jersey Milk's GREEN HORNET (MRN).  
Farmcrest Baking's CHILDREN'S THEATER (MRN).  
Michigan Beet Sugar's BETTY BARTON (MRN).  
Hi Speed Gasoline's FACT FINDER (Special Net).  
Mills Baking's ANN WORTH, HOUSEWIFE  
Oldsmobile's MICHIGAN STATE COLLEGE FOOTBALL (MRN).  
Pfeiffer Brewing's HARRY HEILMANN in recorded Tiger Training Gossip (MRN).  
Ford Motor's LIVE STOCK MARKET (MRN).  
Colonial Department Store's KIDDIES KARNIVAL  
and many other sponsored and sustaining features of similarly outstanding interest and originality.  
\*Silvercup sponsorship WXYZ, WGN and WOR only.

# WXYZ -- DETROIT

Basic Station NBC Blue Network

Key Station Michigan Radio Network

# Detroit Is Third In U. S. Payroll -



# - WWJ, Favorite Station in Detroit

## By Actual Survey, 39% of Detroit's Families Prefer WWJ to Any Other Station in This Important Market

The latest United States Census of Manufactures, (1935) showed that Detroit (Wayne County, Michigan) wage-earners received 3.67% of the total U. S. payroll and represented 1.95% of the Nation's personnel in business and in industry. Since these figures are exceeded only by New York and Chicago, Detroit is *America's third market*, judged by the size of its payroll and by the number of people employed. This fact takes on added significance when it is remembered that *Detroit industries have been expanding at the rate of \$100,000,000 during 1937*, as recently revealed by the Board of Commerce.

Just as the Detroit market provides a peculiarly favorable field, so does WWJ, Detroit's favorite radio station, offer advertisers a unique opportunity in this important market. Actual survey reveals that *39% of the homes of Detroit prefer WWJ to any other station in this area!* Add to this vast coverage of the homes in Detroit which prefer WWJ, this station's *additional audience of 745,970 people* within the local Detroit trading area, and still another 756,130 people within the WWJ primary coverage area\* and it will be easy to understand why leading radio advertisers are placing Detroit and WWJ on all *must* schedules for 1938.

\*Jansky & Bailey, Standard Coverage and Market Data Service.



WWJ

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

"DO YOU KNOW, YOU  
CAN GET EXCELLENT  
HOUSEHOLD HINTS ON  
MYRTLE LABBITT'S 'HOME  
CHATS' OVER CKLW"

TO  
OLD FAITHFUL

JUST  
MARRIED

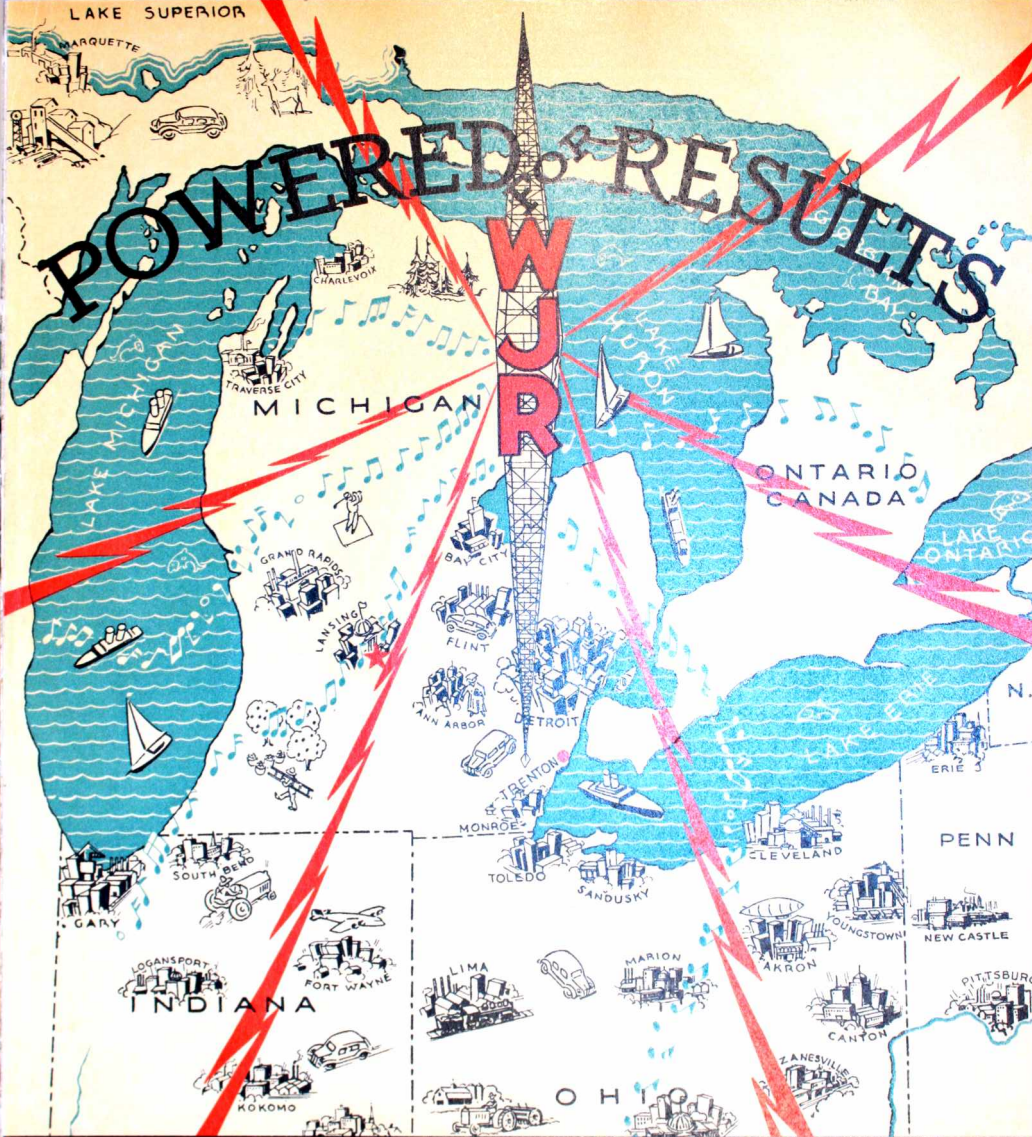
Myrtle Labbitt, the woman commentator with the "rocking-chair" style that appeals to ALL women. University graduate, Home Economics expert and editor, mother and housewife, Myrtle Labbitt KNOWS "household problems": Her informal and helpful morning chats draw a big audience; her natural but effective way of introducing a sponsor's product is PRODUCING RESULTS for advertisers. If you want to capture CKLW'S large and responsive woman's audience, include your message on Myrtle Labbitt's "Home Chats."

Covering the **CKLW** fourth market

5000  
WATTS

MEMBER OF THE MUTUAL BROADCASTING SYSTEM





POWERED BY RESULTS

WJR

MICHIGAN

ONTARIO CANADA

INDIANA

OHIO

PENN

50,000 WATTS

MICHIGAN'S GREATEST ADVERTISING MEDIUM

THE Goodwill Station  
DETROIT

G. A. RICHARDS  
PRESIDENT

REPRESENTATIVES

LEO FITZPATRICK  
VICEPRES & GEN MGR




COLUMBIA BROADCASTING SYSTEM www.americanradiohistory.com EDWARD PETRY & COMPANY, INC.

# 1937 WGAR ALMANAC



Cleveland's Friendly Station • John F. Patt, Vice-President and General Manager  
Edward Petry and Company, National Representatives

HIGHLIGHTS FROM ANOTHER GREAT YEAR IN THE GROWTH OF A GREAT RADIO STATION . . .

<p><b>JANUARY</b></p>  <p>On-the-scene coverage Ohio River flood. Inaugurated series of programs presented by Cleveland Advertising Agencies. 23 Special Event Programs. 13 New Accounts.</p>	<p><b>FEBRUARY</b></p>  <p>Complete coverage of Cleveland Food Show, in co-operation with food brokers and manufacturers. 18 Special Event Programs. 24 New Accounts.</p>	<p><b>MARCH</b></p>  <p>Largest mail response for a single month in history. "Vox Pup" from Cleveland Dog Show. 19 Special Event Programs. 23 New Accounts.</p>
<p><b>APRIL</b></p>  <p>Third Annual WGAR-Senior High Declamation Contest. 25 Special Event Programs. 10 New Accounts.</p>	<p><b>MAY</b></p>  <p>Greatest Publicity Lineage in a single month in history. 23 Special Event Programs. 10 New Accounts.</p>	<p><b>JUNE</b></p>  <p>Greatest Number of Civic Leaders and Personalities presented from studio in any month in history. 13 Special Event Programs. 15 New Accounts.</p>
<p><b>JULY</b></p>  <p>More Sports Celebrities interviewed than any month in history. 9 Special Event Programs. 12 New Accounts.</p>	<p><b>AUGUST</b></p>  <p>Second Annual WGAR-Orphans Outing at Great Lakes Exposition. 13 Special Event Programs. 11 New Accounts.</p>	<p><b>SEPTEMBER</b></p>  <p>Joined Columbia Broadcasting System. On-the-scene coverage National Air Races and Western Open Golf Tournament. 15 Special Event Programs. 21 New Accounts.</p>
<p><b>OCTOBER</b></p>  <p>Complete sell-out in football coverage. Largest number of local and national spot program accounts in history. 22 Special Event Programs. 25 New Accounts.</p>	<p><b>NOVEMBER</b></p>  <p>Complete coverage Cleveland Auto Show. "On-the-spot" coverage of local election. 19 Special Event Programs. 13 New Accounts.</p>	<p><b>DECEMBER</b></p>  <p>Extensive coverage of hockey games. Increase in schedule of operating hours. 11 Special Event Programs. 13 New Accounts.</p>

JANUARY 1, 1938  
*Resolved:*

... the 1938 shall be still more entertaining for WGAR listeners, still more profitable for WGAR advertisers.



*to the*  
**BROADCASTING  
 INDUSTRY**  
*for a*  
**FINE PERFORMANCE**  
*in 1937*

**T**HROUGH another year American radio has served the public need. In local and national emergencies, in dissemination of knowledge, it towered above the pettinesses of private prejudices. It championed the broader view. It brought happiness into the home. Despite its frailties — and they were admittedly many, to be expected in any young enterprise—it strove for public good. Greater achievements will be gained in 1938.

**BROADCASTING**



# DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

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 LS—Local Sunset.    L—Limited Time with Dominant Station.    SA—Special Authorization.    CP—Construction Permit Issued.  
 (Data corrected to January 1, 1938)

## MICHIGAN—(Continued)

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive Station Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representatives
KALAMAZOO	WKZO	590	1,000-LS CP- 250-N	WKZO Inc. Burdick Hotel 8-1223	Michigan (NBC)	John E. Fetzler John E. Fetzler Guy Stewart	Dorothy Tuttle Guy Stewart Edward Rector	Howard H. Wilson
LANSING	WJIM	1200	250-LS 100-N	Harold F. Gross City National Bldg. 2-1883	Michigan (NBC)	Harold F. Gross Harold F. Gross Fred Wagenvoord	Bob Innes O. S. Jones Leo A. Jylha	
LAPEER	*WMPC	1200-SH	250-LS 100-N	First Methodist Protestant Church 81 Liberty St. Lapeer 465J		Frank S. Hemingway Frank S. Hemingway	Frank S. Hemingway Hollis F. Hayes	
MARQUETTE	WBEO	1310-SH	100	Lake Superior Broadcasting Co. 146 W. Washington St. 616		Frank J. Russell, Sr. Leo G. Brot	Merle Trapp Gordon H. Brozek	J. J. Devine
MUSKEGON	WKBZ	1500	250-LS 100-N	K. L. Ashbacher Michigan Theatre Bldg. 26-061		G. F. Ashbacher G. F. Ashbacher G. F. Ashbacher	R. Van Wyck F. G. Ashbacher Geo. Krivitzky	J. J. Devine
ROYAL OAK	WEXL	1310	50	Royal Oak Broadcasting Co. 212 W. Sixth St. Elmhurst 6624		George B. Hartrick Ellis C. Thompson Ellis C. Thompson	Kirk Knight J. L. McFarland	
SAGINAW	WHAL	950-D (Construction Permit)	500	Harold F. Gross-Edmund C. Shields Saginaw		Harold F. Gross		

## MINNESOTA

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive Station Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representatives
ALBERT LEA	KATE	1420-D	250	Albert Lea Broadcasting Co., Inc. 332 S. Broadway 2338		Edgar L. Hayek Edgar L. Hayek Roland E. Olson	George B. Russell George Church	
DULUTH	KDAL	1500	100	Red River Broadcasting Co. Bradley Bldg. Melrose 2230	CBS	Dalton Le Masurier Dalton Le Masurier A. H. Flaten	Gilbert Fawcett D. D. Bandy Robert A. Dettman	Jos. H. McGillvra
	WEBC	1290	5,000-LS 1,000-N	Head of the Lakes Bestg. Co. 4th Ave. W. & Superior St. Melrose 1537	NBC Arrowhead	Morgan Murphy Walter C. Bridges Thomas W. Gavin	Earl Almquist Charles Persons	Craig & Hollingbery
FERGUS FALLS	KGDE	1200	250-LS 100-N	Charles L. Jaren Fergus Falls 898		C. L. Jaren C. L. Jaren C. L. Jaren	Hub Warner Hub Warner M. Walz	J. J. Devine
HIBBING	WMFG	1210	250-LS 100-N	Head of the Lakes Bestg. Co. Androy Hotel 1150	CBS Arrowhead	Morgan Murphy H. S. Hyett H. S. Hyett	Kenneth Fagerlin C. B. Persons	Craig & Hollingbery
MINNEAPOLIS-ST. PAUL	KSTP	1460	25,000-LS 10,000-N	National Battery Bestg. Co. Hotel St. Paul Cedar 5511	NBC-Red	Stanley E. Hubbard Stanley E. Hubbard Ray C. Jenkins	Kenneth M. Hance Ray C. Jenkins Hector R. Skitter	Edw. Petry & Co.
	WCCO	810	50,000	WCCO-Columbia Bestg. System Nicollet Hotel, Minneapolis Main 1202	CBS	CBS-E. H. Gammons E. H. Gammons K. Wallace Husted	Hayle C. Cavanaugh Arthur H. Lund Hugh S. McCartney	Radio Sales, Inc.
	WDGY	1180 L-KEX-KOB	5,000-LS 1,000-N	Geo. W. Young 909 W. Broadway, Minneapolis Cherry 3377		Dr. Geo. W. Young Dr. Geo. W. Young Edward P. Shurick	Gertrude E. Faue Jack Rawen	Howard H. Wilson
	*WLB	1250-SH CP-760-D-ST	1,000 CP-5,000-LS	University of Minnesota Minneapolis Main 8177		U. of Minnesota	H. B. Gislason William C. Boese	
	WMIN	1370	250-LS 100-N	WMIN Broadcasting Co. 1287 St. Anthony Ave., St. Paul Nestor 6501		Edward Hoffman Edward Hoffman Edward Hoffman	Frank Devaney Frank Devaney Mat E. Walz	
	WTCN	1250	5,000-LS 1,000-N	Minnesota Broadcasting Corp. Wesley Temple Bldg., Minneapolis Main 6562	NBC-Blue	Leo E. Owens C. T. Hagman L. L. Whiting	Hal Lansing John M. Sherman	Free & Peters
MOORHEAD	KVOX	1310	100 CP-250-LS	KVOX Broadcasting Co. Constock Hotel Fargo 1232		R. K. Herbat Manny Marget Manny Marget	Robert Schulz	
NORTHFIELD	*WCAL	1250-SH CP-760-D-ST	2,500-LS 1,000-N CP-5,000-LS	St. Olaf College Northfield 731-J		Dr. L. W. Boe M. C. Jensen	David Johnson M. C. Jensen	
ROCHESTER	KROC	1310	250-LS 100-N	Southern Minn. Bestg. Co. Rochester 2727		Gregory Gentling Gregory Gentling M. M. Jacobs	Peter Lyman Gerald H. Wing Fred C. Clarke	
ST. CLOUD	KFAM	1420 (Construction permit)	100	Times Publishing Co. St. Cloud		Fred Schilplin George B. Bairy		
VIRGINIA	WHLB	1370	250-LS 100-N	Head of the Lakes Bestg. Co. Virginia 2000	CBS Arrowhead	Morgan Murphy Harry Hyett Barney Irwin	Gleason Kistler Harry Hyett C. B. Persons	Craig & Hollingbery Walter Biddick
WINONA	KWNO	1200-D	250	Winona Radio Service 216 Center St.		M. H. White A. E. Mickel L. L. McCurnin	Maurice Reutter	



# KSTP

*Northwest's Leading Radio Station*

## FIRST AGAIN!

FIRST in showmanship and service to the community is an enviable distinction. For the past ten years every authentic survey in the Twin Cities area has shown KSTP with over 50% of the listening audience. During the same time KSTP has been the preferred station by local and national advertisers. And now official recognition of leadership.

**THE NATION'S CHOICE IN THE GREAT NORTHWEST**

SAINT PAUL

MINNEAPOLIS

STANLEY E. HUBBARD President and General Manager

25000 WATTS

For Rates and Schedules, Address Ray C. Jenkins, General Sales Manager,  
KSTP, Minneapolis—Saint Paul, Minnesota, or our National  
Representatives: In New York, Chicago, Detroit and  
San Francisco—Edward Petry & Co.

# DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

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 LS—Local Sunset.    L—Limited Time with Dominant Station.    SA—Special Authorization.    CP—Construction Permit Issued.  
 (Data corrected to January 1, 1938)

## MISSISSIPPI

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive Station Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representative
GRENADA	WGRM	1210	100	P. K. Ewing Grenada 172		P. K. Ewing F. C. Ewing		
GULFPORT-BILOXI (Mississippi City)	WGCM	1210	250-LS 100-N	WGCM, Inc. Buena Vista Hotel, Biloxi 1111		P. K. Ewing F. C. Ewing George Blumenstock	Bill Rohmer C. E. Davidson	
HATTIESBURG	WFOR	1370	100	Forrest Broadcasting Co. 109 Walnut St. 65		C. J. Wright C. J. Wright C. J. Wright	B. M. Wright C. H. Dyeas	J. J. Devine
JACKSON	WJDX	1270	5,000-LS 1,000-N	Lamar Life Insurance Co. Lamar Life Bldg. 7416	NBC	P. K. Lutken Wiley P. Harris Allan C. Lacy, Jr.	Maurice Thompson Frank Gentry Percy G. Root	Craig & Hollingbery
KOSCIUSKO	WHEF	1500	250-LS 100-N	Attala Broadcasting Corp. Heidelberg Hotel, Jackson, Miss. Jackson 7666		Roy L. Heidelberg J. E. Richards	Ralph Rogers Ralph Rogers C. A. Perkins	J. J. Devine
LAUREL	WAML	1310	250-LS 100-N	New Laurel Radio Station, Inc. 312½ Central Ave. 288		D. A. Mation R. V. DeGruy Hugh M. Smith	Walter Kuschler A. A. Touchstone	J. J. Devine
MERIDIAN	WCOC	880	1,000-LS 500-N CP-1,000-N	Mississippi Broadcasting Co. Strand Bldg. 1042	CBS	R. S. & D. W. Gavin D. W. Gavin D. W. Gavin	D. W. Gavin	
VICKSBURG	WQBC	1360-D	1,000	Delta Broadcasting Co., Inc. Hotel Vicksburg 312		L. P. Cashman O. W. Jones		

## MISSOURI

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive Station Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representatives
CAPE GIRARDEAU	KFVS	1210 ST-WEBQ	250-LS 100-N	Radio Station KFVS Hotel Marquette 2104		Oscar C. Hirsch Oscar C. Hirsch Oscar C. Hirsch	Virginia Bahn Oscar C. Hirsch Ralph L. Hirsch	
COLUMBIA	KFRU	630 STN-WGBF	1,000-LS 500-N	KFRU Inc. 9th & Elm 4141	Cornbelt	Elzey Roberts C. L. Thomas Walter E. Weiler	George Guyan David Frederick Arthur F. Rekart	Gene Furgason & Co.
JEFFERSON CITY	KWOS	1310-D	100	Tribune Printing Co. 400 E. Capitol Ave. 4000		R. C. Goshorn Ben T. Weaver Ben T. Weaver	Randall Jessee James C. Haynes, Jr.	
JOPLIN	WMBH	1420	250-LS 100-N	Joplin Broadcasting Co. Keystone Hotel 330		D. J. Poynor D. J. Poynor W. H. Clark	Stella Lukens V. Rue R. J. Stark	
KANSAS CITY	KCMO	1370	100	KCMO Broadcasting Co. Commerce Trust Bldg. Victor 2647		T. L. Evans Larry Sherwood A. F. Schliecker	Lee Roberts L. C. Sigmon	
	KMBC	950	5,000-LS 1,000-N	Midland Broadcasting Co. Pickwick Hotel Harrison 2654	CBS	Arthur B. Church Arthur B. Church J. Leslie Fox	Fran Heyser Mark N. Smith A. Ray Moler	Free & Peters
	KXBY	1530	1,000	First National Television Inc. Fidelity Bldg. Harrison 6818		Sidney Q. Noel Sidney Q. Noel Harry W. Clifford	Jerry Burns C. E. Salzer	Jos. H. McGillvra
	WDAF	610	5,000-LS 1,000-N	Kansas City Star Co. 1729 Grand Ave. Harrison 1200	NBC-Red	George B. Longan H. Dean Fitzer R. Gardner Reames	Harry J. Kaufmann J. A. Flaherty	Edw. Petry & Co.
	WHB	860-D	1,000	WHB Broadcasting Co. Scarritt Bldg. Harrison 1161	MBS	Donald D. Davis John T. Schilling Donald D. Davis	Nelson J. Rupard M. H. Straight Henry E. Goldenberg	
	WREN ST-KFKU	1220	5,000-LS 1,000-N	WREN Broadcasting Co. Inc. WREN Bldg., Lawrence, Kans. 110	NBC-Blue	Vernon H. Smith Vernon H. Smith Vernon H. Smith	Verl D. Bratton Ernest Pontius Vern Omer	Craig & Hollingbery
POPLAR BLUFF	KFBM	1310-D (Construction permit)	100	Don M. Lidenton-A. L. McCarthy 417 Vine St. 1234				
ST. JOSEPH	KFEQ	680-D	2,500	KFEQ Inc. Schneider Bldg. 6-1314		Barton Pitts Barton Pitts Glenn G. Griswold	Jiggs Miller J. Ted Branson J. Wesley Koch	Kelly-Smith Co.
ST. LOUIS	*KFUO (Clayton)	550 ST-KSD	500-N 1,000-LS	Evangelical Lutheran Synod 801 De Mun St. Cabany 2499		Evangelical Luth. Synod Herman H. Hohenstein	Herman H. Hohenstein Carl H. Meyer	
	KMOX	1090	50,000	Columbia Broadcasting System, Inc. Mart Bldg. Central 8240	CBS	CBS-Merle S. Jones Merle S. Jones Ken W. Church	C. G. Renier Graham L. Tevis	Radio Sales

# At-A-Glance Account of a DRAMATIC SUCCESS STORY!

... a story headed "Achievement" in new program standards for radio ... recorded in welcome black on the ledgers of advertisers ... written by an alert staff of quick-thinking people ... a story whose sequel is showmanship and modern merchandising. A "best seller" with two million loyal listeners in the KMBC Market, and on leading stations of the country!



**KMBC Success  
Story Author:**

**ARTHUR B.  
CHURCH**  
President

**J. LESLIE FOX**  
Director of Sales

**GEORGE E. HALLEY**  
Director National  
Program Sales

**FRAN HEYSER**  
Production Director



**"PHENOMENON—  
Electrifying History"**  
— Starring Claude  
Rains, Hugh Conrad.  
World's most roman-  
tic adventure story.  
load-builder for pow-  
er and light industry.  
Written and produced  
by KMBC staff mem-  
bers.

**"TEX OWENS, The  
Texas Ranger"**—Sing-  
ing one-man show  
with more friends  
than any other living  
radio personality. Now  
in sixth year with  
same sponsor.

**K  
M  
B  
C**



**"TEXAS RANGERS"**—Long time all-family favorites, now on coast-to-coast CBS network Sunday mornings. Songs the people love, folk music dear to the hearts of millions.



**"LIFE ON RED HORSE RANCH"**—Transcribed music-dramatic series with a record of two successful sponsorships behind it. A sure bet for the all-family audience.



**"ACROSS THE BREAKFAST TABLE"**—Early morning show that steals the audience for the sales story of any product the family buys. Twenty-six big weeks for Household Finance.



**"HAPPY HOLLOW"**—Always a first in the hearts of millions of listeners, for months top sustaining mail puller on CBS. A truly all-family program, one of the first of its kind, and still "first" in audience popularity.

**The  
Program  
BUILDING  
and  
TESTING  
Station**

**K M B C**

**OF KANSAS CITY**

# DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

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 (Data corrected to January 1, 1938)

## MISSOURI—(Continued)

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive Station Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representatives
ST. LOUIS (Continued)	KSD	550 ST-KFUO	5,000-LS 1,000-N	Pulitzer Publishing Co. 12th & Olive Sts. Main 1111	NBC-Red	George M. Burbach George M. Burbach Edward W. Hamlin	Frank Eachen Robert L. Coe	Free & Peters
	KWK	1950	5,000-LS 1,000-N	Thomas Patrick Inc. Hotel Chase Rosedale 3210	NBC-Blue MBS	Robert Thomas Convey Clarence Cosby Clarence Cosby	Sterling Harkins John Conrad James Burke	Paul H. Raymer Co.
	KXOK	1250 (Construction permit)	1,000	Star-Times Publishing Co. 12th & Delmar Bldgs. Chestnut 6000	.....	Elzey Roberts Ray V. Hamilton Walter E. Weller	..... Arthur F. Rekart	.....
	WEW	760-D	1,000	St. Louis University 3642 Lindell Blvd. Jefferson 6260	.....	St. Louis University Rev. W. A. Burk A. S. Foster	Arthur T. Jones Hugh H. Sanders George Rueppel	.....
	WIL	1200	250-LS 100-N	Missouri Broadcasting Corp. Melbourne Hotel Jefferson 8403	.....	Lester A. Benson Lester A. Benson Edgar P. Shutz	Neil Norman Bill Durney Chaf Stoup	Small & Brewer
WTMV (East St. Louis)	1500	250-LS 100-N	Mississippi Valley Bestg. Co. Hotel Broadview East 4390	.....	Lester E. Cox William H. West William H. West	Woody Klose Thos. J. Connelly Thomas R. McLean	.....	
SPRINGFIELD.....	KGBX	1230	500	Springfield Broadcasting Co. 508 St. Louis St. 1860	NBC	Lester E. Cox R. D. Foster John E. Pearson	Terry Moss Carl S. Ward Fritz Bauer	Howard H. Wilson
	KWTO	560-D	5,000	Ozarks Broadcasting Co. 508 St. Louis St. 1360	.....	R. D. Foster R. D. Foster John E. Pearson	George Earle Wilson Carl S. Ward Fritz Bauer	Howard H. Wilson

## MONTANA

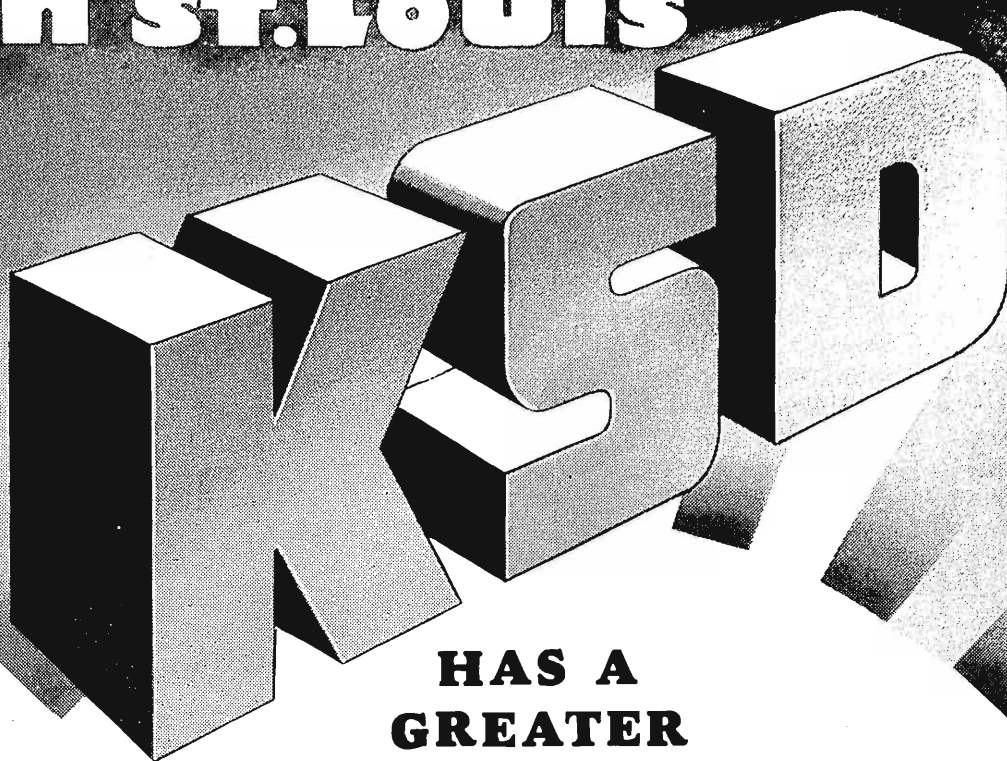
City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive Station Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representatives
BILLINGS.....	KGHL	780	5,000-LS 1,000-N	Northwestern Auto Supply Co., Inc. 5th Ave. & N. Broadway 3121	NBC	C. O. Campbell Ed Yocum Ed Yocum	Julia Richards Lear Mucoy Jeff Kiichli	E. Katz
BUTTE.....	KGIR	1340	2,500-LS 1,000-N	KGIR Inc. Butte 22-3-44	NBC Pacific N.W.	E. B. Craney E. B. Craney Leo McMullen	Ernie Neath E. B. Craney E. B. Craney	.....
GREAT FALLS.....	KFBB	1280	5,000-LS 1,000-N	Buttrey Broadcast Inc. First National Bank Bldg. 4377	CBS	F. A. Buttrey Jessie Jacobsen Joe Wilkins	Tommy Cafferly John Parker	Weed & Co.
HELENA.....	KPFA	1210	250-LS 100-N	Peoples Forum of the Air Helena 857	Z-Bar Pacific N.W.	E. B. Craney E. B. Craney Leo McMullen	Ernie Neath Leo McMullen E. B. Carney	.....
KALISPELL.....	KGEZ	1310	100	Donald C. Treloar 203 First Ave., E. 82	.....	Donald C. Treloar Donald C. Treloar Franz Robischon	Oliver J. Hockley Donald C. Treloar Don Gorman	.....
LEWISTOWN.....	KDNC	1200	250-LS 100-N (Construction Permit)	Lewistown Democrat-News Lewistown 7	.....	Earl F. McGinnis	.....	.....
MISSOULA.....	KGVO	1260	1,000	Mosby's Inc. 240 N. Higgins Ave. 2155	CBS	A. J. Mosby A. J. Mosby A. J. Mosby	James A. Barber Lee Nash Tom Atherstone	Jos. H. McGilvra
WOLF POINT.....	KGCX	1450	1,000	E. E. Krebsbach Main & 4th Sts. 102	.....	E. E. Krebsbach Milton J. Severson Milton J. Severson	A. E. Richmond John J. Severson Harold Kimpel	.....

## NEBRASKA

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive Station Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representatives
CLAY CENTER.....	KMMJ	740 L-WSB	1,000	KMMJ Inc. Clay Center 207	.....	Don Searle Randall Ryan Randall Ryan	Mott Johnson Mott Johnson Marvin Price	Gene Furgason & Co.
KEARNEY.....	KGFW	1310	100 CP-250-LS	Central Nebraska Broadcasting Corp Kearney 3-1551	.....	Clark Standiford Clark Standiford Clark Standiford	N. B. Weisenberger Don V. Tostenson Don V. Tostenson	Walter Biddick Co.
LINCOLN.....	KFAB	770 (Synchronizes at night with WBBM, Chicago)	10,000	KFAB Broadcasting Co. Hotel Lincoln B-3214	CBS Central States	Frank D. Throop Reginald B. Martin Reginald B. Martin	Lyle DeMoss Bruce Wallace Harry Harvey	Free & Peters
	KFOR	1210	250-LS 100-N	Cornbelt Broadcasting Corp. Hotel Lincoln B-3214	CBS MBS Central States	Frank D. Throop Don Searle Reginald B. Martin	John Shafer Joseph DiNatale Harry Harvey	Weed & Co.



*The Distinguished Broadcasting Station*  
**IN ST. LOUIS**



**HAS A  
GREATER  
DAYTIME POPULATION  
COVERAGE AREA  
THAN ANY OTHER ST. LOUIS  
BROADCASTING STATION**

*KSD daytime program area includes a population of*

**5,099,800**

*Based on the population of counties receiving  
one-half millivolt service or better*

**Operating an RCA High Fidelity 5000 Watt Transmitter**

**Station KSD—The St. Louis Post-Dispatch**

POST-DISPATCH BUILDING, ST. LOUIS, MO.

FREE & PETERS, INC., NATIONAL ADVERTISING REPRESENTATIVES

NEW YORK

CHICAGO

DETROIT

ATLANTA

SAN FRANCISCO

LOS ANGELES

# NEIGHBOR TO NEIGHBOR — THAT'S **KMMJ!**



**Y**ES, when you go on KMMJ, you become a part of a large circle of friends and neighbors living in one of America's richest farm areas.

In other words, *you're on their side of the fence . . . the side you've got to be on if you want to sell them.* Such national advertisers as Chevrolet, Consolidated Drug, Olson Rug, Flex-O-Glass, Allis-Chalmers, Montgomery-Ward, Dr. Caldwell, International Harvester, Aladdin Lamps, and a host of others, have found KMMJ to be *the gateway to the Nebraska Farm Market.*

They've found that our slogan, "The Old Trusty Station," applies to them as well as our listeners.

# **KMMJ** "The Old Trusty Station" Clay Center, Nebraska

RANDY RYAN, MANAGER

REPRESENTED BY GENE FURGASON & CO.

# TO *Show* IS THE THING!



YES, MR. TIME-BUYER, AND WHAT WE HAVE TO SHOW YOU!

## MARKET

Springfield is the very center of a year-round agricultural and industrial market that stands right up in the top brackets of National Income Figures, not to mention the \$50,000,000 that tourists spend annually during the vacation season. Here's *one* market that actually goes up in the Summer-Time.


What's more, it's a *cosmopolitan* market . . . great for testing. Beginning in May and continuing till October, you're able to give that planned campaign an acid test before an audience that includes everything from the practical farmer to the most "hoity toity" of the elite.

## MEDIUM

This prosperous area is completely dominated by KWTO-KGBX. The very newest, up-to-the-minute equipment, including finest transcription facilities, assures you that your program *will* be heard as it *should* be heard.

## RESULTS

Convincing proof of tremendous pulling power and intense coverage is contained in the story of Crystal White Soap. Using only one-minute spot announcements during a two-month test campaign, Crystal White offered a small premium and drew a total of 13,197 letters from 942 towns and cities in TWELVE STATES. *THESE LETTERS CONTAINED 125,535 SOAP WRAPPERS.*

 THAT'S WHY WE'RE SO SURE MISSOURI AND KWTO-KGBX CAN SHOW YOU, TOO!

# KWTO

★ 560 Kc. ★  
"Keep Watching the Ozarks"



SPRINGFIELD • MISSOURI

National Representatives  
HOWARD H. WILSON CO.  
CHICAGO, NEW YORK, KANSAS CITY

# KGBX

★ 1230 Kc. ★  
Full Time NBC  
Red or Blue Network

# DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

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 LS—Local Sunset.    L—Limited Time with Dominant Station.    SA—Special Authorization.    CP—Construction Permit Issued.  
 (Data corrected to January 1, 1938)

## NEBRASKA—(Continued)

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive Station Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representatives
NORFOLK	WJAG	1060 L-WBAL-WTYC	1,000	Norfolk Daily News Norfolk 20	.....	Gene Huse Art Thomas Art Thomas	Art Thomas Art Thomas Frank Weidenbach	Howard H. Wilson
NORTH PLATTE	KGNF	1430-D	1,000	Great Plains Broadcasting Co. 1621 W. 12th St. 132	.....	W. I. LeBarron W. I. LeBarron Ralph Jones	John Alexander ..... J. B. Eaves	Howard H. Wilson
OMAHA	KOHL	1260	5,000-LS 1,000-N	Central State Broadcasting Co. Omaha National Bank Bldg. Jackson 7626	NBC-Blue MBS Central States Corn Belt	Frank Throop Don Searle Gene Willoughby	James C. Douglass E. Bruce Wallace Mark Bullock	Free & Peters
	WAAW	660-D	500	Omaha Grain Exchange 19th & Harney Sts. Atlantic 2228	.....	Frank P. Manchester Frank P. Manchester W. K. Bailey	..... ..... Walter Myers	Howard H. Wilson
	WOW	590	5,000-LS 1,000-N	Woodmen of the World Ins. Soc. 17th & Farnam Sts. Jackson 6844	NBC-Red Corn Belt	DeEmmet Bradshaw John J. Gillin, Jr. John J. Gillin, Jr.	Harry Burke Howard O. Patterson William J. Kotera	John Blair & Co.
SCOTTSBLUFF	KGKY	1500	250-LS 100-N	Hillard Co., Inc. 1617½ Broadway 866	.....	L. L. Hillard L. L. Hillard R. M. Stewart	Al. Mehling ..... Harlan Morrison	

## NEVADA

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive Station Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representatives
RENO	KOH	1380	500	The Bee Inc. 440 N. Virginia St. 6106	CBS	G. C. Hamilton Wallie D. Warren Wallie D. Warren	E. Leonard S. H. Bourne Allan A. Kees	Paul H. Raymer Co.

## NEW HAMPSHIRE

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive Station Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representatives
LACONIA	WLNH	1310	100	Northern Broadcasting Co. 653 Main St. 501	MBS Yankee Colonial	M. and C. S. Jenney Edward J. Lord Edward J. Lord	M. B. Avery Edward J. Lord Kenneth A. Taylor	Weed & Co.
MANCHESTER	WFEA	1340	1,000-LS 500-N	N. H. Broadcasting Co. Carpenter Hotel Manchester 7970	NBC Yankee Colonial	Henry P. Rines Charles G. H. Evans Charles G. H. Evans	Arch Souter Leslie F. Smith Vincent H. Chandler	Weed & Co.
PORTSMOUTH	WHEB	740-D	250	Granite State Broadcasting Corp. 39 Congress St. 2670	.....	H. J. Wilson H. J. Wilson H. C. Wilson	V. E. Bennett H. C. Wilson G. E. Knightly	Cox & Tanz

## NEW JERSEY

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive Station Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representatives
ASBURY PARK	WCAP	1280 ST-WCAM-WTNJ	500	Radio Industries Broadcast Co. Conventional Hall 1911	.....	G. A. Burley V. N. Scholes A. Corby	D. Johanson ..... Ernest G. Ruckle	
ATLANTIC CITY	WPG	1100 SH-WBIL	5,000	City of Atlantic City Convention Hall 4-6538	CBS	Mayor C. D. White Norman Reed William H. Appleby	Margaret Keever ..... Earle Godfrey	
BRIDGETON	WSNJ	1210-D	100	Eastern States Bestg. Corp. Bridgeton 1600	.....	Howard S. Frazier Paul Alger Burt McKinnie	Paul Alger ..... Russel Ely	
CAMDEN	WCAM	1280 ST-WCAP-WTNJ	500	City of Camden City Hall 9000	.....	City of Camden Frederick Caperoon L. M. Maxwell	Betty Bowen Robert Horn C. E. Owens	
JERSEY CITY	WAAT	940-D	500	Bremer Broadcasting Corp. 60 Journal Square Journal Square 2-0716	.....	A. H. Pollock Paul H. La Stayo Paul H. La Stayo Paul H. La Stayo	Gabrielle C. Haas ..... A. Castellani	
	WHOM	1450	250	New Jersey Broadcasting Corp. 29 W. 57th St., N. Y. C. Plaza 3-4204	.....	Paul F. Harron Joseph Lang Joseph Lang	West W. Willcox J. Compter Allison W. Burnham	
NEWARK	WHBI	1250 ST-WNEW	2,500-LS 1,000-N	May Radio Broadcast Co. 100 Chipman St. Mitchell 2-7354	.....	James L. Shearer ..... .....	..... ..... .....	J. J. Devine
	WOR	710	50,000	(See New York City)	.....	.....	.....	
RED BANK	WBRB	1210 ST-WFAS-WGGB-WGNY	100	Monmouth Broadcasting Co. 63 Broad St. 980	.....	Thomas F. Burley, Jr. Lillian Mayhew Thomas F. Burley, Jr.	Arthur Mayhew, Jr. ..... Robert Johnson	
TRENTON	WTNJ	1280 ST-WCAM-WCAP	500	WOAX, Inc. Hotel Hildebrecht 5876	.....	C. E. & J. V. Loew ..... .....	..... ..... .....	
ZAREPHATH	*WAWZ	1350 ST-WBNX	1,000-LS 500-N	Fillar of Fire Zarephath, N. J. Bound Brook 223	.....	Bishop Alma White Rev. Ray B. White .....	Orland Wolfram ..... Nathaniel L. Wilson	

# No. 1 Bonus Station

---

When a radio station regularly reaching over 221,000 radio homes in 20 rich counties in New Jersey and the eastern shore (Delaware, Maryland, Virginia) also can point to a bonus audience of 16,000,000 yearly visitors, that's America's No. 1 Bonus Station. The station . . . WPG.

---

There is only one way to cover the prosperous market comprising New Jersey and the eastern shore (Delaware, Maryland, Virginia) with one low cost. That way is WPG. 5,000 watts on cleared national channel, and the only CBS outlet in the state of New Jersey, makes WPG the dominant advertising medium in a dominant market (\$323,419,000 annual retail sales). Located in the heart of the nation's playground, with 16,000,000 visitors yearly, it's a *must* station for national and regional sales. Wire collect for rates and reservations.

---

Only CBS Outlet in the State of  
New Jersey

---

5,000 Watts

---

Cleared National Channel

---

NBC Thesaurus Library

---

Covering 20 Rich Counties

---

# W P G

## ATLANTIC CITY, N. J.

NORMAN REED, Manager

NEW YORK OFFICE: 350 MADISON AVE.

# DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

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 (Data corrected to January 1, 1938)

## NEW MEXICO

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive Station Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representatives
ALBUQUERQUE	KGGM	1230	1,000	New Mexico Broadcasting Co. Kimo Theatre Bldg. 929	.....	A. R. Hobenstret Mike Hollander Mike Hollander	Elmer Fondren Mike Hollander Leonard Dodds	Howard H. Wilson
	KOB	1180 STN-KEX	10,000	Albuquerque Broadcasting Co. 424 W. Gold Ave. 1180	NBC	T. M. Pepperday T. M. Pepperday J. C. McGrane	Mary Hickox Geo. S. Johnson	John Blair & Co.
CARLSBAD	KLAH	1210	100-N 260-D	Carlsbad Broadcastg Co. Crawford Hotel 244	.....	Jack Hawkins Jack Hawkins Lucille Neilson	Wray Guye Gene Colley Harry Boehemann	.....
CLOVIS	KICA	1370 SHN-KGFL	100	Western Broadcasters Inc. 412 Pile St. 3	.....	Chas. C. Alsop Chas. C. Alsop Leon Womack	Ed. Safford, Jr. Chas. C. Alsop Ralph DuBois	.....
GALLUP	KAWM	1500	100	A. W. Mills Gallup 19	.....	A. W. Mills A. W. Mills A. W. Mills	Donald Bennet Don S. Bowles	.....
ROSWELL	KGFL	1370 SH-KICA	100	KGFL Inc. 502 W. Second St. 288	.....	W. E. Whitmore W. E. Whitmore W. E. Whitmore	W. J. Burke G. C. Farmer	.....
SANTA FE	KRQA	1310	100	J. Laurance Martin 763 Cerrillos Rd. 1456	.....	J. Laurance Martin J. Laurance Martin J. Laurance Martin	Ivan Head J. Laurance Martin	Cox & Tanz
HOBBS	KWEW	1500-D (Construction permit)	100	W. E. Whitmore Hobbs	.....	W. E. Whitmore W. E. Whitmore	.....	.....

## NEW YORK

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive Station Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representatives
ALBANY	WABY	1370	250-LS 100-N	Adirondack Broadcasting Co. 110 N. Pearl St. 4-4194	NBC	Harold E. Smith Harold E. Smith Harold E. Smith	.....	.....
	WOKO	1430	1,000-LS 500-N	WOKO, Inc. Hotel Ten Eyck 4-4193	CBS	Raymond E. Curtis Harold E. Smith Harold E. Smith	.....	Craig & Hollingsbery
AUBURN	WMBO	1310	100 CP-250-LS	WMBO, Inc. Metcalfe Bldg. 433	.....	Roy L. Albertson Fred L. Keesee Fred L. Keesee	.....	Herbert House
BINGHAMTON	WNBF	1500	250-LS 100-N	Howitt-Wood Radio Co., Inc. Arlington Hotel 2-3461	CBS	John C. Clark Cecil D. Mastin Harry Trenner	Elizabeth Lamb Thomas Pritchard Lester H. Gilbert	.....
BROOKLYN	WARD	1400-ST <sup>1</sup>	500-	United States Broadcasting Corp. 427 Fulton St. Triangle 5-3301	.....	Aaron Kronenberg Aaron Kronenberg Oscar Kronenberg	Jack Martin Abe Haas	.....
	WBBC	1400-ST <sup>1</sup>	500	Brooklyn Broadcasting Corp. WBBC Bldg. Triangle 5-6690	.....	Peter Testan Peter Testan Arnold J. Jaffe	Bert Child Peter Testan	.....
	*WBBR	1300-ST <sup>2</sup>	1,000	Peoples Pulpit Ass'n 124 Columbia Heights Main 4-9735	.....	Judge Rutherford M. A. Howlett	.....	.....
	WCNW	1500-ST <sup>1</sup>	250-LS 100-N	Arthur Faske 846 Flatbush Ave. Ingersol 2-1500	.....	Arthur Faske L. W. Berne James Ringgold	Roger Wayne J. Ringgold Arthur Faske	.....
	WLTH	1400-ST <sup>1</sup>	500	Voice of Brooklyn, Inc. 105 Second Ave., N. Y. C. Orchard 4-1203	.....	Samuel Gellard Samuel Gellard Samuel Gellard	Norman H. Warembud W. J. Zallis Norwood Bradshaw	.....
BUFFALO	WMBQ	1500-ST <sup>2</sup>	100	Metropolitan Broadcasting Corp. 95 Leonard St. Stagg 2-9307	.....	Paul J. Golhofer Lillian E. Kiefer Lillian E. Kiefer	Lillian E. Kiefer Anthony Napolitano Charles P. Evans	.....
	WVFW	1400-ST <sup>1</sup>	500	Paramount Broadcasting Corp. 1 Nevins St. Triangle 5-0313	.....	Harold J. Burke Salvatore D'Angelo Salvatore D'Angelo	L. Delson ..... Herman Florez	.....
	WBEN	900	5,000-LS 1,000-N	WBEN, Inc. Hotel Statler Cleveland 6400	NBC-Red	A. H. Kirchhofer Edgar H. Twamley Clifford M. Taylor	Edgar H. Twamley Ralph J. Kingsley	Edw. Petry & Co.
	WBNY	1370	250-LS 100-N	Roy L. Albertson 485 Main St. Cleveland 3365	.....	Roy L. Albertson Roy L. Albertson Roy L. Albertson	John A. McLean ..... Thomas L. Vines	.....
	WEBR	1310	250-LS 100-N	WEBR, Inc. 23 North St. Lincoln 7133	NBC-Blue	A. H. Kirchhofer Louis W. Kaiser William Doerr, Jr.	..... Lawrence Bailey	Edw. Petry & Co.
	WGR	550	5,000-LS 1,000-N	Buffalo Broadcasting Corp. Rand Bldg. Washington 3100	CBS MBS	(H. W. Deyo I. R. Lounsberry I. R. Lounsberry Lewis H. Avery	Herbert C. Rice Addison F. Busch Karl B. Hoffman	Free & Peters
	WKBW	1480	5,000	Buffalo Broadcasting Corp. Rand Bldg. Washington 3100	CBS MBS	(H. W. Deyo I. R. Lounsberry I. R. Lounsberry Lewis H. Avery	Herbert C. Rice Addison F. Busch Karl B. Hoffman	Free & Peters
*WSVS	1370-SH	50	Seneca Vocational High School 666 E. Delavan Ave. Fillmore 7192	.....	Elmer S. Pierce, Principal	.....	.....	

Each year shows a higher and still higher percentage of clients renewing their WBEN contracts. Thus on Dec. 15, 1937, 79.7% of all WBEN advertisers were on a renewal basis, demonstrating that

ADEQUATE  
RADIO COVERAGE of

**BUFFALO**

AND WESTERN NEW YORK

REQUIRES

**WBEN**

- In a recent identical test on ALL Buffalo Stations, WBEN returns exceeded the COMBINED TOTAL of ALL OTHERS.
- Consistent WBEN advertisers have grown to expect unusual results, because surveys frequently have shown that it is not uncommon for WBEN to have more listeners than all other local stations combined.

900 kcs.  
5,000 Watts Days.  
1,000 Watts Nights.

**WBEN**

INC.

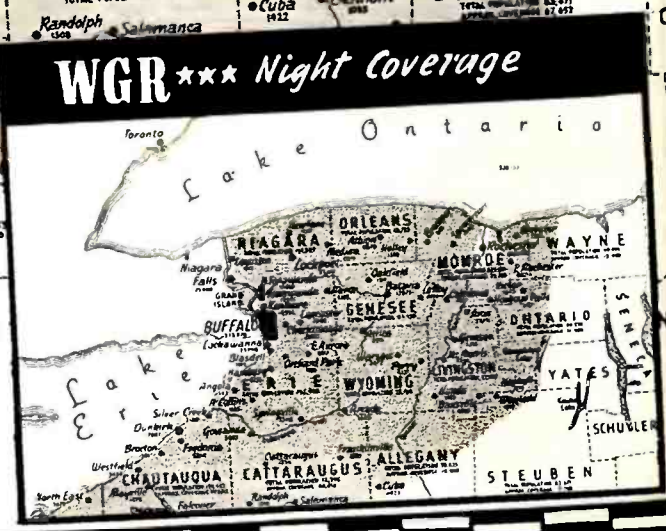
Hotel  
Statler,  
Buffalo, N. Y.

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NATIONAL REPRESENTATIVES: EWD. PETRY & Co., INC., NEW YORK, CHICAGO, DETROIT, SAN FRANCISCO

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# New Stations..



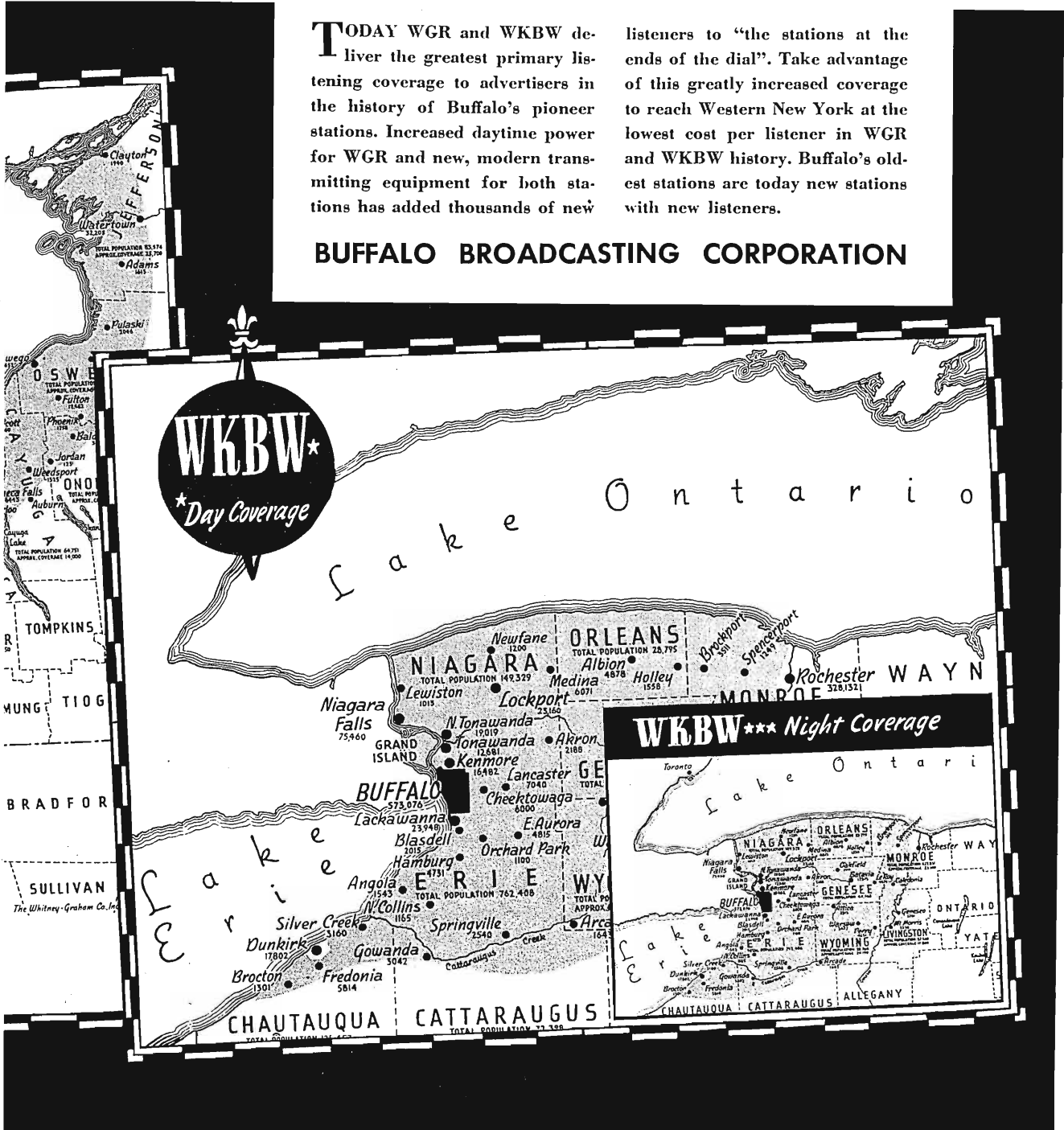


# New Listeners

TODAY WGR and WKBW deliver the greatest primary listening coverage to advertisers in the history of Buffalo's pioneer stations. Increased daytime power for WGR and new, modern transmitting equipment for both stations has added thousands of new

listeners to "the stations at the ends of the dial". Take advantage of this greatly increased coverage to reach Western New York at the lowest cost per listener in WGR and WKBW history. Buffalo's oldest stations are today new stations with new listeners.

**BUFFALO BROADCASTING CORPORATION**



# DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

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## NEW YORK—(Continued)

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive Station Manager Commercial Manager	Program Director Mdng. or Promotion Mgr. Chief Engineer	Representatives
CANTON	*WCAD	1220-SHD	500	St. Lawrence University St. Lawrence University Canton 276	.....	St. Lawrence U. Harold K. Bergman	Ruth Willard Dr. Ward C. Priest	.....
ELMIRA	WESG	SA-850-D L-WWL	1,000	Cornell University Mark Twain Hotel 5959	CBS	Star-Gazette, Inc., Lessee Dale L. Taylor Dale L. Taylor	Hal Wagner Ernest Oliver True McLean	J. P. McKinney & Son
FREEPORT	WGBB	1210-ST <sup>4</sup>	100	Harry H. Carman 44 S. Grove St. 2418	.....	Harry H. Carman Harry H. Carman Harry H. Carman	A. Cheesman A. E. Granbacher	.....
JAMESTOWN	WJTN	1210	250-LS 100-N	James Broadcasting Co., Inc. Wellman Bldg. 7151	NBC	Harry C. Wilder Basil F. Blizard Simon Goldman	Gardner Smith Harold J. Kratzert	Paul H. Raymer Co.
NEWBURGH	WGNU	1210-ST <sup>4</sup>	100	Peter Goelet Newburgh 4600	.....	Peter Goelet Peter Goelet	.....	.....
NEW YORK CITY	WABC	860	50,000	Columbia Broadcasting System 485 Madison Ave. Wickersham 2-2000	CBS	CBS—William S. J. Paley Melford R. Runyon A. H. Hayes	W. B. Lewis V. M. Ratner Henry Grossman	Radio Sales
	WBIL	1100 SH-WPG	5,000	Arde Bulova 132 W. 43rd St. Bryant 9-6080	.....	Arde Bulova Hyla Kizcales John Nardella	John C. Schramm Robert E. Study	.....
	WBNX	1350 ST-WAWZ	1,000	WBNX Broadcasting Co., Inc. 260 E. 161st St. Melrose 5-0383	.....	A. L. Haskell W. C. Alcorn S. W. Caulfield	F. Johnson E. Ervin H. L. Wilson	.....
	WEAF	660	50,000	National Broadcasting Co., Inc. 30 Rockefeller Plaza Circle 7-8300	NBC-Red	NBC—Lenox R. Lohr M. M. Boyd	John F. Royal E. P. H. James O. B. Hanson	NBC
	WEVD	1300-ST <sup>2</sup>	1,000	Debs Memorial Radio Fund 160 W. 44th St. Bryant 9-2360	.....	Adolph Held Henry Greenfield Henry Greenfield	Morris S. Novik Charles W. Brown	.....
	WFAB	1300-ST <sup>2</sup>	1,000	Fifth Ave. Broadcasting Corp. 154 57th St. Circle 7-2610	.....	Paul F. Harron Joseph Lang Joseph Lang	Ida Mortenghi J. Compter T. Gempp	.....
	WHN	1010	5,000-LS 1,000-N	Marcus Loew Booking Agency 1540 Broadway Bryant 9-7800	Yankee Colonial	Loew's, Inc. Louis K. Sidney Herbert L. Pettey	Fred Raphael Herbert L. Pettey G. R. Windham	.....
	WINS	1180 L-KEX-KOB	1,000	Hearst Radio, Inc. 110 E. 58th St. Eldorado 5-6100	.....	Hearst Radio Inc. Albert A. Cormier Albert A. Cormier	A. A. Grobe Frank P. Foster II William Boher	International
	WJZ	760	50,000	National Broadcasting Co., Inc. 30 Rockefeller Plaza Circle 7-8300	NBC-Blue	NBC—Lenox R. Lohr M. M. Boyd	John F. Royal E. P. H. James O. B. Hanson	NBC
	WMCA	570	1,000	Knickerbocker Broadcasting Co., Inc. 1657 Broadway Circle 6-2200	Intercity	Donald Flamm Donald Flamm Bertram Lebar, Jr.	Alfred Hall Al Rose Frank Marx	Ray Linton (Chicago)
	WNEW	1250 ST-WHBI	2,500-LS 1,000-N	Wodaam Corp. 501 Madison Ave. Plaza 9-3300	.....	Richard E. O'Dea M. H. Blow Bernice Judis Herman Bess	Al Eisenstadt John Jaeger	Wm. Rambeau
	*WNYC	810-D	1,000	City of New York Municipal Bldg. Worth 2-4740	.....	Municipality F. J. H. Kracke	Seymour N. Siegel Bert Dickson Isaac Brimberg	.....
	WOR (Newark)	710	50,000	Bamberger Broadcasting Service 1440 Broadway Pennsylvania 6-8383	MBS	Alfred J. McCosker Theodore C. Streibert Frank Braucher	Julius F. Seebach, Jr. Joseph Creamer J. R. Foppele	R. J. Barrett, Jr. (Chicago) Paul A. Belair (Boston) E. S. Townsend (San Francisco)
	WOV	1130-SH	1,000	International Broadcasting Corp. 132 W. 43rd St. Bryant 9-6080	.....	Arde Bulova Hyla Kizcales John Nardella	John C. Schramm Robert E. Study	.....
	WQXR	1550	1,000	International Broadcasting Co., Inc. 730 Fifth Ave. Columbus 5-6366	.....	John V. L. Hogan Elliott M. Sanger Norman S. McGee	Elliott M. Sanger Norman S. McGee Russell Valentine	.....
	WWRL (Woodside)	1600-ST <sup>1</sup>	250-LS 100-N	Long Island Bestg. Corp. 41-30 58th St. Newtown 93800	.....	William H. Reuman William H. Reuman Frank R. Clarke	Lou Cole Walter H. Maier Percy Meade	.....
OLEAN	WHDL	1400-D	250	WHDL, Inc. Exchange National Bank Bldg. Olean 3300	.....	E. B. Fitzpatrick Leonard L. Hofmann Leonard L. Hofmann	Thomas L. Brown Tom Brown Hubert Hathaway	Wellman Service
PLATTSBURG	WMFF	1810	250-LS 100-N	Plattsburg Broadcasting Corp. Hotel Cumberland 802	.....	E. H. & L. F. Bragg George F. Bissell F. Leonard	Earl Baker John Farquhar Robert Mathewson	Weed & Co.

# DISCOVER THE ITALIAN MARKET AND YOU WILL FIND A BILLION DOLLAR MARKET

**T**HE ITALIAN MARKET concentrated one hundred miles around the city of New York is a billion dollar market, with its own buying habits, its own wholesale and retail outlets and its own advertising mediums. There are 2,300,000 Italo-Americans living and prospering in New York, New Jersey, Connecticut, Pennsylvania and Delaware. We reach this market every hour of the day and every day of the year through WOV, WBIL, and WPEN, broadcasting programs especially designed and produced to entertain and sell the Italo-American listeners. We have done so for the past five years coming to the conclusion that the only way to sell the Italian Market is the Italian way. We will be glad to place at your disposal, with no obligation on your part, whatever knowledge we possess of the Italian Market of America.

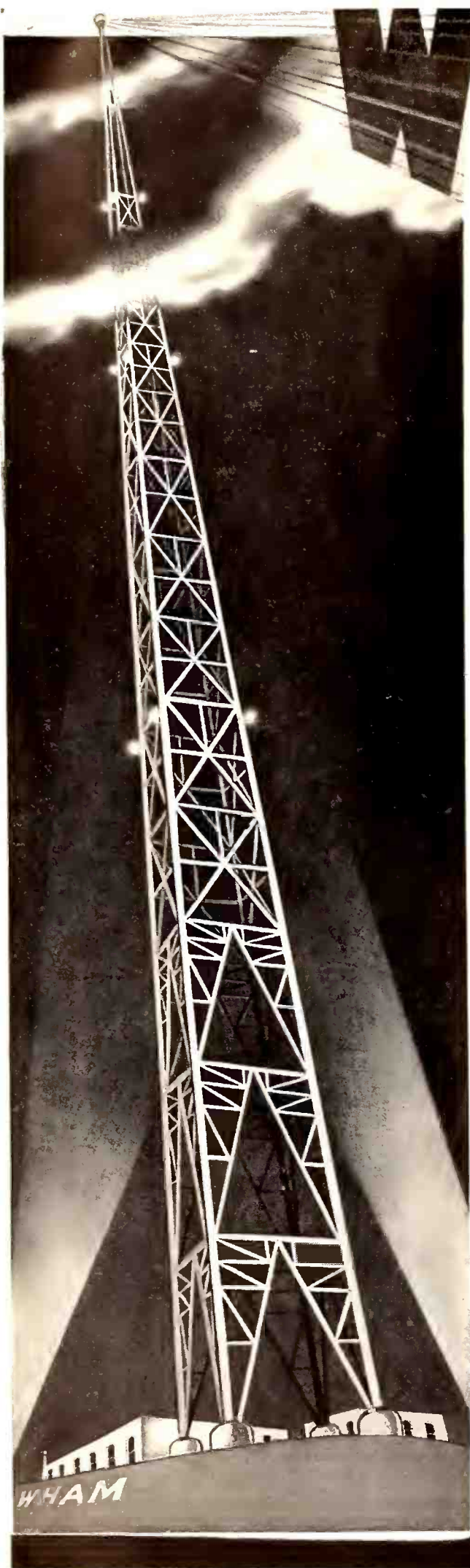
INTERNATIONAL BROADCASTING CORP., 132 W. 43rd St., New York, Tel. BRyant 9-6080

**WPEN ★ WOV ★ WBIL**

PHILADELPHIA, 1000 Watts

NEW YORK, 1000 Watts

NEW YORK, 5000 Watts



# WHAM

ROCHESTER

## DOMINANT In Western N. Y.

50,000 WATTS . . . CLEAR CHANNEL

\* NEW BLAW-KNOX 450 FT. RADIATOR

\* NEW WESTERN-ELECTRIC COMPRESSION AMPLIFIER

\* These additions to WHAM's technical facilities extend the station's range an amount equal to a increase in power to 200,000 WATTS.

National  
Representatives  
CRAIG & HOLLING-  
BERRY, Inc.  
New York Chicago  
Detroit Jacksonville  
San Francisco

William Fay, Gen. Mgr.



HAPPY NEW YEAR

1938



**W.N.E.W.**  
NEW YORK

**ON THE AIR 24 HOURS A DAY**

Covering New York City, its environs, and New Jersey... the entire Metropolitan Trading Area... at the lowest per capita rate the territory offers.

1250 KILOCYCLES • 2500 WATTS-DAY • 1000 WATTS-NIGHT

STUDIOS:—501 Madison Avenue, New York City, New York  
National Representatives:—William G. Rambeau Co., Inc., Tribune Tower Building, Chicago, Ill.

# DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

\*—Non-Commercial Station.    D—Day.    N—Night.    ST—Shares Time.    STN—Shares Time Night.    SH—Specified Hours.    SHN—Specified Hours Night.  
 LS—Local Sunset.    L—Limited Time with Dominant Station.    SA—Special Authorization.    CP—Construction Permit Issued.  
 (Data corrected to January 1, 1938)

## NEW YORK—(Continued)

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive Station Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representatives
ROCHESTER.....	WHAM	1150	50,000	Stromberg Carlson Station 111 East Ave. Stone 1862	NBC-Blue	E. A. Hanover William Fay	Chas. W. Siverson Arthur W. Kelly John J. Long, Jr.	Craig & Hollingbery
	WHEC	1430	1,000-LS 500-N	WHEC, Inc. 40 Franklin St. Stone 1320	CBS	(Frank E. Gannett Clarence Wheeler Gunnar O. Wilg Le Moine C. Wheeler	Morden Buck Maurice H. Clarke	Paul H. Raymer Co.
	WSAY	1210-D	100	Brown Radio Service Taylor Bldg. Stone 702	.....	Gordon P. Brown Gordon P. Brown E. K. Johnson	Ken Sparron Mortimer Nusbaum Bert Allis	.....
SARANAC LAKE....	WNBZ	1290-D	100	E. Smith & W. Mace 70 Broadway 824	.....	Earl J. Smith Earl J. Smith	.....	.....
SCHENECTADY....	WGY	790	50,000	General Electric Co. 1 River Road 4-2211	NBC-Red	General Electric (NBC) Kolin Hager Kolin Hager	A. O. Coggeshall Alexander MacDonald W. J. Purcell	NBC
SYRACUSE.....	WFBL	1360	5,000-LS 1,000-N	Onondaga Radio Bestg. Co. Onondaga Hotel 2-1147	CBS	Samuel H. Cook Samuel Woodworth Charles F. Phillips	George M. Perkins Robert G. Soule Alfred R. Marcy	Free & Peters
	WSYR- WSYU	570	1,000	Central New York Bestg. Corp. Starrett-Syracuse Bldg. 3-0158	NBC-Blue	Harry C. Wilder Harry C. Wilder Charles Denny	Fred R. Ripley Edward Robinson Armand G. Belle Isle	Paul H. Raymer]Co.
TROY.....	WHAZ	1300-ST*	1,000	Rensselaer Polytechnic Institute 110 Eighth St. 6810	.....	William O. Hotchkiss W. J. Williams M. L. Bounds	A. Olin Niles W. C. Stoker H. D. Harris	.....
UTICA.....	WIBX	1200	250-LS 100-N	WIBX, Inc. 187 Genesee St. 2-2101	CBS	Scott Howe Bowen Dale Robertson A. W. Triggs	Elliott Stewart David Foote	Craig & Hollingbery
WHITE PLAINS....	WFAS	1210-ST*	100	Westchester Broadcasting Corp. Roger Smith Hotel 8353	.....	Frank A. Seitz Selma Seitz Beverly M. Middleton	Frank A. Seitz Beverly M. Middleton Harry C. Laubenstein	.....

\*WARD, WBBC, WLTH and WVFW share time on 1400 kc.  
 \*WBRU, WEVD, WFAB and WHAZ share time on 1300 kc.  
 \*WCNW, WMBQ and WRRL share time on 1500 kc.  
 \*WGBB, WFAS, WGNV and WBRB, Red Bank, N. J., share time on 1210 kc.

## NORTH CAROLINA

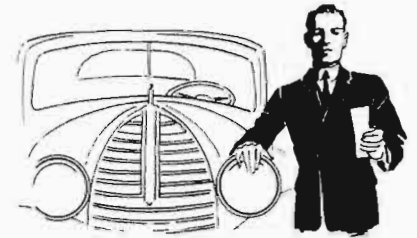
City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive Station Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representative
ASHEVILLE.....	WWNC	570	1,000	Asheville Citizen-Times, Inc. Flat Iron Bldg. 850	NBC	Charles A. Webb Don S. Elias Jammie W. McIver	Ezra A. McIntosh Jamie W. McIver Cecil B. Hoskins	Branham Co.
CHARLOTTE.....	WBT	1080	50,000	Columbia Bestg. System, Inc. Wilder Bldg. 3-7107	CBS	CBS—Wm. A. Schudt, Jr. William A. Schudt, Jr. Royal E. Penny	Charles H. Crutchfield J. J. Beloungny	Radio Sales, Inc.
	WSOC	1210	250-LS 100-N	WSOC, Inc. 516 W. Trade St. 7139	NBC	E. J. Gluck E. J. Gluck W. C. Irwin	Chas. Hicks Paul W. Norris L. L. Caudle	Sears & Ayer
DURHAM.....	WDNC	1500	100	Durham Radio Corp. Washington Duke Hotel J-1001	CBS	C. C. Council J. F. Jarman, Jr. G. J. Woodhouse	Lee E. Vickers R. A. Dalton	E. Katz
GREENSBORO.....	WBIG	1440	1,000	North Carolina Bestg. Co., Inc. O. Henry Hotel 6125	CBS	Edney Ridge Edney Ridge Edney Ridge	Ernie Smith Edney Ridge Earl Allison	Craig & Hollingbery
HIGH POINT.....	WMFR	1200-D	100	Radio Station WMFR, Inc. 156½ S. Main St. 4593	.....	Wayne M. Nelson Wayne M. Nelson E. Z. Jones, Jr.	G. C. Davis E. Z. Jones, Jr. E. J. Day	.....
KINSTON.....	WFTC	1200	250-LS 100-N	Jonas Weiland Queen St. 1200	.....	Jonas Weiland Jonas Weiland Jonas Weiland	Jimmy Barber Robert Wasdon Harry E. Layman	.....
RALEIGH.....	WPTF	680	5,000	WPTF Radio Co. 324 Fayetteville St. 3007	NBC Carolina	J. R. Weatherspoon Richard H. Mason Richard H. Mason	Wesley Wallace J. B. Clark Henry Hulick	Free & Peters
ROCKY MOUNT....	WEED	1420 STN-WCHV 100-N	250-LS 100-N	W. Avera Wynne Rocky Mount 1420	.....	W. Avera Wynne W. Avera Wynne B. W. Frank	Don O'Connor	.....
WILMINGTON.....	WMFD	1370-D	100	Richard Austin Dunler 320 N. Front St. 3	.....	R. A. Dunler R. A. Dunler Sol Sternberger	J. M. Johnston Sol Sternberger R. Plank	J. J. Devine
WILSON.....	WGTM	1310-D	100	H. W. Wilson—Ben Farmer 115 W. Nash St. 2188	.....	H. W. Wilson H. W. Wilson Allen Wannamaker	Billy Steadman Hal Wilson Ben Farmer	Bryant, Griffith & Brunson
WINSTON-SALEM..	WAIR	1250-D	250	C. G. Hill-G. D. & S. H. Walker Robert E. Lee Hotel 2-1133	.....	Partnership George D. Walker C. G. Hill	Charles Keaton George D. Walker Earl F. Downey	Bryant, Griffith & Brunson
	WSJS	1310	100	Piedmont Publishing Co. 416 N. Marshall St. 4141	CBS	Gordon Gray N. L. O'Neil N. L. O'Neil	John Miller D. J. Lee	Kelly-Smith Co.

# WHEC

## ROCHESTER

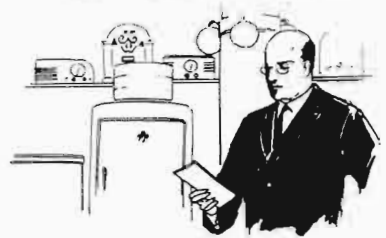
**ASK**

—These merchants which Rochester Station they would prefer to have you use to move your merchandise from their shelves . . . . .



**ASK**

—Any family group in the Rochester territory which station they tune to most of the time . . . . .



We know the answers, of course, because we've spent hard cash a plenty to build and maintain WHEC preference. Furthermore, we've used every known type of test and survey to unquestionably prove that that preference exists!

**ROCHESTER** *prefers* **WHEC**  
**BASIC STATION • C • B • S •** Paul H. Raymer Co., Nat'l. Representatives.

\* \* \*

# No Station In America

is more conscious than WSAI of the importance of "Dealer Support" to any advertising campaign.

That is why we are particularly proud of the key Grocer and Druggist study\* just completed. The results show that 68.4% of these dealers located in Greater Cincinnati voted WSAI the most effective local station.

Therefore, we feel justified in saying "The combination of Listener Loyalty and Dealer Respect makes

**WSAI**  
*truly* **CINCINNATI'S OWN STATION"**

*\*Made recently by an independent research organization through personal interviews in 88 key retail drug and grocery stores in Greater Cincinnati.*



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N—Night.

ST—Shares Time.

STN—Shares Time Night.  
SA—Special Authorization.

SH—Specified Hours. SH1N—Specified Hours Night.  
CP—Construction Permit Issued.

(Data corrected to January 1, 1938)

## NORTH DAKOTA

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive Station Manager Commercial Manager	Program Director Mdsgr. or Promotion Mgr. Chief Engineer	Representatives
BISMARCK	KFYR	550	5,000-LS 1,000-N	Meyer Broadcasting Co. 320 Broadway 19	NBC	P. J. Meyer F. E. Fitzsimonds F. E. Fitzsimonds	R. E. Burris F. E. Fitzsimonds Ivar Nelson	Gene Ferguson & Co.
DEVILS LAKE	KDLR	1210	100	KDLR Inc. 1026 3rd St. 1090	.....	Bert Wick Bert Wick Bert Wick	Hildur Marie Wick Richard Moritz	Cox & Tanz
FARGO	WDAY	940	5,000-LS 1,000-N	WDAY Inc. Black Bldg. 6800	NBC	E. C. Reinecke E. C. Reinecke Barney J. Lavin	Ken Kennedy David B. Henley Julius Heland	Free & Peters
GRAND FORKS	KFJM	1410	1,000-LS 500-N	University of North Dakota First National Bank Bldg. 1200	.....	Univ. of No. Dakota Dalton Le Masurier Elmer Hanson	Helen La Velle Elwin O'Brien	Jos. H. McGillvra
JAMESTOWN	KRMC	1870	250-LS 100-N	Roberts McNab Hotel Co. Gladstone Hotel 100	.....	A. L. Roberts A. J. Breitbart Roy H. Brant A. Clark	Victor Bell Urb Muenz Don F. Holaday	.....
MANDAN	KGCU	1240 SH-KLPM	250	Mandan Radio Assn. Inc. Mandan 566	.....	J. K. Kennelly	.....	.....
MINOT	KLPM	1240 SH-KGCU CP-1360	250 CP-1,000-LS CP-500-N	KLPM Fair Block 1267	.....	John B. Cooley Richard J. Schmidt E. H. Cooley	Helen M. Burnstad J. A. Solga C. W. Baker	Transamerican Sears & Ayer
VALLEY CITY	KOVC	1500	100 CP-250-LS	KOVC, Inc. Valley City 408	.....	Milton Holliday Mark C. Crandall Jack Carter	Albert E. Stephens, Jr. H. C. Oberbaugh	.....

## OHIO

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive Station Manager Commercial Manager	Program Director Mdsgr. or Promotion Mgr. Chief Engineer	Representatives
AKRON	WADC	1820	5,000-LS 1,000-N	Allen T. Simmons Akron Hemlock 5151	CBS	Allen T. Simmons Allen T. Simmons E. A. Marchal	H. L. Hageman John Aitkenhead, Jr.	.....
	WJW	1210	250-LS 100-N	WJW, Inc. 41 S. High St. Jefferson 6111	.....	John F. Welmer S. W. Townsend S. W. Townsend	Arthur W. Graham S. W. Townsend Gerald Roberts	.....
ASHTABULA	WICA	940-D	250	C. A. Rowley 221 Center St. .....	.....	C. A. Rowley Robert B. Rowley Robert C. Marvin	Harrison Bailey Robert C. Marvin George E. Gauntney	Howard H. Wilson
CANTON	WHBC	1200	100 CP-250-LS	E. P. Graham 319 W. Tuscarawas St. 5385	.....	E. P. Graham ..... Ralph H. Bruce	Truesdale Mayer Ralph H. Bruce Kenneth L. Sliker	.....
CINCINNATI	WCKY	1490	10,000	L. B. Wilson, Inc. Netherland Plaza Hotel Hemlock 7655	NBC	L. B. Wilson L. B. Wilson Lloyd George Venard	Lee Goldsmith Lloyd George Venard C. H. Topmiller	Free & Peters
	WCPO	1200	250-LS 100-N	Scripps-Howard Radio, Inc. Keith Theatre Bldg. Main 3314	.....	Jack R. Howard Mortimer C. Watters Mortimer C. Watters	Walter Corning Walter Corning Glenn Davis	.....
	WKRC	550	5,000-LS 1,000-N	Columbia Bestg. System, Inc. Hotel Alms Woodburn 7640	CBS	CBS—John McCormick John McCormick William J. Williamson	Ruth Lyons Margaret Maloney Frank Dierringer	Radio Sales
	WLW	700	50,000 SA-500,000	Crosley Radio Corp. 1329 Arlington St. Kirby 4800	NBC MBS	Powel Crosley, Jr. James D. Shouse Robert G. Jennings	Eldon Park ..... R. J. Rockwell	Transamerican
	WSAI	1830	5,000-LS 1,000-N	Crosley Radio Corp. 1329 Arlington St. Kirby 4800	NBC MBS	Powel Crosley, Jr. James D. Shouse Robert Dunville Robert G. Jennings	Eldon Park ..... R. J. Rockwell	Transamerican
CLEVELAND	WCLE	610-D	500	Cleveland Radio Bestg. Corp. Terminal Tower Prospect 5800	MBS	Cleveland Plain Dealer H. K. Carpenter J. T. Vorpe	Russell W. Richmond J. T. Vorpe E. L. Gove	Free & Peters
	WGAR	1450	1,000-LS 500-N	WGAR Broadcasting Co. Hotel Statler Prospect 0200	CBS	G. A. Richards John F. Fatt Ellis C. Vander Pyl	Worth Kramer Graves Taylor R. Morris Pierce	Edw. Petry & Co.
	WHK	1390	2,500-LS 1,000-N	Radio Air Service Corp. Terminal Tower Prospect 5800	NBC-Blue MBS	Cleveland Plain Dealer H. K. Carpenter J. T. Vorpe	Russell W. Richmond J. T. Vorpe E. L. Gove	Free & Peters
	WTAM	1070	50,000	National Broadcasting Co., Inc. 815 Superior Ave. N. E. Cherry 0942	NBC-Red	NBC—Vernon H. Pribble Vernon H. Pribble Howard Barton	Hal Metzger Howard Barton S. E. Leonard	.....
COLUMBUS	WBNS	1430	5,000-LS 1,000-N	WBNS, Inc. 33 N. High St. Adams 9265	CBS	Robert Wolfe Richard A. Borel W. I. Orr	Jack Price Jim Yerian Lester Nafziger	John Blair & Co.
	WCOL	1210	100	WCOL, Inc. 33 N. High St. Adams 8207	NBC	Kenneth B. Johnston C. R. Thompson A. H. Kelly	Robert Seal Edward Bronson James E. Lowe	Craig & Hollingbery
	WHKC	640 L-KFI	500	Associated Radiocasting Corp. 22 E. Gay St. Adams 1101	MBS	Cleveland Plain Dealer Carl M. Everson H. H. Hoessly	Robert S. French H. H. Hoessly J. E. Anderson	Free & Peters
	*WOSU	570 SH-WKBN	1,000-LS 750-N	Ohio State University Columbus University 8148	.....	George W. Rightmire R. C. Higgy	Dr. Byron B. Williams ..... C. S. Bidlack	.....

There Are Two Stories In This Picture



There's nothing staged about this photograph of an average food store . . . but it serves to illustrate two important factors in the sale of consumer merchandise.

**ONE** . . . dealers give WLW-advertised products preferential display and . . .

**TWO** . . . WLW's cultivation of "Dealer Support" for its advertisers is paying definite advertising dividends.

We believe that dealer support is still vital to the success of any advertising campaign . . . after all, most products *are* purchased through retail dealers.

★ **WLW** - THE NATION'S STATION • CINCINNATI



# **SHUCKS, FELLERS - WE GOT LOTS MORE WHERE THIS COME FROM!**

**D**on't kid yourself about our hayseeds out here, you Eastern people—the average farmer in the Red River Valley has a better living and more cash than the average in almost any other section of the country . . . In several money-spending classifications, for instance, the Red River Valley led all other parts of the U. S. during 1937. And the per capita value of Red River farm lands and buildings [for another f'r instance] is \$927.18, as compared with \$695.62 for the rest of the West North Central Area [Minnesota, Iowa, Kansas, Missouri, Nebraska, and North South Dakota].

WDAY at Fargo gives you complete coverage of this richest section—is the only chain station in the district!.

If you don't fully appreciate the buying power of this tremendous, **ONE STATION** section, ask Free & Peters to give you a trip through the **WDAY** data book—or write for a copy, yourself. We believe you'll get the surprise of your life!

## **WDAY, INC.**

N. B. C.

Affiliated with the Fargo Forum

FREE and  
PETERS, INC.  
NATIONAL  
REPRESENTATIVES

## **FARGO N. D.**

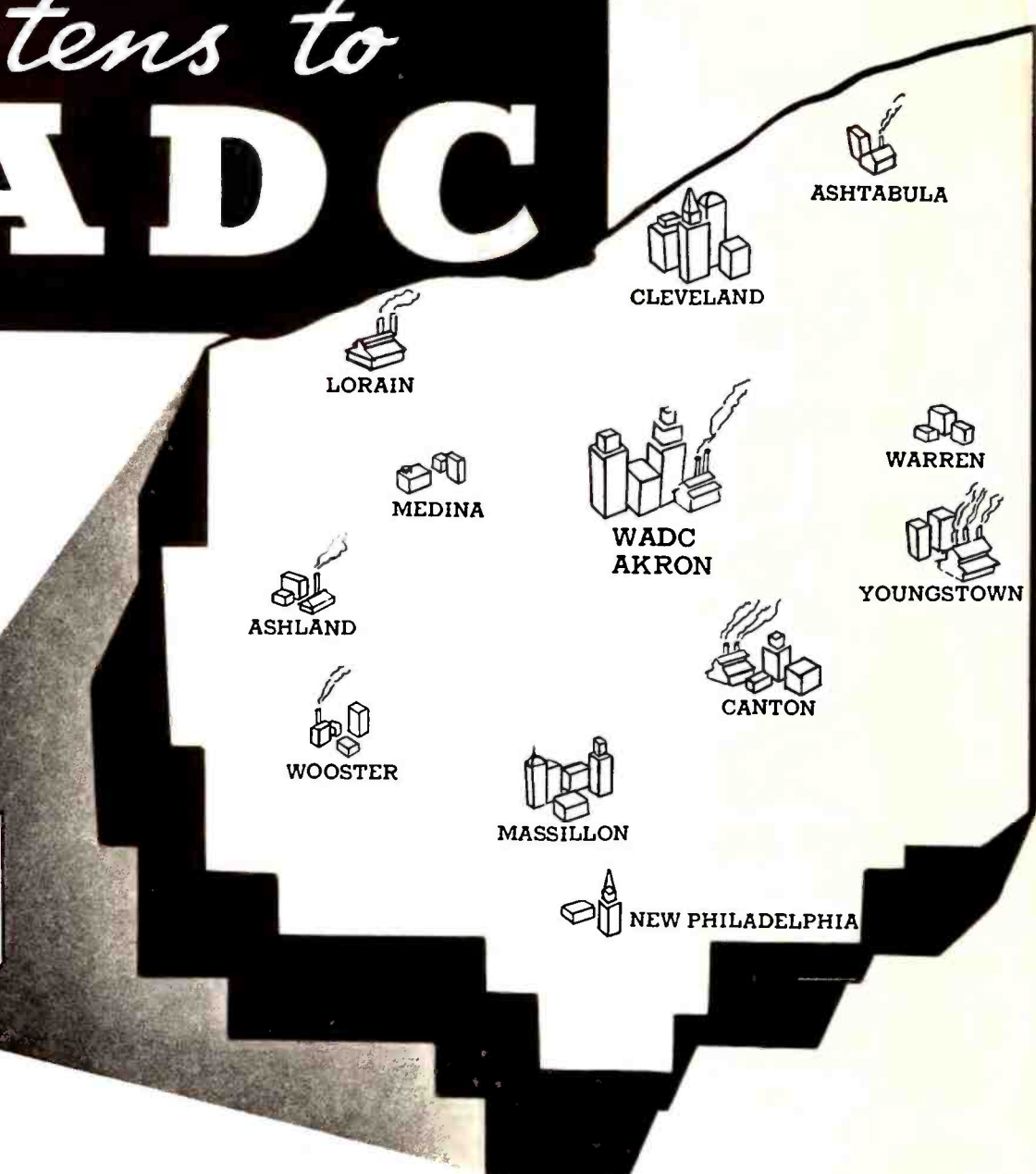
940 KILOCYCLES  
5000 WATTS DAY  
1000 WATTS NIGHT

# NORTHERN OHIO

*Listens to*

# WADC

**Most Powerful  
CBS Outlet in  
Northern Ohio**  
★  
**Oldest CBS Outlet  
in Northern Ohio**  
★  
**5,000 W. DAY**  
**1,000 W. NIGHT**



## COVERAGE

Number of Counties .....	16
Urban Population .....	1,987,831
Rural Population .....	638,748
Total Population .....	2,626,579
Total Families .....	650,931
Radio Homes .....	554,130
Radio Listeners .....	1,994,868

## MARKET

Resident Telephones .....	69,944
Passenger Autos .....	598,819
Dom. Gas Customers .....	116,415
Electric Wired Homes .....	138,290
Retail Outlets .....	14,252
Retail Sales .....	\$144,261
(Thousands)	

HIGH FREQUENCY  
BROADCASTING STATION ★  
W 8 X O Y

**ALLEN T. SIMMONS** ★  
OWNER and MANAGER

*Studios In*  
**AKRON and CANTON**

# DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

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 (Data corrected to January 1, 1938)

## OHIO—(Continued)

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive Station Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representatives
DAYTON	WHIO	1260	5,000-LS 1,000-N	Miami Valley Broadcasting Corp. 39 S. Ludlow St. Adams 2261	CBS	James M. Cox, Jr. Leonard Reinsch Dave Brown	Lester Spencer James LeGates Ernest L. Adams	Craig & Hollingbery
	WSMK	1880 SHN-KQV	200	WSMK, Inc. Loew's Theatre Bldg. Adams 3288	.....	Stanley M. Krohn, Jr. Stanley M. Krohn, Jr. Chester Hinkle	Helene Blue George L. Young Paul Braden	.....
LIMA	WBLY	1210-D	100	Herbert Lee Blye 117 S. McDonnell St. High 5321	.....	Herbert Lee Blye	.....	.....
PORTSMOUTH	WPAY	1370	100	Vee Bee Corp. 1007 Gallia St. 2504	.....	M. F. Rubin Marie W. Vandegrift Marie W. Vandegrift	Orville Fields Marie W. Vandegrift Maurice Myers	Cox & Tanz
TOLEDO	WSPD	1340	5,000-LS 1,000-N	Fort Industry Co. Commodore Perry Hotel Adams 3175	NBC-Blue	George B. Storer J. H. Ryan E. Y. Flanagan	Russell Gohring George L. Young Vern C. Alston	John Blair & Co.
	WTOL	1200-D (Construction permit; starts Feb. 1)	100	Community Broadcasting Co. Bell Bldg.	.....	Frazier Reams Michael E. Kent	William Siegman	.....
YOUNGSTOWN	WKBN	570 SH-WOSU	500	WKBN Broadcasting Corp. 17 N. Champion St. 4-2122	CBS	W. P. Williamson, Jr. J. L. Bowden E. E. Evans	G. J. Sharp J. L. Bowden B. T. Wilkins	Free & Peters
ZANESVILLE	WALR	1210	100	WALR Broadcasting Corp. 17 1/2 S. Fourth St. Main 5044	.....	Frazier Reams Ronald B. Woodyard H. Hoag	Robert Horn Ronald B. Woodyard William Hunt, Jr.	John Blair & Co.

## OKLAHOMA

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive Station Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representatives
ADA	KADA	1200-D	100	C. C. Morris 115 1/2 S. Rennie St. 1212	Oklahoma (MBS)	C. C. Morris John M. Whitney John M. Whitney	Warren Moore Bob Kniseley Leland Seay	Jos. H. McGillvra
ARDMORE	KVSO	1210	100 CP-250-D	Ardmoreite Publishing Co., Inc. 114 N. Washington 3030	Oklahoma (MBS)	John F. Easley Albert Riesen Jas. Griffith	Dolly Dutton Jas. Griffith Paul Ross	Jos. H. McGillvra
ELK CITY	KASA	1210	100	E. M. Woody Casa Grande Hotel 730	Oklahoma (MBS)	E. M. Woody F. E. Mayhew F. E. Mayhew	Lyman Brown George M. Patterson	.....
ENID	KCRC	1360	250	Enid Radiophone Co. Wilson & Kennedy Sts. 447	Oklahoma (MBS)	Wm. M. Taylor M. C. Garber Craig Campbell Craig Campbell	Ralph Rogers A. B. Clopton	Jos. H. McGillvra
MUSKOGEE	KBIX	1500	100	Oklahoma Press Publishing Co. Barnes Bldg. 302	Oklahoma (MBS)	Joel H. Bixby J. H. Speck J. H. Speck	Franklin Whitehead G. W. Brock	Branham Co.
NORMAN	*WNAD	1010 SHN-KGGF	1,000	University of Oklahoma Norman 900 Station 123	.....	U. of Oklahoma Homer Heck H. H. Leake	..... Clyde L. Farrar	.....
OKLAHOMA CITY	KFXR	1310	250-LS 100-N	Exchange Ave. Baptist Church Hightower Bldg. 3-4333	.....	B. C. Thomason B. C. Thomason Bob Elliston	M. L. Thomason Frank Godsoe Tom G. Banks, Jr.	Cox & Tanz
	KOMA	1480	5,000	Hearst Radio, Inc. Biltmore Hotel 2-3291	CBS	Hearst Radio Neal Barrett	Waymond Ramsey	International
OKLAHOMA CITY	KTOK	1370	100	Oklahoma Restr. System, Inc. 1800 W. Main St. 3-8852	Oklahoma (MBS)	Harold V. Hough Joseph W. Lee Tom Johnson	Paul Buenning Bruce Howard	Jos. H. McGillvra
	WKY	900	5,000-LS 1,000-N	WKY Radiophone Co. Skirvin Tower Hotel 3-4306	NBC	E. K. Gaylord Gayle V. Grubb M. H. Bonebrake	Allan Clark J. I. Meyerson E. C. Hull	E. Katz
OKMULGEE	KHBG	1210-D	100	Okmulgee Broadcasting Corp. Parkinson Hotel 3646	.....	Harry B. Greaves Thomas R. Putnam Thomas R. Putnam	Duane Hoisington Sherwood Durkin Adelbert F. Schultz	J. J. Devine
PONCA CITY	WBBZ	1200	250-LS 100-N	C. L. Carrell Estate 616 W. Grand Ave. 2300	Oklahoma (MBS)	A. L. Carrell A. L. Carrell A. L. Carrell	Ted Compton Carl Metcalf Don Mitchell	Jos. H. McGillvra
SHAWNEE	KGFF	1420	250-LS 100-N	KGFF Broadcasting Co., Inc. Aldridge Hotel 4890	Oklahoma (MBS)	Oscar Stauffer Ross Porter Ross Porter	Frank Jackson Richard Peters John Molloy	Jos. H. McGillvra
TULSA	KTUL	1400	1,000-LS 500-N	Tulsa Broadcasting Co., Inc. 320 S. Boston St. 4-8188	CBS	J. T. Griffin W. C. Gillespie Lawson Taylor	Fenton Jeffers J. Buryl Lottridge Nathan Wilcox	Free & Peters
	KVOO	1140 STN-WAPI	25,000	Southwest Sales Corp. Philtower Bldg. 2-2254	NBC	W. G. Skelly Wm. B. Way Willard D. Egoif	Gordon S. Avery L. W. Stinson	Edw. Petry & Co.

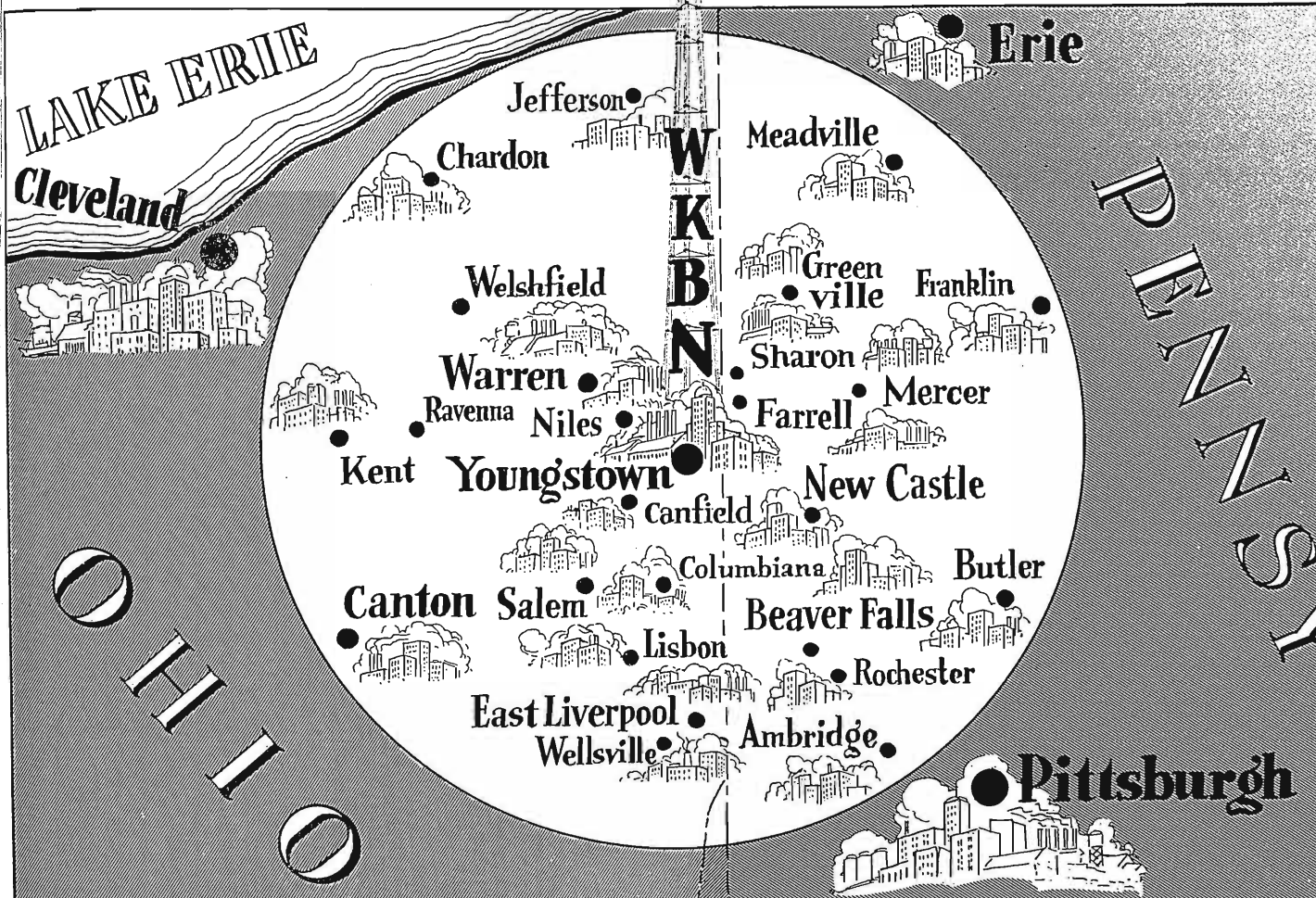
# The New WKBN

★WKBN—about two months ago—finished its Big 1937 Expansion Program. A complete new transmitting plant and 350 ft. vertical radiator—representing the latest advancements in radio engineering—are now in operation.

WKBN, with its former facilities, DOMINATED its Primary Market (shown on the map below) with the strength of its signal. THAT SIGNAL STRENGTH IS NOW THREE TIMES STRONGER THAN BEFORE!

★WKBN, with its old facilities, was POPULAR for the clearness of its programs and its freedom from fading and distortion. THAT STEADY STRENGTH AND CLEARNESS IS NOW GREATER THAN EVER and EXTENDS OVER A GREATER AREA.

To get the ear of this huge market representing WKBN's primary coverage—the great Mahoning Valley, 100 miles wide, incorporating 57 towns and 900,000 potential purchasers of your product—YOU MUST HAVE WKBN!



National Representatives  
**FREE & PETERS**

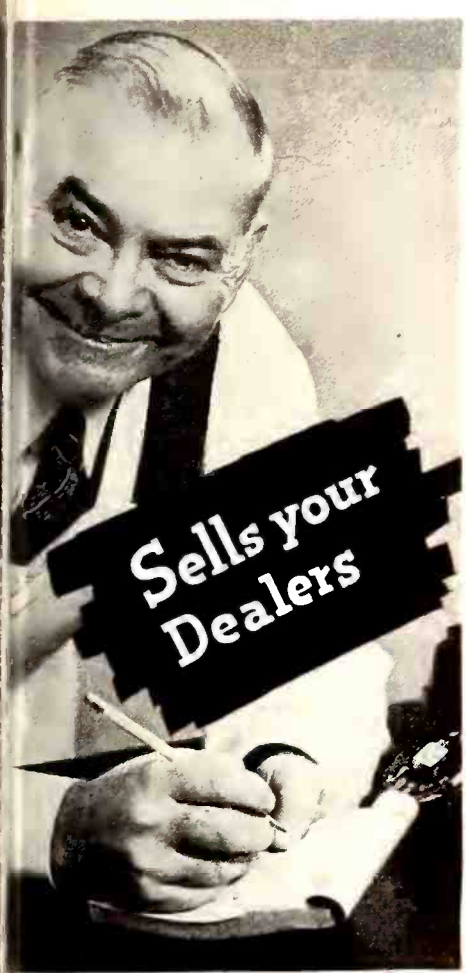


**WKBN BROADCASTING CORPORATION · YOUNGSTOWN, OHIO**  
Member Columbia Broadcasting System and Buckeye Network

# WKY



# DOES THINGS



# FOR YOU

## IN OKLAHOMA!

● WKY gives your radio advertising entree to more Oklahoma homes than any other station. Its effective and intensive influence in these homes generates buying action which dealers feel forcibly at their sales counters.

That's why WKY advertising makes the best impression on Oklahoma dealers. They're eager to talk business with the salesman who talks WKY.

If you want your radio advertising to do these things in Oklahoma—sell your dealers as well as your customers—WKY is the station which does it most effectively and economically. Its known capacity for doing these things is the reason why WKY is carrying the radio advertising of more advertisers than is any other station in Oklahoma.

# WKY-OKLAHOMA CITY

OWNED AND OPERATED BY THE OKLAHOMA PUBLISHING COMPANY  
Represented Nationally by E. Katz Special Advertising Agency

# DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

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## OREGON

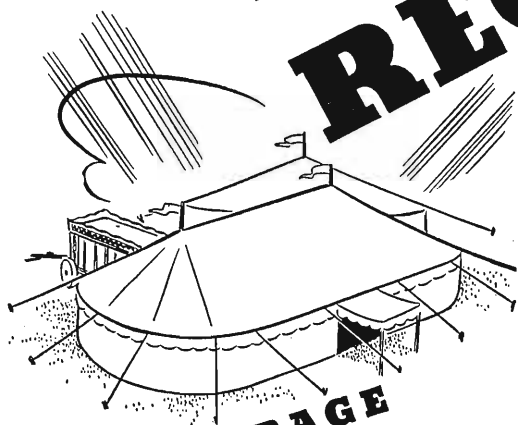
City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive Station Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representatives
ASTORIA	KAST	1370-D	100	Astoria Broadcasting Co. Hotel Astoria 95	.....	M. R. Chessman James C. Wallace Laurence R. Kirk	Leonard Shreve Mildred Mowe Laurence King	Cox & Tanz Walter Biddick
CORVALLIS	*KOAC	550	1,000	Oregon State Agricultural College Corvallis 626	.....	Oregon State Agricultural College Luke L. Roberts	Luke L. Roberts Grant S. Felkert	.....
EUGENE	KORE	1420	100	Eugene Broadcast Station Route 3 8	Don Lee MBS NBC	Frank L. Hill Glenn McCormick Glenn McCormick	Day Foster Glen McCormick Harold Gander	John Blair & Co.
KLAMATH FALLS	KFJI	1210	100	KFJI Broadcasters, Inc. 213 Main St. 2125	.....	J. A. Kincaid George Kincaid George Kincaid	Jack Keating Joe Carroll	.....
LA GRANDE	KLBM	1420 (Construction Permit)	250-LS 100-N	Harold M. Finley-Eloise Finley La Grande	.....	Harold M. Finley	.....	.....
MARSHFIELD	KOOS	1200	250-LS 100-N	Pacific Radio Corp. Marshfield 432	.....	Walter L. Read Walter L. Read Ben E. Stone	Sylvia L. Chandler Ben E. Stone Paul Spargo	Walter Biddick
MEDFORD	KMED	1410	250	Mrs. W. J. Virgin Sparta Bldg. 305	NBC	Mrs. W. J. Virgin Mrs. W. J. Virgin L. P. Bishop	Raymond Scott A. A. Adler D. H. Rees	Free & Peters
PORTLAND	KALE	1300	500 CP-1,000	KALE Inc. New Heathman Hotel Atwater 7209	MBS	C. Roy Hunt Ted Koorteman John Walker	Dick Rand Charles E. Couche Louis S. Bookwalter	Free & Peters
	*KBPS	1420 ST-KXL	100	Benson Polytechnic School 546 E. 12th Ave., N. East 8131	.....	R. T. Stephens, Agent William Allingham	William Allingham	.....
	KEX	1180 STN-KOB	5,000	Oregonian Publishing Co. Oregonian Bldg. Atwater 2121	NBC-Pacific Northwest Triangle	NBC—C. O. Chatterton W. Carey Jennings Chester L. Blomsmess	Merton H. Bories H. Quenton Cox Harold C. Singleton	Edw. Petry & Co.
	KGW	620	5,000-LS 1,000-N	Oregonian Publishing Co. Oregonian Bldg. Atwater 2121	NBC-Pacific Northwest Triangle	C. O. Chatterton W. Carey Jennings Chester L. Blomsmess	Merton H. Bories H. Quenton Cox Harold C. Singleton	Edw. Petry & Co.
	KOIN	940	5,000-LS 1,000-N	KOIN Inc. Broadway & Salmon Sts. Atwater 3838	CBS	C. W. Myers C. Roy Hunt John Walker	Henry B. Swartwood Chas. E. Couche Louis Sumner Bookwalter	Free & Peters
	KWJJ	1040-SA	500	KWJJ Broadcast Co., Inc. 622 S. W. Salmon St. Atwater 4393	.....	Wilbur J. Jerman John C. Egan John C. Egan	Gerald E. Speerstra Gerald E. Speerstra Wilbur J. Jerman	Howard H. Wilson
	KXL	1420 ST-KBPS	250-LS 100-N	KXL Broadcasters KXL Bldg. Atwater 5124	Pacific N.W.	T. W. Symons, Jr. T. W. Symons, Jr. T. W. Symons, Jr.	George Wilhelm Robert Prather	.....
ROSEBURG	KRNR	1500	250-LS 100-N	News Review Publishing Co. Umpqua Hotel Bldg. 1	Don Lee MBS	Frank Jenkins Justin B. Toles Marshall Pengra	Justin B. Toles Marshall Pengra Justin B. Toles	John Blair & Co.
SALEM	KSLM	1370	100	Oregon Radio Inc. 343 Court St. 6131	Don Lee MBS	H. B. Read Thomas Hoxie Thomas Hoxie	..... Clyde Wiegand	John Blair & Co.

## PENNSYLVANIA

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive Station Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representatives
ALLENTOWN	WCBA } WSAN }	1440	500	WSAN, Inc. 39 N. 10th St. 9511	NBC	Maj. J. C. Shumberger B. Bryan Musselman B. Bryan Musselman	George Y. Snyder Chas. R. Petrie Wm. McCutcheon	.....
ALTOONA	WFBG	1310 ST-WJAC	100	Gable Broadcasting Co. 1320 11th Ave. 6467	.....	George P. Gable Roy Thompson	..... James E. Moffatt	Cox & Tanz
EASTON	WEST	1200 STN-WKBO	250-LS 100-N	Associated Broadcasters, Inc. 516 Northampton St. 8001	.....	Clair R. McCollough Walter Kirkwood Walter Kirkwood	Wilbert Markle Richard West J. E. Mathiot	Paul H. Raymer Co.
ERIE	WLEU	1420	250-LS 100-N	Leo J. Omelian Commerce Bldg. 22-129	NBC	Leo J. Omelian Leo J. Omelian V. Hamilton-Weir	..... Harold Roess	Weed & Co.
GREENSBURG	WHJB	620-D	250	Pittsburgh Radio Supply House Greensburg 3740	.....	H. J. Brennen H. E. Clark Robert M. Thompson, Sr.	Roy Verett Walter McCoy	Gene Furgason & Co.
GROVE CITY	*WSAJ	1310-SHN	100	Grove City College Hall of Science 168-J	.....	Pres. Wier C. Ketler	Dr. A. J. Calderwood	.....
HARRISBURG	WHP	1480	1,000-LS 500-N	WHP, Inc. Telegraph Bldg. 4-3211	CBS	E. J. Stackpole, Jr. A. K. Redmond C. L. Bailey	E. K. Smith Dick Redmond R. S. Duncan	.....
	WKBO	1200 STN-WEST	250-LS 100-N	Keystone Broadcasting Corp. Penn Harris Hotel 4-0191	.....	A. H. Stackpole C. G. Moss George C. Smith	Clyde Morse Charles Myers	Wellman Service



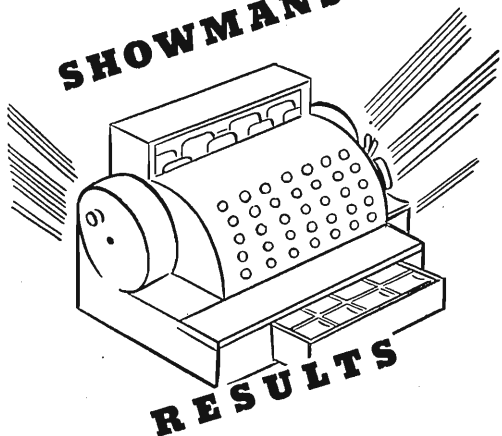
# KGW FOR VALUE RECEIVED KEX



**COVERAGE**



**SHOWMANSHIP**



**RESULTS**

## TIME BUYERS — these facts ASSURE coverage!

### KEX

1. 5000 watts.
2. Clear channel.
3. Vertical antenna.
4. Modern high fidelity transmitter.
5. Oregon's most powerful station.

### KGW

1. 5000 watts DT, 1000 watts NT.
2. 620 kc.
3. 625 ft. vertical antenna.
4. RCA equipped throughout.
5. Oregon's pioneer radio station.

## TIME BUYERS are interested in market coverage!

1. Population in KGW primary market 1,265,200.
2. Population in KEX primary market, 1,881,800.

## TIME BUYERS know showmanship means listeners!

KEX—721 remotes in 1937. KGW—301 remotes in 1937.

Special events staff covered Presidential visit to Bonneville and Timberline—Auto Show, Hockey, Baseball, Football, Wrestling, Boxing, Air Circus, Russian Flyers, Symphony, Back-stage Interviews and hundreds of other outstanding events totaling over 1,000 remote broadcasts . . . averaging 3 a day!

*Oregon keeps abreast of the times thru KGW-KEX!*

## TIME BUYERS —

A full commercial schedule with hundreds of renewals year after year prove results for advertisers. Write to KGW-KEX or Edward Petry & Company for full details. You will find KGW and KEX are the sales-result stations in Portland . . .

*Where Contract Renewals are a Habit!*

**KGW**  
NBC Red

RADIO STATIONS OF THE  
**OREGONIAN**  
PORTLAND, OREGON

**KEX**  
NBC Blue

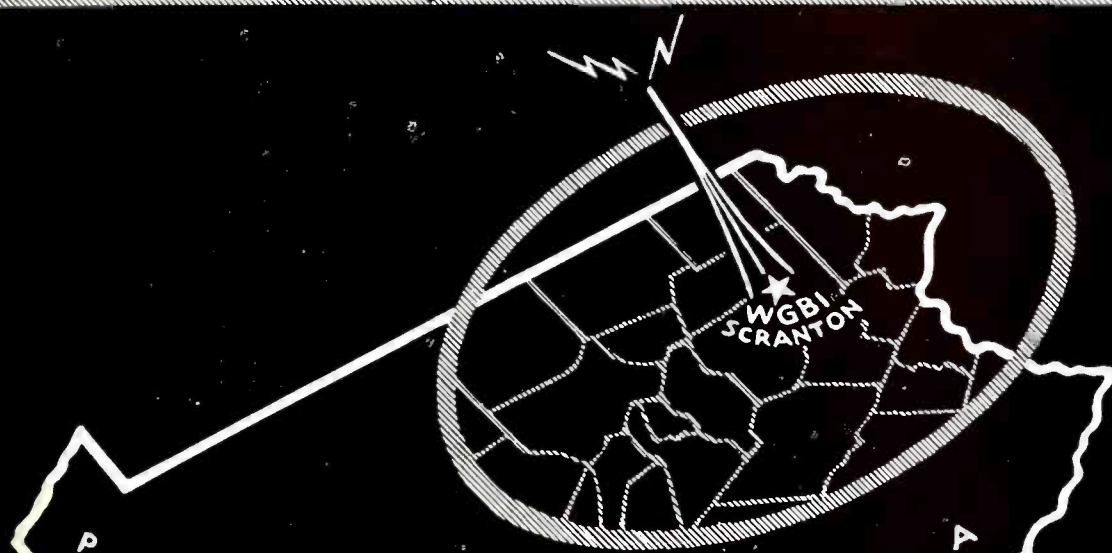
Representatives—EDWARD PETRY & CO., Inc., New York, Chicago, Detroit, San Francisco

# DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

\*—Non-Commercial Station.    D—Day.    N—Night.    ST—Shares Time.    STN—Shares Time Night.    SH—Specified Hours.    SHN—Specified Hours Night.  
 LS—Local Sunset.    L—Limited Time with Dominant Station.    SA—Special Authorization.    CP—Construction Permit Issued.  
 (Data corrected to January 1, 1938)

## PENNSYLVANIA—(Continued)

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Numbers	Network	Chief Owner or Executive Station Manager Commercial Manager	Program Director Mng. or Promotion Mgr. Chief Engineer	Representatives
HAZLETON.....	WAZL	1420 ST-WILM	100	Hazleton Bcstg. Service, Inc. Hazleton Natl. Bank Bldg. 1488	.....	Clair R. McCollough V. C. Diehm V. C. Diehm	Edward Beisel Henry Cohn J. E. Mathiot	Paul H. Raymer Co.
JOHNSTOWN.....	WJAC	1810 ST-WFBG	250-LS 100-N	WJAC, Inc. Tribune Annex 244	.....	Walter W. Krebs J. C. Tully J. C. Tully	..... A. J. Reid	Cox & Tanz
LANCASTER.....	WGAL	1500	250-LS 100-N	WGAL, Inc. 8 W. King St. 6252	Intercity	Clair R. McCollough Walter O. Miller Walter O. Miller	Ernest Stanzola Paul Rodenhauer J. E. Mathiot	Paul H. Raymer Co.
PHILADELPHIA.....	KYW	1020	10,000	Westinghouse E. & M. Co. 1619 Walnut St. Locust 3760	NBC-Red	Westinghouse (NBC) Leslie Joy J. S. K. Hammann	James P. Begley Lambert B. Beeuwkes E. H. Gager	NBC
	WCAU	1170	50,000	WCAU Broadcasting Co. 1622 Chestnut St. Locust 7700	CBS	Dr. Leon Levy Dr. Leon Levy Robert A. Street	Stan Lee Broza Thomas Ruane John G. Leitch	Transamerica (Chicago)
	WDAS	1870	250-LS 100-N	WDAS Bcstg. Station, Inc. 1211 Chestnut St. Locust 7400	.....	A. W. Dannenbaum, Sr. P. J. Stanton A. W. Dannenbaum, Jr.	Harold Davis Jerry Stone Frank Unterberger	.....
	WFIL	560	1,000-LS 500-N CP-1,000 SA-1,000-N	WFIL Broadcasting Co. Widener Bldg. Rittenhouse 6900	NBC-Blue MBS	Samuel R. Rosenbaum Donald Withycomb Jack Stewart	John L. Clark Roger W. Clipp Frank V. Becker	.....
	WHAT	1810 ST-WTEL	100	Independence Bcstg. Co. Inc. Public Ledger Bldg. Lombard 2390	.....	W. Porter Ogelsby, Jr. L. H. Bailey L. H. Bailey	M. L. Laughlin ..... J. C. Geise, Jr.	.....
	WIBG (Glenside)	970-D	100	Seaboard Radio Bcstg. Corp. Keswick Theatre Bldg. Ogontz 4570	.....	Joseph M. Nassau Joseph M. Nassau T. G. Tinsley, II	Margaret R. Collins James A. Nassau John H. Henninger	.....
	WIP	610	1,000	Pennsylvania Broadcasting Co. 35 S. 9th St. Walnut 6800	Intercity	Benedict Gimbel, Jr. Benedict Gimbel, Jr. Edward A. Davies	James Allan Murray Arnold Clifford C. Harris	.....
	WPEN	920	500-LS 250-N SA-1,000-N	Wm. Penn Broadcasting Co. 22nd & Walnut Sts. Rittenhouse 4140	.....	Hyla Kiczales George Lasker George Lasker	Thomas B. Smith Charles W. Burtis	.....
	WTEL	1810 ST-WHAT	100	Foulkrod Radio Engineering Co. 3701 N. Broad St. Radcliffe 6647	.....	Henry N. Cocker .....	.....	.....
PITTSBURGH.....	KDKA	980	50,000	Westinghouse E. & M. Co. Grant Bldg. Grant 4200	NBC-Blue	Westinghouse (NBC) A. E. Nelson W. E. Jackson	Lyndon Morrow J. E. Baudino	NBC
	KQV	1380 STN-WSMK	500	KQV Broadcasting Co. Chamber of Commerce Bldg. Grant 4860	.....	H. J. Brennen J. J. Laux Robert M. Thompson	Chris Christensen Joe Vilella Walter McCoy	Transamerica Gene Furgason & Co.
	WCAE	1220	5,000-LS 1,000-N	WCAE, Inc. Hotel William Penn Atlantic 6184	NBC-Red MBS	Hearst Radio Leonard Kapner Leonard Kapner	Clifton Daniel James F. Murray James Schultz	International
	WJAS	1290	5,000-LS 1,000-N	Pittsburgh Radio Supply House Chamber of Commerce Bldg. Grant 4860	CBS	H. J. Brennen Howard E. Clark Robert M. Thompson, Sr.	James Hughes Walter McCoy	Gene Furgason & Co.
	WWSW	1500	250-LS 100-N	Walker & Downing Radio Corp. Hotel Keystone Grant 5200	.....	Paul Bloek Frank R. Smith, Jr. Frank R. Smith, Jr.	Walter E. Sickles Kieran Balfe Ancil A. Lewis	.....
READING.....	WEEU	830-D	1,000	Berks Broadcasting Co. 533 Penn St. 7335	.....	Clifford M. Chafey Clifford M. Chafey W. A. Rippe	Paul J. Breedy ..... H. O. Landis	Craig & Hollingbery
	WRAW	1310	100	Reading Broadcasters Co. 533 Penn St. 7335	.....	Clifford M. Chafey Raymond A. Gaul W. H. Rippe	Paul J. Breedy ..... H. O. Landis	Craig & Hollingbery
SCRANTON.....	WGBI	880 ST-WQAN	1,000-LS 500-N	Scranton Broadcasters, Inc. 1000 Wyoming Ave. 6296	CBS	Frank Megargee R. E. McDowell George D. Coleman	Frank Monaghan Kenneth R. Cooke	John Blair & Co.
	*WQAN	880 ST-WGBI	1,000-LS 500-N	The Scranton Times 149 Penn Ave. 6161	.....	E. J. Lynett .....	.....	.....
SUNBURY.....	WKOK	1210 SH-WBAX	100	Sunbury Broadcasting Corp. 1150 N. Front St. 1326	.....	Harry H. Haddon Melvin Lahr .....	Paul Miller Clifford Kerstetter	.....
UNIONTOWN.....	WMBS	1420-D	250	Fayette Broadcasting Corp. Fayette Title & Trust Bldg. 800	.....	Joseph C. Burwell Louis R. Bennett Michael E. Slagel	Sullivan Sages Michael E. Slagel Kenneth M. Meredith	Wellman Service
WILKES-BARRE....	WBAX	1210 SH-WKOK	100	John H. Stenger, Jr. 141 S. Main St. 2-2736	.....	John H. Stenger, Jr. Hal A. Seville Hal A. Seville	Richard Mawson Richard Evans John H. Stenger, Jr.	.....
	WBRE	1310	100	Louis G. Baltimore 16 N. Main St. 3-3101	NBC	Louis G. Baltimore Louis G. Baltimore S. R. Baltimore	Franklin D. Coslett S. R. Baltimore Charles Sakoski	.....
WILLIAMSPORT....	WRAK	1370	250-LS 100-N	WRAK, Inc. 244 W. 4th St. 2-6116	.....	E. M. Case George E. Joy O. M. Linn	Paul M. Breining J. Wright Mackey Louis N. Persio	.....
YORK.....	WORK	1820	1,000	York Broadcasting Co., Inc. 18 S. Beaver St. 6629	NBC Intercity	Clair R. McCollough J. Robert Gulick J. Robert Gulick	Harold Miller John Neff J. E. Mathiot	Paul H. Raymer Co.



P E N N S Y L V A N I A

**WGBI** is the year 'round listening habit of more than 175,000 radio homes in Northeastern Pennsylvania because this audience must listen to this CBS outlet for its only satisfactory radio service.

**WGBI** must head your list if you are to get your share of sales in Scranton, Pennsylvania's third largest city, located in the heart of the 17th largest U. S. Metropolitan area.

CBS

1,000 WATTS, L. S.  
500 WATTS NIGHT  
•  
880 KILOCYCLES



SCRANTON  
P E N N A.

**WGBI**

Write for your copy of "Here's Proof" (Revised 1938 Edition). Complete facts and figures regarding Northeastern Pennsylvania.

# DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

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(Data corrected to January 1, 1938)

## RHODE ISLAND

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive Station Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representatives
PROVIDENCE.....	WEAN	780	1,000 CP-5,000-LS	Yankee Network Inc. 208 Weybosset St. Dexter 1500	NBC-Blue Yankee Colonial	John Shepard, 3rd James S. Jennison Richard F. Voynow	James S. Jennison Carleton McVarish Harry H. Tilley	Edw. Petry & Co.
	WJAR	890	5,000-LS 1,000-N	The Outlet Co. Weybosset St. Gaspee 1071	NBC-Red	Joseph Samuels John J. Boyle John J. Boyle	Thomas C. J. Prior	Weed & Co.
	WPRO	630	1,000-LS 500-N	Cherry & Webb Broadcasting Co. 15 Chestnut St. Plantations 9776	CBS Intercity	William S. Cherry, Jr. Stephen P. Willis William T. Bush	H. William Koster Albert C. Rider Howard W. Thornley	Paul H. Raymer Co.

## SOUTH CAROLINA

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive Station Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representatives
ANDERSON.....	WAIM	1200	100	Wilton E. Hall Anderson College 300	CBS	Wilton E. Hall Wilton E. Hall Ennis Bray	James Bulleit G. Paul Browne John Peoples	J. J. Devine
CHARLESTON.....	WCSC	1360	1,000-LS 500-N	So. Carolina Broadcasting Co. Francis Marion Hotel 344	NBC	W. Frank Hipp J. M. Rivers J. M. Rivers	Francis Fitzgerald Francis Fitzgerald J. B. Fuqua	Free & Peters
COLUMBIA.....	WIS	560	5,000-LS 1,000-N	Station WIS, Inc. 1811 Main St. 2-2135	NBC Carolina	W. Frank Hipp G. Richard Shafro G. Richard Shafro	Victor H. Lund Floyd D. Rodgers, Jr. Scott Helt	Free & Peters
FLORENCE.....	WOLS	1200-D	100	O. Lee Stone Sanborn Hotel 1178	.....	O. Lee Stone O. Lee Stone Henry Mosses	William F. Melia ..... Paul Dillon	.....
GREENVILLE.....	WFBC	1300	5,000-LS 1,000-N	Greenville News-Piedmont Co. Hotel Greenville 362	NBC	Roger C. Peace B. T. Whitmire W. S. Lindsay	Charles Batson P. W. Cook Clyde Etheredge	Bryant, Griffith & Brunson
SPARTANBURG.....	WSPA	920-D	1,000	The Voice of South Carolina Radio Bldg. 2900	.....	James D. Muford Virgil Evans Pat McSwain	James D. Muford William F. Melia Robert M. Wallace	Cox & Tanz

## SOUTH DAKOTA

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive Station Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representatives
ABERDEEN.....	KABR	1420 CP-1390	100 CP-1,000-LS CP-500-N	Aberdeen Broadcast Co. Alonzo Ward Hotel 426	.....	H. C. Jewett, Jr. A. A. Fahy A. A. Fahy	W. L. Dean ..... Deibert T. Hunt	Transamerican
BROOKINGS.....	*KFDY	780-SH-D	1,000	South Dakota State College Campus 702-K	.....	Dr. C. W. Pugsley S. W. Jones .....	Jack Towers ..... W. H. Gamble	.....
HURON.....	KGDY	1340-D	250	Voice of South Dakota Inc. K. P. Bldg. 4280	.....	Dr. F. Koren ..... .....	..... ..... .....	.....
PIERRE.....	KGFX	630-SH-D	200	Dana McNeil Estate (Ida A. McNeil, Administratrix) 203 W. Summit Ave. 2251	.....	Ida A. McNeil Ida A. McNeil Ida A. McNeil	Ida A. McNeil Lynn E. Oldaker Robert H. Dye	.....
RAPID CITY.....	KOBH	1370	250-LS 100-N	Black Hills Broadcast Co. Alex Johnson Hotel 2000	.....	Robert Lee Dean Robert J. Dean Robert J. Dean	William E. Welch Robert J. Dean Earl H. Carter	.....
	*WCAT	1200-SH-D	100	South Dakota School of Mines E. St. Joe St. 1600	.....	J. P. Connolly C. M. Rowe .....	C. M. Rowe ..... E. E. Clark	.....
SIOUX FALLS.....	KELO	1200	100	Sioux Falls Broadcast Ass'n, Inc. 317 S. Phillips Ave. 757	NBC	Joseph Henkin Joseph Henkin George R. Hahn	Morton Henkin Morton Henkin Max Staley	Paul H. Raymer Co.
	KSOO	1110 L-WRVA	2,500	Sioux Falls Broadcast Ass'n, Inc. 317 S. Phillips Ave. 757	NBC	Joseph Henkin Joseph Henkin George R. Hahn	Morton Henkin Morton Henkin Max Staley	Paul H. Raymer Co.
VERMILLION.....	*KUSD	890 ST-KFNF	500	University of South Dakota Vermillion 210-W	.....	I. D. Weeks B. B. Brackett .....	B. B. Brackett ..... R. E. Rawlins, Jr.	.....
WATERTOWN.....	KWTN	1210	100	Greater Kampeska Radio Corp. Midland Life Bldg. 5050	.....	Dr. F. Koren M. W. Plowman M. W. Plowman	Norman Schmeling Morris Wisott E. A. Blackburn	.....
YANKTON.....	WNAX	570	5,000-LS 1,000-N	WNAX Broadcasting Co. Second & Capitol Sts. 2710	CBS	Charles H. Gurney Ted Matthews Ted Matthews	Orie Kerwood Ted Matthews Clifton Todd	Howard H. Wilson

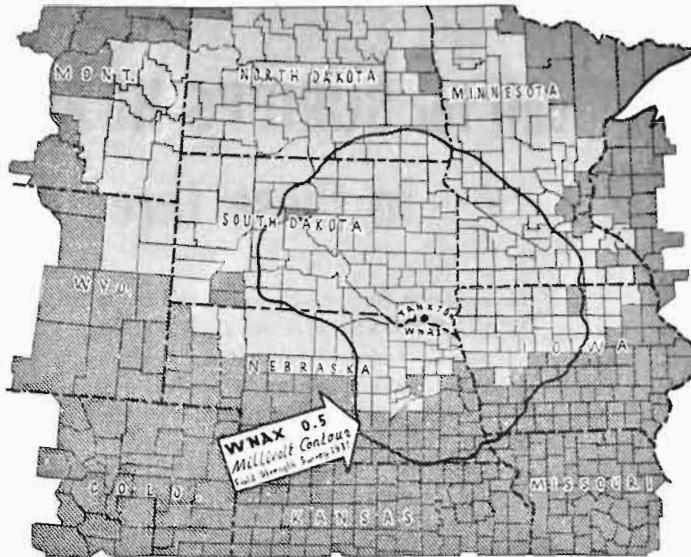
# WNAX

## YANKTON South Dakota

570 KILOCYCLES

526 METERS

5000 WATTS DAY  
1000 WATTS EVENING



	<i>Primary Area</i>	<i>Secondary Area</i>
Population .....	3,917,100	5,721,400
Families .....	932,700	1,430,600
Radio Homes .....	719,590	1,240,400
Radio Listeners .....	2,725,670	4,523,430
Passenger Autos .....	879,625	1,267,794

Affiliated  
with CBS

*Representatives*  
Howard H. Wilson Company  
Chicago, Kansas City, New York



# MARKETED <sup>Concentrated</sup> PLANS

call for **SCRIPPS-HOWARD RADIO**  
in these three cities



These four Scripps-Howard radio stations give **CONCENTRATED COVERAGE** of their markets . . . where sales and sales outlets are concentrated . . . where buying action is faster . . . where there are most buying dollars and sales prospects. If you are marketing a product in these cities, you can advertise by radio more efficiently, more effectively and at less cost in Knoxville through WNOX, in Memphis through WMC or WMPs, and in Cincinnati through WCPO.

**WCPO**  
CINCINNATI

Cincinnati's No. 1 News Service Station  
Affiliated with *The Cincinnati Post*  
Featuring *localized* radio programs  
1200 kilocycles • 250 watts day • 100 watts night

**WMC**  
MEMPHIS

The first choice in Memphis  
Affiliated with *The Memphis Commercial Appeal*  
NBC Red Network programs  
780 kilocycles • 5000 watts day • 1000 watts night  
*The Branham Company, Representatives*

**WMPs**  
MEMPHIS

New ideas for the Old South  
Affiliated with *The Memphis Press-Scimitar*  
NBC Blue Network programs  
1430 kilocycles • 1000 watts day • 500 watts night

**WNOX**  
KNOXVILLE

Tennessee's pioneer radio station. Established 1922  
Affiliated with *The Knoxville News-Sentinel*  
A Columbia Broadcasting outlet  
1010 kilocycles • 5000 watts day • 1000 watts night  
*E. Katz Special Advertising Agency, Representatives*

# A Man Waited in the Belfry

ON July 3, 1776 a man waited in the belfry of Independence Hall, Philadelphia.

Below him, spread round the public square, hundreds more waited, too.

The old man peered over the bannister, down the shaft below.

Suddenly a barefoot boy rushed to the foot of the stairs, looked up and shouted:

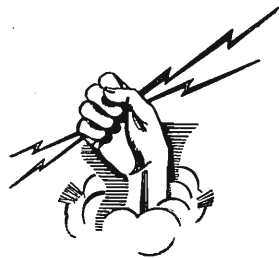
“Grandfather: They’ve signed the Declaration of Independence! Ring the bell!”

Tears came to the old man’s eyes. *This was the moment.* Out went his gnarled hands to grasp the heavy rope. And he rang the Liberty Bell “*in the public interest, convenience and necessity.*”

Of such is the soul of radio, then and now.

Had radio then existed, the strong, proud notes of the Liberty Bell would have sounded in every home in city and village so that all might *hear* what had happened when it happened; so that all might know a great day was at hand.

For under the American System of Broadcasting,



all barriers of time and distance and circumstance are swept aside in the public interest, convenience and necessity.

No moment of transcendent importance occurs in the state, nation or the world, that radio is not there to record — instantly, impartially, fully. . . .

And yet no tax, no charge of any kind is imposed upon the American people for such service. This is the broadcaster’s obligation as trustee in the public interest.

In America radio is free: tax-free; and free from partisan domination.

In our competitive system no one can be compelled to listen. The problem of getting the listeners’ ear challenges only the ingenuity of the broadcaster and not that of the police force. Here one is free to select the things he will listen to—if, as and when he cares to listen. That is the American way.

Here, a man waits in the belfry . . . “in the public interest, convenience and necessity.”

*A message in the interests of the American System of Broadcasting by one proud to be a part thereof; by one privileged from time to time to have contributed to its progress; by one seeking new opportunities to broaden its service to the American listener.*

W S M

The Air Castle of the South

50,000 WATTS

E. W. CRAIG, Vice-President in Charge of Radio . . . . HARRY STONE, General Manager

OWNED AND OPERATED BY

The National Life and Accident Insurance Company, Inc., Nashville, Tennessee

# DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

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 (Data corrected to January 1, 1938)

## TENNESSEE

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive Station Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representatives
BRISTOL	WOPI	1500	100	Radiophone Broadcasting Station 410 State St. 1241	.....	Max Marks W. A. Wilson W. A. Wilson	W. A. Wilson Adrian J. Flinter, N. Y. R. H. Smith	Cox & Tanz
CHATTANOOGA	WAPO	1420	250-LS 100-N	W. A. Patterson Foust St. & Rossvil Blvd. 6-5141	.....	W. A. Patterson	.....	.....
	WDOD	1280	5,000-LS 1,000-N	WDOD Broadcasting Corp. Hotel Patten 6-5117	CBS	N. A. Thomas Frank S. Lane Frank S. Lane	Dorothy Wood McCurdy James R. Donovan	Paul H. Raymer Co.
JACKSON	WTJS	1310	250-LS 100-N	Sun Publishing Co. Baltimore & Market Sts. 1106	.....	C. E. Pigford Albert A. Stone Aaron B. Robinson	Leslie Brooks Aaron B. Robinson Cary B. Brummell	Branham Co.
KNOXVILLE	WNOX	1010	5,000-LS 1,000-N	Scripps-Howard Radio, Inc. 110 S. Gay St. 8-3171	CBS	Jack R. Howard R. B. Westergaard O. L. Smith	Lowell Blanchard Robert Hopkinson J. B. Epperson	E. Katz
	WROL	1810	250-LS 100-N	Stuart Broadcasting Corp. 524 S. Gay St. 2-7112	NBC	S. E. Adcock C. H. Frazier Roland Weeks	John Reese Roland Weeks J. H. Wofford	John Blair & Co.
MEMPHIS	WHBQ	1870	100	Bestg. Station WHBQ, Inc. Hotel Claridge 8-6865	.....	(Thos. Thompson H. B. Wooten E. A. Alburty Eugene Pournelle	Ermatt McMurry M. Van Kannon Weldon Roy	J. J. Devine
	WMC	780	5,000-LS 1,000-N	Commercial Appeal Co. Hotel Gayoso 8-7464	NBC	John H. Sorrells H. W. Slavick J. C. Eggleston	John Cleghorn Wm. Fielding Clyde E. Baker	Branham Co.
	WMPS	1480	1,000-LS 500-N	Memphis Broadcasting Co. Columbian Mutual Tower Bldg. 5-2127	NBC	John H. Sorrells J. Coleman Hanrahan Wm. A. Kirkendale	Geo. H. Engelter W. J. Towner J. G. Deaderick	.....
	WREC	600	5,000-LS 1,000-N	WREC, Inc. Hotel Peabody 6-1313	CBS	Hoyt B. Wooten Hoyt B. Wooten	..... S. D. Wooten, Jr.	E. Katz
NASHVILLE	WLAC	1470	5,000	WLAC, Inc. 2421 West End Ave. 7-3425	CBS	J. T. Ward F. C. Sowell F. C. Sowell	Tim Sanders Eddie Gleaves F. D. Binns	Paul H. Raymer Co.
	WSIX	1210	250-LS 100-N	WSIX, Inc. Andrew Jackson Hotel 5-5431	.....	Jack M. Draughon Jack M. Draughon Harry C. Krone	Robt. Chaudoin Bascom E. Porter	.....
	WSM	650	50,000	Nat'l Life & Accident Ins. Co. 301 Seventh Ave., North 6-7181	NBC	Edwin W. Craig Harry Stone Harben Daniel	Tom Stewart Ed Kirby J. H. DeWitt, Jr.	Edw. Petry & Co.

## TEXAS

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive Station Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representatives
ABILENE	KRBC	1420	250-LS 100-N	Reporter Broadcasting Co. Hilton Hotel 6255	.....	M. Bernard Hanks Max Bentley Howard Barrett	..... Howard Barrett W. W. Robertson, Jr.	Graham A. Robertson
AMARILLO	KGNC	1410	2,500-LS 1,000-N	Plains Radio Broadcasting Co. Radio Bldg. 4242	NBC	O. L. Taylor O. L. Taylor	Wesley S. Izzard Raymond Hollingsworth W. S. Bledsoe	Howard H. Wilson
AUSTIN	KNOW	1500	250-LS 100-N	KUT Broadcasting Co. Norwood Bldg. 2-6213	CBS	Hearst Radio Inc. James W. Pate James W. Hagood	Walton Newton Paul Forchheimer Paul Shaw	International
	KTBC	1120	1,000 SH-D-WTAW (Construction permit)	State Capitol Bestg. Assn. Austin .....	.....	R. B. Anderson	.....	.....
BEAUMONT	KFDM	560	1,000-LS 500-N	Sabine Broadcasting Co., Inc. Hotel Beaumont 3883	NBC	Magnolia Petroleum Co. J. M. Gilliam J. M. Gilliam	Geo. W. Caldwell W. C. Douglas	John Blair & Co.
BIG SPRING	KBST	1500	100	Big Spring Herald Bestg. Co. Crawford Hotel 1499	.....	Joe Galbraith J. F. Willson C. M. Garnes	Mary V. Keneaster C. M. Garnes E. I. McKinney	Graham A. Robertson
BRADY	KNEL	1500-D	250	G. L. Burns Brady 77	.....	G. L. Burns G. L. Burns G. L. Burns	J. S. Sloane Marion Crawford	.....
BROWNSVILLE	KGFI	1500	250-LS 100-N	Eagle Broadcasting Co., Inc. Brownsville 1044	.....	E. E. Wilson F. R. Wilson O. F. Sensabaugh	F. R. Wilson Howard K. Cummins Fred Hammond	.....
COLLEGE STATION	*WTAW	1120-SH	500	Agricultural & Mech. College of Tex. College Station 19	.....	T. O. Walton F. C. Bolton	E. P. Humbert H. C. Dillingham	.....
CORPUS CHRISTI	KRIS	1380	500	Gulf Coast Bestg. Co. Medical & Professional Bldg. 475	NBC	M. Tilford Jones T. Frank Smith T. Frank Smith	Cliff Tatom H. B. Lockhart	Graham A. Robertson
CORSICANA	KAND	1310-D	100	Navarro Bestg. Assn. State Natl. Bank Bldg. 30	.....	J. C. West Charles L. Whittier	Bob Syler Burton C. Boatright	.....



# FACTS

## FOR YOUR FILE

ON

# W M C

## MEMPHIS

OWNED AND OPERATED BY  
**THE COMMERCIAL APPEAL**  
"THE SOUTH'S GREATEST NEWSPAPER"

### MID-SOUTH MARKET

POPULATION .....	2,730,703
SPENDABLE INCOME .....	\$ 693,524,000
WHOLESALE SALES .....	\$ 1,072,744,870
RETAIL SALES .....	\$ 554,084,000
RADIO HOMES .....	279,800

### NET WORK - NBC RED

### RESULTS -

NATIONAL BUSINESS  
WMC carries 83 per cent of all national spot business placed in the Mid-South

LOCAL BUSINESS  
WMC carries 47 per cent more local advertising than the second station

### FACILITIES

SHORT WAVE STATIONS

WABG • W4XBS • W4XCA

RECORDING EQUIPMENT

Both permanent and portable recording facilities are available to advertisers

POWER

5000 WATTS DAY • 1000 WATTS NIGHT

TRANSMITTER

611 FOOT HALF WAVE VERTICAL ANTENNA--ONE OF THE HIGHEST AND MOST MODERN IN THE COUNTRY--AND THE ONLY HALF WAVE ANTENNA IN THE MID-SOUTH

# RESULTS PROVE WMC SELLS THE MID-SOUTH

NATIONAL REPRESENTATIVE: THE BRANHAM COMPANY



# DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

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 LS—Local Sunset.    L—Limited Time with Dominant Station.    SA—Special Authorization.    CP—Construction Permit Issued.  
 (Data corrected to January 1, 1938)

## TEXAS—(Continued)

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive Station Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representatives
DALLAS	KRLD	1040	10,000	KRLD Radio Corp. Hotel Adolphus 2-6811	CBS	Dallas Times-Herald John W. Runyon Clyde W. Rembert	Ruth Clem Roy M. Flynn	Branham Co.
	WFAA	800 ST-WBAP	50,000	A. H. Belo Corp. Baker Hotel 2-9215	NBC Texas Quality	G. B. Desley Martin B. Campbell Alexander Keese	Ralph W. Nimmons Irvin Gross Raymond Collins	Edw. Petry & Co.
	WRR	1280	500	City of Dallas Southland Life Bldg. 2-1411	MBS	City of Dallas John Thorwald John Thorwald	Chas. B. Jordan Harry L. Thomas V. R. Simpson	
DUBLIN	KFPL	1810	250-LS 100-N	KFPL Broadcasting Station 205 Grafton St. 183		C. C. Baxter C. B. Baxter C. C. Baxter	C. B. Baxter C. B. Baxter C. C. Baxter	
EL PASO	KROD	1500 (Construction permit)	100	Dorrance D. Roderick El Paso Times Main 2020		Dorrance D. Roderick		
	KTSM } WDAH }	1810	250-LS 100-N	Tri-State Bestg. Co., Inc. Hotel Paso del Norte Main 46	NBC	Mrs. L. E. Bredberg Karl O. Wyler Karl O. Wyler	Roy T. Chapman, Jr. E. L. Gemoets	Craig & Hollingsbery Walter Biddick
FORT WORTH	KFJZ	1870	250-JS 100-N	Fort Worth Broadcasters, Inc. Trinity Life Bldg. 3-3474		R. S. Bishop R. S. Bishop Harry Hutchinson		
	KGKO	570	CP-5,000-JS CP-1,000-N	(See Wichita Falls Tex.)				
	KTAT	1240	1,000	Tarrant Broadcasting Co. Hotel Texas 3-1381		Raymond E. Buck Sam H. Bennett Sam H. Bennett		Free & Peters
	WBAP	800 ST-WFAA	50,000	Carter Publications, Inc. Star-Telegram Bldg. 3-2301	NBC Texas Quality	Amon G. Carter Harold V. Hough George Cranston	George Cranston Elbert Haling R. C. Stinson	Edw. Petry & Co.
GALVESTON	KLUF	1370	100	George Roy Clough 1225 23rd St. 760		George Roy Clough Lawrence D. Yates Lawrence D. Yates	Robt. L. Easley Darrell E. Yates John K. Taylor	
GREENVILLE	KGVL	1200-D (Construction permit)	100	Hunt Broadcasting Assn. Greenville		Fred Horton		
HOUSTON	KPRC	920	5,000-JS 1,000-N SA-5,000-N	Houston Printing Corp. Lamar Hotel Fairfax 7101	NBC Texas Quality	W. P. Hobby Kern Tips Kern Tips		Edw. Petry & Co.
	KTRH	1290	5,000-JS 1,000-N	KTRH Broadcasting Co. Rice Hotel Preston 4361	CBS	Houston Chronicle R. F. Orr Ray Bright	Harry Grier Ray Bright Tom Hiner	John Blair & Co.
	KXYZ	1440	1,000	Harris County Broadcast Co. Gulf Bldg. Capitol 6151	NBC	Tilford Jones T. Frank Smith T. Frank Smith	Charles Nethery Jerry Chinski	Graham A. Robertson
KILGORE	KOCA	1210	250-JS 100-N	Oil Capitol Bestg. Assn. Kilgore Hotel 616		Dr. James G. Ulmer H. A. Degner V. A. Coker	Betty Ford H. C. Slife	
LONGVIEW	KFRO	1370-D	250	Voice of Longview Glover-Crim Bldg. 411		James R. Curtis Harold C. Johnson	John MacDonald James R. Curtis Edward E. Bumpass	
LUBBOCK	KFYO	1810	250-LS 100-N	Plains Radio Broadcasting Co. 914 Ave. J. 1700		O. L. Taylor DeWitt Landis DeWitt Landis	Ollie Cook Quannah F. Parker Wm. H. Torrey	Howard H. Wilson
LUFKIN	KRBA	1310-D (Construction permit)	100	Redlands Bestg. Co. Lufkin		Ben T. Wilson		
MIDLAND	KRLH	1420-D	100	Clarence Scharbauer Midland 1070		Clarence Scharbauer Thomas K. Betzel Ray Lackland	Pete Gates Lester F. Hale Robert Harmon	
PALESTINE	KNET	1420-D	100	Palestine Broadcasting Assn. P. O. Box 467 411		Bonner Frizzell		
PAMPA	KPDN	1310-D	100	R. C. Holles 212 N. Ballard 1100		R. C. Holles S. L. Patterson S. L. Patterson	Raymond G. Monday S. L. Patterson Herman E. Kreiger	Southwest Broad- casters
PARIS	KPLT	1500-D	250	North Texas Bestg. Co. Gibraltar Hotel 1124		A. G. Pat Mayse J. Bert Mitchell, Jr. J. Bert Mitchell, Jr.	Richard Schlaudroff Weldon Jeffus	Graham Robertson
PECOS	KIUN	1420	100	Jack W. Hawkins & B. H. Hubbs KIUN Bldg. 21		Jack Hawkins Jack Hawkins Jack Hawkins	Dick Jay Pete Gates C. A. Roark	
PORT ARTHUR	KPAC	1260-D	500	Port Arthur College 1600 Procter St. 3320				
SAN ANGELO	KGKL	1870	250-LS 100-N	KGKL, Inc. St. Angelus Hotel 6715		H. C. Raggsdale Earle Yates Earle Yates	Lynn Bieler Earle Yates Frank M. Jones	

*The Station the Southwest  
Has Been Waiting For...*

**KGKO WILL BE READY MAY 1**

*Serving*

**FORT WORTH**

*and*

**DALLAS**



*For the First Time Cover the Southwest's Great-  
est Market on a REGIONAL RATE!*

**CHOICE TIMES NOW BEING RESERVED**

**KGKO**  
... FULL TIME NBC AFFILIATE ...

**570 KILOCYCLES - 5000 WATTS DAY - 1000 WATTS NIGHT**  
Address: KGKO, Fort Worth Star-Telegram Bldg., Fort Worth, Texas: Phone 3-1234  
Amon G. Carter, Pres.: Harold V. Hough, Gen. Mgr.: D. A. Kahn, Bus. Mgr.



# HIZZONER, THE MAYOR OF PRAIRIE DOG TOWN

- There was a time when the Mayor of Prairie Dog Town was an important personage in Texas—but he is just a vanishing American today.
- For today Texas is the fifth most populous state in the Union. (1930 Census—5,824,715). Its four great cities—important markets though they be—account for only 16.3% of the total population of the state. The other 83% live in smaller towns and rural communities scattered throughout the 265,896 square miles of Texas.
- There is only one economical and efficient way to cover a territory so vast, in which live so many people—The Texas Quality Network. Powered and programmed to perfection, this group of four NBC stations not only covers every city and town in Texas—every hamlet and radio home—but reaches out to neighboring states to accumulate a total of 12,237,400 people who live within its sphere of influence.
- This large slice of America is yours for the *telling*—over T.Q.N.

EACH STATION AFFILIATED WITH THE NATIONAL BROADCASTING CO.

## THE TEXAS QUALITY NETWORK

**WFAA-WBAP**

DALLAS

**KPRC**

HOUSTON

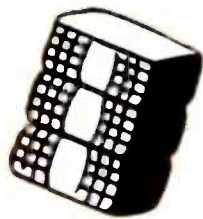
**WOAI**

SAN ANTONIO

*Edward Petry & Company, Inc.—National Representatives*

ASK FOR TEXAS QUALITY NETWORK STANDARD MARKET DATA BROCHURE

# TEXAS *is* 1st



COTTON  
INCOME



F A R M  
INCOME

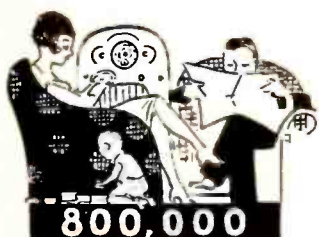


OIL PRODUCTION  
INCOME



CATTLE » SHEEP  
INCOME

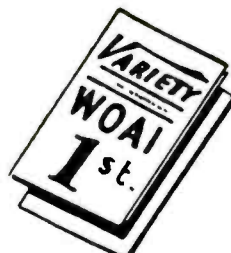
# WOAI *is* 1st



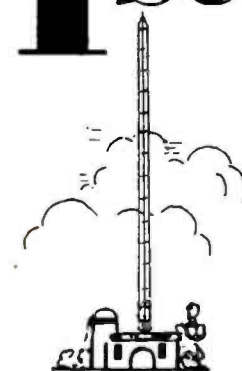
800,000  
RADIO FAMILIES



POPULARITY



SHOWMANSHIP



NEW FACILITIES

**WOAI**

covers  $\frac{1}{3}$   
of

TEXAS'

**\$12,500,000,000**

**WEALTH**

*San Antonio*

50,000 WATTS • CLEARED CHANNEL  
Represented nationally by Edward Petry & Co.  
Affiliate • National Broadcasting Company  
Member • Texas Quality Network

# DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

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 LS—Local Sunset.    L—Limited Time with Dominant Station.    SA—Special Authorization.    CP—Construction Permit Issued.  
 (Data corrected to January 1, 1938)

## TEXAS—(Continued)

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive Station Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representatives
SAN ANTONIO	KABC	1420	250-LS 100-N	Alamo Bstg. Co., Inc. Milam Bldg. Garfield 4241	.....	Henry Lee Taylor Wm. D. McCabe .....	Charles L. Belfi G. R. Rumble	.....
	KMAC	1870 ST-KONO	250-LS 100-N	W. W. McAllister Smith Young Tower Cathedral 6211	.....	W. W. McAllister Howard W. Davis	.....	.....
	KONO	1870 ST-KMAC	100-N 250-D	Mission Broadcasting Co. Milam Bldg. Fannin 1871	.....	Eugene J. Roth Eugene J. Roth James M. Brown	Gerald Morgan George W. Ing	.....
	KTSA	550	5,000-LS 1,000-N	KTSA Broadcasting Co. Gunter Hotel Garfield 1251	CBS	Hearst Radio Inc. G. W. Johnson G. W. Johnson	Paul Girard Wm. G. Egerton	International
WOAI	1190	50,000	Southland Industries, Inc. 1031 Navarro St. Garfield 4221	NBC Texas Quality	G. A. C. Half Beeman Fisher Hugh A. L. Half	Lew Valentine Carl A. Doty Fred Sterling	Edw. Petry & Co.	
SHERMAN	KRRV	1810-D	250	Red River Valley Bstg. Corp. 1910 S. Crockett St. 201	.....	G. H. Wilcox L. L. Hendrick L. L. Hendrick	Roy Pickett T. E. Spellman	.....
TEMPLE	KTEM	1370-D	250	Bell Broadcasting Co. Kyle Hotel 4646	.....	Ruth Mayhorn Burton Bishop Burton Bishop	..... Rupert Bogan	Graham Robertson
TEXARKANA	KCMC	1420	250-LS 100-N	KCMC, Inc. 317 Pine St. 958	.....	C. E. Palmer Foster W. Fort Foster W. Fort	W. T. Casper Georgene Wilson W. H. Robertson	.....
TYLER	KGKB	1500	250-LS 100-N	East Texas Broadcasting Co. Tyler Commercial College Bldg. 1105	.....	W. M. Roberts Roy G. Terry M. E. Danbom	M. E. Danbom M. E. Danbom John B. Sheppard	.....
WACO	WACO	1420	100	KTSA Broadcasting Co. Amicable Bldg. 2700	CBS	Hearst Radio Inc. James W. Pate R. E. Lee Glasgow	H. Adelman Frank Ruetz L. H. Appleman	International
WESLACO	KRGV	1260	1,000	KRGV, Inc. 201 Border St. 375	NBC	M. S. Niles Ken L. Sibson Ingham S. Roberts	Dick Watkins Sibson & Roberts Neal McNaughton	Howard H. Wilson
WICHITA FALLS	KGKO	570	1,000-LS 250-N CP-5,000-LS CP-1,000-N	Wichita Falls Broadcasting Co. Star-Telegram Bldg. 3-2301	.....	Amon S. Carter Harold V. Hough D. A. Kahn	D. A. Kahn C. B. Locke	.....

(Construction permit to move to Forth Worth, to join NBC on May 1, 1938)

## UTAH

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive Station Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representatives
CEDAR CITY	KSUB	1310	100	Johnson & Perry El Escalante Hotel 393	.....	Harold Johnson L. M. Perry Archie L. Madsen Archie L. Madsen	Archie L. Madsen Archie L. Madsen Cutler R. Miller	.....
OGDEN	KLO	1400	500	Interstate Broadcasting Corp. Hotel Ben Lombard 84	NBC-Blue	A. L. Glasmann Paul R. Heitmeyer Merrill J. Bunnell	Ethel G. Clark W. D'Orr Cozzens	Bryant, Griffith & Brunson Walter Biddick
PRICE	KEUB	1420	100	Eastern Utah Broadcasting Co. Price 200	.....	Sam G. Weiss Sam G. Weiss John Richards	John Richards John Richards Frank C. Carman	.....
SALT LAKE CITY	KDYL	1290	1,000 CP 5,000-LS	Intermountain Broadcasting Corp. Ezra Thompson Bldg. Wasatch 7180	NBC-Red	S. S. Fox S. S. Fox W. E. Wagstaff	Ted Kimball George Snell George Snell John M. Baldwin	John Blair & Co.
	KSL	1130	50,000	Radio Service Corp. of Utah Union Pacific Bldg. Wasatch 3901	CBS	Sylvester Q. Cannon Earl J. Glade Dan H. Vincent	Lennox Murdoch Lennox Murdoch E. G. Pack	Edw. Petry & Co.
	KUTA	1500 (Construction Permit)	100	Utah Broadcasting Co. Salt Lake City	.....	Frank C. Carman Frank C. Carman Jack L. Powers	David G. Smith Frank C. Carman	.....

## VERMONT

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive Station Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representatives
BURLINGTON	WCAX	1200-SH	250-LS 100-N	Burlington Daily News Inc. 203 College St. 134	.....	H. Nelson Jackson H. Nelson Jackson William J. Kennedy	Jack Tierney Jack Tierney James W. Tierney	.....
RUTLAND	WSYB	1500-SH	100	Philip Weiss Music Co. 80 West St. 1247	.....	Philip Weiss J. H. Weiss J. H. Weiss	J. A. Houser	.....
SPRINGFIELD	WNBX	1260	1,000-LS 500-N	Twin States Broadcasting Corp. Woolson Block 663	CBS	H. C. Wilder Phil Hoffman Phil Hoffman	Lansing Bennett Lansing Bennett Wm. F. Moore	Paul H. Raymer Co.
ST. ALBANS	WQDM	1890-D	1,000	E. J. Regan-F. A. Bostwick 32 N. Main St. 126	.....	(E. J. Regan F. A. Bostwick F. A. Bostwick F. A. Bostwick	Florence Bostwick John Barrett E. J. Regan	.....
WATERBURY	WDEV	550-D	500	Radio Bstg. Station WDEV 8 Stowe St. 13	.....	(Wm. G. Ricker Lloyd E. Squier Lloyd E. Squier Wm. G. Ricker	Harold Deal Wm. G. Ricker Melvin H. Stickles	.....

# SALT LAKE CITY

DESERET

**F**OCAL point in the cultural, entertainment and shopping life of a quarter-million people . . . the richest and most concentrated market between Denver and the Pacific Coast! It is an audience worth cultivating . . . an audience easily reached over the *popular* station.

## KDYL

SALT LAKE CITY

*An N.B.C. Station*

Nationally Represented by  
**JOHN BLAIR & COMPANY**

New York Chicago Detroit  
San Francisco Los Angeles

# DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

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*(Data corrected to January 1, 1938)*

## VIRGINIA

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive Station Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representatives
CHARLOTTESVILLE.	WCHV	1420 STN-WEED	250-LS 100-N	Community Broadcasting Corp. 7th & Main Sts. 444	Virginia	A. T. Dulaney Hugh M. Curtler C. D. Taylor	O. B. Woodward C. D. Taylor Walter W. Gray	J. J. Devine
DANVILLE.....	WBTM	1370	250-LS 100-N	Piedmont Broadcasting Corp. 427 Main St. 2850	Virginia	L. N. Dibrell S. C. Ondarcho S. C. Ondarcho	W. P. Heffernan J. M. Croft Phil Briggs	.....
HARRISONBURG ...	WSVA	550-D	500	Shenandoah Valley Broadcasting Corp. Newman Bldg. 875	Virginia	Floyd William's Estate Chas. P. Blackley Chas. P. Blackley	Wendell Siler ..... U. L. Lynch	.....
LYNCHBURG.....	WLVA	1200	250-LS 100-N	Lynchburg Broadcasting Corp. Allied Arts Bldg. 3030	Virginia	Edward A. Allen Philip P. Allen Glenn E. Jackson	James H. Moore James L. Howe Albert E. Heiser	.....
NEWPORT NEWS...	WGH	1310	250-LS 100-N	Hampton Roads Bestg. Corp. 2813 Washington Ave. 2297	Virginia	James W. Baldwin Edward E. Bishop Edward E. Edgar	J. Marshall Braxton Gene Stratton Raymond P. Aylor, Jr.	Horace Hagedorn
NORFOLK.....	WTAR	780	1,000	WTAR Radio Corp. Bank of Commerce Bldg. 2-5671	NBC	P. S. Huber Campbell Arnoux John W. New	Shirley Hosier Ralph S. Hatcher J. L. Grether	Edw. Petry & Co.
RICHMOND.....	*WBBL	1210-SH	100	Grace Covenant Presbyterian Church 1627 Monument Ave. 4-8885	.....	M. A. Sitton .....	.....	.....
	WMBG	1350	500	Havens & Martin Inc. 914 W. Broad St. 3-6776	NBC-Red	Wilbur M. Havens Wilbur M. Havens Wm. J. Filcr	Robert E. Mitchell Robert E. Mitchell Wilfred H. Wood	Gene Furgason Co.
	WRNL	880-D	500	WLBG Inc. 323 E. Grace St. 3-4242	Virginia	John Stewart Bryan Earl Sowers C. Alden Baker	..... Walter Selden	.....
	WRTD	1500	100	Times-Dispatch Publishing Co., Inc. State-Planters Bank Bldg. 3-7471	NBC	John D. Wise Ovelton Maxey Ovelton Maxey	Margaret Hickerson Bernard Dabney David Bain	Edw. Petry & Co.
	WRVA	1110	5,000	Larus & Bro. Co., Inc. Richmond Hotel 3-6633	CBS MBS	P. L. Reed C. T. Lucy Barron Howard	Burt T. Repine W. R. Bishop H. S. Lucy	Paul H. Raymer Co.
ROANOKE.....	WDBJ	930	5,000-LS 1,000-N	Times-World Corp. 124 W. Kirk Ave. 8131	CBS	Junius P. Fishburn Ray F. Jordan Frank D. Kesler	Ray P. Jordan Marvin Naff Robert D. Avery	Sears & Ayer Craig & Hollingbery

## WASHINGTON

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive Station Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representatives
ABERDEEN.....	KXRO	1310	250-LS 100-N	KXRO Inc. Aberdeen 4098	MBS	Harry R. Spence Harry R. Spence Fred G. Goddard	Ben K. Wetherwax Edwin J. Alexander W. M. McGoffin	John Blair & Co.
BELLINGHAM.....	KVOS	1200	100	KVOS Inc. 115 Magnolia St. 4200	MBS Don Lee	Rogan Jones ..... Ton Schafer	Henry Ehlers ..... Joseph Ernst	John Blair & Co.
CENTRALIA.....	KELA	1440	500	Central Broadcasting Corp. Centralia 721	MBS Don Lee	Arthur C. St. John J. Elroy McCaw Joseph Chytil	Paul Corbin Edward Specht Arnold C. Werner	John Blair & Co.
EVERETT.....	KRKO	1370 ST-KEEN	50	Lee E. Mudgett Clark Bldg. Main 526	.....	Lee E. Mudgett Lee E. Mudgett David F. Wells	Cliffe Hanson Lee E. Mudgett	.....
LONGVIEW.....	KWLK	780-D (Construction permit)	250	Twin City Broadcasting Corp. Longview	.....	Arthur C. Campbell	.....	.....
OLYMPIA.....	KGY	1210	100	KGY Inc. Capitol Park Bldg. 745	MBS Don Lee	Louis A. Wasmer Archie G. Taft W. R. Taft W. R. Taft	Evelyn M. Krause Freda A. Tilden John H. Thatcher	John Blair & Co.
PULLMAN.....	*KWSC	1220 ST-KTW	5,000-LS 1,000-N	State College of Washington Pullman 376-M	.....	E. O. Holland Kenneth E. Yeend	Kenneth E. Yeend H. V. Carpenter	.....
SEATTLE.....	KEEN	1370 ST-KRKO	100	KVL, Inc. Smith Tower Seneca 0700	.....	Arthur C. Dalley Arthur C. Dalley Arthur C. Dalley	Harold D. Porter Harold D. Porter A. C. Dalley	Hal E. Pearce
	KIRO	650 710-SA	250 1,000-SA	Queen City Broadcasting Co. Cobb Bldg. Seneca 1500	CBS	Louis K. Lear H. J. Quilliam Loren B. Stone	Henry M. Norton J. A. Morton James B. Hatfield	E. Katz



# Boiled down



These 2 Factors  
Sell time on  
**WTAR**

## 1 STATION POPULARITY

WTAR is **FIRST** in Showmanship—in Listener Preference  
WTAR is Tidewater Virginia's **SOLE** network station and delivers the cream of NBC Red & Blue programs.  
WTAR **ALONE** offers dependable, satisfactory radio reception throughout Tidewater Virginia.  
WTAR'S directional antenna gives power equivalent to 4000 watts (1,000 watt rates)

**PROOF OF WTAR'S POPULARITY** is the approval of both local and national advertisers—80% of clients using the station 14 years ago, when WTAR started broadcasting in 1923, are **STILL** on the station. Over 95% renewals during 1937. Results bring renewals. Tell us your product and we'll give you data on a similar or allied product advertising on WTAR—how long on station, type and broadcast results.

## 2 STANDARD COVERAGE

	*Day	*Night
Population served		
Primary .....	414,116	336,803
Secondary .....	342,000	79,600
<b>TOTAL .....</b>	<b>756,116</b>	<b>416,403</b>

\*SOURCE: Jansky & Bailey Report, July, 1937. Copy on request.

**YEAR 'ROUND MARKET** for radio advertisers:  
4.6 average persons per family—\$2,045 average family buying power.  
Supported by Stabilized Income . . .  
(Fifth Naval District (Base and Yard), Ship Yards, Exporting and Importing, Resort, Agriculture and Manufacturing).

WTAR is the **ONLY** station serving rich, compact Tidewater Virginia and Eastern North Carolina . . . owned and operated by publishers of Norfolk's morning and evening newspapers.

# WTAR

## NORFOLK, VA.

Complete **NBC** Service      **VIRGINIA'S OLDEST BROADCASTERS**      National Representatives  
First High Fidelity Station—Operates Full Time      **EDWARD PETRY & CO.**

# DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

•—Non-Commercial Station.  
LS—Local Sunset.

D—Day. N—Night.  
L—Limited Time with Dominant Station.

ST—Shares Time.  
SA—Special Authorization.

STN—Shares Time Night.  
SA—Special Authorization.

SH—Specified Hours. SHN—Specified Hours Night.  
CP—Construction Permit Issued.

(Data corrected to January 1, 1938)

## WASHINGTON—(Continued)

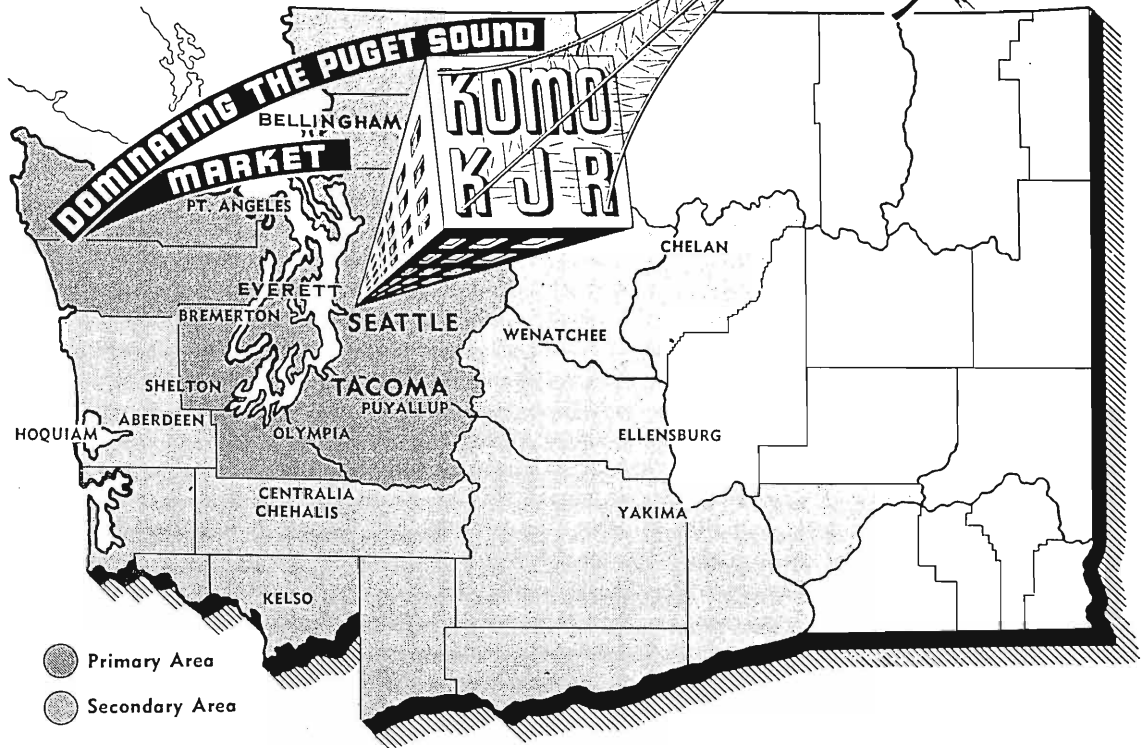
City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive Station Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representatives
SEATTLE (Continued)	KJR	970	5,000	Fisher's Blend Station, Inc. Skinner Bldg. Elliott 5890	NBC-Blue Northwest Triangle	NBC—O. W. Fisher Birt F. Fisher H. M. Felts	W. W. Warren Chas. A. Ballie Francis J. Brott	Edw. Petry & Co.
	KOL	1270	5,000-LS 1,000-N	Seattle Broadcasting Co. Northern Life Tower Main 2312	MBS	Archie Taft Louis Wasmer Elmer D. Pederson Elmer D. Pederson	Dudley E. Williamson A. L. Henderson	John Blair & Co.
	KOMO	920	5,000-LS 1,000-N	Fisher's Blend Station, Inc. Skinner Bldg. Elliott 5890	NBC-Red Northwest Triangle	O. W. Fisher Birt F. Fisher H. M. Felts	W. W. Warren Chas. A. Ballie Francis J. Brott	Edw. Petry & Co.
	KRSC	1120	250	Radio Sales Corp. 819 Fairview Place Elliott 3480	Pacific N.W.	Palmer K. Leberman Robt. E. Priebe Romig C. Fuller	Ted Bell Robert McCaw George Freeman	.....
	*KTW	1220 ST-KWSC	1,000	First Presbyterian Church 7th Ave. & Spring St. Main 4177	.....	First Presbyterian Church Dr. M. A. Matthews	Mrs. C. R. Foss James S. Ross	.....
	KXA	760 L-WJZ	500-LS 250-N	American Radio Telephone Co. Bigelow Bldg. Seneca 1000	.....	R. F. Mezger Florence Wallace Florence Wallace	Jackson Latham Maurice M. McMullen	.....
SPOKANE.....	KFIO	1120-D	100	Spokane Broadcasting Corp. 526 Riverside Ave. Main 3400	.....	Arthur L. Smith Arthur L. Smith B. E. Woolston	Gertrude Longmeier Curtis T. Strong	.....
	KFPY	890	5,000-LS 1,000-N	Symons Broadcasting Co. Symons Bldg. Main 1218	CBS Pacific N.W.	T. W. Symons, Jr. T. W. Symons, Jr. A. L. Bright	Ralph Rogers R. W. Brazel George Langford	Walter Biddick (Pacific Coast)
	KGA	1470	5,000	Louis Wasmer, Inc. Radio Central Bldg. Main 5383	NBC-Blue Northwest Triangle	NBC—Louis Wasmer Harvey Wixson Harvey Wixson	Herbert Wixson Herbert Wixson Bert S. Cole	Edw. Petry & Co.
	KHQ	590	5,000-LS 1,000-N	Louis Wasmer, Inc. Radio Central Bldg. Main 5383	NBC-Red Northwest Triangle	Louis Wasmer Harvey Wixson Harvey Wixson	Herbert Wixson Herbert Wixson Bert S. Cole	Edw. Petry & Co.
TACOMA.....	KMO	1830	1,000	KMO, Inc. 914 1/2 Broadway Main 4144	MBS Don Lee	Carl E. Haymond Carl E. Haymond Jack Buchanan	Larry Huseby Roscoe Smith Joe Kolesar	John Blair & Co.
	KVI	670	5,000-LS 1,000-N	Puget Sound Bestg. Co. Rust Bldg. Broadway 4211	CBS	Mrs. Vernice D. Boulianne Mrs. Vernice D. Boulianne Edward J. Jansen	Dorothy Doernbecher James W. Wallace	Free & Peters
WALLA WALLA.....	KUJ	1370	100	KUJ, Inc. 2nd & Rose Sts. 1230	.....	H. E. Studebaker H. E. Studebaker M. F. Jensen	Richard Crombie Norval Armes Milton MacLaferty	Cox & Tanz Walter Biddick
WENATCHEE.....	KPQ	1500	250-LS 100-N	Wescoast Broadcasting Co. KPQ Bldg. 45	MBS Don Lee	Rogan Jones Cole E. Wylie John Dykeman	Fred Pyrdom .....	John Blair & Co.
YAKIMA.....	KIT	1250	500-LS 250-N	Carl E. Haymond 109 1/2 E. Yakima Ave. 8115	MBS Don Lee	Carl E. Haymond James A. Murphy James A. Murphy	Chestine E. Pearson James A. Murphy Harry B. Murphy	John Blair & Co.

## WEST VIRGINIA

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive Station Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representatives
BLUEFIELD.....	WHIS	1410	1,000-LS 500-N	Daily Telegraph Printing Co. 621 Commerce St. 2618	.....	H. I. Shott C. H. Murphey C. H. Murphey	G. W. Saunders C. B. Jarrett P. T. Flanagan	E. Katz
CHARLESTON.....	WCHS	580	1,000-LS 500-N	Charleston Broadcasting Co. 1016 Lee St. Capital 28-183	CBS W. Virginia	John A. Kennedy D. E. Kendrick E. B. Ferguson	Nicholas Pagliara H. O. Molley William Bradley	Branham Co.
CLARKSBURG.....	WBLK	1870	100	Exponent Co. Robinson-Grand Theatre Bldg. 3040	W. Virginia	John A. Kennedy Monte Myer M. Layman	Paul Grose Joseph Herget William Heitzman	Branham Co.
FAIRMONT.....	WMMN	890	1,000-LS 500-N	Monongahela Valley Bestg. Co. 208 Main St. 3100	CBS	George B. Storer O. J. Ketchner O. J. Ketchner	Murrell Poor C. W. Swiger A. Clyde Heck	John Blair & Co.
HUNTINGTON.....	WSAZ	1190 L-WOAI	1,000	WSAZ Inc. 929 1/2 4th Ave. 4106	.....	W. C. McKellar W. C. McKellar John L. Henry	Fred Burns W. C. Bailey Glenn E. Chase	.....
PARKERSBURG.....	WPAR	1420	100	Ohio Valley Broadcasting Corp. 701 1/2 Market St. 2630	CBS W. Virginia	John A. Kennedy L. L. Jaquier Abe Rauch	George Gow Marion McDowell	Branham Co.
WHEELING.....	WWVA	1160 STN-WOWO	5,000	West Virginia Broadcasting Corp. Hawley Bldg. Wheeling 5383	CBS	George B. Storer George W. Smith George W. Smith	Wayne Sanders ..... Glenn G. Boudy	John Blair & Co.

**KOMO AND KJR ARE THE ONLY**  
**RADIO STATIONS DELIVERING SEATTLE,**  
**TACOMA AND WESTERN WASHINGTON**

*Coverage at  
 one  
 rate*



**K O M O**  
**N B C • R E D**  
**5000 WATTS L.S.**

COMPLETE MARKET  
 DATA AVAILABLE

**K J R**  
**N B C • B L U E**  
**5000 WATTS**

**SEATTLE • WASHINGTON**

NATIONAL REPRESENTATIVE  
**EDWARD PETRY & CO., INC.**

NEW YORK • CHICAGO • DETROIT • SAN FRANCISCO

# DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

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 (Data corrected to January 1, 1938)

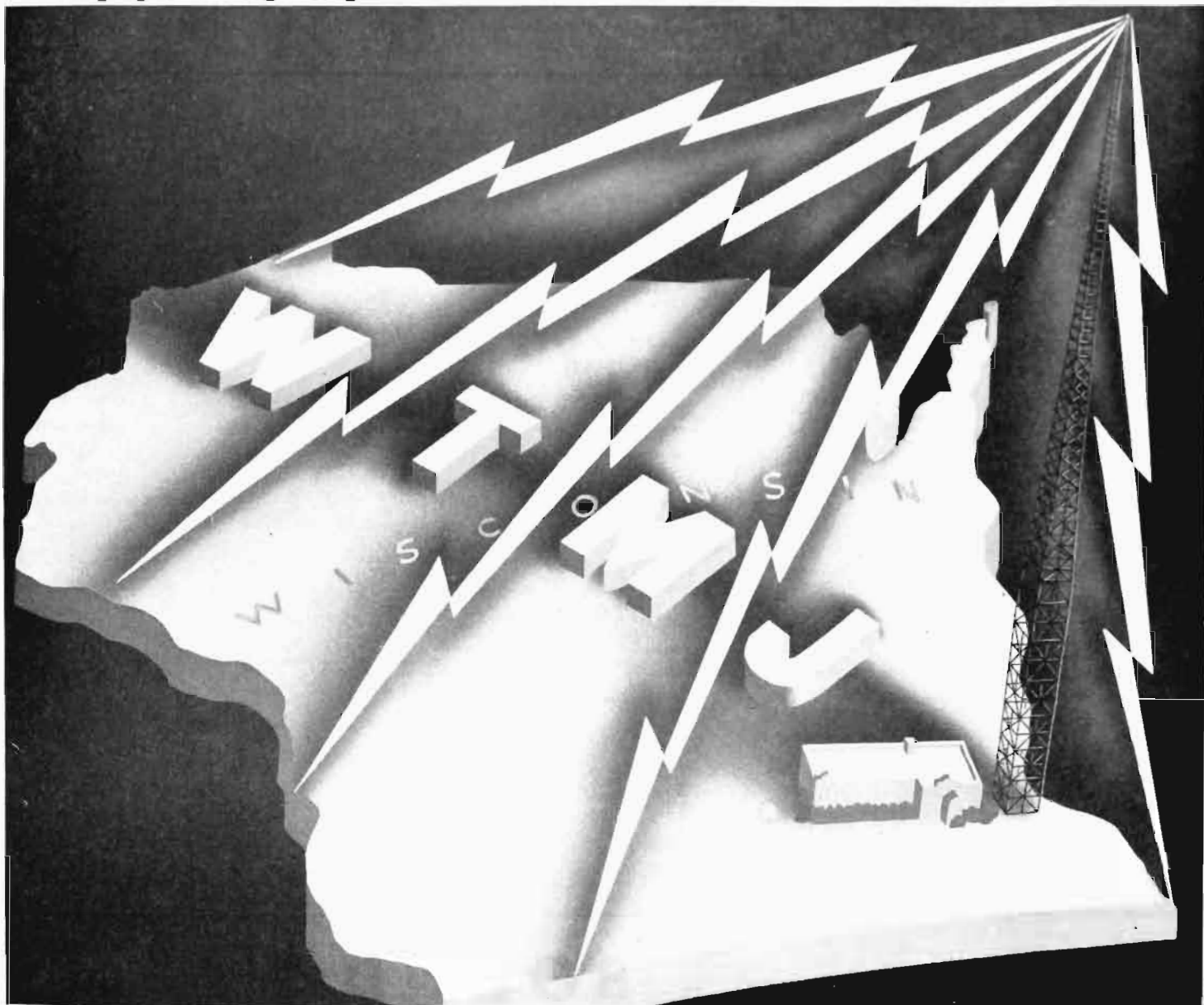
## WISCONSIN

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive Station Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representatives
EAU CLAIRE.....	WEAU	1050 L-KFBI	1,000	Central Broadcasting Co. 203 S. Barstow St. 5312	.....	W. C. Bridges John J. Stack John J. Stack	Jack Lellman Chas. B. Persons	Craig & Hollingbery
FOND DU LAC.....	KFIZ	1420	100	Reporting Printing Co. 18 W. First St. 356	Wisconsin	A. H. Lange Lynn N. Fairbanks Wm. E. O'Brien	Lucille Fairbanks Fahey Flynn Wendell S. Meyers	Small & Brewer
GREEN BAY.....	WHBY	1200	250-LS 100-N	WHBY Inc. Bellin Bldg. Adams 1	Wisconsin	Rt. Rev. B. H. Pennings Rev. James A. Wagner Val. E. Schneider	Bert Mulroy Val. E. Schneider Wallace Stangel	Small & Brewer
	WTAQ	1330	1,000	WHBY Inc. Bellin Bldg. Adams 1	CBS	Rt. Rev. B. H. Pennings Rev. James A. Wagner Val. E. Schneider	Bert Mulroy Val. E. Schneider Wallace Stangel	Small & Brewer
JANESVILLE.....	WCLO	1200	250-LS 100-N	Gazette Printing Co. 200 E. Milwaukee St. 2500	Wisconsin	Sidney H. Bliss Sidney H. Bliss V. A. Weber	John Dixon George Gressman Chas. Brannen	Small & Brewer
LA CROSSE.....	WKBH	1380	1,000	WKBH Inc. Radio Bldg. 460	CBS	Otto M. Schlabach Otto M. Schlabach Chas. F. Callaway	Ralph O'Connor Chas. F. Callaway Al Leeman	Small & Brewer
MADISON.....	*WHA	940-D	5,000	University of Wisconsin Radio Hall University 779	.....	U. of Wisconsin H. B. McCarty .....	H. B. McCarty H. A. Engel Glenn Koehler	.....
	WIBA	1280	5,000-LS 1,000-N	Badger Bestg. Co., Inc. 111 King St. Fairchild 8800	NBC	William T. Evjue W. E. Walker W. E. Walker	K. F. Schmitt W. E. Walker M. F. Chapin	Small & Brewer
MANITOWOC.....	WOMT	1210	100	Francis M. Kadow Radio Bldg. 167	Wisconsin	Francis M. Kadow R. E. Shireman Everet Cobb	R. Steinely, Jr. R. Steinely, Jr. W. C. Duben	.....
MILWAUKEE.....	WEMP	1310-D	100	Milwaukee Broadcasting Co. Empire Bldg. Marquette 7722	Wisconsin	Gene T. Dyer Chas. J. Lanphier Roy O. Pearson	Chas. A. LaForce Glen D. Roberts Ray Host	Weston, Frykman & Allen
	WISN	1120	1,000-LS 250-N	Hearst Radio Inc. 123 W. Michigan St. Daly 3900	CBS	Hearst Radio, Inc. G. W. Grignon R. N. Weil	Neil Searles D. A. Weller	International
	WTMJ	620	5,000-LS 1,000-N	The Journal Co. 333 W. State St. Marquette 6000	NBC	Walter J. Damm D. B. Abert W. F. Dittmann	Russ Winnie Harry Eldred D. W. Gellerup	Edw. Petry & Co.
POYNETTE.....	WIBU	1210	250-LS 100-N	Wm. C. Forrest Poynette 97R6	Wisconsin	Wm. C. Forrest Wm. C. Forrest Wm. C. Forrest	Don Zook Wm. C. Forrest Leonard Doese	.....
RACINE.....	WRJN	1370	250-LS 100-N	Racine Broadcasting Corp. Hotel Racine Jackson 290	.....	Frank R. Starbuck H. J. Newcomb H. J. Newcomb	Richard Conrad Kenneth Hegard F. Lee Dechant	Small & Brewer
SHEBOYGAN.....	WHBL	1300	250	Press Publishing Co. 626 Center Ave. 1900	Wisconsin	C. E. Broughton Harold P. Furstenuau Harold P. Furstenuau	Mona J. Pape Herbert J. Mayer	Weed & Co.
STEVENS POINT....	*WLBL	900-D	5,000	State of Wisconsin (Dept. of Agriculture & Markets) 444 Main St. 525	.....	State Owned F. R. Calvert .....	W. P. Wichmann H. O. Brickson	.....
SUPERIOR.....	WDSM	1200 (Construction permit)	100	Fred A. Baxter Superior	.....	Fred A. Baxter .....	.....	.....
	WEBC	1290	5,000-LS 1,000-N	(See Duluth, Minnesota)	.....	.....	.....	.....
WAUSAU.....	WSAU	1370	100	Northern Bestg. Co., Inc. 113 Third St. 6521	.....	W. E. Walker Wayne W. Cribb Wayne W. Cribb	Donald R. Burt Denman Arnold Roland Richardt	Small & Brewer

## WYOMING

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive Station Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representative
CASPER.....	KDFN	1440	500	Donald Lewis Hathaway First & Lennox Sts. 407	.....	D. L. Hathaway D. L. Hathaway D. L. Hathaway	D. L. Hathaway F. Hufsmith F. W. Wickencamp	Walter Biddick Co. Sears & Ayer Craig & Hollingbery
ROCK SPRINGS....	KVRS	1370 (Construction permit)	250-LS 100-N	Wyoming Broadcasting Co. Rock Springs .....	.....	R. R. West Ken Nielsen .....	..... Ken Nielsen	.....
SHERIDAN.....	KWYO	1370	250-LS 100-N	Big Horn Broadcasting Co. 340 N. Main St. 601	.....	R. E. Carroll B. H. Middleton B. H. Middleton	Herb Siebert Cecil Taggart Eli Daniels	Cox & Tanz

# Stepping Up Sales All Over Wisconsin



Once your skirmishers of trade have planted this market with merchandise, WTMJ soon sets sizzling the fuses of desire that dynamite customers from chair to counter. With far-flung coverage that effectively influences dis-

tribution as well as home deliveries, WTMJ is *the* vehicle to take you places in worthwhile Wisconsin this year. If WTMJ is not now on your schedule . . . well, this might be the time when it would be wise to *revise!*

*The Greater*

**MILWAUKEE JOURNAL STATION**

EDWARD PETRY & CO., INC., Representatives  
New York, Detroit, Chicago, San Francisco

**BROADCASTING • Broadcast Advertising**

# WTMJ

1938 Yearbook Number • Page 139

# DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

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## (Territories and Possessions)

(Data corrected to January 1, 1938)

### ALASKA

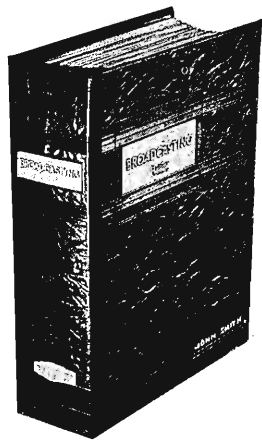
City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive Station Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representatives
ANCHORAGE.....	KFQD	780-SH	250	Anchorage Radio Club Inn KFQD Black 143	.....	R. E. McDonald R. E. McDonald R. E. McDonald	Kenneth Laughlin Wm. J. Wagner	Walter Biddick Co. Jos. H. McGilvra
JUNEAU.....	KINY	1310 CP-1430	100 CP-250	Edwin A. Kraft Goldstein Bldg. 197	.....	Edwin A. Kraft C. B. Arnold C. B. Arnold	R. E. Barringer R. E. Barringer C. Fred Heister	Northwest Radio Adv.
KETCHIKAN.....	KGBU	900	500 CP-1,000	Alaska Radio & Service Co., Inc. KGBU Bldg. 311	.....	James A. Britton R. W. Britton James A. Britton R. W. Britton	R. W. Britton R. W. Britton James A. Britton	.....

### HAWAII

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive Station Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representatives
HILO.....	KHBC	1400	250	Honolulu Broadcasting Co. Ltd. 1283 Kalaniana'ole St. 7877	CBS MBS	Fred J. Hart Webley Edwards J. Howard Worrall	Earl Nielsen Eugene T. Goldrup	Conquest Alliance
HONOLULU.....	KGMB	1320	1,000	Honolulu Broadcasting Co. Ltd. 1129 Kapiolani Blvd. 2323	CBS MBS	Fred J. Hart Webley Edwards J. Howard Worrall	Leo Rumsey Henry Putnam Eugene T. Goldrup	Conquest Alliance
	KGU	750 L-WJR	2,500	Advertiser Publishing Co. Ltd. Advertiser Square 2311	NBC	Lorin P. Thurston Marion A. Mulrony Marion A. Mulrony	Don Fitzgerald Robert S. Thurston Marion A. Mulrony	E. Katz

### PUERTO RICO

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive Station Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representatives
MAYAGUEZ.....	WPRA	1370-SH	250-LS 100-N	Puerto Rico Advertising Co. 26 Del Rio St. 269	.....	Andres Camara Ralph P. Perry Andres Camara	Celso Torres Ralph Perez Perry	.....
PONCE.....	WPRP	1420-SH	100	Julio M. Conesa 21 Christina St. .....	.....	Julio M. Conesa	.....	.....
SAN JUAN.....	WKAQ	1240	1,000	Radio Corp. of Puerto Rico P. R. Telephone Bldg. 2014	.....	I. T. & T. Co. John E. Howell Jose C. Irizarry	David A. Brown David A. Brown Angel P. del Valle	.....
	WNEL	1290	2,500-LS 1,000-N	Juan Piza S. Brau 59 107	.....	.....	.....	.....



## BOUND

### TO GIVE GREATER VALUE

A NEW BINDER has been produced, and we have contracted for a supply, which we believe answers your filing and library needs. It is neat and convenient. It is bound like a book—looks like a book in every respect except that you can snap each current issue for a year into the cover and remove it at will. The narrow binding wire does not cut or mutilate the copies in any way.

The binder as shown, holds 24 copies (one year's issues) of BROADCASTING Magazine. It is your perfect reference of the year's business of broadcasting.

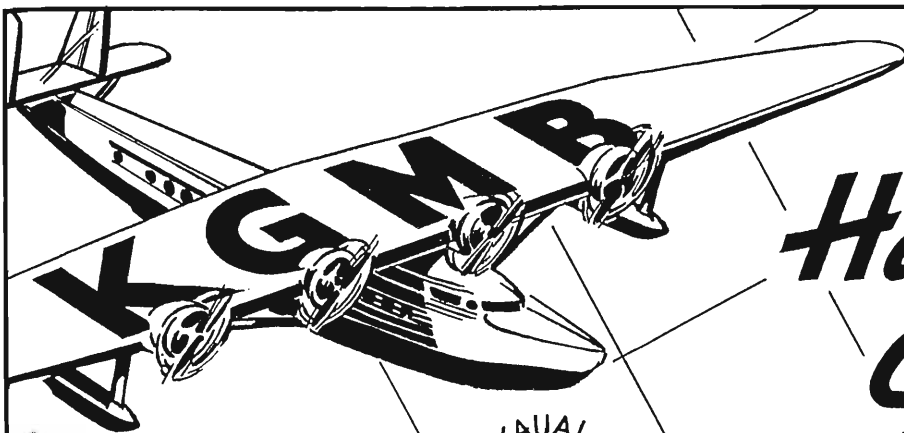
PRICE \$2.50  
POSTPAID

(Your name in gold 25c extra)

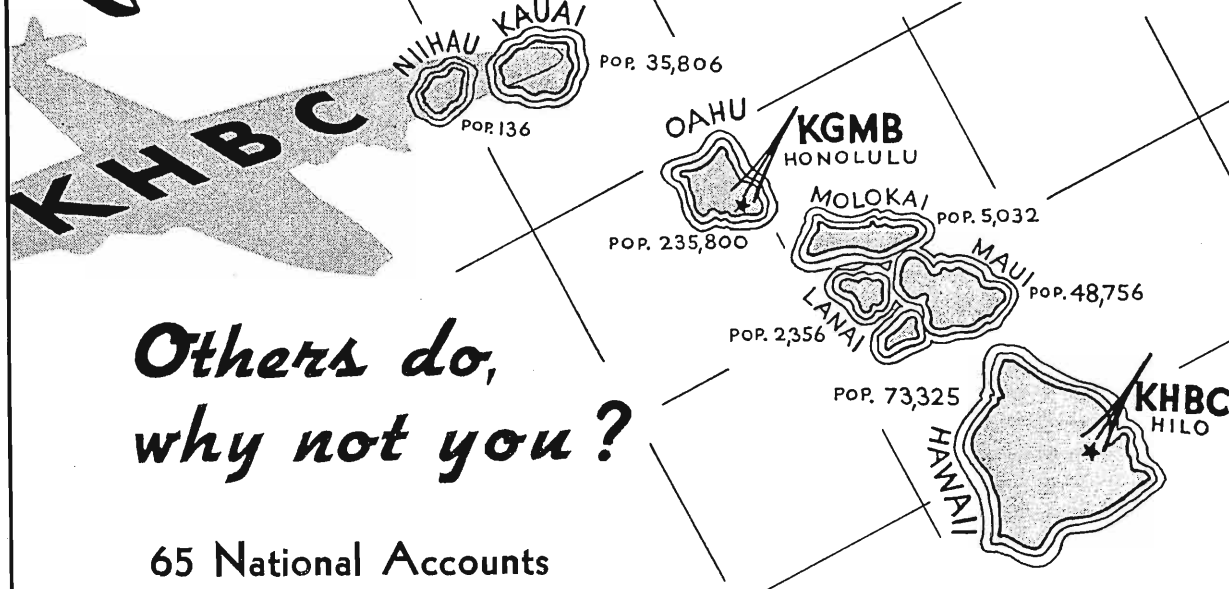
**BROADCASTING**



National Press Bldg.,  
Washington, D. C.



# Hawaii Calls!



*Others do,  
why not you?*

**65 National Accounts  
CAN'T BE WRONG**

A B C Washers  
Albers Milling Co.  
Alka Seltzer  
Anacin  
Associated Oil Co.  
Bulova Watches  
California Rice  
Carter Medicine Co.  
Charis Corsets  
Chesterfield  
Chevrolet  
Colgate Dental Cream  
Crisco  
Dodge Motors  
Dermetics Cosmetics  
Dr. West Toothbrushes  
Durkees  
Easy Washers  
Electro-Lux  
Elmo Cosmetics  
Fleischmann  
Ford Motor Co.

Frigidaire Refrigerators  
General Electric  
G. E. Refrigerators  
General Electric Washers  
General Mills  
General Motors  
Gillette  
Glidden Paint  
Grunow Refrigerators  
Ivory  
Karo  
Kelvinator  
Kolyons  
Kool and Raleigh  
Lucky Strike  
Max Factor  
Maxwell House Coffee  
National Carbon Co.  
 Norge Refrigerators  
Oldsmobile  
Ovaltine

Oxydol  
Palmolive  
Philco Radio  
Pond's  
Post Bran  
Pro-Phy-Lac-Tic  
Prudential Life  
RCA Radio  
Royal Gelatin Dessert  
Schillings Co.  
Sherwin Williams  
Sloan's Liniment  
Southern Pacific R R Co.  
Spry  
Standard Brands  
Standard Oil  
Stewart Warner  
Vicks Chemical Co.  
Vouge Foundations  
White King Soap  
Wrigleys  
Zenith Radio

**55 Leading Island Advertisers  
ARE NOT WRONG**

Aloha Motors  
American Drug Co.  
American Factors, Ltd.  
American Hawaiian Motors  
Ben Stoddard, Ltd.  
Bergstrom Music Co.  
Boy Scouts of America, Hon.  
Casa Loma, Ltd.  
Castle & Cook, Ltd.  
Castner's Garage, Ltd.  
China Gift Chest  
Consolidated Amusement Co.  
Cdvne Furniture  
De Silva Garage  
Diamond Bakery  
Fair Department Store  
Frank Cox  
Fred L. Waldron, Ltd.

Fuji Junichi Shoten  
Hawaiian Brewing Co.  
Hawaiian Cane Products  
Hawaiian Electric Co.  
Hawaiian Sugar Planters Assn.  
Hawaii Chemical Supply  
Hawaii Trust Co.  
Hind Clarke Dairy  
Home Insurance Co. of Hawaii  
Honolulu Dairymen Assn.  
Honolulu Gas Co.  
Honolulu Japanese Hotel Assn.  
Honolulu Sewing School  
Honolulu Star Bulletin  
K. Kawano Drug Store  
Liberty House  
Margaret L. Smith  
McInerney, Ltd.

Mutual Telephone Co.  
Pacific Motors Co., Ltd.  
.Pang See & Co.  
Pan Pacific Shoe Co.  
Radio Appliance Co.  
Rapid Transit Co.  
Service Cold Storage  
Sewing Teacher's School  
Standard Trading Co.  
Thayer Plano Co.  
The Cherry Co.  
The Electric Center  
The Japanese Bazaar  
Universal Motor Co.  
Van Cleve  
Von Hamm-Young Co.  
Walki Shops  
W. A. Ramsey, Ltd.  
Wahiawa Motors

The foregoing firms are the LARGEST LOCAL Hawaiian Advertisers—They are in a position to check RESULTS—That's why they chose KGMB & KHBC.

**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.  
C. P. MacGREGOR 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**

# DIRECTORY OF BROADCASTING STATIONS IN CANADA

\*—Non-Commercial Stations.

D—Day.

N—Night.

(Data corrected to January 1, 1938)

## ALBERTA

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive Station Manager Commercial Manager	Program Director Mdsgr. or Promotion Mgr. Chief Engineer	Representatives
CALGARY.....	CFAC	930	1,000	South Western Publishers Ltd. Southam Bldg. Renfrew 1036	CBC Foothills	H. R. Carson Gordon S. Henry Ian McDonald	T. W. Tweed Fred McDowell Rudolph Erickson	All-Canada
	CFCN	1030	10,000	Voice of the Prairies Ltd. Toronto General Trusts Bldg. M-1161	.....	H. G. Love H. G. Love E. H. McGuire	Chas. Nyall P. E. McCaffery	Jos. H. McGillvra
	CJ CJ	690	100	Albertan Publishers Ltd. Calgary Main 5358	CBC	Gordon Bell ..... .....	..... ..... .....	.....
EDMONTON.....	CFRN	960	100	Sunwapta Broadcasting Co. Ltd. C. P. R. Bldg. 2-3561	.....	G. R. A. Rice G. R. A. Rice H. F. Nielsen	S. S. Lancaster G. Williamson F. G. Makepeace	Jos. H. McGillvra All-Canada
	CJCA	730	1,000	Northwestern Publishers Ltd. Birks Bldg. 2-6131	CBC Foothills	Edmonton Journal Frank H. Elphicke William T. Cranston	Norman Botterill Frank Johnson Hastings McMahon	All-Canada Weed & Co.
	*CKUA	580	500	University of Alberta Campus 3-2233	CBC	U. of Alberta Donald Cameron .....	Shoila Marryat W. E. Cornish	.....
GRANDE PRAIRIE..	CFGP	1200	100	Northern Broadcasting Corp. Ltd. Grand Prairie 163	Foothills	C. L. Berry H. W. Brooker H. W. Brooker	Paul Guy H. W. Brooker George Sinclair	All-Canada
LETHBRIDGE.....	CJOC	950	100	Lethbridge Broadcasting Ltd. Marquis Hotel Bldg. 3-872	CBC Foothills	J. G. Hutchings G. Gaetz A. H. Nicholl	R. Buss ..... R. Reagh	Weed & Co. All-Canada

## BRITISH COLUMBIA

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive Station Manager Commercial Manager	Program Director Mdsgr. or Promotion Mgr. Chief Engineer	Representatives
CHILLIWACK.....	CHWK	780	100	Chilliwack Broadcasting Co. Ltd. Chilliwack 6106	CBC	C. Casey Wells C. Casey Wells C. Casey Wells	Ronald G. Wells C. Casey Wells Jack Pilling	.....
KAMLOOPS.....	CFJC	880	1,000	Kamloops Sentinel Ltd. 209 Victoria St. 1000	CBC	R. E. White D. Homersham D. Homersham	R. Desmond L. Irwine	.....
KELOWNA.....	CKOV	630	100	Okanagan Broadcasters Ltd. Mill Ave. 200	CBC	J. W. B. Brown ..... .....	..... ..... .....	.....
PRINCE RUPERT...	CFPR	580	50	Felix E. Batt 336 Second Ave. 863	.....	F. E. Batt C. H. Insulander C. H. Insulander	J. R. Stevens J. R. Stevens C. H. Insulander	All-Canada
TRAIL.....	CJAT	910	1,000	Kootenay Broadcasting Co. Ltd. Victoria St. 73	CBC	B. A. Stimmel T. G. Robinson W. W. Baggs	C. R. Smith W. W. Baggs E. C. Connor	Weed & Co. All-Canada
VANCOUVER.....	CBR	1100	5,000	Canadian Broadcasting Corp. C. N. R. Hotel Trinity 2511	CBC	CBC—Gladstone Murray J. R. Radford E. A. Weir	..... ..... .....	CBC
	CJOR	600	500	George C. Chandler 846 Howe St. Trinity 5821	.....	George Clarke Chandler George Clarke Chandler D. E. Laws	R. G. Wilmot R. E. Ford W. B. Smith	Jos. H. McGillvra
	CKCD	1010	100	Vancouver Daily Province 198 Hasting St. W. Seymour 2750	.....	Daily Province ..... .....	..... ..... .....	.....
	*CKFC	1410	50	United Church of Canada Hemlock & 12th Ave. Trinity 3838	.....	..... ..... .....	..... ..... .....	.....
	CKMO	1410	100	British Columbia Bestg. System 812 Robson St. Seymour 8778	.....	R. J. Spratt H. M. Cooke H. M. Cooke	Alan Thompson H. M. Cooke Ernest Ruzicka	.....
VICTORIA.....	CKWX	1010	100	Western Bestg. Co. Ltd. Hotel Georgia Seymour 2288	.....	Arthur Holstead Arthur Holstead Reg. M. Dagg	Fred C. Bass Reg. M. Dagg E. Ross MacIntyre	Weed & Co.
	CFCT	1450	500	Victoria Broadcasting Assn. Central Bldg. Garden 2014	.....	Geo. Deaville Geo. Deaville Lee Holberg	Clarence Carville ..... Don Horne	Jos. H. McGillvra



# DIRECTORY OF BROADCASTING STATIONS IN CANADA

\*—Non-Commercial Stations.

D—Day.

N—Night.

(Data corrected to January 1, 1938)

## MANITOBA

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive Station Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representatives
BRANDON.....	CKX	1120	1,000	Manitoba Telephone System Rosser Ave. 4532	CBC	Man Telephone System William F. Sellar John Craig	..... C. E. R. Collins	All-Canada Weed & Co.
FLIN FLON.....	CFAR	1370	100	Artic Radio Corp. 120 Main St. 290	.....	George W. Bridgeman J. M. Bridgeman J. R. Cousineau	..... .....	All-Canada
WINNIPEG.....	CJGX	1390	100	(See Yorkton, Sask.)				
	CJRC	630	1,000-D 500-N	James Richardson & Sons, Ltd. Royal Alexandra Hotel 92-266	CBC Prairie	J. Richardson & Sons Ltd. H. R. McLaughlin J. L. C. MacPherson	Harold Green George Titus H. R. McLaughlin	All-Canada
	CKY	910	15,000	Manitoba Telephone System Manitoba Telephone Bldg. 92-191	CBC	Man. Telephone System W. H. Backhouse G. F. Herbert	R. H. Roberts G. F. Herbert G. H. Mills	All-Canada

## NEW BRUNSWICK

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive Station Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representatives
FREDERICTON.....	CFNB	550	1,000-D 500-N	Jas. S. Neill & Sons Ltd. Fredericton 209	CBC	J. Stewart Neill J. Stewart Neill J. Stewart Neill	C. G. Stillwell J. Stewart Neill Thos. B. Young	Jos. H. McGillvra
MONCTON.....	CKCW	1370	100	Moncton Broadcasting Co. Ltd. Knights of Pythias Bldg. 1302	CBC	J. L. Black Fred Lynds Fred Lynds	Earl McCarron Fred Lynds A. J. White	Jos. H. McGillvra
SAINT JOHN.....	CHSJ	1120	100	New Brunswick Brestg. Co. Ltd. Admiral Beatty Hotel 3-2307	CBC	H. P. Robinson L. W. Bewick George Cromwell	deB. Holly L. W. Bewick J. G. Bishop	Jos. H. McGillvra

## NOVA SCOTIA

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive Station Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representatives
HALIFAX.....	CHNS	930	1,000	Maritime Broadcasting Co. Ltd. Lord Nelson Hotel Bishop 8318	CBC	Andrew W. Robb Wm. Coates Borrett John Redmond	Lionel Shatford Fletcher Coates A. W. Greig	Jos. H. McGillvra
SYDNEY.....	CJCB	1240	1,000	Eastern Broadcasters Ltd. Radio Bldg. 209	CBC	N. Nathanson N. Nathanson N. Nathanson	R. H. Wright C. Nunn F. G. O'Brien	Jos. H. McGillvra
WOLFVILLE.....	*CKIC	1010	50	Acadia University Wolfville 270	.....	Acadia University Roy T. Steeves	Frances M. Patterson Roy T. Steeves	.....
YARMOUTH.....	CJLS	1310	100	Laurie L. Smith Grand Hotel 500	.....	Laurie L. Smith Laurie L. Smith Laurie L. Smith	..... ..... Laurie L. Smith	.....



THE KEY STATION OF THE MARITIMES

MARITIME BROADCASTING Co. Ltd.      WILLIAM C. BORRETT  
MANAGING DIRECTOR

# CHNS

1000 WATTS .... 930K-C.

# DIRECTORY OF BROADCASTING STATIONS IN CANADA

\*—Non-Commercial Stations.

D—Day.

N—Night.

(Data corrected to January 1, 1938)

## ONTARIO

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive Station Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representatives
BRANTFORD	CKPC	930	100	Telephone City Broadcast Ltd. Arcade Bldg. 625	CBC	J. D. Buchanan J. D. Buchanan J. D. Buchanan	Hugh Bremner Hugh Bremner Hugh Clarke	All-Canada Associated
CHATHAM	CFCO	630	100	John Beardall Wm. Pitt Hotel 2626	CBC	John Beardall John Beardall Peter A. Kirkey	Ross Wright Peter A. Kirkey Gordon Brooks	.....
COBALT	*CKMC	1210	50	R. L. MacAdam Cobalt .....	.....	R. L. MacAdam .....	.....	.....
FORT WILLIAM- PORT ARTHUR	CKPR	730	100	Dougall Motor Car Co. Ltd. Radio Hall South 315	CBC	H. F. Dougall H. F. Dougall Ralph H. Parker	Ralph H. Parker I. Jones Tom Ross	All-Canada Associated
HAMILTON	CHML	1010	100	Maple Leaf Radio Co. Ltd. Pigott Bldg. 7-1539	CBC	A. C. Hardy Kenneth D. Soble Kenneth D. Soble	Gordon W. McClain L. C. Brintnell Clarence R. Snelgrove	.....
	CKOC	1120	1,000-D 500-N	Wentworth Radio Bestg. Co. Ltd. Wentworth Bldg. 2-4661	CBC	James Midgley Gordon Anderson	.....	Leslie Horton
KINGSTON	CFRC	1510	100	Queen's University Whig-Standard Bldg. 616	CBC	Queen's University James Annand James Annand	.....	.....
KIRKLAND LAKE	CJKL	1310	100	Northern Broadcasting Co. Ltd. R. & E. Bldg. 27	CBC	.....	.....	.....
KITCHENER	CKCR	1510	100	K. & W. Broadcasting Co. Waterloo Trust Bldg. 4360	.....	W. C. Mitchell G. Liddle W. C. Mitchell G. Liddle	Phil Clayton G. Liddle Ion Hartman	All-Canada
LONDON	CFPL	730	100	London Free Press Printing Co. Ltd. Richmond St. Metcalfe 5200	CBC	Walter J. Blackburn Philip H. Morris Philip H. Morris	Philip H. Morris Lloyd J. Yorke	Dominion
NORTH BAY	CFCH	930	100	Northern Broadcasting Co. Ltd. North Bay 374	CBC	R. H. Thomson Tom Darling Victor E. Brooks	Bruce McLeod Jack Cooke Allan K. Taylor	Northern
OTTAWA	CBO	880	1,000	Canadian Broadcasting Corp. Chateau Laurier Hotel 2-1151	CBC	CBC—Gladstone Murray Walter Anderson E. A. Weir	Tedd Briggs ..... R. K. Anderson	CBC
	CKCO	1010	100	Dr. G. M. Geldert 272 Somerset St. W. 2-3611	NBC CBC	Dr. G. M. Geldert A. W. Ryan Dr. G. M. Geldert	Lawrence Moss E. V. O'Meara I. R. Henderson	Jos. H. McGillvra
OWEN SOUND	.....	1370 (Construction permit)	100	Howard Fleming 869 Second Ave. E. 113	.....	Howard Fleming	.....	.....
PRESCOTT	CFLC	930	100	Radio Assn. of Prescott 307 George St. 302	.....	Charles Plumb	.....	.....
ST. CATHARINES	CKTB	1200	100	Silver Spire Bestg. Station Ltd. Welland House 3900	CBC	E. T. Sandell Pauline Smyth	J. B. Mitchell ..... W. H. Allen	All-Canada
SAULT STE. MARIE	CJIC	1500	100	J. C. Whitby & J. G. Hyland Sault Ste. Marie 360	.....	J. G. Hyland J. G. Hyland J. G. Hyland	J. C. Whitby J. G. Hyland S. C. Cusack	Jos. H. McGillvra
STRATFORD	CJCS	1210	500	Central Broadcasting Co. Windsor Hotel 1675	.....	Frank M. Squires F. M. Squires F. M. Squires	Alex. L. Smith F. M. Squires W. J. Stauffer	.....
SUDBURY	CKSO	780	1,000	Sudbury Star Ltd. 21 Elgin St. 280	CBC	W. E. Mason John D. Kemp John D. Kemp	Wilf J. Woodill ..... Leonard C. Parkes	.....
TIMMINS	CKGB	1420	100	Northern Broadcasting Co. Ltd. Timmins 500	CBC	R. H. Thomson Wm. Wren Gordon Archibald	Perry Seaborn Jack Cooke Ed. Ryan	Northern
TORONTO	CBL	840	50,000	Canadian Broadcasting Corp. 805 Davenport Rd.	CBC NBC	CBC—Gladstone Murray Peter Aylen E. A. Weir	..... ..... W. A. Nichols	CBC
	CRCY	960	100	Canadian Broadcasting Corp. 805 Davenport Road Lakeside 2817	CBC NBC	CBC—Gladstone Murray Peter Aylen E. A. Weir	..... ..... W. C. Little	CBC
	CFRB	690	10,000	Rogers Radio Bestg. Co. Ltd. 37 Bloor St. W. Midway 3515	CBS	E. S. Rogers Harry Sedgwick E. L. Moore	Roy Lockley ..... Henry Parker	.....
	CKCL	580	100	Dominion Battery Co. Ltd. 444 University Ave. Adelaide 1014	CBC	Henry S. Gooderham	.....	.....
WINDSOR	CBW	600	1,000-D 500-N	Canadian Broadcasting Corp. Prince Edward Hotel 4-4282	CBC	CBC—Gladstone Murray J. T. Canlyle E. A. Weir	..... ..... S. J. Garrod	CBC
	CKLW	1030	5,000	Western Ontario Bestg. Co. Ltd. Guaranty Trust Bldg. 4-1155	CBC MBS	Frank Ryan J. E. Campeau L. J. DuMahaut	Stephen Douglas Val Clare W. J. Carter	Jos. H. McGillvra
WINGHAM	CKNX	1200	100	Wingham Radio Club Wingham 158-W	.....	W. T. Cruickshank W. T. Cruickshank B. Howard Bedford	B. Howard Bedford Harry J. Boyle W. T. Cruickshank	Jos. H. McGillvra

# DIRECTORY OF BROADCASTING STATIONS IN CANADA

\*—Non-Commercial Stations.

D—Day.

N—Night.

(Data corrected to January 1, 1938)

## PRINCE EDWARD ISLAND

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive Station Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representatives
CHARLOTTETOWN	CFCY	630	1,000	Island Radio Bestg. Co. Ltd. Brace Block, Queen St. 741	CBC	K. S. Rogers K. S. Rogers L. A. MacDonald	L. A. MacDonald K. S. Rogers John Q. Adams	Jos. H. McGillvra
	CHCK	1810	50	J. A. Gesner Charlottetown .....	.....	J. A. Gesner ..... .....	..... ..... .....	.....
SUMMERSIDE	CHGS	1450	50	R. T. Holman Ltd. Summerside 134	CBC	H. T. Holman ..... .....	..... ..... .....	.....

## QUEBEC

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive Station Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representatives
CHICOUTIMI	CRCS	1120	100	Canadian Broadcasting Corp. Chicoutimi Saguenay 155	CBC	CBC—Gladstone Murray Vilmond Fortin .....	..... J. E. Roberts .....	CBC
HULL	CKCH	1210	100	CKCH Hull Bestg. Co. 85 Champlain Ave. 2-1701	CBC	J. Pharand Alexandre Dupont Paul Cormier	Alexandre Dupont ..... J. L. Champagne	Dominion
MONTREAL	CBF	910	50,000	Canadian Broadcasting Corp. 1231 St. Catherine St. W. Marquette 5211	CBC NBC	CBC—Gladstone Murray John C. Stadler J. A. Dupont	J. M. Beaudet ..... Gordon W. Olive	CBC
	CBM	1050	5,000	Canadian Broadcasting Corp. 1231 St. Catherine St. W. Marquette 5211	CBC NBC	CBC John C. Stadler J. A. Dupont	J. M. Beaudet ..... W. A. Reid	CBC
	CFCF	600	500	Canadian Marconi Co. Ltd. 1231 St. Catherine St. W. Marquette 7086	NBC	A. H. Ginman V. F. Nielsen V. F. Nielsen	James A. Shaw Ernest H. Smith Kenneth R. Paul	Weed & Co.
	CHLP	1120	100	La Patrie Publishing Co. Ltd. Sun Life Bldg. Plateau 5225	.....	La Patrie Marcel Lefebvre Marcel Lefebvre	..... ..... F. F. Tambling	.....
	CKAC	730	5,000	La Presse Publishing Co. 980 St. Catherine St. W. Lancaster 5125	CBS	P. R. Du Tremblay Phil Lalonde Phil Lalonde	Yves Bourassa Louis Morriset Leonard Spencer	Jos. H. McGillvra
NEW CARLISLE	CHNC	960	1,000	Gaspesian Radio Bestg. Co. New Carlisle 38	CBC	Gaspesian Radio Bestg. Co. Charles Houde Charles Houde	Viateur Bernard Yves Theriault McGough-Doiron	Jos. H. McGillvra
QUEBEC	CHRC	580	100	CHRC Ltd. Victoria Hotel 2-8178	.....	Emile Fontaine J. N. Thivierge J. N. Thivierge	Gaston Voyer J. A. Hardy Oscar Marcoux	Jos. H. McGillvra
	CKCV	1310	100	CKCV Ltd. 142 St. John St. 2-1585	CBC	Jules Brillant Paul Lepage Paul Lepage	Jean Nel ..... Charles Frenette	Associated
	CRCK	950	1,000	Canadian Broadcasting Corp. Chateau Frontenac 5658	CBC NBC	Gladstone Murray A. H. Houde A. H. Houde	..... ..... Chas. Frenette	CBC
RIMOUSKI	CJBR	1030	1,000	Lower St. Lawrence Power Co. Rimouski 119	CBC	J. A. Brilliant G. A. Lavoie Francis Laroche	P. E. Corbeil G. A. Lavoie Ray Laine	.....
SHERBROOKE	CHLT	1210	100	La Tribune Ltd. Sherbrooke 971	.....	Jacob Nicol Marcel Provost Marcel Provost	Marcel Provost Marcel Provost C. Charlebois	.....
THREE RIVERS	CHLN	1420	100	Le Nouvelliste Ltd. Chateau de Blois 3000	.....	Emil Jean Yvan de Seve Yvan de Seve	Yvan de Seve Joe Spanton Leon Trepanier	Dominion

## SASKATCHEWAN

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive Station Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representatives
MOOSE JAW	CHAB	1200	100	CHAB, Ltd. Grant Hall Hotel 2377	CBC	A. E. Jacobson H. C. Buchanan E. W. Glover	L. A. Bourgeois L. A. Bourgeois A. E. Jacobson	All-Canada Associated
PRINCE ALBERT	CKBI	1210	100	Prince Albert Radio Club Sanderson Block 3133	CBC	L. E. Moffat R. E. Price R. E. Price	W. R. Hart Gerald Prest L. E. Moffat	All-Canada
REGINA	CJRM	540	1,000	James Richardson & Sons Ltd. Saskatchewan Life Bldg. 8424	CBC Prairie	James Richardson Fred V. Scanlon Bruce Pirie	Don Wright ..... A. W. Hooper	All-Canada
	CKCK	1010	1,000	Leader-Post Ltd. Leader-Post Bldg. 8525	CBC	Victor Sifton M. V. Chestnut A. J. Balfour	W. A. Speers E. Stock E. A. Strong	Weed & Co. All-Canada
SASKATOON	CFQC	840	1,000	A. A. Murphy & Sons Ltd. 216 First Ave. N. 7282	CBC	A. A. Murphy A. A. Murphy Vernon Dallin	Vernon Dallin Cy Cairns Stan Clifton	Jos. H. McGillvra
YORKTON	CJGX	1390	100	James Richardson & Sons Ltd. Royal Alexandra Hotel, Winnipeg, Man. Winnipeg 92-266	CBC Prairie	James Richardson H. R. McLaughlin J. L. C. MacPherson	Harold Green George Titus Sam Haggerty	All-Canada

### NORTHWEST TERRITORY

AKLAVIK	CJCU	1210	50	Dept. of Mines & Resources Ottawa, Ont.	.....	..... ..... .....	..... ..... .....	.....
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# Directory of BROADCASTING STATION REPRESENTATIVES

(For stations represented, see last column of station directory.)

\*Indicates company is engaged in newspaper representation and also represents stations

NAME OF COMPANY	CITY	ADDRESS	TELEPHONE NO.	MANAGER
All-Canada Radio Facilities Ltd.	Calgary, Alberta	Southam Bldg.	R-2021	H. R. Carson F. W. Cannon Dawson Richardson P. H. Gayner G. F. Herbert Burt Hall John E. Baldwin
	Winnipeg, Manitoba	Manitoba Govt. Telephone Bldg.	92-481 92-191	
	Toronto, Ontario	80 Richmond St. W.	Elgin 9279	
	Montreal, Quebec Vancouver, British Columbia	Dominion Square Bldg. 541 W. Georgia St.	Lancaster 6400 .....	
Associated Broadcast Adv. Co. (Sales office for WFAS, White Plains, N. Y.)	New York City	152 W. 42nd St.	Wisconsin 7-2299	Irving T. Porter
Associated Broadcasting Co., Ltd.	Toronto, Ont., Canada Montreal, Que., Canada	Hermant Bldg. Crescent Bldg.	Elgin 3845 Belair 3825	E. A. Byworth, President M. Maxwell, Vice-President
Bamberger Broadcasting Service Inc., (WOR)	Chicago, Ill. Boston, Mass. San Francisco, Cal.	Tribune Tower 86 Federal St. Russ Bldg.	Superior 6110 Liberty 0437 Douglas 1294	R. J. Barrett, Jr. Paul A. Belaire Edward S. Townsend
Bertha Bannan	Boston, Mass.	80 Boylston St.	Hancock 6178	Bertha Bannan
Walter Biddick Co.	Los Angeles, Cal. San Francisco, Cal. Seattle, Wash.	Chamber of Commerce Bldg. Russ Bldg. Exchange Bldg.	Richmond 6184 Sutter 6415 Main 6440	Walter Biddick James C. McCormick, Jr. Walter Monroe, Jr. John Kiewel
John Blair & Co.	Chicago, Ill. New York City Detroit, Mich. Los Angeles, Cal. San Francisco, Cal. Seattle, Wash.	520 N. Michigan Ave. 341 Madison Ave. New Center Bldg. Chamber of Commerce Bldg. Russ Bldg. 1411 Fourth Avenue Bldg.	Prospect 8660 Murray Hill 9-6084 Madison 7889 Prospect 3584 Douglas 3188 Seneca 2377	John Blair George W. Bolling R. H. Bolling Carleton Coveny Lindsay Spight Richard G. McBroom
*The Branham Co.	Chicago, Ill. New York City Detroit, Mich. St. Louis, Mo. Kansas City, Mo. Atlanta, Ga. Dallas, Tex. San Francisco, Cal. Los Angeles, Cal. Seattle, Wash. Portland, Ore.	360 N. Michigan Ave. 420 Lexington Ave. General Motors Bldg. Arcade Bldg. National Fidelity Life Bldg. Rhodes-Haverty Bldg. Mercantile Bldg. 235 Montgomery St. 1151 S. Broadway 1004 Second Ave. 920 S. W. Sixth Ave.	Central 5726 Mohawk 4-2430 Madison 8893 Chestnut 6192 Harrison 1023 Walnut 4851 2-8589 Garfield 6740 Prospect 3471 Seneca 4480 Atwater, 2414	John Petrie J. H. Connolly E. R. Bornman W. F. Patzfall Geo. F. Dillon J. B. Keough A. J. Putman Austin B. Fenger Geo. D. Close Arthur G. Neitz G. A. Wellington
*Thomas W. Briggs Co.	Memphis, Tenn.	Columbia Mutual Tower	6-4789	Bernard L. Cohn
Broadcasting Abroad, Ltd. (Foreign Station Representation)	New York City	119 W. 57th St.	Circle 7-4161	Henry G. Hobert
Howard C. Brown (3XY, Melbourne, Australia)	Hollywood, Cal.	6231 Afton Place	Gladstone 7290	Howard C. Brown
*Bryant-Griffith & Brunson, Inc.	New York City Chicago, Ill. Detroit, Mich. Boston, Mass. Atlanta, Ga.	9 E. 41st St. 360 N. Michigan Ave. General Motors Bldg. 201 Devonshire St. Walton, Bldg.	Murray Hill 2-2174 Andover 1040 Madison 3534 Liberty 4259 Walnut 1231	Harry C. Griffith Fred F. Parsons Harry W. Pollard Joseph Walsh B. Frank Cook
Charles C. Caley (WDZ, Tuscola, Ill.)	Peoria, Ill.	Alliance Life Bldg.	7133	Charles C. Caley
*Capper Publications	New York City Detroit, Mich. Chicago, Ill. San Francisco, Cal.	420 Lexington Ave. General Motors Bldg. 180 N. Michigan Ave. 1207 Russ Bldg.	Mohawk 4-3280 Madison 2125 Central 5977 Douglas 5220	Philip Zaek Frank X. Gaughen H. M. Breneisa W. B. Flowers
Conquest Alliance Co., Inc. (Foreign Station Representation)	New York City Chicago, Ill. Havana, Cuba Buenos Aires, Argentina Rio de Janeiro, Brazil	515 Madison Ave. 228 N. LaSalle St. Edificio La Metropolitana Sarmiento 559 Edificio Odeon 710	Plaza 3-5650 State 5096 M-2953 Retiro 0664 42-0945	(C. H. Venner, Jr. A. M. Martinez Fred R. Jones Rene Canizares Carlos Deges R. Constantinesco
ASSOCIATED COMPANIES: Broadcast Enterprises, Ltd. Informations et Publicite Ricardo Vivado O. P. F. Saborio	London, England Paris, France Santiago, Chile San Jose, Costa Rica	Abbey House 50 Rue de Chateaudun Casilla 627 Calle 1A; Entre Avenidas, 1A y 3A	Abbey 4093 Trinite 81-12 66764 4012	E. R. Voigt Jacques Parsons R. Vivado P. F. Saborio
Cox & Tanz	Philadelphia, Pa. New York City Chicago, Ill.	Drexel Bldg. 535 Fifth Ave. 228 N. LaSalle St.	Lombard 1720 Murray Hill 2-3234 Franklin 2095	E. R. Tanz A. P. Cox Joseph Cox
Craig & Hollingbery, Inc.	New York City Chicago, Ill. Detroit, Mich. Jacksonville, Fla. San Francisco, Cal.	50 Park Ave. 307 No. Michigan Ave. Park & Adams Sts. Florida Nat'l Bank Bldg. 564 Market St.	Plaza 3-8989 State 2898 Cherry 5200 Jacksonville 3-0381 Garfield 7511	F. E. Spencer, Jr. George Hollingbery Fred Hague Harry E. Cummings J. Leslie Meek
*J. J. Devine & Associates, Inc.	New York City Chicago, Ill. Detroit, Mich. Pittsburgh, Pa. Atlanta, Ga.	405 Lexington Ave. 307 N. Michigan Ave. New Center Bldg. Oliver Bldg. Palmer Bldg.	Murray Hill 6-1118 Central 4270 Madison 3850 Atlantic 4723 Walnut 3149	J. J. Devine John A. Toothill Don F. Daubel L. H. McCamic E. J. Hayes
Dominion Broadcasting Co.	Toronto, Ont.	C. P. R. Bldg.	Waverley 1990	Hal B. Williams
James F. Fay (Radio Broadcasting Co., Inc.)	Boston, Mass.	Statler Bldg.	Hubbard 1225	James F. Fay
George H. Field	New York City, N. Y.	152 W. 42nd St.	Wisconsin 7-3754	George H. Field
Free & Peters, Inc.	Chicago, Ill. New York City Detroit, Mich. San Francisco, Cal. Los Angeles, Cal. Atlanta, Ga.	180 N. Michigan Ave. 110 E. 42nd St. New Center Bldg. 111 Sutter Chamber of Commerce Bldg. Bona Allen Bldg.	Franklin 6378 Lexington 2-3660 Trinity 2-3444 Sutter 4353 Richmond 6184 Jackson 1678	James L. Free H. Preston Peters Charles G. Burke A. Leo Bowman Walter Biddick F. Lacle Williams

(Continued on page 148)

**RADIO STATION REPRESENTATIVES**

**RESULTS COUNT MOST**  
• THE STATIONS WE SERVE  
LOCATED THROUGHOUT THE  
UNITED STATES & CANADA  
TESTIFY TO THIS



**WEED**

**AND COMPANY**

**NEW YORK • DETROIT • CHICAGO  
SAN FRANCISCO**

# DIRECTORY OF BROADCASTING STATION REPRESENTATIVES

\*Indicates company is engaged in newspaper representation and also represents stations  
(Continued from Page 146)

NAME OF COMPANY	CITY	ADDRESS	TELEPHONE NO.	MANAGER
Gene Furgason & Co.	Chicago, Ill. New York City Detroit, Mich. Kansas City, Mo.	221 N. LaSalle St. 17 E. 46th St. Stephenson Bldg. 814 Dwight Bldg.	State 6241 Murray Hill 2-3734 Trinity 1-6-192 Victor 2968	Gene Furgason James M. Wade S. M. Aston C. M. Lintecum
Norman B. Furman (Foreign Language Representation)	New York City	505 Fifth Ave.	Vanderbilt 3-5175	Norman B. Furman
Horace Hagedorn	New York City Chicago, Ill. Kansas City, Mo.	551 Fifth Ave. 75 E. Wacker Drive 1002 Walnut St.	Murray Hill 6-1230 Central 8744 Grand 0810	Horace Hagedorn Howard H. Wilson R. G. Patterson
Hearst Radio, Inc. (See International Radio Sales)				
International Broadcasting Co., Ltd.	London W-1, England	37 Portland Place	Langham 1221	R. L. Meyer
International Radio Sales (Division of Hearst Radio, Inc.)	New York City Chicago, Ill. Detroit, Mich. Los Angeles, Cal. San Francisco, Cal. Boston, Mass.	20 E. 57th St. 326 W. Madison St. General Motors Bldg. 141 N. Vermont Hearst Bldg. Statler Bldg.	Plaza 8-2600 Central 6124 ..... Exposition 1341 Douglas 2586 Plaza 8-2600	Murray Grabhorn Naylor Rogers Robert Howard John Livingston ..... James F. Fay
Jewish Radio Zone Adv. Co. (Specializes in placement of Jewish programs)	New York City	110 W. 40th St.	Pennsylvania 6-0043	Benjamin Waxelbaum
*E. Katz Special Advertising Agency	New York City Chicago, Ill. Philadelphia, Pa. Detroit, Mich. Kansas City, Mo. Dallas, Tex. Atlanta, Ga. San Francisco, Cal.	500 Fifth Ave. 307 N. Michigan Ave. 260 S. Broad St. General Motors Bldg. Bryant Bldg. Republic Bank Bldg. 22 Marietta St. Monadnock Bldg.	Longacre 5-4594 Central 4238 Kingsley 1950 Trinity 2-7685 Victor 7095 Dallas 2-7936 Walnut 4795 Sutter 7498	G. R. Katz Paul Ray M. J. Flynn Ralph Bateman C. P. Slater Frank Brimm Fred M. Bell R. S. Ralston
*Kelly-Smith Co.	New York City Chicago, Ill. Detroit, Mich.	420 Lexington Ave. 180 N. Michigan Ave. New Center Bldg.	Mohawk 4-2434 Franklin 4687 Madison 4675	Frank M. Headley Dwight S. Reed Robert B. Rains
Ray Linton (WMCA and Inter-City Network)	Chicago, Ill.	360 N. Michigan Ave.	State 9493	Walt Wyne
Fally Markus (Representing Primera Cadena Argentina de Broadcasting, Buenos Aires)	New York City Buenos Aires, Argentina, S. A.	1560 Broadway Santa Fe 2043	Medallion 3-4826 .....	Fally Markus Antonio Dillelo
McClatchy Broadcasting Co.	San Francisco, Cal.	Russ Bldg.	Douglas 2373	Don C. Robbins
Joseph Hershey McGillvra	New York City Chicago, Ill. Toronto, Ont., Canada San Francisco, Cal. Los Angeles, Cal.	366 Madison Ave. 919 N. Michigan Ave. Metropolitan Bldg. Russ Bldg. Title Guarantee Bldg.	Vanderbilt 3-5055 Superior 3444 Adelaide 4429 Exbrook 1697 Madison 1313	J. H. McGillvra James Blevin N. P. Colwell Harlan G. Oakes Harlan G. Oakes
*J. P. McKinney & Son	New York City Chicago, Ill. San Francisco, Cal.	Circle 7-1178 400 No. Michigan Ave. 742 Market St.	30 Rockefeller Plaza Superior 9866 Garfield 4917	R. H. McKinney R. J. Bidwell
*Mitchell & Ruddell Inc.	New York City Chicago, Ill. Kansas City, Mo. St. Louis, Mo.	295 Madison Ave. 180 N. Michigan Ave. 1004 Baltimore Ave. Insurance Exchange Bldg.	Ashland 4-6698 Central 1160 Victor 0971 Chestnut 1965	P. J. Bogner H. B. Ruddell R. W. Mitchell Fred Wright
National Broadcasting Co. (National Spot Sales)	New York City Chicago, Ill. San Francisco, Cal. Hollywood, Cal. Washington, D. C. Philadelphia, Pa. Schenectady, N. Y. Detroit, Mich. Boston-Springfield Cleveland, O. Pittsburgh, Pa. Denver, Colo.	30 Rockefeller Plaza Merchandise Mart 111 Sutter St. 5515 Melrose Ave. Trans-Lux Bldg 1619 Walnut St. 1 River Road Fisher Bldg. Hotel Bradford, Boston 815 Superior Ave. NE. Grant Bldg. 1625 California	Circle 7-8800 Superior 8300 Sutter 1920 Hollywood 3631 District 0300 Locust 3760 Schenectady 4-2211 Trinity 2-7300 Hancock 4261 Cherry 0942 Grant 4200 Main 6211	Maurice M. Boyd Oliver Morton Sydney Dixon Tracy Moore J. H. Dodge J. S. K. Hamman Kolin Hager R. H. White John Holman Don Stratton A. L. Hasenbalg A. W. Cropsy
Northern Broadcasting Co., Ltd.	Toronto, Ont. Montreal, Que.	Victory Bldg. Dominion Square Bldg.	Waverly 4391 Lancaster 4028	Jack Cooke Don L. Basset
Northwest Radio Advertising Co. (KINY, Juneau, Alaska)	Seattle, Wash.	American Bank Bldg.	Main 9282	Edwin A. Kraft
Pan-American Broadcasting Co. (Representing Stations in Latin America)	New York City	285 Madison Ave.	Caledonia 5-2500	E. Bernald
Pan-American Radio Productions, Inc. (Representing Latin American Broadcasting Stations)	Hollywood, Cal.	6305 Yuca St.	Hillside 4027	Lucio Villegas
Hal E. Pearce	Seattle, Wash.	White-Henry-Stuart Bldg.	Main 6626	Hal E. Pearce
*John H. Perry Associates	New York City Chicago, Ill. Detroit, Mich. Atlanta, Ga. San Francisco, Cal.	225 W. 39th St. 122 S. Michigan Ave. 7338 Woodward Ave. Chamber of Commerce Bldg. 742 Market St.	Bryant 9-3857 Harrison 8085 Madison 0790 Walnut 3443 Garfield 4917	William K. Dorman O. J. Ranft J. J. Higgins R. S. Kendrick R. J. Bidwell Co.
Edward Petry & Co., Inc.	New York City Chicago, Ill. Detroit, Mich. San Francisco, Cal.	17 E. 42nd St. 400 N. Michigan Ave. General Motors Bldg. 111 Sutter St.	Murray Hill 2-3850 Superior 7742 Madison 1085 Garfield 4010	Edward Petry Henry I. Christal Edward E. Voynow Joseph R. Spadea Earle H. Smith
Ralph L. Power (Representing 2GB and 2UE, Sydney, and 5DN, Adelaide, Australia)	Los Angeles, Cal.	Van Nuys Bldg.	Madison 5617	Ralph L. Power
Radio Sales, Inc. (Division of Columbia Broadcasting System)	New York City Chicago, Ill. Detroit, Mich. Los Angeles, Cal. San Francisco, Cal.	485 Madison Ave. 410 N. Michigan Ave. Fisher Bldg. 5939 Sunset Blvd. Russ Bldg.	Wickersham 2-2000 Whitehall 6000 Trinity 2-5500 Hollywood 8101 Garfield 4700	J. Kelly Smith, Gen. Mgr. A. E. Jocelyn, Eastern Sales Paul S. Wilson Herbert A. Carlberg George L. Moskovic J. K. Craig

(Continued on page 150)

# COMPLETE—

26 salesmen in 8 strategically located offices

An effective research and promotion department

A billing and collecting service which ends your worries by guaranteed payment in one lump sum every month.

50 years' experience in selling national advertisers.

—COMPLETE radio station representation.

## E. KATZ SPECIAL ADVERTISING AGENCY

ESTABLISHED 1888

NEW YORK  
CHICAGO  
DETROIT  
PHILADELPHIA  
ATLANTA  
KANSAS CITY  
DALLAS  
SAN FRANCISCO

# DIRECTORY OF BROADCASTING STATION REPRESENTATIVES

\*Indicates company is engaged in newspaper representation and also represents stations  
(Continued from Page 148)

NAME OF COMPANY	CITY	ADDRESS	TELEPHONE NO.	MANAGER
William G. Rambeau Co.	Chicago, Ill.	Tribune Tower	Delaware 3838	William G. Rambeau
	New York City, N. Y.	Chanin Bldg.	Caledonia 6-4940	William H. Cartwright
	Detroit, Mich.	General Motors Bldg.	Madison 6828	Richard D. Buckley
	San Francisco, Cal.	Russ Bldg.	Garfield 5533	Clark Branson
Paul H. Raymer Co.	New York City	366 Madison Ave.	Murray Hill 2-8690	Paul H. Raymer
	Chicago, Ill.	435 N. Michigan Ave.	Superior 4473	Edward H. Bowers
	Detroit, Mich.	General Motors Bldg.	Trinity 2-8060	H. W. Mallinson
	San Francisco, Cal.	Russ Bldg.	Douglas 2973	E. S. Townsend
Graham A. Robertson	New York City	250 Park Ave.	Plaza 3-7370	Graham A. Robertson
	Chicago, Ill.	35 E. Wacker Drive	Andover 3042	.....
	Dallas, Tex.	401 Mercantile Bldg.	2-4844	.....
Sears & Ayer	Chicago, Ill.	520 No. Michigan Ave.	Superior 8177	B. H. Sears
	New York City	350 Madison Ave.	Murray Hill 2-2046	Hibbard Ayer
*Small & Brewer, Inc.	Chicago, Ill.	307 N. Michigan Ave.	State 8162	Frank M. Brewer
	New York City	250 Park Ave.	Wickersham 2-8383	John Brewer
	Boston, Mass.	80 Boylston St.	Hancock 1624	J. G. Gavin
Southwest Broadcasters, Inc.	Dallas, Tex.	Mercantile Bldg.	2-6057	Thomas W. Dalton
Spot Broadcasting Inc.	New York City	303 W. 42nd St.	Circle 6-9375	Helen A. Thomas
Transamerican Broadcasting & Television Corp.	New York City	521 Fifth Ave.	Murray Hill 6-2370	John L. Clark
	Chicago, Ill.	333 No. Michigan Ave.	State 0366	E. J. Rosenberg
	Hollywood, Cal.	5833 Fernwood Ave.	Hollywood 5315	C. P. Jaeger
				William V. Ray
Van Cronkhite Associates Inc. (Foreign Language Programs Only)	Chicago, Ill.	360 N. Michigan Ave.	State 5080	.....
J. Franklin Viola & Co. (Foreign Language Representation)	New York City, N. Y.	152 W. 42nd St.	Wisconsin 7-3754	J. F. Viola
Weed & Co.	New York City	350 Madison Ave.	Vanderbilt 3-6966	J. J. Weed
	Chicago, Ill.	203 N. Wabash Ave.	Randolph 7730	C. C. Weed
	Detroit, Mich.	Michigan Bldg.	Cadillac 3810	M. J. Thoman
	San Francisco, Cal.	111 Sutter St.	Douglas 6446	Roy Frothingham
*Wellman Service	Philadelphia, Pa.	1681 Chestnut St.	Rittenhouse 6576	F. A. Wellman
WGN, Inc.	New York City	220 E. 42nd St.	Murray Hill 2-1243	William A. McGuiness
	San Francisco	Russ Bldg.	Douglas 1294	Edward S. Townsend
Howard H. Wilson Co.	Chicago, Ill.	75 E. Wacker Drive	Central 8744	Howard H. Wilson
	New York City	551 Fifth Ave.	Murray Hill 6-1230	Horace Hagedorn
	Kansas City, Mo.	1002 Walnut St.	Grand 0810	R. G. Patterson

MORE THAN 20 YEARS IN ADVERTISING

**J. J. DEVINE  
& ASSOCIATES, INC.**  
RADIO STATION  
REPRESENTATIVES

Aggressive Account Solicitation

Market Surveys

Sales Promotion Material

Complete Advertising Representative Service  
For Independent and Network Stations

Headquarters: NEW YORK, CHRYSLER BLDG., 405 Lexington Ave.

CHICAGO— 307 N. Michigan Ave.    DETROIT— 817 New Center Bldg.    ATLANTA— 206 Palmer Bldg.    PITTSBURGH— 438 Oliver Bldg.

**PROFITABLE . . .**

14 years of experience have given us an intimate knowledge of stations, markets and merchandising that enable us to give profitable personalized service . . .

**TO  
STATION AND  
ADVERTISER**

**HOWARD H. WILSON, CO.**  
Radio Station Representatives

CHICAGO    NEW YORK    KANSAS CITY



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## SENATE INTERSTATE COMMERCE COMMITTEE\*

Committee Clerk: Mrs. Maude Mitchell

**DEMOCRATS**—Burton K. Wheeler, Montana, chairman; Ellison D. Smith, South Carolina; Robert F. Wagner, New York; Alben W. Barkley, Kentucky; Matthew M. Neely, West Virginia; William H. Dieterich, Illinois; Augustine Longorgan, Connecticut; Fred H. Brown, New Hampshire; Homer T. Bone, Washington; Vic Donahey, Ohio; Sherman Minton, Indiana; A. Harry Moore, New Jersey; Harry S. Truman, Missouri; C. O. Andrews, Florida; Edwin C. Johnson, Colorado; Harry H. Schwartz, Wyoming.

**REPUBLICANS**—Wallace H. White, Jr., Maine; James J. Davis, Pennsylvania; Warren R. Austin, Vermont.

**FARMER-LABOR**—Henrick Shipstead, Minnesota.

\*In which all radio legislation originates.

## SENATE COMMERCE COMMITTEE\*

Committee Clerk: Roger Williamson

**DEMOCRATS**—Royal S. Copeland, New York, chairman; Morris Shepard, Texas; Josiah W. Bailey, North Carolina; Hattie W. Caraway, Arkansas; Bennett Champ

Clark, Missouri; John H. Overton, Louisiana; George L. Berry, Tennessee; Theodore G. Bilbo, Mississippi; Vic Donahey, Ohio; Joseph F. Guffey, Pennsylvania; Francis T. Maloney, Connecticut; George L. Radcliffe, Maryland; Claude Pepper, Florida; Josh Lee, Oklahoma.

**REPUBLICANS**—Charles L. McNary, Oregon; Hiram W. Johnson, California; Gerald P. Nye, North Dakota; Arthur H. Vandenberg, Michigan; Wallace H. White Jr., Maine; Ernest W. Gibson, Vermont.

\*Regulation of sale and advertising of food, drugs, cosmetics and other articles in interstate commerce.

## SENATE PATENTS COMMITTEE\*

Committee Clerk: Vera Ward

**DEMOCRATS**—William Gibbs McAdoo, California, chairman; Ellison D. Smith, South Carolina; Homer T. Bone, Washington; George L. Radcliffe, Maryland; F. Ryan Duffy, Wisconsin.

**REPUBLICANS**—George W. Norris, Nebraska; Wallace H. White, Jr., Maine.

\*In which copyright legislation originates.

## HOUSE INTERSTATE AND FOREIGN COMMERCE COMMITTEE\*

Committee Clerk: Elton J. Layton

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**REPUBLICANS**—Carl E. Mapes, Michigan; Charles A. Wolvorton, New Jersey; James Wolfenden, Pennsylvania; Pehr G. Holmes, Massachusetts; B. Carroll Reece, Tennessee; James W. Wadsworth, New York; Charles A. Halleck, Indiana.

\*In which all radio legislation originates, and which also handles regulation of sale and advertising of products in interstate commerce.

## HOUSE PATENTS COMMITTEE\*

Committee Clerk: Emil Lang

**DEMOCRATS** — William I. Sirovich, New York, chairman; Fritz G. Lanham, Texas; Braswell D. Deen, Georgia; Thomas O'Malley, Wisconsin; Matthew A. Dunn, Pennsylvania; Charles Kramer, California; John L. McClellan, Arkansas; Frank W. Boykin, Alabama; Leon Sacks, Pennsylvania; Thomas R. Amlie, Wisconsin; Dewey W. Johnson, Minnesota; Lawrence J. Connery, Massachusetts; Charles L. South, Texas; Chas. A. Buckley, New York.

**REPUBLICANS** — Fred A. Hartley, Jr., New Jersey; Leslie C. Arends, Illinois; Ralph E. Church, Illinois; Charles A. Wolvorton, New Jersey; Karl Stefan, Nebraska; Robert Luce, Massachusetts.

**PROGRESSIVE** — Thomas R. Amlie, Wisconsin.

**FARMER-LABOR**—Dwight W. Johnson, Minnesota.

\*In which copyright legislation originates.

**U. S. CAPITOL**

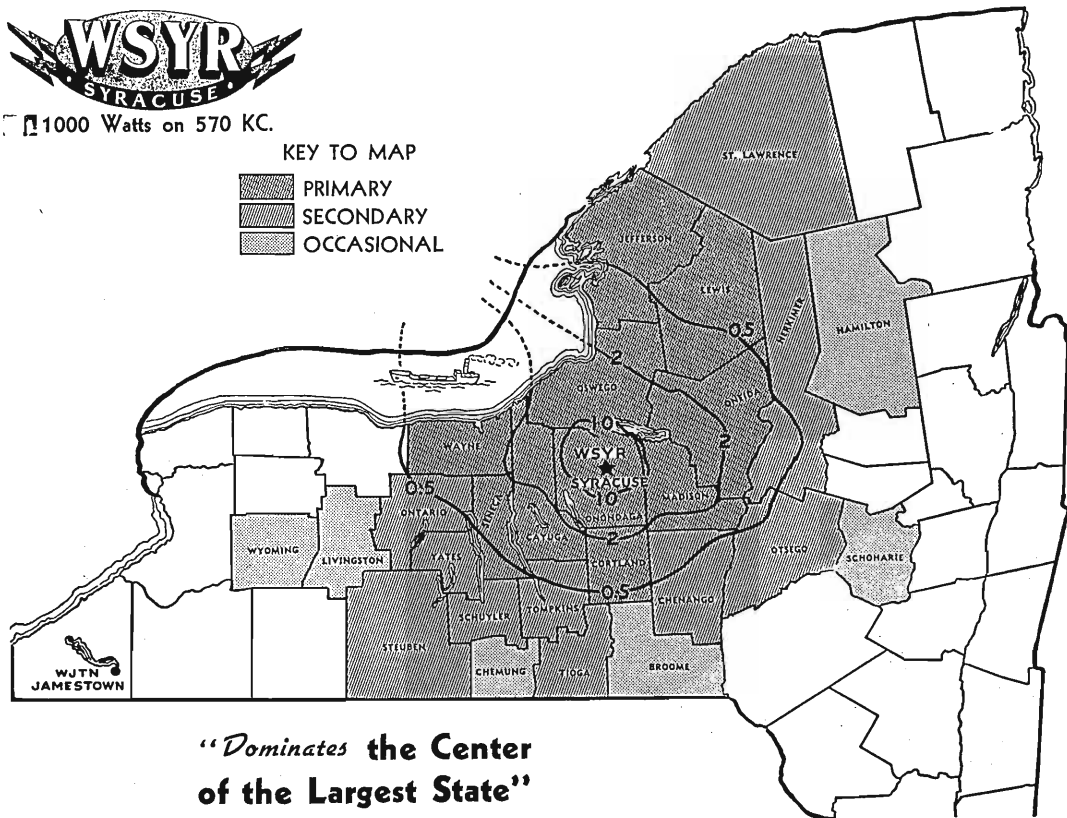
Senate Office Bldg. } Telephones  
House Office Bldg. } NATIONAL 3120



1000 Watts on 570 KC.

### KEY TO MAP

- PRIMARY
- SECONDARY
- OCCASIONAL



**"Dominates the Center of the Largest State"**



# RADIO SALES

a DIVISION OF  
THE COLUMBIA BROADCASTING SYSTEM  
WITH OFFICES IN: NEW YORK • CHICAGO • DETROIT  
BIRMINGHAM • LOS ANGELES • SAN FRANCISCO

representing

737

CITIES OF MORE THAN 5000 POPULATION

PLUS

493

IMPORTANT SMALLER TOWNS

IN 469

COUNTIES OF

32

STATES

Sharing radio's contempt of city limits, county lines, and state boundaries, the ten stations represented by RADIO SALES have spread huge new maps around ten of the country's greatest and wealthiest cities. Actually, they serve 737 cities of more than 5,000 population! They make the audience in the next state as easy to reach as the listener in the next block. They make city, suburb, and back-country all one. Years of habit have built permanent, *predictable* audiences for all

RADIO SALES stations. Years of research have classified, indexed, and tabulated these audiences so thoroughly that RADIO SALES clients are fore-armed with a mass of material *before* they start advertising. RADIO SALES has introduced the finest "network" service in the country to the sale of "local" time. Each of the following ten pages defines a major station-market; a RADIO SALES market. The last page explains the services that make RADIO SALES unique among station-representatives.

# RADIO SALES:

## THE LEADING NETWORK'S SERVICE FOR SPOT ADVERTISERS...

RADIO SALES offers the most complete station representation in radio. It makes available to its advertisers the full facilities of the CBS Market Research, Merchandising and Program Departments. It is in constant communication with all its stations over the Columbia Network teletype system. It supplies day and night *listening area* maps; day and night *dealer* maps; and market data in 28 classifications for all its stations—as well as complete descriptions of tested programs and talent available at each. Many local features are transcribed and may be heard at any office of RADIO SALES. And RADIO SALES presents only *one* contract to the advertiser—regardless of the number of stations he uses. In addition to its 10 stations RADIO SALES represents 3 regional networks: the Columbia California Network, Columbia Pacific Network, and Columbia New England Network.

### HOW THE DEALER ZONE MAPS WERE MADE

**1** These maps are based entirely and directly on DEALER REPORTS of Listening to the individual Radio Sales stations. They filled in the reports themselves, and mailed them to the Radio Research Bureau, New York. No mention was made of CBS or Radio Sales in the study. The Primary Zone includes counties where 50% to 100% of the dealers responding listen *regularly* to the station. The Secondary Zone includes counties where more than 5% and less than 50% of the dealers listen to the station.

**2** Since we found that dealers, like other people, listen during the DAY as well as in the evening; these maps reveal the Daytime Dealer

Zones of Influence for all Radio Sales stations. Evening data are available on request.

**3** The maps are based on a COMPLETE CROSS-SECTION of dealers, including Food, Drug, Automotive, Gasoline and General Stores throughout the United States.

**4** The maps are based on dealer reports received from 2,770 counties—90.2% of all U. S. counties—which contain 98.6% of all radio families in the United States. And 66% of the dealers use radios in their *places of business*.

**5** These maps show where products on Radio Sales stations can be STRONGLY MERCHANDISED.

### RADIO SALES \* A DIVISION OF THE COLUMBIA BROADCASTING SYSTEM

Offices: NEW YORK, 485 Madison Ave., Wickersham 2-2000 • CHICAGO, 410 N. Michigan Ave., Whitehall 6000 • DETROIT, Fisher Bldg., TRInity 2-5500  
BIRMINGHAM, Protective Life Bldg., 3-8116 • LOS ANGELES, 5939 Sunset Blvd., HOLlywood 3101 • SAN FRANCISCO, 601 Russ Bldg., GARfield 4700

# RADIO SALES

A DIVISION OF  
THE COLUMBIA BROADCASTING SYSTEM  
WITH OFFICES IN: NEW YORK • CHICAGO • DETROIT  
BIRMINGHAM • LOS ANGELES • SAN FRANCISCO

representing

**737**

CITIES OF MORE THAN 5000 POPULATION

PLUS **493**

IMPORTANT SMALLER TOWNS

IN **469** COUNTIES OF **32** STATES

Sharing radio's contempt of city limits, county lines, and state boundaries, the ten stations represented by RADIO SALES have spread huge *new* maps around ten of the country's greatest and wealthiest cities. Actually, they serve 737 cities of more than 5,000 population! They make the audience in the next *state* as easy to reach as the listener in the next block. They make city, suburb, and back-country all one. ☞ Years of habit have built permanent, *predictable* audiences for all

RADIO SALES stations. Years of research have classified, indexed, and tabulated these audiences so thoroughly that RADIO SALES clients are fore-armed with a mass of material *before* they start advertising. RADIO SALES has introduced the finest "network" service in the country to the sale of "local" time. ☞ Each of the following ten pages defines a major station-market; a RADIO SALES market. The last page explains the services that make RADIO SALES unique among station-representatives.

# NOT JUST NEW YORK — but 204 cities of more than 5,000 population!

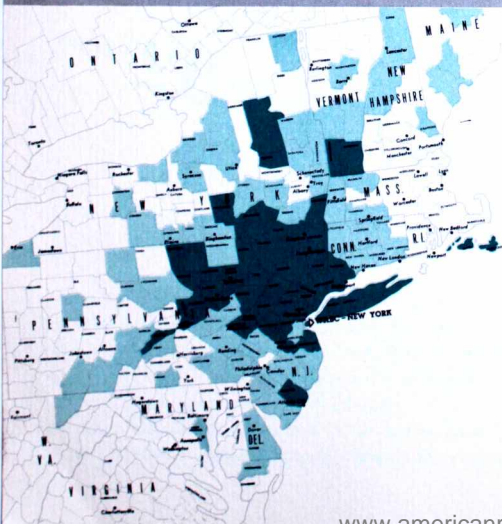


NEW YORK is a whopping big market. WABC's market is bigger. New York's population is about 7 million. More than 14 million people live in WABC's daytime primary area alone. New York is distinctly urban in character. WABC's listening area includes all the urban population and 2 million rural listeners beside. WABC is "at home" 18½ hours a day in 50 counties of 5 states: in 204 cities of 5000 and over. Because this area is such a big package of population and wealth, there is intense rivalry among stations and networks. For radio's largest and most critical audience all the networks maintain key stations in the New York area. Many of the most important inde-

pendent stations in the country are located here. Yet, in the midst of this welter of competition, WABC has remained for the past five years the most popular station in this gigantic market—as every comprehensive audience-study has shown. The weight of Columbia's eminently popular schedule is behind every advertiser who uses WABC locally. The amount of local and national spot advertising on the station in 1937 showed a sharp increase over other years, largely due to a new policy which made available to local sponsorship those golden hours of the day, 7 to 9 A.M., and permits the use of transcriptions during those periods. WABC is easily the most economical advertising medium in New York's 5-state market—a quick way of interesting thousands of customers in a product.

## WABC DAYTIME ZONES OF DEALER INFLUENCE

Primary Zone Secondary Zone (See last page)



# W A B C

## NEW YORK

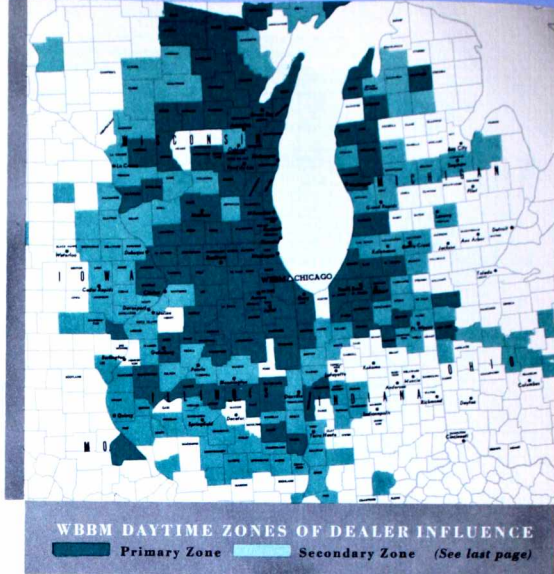
50,000 WATTS

860 KILOCYCLES

WABC: THE MOST POPULAR STATION  
IN THE WORLD'S LARGEST MARKET.

WBBM: ENJOYING GREATER AUDIENCE  
AND ADVERTISING ACCEPTANCE THAN ANY  
OTHER CHICAGO STATION.

W B B M  
C H I C A G O  
50,000 WATTS  
770 KILOCYCLES



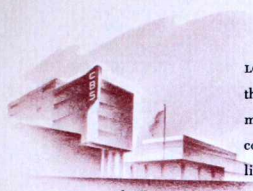
## NOT JUST CHICAGO—but 146 cities of more than 5,000 population!

CHICAGO is the second largest market in the country. WBBM's market is twice as big. In WBBM's daytime primary listening area—including 146 cities of more than 5000 population—live one-tenth of the nation's radio listeners. 77% of the station's audience is found in urban centers, but there is an important group of well over 2 million WBBM listeners in the rural communities of the 5 neighborhood states. ¶ Five major outlets of the three major networks compete for the attention of the "Chicago" listener. Yet WBBM, the only Chicago station carrying the Columbia Network schedule, has made a habit through the years of holding the greatest share of the local audience. And for three cogent reasons: 1. local programs of network calibre produced by the Columbia Program Depart-

ment; 2. wide coverage of sporting events by Chicago's favorite sports announcers in a "sports-goofy" town (cf. VARIETY); 3. consistent leadership in community showmanship (cf. VARIETY). ¶ Local and national spot advertisers in all lines of business acknowledge WBBM's first-place position with "first-place" volume and with repeated contracts. The station's contract-renewal ratio consistently exceeds 80%. More specifically (and this tells the whole story): over the past few years WBBM has carried 40% of the total local and national spot business placed on all five major stations in Chicago. ¶ WBBM is another of those RADIO SALES stations that have everything!



# NOT JUST LOS ANGELES — but 126 cities of more than 5,000 population!

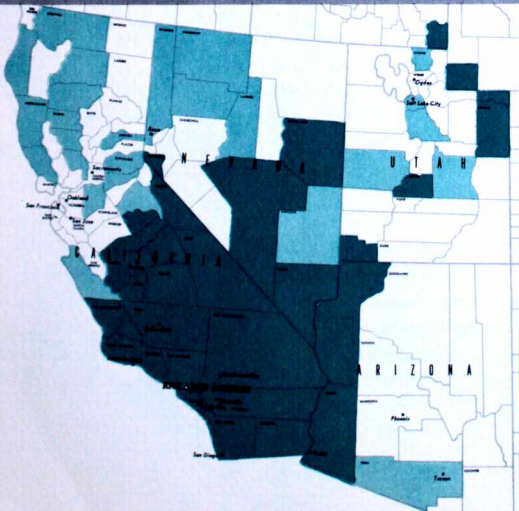


LOS ANGELES, the first market on the Pacific Coast, is the fourth market in the U. S. In the 11 counties of Southern California live 31.5% of the population of the 7 western states. KNX's powerful signal covers the entire city perfectly—and more of the back country than any other Los Angeles station. ☞ In the matter of station preference in Los Angeles, KNX is unquestioned leader (with more "first" places in actual audience listening habits than all the other Los Angeles stations combined). ☞ The West Coast Division of the Columbia Network Program Department at KNX originates many coast-to-coast network features. The personnel of this department also serves

the local and regional sponsor. (KNX is the key station of the Columbia California and the Columbia Pacific Networks.) ☞ At "Columbia Square, Hollywood" a magnificent new studio and office building will be dedicated early in 1938. Here the most modern production facilities in radio will assist network sponsors who center their broadcasts in Hollywood. ☞ Early in the year KNX will also complete a new transmitting plant at a new site some 20 miles southwest of Los Angeles. From here a new-type vertical radiator will deliver a signal of maximum efficiency to San Diego and Southern California. To an impressive roster of local features the Columbia Network adds the weight of its program schedule—making KNX the foremost station on the Pacific Coast.

## KNX DAYTIME ZONES OF DEALER INFLUENCE

Primary Zone Secondary Zone (See last page)



# KNX

## LOS ANGELES

50,000 WATTS

1050 KILOCYCLES

KNX: THE "FIRST" STATION IN CALIFORNIA.



# NOT JUST ST. LOUIS—but 38 cities of more than 5,000 population!

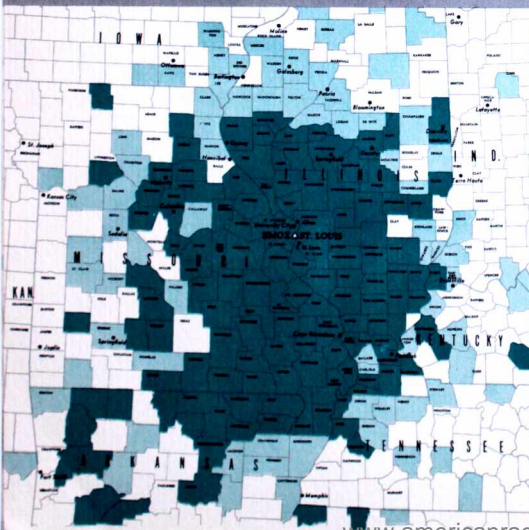


KMOX is the most powerful station in St. Louis—in many more ways than one. Its wattage is ten times greater than that of any competitor. With such a strong signal KMOX gets into every nook and corner of St. Louis; and, simultaneously, penetrates into the tributary markets surrounding the city. ☞ KMOX, also has the greatest audience power. A recent study of 23,000 coincidental telephone calls, through the hours of the day, through the days of a week, found KMOX with 58.3% of the three St. Louis-station audience and with 51.7% of the six-station audience. *In seven principal markets from 80 to 145 miles distant, KMOX held 74.8% of the audience listening to all St. Louis*

*stations.* ☞ Over and above the Columbia Network schedule, the KMOX program, production and talent staffs can be thanked for this tremendous audience approval. Locally-produced KMOX programs are radio features of the Mississippi Valley. KMOX originates more than 1200 programs a year to the Columbia Network. ☞ Salient recognition of the station's influence is written in its local commercial schedule: 90% of all the grocery advertising and over 50% of all the drug, cosmetic, apparel, and automotive advertising, placed on the 3 St. Louis network stations, are carried by KMOX. ☞ KMOX maintains a noteworthy merchandising service for its sponsors. A notable part of this service is a mobile recording unit which tours St. Louis for consumer interviews and sampling.

## KMOX DAYTIME ZONES OF DEALER INFLUENCE

Primary Zone Secondary Zone (See last page)



# K M O X

## ST. LOUIS

50,000 WATTS

1090 KILOCYCLES

**KMOX: DELIVERS 90% MORE LISTENERS  
THAN ITS TWO COMPETING NETWORK  
STATIONS COMBINED.**

# NOT JUST BOSTON— but 116 cities of more than 5,000 population!

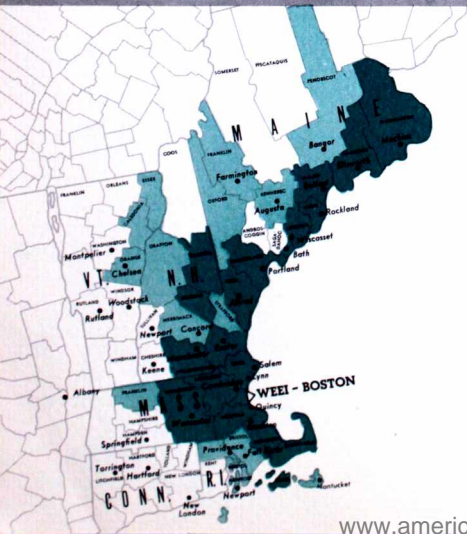


BOSTON is New England's big market-place. The cities which cluster about Boston, the cities along the Coast and up the populous Merrimack Valley come to Boston to do their shopping. WEEL is the only single station that reaches all of this wealthy community of cities. 60% of New England's eight millions live in WEEL's daytime primary listening area. WEEL's high-fidelity wave is the strongest signal in the city of Boston; and it quickly out-strips its competitors in getting to the smaller commercial highways of New England. ☞ The 1937 study of national spot advertising ranked WEEL first in New England and fourth in the nation in the amount of business carried. ☞ The

marked preference for WEEL, displayed by listeners throughout this wealthy region, is based on the popularity of the Columbia Network schedule (which WEEL carries complete and exclusively in Boston) and its own originations (which have become New England favorites). Its alert reporting of the news, the weather—the only station-maintained weather bureau and consulting service in the country, and the political scene; its ingenuity in uncovering human interest stories; its pleasant interviews with the great and near-great who come to Boston display a brand of showmanship unrivalled in New England. ☞ WEEL is the key station of the Columbia New England Network. And, on every count, the foundation of broadcasting in that compact, prosperous section of the U.S.

## WEEL DAYTIME ZONES OF DEALER INFLUENCE

Primary Zone Secondary Zone (See last page)



**W E E L**  
**B O S T O N**  
 5,000 WATTS, DAY  
 1,000 WATTS, NIGHT  
 590 KILOCYCLES

WEEL: MORE LOCAL ADVERTISERS THAN  
 THE NEXT TWO STATIONS COMBINED.

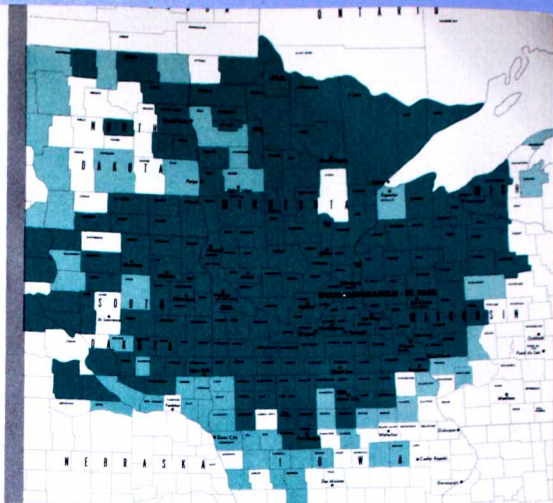
WCCO: THE MOST POPULAR STATION IN  
THE URBAN AND RURAL NORTHWEST.\*

W C C O

MINNEAPOLIS  
& ST. PAUL

50,000 WATTS

810 KILOCYCLES



WCCO DAYTIME ZONES OF DEALER INFLUENCE  
Primary Zone Secondary Zone (See last page)

## NOT JUST "TWIN CITIES" — but 44 cities of more than 5,000 population!

wcco is the *only* station in the Twin Cities that delivers "both halves" of the Northwest market. Many people are apt to think that the entire population of the state of Minnesota is crowded into the Twin Cities.

☞ Actually Minneapolis and St. Paul account for only  $\frac{1}{3}$  the population and the market of this area. And that works to the advantage of wcco because of its tremendous power in watts and programs in that rich part of the Northwest. wcco delivers intensive coverage of both cities and is the *only* local station serving the entire state. ☞ wcco's dominance in 44 cities of more than 5,000 population has been definitely measured. The Parent-Teachers' Association last year studied 10,032 returned radio questionnaires from *every* section of Minnesota. 53% of

all Minnesota listeners preferred wcco over the 24 *other* stations that can be heard in the state—a lead of nearly 2 to 1 over the second ranking station.

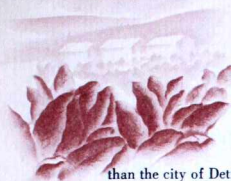
☞ The Minneapolis Radio Grain Market Research Bureau did a survey last summer to determine the best station for them to use for statewide coverage. wcco received 1119 votes to the 555 polled by *all* other 11 stations mentioned. ☞ wcco's large program and talent staff originates some 70 programs a week. In addition it carries the complete CBS schedule in the Northwest.

☞ Small wonder that most of the big local radio advertisers use wcco: why the biggest ones use *only* wcco in the Twin Cities.

\*Western Michigan and Wisconsin, all of Minnesota, and the Dakotas.



# NOT JUST CHARLOTTE—but 38 cities of *more* than 5,000 population!

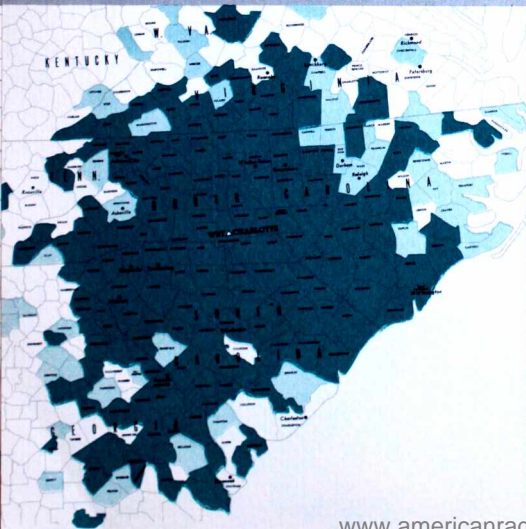


Located in almost the exact geographical center of the Carolinas, WBT has no single competitor in serving (within 100 miles of Charlotte) a population larger than the city of Detroit. Charlotte is the distributing center for both North and South Carolina. Situated in the heart of the Piedmont Plateau, it is the shopping center for the rich cotton and tobacco country and for the thriving industrial centers where furniture and textiles are manufactured. WBT's 50,000 watts make it the most powerful station south of Philadelphia and north of Atlanta. Because of its power WBT is news-source for scores of southern communities remote from city papers. One sponsor, curious

to test the station's coverage, had to fill requests from 37 states. WBT is known in the advertising profession as a "mail-puller." The station has a roster of talent which sponsors use to great advantage, knowing in advance the tremendous audiences these personalities have developed. 70% of all local accounts are on renewal 4 years or longer. WBT is known as the "Showmanship Station of the Nation." In 1937, as the result of scores of unique and compelling locally-originated programs, VARIETY acknowledged WBT's superiority in this phase of broadcasting with its annual award. The station is alert to report all events of civic and sectional interest. WBT inaugurated broadcasts from the tobacco, peach and strawberry markets. "Radio" means WBT—in both the Carolinas.

## WBT DAYTIME ZONES OF DEALER INFLUENCE

Primary Zone Secondary Zone (See last page)



# W B T

## CHARLOTTE

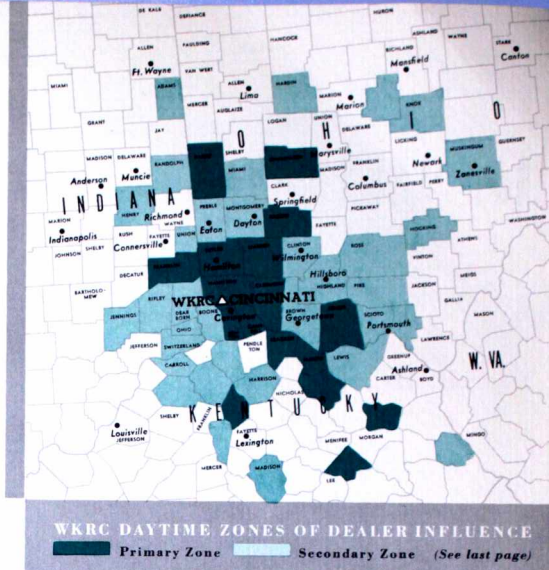
50,000 WATTS

1080 KILOCYCLES

WBT: "THE SHOWMANSHIP STATION OF THE NATION."

WKRC: "COLUMBIA'S STATION FOR CINCINNATI" WITH MORE LOCAL BUSINESS THAN ANY OTHER LOCAL STATION.

**W K R C**  
**CINCINNATI**  
 5,000 WATTS, DAY  
 1,000 WATTS, NIGHT  
 550 KILOCYCLES



## NOT JUST CINCINNATI — but 17 cities of more than 5,000 population!

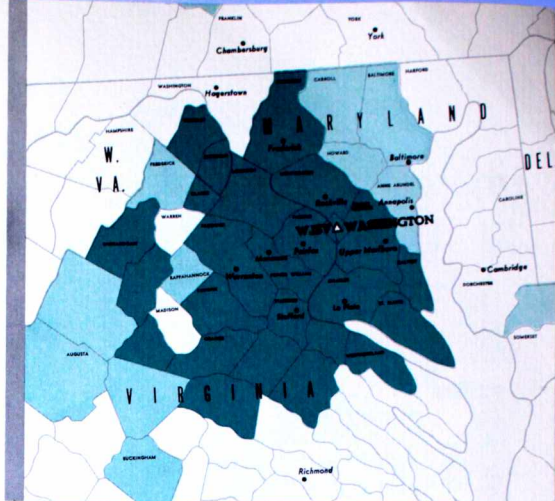
WKRC is the only local station covering the *entire* Cincinnati trading area at a rate in keeping with the market. In March 1937 WKRC installed a new high-fidelity transmitter (right in the heart of the city) and dedicated new offices and studios. Broadcasting on radio's ideal frequency (550 kilocycles) WKRC delivers the most efficient signal in the city and the surrounding urban and rural market. With the entire weight of the Columbia Network program schedule behind it, WKRC is the most popular local Cincinnati station with *both* advertisers and listeners. WKRC carries more than 40% of the major network commercial programs broadcast in Cincinnati by all stations. Over 50% of the local time purchased from all Cincinnati network stations is on WKRC. Owned and

operated by the Columbia Broadcasting System, WKRC is the only station in Cincinnati carrying the *complete* schedule of a major network. WKRC is always in the forefront in service to its community. It takes an active part in civic matters; is the only Cincinnati station to have a permanent microphone installation in the City Hall. "Columbia's Station for Cincinnati" produces a score of live talent programs each week; and its coverage of local sporting events is outstanding among the stations of the city. WKRC is a powerful influence in the lives of 1,127,000 people in a three-state neighborhood. Over 800,000 of these live in urban — and well-to-do communities.



WJSV: CARRIES MORE NETWORK AND  
NON-NETWORK COMMERCIAL BUSINESS  
THAN ANY OTHER WASHINGTON STATION.

W J S V  
WASHINGTON  
10,000 WATTS  
1460 KILOCYCLES



WJSV DAYTIME ZONES OF DEALER INFLUENCE  
Primary Zone Secondary Zone (See last page)

## NOT JUST WASHINGTON— but the wealthiest city in the U.S.!

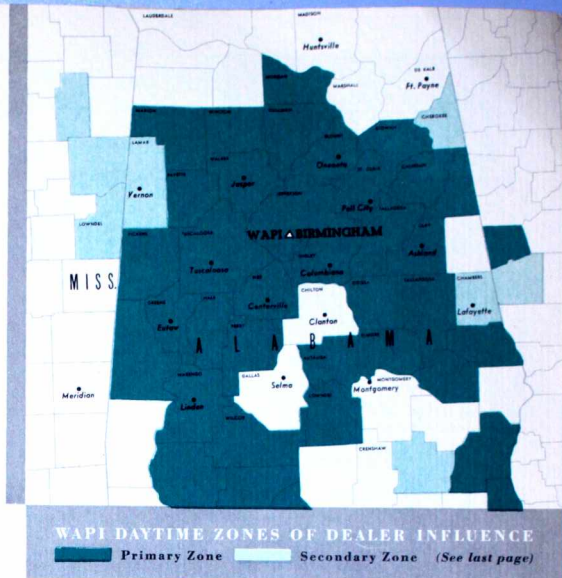
While Washington is generally not considered an industrial city, the industry of government gives stable employment to over 100,000 people at wages which are maintained well above the average for other businesses. There are 123 registered automobiles for every 100 families in the District of Columbia. There are 67 income tax returns filed for every 100 families. Washington's annual retail sales are equivalent to those of a city more than twice its size. And the District of Columbia has a higher percentage of radio ownership than any state in the Union. ☞ WJSV, as Columbia's station for the nation's Capital, originates to the Network more than 1,000 programs a year. It is the only Washington station to have originated a commercial program to a national network. WJSV has

a habit of developing outstanding local programs and talent which later become famous when commercially sponsored on the national networks. In popularity polls conducted by a Washington newspaper, one WJSV personality ranks among the first four programs on the air—all programs considered. When the Government discontinued long-wave broadcasting of weather reports from the Naval Observatory at Arlington, so many complaints were received that WJSV was asked to take over. Local and national sponsors will tell you WJSV has advertising effectiveness. Listeners will tell you that WJSV has showmanship. \*SALES MANAGEMENT'S *Buying Power Index, 1937.*



WAPI: THE LARGEST STATION IN THE  
STATE OF ALABAMA.

W A P I  
BIRMINGHAM  
5,000 WATTS  
1140 KILOCYCLES



## NOT JUST BIRMINGHAM—but the richest industrial area in the South!

BIRMINGHAM has been, for generations, the South's major industrial center. Great industries, giant mines and vast concentration of railroads and highways bring to Birmingham much of the wealth of the new South. ☞ Families from 42 counties in the State use a network of railways and highways to reach Birmingham, the shopping center. Here are located the great stores, the food and drug wholesalers, the educational and civic centers, the wholesale distributors for all this rich area. ☞ WAPI is the sole Columbia network outlet for the Birmingham market. WAPI alone broadcasts United Press News Service in Alabama. It is the primary source of radio news for all the area; it is the only source of Columbia Network shows. ☞ Advertisers like WAPI. Every big Birmingham department

store and almost every other retail advertiser in Birmingham uses the station; more national spot advertisers use it than use any other Alabama station; it ranks among the first 50 stations in the country in advertiser popularity.\* ☞ WAPI is owned by three great Alabama seats of learning: Alabama Polytechnic Institute, the University of Alabama and Alabama College. This joint ownership assures continued high program and operating standards; consistent local support. ☞ WAPI is the largest (as well as the oldest) station in Alabama. It is the only clear-channel station in the State. It is by every test the most popular.

\*SALES MANAGEMENT, August, 1937.



# RADIO SALES:

## THE LEADING NETWORK'S SERVICE FOR SPOT ADVERTISERS . . .

RADIO SALES offers the most complete station representation in radio. It makes available to its advertisers the full facilities of the CBS Market Research, Merchandising and Program Departments. It is in constant communication with all its stations over the Columbia Network teletype system. It supplies day and night *listening area* maps; day and night *dealer* maps; and market data in 28 classifications for all its stations—as well as complete descriptions of tested programs and talent available at each. Many local features are transcribed and may be heard at any office of RADIO SALES. And RADIO SALES presents only *one* contract to the advertiser—regardless of the number of stations he uses. In addition to its 10 stations, RADIO SALES represents 3 regional networks: the Columbia California Network, Columbia Pacific Network, and Columbia New England Network.

### HOW THE DEALER ZONE MAPS WERE MADE

**1** These maps are based entirely and directly on DEALER REPORTS of Listening to the individual Radio Sales stations. They filled in the reports themselves, and mailed them to the Radio Research Bureau, New York. No mention was made of CBS or Radio Sales in the study. The Primary Zone includes counties where 50% to 100% of the dealers responding listen *regularly* to the station. The Secondary Zone includes counties where more than 5% and less than 50% of the dealers listen to the station.

**2** Since we found that dealers, like other people, listen during the DAY as well as in the evening; these maps reveal the Daytime Dealer

Zones of Influence for all Radio Sales stations. Evening data are available on request.

**3** The maps are based on a COMPLETE CROSS-SECTION of dealers, including Food, Drug, Automotive, Gasoline and General Stores throughout the United States.

**4** The maps are based on dealer reports received from 2,770 counties—90.2% of all U. S. counties—which contain 98.6% of all radio families in the United States. And 66% of the dealers use radios *in their places of business*.

**5** These maps show where products on Radio Sales stations can be STRONGLY MERCHANDISED.

RADIO SALES \* A DIVISION OF THE COLUMBIA BROADCASTING SYSTEM

Offices: NEW YORK, 485 Madison Ave., Wickersham 2-2000 • CHICAGO, 410 N. Michigan Ave., Whitehall 6000 • DETROIT, Fisher Bldg., TRinity 2-5500  
BIRMINGHAM, Protective Life Bldg., 3-8116 • LOS ANGELES, 5939 Sunset Blvd., HOLlywood 3101 • SAN FRANCISCO, 601 Russ Bldg., GARfield 4700



# Map of Network of Columbia Broadcasting System

(As of January 1, 1938)

In addition to CKAC, Montreal and CFRB, Toronto, the 31 stations of the Canadian Broadcasting Corporation are also available to Columbia Network advertisers.



Columbia Broadcasting System

# COLUMBIA BROADCASTING SYSTEM, Inc.: EXECUTIVES and RATES

485 Madison Ave. New York City  
Telephone: Wickersham 2-2000

## RATE CARD

(Rates in effect Jan. 1, 1938)

Night Rates (6 P.M. to 11 P.M.) are in **Bold Face**, Day Rates (8 A.M. to 6 P.M. and 11 P.M. to midnight) are in **Light Face**. Transition Rates (two-thirds of the night rates) apply to all stations broadcasting on current New York time from 6 P.M. to 6:30 P.M. Sunday Afternoon Rates (12 Noon to 6 P.M.) are two-thirds of night rates. After Midnight Rates (midnight to 8 A.M.) are two-thirds of night rates. Day and Night Rates and Sunday Afternoon Rates are figured on the basis of current local time in each city. Network operations prior to 8 P.M. (local time) may be scheduled by special arrangement. All rates apply to network broadcasts only. Rates for periods in excess of one hour in exact proportion to one-hour rates.

### STATION RATES

This rate card is published for the convenient reference of advertisers and is not to be considered as an offer of facilities. All data herein are subject to change without notice. When program originates at points other than the studios of the Columbia Broadcasting System in New York, Chicago and Washington, a special charge is made.

### BASIC NETWORK

Minimum 24 Cities

Including the following 21 cities:

	Time Zone	Full Hour	Half Hour	Quarter Hour
Albany (WOKO)	E†	\$175 88	105 53	70 35
Baltimore (WGAO)	E†	275 138	165 83	110 55
Boston (WBEE)	E†	425 213	255 128	170 85
Buffalo (WGR)	E†	300 150	180 90	120 60
Chicago (WBMM)	C†	725 363	435 218	290 145
Cincinnati (WKRC)	C	300 150	180 90	120 60
Cleveland (WGAR)	E	300 150	180 90	120 60
Des Moines (KRNT)	C	200 100	120 60	80 40
Detroit (WJR)	E	625 313	375 186	250 125
Hartford (WDRG)	E†	175 88	105 53	70 35
Indianapolis (WHAS)	C	200 100	120 60	80 40
Kansas City (KMBC)	C	300 150	180 90	120 60
Louisville (WHAS)	C	450 225	270 135	180 90
New York (WABC)	E†	1250 625	750 375	500 250
Omaha-Lincoln (KFAB)	C	200 100	120 60	80 40
Philadelphia (WGCU)	E†	550 275	330 165	220 110
Pittsburgh (WJAS)	E†	350 175	210 105	140 70
Providence (WPRO)	E†	200 100	120 60	80 40
St. Louis (KMOX)	C	500 250	300 150	200 100
Syracuse (WFBL)	E	200 100	120 60	80 40
Washington (WJWS)	E	300 150	180 90	120 60

Plus at least 3 of the following 5 Optional Basic cities:

Akron (WADC)	E	175 88	105 53	70 35
Columbus (WBNS)	E	175 88	105 53	70 35
Dayton (WHIO)	E	175 88	105 53	70 35
Rochester (WHEC)	E	175 88	105 53	70 35
Worcester (WORC)	E†	175 88	105 53	70 35

Total 24 Cities only

**\$8525 4267 5115 2560 3410 1705**

Only 3 Optional Basic cities are included in above totals.

### BASIC SUPPLEMENTARY GROUP

17 Cities

These stations available individually with Basic Network.

Atlantic City (WPG)	E†	\$125 63	75 38	50 25
Bangor (WLBZ)	E†	125 63	75 38	50 25
Binghamton (WNBF)	E	125 63	75 38	50 25
Evansville (WEOA)	C	125 63	75 38	50 25
Fairmont (WMMN)	E	125 63	75 38	50 25
Harrisburg (WHP)	E	125 63	75 38	50 25
Milwaukee (WISN)	C	175 88	105 53	70 35
Peoria (WMBD)	C	125 63	75 38	50 25
Seranton (WGBL)	E	150 75	90 45	60 30
South Bend (WBTB)	C†	125 63	75 38	50 25
Springfield, Mass. (WMAZ)	E†	150 75	90 45	60 30
Springfield, Vt. (WNBX)	E†	125 63	75 38	50 25
Topeka (WIBW)	C	175 88	105 53	70 35
Utica (WIBX)	E	125 63	75 38	50 25
Wheeling (WVVA)	E	175 88	105 53	70 35
Wichita (KFH)	C	150 75	90 45	60 30
Youngstown (WKBN)	E	150 75	90 45	60 30
Group Total		<b>\$2375 1194</b>	<b>1425 719</b>	<b>950 475</b>

### SOUTHEASTERN GROUP

12 Cities

These stations available individually with Basic Network

Anderson (WAIM)	E	\$125 63	75 38	50 25
Charleston, W. Va. (WCHS)	E	150 75	90 45	60 30
Charlotte (WBT)	E	300 150	180 90	120 60
Durham (WDNC)	E	125 63	75 38	50 25
Greensboro (WBIG)	E	75 38	50 25	25
Macon (WMAZ)	E	125 63	75 38	50 25
Parkersburg (WPAR)	E	125 63	75 38	50 25
Richmond (WISV)	E	200 100	120 60	80 40
Roanoke (WDBB)	E	125 63	75 38	50 25
Savannah (WTOG)	E	150 75	90 45	60 30
West Palm Beach (WJNO)	E	125 63	75 38	50 25
Winston-Salem (WJSA)	E	125 63	75 38	50 25
Group Total		<b>\$1800 904</b>	<b>1080 544</b>	<b>720 360</b>

## Officials

William S. Paley, *President*  
 Edward Klauber, *Executive Vice-President*  
 Paul W. Keenan, *Vice-President*  
 Mafford R. Runyon, *Vice-President*  
 Lawrence W. Lowman, *Vice-President (Operations)*  
 Hugh Kendall Boice, *Vice-President (Sales)*  
 Herbert V. Akerberg, *Vice-President (Station Relations)*  
 Sam Fickard, *Vice-President*  
 W. B. Lewis, *Vice-President (Programs)*  
 Frank K. White, *Treasurer*  
 Frederic A. Willis, *Assistant to President*  
 S. R. Dean, *Assistant Treasurer*  
 James M. Seward, *Assistant Treasurer*  
 Joseph H. Ream, *General Attorney*  
 William C. Gittinger, *Sales Manager*  
 William H. Ensign, *Assistant Sales Manager*  
 Bernard J. Prockter, *Manager of Sales Service*  
 Victor M. Ratner, *Director of Sales Promotion*  
 John J. Karol, *Director of Market Research*  
 Frank N. Stanton, *Manager of Market Research*  
 Hugh A. Cowham, *Commercial Engineer (Traffic)*  
 Edwin King Cohan, *Director of General Engineering*  
 Arthur H. Hayes, *Chief Engineer*  
 Luther J. Reid, *Director of Public Relations*  
 Paul W. White, *Director of Public Affairs*  
 Davidson Taylor, *Director of Music Division*  
 Jan Schimek, *Director of Copyright Division*  
 Julius Matfield, *Music Librarian*  
 Sterling Fisher, *Director of Radio Talks*  
 John S. Carlile, *Production Manager*  
 Gilson B. Gray, *Director of Commercial Editing*  
 John E. Forsander, *Purchasing Agent*  
 G. Stanley McAllister, *Manager of Construction and Building*  
 Radio Sales, Inc.—J. Kelly Smith, *General Sales Manager*;  
 Arthur H. Hayes, *Eastern Sales Manager*; Paul S. Wilson, *Chicago Sales Manager*.  
 Artists Bureau—Herbert I. Rosenthal, *General Manager*;  
 I. S. Becker, *Business Manager*.  
 Chicago Office—H. Leslie Atlas, *Vice-President*; J. J. King, *Assistant to Vice-President*; J. L. Van Volkenburg, *Assistant to Vice-President*; Leonard Erikson, *Western Sales Manager*.  
 Washington Office—Harry C. Butcher, *Vice-President*; A. D. Willard, Jr., *Sales Manager*.  
 Detroit Office—Webster H. Taylor, *Manager*  
 Los Angeles Office—Donald W. Thornburgh, *Vice-President*

### BOARD OF DIRECTORS

William S. Paley, *President*  
 Leon Levy, *Herbert Bayard Swope*  
 Jerome H. Louchheim, *Isaac D. Levy*  
 Samuel Paley, *J. A. W. Iglehart*  
 Jacob Paley, *Dorsay Richardson*  
 Ralph F. Colin, *Mafford R. Runyon*  
 Edward Klauber, *Paul W. Keenan*

### OWNED AND OPERATED STATIONS

WABC New York      WBBM Chicago  
 WJVS Washington      WRC Cincinnati  
 WBT Charlotte      WCCO Minneapolis  
 KMOX St. Louis      WEEL Boston  
 KNX Los Angeles      WAFI Birmingham

### ADMINISTRATIVE OFFICES

New York—485 Madison Ave.  
 Chicago—410 No. Michigan Ave.  
 Philadelphia—1622 Chestnut St.  
 Washington, D. C.—817 Earle Bldg.  
 Hollywood, 8339 Sunset Blvd.  
 Detroit—902 Fisher Bldg.  
 San Francisco—601 Russ Bldg.  
 London—14 Langham Pl., W. 1. Cable Address, Columbia, N. Y.

### SOUTHCENTRAL GROUP

13 Cities

These stations available individually with Basic Network.

Atlanta (WGST)	C†	\$200 100	120 60	80 40
Augusta (WRDW)	C	125 63	75 38	50 25
Birmingham (WAPT)	C	150 75	90 45	60 30
Chattanooga (WDDO)	C	125 63	75 38	50 25
Knoxville (WNOX)	C	125 63	75 38	50 25
Little Rock (KLRA)	C	150 75	90 45	60 30
Memphis (WREC)	C	200 100	120 60	80 40
Meridian (WGC)	C	125 63	75 38	50 25
Mobile (WALA)	C	125 63	75 38	50 25
Montgomery (WSFA)	C	125 63	75 38	50 25
Nashville (WLAC)	C	225 113	135 68	90 45
New Orleans (WWL)	C	275 138	165 83	110 55
Pensacola (WCOA)	C	125 63	75 38	50 25
Group Total		<b>\$2075 1042</b>	<b>1245 627</b>	<b>830 415</b>

### SOUTHWESTERN GROUP

8 Cities

These Stations are available with the Basic Network in a group of not less than 5 of the following cities:

Dallas (KRLL)	C	\$300 150	180 90	120 60
Houston (KTRH)	C	225 113	135 68	90 45
Oklahoma City (KOMA)	C	225 113	135 68	90 45
San Antonio-Austin (KSA)	C	250 125	150 75	100 50
Shreveport (KRWH)	C	175 88	105 53	70 35
Tulsa (KTUL)	C	125 63	75 38	50 25
Waco (WACU)	C	125 63	75 38	50 25
Wichita Falls (KGKO)	C	125 63	75 38	50 25
Group Total		<b>\$1550 778</b>	<b>930 468</b>	<b>620 310</b>

### FLORIDA GROUP

9 Cities

These stations available as a group with Basic Network.

Jacksonville (WMBR)	E	\$125 63	75 38	50 25
Miami (WQAM)	E	125 63	75 38	50 25
Orlando (WRD)	E	125 63	75 38	50 25
Tampa (WDAE)	E	125 63	75 38	50 25
Group Total		<b>\$500 252</b>	<b>300 152</b>	<b>200 100</b>

### NORTHWESTERN GROUP

9 Cities

These stations available individually with Basic Network.

Davenport (WOC)	C	\$125 63	75 38	50 25
Dubuque (WKBB)	C	125 63	75 38	50 25
Duluth (KDAL)	C	125 63	75 38	50 25
Green Bay (WTAO)	C	125 63	75 38	50 25
La Crosse (WKBB)	C	125 63	75 38	50 25
Mason City (KGLO)	C	125 63	75 38	50 25
Minneapolis-St. Paul (WCCO)	C	475 238	285 143	190 95
Orlando (WRD)	C	125 63	75 38	50 25
Yankton (WNAX)	C	150 75	90 45	60 30
Group Total		<b>\$1500 754</b>	<b>900 454</b>	<b>600 300</b>

### MOUNTAIN GROUP

7 Cities

These stations available individually with Basic Network.

Colorado Springs (KVOI)	M	\$125 63	75 38	50 25
Denver (KJZZ)	M	200 100	120 60	80 40
Salt Lake City (KSL)	M	300 150	180 90	120 60
Great Falls (KFBB)	M	125 63	75 38	50 25
Missoula (KGVO)	M	125 63	75 38	50 25
Phoenix-Tucson (KOY-KGAR)	M	125 63	75 38	50 25
Reno (KOH)	P	125 63	75 38	50 25
Group Total		<b>\$1125 565</b>	<b>675 340</b>	<b>450 225</b>

### PACIFIC COAST GROUP

5 Cities

These Stations are available only as a group.

Los Angeles (KNX)	P	\$500 250	300 150	200 100
Portland (KOIN)	P	225 113	135 68	90 45
San Francisco (KSFO)	P	325 163	195 98	130 65
Seattle-Tacoma (KOL-KVU)	P	225 113	135 68	90 45
Spokane (KFPY)	P	175 88	105 53	70 35
Group Total		<b>\$1450 727</b>	<b>870 437</b>	<b>580 290</b>

When the Pacific Coast and the Basic Network are joined Denver and Salt Lake City must be used.

### CANADIAN GROUP

2 Cities

These stations available individually with Basic Network.

Montreal (CKAC)	E†	\$200 100	120 60	80 40
Toronto (CFRB)	E†	300 150	180 90	120 60
Group Total		<b>\$500 250</b>	<b>300 150</b>	<b>200 100</b>

### HAWAIIAN STATION

1 City

Honolulu (KGMB)	..	\$220 195	140 125	100 90
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### TOTAL OF ALL CITIES LISTED

	Full Hour	Half Hour	Quarter Hour
	<b>\$21,970</b>	<b>11,104</b>	<b>13,190 6,682 8,800 4,440</b>

†Observes daylight saving.  
 .25 hrs. earlier than P.S.T.  
 CBS on Jan. 15, 1938, also added KARM, Fresno, and KROY, Sacramento, as California outlets; on Feb. 1 adds WBRK, Pittsfield, Mass.

### WEEKLY DISCOUNTS

(Applicable only to rates on this card)

The following weekly discounts, computed on gross weekly billing for time, will be allowed to each advertiser using network broadcasts for thirteen or more consecutive weeks:  
 Less than 5 station-hours per week . . . . . Net 5%  
 5 or more but less than 10 station-hours per week . . . . . 2½%  
 10 or more but less than 15 station-hours per week . . . . . 5%  
 15 or more but less than 25 station-hours per week . . . . . 7½%  
 25 or more but less than 45 station-hours per week . . . . . 10%  
 45 or more but less than 70 station-hours per week . . . . . 12½%  
 70 or more station-hours per week . . . . . 15%  
 Station-hours will be calculated as follows:  
 1 hr. (day or night) on 1 station . . . . . 1.0 station-hour  
 ½ hr. (day or night) on 1 station . . . . . . . . . . . 0.5 station-hour  
 ¼ hr. (day or night) on 1 station . . . . . . . . . . . 0.25 station-hour  
 (Thus, in computing station-hour discounts, ½ hour and ¼ hour periods are given a weight equivalent, respectively, to their proportioned cost—60% and 40% of the full-hour rate.)  
 Two or more network contracts for the same advertiser may be combined in computing

**NATIONAL NETWORK STATIONS**

City	Station	Kilowatts
<b>Atlantic Standard Time</b>		
Sydney, N. S.	CJCB*	1240
Halifax, N. S.	CHNS*	930
Charlottetown, P. E. I.	CFCY*	680
S Summerside, P. E. I.	CHLP	1420
Moncton, N. B.	CKCW*	1870
Fredericton, N. B.	CFNB*	550
Saint John, N. B.	CHSJ*	1120
<b>Eastern Standard Time</b>		
Quebec, P. Q.	CKCV	1810
Montreal, P. Q.	CFQP	600
Montreal, P. Q.	CHLP	1120
Ottawa, Ont.	CBO*	850
Ottawa, Ont.	CKCO	1010
Kingston, Ont.	CFRC	1510
Toronto, Ont.	CRCT	840
Toronto, Ont.	CRCY*	960
Toronto, Ont.	CRCX*	6090
Toronto, Ont.	CKL	580
Hamilton, Ont.	CKOC	1120
Hamilton, Ont.	CHML	1010
St. Catharines, Ont.	CKTB	1200
Brantford, Ont.	CKPC	990
London, Ont.	CFPL	730
Chatham, Ont.	CFQC	630
Windsor, Ont.	CFWA	600
Windsor, Ont.	CKLW*	1000
North Bay, Ont.	CFCH	930
Kirkland Lake, Ont.	CJKL	530
Timmins, Ont.	CKGB	1420
Sudbury, Ont.	CKSO*	780
Fort William, Ont.	CKPR*	730
<b>Central Standard Time</b>		
Winnipeg, Man.	CKY*	910
Winnipeg, Man.	CJRC	630
Winnipeg, Man.	CJRO*	6150
Winnipeg, Man.	CJRX*	11720
Brandon, Man.	CKX	1120
Yorkton, Sask.	CJGX	1390
<b>Mountain Standard Time</b>		
Regina, Sask.	CKCK*	1010
Belle Plaine, Sask.	CJEM	540
Moose Jaw, Sask.	CHAB	1200

# Canadian Broadcasting Corporation

National Research Bldg.

Ottawa, Ontario

Telephone: 2-8211

**OFFICIALS**

Gladstone Murray, General Manager  
Dr. Augustin Frigon, Assistant General Manager

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Rev. Canon W. E. Fuller, Campbellton, N. B.  
Alan B. Plaunt, Ottawa, Ont.  
Mrs. Nellie McClung, Victoria, B. C.

Saskatoon, Sask.	CFQC*	840
Prince Albert, Sask.	CKH	1210
Calgary, Alta.	CFAC*	930
Calgary, Alta.	CJGJ	600
Edmonton, Alta.	CJCA*	730
Edmonton, Alta.	CFRN	960
Lethbridge, Alta.	CJOC*	960
<b>Pacific Standard Time</b>		
Trail, B. C.	CJAT	910
Kelowna, B. C.	CKOV	630
Kelowna, B. C.	CFJC	880
Chilliwack, B. C.	CHWK	780
Vancouver, B. C.	CBR*	1100

**FRENCH NETWORK STATIONS**

<b>Atlantic Standard Time</b>		
New Carlisle, P. Q.	CHNC*	960
<b>Eastern Standard Time</b>		
Rimouski, P. Q.	CJBR	1030
Chicoutimi, P. Q.	CRCS*	1120
Quebec, P. Q.	CRCK*	950
Montreal, P. Q.	CBM*	1050
Hull, P. Q.	CKCH	1210

**NATIONAL NETWORK SUBDIVISIONS**

**EASTERN**—Maritime Provinces, Quebec and Ontario Stations.  
**MARITIME**—Nova Scotia, New Brunswick and Prince Edward Island Stations.  
**MIDWEST**—Ontario and Quebec Stations.  
**WESTERN**—Stations in Winnipeg and West.  
**CENTRAL**—Stations in Central Time Zone.  
**MIDWEST**—Manitoba, Saskatchewan and Alberta Stations.  
**MOUNTAIN**—Stations in Mountain Time Zone.  
**PACIFIC**—Stations in Mountain and Pacific Zones.

\* Basic stations on Corporation Network. Certain hours are reserved by these stations for Corporation programs. With the other stations use of Corporation programs optional.

Daily listings show the stations to which programs are available. At points where more than one station uses Corporation programs the daily schedule will designate the station to which each program is available.

Stations whose call letters begin with "CB" and "CRC" are owned and operated by the Canadian Broadcasting Corporation.

**CANADIAN BROADCASTING CORP.**

1 Hayter St., Toronto, Ont.

1231 St. Catherine St., Montreal, Que.

(Rates in Effect Jan. 1, 1938)

**CBC NETWORK RATES**

The individual rates shown apply when stations are used in conjunction with CBC basic national or regional networks.

1a. Gross Rates 6.00 P.M. to 11.00 P.M. Local Time.

(Rates for periods longer than one hour are in exact proportion to the corresponding one-hour rate.)

**STATION RATES ONLY**

(See Section III for Wire Line Rates.)

**MARITIME REGIONAL NETWORK**

(Atlantic Standard Time)

Cities—Call	1 Hr.	½ Hr.	¼ Hr.
Sydney (CJCB)	\$45.00	\$27.00	\$18.00
Halifax (CHNS)	50.00	30.00	20.00
Charlottetown (CFCY)	40.00	24.00	16.00
Moncton (CKCW)	25.00	15.00	10.00
Saint John (CHSJ)	35.00	21.00	14.00
Fredericton (CFNB)	40.00	24.00	16.00
Total for Group	\$235.00	\$141.00	\$94.00

**COLUMBIA BROADCASTING SYSTEM**

(Continued from page 165)

**ANNUAL DISCOUNTS**

(Applicable only to rates on this card)

At the end of 52 consecutive weeks of network broadcasting, there will be due and payable to the advertiser an additional discount on network time computed as follows: 52 times 10% of the largest amount of weekly gross billing that has run consecutively for 52 weeks.  
If an advertiser broadcasts weekly for a period longer than 52 weeks, but shorter than 104 weeks, he will be paid the maximum discount, under the foregoing terms, for any consecutive 52 weeks during the period of his broadcasting.

**COMMISSIONS**

A commission of 15% is allowed to recognized agencies on net station time charges and on any line charges.

**NO CASH DISCOUNT**

Charges for facilities are payable immediately after each broadcast.

**CLASSIFICATIONS**

Rates listed herein apply to all classes of acceptable accounts and advertising.

**SERVICE FACILITIES**

The Columbia Broadcasting System makes available a complete supplementary service for advertising agencies and radio advertisers, through the following: Columbia Artists, Inc.; Columbia Concerts Corporation; Continuity Department; Engineering Department; Program Department; Promotion & Research Dept.; Publicity Department; Sales Service Department; Station Relations Department.

**QUEBEC REGIONAL NETWORK**

(Eastern Standard Time)

New Carlisle (CHNC)	\$40.00	\$24.00	\$16.00
Rimouski (CJBR)	50.00	30.00	20.00
Chicoutimi (CRCS)	25.00	15.00	10.00
Quebec (CRCK)	70.00	42.00	28.00
Montreal (CBF-CBM)	325.00	195.00	130.00
(See supplementary note)			
Total for Group	\$510.00	\$306.00	\$204.00

**ONTARIO REGIONAL NETWORK**

(Eastern Standard Time)

Ottawa (CBO)	\$80.00	\$48.00	\$32.00
Kingston (CFRC)	25.00	15.00	10.00
Toronto (CBL)	300.00	180.00	120.00
Windsor (CKLW)	160.00	96.00	64.00
Sudbury (CKSO)	40.00	24.00	16.00
North Bay (CFCH)	25.00	15.00	10.00
Kirkland Lake (CJLK)	25.00	15.00	10.00
Timmins (CKGB)	25.00	15.00	10.00
Fort William (CKPR)	35.00	21.00	14.00
Total for Group	\$715.00	\$429.00	\$286.00

**PRAIRIE REGIONAL NETWORK**

(Central Standard Time)

Winnipeg (CKY)	\$120.00	\$72.00	\$48.00
Brandon (CKX)	39.00	20.00	13.00
(Mountain Standard Time)			
Regina (CKCK)	70.00	42.00	28.00
Moose Jaw (CHAB)	25.00	15.00	10.00
Saskatoon (CFQC)	60.00	36.00	24.00
Prince Albert (CKBI)	30.00	18.00	12.00
Edmonton (CJCA)	80.00	48.00	32.00
Calgary (CFAC)	80.00	48.00	32.00
Lethbridge (CJOC)	30.00	18.00	12.00
Total for Group	\$528.00	\$317.00	\$211.00

**BRITISH COLUMBIA REGIONAL NETWORK**

(Pacific Standard Time)

Kamloops (CFJC)	\$25.00	\$15.00	\$10.00
Kelowna (CKOV)	25.00	15.00	10.00
Trail (CJAT)	35.00	21.00	14.00
Vancouver (CBR)	120.00	72.00	48.00
Total for Group	\$205.00	\$123.00	\$82.00

Totals for National Service. \$2,193.00 \$1,316.00 \$877.00 (34 outlets)

**Supplementary Note**

- When only one Montreal station is included in Quebec Region the following rates apply:
- CBF \$250.00 \$150.00 \$100.00  
CBM 150.00 90.00 60.00
- Announcements are made in French on programs transmitted from CBF (French outlet); no charge made to sponsor for translation of continuity. CBM—English Outlet.
- Supplementary station rates available on application.

1b. 60% Gross Rates apply after 11.00 P.M. and before 6.00 P.M. Local Time (between 12.00 noon and 6 P.M. local time Sunday 75% of the gross rates apply).

**II. DISCOUNTS**

a. Frequency discount on Gross Station Rates for number of periods under contract within 12 month

Less than 13 times	Net
13 to 25	5%
26 to 51	10%
52 and over (Maximum allowed)	15%

b. Regional discount after frequency discount deducted applicable to contracts for 13 or more consecutive periods.

1 Region	5%
2 Regions	10%
3 Regions	15%
4 Regions	20%
5 Regions (The National Network)	25%

**III. WIRE LINE RATES**

a. Region	1 Hr.	½ Hr.	¼ Hr.	¼ Hr.
Maritime	\$ .53	\$ .50	\$ .46	\$ .38
Quebec	56	52	48	40
Ontario	89	82	75	62
Prairie	91	84	78	65
British Columbia	56	52	48	40
Total Line Cost	\$345	\$320	\$295	\$245

b. Above line rates apply when programs are supplied to the national network or to individual regions providing point of program pickup is within such region. A special line charge is made when point of program pickup does not conform to the above conditions, and where additional facilities are required.

c. Wire line costs listed, applicable to day or evening periods.

d. Wire line costs are net per occasion; subject to 15% agency commission only.

**IV. COMMISSIONS AND CASH DISCOUNTS**

a. Gross billing after deduction of percentage discounts, if any, on station rates and on net wire rates shall be subject to an advertising agency commission of 15%.

b. No commission on program charges.

c. No cash discounts—bills due and payable when rendered.

**V. TERMS OF USE**

a. No contract accepted for less than one occasion per week for thirteen consecutive weeks—except in cases of SPECIAL EVENTS.

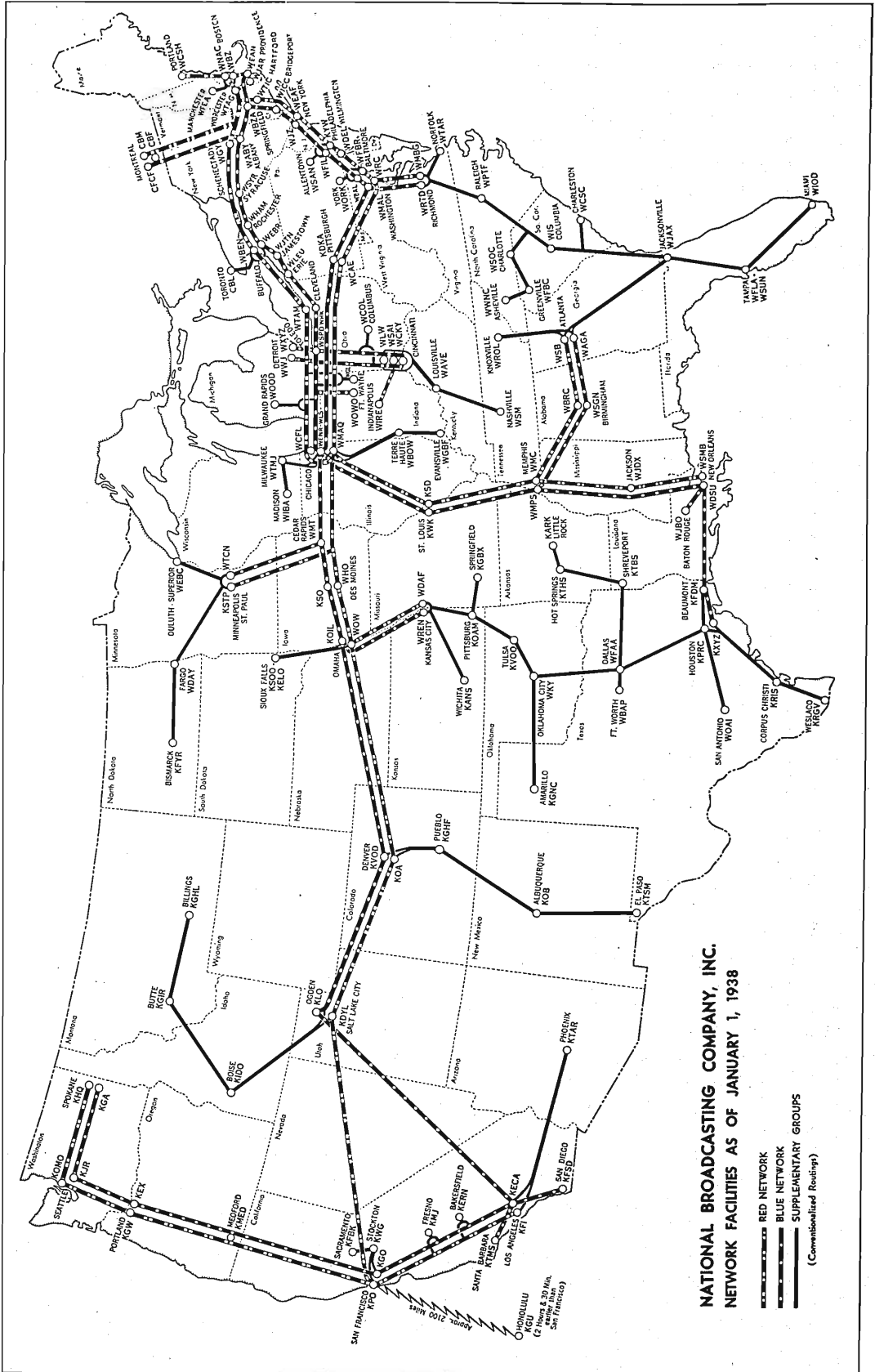
b. Minimum period accepted is fifteen minutes. No periods are sold in bulk for re-sale.

c. All contracts are accepted subject to the Broadcasting Act, Broadcasting Regulations and approval of the Canadian Broadcasting Corporation.

d. Rates quoted herein Subject to Change Without Notice.

# Map of Networks of the National Broadcasting Company

(As of January 1, 1938)



WBRE, Wilkes-Barre, Pa., on Jan. 1 joined NBC-Red and Blue supplementary.



# NBC is

WHETHER YOU WRITE IT...WIRE IT  
...PHONE IT...CABLE OR RADIO IT

**"RADIO CITY  
NEW YORK"**

is the World's best known  
Radio Address

# "Broadcasting Headquarters"

Ask any thousand civilized people where the world's "Broadcasting Headquarters" is located, and the vast majority would say, "Radio City, New York." And they would be *right*, for Radio City is the home of NBC, world's largest broadcasting organization.

## TAKE PROGRAMS . . .

NBC sent out over 54,000 programs during 1937. Each NBC Network, Red and Blue, averages 17½ hours of programs a day—a daily total of 35 hours of the most popular programs made available to 24,500,000 radio families, free for the tuning!

## TAKE STATIONS . . .

Each NBC Network station is an accepted leader in its locality. Today, as NBC completes its eleventh year, there are 142 affiliated stations broadcasting Blue and Red Network programs. Many of these go out to all parts of the world over NBC's ten associated shortwave stations, for NBC has always been the leader in the sending and receiving of international broadcasts.

## TAKE PROGRAM BUILDING . . .

Throughout its 11 years, NBC has set the style in programs. These styles have

become radio patterns. Among NBC Networks' "Famous Firsts" are: Top Comedians, Full-Hour Dramas, Daily Serials, All-Star Varieties, Grand Opera, Public Forums, Championship Fights, Educational Programs, International Shortwave.

## TAKE TRANSCRIPTIONS . . .

NBC Transcription Service represents the combined facilities of NBC and RCA—leaders in broadcasting, leaders in mechanical reproduction and recording. The NBC Recorded Program Service offers complete facilities for the creation, casting, production and recording of programs for National Spot and Local Advertising. NBC The-saurus is used by 220 station subscribers!

## TAKE SPOT and LOCAL ADVERTISING . . .

NBC's Managed Stations are, by all odds, "Tops in Spot!" The majority are super-power transmitters on clear channels, covering major markets . . . in every case the combination of adequate power and favorable frequency delivers splendid coverage. This makes a particularly economical lineup for spot advertisers, because you need fewer stations to cover broad territories. *Fifteen fine stations in ten key markets.*

## TAKE ARTISTS SERVICE . . .

NBC Artists Service is the largest talent sales organization in the world. No other talent agency does a greater volume of yearly business, nor boasts a more varied roster of talent. A division of NBC, it offers artists both personal management and valuable guidance. It offers this talent to radio, theatre, opera, concert, motion pictures and night clubs—to all types, in short, of both public and private entertainment. To radio advertisers and their agencies in particular, NBC Artists Service provides not only specific talent to answer advertisers' sales problems, but sound program ideas as well, with complete casts.

*"IN THE PUBLIC INTEREST, CONVENIENCE, AND NECESSITY. . ." This phrase, part of the National Broadcasting Company's "dedication creed", is forever in the forefront of NBC's activities. It keys every action. NBC—in times of public necessity, as well as daily convenience—carries one ideal above all others, that the listener be served!*

For these convincing reasons, NBC is known wherever radio is known as "BROADCASTING HEADQUARTERS"

# NATIONAL BROADCASTING COMPANY

A RADIO CORPORATION OF AMERICA SERVICE

# NATIONAL BROADCASTING CO., Inc.: EXECUTIVES and RATES

30 Rockefeller Plaza, New York City  
Telephone: Circle 7-8300

## BOARD OF DIRECTORS

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Arthur E. B. Bliss  
James G. Harbord  
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DeWitt Millhauser  
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Lewis MacConnach, *Secretary*  
Mark Woods, *Assistant Secretary*  
C. E. Pfautz, *Assistant Secretary*

## OWNED AND MANAGED STATIONS

WEAF, New York WJZ, New York WRC, Washington.  
WMAO, Chicago. WENR, Chicago. WTAM, Cleveland.  
KPO, San Francisco. WMAL, Washington (leased).

## General Electric Co. Stations (Programmed)

WGY, Schenectady. KOA, Denver. KGO, San Francisco

## Westinghouse Stations (Programmed)

KDKA, Pittsburg. WBZ, Boston. WBZA, Springfield  
KYW, Philadelphia.

## NBC-Owned (Leased to other Operators)

KEX, Portland, Ore. KJR, Seattle. KGA, Spokane

## DEPARTMENTS AND DIVISIONS

### President's Office

Lenox R. Lohr, *President*  
J. de Jara Almonte, *Assistant to President*  
James Rowland Angell, *Educational Counselor*  
Clarence Farrier, *Television Coordinator*  
Frank E. Mason, *Vice-President and Assistant to President*  
Martha McGrew, *Assistant to President*

### Artists Service Department

George Engles, *Vice-President and Managing Director*  
Daniel S. Tuthill, *Assistant Managing Director*  
O. O. Bottorff, *Vice-President of Civic Concerts Inc.*  
(Subsidiary of NBC)  
Frances Rockefeller King, *Manager of NBC Private Entertainment*  
Marks Levine, *Manager of Concert Division*

### Continuity Acceptance

Janet MacRorie, *Editor*

### Electrical Transcription Department

C. Lloyd Egner, *Manager*  
Frank E. Chizzini, *Assistant Manager*  
Reginald Thomas, *Program Director*

## Engineering Department

O. B. Hanson, *Vice-President in Charge of Engineering*  
V. J. Glicher, *Manager of Technical Services*  
R. F. Guy, *Radio Facilities Engineer*  
George McElrath, *Operating Engineer*  
George O. Mine, *Eastern Division Engineer*  
Robert M. Morris, *Development Engineer*  
C. A. Rackey, *Audio Facilities Engineer*

## General Service Department

Walter G. Preston, Jr., *Head, General Service*  
Edward M. Lowell, *Manager Office Services Division*  
William Noubek, *Manager, Building Maintenance Division*  
Charles H. Thurman, *Manager, Guest Relations Division*  
D. B. Van Houten, *Manager, Staff Division*  
Dwight G. Wallace, *Personnel Manager*

## Legal Department

A. L. Ashby, *Vice-President and General Counsel*  
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P. J. Hennessey, Jr., *Attorney, Washington*  
Henry Ladner, *Attorney*  
Frederick Leuschner, *Attorney, Hollywood*  
J. A. McDonald, *Attorney, Chicago*  
R. P. Myers, *Attorney*  
E. G. Prime, *Attorney*

## Operated Stations Department

A. H. Morton, *Manager*  
Lee B. Wailes, *Assistant to Manager*

## Program Department

John F. Royal, *Vice-President in Charge of Programs*  
Thomas H. Belviso, *Manager, Music Division*  
Frank Black, *General Music Director*  
Bertha Brainard, *Manager, Commercial Programs Division*  
Phillips Carlin, *Manager, Sustaining Programs Division*  
Margaret Cuthbert, *Director, Women's Programs Division*  
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William S. Rainey, *Production Division Manager*  
A. A. Schechter, *Head of News and Special Events*  
Lewis H. Titterton, *Manager, Script Division*  
Paul Wing, *Director Children's Programs*  
Percy Winner, *Director, International Division*

## Publicity Department

Clay Morgan, *Director of Promotion*  
Wayne L. Randall, *Director of Publicity*  
J. Vance Babb, *Manager, Press Inform and Service Division*  
E. P. H. James, *Manager, Advertising and Sales Promotion*

## Relations with Stations Department

William S. Hedges, *Vice-President in Charge of Station Relations*  
Keith Kiggins, *Manager, Station Relations Division*  
B. F. McClancy, *Manager, Traffic Division*

## Research and Development

C. W. Horn, *Director*

## Sales Department

Roy C. Wiltmer, *Vice-President in Charge of Sales*  
Maurice M. Boyd, *Manager, National Spot Sales Division of the Eastern Sales Department*  
Ken R. Dyke, *Eastern Sales Manager*  
F. McVilvie Greene, *Sales Traffic Manager*  
James V. McConnell, *Assistant to Sales Vice-President*  
Irving Edward Showerman, *Assistant Sales Manager, Eastern Division*  
Victor Van der Linde, *General Sales Counsel*

## Treasury Department

Mark Woods, *Vice-President, Treas. and Asst. Secretary*  
H. M. Beville, Jr., *Chief Statistician*  
William H. Bloxham, *Purchasing Agent*  
John H. MacDonald, *Budget Director*  
Harry F. McKeon, *Auditor*  
Glenn W. Payne, *Commercial Engineer*  
R. J. Teichner, *Assistant Treasurer*  
C. A. Wall, *Assistant to Treasurer*

## Central Division—Chicago

Niles Trammell, *Vice-President in Charge of Central Division*  
Kenneth Carpenter, *Sales Manager, Central Division*  
A. W. Kaney, *Assistant to Vice-President*  
Howard C. Lutgens, *Central Division Engineer*  
J. A. McDonald, *Attorney*  
Clarence L. Messer, *Production Manager*  
William B. Ray, *Manager, Central Division*  
Alex S. Robb, *Manager, Artists Service*  
Edward Stockmar, *Traffic Supervisor*  
Sidney Strotz, *Program Manager, Central Division*  
John F. Whalley, *Office Manager*

## Western Division—Hollywood

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F. V. Delectt, *Auditor, Western Division*  
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Sydney L. Dixon, *Sales Manager, Western Division*  
Lewis Frost, *Assistant to Vice-President*  
Dema Elaine Harshbarger, *Artists Service*  
Frederick Leuschner, *Attorney*  
A. H. Saxton, *Western Division Engineer*  
John Swallow, *Program Manager, Western Division*

## Western Division—San Francisco

Lloyd Yoder, *Manager, San Francisco Office*  
Kenneth B. Carney, *Program Manager*  
S. P. Dorais, *Auditor*  
Paul B. Gale, *Traffic Supervisor*  
Curtis D. Peck, *Engineer in Charge*  
Milton Samuel, *Manager of Press Division*

## Washington, D. C.

Frank M. Russell, *Vice-President in Charge*  
Kenneth H. Berkeley, *General Manager WRC and WMAL*  
P. J. Hennessey, Jr., *Attorney*  
Albert E. Johnson, *Engineer in Charge*

## FOREIGN REPRESENTATIVES

### England

Fred Bate, *Electra House, Victoria Embankment, London*

### Central European

Max Jordan, 31 Aeschengraben, Basle, Switzerland

## NBC-RED NETWORK RATES

### GENERAL BROADCAST ADVERTISING

(Rates in Effect Jan. 1, 1938)

(a) Gross rates 6:00 P.M. to 11:00 P.M. Local Time.  
Rates for periods longer than one hour are in exact proportion to the corresponding one hour rate.)

### BASIC RED NETWORK

Cities	1 Hr.	1/2 Hr.	1/4 Hr.
New York (WEAF)	\$1,200	\$720	\$480
Boston (WNAO)	400	240	160
Hartford (WTIC)	360	216	144
Providence (WJAR)	200	120	80
Worcester (WTAG)	160	96	64
Portland, Me. (WCSH)	160	96	64
Philadelphia (KYW)	480	288	192
Wilmington (WDEL)	120	72	48
Baltimore (WPBR)	240	144	96
Washington (WRC)	200	120	80
Schenectady (WGY)	300	180	120
Buffalo (WBBN)	380	228	152
Pittsburgh (WCAE)	380	228	152
Cleveland (WTAM)	480	288	192
Detroit (WWJ)	380	228	152
Cincinnati (Choice) (See Note)			
Indianapolis (WIRE)	200	120	80
Chicago (WMAQ)	720	432	288
St. Louis KSD	360	216	144
Minneapolis-St. Paul (KSTP)	280	168	112
Des Moines (WIO)	480	288	192
Omaha (WOW)	320	192	128
Kansas City (WDAF)	860	516	344
Total for Network (Without Cincinnati)	\$8,160	\$4,896	\$3,264

NOTE—One of the following Cincinnati stations must be used with Basic Red Network.

Cincinnati (WLW)	\$1,200	\$800	\$532
Cincinnati (WCY)	320	192	128
Cincinnati (WSAI)	240	144	96

### SUPPLEMENTARY BASIC SERVICE

(Individually available with Basic Network. All stations subject to availability.)

	1 Hr.	1/2 Hr.	1/4 Hr.
Manchester (WFEE)	\$120	\$72	\$48
Allentown (WSAN)	120	72	48
York (WOK)	120	72	48
Richmond (WMBG)	120	72	48
Columbus (WCOL)	120	72	48
Fort Wayne (WGL)	120	72	48
Grand Rapids (WOOD)	120	72	48
Terre Haute (WBOW)	120	72	48
Evansville (WVBO)	140	84	56
Duluth-Superior (WDEB)	140	84	56
Sioux Falls (KSOO)	120	72	48
Sioux Falls (KELO)	120	72	48
(KELO available only when KSOO is off the air)			
Wichita (KANS)	120	72	48

### SUPPLEMENTARY FACILITIES

(For use with Basic Red Network, subject to availability.)

### CANADIAN GROUP

(Individually available)

Toronto (CBL)	\$300	\$180	\$120
Montreal (CBM)	240	144	96

### Supplementary

(French Language Station)

Montreal (CBF)	\$300	\$180	\$120
Comb. rate (CBF-CBM)	325	195	130

### SOUTHEASTERN GROUP

(Available in a group of not less than four)

Norfolk (WTAR)	\$140	\$84	\$56
Raleigh (WPTF)	140	84	56
Charlotte (WSOC)	120	72	48
Greenville (WFIC)	120	72	48
Asheville (WVNC)	120	72	48
Columbia (WIS)	120	72	48
Charleston (WCSG)	120	72	48
Total for Group	\$880	\$528	\$352

### MIDSOUTH GROUP

(Southeastern Group must be used in conjunction with Midsouth Group)

Louisville (WAVE)	\$200	\$120	\$80
Nashville (WSM)	360	216	144
Total for Group	\$560	\$336	\$224

### SOUTHCENTRAL GROUP

(Available in a group of not less than four. Midsouth Group, if available, must be used in conjunction with South-central Group.)

Memphis (WMC)	\$200	\$120	\$80
Atlanta (WSB)	320	192	128
Birmingham (WBRC)	160	96	64
Jackson (WJDX)	120	72	48
New Orleans (WSMB)	200	120	80
Total for Group	\$1,000	\$600	\$400

### Supplementary

Knoxville (WROL)	\$120	\$72	\$48
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### FLORIDA GROUP

(Available for use with either Southeastern or Southcentral Groups)

Jacksonville (WJAX)	\$160	\$96	\$64
Tampa (WFLA-W SUN)	140	84	56
Miami (WIOD)	140	84	56
Total for Group	\$440	\$264	\$176

### SOUTHWESTERN GROUP

(Available in a group of not less than five.)

Springfield, Mo. (KGBX)	\$120	\$72	\$48
Pittsburg, Kan. (KOAM)	120	72	48
Tulsa (KVOO)	240	144	96
Oklahoma City (WKY)	240	144	96
Amarillo (KGNC)	120	72	48
Dallas-Fort Worth (WFAA-WBAP)	400	240	160
Shreveport (KTBS)	120	72	48
Hot Springs (KTHS)	120	72	48
Little Rock (KARK)	120	72	48
Houston (KPRC)	240	144	96
San Antonio (WOAI)	260	166	104
Total for Group	\$2,100	\$1,260	\$840

#### Supplementary

(For use individually with Southwestern Group.)

Beaumont (KFDM)	\$120	\$72	\$48
Corpus Christi (KRIS)	120	72	48
Weslaco (KRGV)	120	72	48

### NORTHCENTRAL GROUP

Milwaukee (WTMJ)	\$320	\$192	\$128
Madison (WIBA)	160	96	64
Total for Group	\$480	\$288	\$192

### NORTHWESTERN GROUP

Fargo (WDAY)	\$160	\$96	\$64
Bismarck (KFYR)	200	120	80
Total for Group	\$360	\$216	\$144

### RED MOUNTAIN GROUP

(For use with Basic Red or Pacific Coast Red.)

Denver (KOA)	\$280	\$168	\$112
Salt Lake City (KDYL)	200	120	80
Total for Group	\$480	\$288	\$192

### PACIFIC COAST RED NETWORK AND SUPPLEMENTARY FACILITIES

(For use with Red Mountain Group in conjunction with Red Network. Special program production in San Francisco or Hollywood studios required for use as separate networks. All Supplementary Facilities subject to availability.)

#### PACIFIC COAST RED NETWORK

San Francisco (KFO)	\$380	\$228	\$152
Los Angeles (KFI)	480	288	192
Portland, Ore. (KGW)	220	132	88
Seattle (KOMO)	220	132	88
Spokane (KHQ)	160	96	64
Total for Network	\$1,460	\$876	\$584

#### Supplementary

(Individually available.)

Phoenix (KTAR)	\$120	\$72	\$48
Medford (KRMED)	120	72	48

#### CALIFORNIA SUPPLEMENTARY GROUP

Sacramento (KFBK)	\$160	\$96	\$64
Stockton (KSW)	120	72	48
Fresno (KMLJ)	120	72	48
Bakersfield (KERN)	120	72	48
Total for Group	\$280	\$168	\$112

### NORTH MOUNTAIN GROUP

(Individually available.)

Boise (KIDO)	\$120	\$72	\$48
Butte (KGIJ)	120	72	48
Billings (KGHL)	120	72	48
Total for Group	\$360	\$216	\$144

### SOUTH MOUNTAIN GROUP

(Individually available.)

Pueblo (KGHF)	\$120	\$72	\$48
Albuquerque (KOB)	120	72	48
El Paso (KTSM)	120	72	48

### SPECIAL HAWAIIAN SERVICE

Honolulu (KGU)	\$160	\$96	\$64
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†These rates apply for all periods, day and night.

### TOTALS FOR NATIONAL SERVICE

	Outlets	1 Hr.	½ Hr.	¼ Hr.
Red Network with WLW— incl. all supps.	94	\$21,105	\$12,743	\$8,494
Red Network with WCKY— incl. all supps.	94	20,225	12,135	8,000
Red Network with WSAI— incl. all supps.	94	20,145	12,087	8,058

Note: Canadian Broadcasting Corporation facilities are available in combination with NBC Networks. Rates can be obtained upon request.

## NATIONAL BROADCASTING CO.

### General Service Data

#### TOTALS FOR NATIONAL SERVICE

	Outlets	1 Hr.	½ Hr.	¼ Hr.
Blue Network with WLW— incl. all supps.	99	\$20,025	\$12,095	\$8,062
Blue Network with WCKY— incl. app supps.	99	19,145	11,487	7,658
Blue Network with WSAI— incl. all supps.	99	19,065	11,439	7,626

Note: Canadian Broadcasting Corporation facilities are available in combination with NBC Networks. Rates can be obtained upon request.

b. Three-quarters Gross Rates 12:00 Noon to 6:00 P.M. Local Time Sunday only—except Honolulu.

c. One-half Gross Rates 11:00 P.M. to 12:00 Midnight and 8:00 A.M. to 6:00 P.M. Local Time (exclusive of Sunday afternoon)—except Honolulu.

d. One-third Gross Rates 12:00 Midnight to 8:00 A.M. Local Time—except Honolulu. Service available only if a regularly scheduled program precedes or follows.

e. This rate card is for informative purposes, and does not constitute an offer on the part of the National Broadcasting Company.

#### COMMISSIONS AND DISCOUNTS

a. Weekly Discounts for 13 or more consecutive weeks Network Broadcasting.

All network contracts for the same advertiser may be combined for determining rate of discount.

Contracted Value of Network Time at Gross Rates	Percentage Discount on Weekly Gross Billing
Less than \$1,000 per week	None
\$1,000 or more but less than \$2,000 per week	2½%
\$2,000 or more but less than \$4,000 per week	5%
\$4,000 or more but less than \$8,000 per week	7½%
\$8,000 or more but less than \$12,000 per week	10%
\$12,000 or more but less than \$18,000 per week	12½%
\$18,000 or more per week	15%

b. Annual Rebate for 52 consecutive weeks Network Broadcasting.  
A rebate will be allowed the advertiser for each 52 weeks of consecutive network broadcasting, said rebate to be 10% of the gross billing on facilities under contract for broadcasting during each and every week of the 52-week period. The rebate will be due and payable at the end of each 52 weeks of consecutive service. Interruptions of the series necessitated by the broadcasting of special events of importance will not affect the advertiser's right to the rebate.

c. Gross billing after deductions of percentage discounts, if any, shall be subject to an advertising agency commission of 15%; from the annual rebate, if any, the company shall deduct the excess agency commission previously allowed. All commissions allowed only to recognized advertising agencies.

d. No commission on program charges.

e. No cash discounts—Bills due and payable when rendered.

#### TERMS OF USE

a. Minimum period sold is 15 minutes. No periods are sold in bulk for re-sale. Advertiser cooperating in group broadcasts are required to make individual contracts with the National Broadcasting Company, subject to card rates and regulations.

b. All programs are subject to the program policies and to the approval of the National Broadcasting Company.

c. The closing date is three weeks in advance of initial program.

#### PRODUCTION SERVICES

a. Services of the NBC Artists Service, Program Department and Staff Announcer in arranging and presenting programs, are included without extra charge.

b. No special charge is made for facilities when programs originate in NBC Studios in New York, Chicago, Washington, San Francisco and Los Angeles (Hollywood) provided the City in which the program originates is included in the Network facilities ordered. Special charge, subject to agency commission but not to discount or rebate, made for facilities when program origination does not conform to these conditions—and for programs requiring special production.

#### REPRESENTATIVES

RCA Bldg., New York, N. Y.
Hotel Bradford (WBZ), Boston, Mass.
Grant Bldg. (KDKA), Pittsburgh, Pa.
Trans-Lux Building, Washington, D. C.
Hotel Kimball (WBZA), Springfield, Mass.
815 Superior Ave. N.E. (WTAM), Cleveland, Ohio
Merchandise Mart, Chicago, Ill.
1619 Walnut St., Philadelphia, Pa.
802 Fisher Building, Detroit, Mich.
111 Sutter St., San Francisco, Calif.
1 River Rd. (WGY), Schenectady, N. Y.
1625 California St. (KO), Denver, Colo.
5515 Melrose Ave., Hollywood, Calif.

## NBC-BLUE NETWORK RATES

### BASIC BLUE NETWORK

Cities	1 Hr.	½ Hr.	¼ Hr.
New York (WJZ)	\$1,200	\$720	\$480
Boston (WBZ)	480	288	192
Springfield (WBZA)	160	96	64
Providence (WZAN)	200	120	80
Bridgport (WICC)	160	96	64
Philadelphia (WFIL)	400	240	160
Baltimore (WBAL)	320	192	128
Washington (WMAL)	200	120	80
Syracuse (WSYR)	220	132	88
Rochester (WJAM)	360	216	144
Buffalo (WBRB)	120	72	48
Pittsburgh (KDKA)	480	288	192
Cleveland (WHK)	340	204	136
Toledo (WSPD)	220	132	88
Detroit (WXYZ)	360	216	144
Cincinnati Choice (See Note)			
Fort Wayne (WOVO)	220	132	88
Chicago (WENR-WLS)	720	432	288
St. Louis (KWC)	300	180	120
Cedar Rapids (WMT)	300	180	120
Minneapolis-St. Paul (WTCN)	180	108	72
Des Moines (KSO)	180	108	72
Omaha (KOIL)	200	120	80
Kansas City (WREN)	240	144	96
Total for Network	\$7,560	\$4,536	\$3,024

(Without Cincinnati)

NOTE—One of the following Cincinnati stations must be used with Basic Blue Network.  
Cincinnati (WLW) \$1,200 \$800 \$532  
Cincinnati (WCKY) 320 192 128  
Cincinnati (WSAI) 240 144 96

#### SUPPLEMENTARY BASIC SERVICE

(Individually available with Basic Network, subject to availability.) All stations

Manchester (WFEA)	\$120	\$72	\$48
Albany (WAEB)	120	72	48
Allentown (WSAN)	120	72	48
York (WORK)	120	72	48
Richmond (WRPTD)	120	72	48
Jamestown (WJTN)	120	72	48
Eric (WLEU)	120	72	48
Columbus (WCOL)	120	72	48
Fort Wayne (WGL)	120	72	48
Grand Rapids (WOOD)	120	72	48
Terre Haute (WBOW)	120	72	48
Evanston (WGBE)	120	72	48
Duluth-Superior (WEBC)	140	84	56
Sioux Falls (KSOO)	140	84	56
Sioux Falls (KELO)	120	72	48
(KELO available only when KSOO is off the air)			
Wichita (KANS)	120	72	48

#### SUPPLEMENTARY FACILITIES

(For use with Basic Blue Network, subject to availability.)

#### CANADIAN GROUP

(Individually available)

Toronto (CBL)	\$300	\$180	\$120
Montreal (CFRC)	240	144	96

#### Supplementary

(French Language Station)

Montreal (CBF)	\$300	\$180	\$120
Comb. rate (CBF-CFRC)	325	195	130

#### SOUTHEASTERN GROUP

(Available in a group of not less than four)

Norfolk (WTAR)	\$140	\$84	\$56
Raleigh (WPTF)	140	84	56
Charlotte (WSOC)	120	72	48
Greensboro (WFSB)	120	72	48
Asheville (WUNC)	120	72	48
Columbia (WIS)	120	72	48
Charleston (WCSO)	120	72	48
Total for Group	\$880	\$528	\$352

#### MIDSOUTH GROUP

(Southern Group must be used in conjunction with Midsouth Group)

Louisville (WAVE)	\$200	\$120	\$80
Nashville (WSM)	360	216	144
Total for Group	\$560	\$336	\$224

#### SOUTHERN GROUP

(Available individually, Midsouth Group, if available, must be used in conjunction with Southern Group.)

Memphis (WMPG)	\$160	\$96	\$64
Birmingham (WMSG)	120	72	48
Atlanta (WAGA)	180	108	72
New Orleans (WDSU)	180	108	72
Houston (KXZY)	200	120	80
Baton Rouge (WJBO)	120	72	48
Total for Group	\$960	\$576	\$384

#### Supplementary

Knoxville (WROL)	\$120	\$72	\$48
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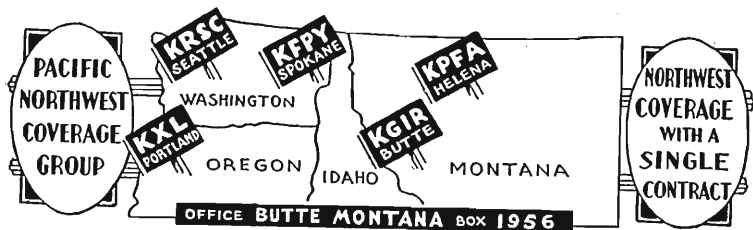
(Continued on page 172)



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# Without Adding Another Station NBC Advertisers Can Schedule West Coast Programs Whether On NBC Red or Blue Network over **K G I R** **BUTTE • MONTANA**

*Member of*



## NATIONAL BROADCASTING CO.

(Continued from page 171)

### FLORIDA GROUP

(Available for use with either Southeastern or Southern Groups)

Jacksonville (WJAX)	\$160	\$96	\$61
Tampa (WFLA-WSUN)	140	84	56
Miami (WIOD)	140	84	56
<b>Total for Group</b>	<b>\$440</b>	<b>\$264</b>	<b>\$176</b>

### SOUTHWESTERN GROUP

(Available in a group of not less than five)

Springfield, Mo. (KGBX)	\$120	\$72	\$48
Pittsburg, Kan. (KOAM)	120	72	48
Tulsa (KVOO)	240	144	96
Oklahoma City (WKY)	240	144	96
Amarillo (KGNC)	120	72	48
Dallas-Fort Worth (WFAA-WBAT)	400	240	160
Shreveport (KTBS)	120	72	48
Hot Springs (KTHS)	120	72	48
Little Rock (KARK)	120	72	48
San Antonio (WOAI)	260	156	104
<b>Total for Group</b>	<b>\$1,860</b>	<b>\$1,116</b>	<b>\$744</b>

### Supplementary

(For use individually with Southwestern or Southern Group)

Beaumont (KFDM)	\$120	\$72	\$48
Corpus Christi (KRIS)	120	72	48
Weslaco (KRGV)	120	72	48

### NORTHCENTRAL GROUP

Milwaukee (WTMJ)	\$320	\$192	\$128
Madison (WIBA)	160	96	64
<b>Total for Group</b>	<b>\$480</b>	<b>\$288</b>	<b>\$192</b>

### NORTHWESTERN GROUP

Fargo (WDAY)	\$160	\$96	\$64
Bismarck (KFYR)	200	120	80
<b>Total for Group</b>	<b>\$360</b>	<b>\$216</b>	<b>\$144</b>

### BLUE MOUNTAIN GROUP

(For use with Basic Blue or Pacific Coast Blue)

Denver (KVOD)	\$120	\$72	\$48
Ogden (KLO)	120	72	48
<b>Total for Group</b>	<b>\$240</b>	<b>\$144</b>	<b>\$96</b>

### PACIFIC COAST BLUE NETWORK AND SUPPLEMENTARY FACILITIES

(For use with Blue Mountain Group in conjunction with Blue Network. Special program production in San Francisco or Hollywood studios required for use as separate networks. All Supplementary Facilities subject to availability.)

### PACIFIC COAST BLUE NETWORK

San Francisco (KGO)	\$280	\$168	\$112
Los Angeles (KECA)	240	144	96
San Diego (KFSD)	140	84	56
Portland, Ore. (KEX)	160	96	64
Seattle (KJB)	200	120	80
Spokane (KGA)	120	72	48
<b>Total for Network</b>	<b>\$1,140</b>	<b>\$684</b>	<b>\$456</b>

### Supplementary

(Individually available)

Phoenix (KTAR)	\$120	\$72	\$48
Medford (KMED)	120	72	48
Santa Barbara (KTMS)	120	72	48

### SPECIAL HAWAIIAN SERVICE

Honolulu (KGU)	†\$160	†\$96	†\$64
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†These rates apply for all periods, day and night.

### CALIFORNIA SUPPLEMENTARY GROUP

Sacramento (KFBK)	\$160	\$96	\$64
Stockton (KWG)	120	72	48
Fresno (KMJ)			
Bakersfield (KERN)			
<b>Total for Group</b>	<b>\$280</b>	<b>\$168</b>	<b>\$112</b>

### NORTH MOUNTAIN GROUP

(Individually available)

Boise (KIDO)	\$120	\$72	\$48
Butte (KGIR)	120	72	48
Billings (KGHL)	120	72	48
<b>Total for Group</b>	<b>\$360</b>	<b>\$216</b>	<b>\$144</b>

### SOUTH MOUNTAIN GROUP

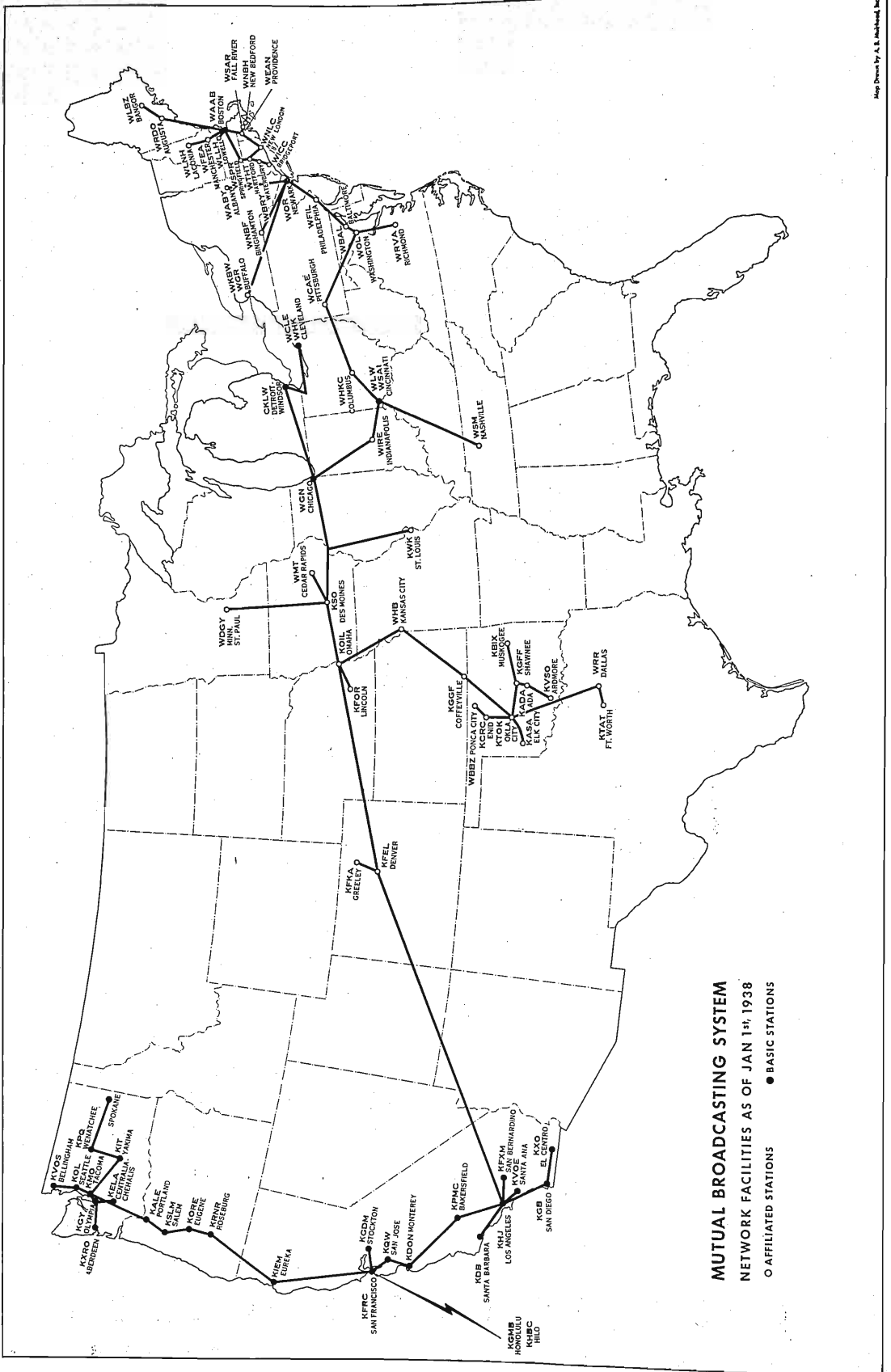
(Individually available)

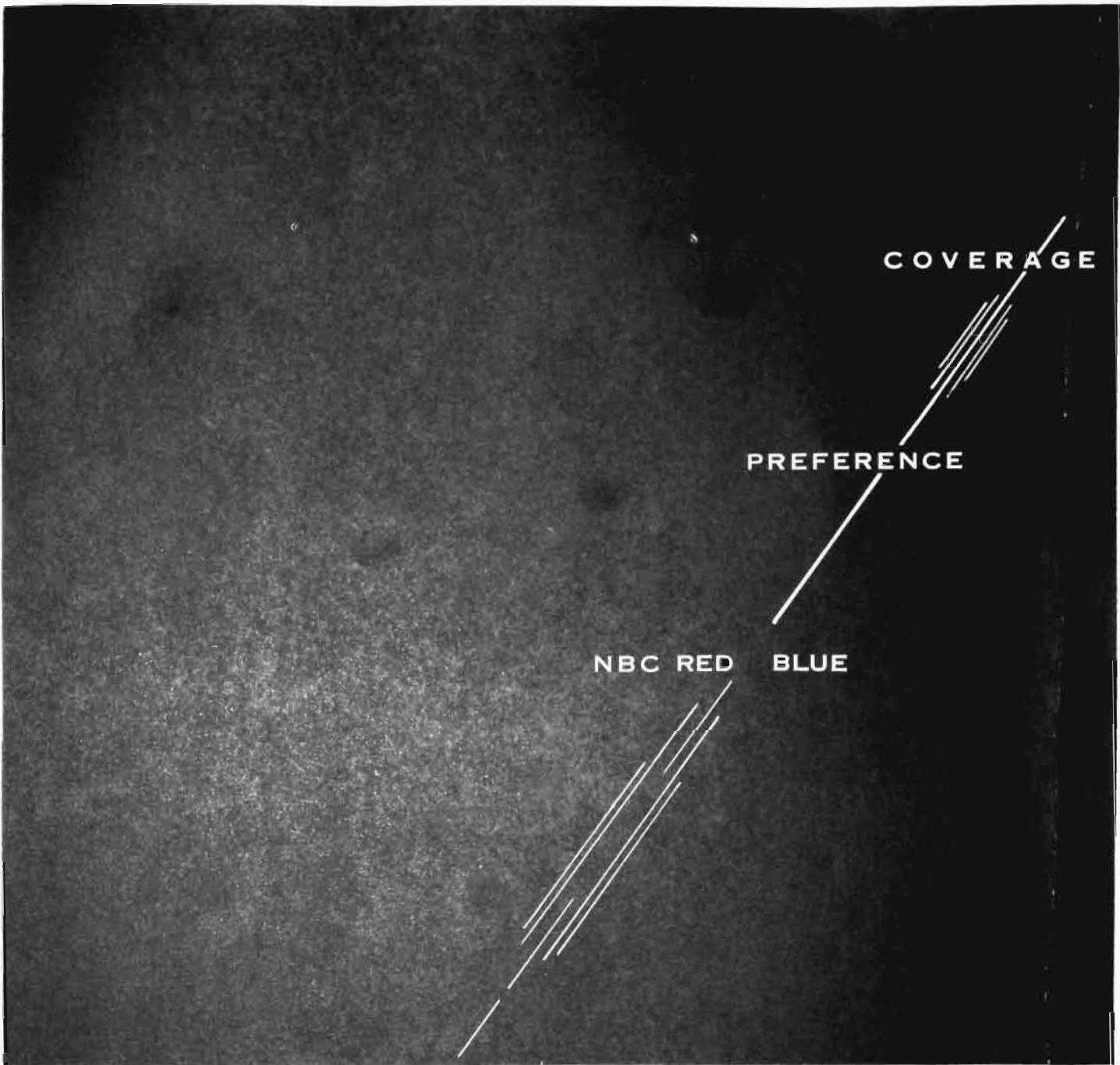
Pueblo (KGHF)	\$120	\$72	\$48
Albuquerque (KOB)	120	72	48
El Paso (KTSM)	120	72	48

Note—WBRE, Wilkes Barre, Pa., on Jan. 1, 1938, joined Red and Blue Supplementary.

# Map of the Mutual Broadcasting System

(As of January 1, 1938)





32.79% of total Florida Retail Sales  
 . . . Florida's Largest Market . . . in  
 WIOD Aireas . . . Craig & Hollingbery  
 Inc., National Representatives.



**W I O D M I A M I F L O R I D A 6 1 0 K C**

BROADCASTING • Broadcast Advertising

1938 Yearbook Number • Page 173



A typical audience in W-G-N's public broadcast studio on Michigan Avenue in Chicago

SINCE 1925 W-G-N has consistently led the field in radio; pioneering more programs and broadcasting ideas than any other station in the country. Its facilities are unequalled, its service unsurpassed and its listening audience is the largest of any station in the middle west. W-G-N has been tested by thousands of advertisers and has always produced.

EASTERN SALES OFFICE  
William A. McGuineas  
220 East 42nd Street  
New York City

**W-G-N, Inc.**  
441-445 North Michigan Avenue  
Chicago, Ill.

PACIFIC COAST OFFICE  
Edward S. Townsend  
Russ Building  
San Francisco, Cal.

Member—The Mutual Broadcasting System

# MUTUAL BROADCASTING SYSTEM, Inc.: EXECUTIVES and RATES

1440 Broadway, New York City  
Phone: Pennsylvania 6-8888

Tribune Tower, Chicago, Ill.  
Phone: Superior 0100

## OFFICIALS

A. J. McCosker, Chairman of Board  
W. E. Macfarlane, President  
T. G. Streibert, Vice President  
E. M. Antrim, Secretary-Treasurer  
Fred Weber, General Manager  
Fries E. Lamphair, Auditor

Lester Gottlieb, Publicity Coordinator  
Adolph Opfinger, Program Coordinator  
Andrew Poole, Traffic Manager  
Robert A. Schmid, Sales Promotion Manager  
John S. Steele, London and European Representative  
Keith Masters, Legal Adviser

Note—Evening rates are shown in Bold Face. Day rates are in Light Face. All rates are based on local time in each city used on the network. Evening Rates shown on this card apply to all stations from 7 P.M. to 10:30 P.M. (and most stations from 6 to 11 P.M.) weekdays and Sundays, except in the case of the Iowa Network, KWK, St. Louis; KTAT, Fort Worth, which use the day rate after 10 P.M.; and in the case of KFOR, Lincoln (lower rate after 10 P.M.). Day Rates shown on this card apply to all stations from 9 A.M. to 6 P.M. (and a majority of the stations from 9 A.M. to 6 P.M.) each weekday except in the case of the Iowa Network (lower rate 1-5 P.M.); KFOR, Lincoln and KOLL, Omaha (higher rate 12-1 noon); WRBA, Richmond (lower rate 1-5); WSM, Nashville (lower rate 1:30-4 P.M.); KWK, St. Louis (lower rate 9-10 A.M.); WCLE, Cleveland (higher rate from 12 noon to 2 P.M. and a lower rate from 2-4 P.M.). Sunday Rates and all rates not shown—consult any office of the Mutual Broadcasting System. All Rates Quoted net after quantity discount and (in case of 52 week schedules) after annual rebates are allowed and earned, but before agency commissions have been deducted.

## BASIC NETWORK STATIONS

(Rates in effect Jan. 1, 1938)

### 13 WEEKS

Minimum 3 Stations* All Rates Net after Quantity Discount†	Hour		Half Hour		Quarter Hour	
	N.	D.	N.	D.	N.	D.
Boston (WAAB) .....	\$200.00	\$100.00	\$120.00	\$60.00	\$80.00	\$40.00
*Chicago (WGN) .....	375.00	384.75	228.75	232.50	160.87	150.87
*Cincinnati (WLW) .....	1110.00	555.00	760.00	380.00	518.70	259.35
Cleveland (WCLE-WHK) .....	323.00	71.25	193.80	42.75	129.20	28.50
Detroit-Windsor (CKLW) .....	304.00	152.00	190.00	95.00	118.75	59.35
*Newark (WOR) .....	1045.00	585.00	643.50	360.00	440.00	240.00
Calif. Don Lee Net. (Complete) .....	831.25	461.25	527.25	277.87	361.00	185.25
So. California* .....	542.50	294.50	344.10	181.35	235.60	120.90
No. California* .....	376.25	204.25	238.65	126.77	163.40	83.85
<b>Total Basic Group</b> .....	<b>\$4488.25</b>	<b>\$2299.25</b>	<b>\$2862.05</b>	<b>\$1454.49</b>	<b>\$1940.15</b>	<b>\$973.32</b>

### 26 WEEKS

Boston (WAAB) .....	\$190.00	\$95.00	\$114.00	\$57.00	\$76.00	\$38.00
*Chicago (WGN) .....	375.00	384.75	228.75	232.50	160.87	150.87
*Cincinnati (WLW) .....	1110.00	555.00	760.00	380.00	518.70	259.35
Cleveland (WCLE-WHK) .....	306.00	67.50	183.60	40.50	122.40	27.00
Detroit-Windsor (CKLW) .....	288.00	144.00	180.00	90.00	112.50	56.25
*Newark (WOR) .....	1045.00	585.00	643.50	360.00	440.00	240.00
Calif. Don Lee Net. (Complete) .....	783.75	427.50	498.75	263.62	342.00	175.75
So. California* .....	511.50	279.00	325.50	172.05	223.20	114.70
No. California* .....	354.75	193.50	225.75	119.32	154.80	79.55
<b>Total Basic Group</b> .....	<b>\$4397.75</b>	<b>\$2258.75</b>	<b>\$2807.35</b>	<b>\$1429.99</b>	<b>\$1904.10</b>	<b>\$957.22</b>

### 52 WEEKS

Boston (WAAB) .....	\$166.50	\$83.25	\$99.90	\$49.95	\$66.60	\$33.30
*Chicago (WGN) .....	637.50	364.50	405.00	226.62	277.50	162.62
*Cincinnati (WLW) .....	999.00	499.50	684.00	342.00	466.83	233.42
Cleveland (WCLE-WHK) .....	289.00	67.75	173.40	38.25	115.60	25.50
Detroit-Windsor (CKLW) .....	272.00	136.00	170.00	85.00	106.25	53.10
*Newark (WOR) .....	935.00	525.00	577.50	324.00	396.00	216.00
Calif. Don Lee Net. (Complete) .....	736.25	403.75	470.25	249.37	323.00	166.25
So. California* .....	480.50	263.50	306.90	162.75	210.80	108.50
No. California* .....	333.25	182.75	212.85	112.87	146.20	75.25
<b>Total Basic Group</b> .....	<b>\$4035.25</b>	<b>\$2075.75</b>	<b>\$2580.05</b>	<b>\$1315.19</b>	<b>\$1751.78</b>	<b>\$880.29</b>

## BASIC SUPPLEMENTARY STATIONS

### 13 WEEKS

Available Individually with Basics	Hour		Half Hour		Quarter Hour	
	N.	D.	N.	D.	N.	D.
Albany (WABY) .....	\$114.00	\$57.00	\$68.40	\$34.20	\$45.60	\$22.80
Baltimore (WBAL) .....	325.00	162.00	200.00	100.00	130.00	65.00
Buffalo (WGR-WKBW) .....	295.00	90.25	171.00	54.15	114.00	36.10
Cincinnati (WSAI) .....	228.00	114.00	136.80	68.40	91.20	45.60
Columbus (WHKC) .....	104.50	52.25	62.70	31.35	41.80	20.90
Denver (KFEL) .....	114.00	57.00	65.50	49.88	38.00	28.60
Greely (KFKA) .....	66.50	33.25	39.90	19.95	26.60	13.30
Iowa Network .....	219.38	121.88	131.63	65.82	78.00	42.90
Des Moines (KSO) .....	152.00	76.00	91.20	45.60	60.80	30.40
Cedar Rapids (WMT) .....	218.00	109.25	131.10	65.55	87.40	43.70
Kansas City (WHB) .....	228.00	114.00	136.80	68.40	91.20	38.00
Lincoln (KFOR) .....	53.20	40.38	32.30	24.23	17.10	13.30
Minn. St. Paul (WDGY) .....	178.00	144.00	106.00	86.00	71.00	57.00
Nashville (WSM) .....	342.00	199.60	218.50	123.50	133.00	76.00
Omaha (KOIL) .....	190.00	95.00	114.00	57.00	61.75	30.40
Philadelphia (WFIL) .....	380.00	190.00	228.00	114.00	136.80	68.40
Pittsburgh (WCAB) .....	451.25	225.60	285.00	142.50	180.50	90.25
Richmond (WRVA) .....	213.75	109.25	128.25	65.35	85.50	42.70
St. Louis (KWK) .....	350.00	160.00	200.00	90.00	110.00	50.00
Washington (WOL) .....	120.00	75.00	75.00	50.00	45.00	25.00
<b>Total Basic Supplementary Group</b> .....	<b>\$4646.58</b>	<b>\$2444.14</b>	<b>\$2811.18</b>	<b>\$1472.51</b>	<b>\$1770.25</b>	<b>\$917.25</b>

### 26 WEEKS

Albany (WABY) .....	\$108.00	\$54.00	\$64.80	\$32.40	\$43.20	\$21.60
Baltimore (WBAL) .....	310.00	155.00	195.00	98.00	120.00	60.00
Buffalo (WGR-WKBW) .....	270.00	85.60	162.00	51.30	108.00	34.20
Cincinnati (WSAI) .....	216.00	108.00	129.60	64.80	86.40	43.20
Columbus (WHKC) .....	99.00	49.50	59.40	29.70	39.60	19.80
Denver (KFEL) .....	108.00	54.00	63.00	31.50	41.40	20.70
Greely (KFKA) .....	63.00	31.50	37.80	18.90	25.20	12.60
Iowa Network .....	213.75	106.875	128.25	65.60	71.00	41.80
Indianapolis (WIRE) .....	237.00	118.50	178.20	89.10	118.80	59.40
Cedar Rapids (WMT) .....	237.00	118.50	178.20	89.10	118.80	59.40
Kansas City (WHB) .....	216.00	108.00	129.60	64.80	86.40	43.20
Lincoln (KFOR) .....	50.40	38.25	30.60	22.95	16.20	12.60
Minna. St. Paul (WDGY) .....	168.00	135.00	101.00	81.00	68.00	54.00
Nashville (WSM) .....	333.00	194.25	212.75	120.25	129.50	74.00
Omaha (KOIL) .....	180.00	90.00	108.00	54.00	68.00	34.00
Philadelphia (WFIL) .....	360.00	180.00	216.00	108.00	129.00	64.50
Pittsburgh (WCAB) .....	427.50	213.75	270.00	135.00	171.00	85.50
Richmond (WRVA) .....	202.50	101.25	121.50	60.75	81.00	40.50
St. Louis (KWK) .....	332.50	166.25	190.00	95.00	104.50	52.25
Washington (WOL) .....	114.00	71.00	71.00	47.00	43.00	24.00
<b>Total Basic Supplementary Group</b> .....	<b>\$4419.65</b>	<b>\$2324.50</b>	<b>\$2679.20</b>	<b>\$1402.75</b>	<b>\$1680.70</b>	<b>\$871.00</b>

### 52 WEEKS

Albany (WABY) .....	\$102.00	\$51.00	\$61.20	\$30.60	\$40.80	\$20.40
Baltimore (WBAL) .....	290.00	145.00	185.00	90.00	115.00	57.00
Buffalo (WGR-WKBW) .....	265.00	80.75	153.00	48.50	102.00	32.00
Cincinnati (WSAI) .....	204.00	102.00	122.40	61.20	81.60	40.80
Columbus (WHKC) .....	93.50	46.75	56.10	28.05	37.40	18.70
Denver (KFEL) .....	102.00	51.00	59.50	29.75	34.00	17.00
Greely (KFKA) .....	59.50	29.75	35.70	17.85	23.80	11.90
Iowa Network .....	202.50	101.25	121.50	60.75	72.00	36.00
Indianapolis (WIRE) .....	280.50	140.25	168.30	84.15	112.20	56.10
Cedar Rapids (WMT) .....	136.00	68.00	81.60	40.80	54.40	27.20
Kansas City (WHB) .....	195.50	97.75	117.30	58.65	78.20	39.10
Lincoln (KFOR) .....	204.00	102.00	122.40	61.20	81.60	40.80
Minna. St. Paul (WDGY) .....	47.60	35.70	28.90	21.68	15.30	9.30
Nashville (WSM) .....	324.00	189.00	207.00	117.00	126.00	72.00
Omaha (KOIL) .....	170.00	85.00	102.00	51.00	65.25	32.60
Philadelphia (WFIL) .....	340.00	170.00	204.00	102.00	122.00	61.00
Pittsburgh (WCAB) .....	403.75	201.88	255.00	127.50	161.50	80.75
Richmond (WRVA) .....	191.25	95.62	114.75	57.38	76.50	38.10
St. Louis (KWK) .....	315.00	157.50	180.00	90.00	99.00	49.50
Washington (WOL) .....	108.00	67.50	68.00	45.00	41.00	23.00
<b>Total Basic Supplementary Group</b> .....	<b>\$4183.10</b>	<b>\$2201.26</b>	<b>\$2533.65</b>	<b>\$1327.31</b>	<b>\$1593.55</b>	<b>\$826.65</b>

## NORTHEAST (Colonial) STATIONS

### 13 WEEKS

Available Individually with Basics	Hour		Half Hour		Quarter Hour	
	N.	D.	N.	D.	N.	D.
Augusta (WRDO) .....	\$60.00	\$30.00	\$36.00	\$18.00	\$24.00	\$12.00
Bangor (WLBZ) .....	120.00	60.00	72.00	36.00	48.00	24.00
Bridgeport (WICC) .....	160.00	80.00	96.00	48.00	64.00	32.00
Fall River (WSAR) .....	120.00	60.00	72.00	36.00	48.00	24.00
Hartford (WHTT) .....	100.00	50.00	60.00	30.00	40.00	20.00
Laconia (WLNH) .....	60.00	30.00	36.00	18.00	24.00	12.00
Lowell (WLLE) .....	80.00	40.00	48.00	24.00	32.00	16.00
Manchester (WFEA) .....	120.00	60.00	72.00	36.00	48.00	24.00
New Bedford (WNBH) .....	100.00	50.00	60.00	30.00	40.00	20.00
New London (WNLG) .....	100.00	50.00	60.00	30.00	40.00	20.00
Providence (WEAN) .....	200.00	100.00	120.00	60.00	80.00	40.00
Springfield (WSPR) .....	120.00	60.00	72.00	36.00	48.00	24.00
Waterbury (WBRV) .....	100.00	50.00	60.00	30.00	40.00	20.00
<b>Total Northeast Group</b> .....	<b>\$1420.00</b>	<b>\$710.00</b>	<b>\$852.00</b>	<b>\$426.00</b>	<b>\$568.00</b>	<b>\$284.00</b>

### 26 WEEKS

Augusta (WRDO) .....	\$57.00	\$28.50	\$34.20	\$17.10	\$22.80	\$11.40
Bangor (WLBZ) .....	114.00	57.00	68.40	34.20	45.60	22.80
Bridgeport (WICC) .....	152.00	76.00	91.20	45.60	60.80	30.40
Fall River (WSAR) .....	114.00	57.00	68.40	34.20	45.60	22.80
Hartford (WHTT) .....	95.00	47.50	57.00	28.50	38.00	19.00
Laconia (WLNH) .....	57.00	28.50	34.20	17.10	22.80	11.40
Lowell (WLLE) .....	76.00	38.00	45.60	22.80	30.40	15.20

**SOUTHWEST STATIONS**

**13 WEEKS**

Available Individually with Basics	Hour		Half Hour		Quarter Hour	
	N.	D.	N.	D.	N.	D.
	\$71.25	\$42.76	\$38.00	\$23.75	\$23.75	\$14.25
Coffeyville (KGGF) .....	\$71.25	\$42.76	\$38.00	\$23.75	\$23.75	\$14.25
Dallas (WRR) .....	110.00	50.00	50.00	50.00	25.00	25.00
Fort Worth (KTAT) .....	118.75	61.75	71.25	35.62	42.75	23.75
Oklahoma Network	42.50	21.25	25.50	12.75	17.00	8.50
Ada (KADA) .....	42.50	21.25	25.50	12.75	17.00	8.50
Ardmore (KVSQ) .....	42.50	21.25	25.50	12.75	17.00	8.50
Elk City (KASA) .....	47.50	23.75	28.50	14.25	19.00	9.50
Enid (KRCR) .....	47.50	23.75	28.50	14.25	19.00	9.50
Muskogee (KBIX) .....	72.50	36.25	43.50	21.75	29.00	14.50
Oklahoma City (KTOK) .....	42.50	21.25	25.50	12.75	17.00	8.50
Ponca City (WBBZ) .....	47.50	23.75	28.50	14.25	19.00	9.50
Shawnee (KGFF) .....						
<b>Total Southwest Group..</b>	<b>\$685.00</b>	<b>\$387.00</b>	<b>\$400.25</b>	<b>\$224.87</b>	<b>\$255.50</b>	<b>\$140.00</b>

**26 WEEKS**

Coffeyville (KGGF) .....	\$67.50	\$40.50	\$36.00	\$22.50	\$22.50	\$13.50
Dallas (WRR) .....	100.00	80.00	65.00	45.00	30.00	22.50
Fort Worth (KTAT) .....	112.50	58.50	67.50	33.75	40.50	22.50
Oklahoma Network	40.00	20.00	24.00	12.00	16.00	8.00
Ada (KADA) .....	40.00	20.00	24.00	12.00	16.00	8.00
Ardmore (KVSQ) .....	40.00	20.00	24.00	12.00	16.00	8.00
Elk City (KASA) .....	45.00	22.50	27.00	13.50	18.00	9.00
Enid (KRCR) .....	45.00	22.50	27.00	13.50	18.00	9.00
Muskogee (KBIX) .....	70.00	35.00	42.00	21.00	28.00	14.00
Oklahoma City (KTOK) .....	40.00	20.00	24.00	12.00	16.00	8.00
Ponca City (WBBZ) .....	45.00	22.50	27.00	13.50	18.00	9.00
Shawnee (KGFF) .....						
<b>Total Southwest Group..</b>	<b>\$645.00</b>	<b>\$361.50</b>	<b>\$377.50</b>	<b>\$210.75</b>	<b>\$239.00</b>	<b>\$131.50</b>

**52 WEEKS**

Coffeyville (KGGF) .....	\$63.75	\$38.25	\$34.00	\$21.25	\$21.25	\$12.75
Dallas (WRR) .....	90.00	70.00	50.00	40.00	25.00	20.00
Fort Worth (KTAT) .....	106.25	55.25	63.75	31.88	38.25	21.25
Oklahoma Network	37.50	18.75	22.50	11.25	15.00	7.50
Ada (KADA) .....	37.50	18.75	22.50	11.25	15.00	7.50
Ardmore (KVSQ) .....	37.50	18.75	22.50	11.25	15.00	7.50
Elk City (KASA) .....	42.50	21.25	25.50	12.75	17.00	8.50
Enid (KRCR) .....	42.50	21.25	25.50	12.75	17.00	8.50
Muskogee (KBIX) .....	67.50	33.75	40.50	20.25	27.00	13.50
Oklahoma City (KTOK) .....	37.50	18.75	22.50	11.25	15.00	7.50
Ponca City (WBBZ) .....	42.50	21.25	25.50	12.75	17.00	8.50
Shawnee (KGFF) .....						
<b>Total Southwest Group..</b>	<b>\$605.00</b>	<b>\$336.00</b>	<b>\$354.75</b>	<b>\$196.63</b>	<b>\$222.50</b>	<b>\$123.00</b>

**PACIFIC NORTHWEST STATIONS**

**13 WEEKS**

	Hour		Half Hour		Quarter Hour	
	N.	D.	N.	D.	N.	D.
	\$503.12	\$273.60	\$319.12	\$168.67	\$218.50	\$112.12
Don Lee Northwest Group <sup>6</sup>	\$503.12	\$273.60	\$319.12	\$168.67	\$218.50	\$112.12
Augmented Don Lee	568.75	308.75	360.75	190.12	247.00	126.75
N.W. <sup>7</sup> .....						

**26 WEEKS**

Don Lee Northwest Group <sup>6</sup>	\$474.37	\$259.20	\$301.87	\$160.02	\$207.00	\$106.37
Augmented Don Lee	536.25	292.50	341.25	180.37	234.00	120.20
N.W. <sup>7</sup> .....						

**52 WEEKS**

Don Lee Northwest Group <sup>6</sup>	\$445.62	\$244.80	\$284.62	\$151.37	\$195.50	\$100.62
Augmented Don Lee	503.75	276.25	321.75	170.62	221.00	113.70
N.W. <sup>7</sup> .....						

**HAWAIIAN STATIONS**

**13 WEEKS**

	Hour		Half Hour		Quarter Hour	
	N.	D.	N.	D.	N.	D.
	\$181.50	\$159.50	\$115.50	\$104.50	\$82.50	\$71.50
Honolulu-Hilo	\$181.50	\$159.50	\$115.50	\$104.50	\$82.50	\$71.50
(KGMB-KHBC) .....						

**26 WEEKS**

Honolulu-Hilo	\$173.25	\$162.25	\$110.25	\$99.50	\$78.75	\$69.25
(KGMB-KHBC) .....						

**52 WEEKS**

Honolulu-Hilo	\$165.00	\$145.00	\$105.00	\$95.00	\$75.00	\$65.00
(KGMB-KHBC) .....						

**13 WEEKS**

TOTAL ALL CITIES LISTED .....	\$11926.33	\$6286.89	\$7373.98	\$3867.87	\$4844.40	\$2503.07
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**26 WEEKS**

TOTAL ALL CITIES LISTED .....	\$11399.65	\$6041.50	\$7099.70	\$3714.19	\$4658.15	\$2409.77
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**52 WEEKS**

TOTAL ALL CITIES LISTED .....	\$10635.50	\$6604.11	\$6579.74	\$3446.30	\$4319.69	\$2235.37
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**MUTUAL BASIC RATES BY PERIODS**

**13 WEEKS**

Minimum: 3 Stations*	2 Quarter Hours		3 Quarter Hours		5 Quarter Hours	
	N.	D.	N.	D.	N.	D.
	\$152.00	\$76.00	\$228.00	\$114.00	\$370.00	\$185.00
Boston (WAAB) .....	\$152.00	\$76.00	\$228.00	\$114.00	\$370.00	\$185.00
Chicago (WGN) .....	555.00	313.50	726.75	399.00	1211.25	665.00
Cincinnati (WLW) .....	984.20	492.10	1436.40	718.20	2261.00	1130.50
Cleveland <sup>1</sup> (WCLE-WHK) .....	244.80	54.00	367.20	81.00	578.00	127.50
Detroit-Windsor (CKLW) .....	225.00	112.50	302.81	151.33	504.69	252.22
Newark (WOR) .....	858.00	480.00	1254.00	702.00	1980.00	1140.00
Calif. Don Lee Net. <sup>2</sup> (Complete) .....	684.00	361.00	969.00	527.25	1615.00	831.25
<b>Total per week .....</b>	<b>\$3703.00</b>	<b>\$1889.10</b>	<b>\$5284.16</b>	<b>\$2692.78</b>	<b>\$8519.94</b>	<b>\$4331.47</b>

**26 WEEKS**

Boston (WAAB) .....	\$148.00	\$74.00	\$222.00	\$111.00	\$360.00	\$180.00
Chicago (WGN) .....	555.00	313.50	707.62	388.50	1179.37	647.50
Cincinnati (WLW) .....	984.20	492.10	1436.40	718.20	2261.00	1130.50
Cleveland <sup>1</sup> (WCLE-WHK) .....	231.20	51.00	346.80	76.50	544.00	120.00
Detroit-Windsor (CKLW) .....	212.50	106.25	270.94	135.40	451.56	225.67
Newark (WOR) .....	858.00	480.00	1254.00	702.00	1980.00	1140.00
Calif. Don Lee Net. <sup>2</sup> (Complete) .....	646.00	342.00	912.00	498.75	1520.00	783.75
<b>Total per week .....</b>	<b>\$3634.90</b>	<b>\$1858.80</b>	<b>\$5149.76</b>	<b>\$2630.35</b>	<b>\$8295.93</b>	<b>\$4227.42</b>

**52 WEEKS**

Boston (WAAB) .....	\$129.60	\$64.80	\$189.00	\$94.50	\$306.00	\$153.00
Chicago (WGN) .....	525.00	293.00	688.50	344.25	1147.50	630.00
Cincinnati (WLW) .....	885.78	442.90	1292.76	646.38	2034.90	1017.45
Cleveland <sup>1</sup> (WCLE-WHK) .....	217.60	48.00	326.40	72.00	544.00	120.00
Detroit-Windsor (CKLW) .....	200.00	100.00	255.00	127.44	425.00	212.40
Newark (WOR) .....	770.00	432.00	1122.00	630.00	1760.00	1020.00
Calif. Don Lee Net. <sup>2</sup> (Complete) .....	608.00	323.00	855.00	470.25	1425.00	736.25
<b>Total per week .....</b>	<b>\$3335.98</b>	<b>\$1707.70</b>	<b>\$4728.66</b>	<b>\$2418.67</b>	<b>\$7642.40</b>	<b>\$3889.10</b>

\* Minimum required hookup—WGN, WOR, WLW. Nominal wire charge on all hookups eliminating any one of these stations unless station is unavailable.  
<sup>1</sup> Rates quoted represent night rates of WHK; day rates of WCLE.  
<sup>2</sup> Combination rate for use of both Northern and Southern California Groups.  
<sup>3</sup> Rates quoted for the Southern California Don Lee Network are for the following 7 stations: KHJ, Los Angeles; KGB, San Diego; KDB, Santa Barbara; KFXM, San Bernardino; KPNC, Bakersfield; KVOE, Santa Ana; KXO, El Centro.  
<sup>4</sup> Rates quoted for the Northern California Don Lee Network are for the following 5 station KFRG, San Francisco; KQW, San Jose; KGDM, Stockton; KDON, Monterey; KIEM, Eureka.  
<sup>5</sup> For details of Minneapolis-St. Paul coverage consult Mutual Broadcasting System.  
<sup>6</sup> Rates quoted for Mutual's Don Lee Pacific Northwest Group are for the following 4 station in Oregon: KALE, Portland; KSLM, Salem; KORE, Eugene; KRRR, Roseburg; and for the following 7 stations in Washington: KOL, Seattle; KMO, Tacoma; KVOS, Bellingham; KIT, Yakimo; KPQ, Wenatchee; KXKO, Aberdeen; KGY, Olympia.  
<sup>7</sup> Rate includes Spokane outlet which can be added by special arrangement.  
 Data listed subject to change without notice. This rate card is for the convenient reference of advertisers and does not constitute an offer on the part of Mutual Broadcasting.

**WOL**

*"Mutual's Station for the District of Columbia"*

WASHINGTON, D. C.

Where .48 per cent of the nation's population pay more income tax than 28 other States combined.

A compact ready-to-buy audience is completely covered

by **WOL**

# Regional Networks and Group Operated Stations

(For rates and details, consult headquarters indicated)

**ALABAMA MUTUAL BROADCASTING SYSTEM** — A North Alabama regional network comprising WMFO, Decatur; (WBHP), Huntsville; WMSD, Sheffield; WJBY, Gadsden (optional). Headquarters: Times Bldg., Huntsville. President: John S. Allen.

**ARIZONA NETWORK** — Comprising KOY, Phoenix; KGAR, Tucson; KSUN, Lowell. Available as a regional network. Represented nationally by John Blair & Co. Headquarters: KOY, Director: Fred Palmer.

**ARROWHEAD NETWORK** — Comprising WEBC, Duluth, Minn.; WMFG, Hibbing, Minn.; WELB, Virginia, Minn. Available as a hookup, with WMSM, Ironwood, Mich. Represented nationally by Craig & Hollingsberg. Headquarters: WEBC, General Manager: Walter C. Bridges.

**CALIFORNIA BROADCASTING SYSTEM** — Comprising KFVB, Los Angeles; KYA, San Francisco; KFBK, Sacramento; KMJ, Fresno; KWG, Stockton; KERN, Bakersfield; KFOK, Long Beach. Represented nationally by Transamerican. President: Guy C. Hamilton, KFBK. Managing Director: Howard Lane, KFBK.

**CAROLINA COMBINATION** — Comprising WIS, Columbia, S. C., and WPTF, Raleigh, N. C. Available as a hookup. Represented nationally by Free & Peters. Headquarters: either station. Directors: G. Richard Shafto, WIS; Richard Mason, WPTF.

**CBS OWNED AND OPERATED STATIONS** — Owned: WABC, New York; WJVS, Washington; WBT, Charlotte; KMOX, St. Louis; KNX, Los Angeles; WBBM, Chicago; WKRC, Cincinnati; WCCO, Minneapolis. Leased: WEEL, Boston. All members of CBS network; all represented nationally by Radio Sales Inc.

**CENTRAL STATES BROADCASTING SYSTEM** — Comprising KOIL, Omaha-Council Bluffs; KFAB, Lincoln, Neb.; KFOR, Lincoln. Available as a hookup. Represented nationally by Free & Peters. Headquarters: KOIL, Director: Don Searle, KOIL.

**COLONIAL NETWORK** — Comprising WAAB, Boston; WEAN, Providence; WPC, Bridgeport, Conn.; WSAE, Fall River, Mass.; WSPR, Springfield, Mass.; WLBZ, Bangor, Me.; WFEA, Manchester, N. H.; WNBH, New Bedford, Mass.; WTHT, Hartford, Conn.; WLLH, Lowell, Mass.; WBRV, Waterbury, Conn.; WLNH, Lacombe, N. H.; WRDO, Augusta, Me.; WNLC, New London, Conn. Available as a regional network and as adjunct of the Mutual Broadcasting System. Available also with WOR, WHN or WINS, New York City. Represented nationally by Edward Petry & Co. Headquarters: 21 Brookline Ave., Boston. President: John Shepard, 3rd.

**CORN BELT WIRELESS GROUP** — Office: WHO, Des Moines. This is a service supplied by WHO, Des Moines, which sells time for regional coverage, offering supplementary service by stations which can consistently pick up and rebroadcast its 50,000-watt emanations. Rate is a combination of the spot broadcasting rate of each station used without charge for lines. Programs are rebroadcast by KMBC, Kansas City; WOW, Omaha; WOC, Davenport, Ia.; WIBW, Topeka, Kan.; KOIL, Omaha, Neb.; KFOR, Lincoln, Neb.; KGLO, Mason City, Ia.; KROC, Rochester, Minn.; KFRU, Columbia, Mo.; we are also carrying its programs. Advertisers select stations desired and can use any number of stations. Contracts are made direct with individual stations as this is not an organized network but provides for an exchange of programs without use of lines. Headquarters: WHO, Des Moines. Director: Joe Maland.

**DON LEE BROADCASTING SYSTEM** — Southern California: KHJ, Los Angeles; KGB, San Diego; KDB, Santa Barbara; KFXM, San Bernardino; KPMC, Bakersfield; KVOE, Santa Ana; KXO, El Centro. Northern California: KFRC, San Francisco; KQW, San Jose; KGDH, Stockton; KDON, Monterey; KIEM, Eureka. Northwest (Oregon): KALE, Portland; KRRN, Roseburg; KSLM, Salem; KORE, Eugene. Northwest (Washington): KOL, Seattle; KMO, Tacoma; KIT, Yakima; KPQ, Wenatchee; KVOS, Bellingham; KKRO, Aberdeen; KG Y, Olympia; KE LA, Centralia-Chehalis. Available in groups or in whole; also as part of Mutual Broadcasting System. Represented nationally by John Blair & Co. Headquarters: KHJ, Los Angeles, or KFRC, San Francisco. General Manager: Lewis Allen Weiss.

**FOOTHILLS NETWORK** — Comprising CFAC, Calgary; CJCA, Edmonton; CJOC, Lethbridge—all in Alberta. Represented in Canada by All-Canada Radio Facilities Ltd.; in United States by Weed & Co. Headquarters: Southam Bldg., Calgary, Alta. General Manager: E. R. Carson.

**HEARST RADIO Inc.** — Stations operated by Hearst interests but not linked as a network: WBAL, Baltimore; WCAE, Pittsburgh; KEHE, Los Angeles; WACO, Waco, Tex.; WINS, New York City; KNOW, Austin, Tex.; WISN, Milwaukee; KOMA, Oklahoma City; KTSA, San Antonio; KYA, San Francisco. Headquarters: 20 E. 57th St., New York City. Chairman of Board: J. V. Connolly; President and General Manager: Elliott Roosevelt; Vice-President in charge of Sales: Murray Grubhorn. Station Relations Manager: Peggy Stone.

**INTER-CITY BROADCASTING SYSTEM** — Comprising WMCA, New York; WIP, Philadelphia; WDEL, Wilmington, Del.; WCBM, Baltimore; WOL, Washington; WATR, Waterbury, Conn.; WPRO, Providence; WMEX, Boston; WGAL, Lancaster, Pa.; WOR, New York, Pa.; WLA W, Lawrence, Mass. Available as a network. Headquarters: WMCA, Officials: Donald Flamm, president; Detram Lohrer Jr., director of sales; Richard E. Pishel, director of special events; Leon Goldstein, director of publicity; Ray Linton, Chicago representative.

**INTERNATIONAL BROADCASTING SYSTEM GROUP** — Comprising WOV and WBLL, New York; WPEN, Philadelphia; WCOF and WROL, Boston; WMBC, New Britain, Conn.; WELI, New Haven, Conn. Available as a regional network. Headquarters: WOV Bldg., 132 W. 43rd St., New York City. Acting Manager: Hyun Kiezales.

**IOWA BROADCASTING SYSTEM** — Comprising KSO and KRNT, Des Moines; WMT, Cedar Rapids-Waterloo. Available as a regional network known as Iowa Network. Represented nationally by E. Katz Special Adv. Agency. Headquarters: Any station. President: Gardner Cowles Jr. Vice President and General Manager: Luther L. Hill.

**KANSAS NETWORK** — Comprising KCKN, Kansas City, Kan., and WIBW, Topeka. Headquarters: Either station. Represented nationally by Copper Publications. Directors: Ellis Atterbury, KCKN; Don Searle, WIBW.

**MARYLAND NETWORK** — Comprising WCBM, Baltimore; WJ E J, Hagerstown; WTBO, Cumberland; WFMD, Frederick. Headquarters: WCBM, Baltimore. Director: John Elmer, WCBM.

**MASON-DIXON RADIO GROUP** — Comprising WDEL, Wilmington, W. Va.; WGL, Lancaster, Pa.; WAZL, Hazleton, Pa.; WEST, Easton, Pa. Represented nationally by Paul H. Raymer Co. Headquarters: WGL, General Manager: Clair R. McCollough.

**McCLATCHY BROADCASTING SYSTEM** — Stations controlled by McClatchy newspaper interests (see California Broadcasting System for network data): KFBK, Sacramento; KMJ, Fresno; KWG, Stockton; KERN, Bakersfield; KOH, Reno, Nev. Headquarters: KFBK, Sacramento. President: Guy C. Hamilton.

**MICHIGAN RADIO NETWORK** — Comprising WXYZ, Detroit; WPCM, Bay City; WFDF, Flint; WJIM, Lansing; WJBM, Jackson; WKZO, Kalamazoo; WELI, Battle Creek; WOOD, Grand Rapids. Available as a regional network and also sold as a unit of NBC. Represented nationally by Paul Raymer Co. Headquarters: Madison Theatre Bldg., Detroit. President: George H. Trendle. General Manager: H. Allen Campbell.

**MISSOURI TRIANGLE** — Comprising KWTO and KGBX, Springfield; KCMO, Kansas City; WTMV, East St. Louis, Ill. Not operated as network but available at group rates. Stations represented by Howard H. Wilson Co. Headquarters: KWTO-KGBX, Springfield. Director: Lester E. Cox.

**NBC OWNED AND MANAGED STATIONS** — Owned: WFAF and WJZ, New York; WRC, Washington; WMAQ and WENR, Chicago; WTAM, Cleveland; KPO, San Francisco. Leased: WMAL, Washington. Managed for General Electric Co.: WGY, Schenectady; KOA, Denver; KGO, San Francisco. Managed for Westinghouse Electric & Mfg. Co.: WJZ, Boston; WJZA, Springfield, Mass.; KDKA, Pittsburgh; KYW, Philadelphia. All members of NBC networks; all represented nationally by NBC Local Sales.

**NORTHERN CALIFORNIA BROADCASTING SYSTEM** — Comprising KJBS, San Francisco; KQW, San Jose. Available as a hookup. Headquarters: 1470 Pine St., San Francisco. President: Ralph R. Brunton. General Manager: C. L. McCarty.

**NORTHWEST TRIANGLE** — Comprising KOMO or KJR, Seattle; KGW or KEX, Portland; KHQ or KGA, Spokane. Available as a cooperative regional network. Represented nationally by Edward Petry & Co. Headquarters: any station of group.

**NORTH CENTRAL BROADCASTING SYSTEM** — Comprising WEBC, Duluth, Minn.; KVOX, Moorhead, Minn.; KSTP, St. Paul, and WTCN, Minneapolis (alternate stations); KATE, Albert Lea, Minn.; KWNO, Winona, Minn.; WJAO, Clair, Wis.; KMG, Jamestown, N. D.; WKBB, LaCrosse, Wis. (supplementary); KGLO, Mason City, Ia. (supplementary). New regional network scheduled to go into operation early in 1938 with more stations to be added. Headquarters: Empire Bank Bldg., St. Paul. General Manager: John W. Boler.

**OKLAHOMA NETWORK Inc.** — Comprising KTOK, Oklahoma City; WBBZ, Ponca City; KOKC, Enid; KBBX, Muskogee; KASA, Elk City; KGF, Shawnee; KADA, Ada; KVSQ, Ardmore. Available as a regional network. Represented nationally by Joseph H. McGilvra. Headquarters: 1800 W. Main St., Oklahoma City. Managing Director: Joseph W. Lee.

**PACIFIC NORTHWEST COVERAGE GROUP** — Comprising KP FY, Spokane; KRSC, Seattle; KXL, Portland; KGIR, Butte, Mont.; KPFA, Helena, Mont. Available at group rates or as two separate networks: Washington-Oregon net (Pacific Time), comprising KP FY, KRSC and KXL, and Z-Bar Net (Mountain Time), comprising KGR nd KPFA. Director of Group: E. B. Craney, Box 1956, Butte, Mont. Director of Washington-Oregon Net: T. W. Symons Jr., KXL, Portland. Director of Z-Bar Net: E. B. Craney, Box 1956, Butte.

**PENNSYLVANIA INDEPENDENT BROADCASTERS** — Comprising Pennsylvania stations available as a regional network; scheduled to begin operating early in February with following stations: WGBA, Altoona; WFBG, Altoona; WEST, Easton; WLEU, Erie; WKBO, Harrisburg; WAZL, Hazleton; WJAC, Johnstown; WGAL, Lancaster; WRAK, Williamsport; WRAW, Reading; WBI, Scranton; WKOK, Sunbury; WBRB, Wilkes-Barre; WOK, York. Secretary: C. G. Moss, WKBO, Harrisburg.

**SCRIPPS-HOWARD RADIO Inc.** — Stations operated under Scripps-Howard control but not linked as network: WNOX, Knoxville, Tenn.; WCO, Cincinnati; WMC, Memphis; WMP, Memphis. Headquarters: 230 Park Ave., New York City. President: Jack Howard.

**TEXAS QUALITY NETWORK** — Comprising WFAA, Dallas; WBAF, Fort Worth; WOL, San Antonio; KFRC, Houston. Available as a cooperative regional network. Represented nationally by Edward Petry & Co. Headquarters: Any station, each acting as sales office. Directors: Martin Campbell, WFAA; Harold Hough, WBAF; Beeman Fisher, WOA I; Kern Tips, KFRC.

**VIRGINIA BROADCASTING SYSTEM** — Comprising WRNL, Richmond; WCHV, Charlottesville; WGH, Newport News; WLYA, Lynchburg; WBTM, Danville. Available as a regional network. Headquarters: WRNL, Officials: Earl Sovers, WRNL, president; Hugh M. Curtler, WCHV, vice-president; S. C. Ondarcho, WBTM, secretary-treasurer.

**WEST VIRGINIA NETWORK** — Comprising WCHS, Charleston; WBLK, Clarksburg; WPAR, Parkersburg. Available as a regional network. Headquarters: WBLK, President: John A. Kennedy. WCHS, Managing Director: D. E. Kendrick. Represented nationally by the Branham Co.

**WISCONSIN RADIO NETWORK** — Comprising KFIZ, Fond du Lac; WHBY, Green Bay; WIBU, Poyntette; WEMP, Milwaukee; WJBL, Sheboygan; WCLO, Janesville; WOMT, Manitowish. Available as a network. Headquarters: Any station. Officers: Rev. James A. Wagner, WHBY, president; William Forrest, WIBU, vice-president; A. H. Lange, KFIZ, secretary-treasurer; Lynn N. Fairbanks, KFIZ, assistant secretary; Louis Lange, KFIZ, assistant treasurer.

**YANKEE NETWORK** — Comprising WNAC, Boston; WNLC, New London, Conn.; WTC, Hartford; WEAN, Providence; WTAG, Worcester; WICC, Bridgeport, Conn.; WCHS, Portland, Me.; WLBZ, Bangor, Me.; WFEA, Manchester, N. H.; WSAR, Fall River, Mass.; WNBH, New Bedford, Mass.; WLLH, Lowell, Mass.; WLNH, Lacombe, N. H.; WRDO, Augusta, Me. Available also with WOR, WHN or WINS, New York City. Represented nationally by Edward Petry & Co. Headquarters: 21 Brookline Ave., Boston. President: John Shepard, 3rd.

One of the Best "Spot Buys" in the Eastern Radio Market

**MASON DIXON RADIO GROUP**

WDEL, Wilmington, Del.  
WGAL, Lancaster, Penna.  
WAZL, Hazlet'on, Penna.

WORK, York, Penna.  
WEST, Easton, Penna.  
WILM, Wilmington, Del.

Address Inquiries to Lancaster, Penna., or The Paul Raymer Co., New York • Chicago • San Francisco

# Business is GOOD

## IN WEST VIRGINIA!

WCHS  
CHARLESTON  
Key Station  
580 Kc.  
1000-500 Watts

WPAR  
PARKERSBURG  
1420 Kc.  
100 Watts

Affiliated With  
The Columbia  
Broadcasting  
System

WBLK  
CLARKSBURG  
1370 Kc.  
100 Watts

**W**HY not advertise where people have money to buy?

The WEST VIRGINIA NETWORK, comprising three owned and operated stations – WCHS, CHARLESTON, WPAR, PARKERSBURG and WBLK, CLARKSBURG – serves areas where customers still have money to buy because they are still employed!

WCHS – Columbia affiliate – serves the rich Kanawha Valley and southern West Virginia.

WPAR – also a Columbia affiliate – serves the prosperous mid-Ohio river valley.

WBLK carries your message to prosperous central section of West Virginia where retail sales are still ahead of last year.

These stations may be purchased individually at standard rates, and at a savings when bought as one package!

### *Announcement*

The West Virginia Network is pleased to announce  
the appointment of

### THE BRANHAM COMPANY

As exclusive National Representatives for  
both the network and the individual stations of the network

## CHARLESTON BROADCASTING CO.

John A. Kennedy, *President, General Manager*  
CHARLESTON, WEST VIRGINIA



# Directory of Transcription, Recording, Program Producing, Script and Talent Services

Because of interchangeable nature of services offered by various companies in combination fields, these directories are herewith combined.  
For reference convenience it is suggested the type of service desired be located by first consulting the column headed "Nature of Service."

\*Indicates concern has own recording plant.

NAME OF COMPANY	CITY	ADDRESS	TELEPHONE	MANAGER	NATURE OF SERVICE
Advertisers' Recording Service, Inc.	New York City	113 W. 57th St.	Circle 7-6982	D. L. Provost	*Recording service
Aerial-Publicizing, Inc.	New York City	609 Madison Ave.	Eldorado 5-0381	Horbert Weston	Production, transcribed shows, scripts
Aerogram Corp.	Hollywood, Cal.	1611 Cosmo St.	Hillside 7211	G. Curtis Bird	*Transcribed shows, production, air checks
Air Features, Inc.	New York City	247 Park Ave.	Wickersham 2-0077	J. E. Sauter	Production, transcriptions
Airshows, Inc.	Chicago, Ill.	220 S. State St.	Harrison 2225	Abbott Ross	Transcribed dramas
Norman Alexandroff & Co.	Chicago, Ill.	410 S. Michigan Ave.	Wabash 6762	Norman Alexandroff	Productions, scripts, talent
All-Canada Radio Facilities, Ltd.	Toronto, Ontario Montreal, Quebec Winnipeg, Manitoba Calgary, Alberta Vancouver, British Columbia	Victory Bldg. Dominion Square Bldg. Manitoba Govt. Tel. Bldg. Southern Bldg. 541 W. Georgia St.	Elgin 2464 Lancaster 6400 92-191 R-2021 .....	G. F. Herbert Burt Hall P. H. Gayner F. W. Cannon John E. Baldwin	*Transcriptions, production
Allied Radio Corp.	Chicago, Ill.	833 W. Jackson Blvd.	Haymarket 6800	Leroy W. Beier	*Recording service
American Foundation for the Blind, Inc.	New York City	15 W. 16th St.	Chelsea 3-2821	J. O. Kleber	*Recordings (special long-playing records)
American Radio Features	Los Angeles, Cal.	6658 Wilshire Blvd.	York 8161	Frederick C. Dahlquist	Transcriptions, productions, scripts
American Record Co.	(See Columbia Transcription Service)				
American Record Corp. of California	Hollywood, Cal. Los Angeles, Cal. San Francisco, Cal. Seattle, Wash.	6624 Romaine St. 1206 Maple St. 355 Ninth St. 24 W. Connecticut St.	Granite 4134 Prospect 6301 Garfield 1723 Main 6626	G. W. Yates P. G. Peppin F. F. Berry A. E. Muir	*Transcription processing, recordings
Artists & Authors Corp. of America	Hollywood, Cal.	6331 Hollywood Blvd.	Hollywood 6281	Pete de Lima	Talent, scripts
Artists Management Bureau	New York City	17 E. 45th St.	Murray Hill 2-1888	Irving Strouse	Talent, scripts
Associated Broadcasting Co., Ltd.	Montreal, Que., Canada Toronto, Ont., Canada	Crescent Bldg. Hermant Bldg.	Belair 3325 Elgin 3845	Martin Maxwell E. A. Byworth	*Transcriptions, production, script, talent
Associated Cinemas Studios	Hollywood, Cal.	1357 N. Gordon St.	Hempstead 2131	Frank W. Purkett	*Transcriptions, productions, recording, air check
Associated Music Publishers, Inc.	New York City	25 W. 45th St.	Bryant 9-0847	M. E. Tompkins Loren L. Watson	Transcription library, production, scripts
Associated Radio Artists	New York City Chicago, Ill.	1650 Broadway 39 S. La Salle St.	Circle 7-4452 Central 6536	Harry Moss Joe Karper	Artist representatives
Associated Radio Writers, Inc.	Boston, Mass.	137 Newbury St.	Commonwealth 2385	Ralph Rogers	Scripts
Associated Transcriptions of Hollywood	Hollywood, Cal.	6604 Melrose Ave.	Walnut 4736	Wendell Hatch	*Transcribed shows, production, scripts
Atlas Radio Distributing Corp.	New York City Chicago, Ill. Hollywood, Cal. Dallas, Tex.	1540 Broadway 33 N. Michigan Ave. Equitable Bldg. 2011 Jackson St.	Bryant 9-3040 Franklin 5390 Grate 1211 Long Distance 271	Herbert R. Ebenstein L. Daniel Blank Ray Coffin Claude C. Ezell	*Transcriptions
Audio-Scriptions, Inc.	New York City	20 W. 47th St.	Bryant 9-7480	Ezekiel Rabinowitz	*Recording service, library of recorded voices
Audio-Vision, Inc.	New York City	285 Madison Ave.	Ashland 4-1368	William H. Lloyd	Production
Audisk Recording Co.	Oakland, Cal. San Francisco, Cal.	1441 Franklin St. 116 New Montgomery St.	Highgate 4214 Sutter 6266	Walt Gerrie .....	*Recording service
Don Avlon's Greek Hour	New York City	414 W. 57th St.	Circle 7-7188	Don Avlon	Greek programs
David S. Ballou Productions	Los Angeles, Cal.	1611 Cosmo St.	Hillside 7211	David S. Ballou	Production, transcribed shows
Batchelor Enterprises, Inc.	New York City Hollywood, Cal.	234 W. 44th St. 8782 Sunset Blvd.	Chickering 4-8364 Crestview 4181	Walter Batchelor Walter Batchelor	Production, talent
Herman Bernie, Inc.	New York City	1619 Broadway	Circle 7-6344	Herman Bernie	Artist's representative
Walter Biddick Co. (Radio Programs Division)	Los Angeles, Cal.	Chamber of Commerce Bldg.	Richmond 6184	T. N. Turner	Transcriptions, productions
Blair Productions (Subsidiary of John Blair & Co.)	Chicago, Ill.	520 N. Michigan Ave.	Superior 8660	Del Owen	Production, scripts
Bob Brandies Agency	Beverly Hills, Cal.	8776 Sunset Blvd.	Oxford 7238	Jack Blask	Talent, production
Bridges Recording Studios	Toronto, Ont., Canada	Royal York Hotel	Waverley 2511	J. J. Bridges	*Recording service
E. V. Brinckerhoff & Co., Inc.	New York City	29 W. 57th St.	Plaza 3-3015	E. V. Brinckerhoff	*Recording service
British-American Productions, Inc.	New York City	509 Madison Ave.	Eldorado 5-0381	Arthur R. Learey	Production, transcribed shows, scripts
Broadcasting Association of America	Louisville, Ky.	307 W. Walnut St.	Wabash 3773	C. George Wiederhold	*Production, recording service
Broadcast Producers of N. Y., Inc.	New York City	501 Madison Ave.	Eldorado 5-9300	George W. Dan Junas	*Transcriptions, production, air checks
Edgar Rice Burroughs, Inc.	Tarzana, Cal.	18354 Ventura Blvd.	Reseda 222	C. R. Rothmund	Scripts, transcribed shows
Gordon Butler Radio Productions (Butler Recording Studios)	Dallas, Tex.	Melba Bldg.	2-2584	Gordon Butler	*Recording service, production, scripts
Laboratory of E. P. Carter, Inc.	Pitman, N. J. Louisville, Ky.	112 Cedar Ave. 307 W. Walnut St.	Pitman 511 Wabash 3773	Earl P. Carter George Wiederhold F. A. Greene	*Recording service
Bruce Chapman-Jesse Butcher Inc.	New York City	2 W. 45th St.	Murray Hill 2-0277	Bruce Chapman	Production, scripts

(Continued on page 183)

SINCE entering the highly competitive field of recording—we have discovered much that's new "under the sun"... new and better ways of selecting material for recording . . . new talent . . . new and fresher ways of writing scripts . . . in fact, almost new everything.

Of course, you know all about Associated Recorded Program Service, and Associated Library "A". In fact, you are probably using one or both library services now—or your opposition is. All recordings of libraries are vertical and made under ERPI license for Western Electric Wide Range.

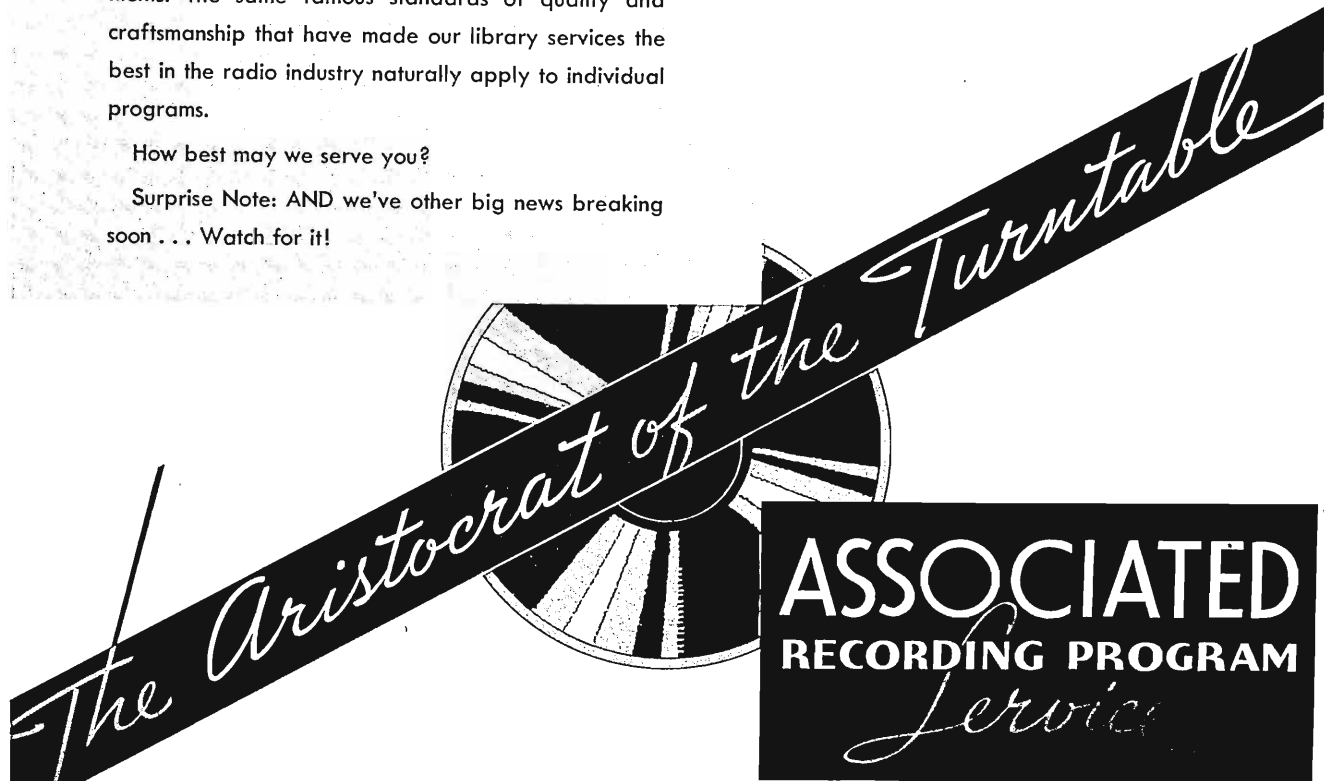
In addition to our famous libraries . . . we are preparing to provide new services for stations and advertisers! We will build a complete series of productions . . . or we will just furnish the script . . . or we will discuss the best talent available and, working hand in glove with your production department, build a "custom made" program tailored to your individual requirements. The same famous standards of quality and craftsmanship that have made our library services the best in the radio industry naturally apply to individual programs.

How best may we serve you?

Surprise Note: AND we've other big news breaking soon . . . Watch for it!

"  
*Nothing*  
NEW UNDER  
THE SUN?"

"NOTHING NEW UNDER THE SUN? IF  
THERE IS . . . THEN GO AND FIND IT. IF  
THERE'S NOT . . . THEN NEVER MIND IT!"



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

# Directory of Transcription, Producing and Talent Services

(Continued from Page 180)

NAME OF COMPANY	CITY	ADDRESS	TELEPHONE	MANAGER	NATURE OF SERVICE
Chase & Ludlam	New York City	30 Rockefeller Plaza	Circle 7-4866	Frank Chase George Ludlam	Production, scripts, transcribed shows
Chicago Recording Studios, Inc.	Chicago, Ill.	64 E. Jackson Blvd.	Webster 7288	.....	*Recording service
Chicago Tribune—N. Y. News Syndicate	New York City Chicago, Ill.	220 E. 42nd St. Tribune Tower	Murray Hill 2-1243 Superior 0100	Arthur W. Crawford .....	Newspaper features adaptable to broadcasting
Clark Phonograph Record Co., Inc.	Newark, N. J.	216 High St.	Humboldt 2-0880	George H. Clark	*Transcription processing, phonograph records
Columbia Artists of N. Y., Inc. (Subsidiary of Columbia Broadcasting System)	New York City	485 Madison Ave.	Wickersham 2-2000	Herbert I. Rosenthal	Talent bookings
Columbia Management of California Inc.	Hollywood, Cal.	Station KNX	Hollywood 7181	W. Arthur Rush	Artist management
Columbia Concerts Corp. (Subsidiary of Columbia Broadcasting System)	New York City Chicago, Ill. Hollywood, Cal.	113 W. 57th St. Wrigley Bldg. Equitable Bldg.	Circle 7-6900 Whitehall 6000 Hollywood 7181	Arthur Judson Arthur Wiener W. Arthur Rush	.....
Columbia Transcription Service (Division of American Record Corp.)	New York City Chicago, Ill.	1776 Broadway 952 N. Mich. Blvd.	Circle 7-6224 Delaware 8263	William C. Monroe Girard D. Ellis	*Transcription processing, production, recordings
Commercial Recording Co.	Philadelphia, Pa.	Shubert Bldg.	Kingsley 8477	Leon S. Gross	*Recording service, production
Commercial Recording & Sound Co.	New York City	117 W. 48th St.	Pennsylvania 6-0864	Stanley Goreck	*Recording service
The Compo Co., Ltd.	Lachine, Montreal, Que., Canada	131 18th Ave.	Dexter 0905	E. M. Kirke Boyd	*Transcriptions, recordings
Conquest Alliance Co., Inc.	New York City Chicago, Ill.	515 Madison Ave. 228 N. La Salle St.	Plaza 8-5650 State 6096	C. H. Venner F. F. Morr	Transcriptions, production, scripts, talent
Consolidated Radio Artists, Inc.	New York City Hollywood, Cal. Cleveland, O. Chicago, Ill. Dallas, Tex. San Francisco, Cal.	30 Rockefeller Plaza 6253 Hollywood Blvd. 838 Keith Bldg. 32 W. Randolph St. 109 N. Akard St. 111 Sutter St.	Columbus 5-3580 Hillelde 7124 Main 3454 Franklin 8300 7-9384 .....	(Charles E. Green, Pres. Stanford Zucker, Gen. Mgr. Bob Sanders Ben Zucker Bert Gervis Frank Foster Don Hayes	Orchestra and talent bookings
J. Ralph Corbett, Inc.	Chicago, Ill.	520 N. Mich. Ave.	Delaware 8265	Fred Jacky	Production, transcribed shows, scripts
Walter Craig	New York City	1 University Place	Gramercy 7-4999	Walter Craig	Production
Curtis & Allen	New York City	RKO Bldg.	Circle 7-4124	Charles H. Allen	Artist representative
D'Arcy Laboratories	Chicago, Ill.	421 S. Wabash Ave.	Webster 0914	E. W. D'Arcy	*Recordings, production
Benjamin David	Hollywood, Cal.	8555 Sunset Blvd.	Oxford 1005	Benjamin David	Production, talent
Decca Records, Inc.	New York City Chicago, Ill.	50 W. 57th St. 22 W. Hubbard St.	Columbus 5-5662 Delaware 8800	C. D. MacKinnon S. C. Schurz	*Phonograph records
Harry S. Dube—Radio Productions	New York City	R.K.O. Bldg.	Columbus 5-7085	J. Knight	Talent, scripts, production
Earnshaw Radio Productions (Earnshaw-Young, Inc.)	Hollywood, Cal. New York City	6425 Hollywood Blvd. 116 Broad St.	Hempstead 5050 Bowling Green 9-8925	H. Lewis Earnshaw Charles Michelson	Transcribed shows, production, scripts
Gus C. Edwards—Artists Representative	Chicago, Ill.	First National Bank Bldg.	State 4699	Gus C. Edwards	Talent bookings
Electro-Vox Recording Studios	Hollywood, Cal.	5546 Melrose Ave.	Gladstone 2189	Bert B. Gottschalk	*Recordings, air checks
W. M. Ellsworth	Chicago, Ill.	75 E. Wacker Drive	Central 0942	W. M. Ellsworth	Productions, scripts, talent
Evans & Salter, Inc. (Division of Columbia Concerts Corp.)	New York City	113 W. 57th St.	Circle 7-6900	(Lawrence Evans Jack Salter	Talent
Famous Artists Corp.	Beverly Hills, Cal.	9441 Wilshire Blvd.	Crestview 4151	Myron Kirk	Talent, production
Fanchon & Marco Agency, Inc.	New York City Los Angeles, Cal.	30 Rockefeller Plaza 5600 Sunset Blvd.	Circle 7-5690 Hollywood 5341	John A. Schultz John A. Schultz	Talent, production
Featured Artists Service, Inc.	New York City	247 Park Ave.	Plaza 5-9555	Robert Goldstein	Production, scripts, talent (handles shows originated by Blackett-Sample-Hummert, Inc.)
Fidelitone Records, Inc.	New York City	424 Madison Ave.	Eldorado 5-1720	Maurice Lichten	*Recording service, phonograph records, air checks
Fidelity Sound Studios	Los Angeles, Cal.	3819 Wilshire Blvd.	Fitzroy 7520	Nell P. Jack	*Recording service, air checks
Field, Moses & Jones, Inc.	New York City	730 Fifth Ave.	Circle 6-2677	John H. Moses	Talent Bookings
Fitra Productions, Inc.	Hollywood, Cal.	8609 Sunset Blvd.	Oxford 4183	W. H. Voeller	Production, transcribed shows, scripts
Irving Fogel	Los Angeles, Cal.	1041 N. Las Palmas	Gladstone 8172	R. N. Dickey	Productions, transcribed shows
Bernie Foyer	New York City	1501 Broadway	Lackawanna 4-0721	Bernie Foyer	Production, scripts, talent
Gags, Inc.	New York City	48 W. 48th St.	Longacre 3-4705	Samuel W. Dobrans	Scripts
General Broadcasting System	Detroit, Mich. Cleveland, O.	Buhl Bldg. 3910 Carnegie Ave.	Cherry 0400 Henderson 2295	Donald C. Jones Donald C. Jones	*Production, recording service, scripts
Gennett Records (Division, the Starr Piano Co.)	Richmond, Ind. New York City Los Angeles, Cal.	Richmond 729 Seventh Ave. 1344 S. Flower St.	1117 Bryant 9-5549 Prospect 2035	I. M. Hill T. J. Valentino Harry Gennett, Jr.	*Recorded sound effects library
Harry S. Goodman	New York City Chicago, Ill.	420 Madison Ave. 323 S. Franklin St.	Wickersham 2-3338 Webster 3285	H. S. Goodman Harold Krelstein	Production, transcribed shows
Lillian Gordoni Radio Productions	Chicago, Ill.	Crillon Hotel	Calumet 6700	Lillian Gordoni	Productions, scripts, talent
Max Graf Productions	San Francisco, Cal.	1040 Geary St.	Ordway 3671	Max Graf	Transcriptions, production, scripts
Grant Recording & Research Laboratories	Chicago, Ill.	6006 Kenmore Ave.	Edgewater 1952	John Grant	*Recording service
David E. Green Associates	New York City	RKO Bldg.	Circle 7-7159	David E. Green	Production, scripts
Jean V. Grombach, Inc. Grombach Productions, Inc.	New York City New York City	113 W. 57th St. 113 W. 57th St.	Circle 7-6982 Circle 7-6982	D. L. Provost Jean V. Grombach	*Transcriptions, production
Guild Production, Inc.	Cleveland, O.	5209 Euclid Ave.	Henderson 8320	William A. D. Millson	Production, scripts, talent
Mark Hanna	New York City	654 Madison Ave.	Regent 4-6250	Mark Hanna	Talent bookings

(Continued on page 184)



The station that has  
Atlas will have the Shows.. 2  
 The station that has the shows  
 will have the Audiences.. +2  
 The station that has the audiences  
 will have the Sponsors.. = 4

*“That’s radio arithmetic!”*

# ATLAS RADIO DISTRIBUTING CORPORATION

Home Office—1540 BROADWAY, N. Y. C. Studios—930 N. WESTERN AVE., HOLLYWOOD, CAL.

## REGIONAL HEADQUARTERS

1540 BROADWAY  
 NEW YORK CITY  
 HAROLD C. HOPPER, Dir.

333 N. MICHIGAN AVE.  
 CHICAGO  
 L. DANIEL BLANK, Dir.

EQUITABLE BLDG.  
 HOLLYWOOD  
 RAY COFFIN, Dir.

2011 JACKSON ST.  
 DALLAS  
 CLAUDE C. EZELL, Dir.

# Directory of Transcription, Producing and Talent Services

(Continued from Page 182)

NAME OF COMPANY	CITY	ADDRESS	TELEPHONE	MANAGER	NATURE OF SERVICE
Harris Radio Productions	Salt Lake City, Utah	First Natl. Bank Bldg.	Wasatch 699	R. T. Harris	Production, transcribed shows
John B. Hatch Associates	Boston, Mass.	681 Boylston St.	Commonwealth 0466	John B. Hatch	Production, transcribed shows, scripts
Leland Hayward Inc.	New York City Beverly Hills, Cal.	654 Madison Ave. 9200 Wilshire Blvd.	Regent 4-700 Crestview 1-6151	Harry Schacter John Swope	Artist representatives
Nelson S. Hesse & William McCaffrey	New York City Hollywood, Cal.	501 Madison Ave. Equitable Bldg.	Eldorado 5-1076 .....	William McCaffrey Nelson S. Hesse	Talent, production, scripts
Constance Hope Associates	New York City	673 Fifth Ave.	Plaza 3-3890	Constance Hope	Artist representative
Hood Educational Broadcasts, Inc.	New York City	142 E. 32nd St.	Murray Hill 4-8777	John W. Semler	Educational programs
Intercontinental Audio Video Corp.	New York City	9 Rockefeller Plaza	Circle 7-4560	Mark H. Hawley	*Transcriptions, production, scripts (associated Tranradio Press)
International Production Studios	New York City	33 W. 60th St.	Columbus 5-7366	Kenneth W. Howard	*Recording service, air-checks
International Radio Productions (Division of Hearst Radio's International Radio Sales)	Hollywood, Cal.	141 No. Vermont Ave.	.....	Howard Esary	*Production, transcribed shows, etc.
Iowa Network Artist Bureau	Des Moines, Iowa	Register & Tribune Bldg.	3-2111	C. R. Daly	Talent
Sam Jaffee, Inc.	Hollywood, Cal.	8555 Sunset Blvd.	Oxford 6121	Jess Smith	Talent
Jewish Radio Zone Advertising Co.	New York City	110 W. 40th St.	Pennsylvania 6-0043	Benjamin Waxelbaum	Jewish programs
Archie Josephson Enterprises, Inc.	Hollywood, Cal.	6624 Romaine St.	Granite 4184	Archie Josephson	Production, transcribed shows
Kasper-Gordon Studios, Inc.	Boston, Mass.	140 Boylston St.	Devonshire 7357	Aaron S. Bloom Edwin H. Kasper	*Transcriptions, productions, scripts
Kass-Tohrner, Inc.	New York City Hollywood, Cal.	RKO Bldg. Taft Bldg.	Circle 7-4428 Hempstead 2177	Arthur Kass Mitchell Gertz	Talent, production, scripts
Jesse L. Kaufman, Inc.	New York City	22 West 45th St.	Pennsylvania 6-2409	Jesse L. Kaufman R. L. Ferguson	*Production, script, talent
Mayfield Kaylor Radio Productions	Hollywood, Cal.	1041 N. Las Palmas Ave.	Hollywood 5107	Mayfield Kaylor	Production, scripts
Keighley & Keate	Hollywood, Cal.	8979 Sunset Blvd.	Woodbury 63621	Willard Hall	Talent
James B. Keyser Co., Inc.	Salt Lake City, Utah	McIntyre Bldg.	Wasatch 2552	J. B. Keyser	*Recording service, air checks
King Feature Syndicate	New York City	235 E. 45th St.	Murray Hill 2-5600	Fred Smith	Newspaper features adaptable to broadcasting
KMBC Features	Kansas City, Mo.	Pickwick Hotel	Harrison 2654	George Halley	Productions, scripts
Langlois & Wentworth, Inc.	New York City	420 Madison Ave.	Eldorado 5-1620	Ralph C. Wentworth	Transcriptions, production
Lang-Worth Feature Programs, Inc.	New York City	420 Madison Ave.	Eldorado 5-1620	C. O. Langlois	Transcription library (public domain) transcriptions, production
Leading Attractions, Inc.	New York City	515 Madison Ave.	Plaza 3-8093	L. Schaad	Production, scripts, talent
Thomas Lee Artists Service	Hollywood, Cal. San Francisco, Cal.	6258 Hollywood Blvd. 1000 Van Ness Ave.	Granite 7171 Prospect 0100	Robert Braun Harold C. Moore	*Talent, productions, transcribed shows
Lippe & Lazarus Productions	Los Angeles, Cal.	848 S. Oxford	Federal 1460	M. M. Lippe	Production, transcribed shows, scripts
Little Theatre of the Air	Chicago, Ill.	154 E. Erie St.	Delaware 6940	Adela Kay Gale Maritano	Production, transcribed shows, scripts
A. & S. Lyons, Inc.	New York City Beverly Hills, Cal.	1501 Broadway Calif. Bank Bldg.,	Lackawanna 4-7460 Oxford 1116	Sam Lyons Arthur Lyons	Talent, production
C. P. MacGregor, Inc.	Hollywood, Cal.	729 S. Western Ave.	Fitzroy 4191	Gene K. Walker	*Transcription library, transcriptions, production, air checks
Masque Sound Recording Corp.	New York City	521 Fifth Ave.	Murray Hill 2-4282	H. J. Gluskin	*Recorded sound effects
R. U. McIntosh & Associates, Inc.	Los Angeles, Cal.	5658 Wilshire Blvd.	Whitney 7713	R. U. McIntosh	*Transcriptions, production
McKnight & Jordan, Inc.	New York City	17 E. 49th St.	Eldorado 5-6110	Wallace S. Jordan	Transcriptions, production, scripts, talent
Mertens & Price, Inc.	Los Angeles, Cal.	1240 S. Main St.	Prospect 2840	F. C. Mertens George Logan Price	Transcriptions, production, scripts, talent, library
Metro Artist Bureau	New York City	1650 Broadway	Circle 7-2829	Ted Nelson	Talent bookings
Michelson & Sternberg, Inc.	New York City	116 Broad St.	Bowling Green 9-8925	A. Michelson	Buys transcriptions and scripts for export
Mid-West Recordings Inc.	Minneapolis, Minn.	24 S. 7th St.	Atlantic 4461	L. M. Knopp	*Transcriptions, production, scripts
Mills Artists, Inc.	New York City Hollywood, Cal.	799 Seventh Ave. 9132 Sunset Blvd.	Circle 7-7162 Crestview 1-2181	Chas. Weintraub Sam Weiss	Talent bookings
Raymond R. Morgan Co.	Hollywood, Cal.	6362 Hollywood Blvd.	Hempstead 4194	R. E. Messer	Production, transcribed shows, scripts
Morner Productions Ltd.	New York City	2 W. 46th St.	Murray Hill 2-5170	Gosta Morner	Production, transcribed shows
William Morris Agency	New York City Chicago, Ill.	Rockefeller Center 203 N. Wabash Ave.	Circle 7-2160 State 3632	William B. Murray Morris S. Silver	Talent, production
Sidney P. Morse	Chicago, Ill.	32 W. Randolph St.	Franklin 5396	Sidney P. Morse	Talent bookings
Music Corporation of America	Chicago, Ill. New York City Cleveland, O. Dallas, Tex. San Francisco, Cal. Beverly Hills, Cal. London, England	430 N. Michigan Ave. 745 5th Ave. Union Trust Bldg. Tower Petroleum Bldg. 111 Sutter Ave. 9300 Burton Way 16 Old Bond St., W-1	Delaware 1100 Wickersham 2-8900 Cherry 6010 2-1448 Exbrook 8922 Woodbury 6-8211 Regent 6506	J. C. Stein William Goodheart Dary Barton Norman Steppe Lyle Thayer Taft F. Schreiber Earl Bailey	Orchestra bookings
NAB Bureau of Copyrights, Inc.	Washington, D. C.	National Press Bldg.	Republic 0466	James W. Baldwin	Public domain music, transcription library
Robert S. Nash Co.	St. Louis, Mo.	5437 Lisette Ave.	Flanders 4758	Robert S. Nash	*Production, scripts, talent, recordings
National Broadcasting Co.	New York City Chicago, Ill.	30 Rockefeller Plaza Merchandise Mart	Circle 7-8300 Superior 8300	C. Lloyd Egner Maurice Wetzel	*Transcription library (Thesaurus): production, scripts
NBC Artists Service	New York City Chicago, Ill. San Francisco, Cal. Hollywood, Cal. Boston, Mass. Detroit, Mich.	30 Rockefeller Plaza Merchandise Mart 111 Sutter St. 5515 Melrose Ave. Hotel Bradford Fisher Bldg.	Circle 7-8300 Superior 8300 Sutter 1920 Hollywood 3631 Hancock 4261 Trinity 2-7900	George Engles Alex Robb Lloyd Yoder Miss Dema Harshbarger Chas. E. White R. H. White	*Talent, production, scripts

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*Brinckerhoff*

**TRANSCRIPTIONS**

programs recorded

by us at

29 West 57th Street,

New York, N. Y.

are being broadcast

all over the map

# Directory of Transcription, Producing and Talent Services

(Continued from Page 184)

NAME OF COMPANY	CITY	ADDRESS	TELEPHONE	MANAGER	NATURE OF SERVICE
National Radio Advertising Agency	Hollywood, Cal.	Hollywood Center Bldg.	Hempstead 1551	D. D. Crawford	Transcriptions, production
National Recording Co.	New York City	2 W. 46th St.	Medallion 8-8860	B. A. Greene	*Recording service, air checks
National Transcription Features	New York City	2 E. 46th St.	Murray Hill 2-0648	George H. Field	Production
Nelson-Gilliam Associates	New York City	1650 Broadway	Circle 7-2811	Ted Nelson	Production, transcribed shows, scripts
Oil Features Syndicate	Wichita, Kan.	Brown Bldg.	4-2121	Sam Kornfeld	Scripts, transcriptions (on oil industry)
Pan-American Broadcasting Co.	New York City	285 Madison Ave.	Caledonia 5-2500	A. Alexander	Production, transcribed shows, scripts
Pan-American Radio Productions, Inc.	Hollywood, Cal.	6805 Yuca St.	Hillside 4027	Lucio Villegas	Producers of Spanish radio programs
Paramount Radio Productions	Hollywood, Cal.	1560 N. Vine St.	Gladstone 3794	C. C. McIntosh	Transcriptions
Donna Parker Productions	Chicago, Ill.	25 E. Jackson Blvd.	Webster 2873	Donna Parker	Productions, talent
Peterson Radio Productions	New York City	1457 Broadway	Wisconsin 7-0069	Donald Peterson	Production, transcribed shows, scripts
Playcrafters	Haddon Heights, N. J.	1805 Keswick Ave.	Audubon 3698	Jack B. Plumley	Scripts, production
Philip L. Ponce, Inc.	New York City	444 Madison Ave.	Wickersham 2-8221	Phillip L. Ponce	Artist representative
Poinsettia, Inc.	Pitman, N. J. Chicago, Ill. New York City	4451 Irving Park Blvd. 440 Riverside Drive	91-J Cathedral 8-8112	Frank H. Warner H. L. Ottoly C. J. Lebel	*Phonograph records
Ralph L. Power (American Radio Transcription Agency)	Los Angeles, Cal.	Van Nuys Bldg.	Madison 5617	Ralph L. Power	Buys transcriptions for export
Premier Radio Enterprises, Inc.	St. Louis, Mo. Dallas, Texas	Mart Bldg. Thomas Bldg.	Garfield 8895 2-6128	H. S. Somsan Eric Racey	*Recording service, transcribed shows, production air checks
Frank Presbrey Co. of Ill.	Chicago, Ill.	Merchandise Mart	Delaware 4096	Leroy A. Kling	Production, transcribed shows
Press-Radio Features, Inc.	Chicago, Ill.	860 N. Michigan Ave.	Randolph 9388	F. W. Hemingway	Distributor of recorded programs
Dick Pritchard Entertainment & Orchestra Service	Milwaukee, Wis.	Commerce Bldg.	Broadway 1200	Dick Pritchard	Talent, production
Publication Enterprises Co.	Cleveland, O.	10622 Kimberley Ave.	Liberty 0827	Jerome Siegel	Scripts
Radiad Service	Chicago, Ill.	5919 S. Wood St.	Prospect 6011	Edward L. Foertsch	Transcriptions, scripts
Radiage Studios	Chicago, Ill.	154 E. Erie St.	Delaware 2691	Leslie Noel Zemer	*Talent, transcriptions, scripts.
Radioads, Inc.	Hollywood, Cal.	1041 N. Las Palmas Ave.	Hollywood 5107	E. D. Bedell	Transcriptions, production
Radioart Guild of America	Los Angeles, Cal.	122 S. Benton Way	Federal 4083	Ruth Clarke	Production, transcribed shows
Radio Associates	Washington, D. C.	National Press Bldg.	National 7846	Laura Staggers	Production, transcribed shows, scripts
Radio Central Casting Bureau	Los Angeles, Cal.	Cham. of Commerce Bldg.	Prospect 2626	Helyn E. Noid	Talent, production
Radio Events, Inc.	New York City	535 5th Ave.	Murray Hill 6-3487	Joseph M. Koehler	Scripts, productions, transcribed shows
Radio & Film Methods Corp.	New York City	101 Park Avenue	Caledonia 5-7680	A. R. Steinberg	*Transcriptions, productions, scripts, air checks
Radio Merchandising Service	Chicago, Ill.	520 N. Michigan Ave.	Superior 4627	James A. Iago	Scripts, programs
Radio Producers of Hollywood	Hollywood, Cal. New York City	930 N. Western Ave. 1540 Broadway	Hollywood 6288 Bryant 9-3040	Lou R. Winston H. R. Ebenstein	*Transcription, production, scripts
Radio Program Associates	New York City	40 E. 49th St.	Eldorado 5-4227	Bernard Zisser	Production, transcribed shows
Radio Receiving Record Co.	Providence, R. I.	304 Smith St.	Dexter 4081	Lewis A. McGowan, Jr.	*Recording service
Radio Recorders, Inc.	Hollywood, Cal.	982 N. Western Ave.	Hollywood 3917	J. Joseph Sameth	*Recording service
Radio Recording Studios	Chicago, Ill.	4701 N. Winchester Ave.	Edgewater 6461	Myron Bachman	*Recording service
Radio-Rundfunk Corp.	New York City	211 E. 48th St.	Rhineland 4-9609	(Herbert F. Oettgen Wm. C. Foerster	Recording service, production, Telefunken phonograph record.
Radio Station WFAA	Dallas, Tex.	Baker Hotel	2-2915	Martin B. Campbell	Talent
Radio Transcription Co. of America, Ltd.	Hollywood, Cal. Chicago, Ill. New York City	1509 N. Vine St. 666 Lake Shore Drive 890 E. 43rd St.	Hollywood 3545 Delaware 2325 .....	Charles C. Pyle J. M. Hayes Jos. G. Corey	*Transcriptions, production
Radio Transcription Representatives	Seattle, Wash.	White-Henry-Stuart Bldg.	Main 6626	Hal. E. Pearce	Transcription companies representation
Radio Writers Laboratory	Lancaster, Pa.	Breneman Bldg.	2-1387	M. S. Miller	Scripts
RCA Mfg. Co. Inc. RCA Victor Division (Recording Dept.)	Camden, N. J. New York City Chicago, Ill. Hollywood, Cal.	Front & Cooper Sts. 155 E. 24th St. 1145 Merchandise Mart 1016 No. Sycamore Ave.	Camden 8000 Bogardus 4-5200 Delaware 4774 Hillside 6171	Frank B. Walker Frank B. Walker Edwin G. Foreman, Jr. Harry Meyerson	*Transcriptions, recordings, production
Recordings, Inc.	Los Angeles, Cal.	5505 Melrose Ave.	Hillside 6138	L. N. Pfeiffer	*Recording Service
Reeves Sound Studios, Inc.	New York City	1600 Broadway	Circle 6-6686	Hazard E. Reeves	*Recording Service
H. A. Ripley	Eau Claire, Wis.	122 S. Barston St.	7856	H. A. Ripley	Scripts
RMA Radio Productions	Hollywood, Cal.	1558 N. Vine St.	Granite 8612	Frank Baum	Productions, transcribed shows, scripts
Robinson Recording Laboratories	Philadelphia, Pa.	85 S. 9th St.	Walnut 6800	William Robinson	*Recording service
Rocke Productions, Inc.	New York City, N. Y.	1270 Sixth Ave.	Circle 7-7680	Ben Rocke	Production, talent
Rockwell-O'Keefe, Inc.	New York City Chicago, Ill. Hollywood, Cal.	RKO Bldg. 32 W. Randolph St. 9028 Sunset Blvd.	Circle 7-7550 State 6288 Crestview 4101	Warren H. Pearl Thos. Thatcher Thomas G. Rockwell	Talent
Norman Ross Inc.	Chicago, Ill.	Merchandise Mart	Superior 2168	Norman Ross	Productions, scripts
Roth & Berdun	Detroit, Mich.	4464 Cass Avenue	Temple 1-2552	Cecil Berdun	*Recording service
Rubinoff Orchestras	New York City	1501 Broadway	Lackawanna 4-7147	Phil Rubinoff	Orchestra bookings
James L. Saphier	New York City, N. Y.	RKO Bldg.	Circle 7-2185	James L. Saphier	Talent, production

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IN  
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PROCESSING



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NEWARK, N. J.



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# Directory of Transcription, Producing and Talent Services

(Continued from Page 186)

NAME OF COMPANY	CITY	ADDRESS	TELEPHONE	MANAGER	NATURE OF SERVICE
The Script Library	New York City	635 Fifth Ave.	Murray Hill 6-3487	Genevieve Pace	Scripts
Script Shop	New York City	10 W. 47th St.	Wisconsin 7-4779	B. Kraut-J. Marcuse	Scripts
Seattle Recording Studios	Seattle, Wash.	315 Seneca St.	Elliot 1492	Orin B. Johnston	*Recording service
Josie Sedgewick-Ray West & Associates	Hollywood, Cal.	8609 Sunset Blvd.	Oxford 4183	Wm. H. Voeller	Talent
Selviair Broadcasting System, Inc.	Chicago, Ill.	75 E. Wacker Drive	Randolph 8877	Arthur A. Kohn	*Transcriptions, productions, scripts, talent
Service Programs, Inc.	New York City Hollywood, Cal.	535 Fifth Ave. 601 N. Rossmore	Murray Hill 6-3489 Hempstead 8898	Gladys Miller Marque Richard	Transcribed shows, scripts, women's features
Shank & Tuvim	New York City	RKO Bldg.	Columbus 5-1332	Mary L. Shank	Production, talent
Shapiro-Bushman Co.	Philadelphia, Pa.	1011 Chestnut St.	Walnut 9787	(Milton Shapiro Samuel Bushman)	Production
Stephen Slesinger, Inc.	New York City	250 Park Ave.	Eldorado 5-2544	Stephen Slesinger	Exclusive representatives for NEA daily radio news features
The Small Co.	Hollywood, Cal.	6331 Hollywood Blvd.	Hollywood 2722	Morris Small	Talent, production
Sound Masters, Inc.	New York City	1560 Broadway	Bryant 9-2463	Teddy Bergman	*Film recording service
Sound Recording Studios, Ltd.	Sydney, Australia	160 Castlereagh St.	MA-4085	S. E. Tatham	*Recording and processing
Sound Reproductions Corp.	New York City	15 W. 46th St.	Bryant 9-8265	E. L. Bresson	*Recording service, air checks
Southern Radio Features	Dallas, Tex.	Mercantile Bldg.	2-8292	A. M. Cohen	Radio cooking schools
Henry Souvaine, Inc.	New York City	30 Rockefeller Plaza	Circle 7-5666	Henry Souvaine	Production, scripts
Speak-O-Phone Recording & Equip. Co.	New York City	23 W. 60th St.	Columbia 5-1350	C. A. Austin	*Recording service and equipment
Standard Radio, Inc.	Hollywood, Cal. Chicago, Ill. Dallas, Tex. Seattle, Wash. Toronto, Ont., Canada London, England Paris, France Sydney, Australia	6404 Hollywood Blvd. 180 N. Michigan Ave. P. O. Box 933 W. H. Stuart Bldg. Dominion Bank Bldg. 5/6 Argyle St. 12 Rue Abel Ferry, Paris 16	Granite 0555 State 3163 P. O. Box 933 Main 6626 Gerrard 3746	Gerald King M. M. Blink Herbert Denny Hal Pearce All-Canada Radio Facilities Ltd. Kenneth Hall Herbert Rosen Commonwealth Bestg Co. Ltd.	Transcription library, transcription, production
Star Radio Programs	New York City	250 Park Avenue	Plaza 3-4991	Daniel C. Studin	Scripts
Steele Advertising Agency, Inc.	Houston, Tex.	Merchants & Mig. Bldg.	Preston 9997	H. Wirt Steele	*Productions, recording service
William Stephens, Inc.	Beverly Hills, Cal.	8913 Sunset Blvd.	Crestview 15161	Richard Cherwin	Talent
Sam H. Stiefel Enterprises, Inc.	New York City	1619 Broadway	Columbus 5-2137	Fred Robbins	Production, scripts
Douglas F. Storer	New York City	RKO Bldg.	Circle 7-7672	Douglas F. Storer	Program service, scripts
Stowe-A-Gram Productions	Chicago, Ill.	360 N. Michigan Ave.	State 7719	Arthur W. Stowe	Production, transcribed shows, scripts
H. N. Swanson, Inc.	Hollywood, Cal.	8523 Sunset Blvd.	Crestview 15115	Don Clark	Talent (writers and producers only)
Technisonic Recording Laboratories	St. Louis, Mo.	818 S. Kingshighway	Franklin 2060	J. M. Althouse	*Recording service
Time Abroad Ltd.	New York City	29 W. 57th St.	Plaza 3-3016	F. V. Meeker	*Foreign language programs
Titan Production Co., Inc.	San Francisco, Cal.	1040 Geary St.	Ordway 3671	Max Graf	*Transcriptions, production, air checks
Transamerican Broadcasting & Television Corp.	New York City Chicago, Ill. Hollywood, Cal.	521 Fifth Ave. 333 N. Michigan Ave. 5833 Fernwood Ave.	Murray Hill 6-2370 State 0366 Hollywood 5315	John L. Clark E. J. Rosenberg C. P. Jaeger William V. Ray	Transcriptions, production
Transcribed Radio Shows, Inc.	New York City	2 W. 47th St.	Longacre 5-3440	M. E. Moore	Scripts, transcribed shows, production
Transcriptions, Inc.	New York City	56 W. 45th St.	Murray Hill 2-2103	Chester H. Miller	*Transcriptions, productions, scripts
Transradio News Features, Inc. (Subsidiary of Transradio Press)	New York City Chicago, Ill. Los Angeles, Cal. Washington, D. C.	9 Rockefeller Plaza 20 N. Wacker Drive 357 S. Hill St. National Press Bldg.	Circle 7-4560 State 8091 Michigan 3477 National 1178	W. G. Quisenberry Rex Goad J. B. Copeland Wallace Werble	*News features, scripts, transcribed productions
Tullen Sound Recording Studio	Hartford, Conn.	660 Farmington Ave.	3-1737	David B. Tullen	*Recording service
Twentieth Century Radio Productions	Hollywood, Cal.	1611 Cosmo Ave.	Hillside 7211	Archie Josephson	Production
Tyro Productions, Inc.	New York City	1697 Broadway	Columbus 5-3737	Lou Goldberg	Talent bookings
United Features Syndicate	New York City	220 E. 42nd St.	Murray Hill 2-3020	George C. Carlin	Newspaper features adaptable to broadcasting
United Radio Service of America	Montreal, Que., Canada	1434 St. Catherine St., W.	Plateau 1788	S. Vineberg	Transcriptions, production, scripts, talent
United Radio Shows, Inc. (Affiliated with United Press)	New York City	220 E. 42nd St.	Murray Hill 2-0400	LeRoy Keller	Productions, scripts
United States Recording Co.	Washington, D. C.	Rialto Theatre Bldg.	District 1640	James S. Moran	*Recording, transcriptions, scripts, talent
Universal Radio Features	San Francisco, Cal.	333 Montgomery St.	Sutter 6780	Ronald Guy Patrick	Production, transcribed shows, scripts
Universal Radio Productions	Chicago, Ill.	180 N. Michigan Ave.	State 3153	L. M. Rush	Production, air checks
Universal Radio Programs, Inc.	New York City	545 Fifth Ave.	Murray Hill 2-0648	Lawrence N. Marks	Scripts
Universal Recording Co., Inc.	New York City	RKO Bldg.	Circle 6-2168	Lester Troob	*Transcriptions, productions, air checks
Van Cronkhite Associates, Inc.	Chicago, Ill.	360 N. Michigan Ave.	State 5080	.....	Scripts, transcribed shows, production, talent
Wamboldt & Holden	Chicago, Ill.	221 N. La Salle St.	Harrison 9617	(M. P. Wamboldt Jack Holden)	Program service
Weco Radio Productions (Program subsidiary of James R. Lunke & Associates, Chicago)	Seattle, Wash. Chicago, Ill.	315 Seneca St. 919 N. Michigan Ave.	Elliot 1492 Superior 8941	Gene Baker	Production, transcribed shows, scripts
Wells Feature Syndicate	Alhambra, Cal.	P.O. Box 68	Atlantic 10942	Bill Wells	Production, scripts
West Coast Features	Los Angeles, Cal.	570 S. Coronado St.	Fitzroy 6040	Walt Clay	Production
Carl Wester & Co.	Chicago, Ill.	360 N. Michigan Ave.	Randolph 6922	Carl Wester	Production, scripts

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Insure listeners for your transcription programs by having them recorded by expert engineers in a modern, up-to-date studio, on specially built equipment that is exclusive with us!

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# Directory of Transcription, Producing and Talent Services

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NAME OF COMPANY	CITY	ADDRESS	TELEPHONE	MANAGER	NATURE OF SERVICE
Roger White Organization	New York City	RKO Bldg.	Circle 7-4948	Roger White	Production
WHN Artist Service	New York City	1540 Broadway	Bryant 9-7800	.....	Talent
WHO Artist Bureau	Des Moines, Ia.	914 Walnut St.	8-7147	Irving Grossman	*Talent, productions
Wicker Recording Co.	Chicago, Ill.	4384 Kenmore Ave.	Wellington 8267	Walter C. Wicker	*Recording service
Wilson, Powell & Hayward, Inc.	New York City	444 Madison Ave.	Plaza 5480	James V. Peppe	Talent, production
Leonard F. Winston Co.	New York City	11 W. 42nd St.	Pennsylvania 6-8988	Leonard F. Winston	Production, scripts
I. O. Witte Radio Productions	Los Angeles, Cal.	4190 Third Ave.	University 7288	I. O. Witte	Production, transcribed shows, scripts
WLS Artists Bureau	Chicago, Ill.	1230 W. Washington Blvd.	Haymarket 7600	{Earl W. Kurtze George Ferguson	Talent bookings
WLW Artists Bureau	Cincinnati, O.	1329 Arlington St.	Kirby 4800	.....	Talent
WMCA Artists Bureau	New York City	1697 Broadway	Circle 6-2200	Charles S. Wilshin	Talent
Wolf Associates, Inc.	New York City Hollywood, Cal.	RKO Bldg. 6912 Hollywood Blvd.	Columbus 6-1621 Gladstone 0676	Ed. Wolf L. Wolfe Gilbert	Talent, production
Wood Radio Productions	Hollywood, Cal.	Markham Bldg.	Granite 7484	George R. Wood	Production, transcribed shows, scripts
WOR Artists Bureau (Radio Quality Group Service, Inc.)	New York City	1440 Broadway	Pennsylvania 6-8888	Nathan M. Abramson	Talent, production
WOR Electrical Transcription & Recording Service	New York City	1440 Broadway	Pennsylvania 6-8888	Ray S. Lyon	*Transcriptions, production
World Broadcasting System, Inc.	New York City Chicago, Ill. San Francisco, Cal. Hollywood, Cal. Washington, D. C. Atlanta, Ga.	711 Fifth Avenue 301 E. Erie St. 1050 Howard St. 1000 N. Seward Ave. Wardman Park Hotel Mortgage Guarantee Bldg.	Wickersham 2-2100 Superior 9114 Douglas 3810 Hollywood 6231 Columbia 2000 Walnut 1562	P. L. Deutsch A. J. Kendrick C. C. Langevin Pat Campbell Harold Lafount John Pitts	*Transcription library, transcriptions, production, scripts, talent
World Wide Radio Productions Corp.	Los Angeles, Cal.	689 S. Spring St.	Trinity 8921	Lt. William L. Biber	Production, transcribed shows, scripts
Writer's Service	Cleveland, O.	Hippodrome Bldg.	.....	Will Herman	Scripts
Yankee Network Artists Bureau	Boston, Mass.	21 Brookline Ave.	Commonwealth 0800	Van D. Sheldon	Talent

TO GET THERE. TRAVEL FIRST CLASS WHEN YOU GO ON THE AIR. INSIST ON VERTICAL-CUT WIDE RANGE TRANSCRIPTIONS PRODUCED ONLY BY WORLD

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# WORLD BROADCASTING SYSTEM



# Parable of the "Better Than"

**I**N TWO YEARS, WOR's Electrical Transcription and Recording Service has risen from zero to a nationally-accepted niche among the few top services now tacking sound down on discs to be heard.

The rise came about by the same sort of primer steps which built the house that Jack built.

Except that WOR's technicians were imbued with a certain thing called . . . *better than*.

Thus:—

"Let us make recordings," they said. "But . . . *better than* any that have hitherto changed hands between maker and buyer."

"Let us make recordings," they continued. "But let us sell them at prices *better than* any previously offered. Let us, above all other things," they finally

agreed, "make this day's recording *better than* the recording that preceded it."

This kind of thinking naturally impressed some odd hundreds of people who've made a business of thinking like-

wise. We've put a few of their names down in nice black type should you care to ask them what they think of us. But we can always tell you a bit *better than* anyone else at 1440 Broadway, in New York.

Atherton & Currier, Inc.  
Alvin Austin Company  
Batten, Barton, Durstine & Osborn, Inc.  
Brooke, Smith, French & Dorrance, Inc.  
Compton Advertising, Inc.  
Donahue & Coe, Inc.  
Erwin, Wasey & Company, Inc.  
Franklin Bruck Advertising Corp.  
H. M. Kiesewetter Advertising Agency

Lennen & Mitchell, Inc.  
Lord & Thomas, Inc.  
Neff-Rogow, Inc.  
Pedlar & Ryan, Inc.  
Ruthrauff & Ryan, Inc.  
Chas. Dallas Reach Company  
Schillin Advertising Corp.  
Small and Seiffer, Inc.  
Young & Rubicam

**WOR** ELECTRICAL TRANSCRIPTION  
AND RECORDING SERVICE





Vincent Sorey, Director Lang-Worth Gauchos

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**1937**

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THE most impressive symbol of the amazing growth of Standard Radio is *this Single Fact*: over 500 radio stations throughout the world have broadcast *a Quarter of a Million Hours* of Standard Transcriptions during 1937.. our biggest, most successful year. A recognized flair for Showmanship, unsurpassed Technical Excellence, and an unusually high degree of Salability, are among the reasons why Standard Radio is today the *fastest-growing organization in the transcription field.*

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XAVIER CUGAT AND HIS WALDORF-ASTORIA HOTEL ORCHESTRA • GEORGE HALL AND HIS HOTEL TAFT ORCHESTRA  
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 HARRY RESER AND HIS ORCHESTRA • NATHANIEL SHILKRET AND HIS ORCHESTRA • FERDE GROFE AND HIS ORCHESTRA  
 ROBERT HOOD BOWERS' BAND • SENATOR FRANKENSTEIN FISHFACE • HONEYMOONERS, GRACE AND EDDIE ALBERT • PINKY LEE  
 JOEY AND CHUCK • DR. SIGMUND SPAETH • RAYMOND (CUC) • HOWARD V. O'BRIEN • ARTHUR F. PAUL  
 MARY LEWIS • RICHARD LIEBERT • SAMUEL KISSEL • FRANK BANTA • JOHN SEAGLE • THOMAS THOMAS  
 FIELDS AND HALL MOUNTAINEERS • ARTHUR FIELDS AND FRED HALL • RANCH BOYS • BETSY WHITE • REVELERS MALE QUARTET  
 MASTER SINGERS • BUCCANEERS MALE CHORUS • DREAMERS TRIO • MELODEERS WITH BETTY BARTHEL • CARMEN CASTILLO  
 TRINITY CHOIR • CAROLERS • DOLLY DAWN • CAROL DEIS • DOROTHY MILLER • HARRY RESER • BUDDY CLARK • DON REED  
 JOHNNY McKEEVER • FRANK BANTA • JOHN SEAGLE • THE JESTERS • BILL WIRGES • ARTHUR F. PAUL • JOHNNY CALI  
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1. National Spot Advertiser
2. Local Advertiser
3. Radio Station\*
4. Agency
5. Artist

THE BOOKLET, NBC RECORDED PROGRAM SERVICE, describes the various services offered. Your radio file should contain a copy of this booklet. Send for it.

\*NBC THESAURUS library service is now being used by 220 stations in the United States, Canada and foreign countries. Some of the outstanding talent offered to stations and advertisers in this service is mentioned on this page. These and other artists participate in 18 program series for which 20 1/2 hours of continuity are supplied weekly. NBC THESAURUS Service may be available in your market—inquire today.

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RCA BUILDING, RADIO CITY, NEW YORK  
 MERCHANDISE MART, CHICAGO  
 A RADIO CORPORATION OF AMERICA SERVICE



**WHEREVER IT "BREAKS"**

**N**ORTH

**E**AST

**W**EST

**S**OUTH

**UNITED PRESS** BRINGS

**YOU THE STORY WITH ACCURACY & SPEED**



**KVOO**  
PHILTOWER - TULSA

Nov. 24, 1937

Mr. Walter E. Moss,  
International News Service,  
New York,

Dear Mr.

May I express  
your appreciation  
for the climatic  
observations  
in your news

You  
thank  
at.

and thanks to you for  
the fitting  
news, and in  
KVOO at.

## What a Popular Radio Newscaster Learned from His Listeners

Mr. Walter E. Moss  
International News Service  
New York, N. Y.

Dear Mr. Moss:

May I express my appreciation and thanks to you for your telegram which aided materially in a fitting climax to a contest conducted on my newscasts, and in observance of the fifth anniversary of the KVOO news bureau, and my six-thousandth news broadcast.

You may be interested in a few details of the campaign which I conducted on the news reports and the ultimate results.

I went on the air with the announcement of my anniversary, 6,000 broadcasts, five years, etc., and asked every listener to help me celebrate. I told them I wanted a letter. I wanted them to tell me why they listened to the KVOO news reports, or why they didn't. Why they liked them, or why they didn't like them. Anything they wanted to write, just so long as it concerned the news reports. For the best three letters I would award just three radios, and I was to be the sole judge.

I would have been pleased with five thousand letters. But—the total stands at approximately 16,000 letters received. I received letters, cards, telegrams and telephone calls from thirty-one states, Canada and Mexico, and all on daytime broadcasts. The 16,000 letters exceed any previous mail count on the station for any type of program.

The contents of those letters have provided some interesting information. Almost invariably the comment was that the KVOO news is so easily understood. There are no long complex sentences, no difficult phrases, and that the news is easier to understand, from the standpoint of content than most other news reports.

I can't take credit for that. Almost universally at the news editors' meeting in Chicago, those men were of the opinion that news had to be rewritten for radio. I argued that it did not have to in all instances. Today I am rewriting very little of my news, relying upon verbatim INS copy. The listening audience has accepted it, and likes it—so why make the job too difficult?

I felt somewhat vindicated by the comments and criticisms in the letters, for I have argued for nearly two years that INS is the most suitable radio service. I have used two news services on radio, and have had occasion to frequently peruse the reports from a third, and still I believe in INS.

I believe I am right in this from the standpoint of ease of handling INS service, adaptability to radio broadcast, and the many other than spot news features available.

Here I might suggest a few features which I have found in the INS service, which can be used aside from straight news reports, or which may be injected into other programs, either for sustaining service or commercial:

- Hollywood news
- Fashion news
- Stock markets
- The Man of the Hour
- Sports
- Overnight sports review (ideal early morning 5 min.)
- Biographical sketches
- Weekly market reviews
- Human interest stories in the news
- Funny facts in the news
- Washington gossip
- Weekly comment on drama and theater
- Weekly comment on music news
- Women's news
- Business barometer

These are just a few that come to my mind at this time, and I have had experience in building every one of these from INS service.

With best wishes, I remain,

Thoroughly satisfied with INS for radio,



KEN MILLER

Radio Station KVOO

**INTERNATIONAL NEWS SERVICE • 235 East 45th Street, New York, N. Y.**

BROADCASTING • Broadcast Advertising

1938 Yearbook Number • Page 201

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**Subscribers to  
PRESS ASSOCIATIONS**

*(Continued from page 200)*

City	Station	Service
<b>VIRGINIA</b>		
Charlottesville	WCHV	TP
Danville	WBTM	TP
Harrisonburg	WVA	TP
Lynchburg	WLVA	TP
Newport News	WGH	TP
Norfolk	WTAR	UP
Richmond	WRVA	UP
Richmond	WRNL	TP
Richmond	WMBG	TP
<b>WASHINGTON</b>		
Aberdeen	KXRO	TP
Bellingham	KVOS	TP
Centralia	KELA	TP
Everett	KRKO	TP
Longview	KWLK	TP
Olympia	KGY	TP
Seattle	KIRO	INS
Seattle	KJR	UP
Seattle	KOL	TP
Seattle	KRSC	TP
Spokane	KFPY	UP
Spokane	KGA	TP
Spokane	KIQ	TP
Tacoma	KMO	TP
Walla Walla	KUJ	TP
Wenatchee	KPQ	TP
Yakima	KIT	TP
<b>WEST VIRGINIA</b>		
Charleston	WCHS	UP
Clarksburg	WBLK	UP
Fairmont	WMMN	TP, UP
Parkersburg	WPAR	UP
Wheeling	WWVA	UP
<b>WISCONSIN</b>		
Eau Claire	WEAU	TP
Fond du Lac	KFIZ	TP
Green Bay	WBZY	TP
Green Bay	WTAQ	TP
Janesville	WCLO	TP
La Crosse	WKBH	TP
Madison	WIBA	UP
Manitowoc	WOMT	UP
Milwaukee	WEMP	TP
Milwaukee	WISN	INS
Milwaukee	WTMJ	UP
Poynette	WIBU	TP, UP
Racine	WRJN	TP
Sheboygan	WHBL	UP
Wausau	WSAU	UP
<b>WYOMING</b>		
Casper	KDFN	TP
Sheridan	KWYO	TP
<b>HAWAII</b>		
Honolulu	KGU	TP
Honolulu	KGMB	UP
<b>ALASKA</b>		
Ketchikan	KGBU	TP
<b>PUERTO RICO</b>		
San Juan	WKAQ	TP
San Juan	WNEL	TP
<b>ALBERTA</b>		
Calgary	CFCN	TP
<b>BRITISH COLUMBIA</b>		
Vancouver	CJOR	TP
<b>MANITOBA</b>		
Winnipeg	CJRC	TP
<b>NOVA SCOTIA</b>		
Sydney	CJCB	TP
<b>ONTARIO</b>		
Hamilton	CHML	TP
Kirkland Lake	CJKL	TP
North Bay	CFCH	TP
Ottawa	CKCO	TP
Sault St. Marie	CJIC	TP
Stratford	CJCS	TP
Timmins	CKGB	TP
Toronto	CFRB	TP
Windsor	CKLW	UP
<b>QUEBEC</b>		
Montreal	CFCF	TP
Montreal	CKAC	UP
<b>SASKATCHEWAN</b>		
Regina	CJRM	TP
Yorkton	CJGX	TP

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Frederick C. Dahlquist,  
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# Radio Editors of NEWSPAPERS IN THE UNITED STATES AND CANADA

(In using as mailing list, use title of "Radio Editor" as well as name because of frequent personnel changes)

## ASSOCIATED PRESS

Charles Butterfield, 383 Madison Ave., New York.

## UNITED PRESS

Webb Artz, 220 E. 42d St., New York.

## ALABAMA

Birmingham News & Age-Herald-Turner Jordan.  
Birmingham Post-James Shipley.  
Birmingham Southern Radio News - Sam Russell.

## ARIZONA

Bisbee Ore Review-Fulton Moore.  
Globe Arizona Record-Klondike Dodd.  
Nogales Herald-H. J. Sisk.  
Phoenix Gazette-P. S. Allen.  
Phoenix Arizona Republic-Frank Ross.  
Phoenix Arizona Weekly Gazette-Brit Diller.  
Prescott Yavapai Weekly Independent-Walter Black.  
Tucson Arizona Daily Star-Howard Kelly.  
Tucson Daily Citizen-Mrs. James F. Wallace.

## ARKANSAS

El Dorado Daily News-Robert Hays.  
E. W. Copeland Jr.  
Fayetteville Northwest Arkansas Times - Mrs. L. S. Reed.  
Hot Springs New Era & Sentinel Record-Robert Dean.  
Jonesboro Daily Tribune-Horace Cate.  
Jonesboro Evening Sun-Fred Troutt.  
Little Rock Arkansas Democrat-Deane Allen.  
Little Rock Arkansas Gazette-Edgar Clumutt.  
Rogers Daily News-E. W. Pate.  
Silom Springs Herald Democrat - A. W. Perrine.  
Silom Springs Ozark American-Howard Keech.

## CALIFORNIA

Anaheim Bulletin-Lotus Luden.  
Bakersfield Californian-Ralph Kreiser.  
Berkeley Gazette-Helene Peters.  
Beverly Hills Citizen-Horton Pait.  
Eureka Humboldt Standard - Don O'Kane.  
Eureka Humboldt Times-J. H. Crothers.  
Fenoa Bee-A. J. Welter.  
Fullerton News Tribune-B. K. Maxwell.  
Glendale Star-Miss D. T. Register.  
Glendale News-Press-Homer Canfield.  
Hanford Sentinel and Journal-J. E. Richmond.  
Hollywood Citizen News - Miss Zuma Palmer.  
Long Beach Press-Telegram - Fulton Field.  
Long Beach Sun-Dave Lewis.  
Los Angeles Daily News-James Harper.  
Los Angeles Times-Dale Armstrong.  
Los Angeles Examiner-John Clark.  
Rudolph Block.  
Los Angeles Herald-Express - Raibe Bennett.  
Merced Sun-Star-John Schmidt.  
Madera Tribune-George Clarke.  
Monterey Peninsula Herald-Mrs. Mary Hunkins.  
Oakland Tribune-Jack Burroughs.  
Pasadena Star-News-Charles Frisk.  
Pasadena Post-W. L. Blair.  
Porterville Recorder-Homer W. Wood.  
Riverside Press & Enterprise-Harry A. Powell.  
Redding Independent-Thomas R. Kendall.  
Salinas Index-Miss Beatrice Denton.  
Sacramento Bee-Ronald Schofield.  
San Bernardino Sun & Telegram-Earl Buie.  
San Diego Sun-Willis Werner.  
San Diego Union and Tribune-Maury Savage.  
San Francisco Call-Bulletin-Bob Hall.  
San Francisco Daily News-Claude La Belle.  
San Francisco Chronicle-Herbert Caen.  
San Jose Mercury - Herald - Mrs. Josephine Hughton.  
San Jose News-Dick Barrett.  
Santa Ana Journal-Dave Diehl.  
Santa Ana Register-Mason Yould.  
Santa Barbara News-Press - Eleanor Hayes.  
Santa Barbara Shopping News-Harry E. Willis.  
Tulare Advance-Register-Times - Percy M. Whiteside.  
Turlock Daily Journal-Andy Curtin.  
Visalia Times-Delta-Charles A. Whitmore.  
Watsonville Register & Pajaronian-Ed Slusser.

## DISTRICT OF COLUMBIA

Washington Daily News-Lee Fitzgerald.  
Washington Herald-Bernie Harrison.  
Washington Post-Charles Moore.  
Washington Star-Chris Mathison.  
Washington Times-Dorothy Moore.

## COLORADO

Colorado Springs Gazette-Telegraph-Wauhliu Lahay.  
Denver Post-Betty Craig.  
Denver Rocky Mountain News - Idell Durrett.  
Denver Daily Record Stockman-Mahlon B. Johnson.  
Greeley Tribune-F. E. Merrill.  
Lamar Daily Sparks-Maj. J. Donald Blevins.  
Lamar Register-John W. Merrill.

## CONNECTICUT

Bridgeport Post-Rocky Clark.  
Hartford Times-Star-Fred Thomas.  
Bristol Press-Clarkson F. Barnes.  
Hartford Courant-Donald Smith.  
Hartford Times-Harold Waldo.  
New Britain Herald-Kenneth J. Saunders.  
New Haven Register-Colby Driessens.  
Waterbury Democrat - Raymond Fitzpatrick.  
Waterbury Republican & American - Christy Erk.

## DELAWARE

Wilmington Sunday Star-Henry Sholly.

## FLORIDA

Clearwater Sun-Victor Morgan.  
DeLand Sun-News-Stanley Kulp.  
Gainesville Sun-L. C. Pepper.  
Jacksonville Journal - James F. Massey.  
Jacksonville Florida Times Union - Richard Moffett.  
Lakeland Ledger and Star-Telegram-Evelyn Whitaker.  
Lakeland News-C. W. Bloom Jr.  
Miami Daily News-Boorman Byer.  
New Smyrna Daily News-Arthur L. Himbert.  
Orlando Sentinel and Reporter Star-L. J. Hagood.  
Pensacola News-Don Hogan.  
Pensacola Journal-Marion Gaines.  
Sebring Daily American-Rod Arkell.  
St. Petersburg Times-Russell Coombs.  
St. Petersburg Independent - William Dunlap.  
Tallahassee Florida State News-Charles W. Hunter.  
Tampa Times-Virginia James.  
Tampa Tribune-Harry Schaden.

## GEORGIA

Atlanta Constitution-Sam Clarke.  
Atlanta Georgian-Tom Ham.  
Albany Herald-James Robinson.  
Atlanta Journal-Ernest Rogers.  
Macon Telegraph-W. T. Anderson.  
Macon News-Charles J. Bayne.  
Pelham Journal-James Chism.  
Rome News-Tribune-Ernestine Hornaday.

## IDAHO

Boise Idaho Daily Statesman - W. T. Roberts.  
Boise Capital News-Mrs. Mendenhall.  
Caldwell News Tribune-Maurice Russell.  
Twin Falls Idaho Evening Times - James J. Mullen.

## ILLINOIS

Champaign News-Gazette - John MacAleny.  
Chicago American-Esther Schultz.  
Chicago Daily News - Charles J. Gilchrist.  
Chicago Daily Times-Don Foster.  
Chicago Daily Svornost (Bohemian) - George Vares.  
Chicago Herald & Examiner-Ulmer Turner.  
Chicago Denni Hlasatel (Bohemian)-Carl Vrzal.  
Chicago Jewish Daily Forward-Max Sosowicz.  
Chicago Narod (Bohemian) - Rev. E. Ziska.  
Chicago Polish Union Daily-W. Helezer.  
Chicago Tribune-Larry Wolters.  
Danville Commercial News-Ed Hughes.  
Decatur Herald & Review-E. O. McCann.  
East St. Louis Journal - Miss Mildred Glathhaar.  
Mattson Journal-Gazette-Ed Hammell.  
Moline Dispatch-Russell Gingles.  
Peoria Star-F. R. Oakley.  
Peoria Journal-Transcript-R. M. Shepherdson.  
Rockford Register Republic - Jean Grimm.

## ILLINOIS-(Cont.)

Rockford Morning Star-Curtis West.  
Rock Island Argus-J. W. Ramsey.  
Springfield Illinois State Journal-Harry Moody.  
Springfield Illinois State Register - Frank Dooling.  
Toulon Review-Everett Bruhn.  
Urbana Daily Illini-John Mabley.  
Urbana Evening Courier-Robert Sink.  
INDIANA  
Elkhart Daily Truth-Dan Albrecht.  
Evansville Courier-J. C. Kerlin.  
Evansville Press-Clifton Brooks.  
Fort Wayne Journal-Gazette - Chester Drouver.  
Fort Wayne News-Sentinel - Charles Kefer.  
Goshen News-Times and Democrat - Herb Swartz.  
Hammond Daily Times-Larry George.  
Indianapolis News-Herbert Kenny Jr.  
Indianapolis Star-Robert G. Tucker.  
Indianapolis Times-Cecil Coons.  
Lafayette Journal-Courier - Richard M. Greenwood.  
New Albany Sentinel-Franklin Schoonover.  
New Albany Tribune-James Montgomery.  
South Bend News-Times-Margery Fothergill.  
South Bend Tribune-Carlos Lane.

## IOWA

Cedar Rapids Gazette-Ed Dose.  
Cedar Rapids Tribune-Joe McCormick.  
Davenport Democrat - Miss Ina Wickham.  
Davenport Times-Tom O'Hearn.  
Des Moines Register and Tribune-Mary Little.  
Dubuque Catholic Daily Tribune-Carl Oech.  
Dubuque Telegraph-Herald - Virginia Jones.  
Mason City Globe-Gazette-Hank Hook.  
Shenandoah Evening Sentinel - Paul Lange.  
Sioux City Tribune-Miss Marlon Kesler.  
Waterloo Courier-Jackson McCoy.

## KANSAS

Abilene Daily Chronicle-"Red" Wheeler.  
Abilene Daily Reflector-H. G. Harger.  
Coffeyville Journal-Clair Foster.  
Dodge City Globe-Lay Baugh.  
Kansas City Kansan-C. H. Nohe.  
Salina Journal-Russell Snere.  
Topeka State Journal-Steve O'Rourke.  
Topeka Daily Capital-E. D. Kellman.  
Wichita Beacon-S. A. Coleman.  
Wichita Eagle-Ted Noel.

## KENTUCKY

Ashland Daily Independent-Ann Tenny.  
Lexington Herald-Leader-Dan M. Bomar.  
Louisville Courier-Journal and Times-Miss Gladys Sullivan.

## LOUISIANA

Alexandria Daily Town Talk - H. H. Mobley.  
Baton Rouge Morning Advocate-A. J. Alleman.  
Baton Rouge State-Times-C. P. Lifer.  
New Orleans Item-Tribune-Gus Koorie.  
New Orleans Times-Picayune and States - Mrs. O. Stafford.  
Shreveport Journal-Tom Ashley Jr.  
Shreveport Times-Jack Keasler.

## MAINE

Bangor Commercial-Frank Bass.  
Bangor Daily News-James Whitmore.  
Portland Evening News-Timothy Ward.  
Portland Press Herald and Evening Express-Mrs. Clifford Somerville.  
Portland Sunday Telegram - Harold Cram.

## MARYLAND

Baltimore Evening Sun-Harry Stewart.  
Baltimore Morning Sun-E. J. Chapman.  
Baltimore News Post & Sunday American-J. Hammond Brown.  
Baltimore Sunday Sun-Harry Haller.  
North Baltimore Home News-Micky Willis.  
Frederick News-Post-Bill Delplaine.  
MASSACHUSETTS  
Boston American & Sunday Advertiser - Newcomb Thompson.  
Boston Daily Record-S. E. Fitzgibbons.  
Boston Globe-Science Monitor-Alfred Hughes.  
Boston Globe-Elizabeth Sullivan.  
Boston Herald & Traveler-Alice Quinlan.  
Boston Post-Howard Fitzpatrick.  
Boston Evening Transcript - F. W. Hobbs.

## MASSACHUSETTS-(Cont.)

Chelsea Chronicle-Sidney Akell.  
Fall River Herald-News-Edward J. DeLaney.  
Gloucester Times-John A. Radcliffe.  
Lawrence Eagle-Tribune - Sebastian Bartolotta.  
Lawrence Telegram-Fred Samia.  
Lowell Courier-Citizen & Leader-Ethel K. Billings.  
Lowell Sun-Charles Sampas.  
Somerset Spectator-Ernest Halliwell.  
Medford Mercury-John S. Quinn.  
New Bedford Mercury-Paul Williams.  
New Bedford Standard Times-Dean Baker.  
Pembury Times-Ralph Sawyer.  
Somerset Spectator-Ernest Halliwell.  
Springfield Republican-Buxton.  
Springfield Union-Henry P. Lewis.  
Worcester Post-Edward Eaton.  
Worcester Telegram & Gazette - Mrs. Dorothy Mattison.

## MICHIGAN

Battle Creek Enquirer & News-Frank Lynn.  
Battle Creek Moon-Journal-Ray Simons.  
Bay City Times-Alize Zingg.  
Calumet News-Chester Prideaux.  
Detroit Free Press-Edgar A. Guest Jr.  
Detroit News-Herschell Hart.  
Detroit Times-Pat Dennis.  
Grand Rapids Herald-W. B. McClaren.  
Grand Rapids Press-Evelyn Kruse.  
Grand Rapids Times-K. C. Clapp.  
Houghton Daily Mining Gazette-John B. Brown.  
Jackson Citizen Patriot-Carl Saunders.  
Lansing State Journal-Kenneth Park.  
Lapeer County Press-Harry M. Myers.  
Midland Daily News-Robert Gildart.  
Muskegon Heights Record-Glenn Curry.  
Royal Oak Daily Tribune-Floyd Miller.  
Saginaw County Tribune - Clarence Roesser.  
Saginaw Daily News-Leslie A. Wahl.

## MINNESOTA

Duluth Herald-T. Watts.  
Duluth News Tribune-Nathan Cohen.  
Fergus Falls Journal-William Robertson.  
Fergus Falls Tribune-Leo Gardner.  
Hibbing Tribune-George Fisher.  
Minneapolis Journal - Phil Schulte.  
Ralph Zenthen.  
Minneapolis Star-Eleanor Shaw.  
Minneapolis Tribune-Phil Shipley, E. A. Ahlstrom.  
Rochester Post-Bulletin-E. J. Branley.  
St. Paul Daily News-Jack Conner.  
St. Paul Pioneer Press and Dispatch-Ted Peterson.

## MISSISSIPPI

Jackson Daily News-Frederick Sullens.  
Kosciusko Star-Herald-Stokes Sanders.

## MISSOURI

Columbia Missourian-Ed Soderstrom.  
Independence Examiner - Frank W. Rucker.  
Kansas City Journal-Post-John Cameron Swayze.  
Kansas City Star-H. Dean Fitzer.  
St. Joseph Gazette-Don Mooney.  
St. Joseph News-Press - Prentiss Mooney.  
St. Louis Globe-Democrat - Harry Lamtha.  
St. Louis Post-Dispatch - James L. Spencer.  
St. Louis Star-Times - Ray Hamilton.  
Robert J. Reynolds.  
Springfield News - Leader - Richard Terry.

## MONTANA

Kalispell Daily Interlake - L. D. Spafford.  
Wolf Point Herald - Charles Marshall (weekly).  
Wolf Point Roosevelt County News - Joe Dolin (weekly).

## NEBRASKA

Clay Center-Mitt Cox.  
Lincoln Newspapers-Bruce Nicoli.  
Norfolk Daily News-Art Thomas.  
Omaha World-Herald-Keith Wilson.

## NEVADA

Reno Nevada State Journal - Nick Bourne.  
Reno Evening Gazette-Joe McDonald.

## NEW HAMPSHIRE

Dover Democrat-William Stearns.  
Portsmouth Herald-Percy Moulton.

## NEW JERSEY

Atlantic City Daily Press & Union - Howard F. Dimot.  
Atlantic City Daily World - Howard Kimble.

(Continued on page 204)



# RADIO EDITORS OF NEWSPAPERS IN UNITED STATES AND CANADA

(Continued from page 203)

## NEW JERSEY—(Cont.)

Camden Morning Post and Courier—Isabell Bendinger.  
 Jersey City Jersey Journal—C. J. Ingram.  
 Long Branch Daily Record—H. Brown.  
 Newark Evening News—H. R. Ede.  
 Newark Ledger—Jack Sheaffer.  
 Newark Star—Eagle—Al Mehl.  
 Newark Sunday Call—Al Sont.  
 Passaic Herald News—Lee Stark.  
 Passaic Sunday Eagle—Betty Lee.  
 Paterson Evening News—Henry C. Schwartz.  
 Red Bank Register—T. Brown.  
 Reb Bank Standard—S. Wain.

## NEW MEXICO

Albuquerque Journal—H. P. Pickrell.  
 Albuquerque Tribune—E. H. Shaffer.

## NEW YORK

Albany Knickerbocker News—Ed Healy.  
 Mary O'Neil.  
 Binghamton Press—George Curtis.  
 Binghamton Sun—Miss Letitia Lyon.  
 Brooklyn Citizen—Murray Rosenberg.  
 Brooklyn Eagle—Joe Ransom.  
 Bronx Home News—William Germain.  
 Buffalo Courier-Express—George Oliver.  
 Buffalo Evening News—Rod Reed.  
 Buffalo Times—Don Tranter.  
 Elmira Advertiser—George Givens.  
 Elmira Star-Gazette—George McCann.  
 Elmira Sunday Telegram—Donald Seely.  
 New York Daily News—Ben Gross.  
 New York Herald-Tribune—John C. Bogart.  
 Max Kaplan.  
 New York Journal—Tom Brooks, J. E. (Dinty) Doyle.  
 New York Mirror—Nick Kenny.  
 New York Post—Aron Stein.  
 New York Sun—E. L. Bragdon, Moe Ender.  
 New York Times—Orrin Dunlap Jr., T. Kennedy.  
 New York World-Telegram—Alton Cook.  
 Olean Times-Herald—G. Donald Walker.  
 Plattsburg Daily Press—William Lynch.  
 Plattsburg Republican—Thomas Farrell.  
 Rochester Democrat & Chronicle—Dwight Manning.  
 Rochester Times-Union—Don Yerger.  
 Schenectady Gazette—Ned Wintersteen.  
 Schenectady Union-Star—John L. Blawie.  
 Syracuse Herald—Robert Hoffman.  
 Syracuse Journal—E. R. Vadenoncur.  
 Syracuse Post-Standard—Jack Baker.  
 Troy Times-Record—Walter Demers.  
 Utica Observer-Dispatch—William McGurty.

## NORTH CAROLINA

Asheville Citizen-Times—Robert B. G. Bingham.  
 Durham Herald—Fred Haney.  
 Durham Sun—Wyatt Dixon.  
 High Point Journal-Advertiser (weekly)—Jack Ferguson.  
 Kinston Daily Free Press—Ellsworth Roberts.  
 Raleigh News & Observer—Charles J. Parker.  
 Raleigh Times—Wade Lucas.  
 Rocky Mount Telegram—Vernon Schriest.  
 Twin City Sentinel—Art King.  
 Winston-Salem Journal—John Langston.

## NORTH DAKOTA

Bismarck Tribune—William Moeller.  
 Bismarck Herald—Charles Goodwin.  
 Devils Lake Daily Journal—Art Timboe.  
 Devils Lake World—Gordon Stevonic-wicz.  
 Fargo Forum—Alma Riggie.  
 Jamestown Sun—Mrs. Ina Cook.

## OHIO

Akron Beacon Journal—Dorothy Dorn.  
 Akron Times Press—Margariete Petran.  
 Ashtabula Star Beacon—John Gotshall.  
 Canton Repository—Clifford Grass.  
 Cincinnati Enquirer—Jack Rogers.  
 Cincinnati Post—Paul Kennedy.  
 Cincinnati Radio Dial—George Vogele.  
 Cincinnati Times-Star—Fence Raine.  
 Cleveland News—Elmer Bacon.  
 Cleveland Plain Dealer—Robert Stephan.  
 Cleveland Press—Norman Siegel.  
 Columbus Citizen—Virginia Lemont.  
 Columbus Dispatch—Adrian Fuller.  
 Columbus Ohio State Journal—Harold Eckert.  
 Conneaut News Herald—Earl Hankins.  
 Dayton Daily News—Chuck Gay.  
 Dayton Journal-Herald—Jack Carl.  
 Fostoria Daily Review—LaVerne J. Ruth.  
 Tiffin Advertiser-Tribune—Arnold Whalen.  
 Toledo Blade—Richard Pheatt.  
 Toledo News-Bee—Marle Cochran.  
 Toledo Times—V. K. Richards.

## OHIO—(Cont.)

Youngstown Vindicator—Marion McDonnald.  
 Zanesville Herald—George Bailey.  
 Zanesville Times Recorder—C. E. Granger.  
 Zanesville Signal—Fred Bohn.  
 Zanesville Sunday Times Signal—Harry Bnschart.

## OKLAHOMA

Ada News—W. D. Little.  
 Ardmore Daily Ardmoreite—Ramon Martin.  
 Elk City Journal—George Peeler.  
 Enid News and Eagle—A. J. Strauss.  
 Muskogee Phoenix and Times-Democrat—Paul A. Brumer.  
 Oklahoma City News—R. T. Fredericks.  
 Oklahoma City Oklahoman and Times—Dale Clark.  
 Ponca City News—M. R. Cracraft.  
 Tulsa World—Harry Leferte.  
 Tulsa Tribune—Joseph Myers.

## OREGON

Astoria Astorian-Budget—Fred Andrus.  
 Eugene Daily News—Don Gomez.  
 Eugene Register-Guard—Horace Burnett.  
 Medford Mail Tribune—E. C. Ferguson.  
 Medford News—Moore Hamilton.  
 Portland Oregonian—William Moyes.  
 Portland Oregon Journal—Larry Gilbertson.  
 Portland News-Telegram—Eddie Volk.  
 Salem Oregon Statesman—Ralph C. Curtis.

## PENNSYLVANIA

Allentown Call—Clifford Bush.  
 Allentown Chronicle and News—Floyd Stickle.  
 Altoona Mirror—Ted Holsinger.  
 Altoona Tribune—Walter Bischoff.  
 Grove City Reporter-Herald—Floyd McClimmons.  
 Harrisburg News—Mrs. Jean Dodge Miller.  
 Harrisburg Telegraph—Rick Redmond.  
 Kaye Witmer.  
 Lancaster New Era and Intelligencer—Earl Keyser.  
 Lancaster Sunday News—Thomas Barber.  
 Norristown Times-Herald—Wilmer Schrennan.  
 Philadelphia Bulletin—Elmer Cull.  
 Philadelphia Daily News—Miss Dorothy Guinan.  
 Philadelphia Inquirer—Frank Rosen.  
 Philadelphia Record—George Lilley.  
 Philadelphia Public Ledger—George Opp.  
 Pittsburgh Post-Gazette—Darrell V. Martin.  
 Pittsburgh Press—S. H. Steinhauer.  
 Pittsburgh Sun-Telegram—Zora Unkovich.  
 Pottsville Schuylkill Reporter—Melville May.  
 Sunbury Item—Reg Mirridew.  
 Uniontown News-Standard—O'Neal Kennedy.  
 Wilkes Barre News—Pat Fisher.  
 Wilkes Barre Record—Paul Aurthur.  
 Wilkes Barre Times Leader—Holland Beaver.  
 Williamsport Gazette and Bulletin—Q. Beauge.  
 Williamsport Sun—J. Mark Good.

## RHODE ISLAND

Newport Herald—William Douglas Hazard.  
 Pawtucket Times—Sylvester Sprague.  
 Providence Journal—Stephen A. Greene.  
 Providence Star-Tribune—John C. Minkins.  
 Woonsocket Call—Gregory C. Greene.  
 Woonsocket Sunday Eagle—James S. Harrington.

## SOUTH CAROLINA

Anderson Daily Mail—R. Glover Miller.  
 Anderson Independent—Lawrence Hembree.  
 Charleston News and Courier—William W. Ball.  
 Columbia Record—Henry Cauthen.  
 Columbia State—McDavid Horton.  
 Greenville News—Dan Crosland.  
 Greenville Piedmont—Mrs. W. P. Barton.

## SOUTH DAKOTA

Brookings Co. Press—R. A. Turner.  
 Brookings Register—Bob Wick.  
 Pierre Daily Capital Journal—James B. Hipple.  
 Rapid City Daily Journal—R. H. Dibble.  
 Sioux Falls Argus-Leader—Robert Dennis.  
 Yankton Press & Dakotan—Fred Monfore.  
 Yankton Public Opinion—Waldemar Weverstad.

## TENNESSEE

Chattanooga Free Press—Ralph Sanders.  
 Jackson Sun—David Banks.  
 Knoxville News-Sentinel—B. F. Henry.  
 Memphis Commercial Appeal—Robert Gray.  
 Memphis Press-Scimitar—Robert Johnson.  
 Nashville Banner—Earl Rogers.  
 Nashville Tennessean—Bill Breyer.

## TEXAS

Abilene Reporter-News—Finis Mothershead.  
 Austin American-Statesman—William Woog.  
 Austin Daily Texan (Texas U.)—Dick Watts.  
 Beaumont Enterprise & Journal—Merita Mills.  
 Brady Heart O Texas News—J. B. McShann.  
 Brady Standard—S. Smith.  
 Corpus Christi Caller Times—Grady Kinsolving.  
 Dallas Dispatch—Charles Kelley.  
 Dallas News & Journal—John Rosenfield.  
 Dallas Times Herald—Douglas Hawley.  
 El Paso Herald Post—Chester Choep.  
 El Paso Times—Bill Hooten.  
 Ft. Worth Press—Lee Roy Manuel.  
 Ft. Worth Star-Telegram—Mark Borrowe.  
 Houston Chronicle—Mildred Stockard.  
 Houston Post—Edith Rilev.  
 Houston Press—Anthony Trjolo.  
 Kilgore Daily News—Ted Reed.  
 Pampa Daily News—Tex DeWeese.  
 Peos Enterprise—Vestel H. Lott.  
 San Angelo Standard-Times—Grady Hill.  
 San Antonio Express—A. W. Grant.  
 San Antonio Light—Renwick Cary.  
 San Antonio News—A. W. Walliser.  
 Sherman Democrat—W. E. Atkins.  
 Texarkana Daily News—Alfred Weeks.  
 Texarkana Gazette—J. Q. Mahaffey.  
 Waco News-Tribune & Times-Herald—Tom Coffield.  
 Waco Record—Richard C. Bush.

## UTAH

Ordgen Standard-Examiner—Bryce Anderson.  
 Salt Lake Desert News—Mark Peterson.  
 Salt Lake Tribune-Telegram—Waide M. Condon.

## VERMONT

Burlington Daily News—Bertha Jackson.  
 Waterbury Record—William G. Ricker.

## VIRGINIA

Norfolk Ledger-Dispatch—Charles Hoofnagle.  
 Norfolk Virginian-Pilot—Frank Pace.  
 Richmond News-Leader—Elizabeth Copeland.  
 Richmond Times-Dispatch—Norman Rowe.  
 Roanoke Times—Carl Andrews.  
 Roanoke World-News—Wallace Davies.

## WASHINGTON

Aberdeen Daily World—Harold Plumb.  
 Centralia Chronicle—Ray Edinger.  
 Everett Herald—Walter Butler.  
 Everett News—Fred A. Boone.  
 Hoquiam Grays Harbor Washingtonian—Elmer Holmberg.  
 Olympia Daily Olympian—Earl McCullum.  
 Olympia News—E. F. Hultgren.  
 Pullman Herald—Karl Allen.  
 Seattle Times—Richard Williams.  
 Seattle Star—Mrs. Helen DeVos, Roy Ryerson.  
 Seattle Post-Intelligencer—Edwin J. Mitchell.  
 Tacoma News Tribune—Paul Anderson.  
 Tacoma Times—Mrs. Paul Mattau.  
 Spokane Press—Dave Dryden.  
 Yakima Independent—E. W. Jorgenson.

## WEST VIRGINIA

Charleston Daily Mail—Robert Bull.  
 Charleston Gazette—John Hunt.  
 Clarksburg Exponent—H. G. Rhawn.  
 Huntington Advertiser—J. Haworth.  
 Huntington Herald-Dispatch—J. Clendennin.

## WISCONSIN

Fond du Lac Commonwealth Reporter—Lynn N. Fairbanks.  
 Janesville Gazette—John Dixon.  
 Madison Capital Times—K. F. Schmitt.  
 Madison Wisconsin State Journal—W. L. Doudna.  
 Milwaukee Journal—Edgar Thompson.  
 Milwaukee News and Sentinel—Athlyn Deschaise.  
 Racine Journal-Times—Kenneth Hegard.  
 Sheboygan Press—Mona J. Pape.  
 Stevens Point Journal—James W. Hull.  
 Superior Telegram—Seegar Swanson.

## WYOMING

Cheyenne State Tribune—Alfred Hill.  
 Cheyenne Wyoming Eagle—Tracey McQueen.  
 Sheridan News—Archie Nash.  
 Sheridan Press—Hal Cotton.

## HAWAII

Hilo Tribune-Herald—Virginia Herald.  
 Honolulu Advertiser—Henry Dougherty.  
 Honolulu Star Bulletin—Paul Findeisen.  
 Lihue Garden Island News—Charles Fern.  
 Maui News—Ezra Crane.

## ALBERTA

Calgary Albertan—Miss Pats Parker.  
 Calgary Broadcast Programs (weekly)—T. Meade.  
 Calgary Daily Herald—Mrs. Helen Fraser.  
 Edmonton Bulletin—Reginald Hammond.  
 Edmonton Journal—Gordon McCallum.  
 Grande Prairie Herald—E. Claud Young.  
 Grande Prairie Northern Tribune—Jim Youle.  
 Lethbridge Daily Herald—Miss M. Shephard.

## BRITISH COLUMBIA

Chilliwack Progress—C. A. Barber.  
 Kamloops Sentinel—L. E. Irvine.  
 Trail Times—N. McKelvie.  
 Vancouver Daily Province—Gordon Southam.  
 Vancouver News-Herald—Jack Scott.  
 Vancouver Sun—Wm. Newell.  
 Vancouver Western Canada Radio News (weekly)—H. W. Reader—E. Claud Young.  
 Victoria Colonist—W. Fletcher.  
 Victoria Times—Ormond Marrion.

## MANITоба

Brandon Daily Sun—E. Whitehead.  
 Winnipeg Free Press—Peter B. Whitall.  
 Winnipeg Tribune—Denny Brown.

## NEW BRUNSWICK

Fredericton Daily Gleaner—James A. Crockett.  
 Fredericton Daily Mail—James Neville.  
 Moncton Transcript—B. S. Robb.  
 St. Johns Telegraph Journal & Times-Globe—Mrs. W. C. Fevings.

## NOVA SCOTIA

Glace Bay Gazette—A. D. MacNeill.  
 Halifax Chronicle & Star—Harold Hogganson.  
 Halifax Herald and Mail—Lionel L. Shatford.

## ONTARIO

Chatham News—Wm. Robertson.  
 Ft. William News Chronicle—P. F. Young.  
 Ft. William Times Journal—J. R. Lumby.  
 Ft. William Twin City Press—Sam Young.  
 Hamilton Review—Mark L. Staunton.  
 Hamilton Spectator—Tom Mills.  
 Kitchener Record—Mr. Fahrenbach.  
 Kitchener Telegram—James Hunter.  
 London Free Press—J. C. Burns.  
 Ottawa Citizen—Claude Hamerstrom.  
 Ottawa Journal—Monte Tachereau.  
 Owen Sound Sun-Times—M. B. Dulmage.  
 St. Catharines Standard—Donald Sinclair.  
 Sarnia Observer—A. W. Tenant.  
 Sudbury Star—W. J. Woodill.  
 Timmins Press—Wm. Wren.  
 Toronto Globe & Mail—Charles Jenkins.  
 Toronto Star—J. T. Annan.  
 Toronto Telegram—James Hunter.  
 Windsor Star—Ross Mason.

## QUEBEC

Montreal Gazette—Thomas Archer.  
 Montreal Herald—Owen Channon.  
 Montreal La Patrie—Lucien Champeau.  
 Montreal La Presse—Romeo LeBlanc.  
 Montreal Le Canada—Benoit Lafleur.  
 Montreal Le Devoir—Lucien Desbiens.  
 Montreal Star and Standard—E. C. Gannon.  
 Quebec City Chronicle-Telegraph—George A. Penney.  
 Quebec City L'Action Catholique—G. H. DuBerger.  
 Quebec City Le Journal—Bona Arsenault.  
 Quebec City Le Soleil and L'Evenement—C. M. Boissonnault.  
 Three Rivers Chronicle—Robert Clark.

## SASKATCHEWAN

Moose Jaw Times Herald—Victor MacKie.  
 Moose Jaw Western Spotlight—D. A. Miller.  
 Prince Albert Daily Herald—Ralph Jordon.  
 Regina Leader-Post—G. Johnson.  
 Regina Star—Andy McDermott.  
 Saskatoon Star Phoenix—Arthur Walls.  
 Wakaw Broadband—S. Smith.  
 Yorkton Enterprise—Ken Mayhew.

# Directory of Newspaper Ownership and Control of Broadcasting Stations

Revised to January 1, 1938; Copyright 1938 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.; 77.3% of stock owned by Arizona Publishing Co., publishers of Phoenix Arizona Republic and Phoenix Gazette.

KOY, Phoenix—Licensed to Salt River Valley Broadcasting Corp., 100% owned by Burrige D. Butler, publisher of The Prairie Farmer, Chicago, also owner of WLS, Chicago.

## 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 Putaski Weekly Herald, Little Rock.

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.

KGHL, Little Rock—Licensed to Arkansas Broadcasting Co.; 16.1% of stock owned by Gazette Publishing Co., Little Rock Arkansas Democrat; 68.9% by Mr. and Mrs. A. L. Chilton; 10% by R. E. Steuber, Little Rock.

KLRA, Little Rock—Licensed to Arkansas Broadcasting Co.; same ownership as KGHL.

KARK, Little Rock—Licensed to Radio Enterprises Inc.; see KBLD, 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.; 50½% of stock owned by Allen Griffin, publisher of Monterey Peninsula Herald; 49½% by Salinas Newspapers Inc., publishers of Salinas Index Journal.

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—Licensed to News Press Publishing Co., publisher of Santa Barbara News and Press (T. M. Storke, publisher, owns 95%).

KSRO, Santa Rosa—Licensed to Press-Democrat Publishing Co., publisher of Santa Rosa Press-Democrat and Santa Rosa Republican.

KWG, Stockton—Licensed to McClatchy Broadcasting Co.; same ownership as Sacramento Bee, Modesto Bee, Fresno Bee (McClatchy Newspapers).

EXACTLY 211 broadcasting stations in the United States and Hawaii and 21 in Canada had newspaper interests identified with their ownership as of Jan. 1, 1938. In addition, 17 others are under options to newspapers, with FCC action of transfers of ownership still pending. All are listed herewith. Of the 211 stations now in operation or authorized for construction which may be classified as having corporate newspaper connections, all but 32 are owned in whole, majority or equal parts by newspaper interests. In the 32, newspaper ownership is in the minority. The detailed tabulation, showing stock interests and including the 17 pending purchases, is presented herewith.

KTKC, Visalia—Licensed to Tulare-King County Associates; Charles A. Whitmore, publisher of Visalia Times-Delta, 37½% 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, 12½%.

## COLORADO

KVOR, Colorado Springs—Licensed to Out West Broadcasting Co.; 33% stockholders each are E. K. Gaylord and Edgar T. Bell, officers and directors, and 33% by 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; 73.58% of stock owned by the Gannett Newspapers; 13.93% 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.

WKAT, Miami Beach—Licensed to A. Frank Katzentine, 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, 50% 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.; 30 out of 60 shares 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.; 10 shares owned by Vera Freeman, 10 by G. C. Rankin, 10 by J. C. Cardwell.

WDAE, Tampa—Licensed to Tampa Times Co., publisher of Tampa Times.

## GEORGIA

WGAU, Athens—Construction permit issued to J. K. Patrick, Earl Braswell, Tate Wright, C. A. Rowland and A. Lynne Hansen, a partnership. Mr. Braswell is publisher of the Athens Banner-Herald.

WSB, Atlanta—Licensed to Atlanta Journal Co., publisher of Atlanta Journal.

WAGA, Atlanta—Licensed to Liberty Broadcasting Co.; 90% of stock owned by Norman K. Winston, New York; 10% by Harold A. Lafount. Station operated under management contract by Atlanta Journal.

## 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.; 95% 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.

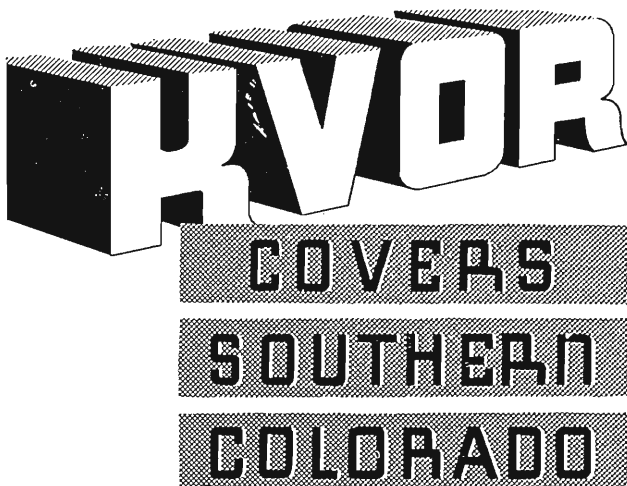
WJBL, Decatur—49% of stock owned by Decatur Herald and Review; 51% by Charles R. Cook.

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.

WIBF, 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.

WCBS, Springfield—Licensed to WCBS, Inc., 49% of stock owned by Ira C. Copley, publisher of the Springfield Illinois State Journal, 1% by A. W. Shipton, general manager of Illinois State Journal.

(Continued on page 206)



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Pioneer of the Rich Rocky Mountain Region!

# Newspaper Ownership and Control of Broadcasting Stations

(Continued from page 205)

## INDIANA

WTRC, Elkhart — Licensed to the Truth Publishing Co. Inc., publisher of *Elkhart Daily Truth*.

WIRE, Indianapolis — Licensed to Central Newspapers Inc. (E. C. Pulliam), 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 *Des Moines Tribune*.

KDTH, Dubuque — CP issued to *Dubuque Telegraph-Herald* (Grant suspended pending litigation).

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*.

KTRI, Sioux City — CP issued to Sioux City Broadcasting Co.; 50% owned by *Sioux City Tribune* and 50% by Dietrich Dirks.

## 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*.

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*.

KSAL, Salina — Licensed to R. J. Laubengayer, publisher of *Salina Journal*, who also holds interests in the *Hays Daily News*, *Goodland Daily News* and *Hill City Times* (weekly), all in Kansas.

WIBW, Topeka — Licensed to Topoka 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, 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*.

WOMI, Owensboro — Licensed to Owensboro Broadcasting Co. (Lawrence W. Hager, publisher, Bruce Hager, general manager, and George N. Fuqua, business manager, of *Owensboro Messenger* and *Inquirer*.)

## 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

WLA W, Lawrence — Licensed to Hildreth & Rogers Co., publisher of *Lawrence Eagle* and *Tribune*.

WNBH, New Bedford — Licensed to E. Anthony & Sons Inc., publisher of *New Bedford Mercury* and *New Bedford Standard-Times*.

WTAG, Worcester — Licensed to Worcester Telegram Publishing Co. Inc., publisher of *Worcester Telegram* and *Worcester Gazette*.

## MICHIGAN

WELL, Battle Creek — Licensed to Enquirer-News Co., publisher of *Battle Creek Enquirer* & *News*.

WHDF, Calumet — 27% of stock held by William G. Rice, publisher, and 5.5% by John W. Rice, general manager, of *Calumet News* and *Houghton Daily Mining Gazette*.

WVJ, Detroit — Licensed to Evening News Association, publisher of *Detroit News*.

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Of Course, But  
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# WLAW

LAWRENCE, MASS.

Owned and Operated By  
Hildreth & Rogers Co., Publishers of  
*Lawrence Daily Eagle*, *The Evening Tribune*  
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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—Licensed to Albert Lea Broadcasting Corp., one-sixth owned by E. L. Hayek, president of Trades Publishing Co., Albert Lea, publisher of *Northwestern Javelin*, a monthly trade journal.

WEBC, Duluth—Licensed to Head of the Lakes Broadcasting Co.; 32% of stock owned by Evening Telegram Co., Superior, Wis., publisher of *Superior Telegram*; 32% 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, manager.

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*.

KFAM, St. Cloud — CP issued to Times Publishing Co., publisher of *St. Cloud Times-Journal*.

WHLB, Virginia—Licensed to Head of the Lakes Broadcasting Co.; see WEBC, Duluth.

KVNO, Winona — Licensed to Winona Radio Service; a partnership including H. R. Weickling, 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.; 98-6/7 per cent of stock owned by St. Louis Star-Times Publishing Co., publisher of *St. Louis Star-Times*.

KVOS, 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.; controlled by executives of Joplin Globe Publishing Co., publisher of *Joplin Globe* and *Joplin News-Herald*; 28% 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 Ozarks Broadcasting Co. Inc.; 20% of stock owned by H. S. Jewell, president, 20% by Edison K. Bixby, editor, 5% by T. W. Duvall, business manager of *Springfield News and Press*; 5% by Joel Bixby, editor of *Muskogee Phoenix* and *Muskogee Times-Democrat*; 23.6% by Lester B. 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; 70% by F. A. Buttrely.

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.; 50.1% 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.

KICA, Clovis — Licensed to Western Broadcasters Inc.; 33 1/3% of stock owned by J. Lindsay Nunn and 33 1/3% owned by Charles C. Alesup, manager of KICA. J. Lindsay Nunn and Gilmore N. Nunn are chief owners of *Roswell* (N.M.) *Dispatch*.

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

WABY, Albany—Licensed to Adirondack Broadcasting Co. Inc.; 20% of stock owned by the Press Co. Inc., publisher of the *Knickbocker Press-Albany Evening News* (Gannet Newspaper); 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.

(Continued on page 208)



● WTCN has the baseball announcer with the largest audience in proportion to population in the United States.

### GEORGE HIGGINS

- 7th Year on the Air
- 1,175 sports programs in the last 12 months
- 24 different remote points of sports program origination in 5 states

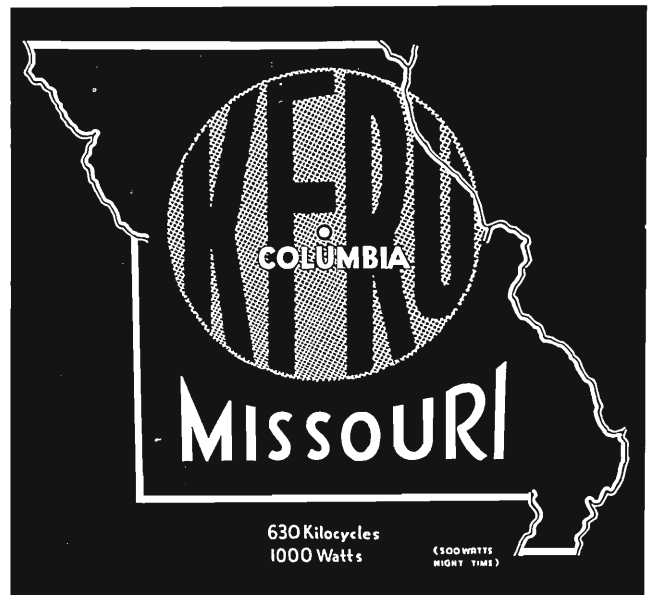
One reason why WTCN carries more local advertisers than the other two major Twin City stations combined.

## WTCN

NBC BLUE NETWORK STATION  
Owned and operated by  
MINNEAPOLIS TRIBUNE  
ST. PAUL DISPATCH-PIONEER PRESS  
FREE AND PETERS, INC., NATIONAL REPS.

\*General Mills nationwide contest.

## A Sales Message Over KFRU Covers the Heart of Missouri



630 Kilocycles  
1000 Watts

(500 WATTS  
NIGHT TIME)

KFRU is Owned and Operated by The Star-Times Publishing Company

# Newspaper Ownership and Control of Broadcasting Stations

(Continued from page 207)

## NEW YORK—(Continued)

**WOKO**, Albany—Licensed to WOKO Inc.; 25% of stock owned by the Press Co. Inc., publisher of *Albany Knickerbocker Press-Albany Evening News*; 25¼% of stock owned by Harold E. Smith, manager of WOKO; 25¼% of stock owned by R. M. Curtis, Garrison, N. Y.; 24% of stock owned by R. K. Phelps, Kansas City.

**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*.

**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 Journal-American*.

**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.; 60% of stock owned by the Gannett Co. Inc., publisher of *Rochester Democrat & Chronicle* and *Rochester Times-Union*; 20% by Blanche M. Wheeler; 10% by Clarence Wheeler; 10% by F. P. Pickard.

## 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 Piedmont Publishing 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. Reinecke; 22.22% of stock owned by C. H. Reinecke.

## OHIO

**WICA**, Ashtabula — Licensed to C. A. Rowley, publisher of the *Ashtabula Star-Beacon*, *Geneva Free Press*, *Painesville Telegraph*, *Conneaut News* and *Herald*, all Ohio dailies.

**WCPO**, Cincinnati — Licensed to Scripps-Howard Radio Inc.; 100% owned by E. W. Scripps Co., chief stockholders in Scripps-Howard Newspapers (*Cincinnati Post*).

**WKH**, 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.

**WCLE**, Cleveland—Licensed to Cleveland Radio Broadcasting Corp.; 100% of stock held by U. B. Company. (See WKH, 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 Radioeasting 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*.

**WKBN**, Youngstown — Licensed to WKBN Broadcasting Corp.; 40.4% 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 Ardmoreite 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. Homen, business manager, of *Fort 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*; corporately affiliated with same group are *Garden City (Kan.) Telegram*, *Pocatello (Ida.) Tribune*; *Boise (Ida.) State Journal*, and *Sante Fe New Mexican*.

# HE'S GROWN A LOT IN TEN MONTHS



Born 6:00 A. M., March 24, 1937

So much, in fact, that he LEADS BY FAR IN THE NUMBER OF LOCAL SPONSORED PROGRAMS, even though the rate per program is higher.

These sponsors have found Baby WAIR to be a natural born salesman. He has a personality that keeps the majority of the listeners tuned to his voice whenever he is on the air. He has what it takes to bring RESULTS.

We're mighty proud of this baby of ours. Let us prove with positive facts that all the things we've said about him are true. A wire, telephone call or a letter will bring his life's story.

# WAIR

National Representatives: Bryant, Griffith & Brunson, Inc.

WINSTON-SALEM

NORTH CAROLINA

**OREGON**

**KA**ST, Astoria—Licensed to Astoria Broadcasting Co.; 37% of stock owned by M. R. Chessman, publisher of *Astoria Astorian-Budget*; 24% owned by B. B. Aldrich, publisher of the *Pendleton East Oregonian*; 20% by Dorothy Engle, Portland, Ore.

**KL**HM, La Grande — CP issued to Harold N. Finley, publisher of *La Grande Morning Observer*, and Mrs. Eloise Finley, his mother, as partners.

**K**ALB, Portland—Licensed to KALB 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.

**K**EX, Portland — Licensed to Oregonian Publishing Co., publisher of *Portland Oregonian*. (Operated under lease from NBC.)

**K**GW, Portland — Licensed to Oregonian Publishing Co., publisher of *Portland Oregonian*.

**K**OIN, 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.

**K**RNR, Roseburg—Licensed to The News-Review Co., publishers of *Roseburg News-Review* and *Klamath Falls (Ore.) Herald-News*; some interests also own 20% interest in *Medford (Ore.) Mail-Tribune*.

**PENNSYLVANIA**

**W**SN, Allentown — Licensed to WSN Inc., subsidiary of *Allentown Call*.

**W**EST, Easton—Licensed to Associated Broadcasters Inc.; same ownership as *Lancaster (Pa.) New Era* and *Lancaster Intelligencer-Journal* (Mason-Dixon Group).

**W**HP, Harrisburg—Licensed to WHP Inc.; 74.0% of stock owned by Telegraph Printing Co., publisher of *Harrisburg Telegraph*; 11.4% owned by Sam Pickard.

**W**KBO, 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.

**W**AZL, Hazleton—Licensed to Hazleton Broadcasting Service Inc.; same ownership as *Lancaster (Pa.) New Era* and *Lancaster Intelligencer-Journal* (Mason-Dixon Group).

**W**JAC, Johnstown — Licensed to WJAC Inc.; 100% owned by Johnstown Tribune Publishing Co., publisher of *Johnstown Tribune*.

**W**GAL, Lancaster — Licensed to WGAL Inc.; same ownership as *Lancaster New Era* and *Lancaster Intelligencer-Journal* (Mason-Dixon Group).

**W**HAT, Philadelphia—Licensed to Independence Broadcasting Co. Inc., subsidiary of Public Ledger Inc., publisher of *Philadelphia Public Ledger*.

**W**CAE, Pittsburgh—Licensed to WCAE Inc.; same ownership as *Pittsburgh Sun-Telegraph* (Hearst Radio Inc.).

**W**WSW, Pittsburgh — Licensed to Walker & Downing Radio Corp., subsidiary of Pennsylvania Newspaper Co. (Paul Block, president), publisher of the *Pittsburgh Post-Gazette*.

**W**QAN, Scranton—Licensed to the *Scranton Times*.

**W**KOK, Sunbury—Licensed to Sunbury Broadcasting Corp.; 37% of stock each owned by H. H. Haddon and B. A. Beck, chief owners of *Sunbury Item*.

**W**RAK, Williamsport—Licensed to WRAK Inc.; 66 2/3% of stock owned by Sun Gazette Co., publisher of *Williamsport Gazette & Bulletin* and *Williamsport Sun*; 33 1/3% owned by R. T. S. Steele, Williamsport.

**W**ORK, York — Licensed to York Broadcasting Co.; same ownership as *Lancaster (Pa.) New Era* and *Lancaster Intelligencer - Journal* (Mason-Dixon Group).

**SOUTH CAROLINA**

**W**AIM, Anderson—Licensed to Wilton E. Hall, publisher of *Anderson Independent* and *Anderson Mail*.

**W**PHC, Greenville — Licensed to Greenville News-Piedmont Co., publisher of *Greenville News* and *Greenville Piedmont*.

**TENNESSEE**

**W**TJS, Jackson — Licensed to Sun Publishing Co. Inc., publisher of *Jackson Sun*.

**W**NOX, Knoxville — Licensed to Scripps-Howard Radio Inc., subsidiary of E. W. Scripps Co., chief stockholder in Scripps-Howard Newspapers (*Knoxville News-Sentinel*).

**W**MC, 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.

**W**NBR, Memphis—Licensed to Memphis Press Scimitar, also a Scripps-Howard Commercial Appeal Co. (See WMC.)

**TEXAS**

**K**RBC, Abilene—Licensed to Reporter Broadcasting Co.; 56% of stock owned by M. Bernard Hanks, director and a principal stockholder in *Abilene Reporter, Abilene News, Sacoater 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, Sacoater Reporter, Big Spring Herald, Paris News, Corpus Christi Caller-Times*; 20% owned by George S. Anderson, secretary of Reporter Publishing Co.

**K**GC, Amarillo—Licensed to Plains Broadcasting Co.; 80% of stock owned by Globe News Publishing Co. Inc., publisher of *Amarillo Globe and News*; 10% owned by *Globe-News* employees pool; 6% by O. L. Taylor; 3% by Wesley Izzard; 1% by De Witt Landis. Same interests also control *Lubbock Avalanche, Lubbock Journal, Midland Reporter-Telegram, Dalhart Texan, Shamrock Texan, Childress Index*, all in Texas, and *Aitchison (Kan.) Globe and Falls City (Neb.) Journal*.

**K**UT, Austin—Licensed to KUT Broadcasting Co.; affiliated with Hearst Radio Inc.

**K**IST, Big Spring—Licensed to Big Spring Herald Broadcasting Co.; 51% owned by J. W. Galbraith, publisher of *Big Spring Herald*; 24.5% by M. E. Hanks, Abilene; 24.5% by Houston Harte, San Angelo (see KRBC, Abilene).

**K**RS, Corpus Christi—Licensed to Gulf Coast Broadcasting Co.; 40% owned by W. G. Kinsolving, publisher of *Corpus Christi Caller-Times*, and 50% by Tilford Jones, Houston.

**K**RLD, Dallas — Licensed to KRLD Radio Corp.; subsidiary of Times-Herald Printing Co., publisher of *Dallas Times-Herald*.

**W**FA, Dallas—Licensed to A. H. Belo Corp., publisher of *Dallas News* and *Dallas Journal*.

**K**ROD, El Paso—Construction permit issued to D. D. Roderick, publisher of *El Paso Times*.

**K**GW, Fort Worth — Licensed to Wichita Falls Broadcasting Co.; 99% owned by Amon Carter, publisher of *Fort Worth Star-Telegram*, and removal from Wichita Falls into Fort Worth authorized.

**W**BAP, Fort Worth — Licensed to Carter Publications Inc., publisher of *Fort Worth Star-Telegram*. (Continued on page 210)

# Award FOR MERCHANDISING SERVICE!

**GENERAL FOODS SALES COMPANY, INC.**  
April 21, 1937

Mr. George Luch, Mgr., Manager,  
Radio Station KGNC,  
Amarillo, Texas.

Dear Mr. Luch:

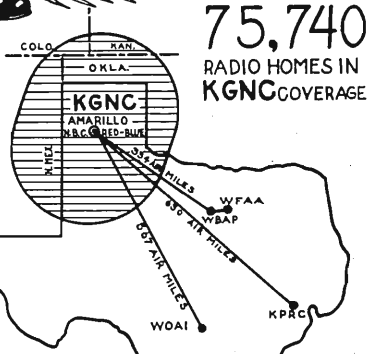
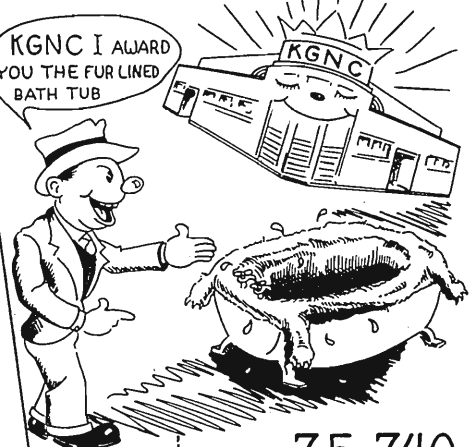
During 1937 we have carried our radio program over station KGNC, these programs being the Jack Benny Jullio program, Maxwell House Show Book, Cabaret Baking Powder "The People's Hour", and the Frank Hawk Post's Bran Flakes program.

I cannot speak too highly of the wonderful co-operation which you and your associates in KGNC have extended to General Foods in merchandising these various programs. This co-operation is far in excess of any we have received from other radio stations carrying our programs in the Oklahoma City District and, frankly, I think it is somewhat of a record nationally.

The sales results obtained during this period on all of these products have been most gratifying indeed, and while I am not at liberty to give you competitive sales figures on the products which your station has featured for us, I can assure you that we are entirely satisfied with the progress made in that area. It is gratifying to feel that this progress has been substantially continued to by our broadcast over station KGNC.

Cordially yours,  
*J. B. Newman*  
J. B. Newman,  
District Sales Manager

KGNC I AWARD YOU THE FUR LINED BATH TUB



*I Think It Is Somewhat Of A Record Nationally.*

**KGNC AMARILLO TEXAS**

NATIONAL REPRESENTATIVE - HOWARD H. WILSON CO., NEW YORK - CHICAGO - KANSAS CITY

# Newspaper Ownership and Control of Broadcasting Stations

(Continued from page 209)

## TEXAS—(Cont.)

KGVL, Greenville—CP issued to Aunt 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*; 55.13% of stock owned by Houston Printing Co.; 15.48% 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.; interlocking ownership in part with *Houston Chronicle* and *Houston Post*.

KOCA, Kilgore—Licensed to Oil Capitol Broadcasting Ass'n.; 20% owned by publisher of *Kilgore Daily News*.

KFYO, Lubbock—Licensed to Plains Radio Broadcasting Co.; 80% of stock owned by Globe-News Publishing Co., publisher of *Lubbock Avalanche and News* (see KGNC, Amarillo).

KPDN, Pampa—Licensed to R. C. Hoiles, publisher of *Pampa Daily News*. *Santa Ana* (Cal.) Register, *Clovis* (N. M.) News-Journal, and *Bucyrus* (O.) Telegraph-Forum.

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*; 16% 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 Telegram*; 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; 19.55% of stock owned by John F. Fitzpatrick, publisher of *Salt Lake Tribune* and *Salt Lake Telegram*; 50.05% held by Sylvester C. 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*.

WRNL, Richmond—Licensed to WRLB Inc.; 60% owned by John Stewart Brynn, publisher of *Richmond News-Leader*; 20% by Tennant Bryan, *Richmond News-Leader*; 20% by Douglas S. Freeman, editor, *Richmond News-Leader*.

WRTD, Richmond—Licensed to Times Publishing Co., publisher of *Richmond Times-Dispatch*; same interests as WTAR, Norfolk.

WDBJ, Roanoke—Licensed to Times-World Corp., publisher of *Roanoke Times* and *Roanoke World-News*.

## WASHINGTON

KWLK, Longview—CP issued to Twin City Broadcasting Corp.; 62½% of 250 shares owned by John McClelland, publisher of *Longview Daily News*.

## WEST VIRGINIA

WHIS, Bluefield—Licensed to Daily Telegraph Printing Co., publisher of *Bluefield Daily Telegraph* and *Bluefield Sunset News*.

WBLK, Clarksburg—Licensed to Exponent Co., publisher of *Clarksburg Exponent*.

WCHS, Charleston—Licensed to Charleston Broadcasting Corp., owned by interests headed by John A. Kennedy, publisher of *Clarksburg Exponent*.

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.

WPAB, Parkersburg—Licensed to Ohio Valley Broadcasting Co.; same interests also control WBLK and WCHS.

## 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.; 24-2/3% of stock owned by Eau Claire Press Co., publisher of *Eau Claire Telegram* and *Eau Claire Leader*; 40% owned by Elizabeth Murphy, wife of publisher of *Superior* (Wis.) *Telegram*; 18-2/3% owned by Walter C. Bridges, manager of WEBC, Duluth, Minn.; 14-1/3% owned by Morgan Murphy, publisher of *Superior Telegram*.

WKBH, LaCrosse—Licensed to WKBH 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 2/3% 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 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*.

WHBL, 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

KGMB, Honolulu—Licensed to Honolulu Broadcasting Co. Ltd.; minority stock held by *Honolulu Star-Bulletin*.

KGU, Honolulu—Owned by stockholders in *Honolulu Advertiser*.

KHBC, Hilo—Licensed to Honolulu Broadcasting Co. Ltd.; minority stock held by *Honolulu Star-Bulletin*.

## 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*.

CFAC, Calgary, Alta.—Owned by *Calgary Herald*.

CJGJ, Calgary, Alta.—Owned by *Calgary Albertan*.

CJCA, Edmonton, Alta.—Owned by *Edmonton Journal*.

CKOD, Vancouver, B. C.—Owned by *Vancouver Daily Province*.

CFJC, Kamloops, B. C.—Owned by *Kamloops Sentinel*.

KCOV, 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*.

CKGB, Timmins, Ont.—Affiliated (corporate) with *Timmins 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*.

CKCO, Sudbury, Ont.—Licensed to *Sudbury Star*.

NEW, Owens Sound, Ont.—Licensed to *Owens Sound Sun-Times*.

CHLN, Trois Rivières, Que.—Licensed to *La Nouvelleiste*, French language daily.

CHLT, Sherbrooke, Que.—Licensed to *Sherbrooke La Tribune*, French language daily.

CKCW, Moncton, N. B.—Licensed to Moncton Broadcasting Co. Ltd. Stock partially held by *Moncton Transcript*, *Moncton Times* and *New Brunswick Publishing Co.*, publisher of *St. John Telegraph-Journal* and *Times-Globe*.

## Stations Under Option To Be Sold to Newspapers

As of January 15, 1938

(Pending FCC Approval)

KVOA, Tucson, Ariz.—Under purchase option to Arizona Broadcasting Co. Inc., chief of whose stockholders are publishers of the *Phoenix Arizona Republic* and *Phoenix Gazette*.

KTHS, Hot Springs, Ark.—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.)

WHUB, Watsonville, Cal.—Licensed to Anna Atkinson, executrix; under option to be sold to John P. Scripps, publisher of *Watsonville Pajaronian* and *Register*, *Ventura County Star* and *Free Press*, and *Santa Ana Journal*.

KIEM, Eureka, Cal.—Licensed to Redwood Broadcasting Co. Inc., under purchase option to William B. Smullin, *The Humboldt Times* and the *Humboldt Standard*.

KGIV, Alamosa, Colo.—Under sales option to John L. and William A. Dier, publishers of the *Alamosa Daily Courier*.

WLAK, Lakeland, Fla.—Licensed to Lake Region Broadcasting Co.; under purchase option to David E. Smiley and Ralph Nicholson, publishers of *Tampa Times*.

WAYX, Waycross, Ga.—Under purchase option to Jack Williams, publisher of *Waycross Journal-Herald*.

WREN, Lawrence, Kan.—Licensed to WREN Broadcasting Co.; under purchase option to *Kansas City Star*.

WMBO, Auburn, N. Y.—Under purchase option to Auburn Publishing Co., publisher of *Auburn Citizen-Advertiser*.

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.

WCAD, Canton, N. Y.—Under option to be operated under lease from St. Lawrence University by *Watertown Times* and to be moved into Watertown, N. Y.

WFAB, New York—Under purchase option to owners of WEVD, which is largely backed by the *Jewish Daily Forward*.

WHBC, Canton, O.—Licensed to Edward P. Graham; under purchase option to publishers of *Canton Repository*.

KOOS, Marshfield, Ore.—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 Statesman*.

WNAX, Yankton, S. D.—Under purchase option to same interests that publish the *Des Moines Register* and *Tribune*.

KGTV, Weslaco, Tex.—Under purchase option to owners of KGNC, Amarillo, publishing the *Amarillo Globe and News*.

# To Ring the Bell in The South's First Market ...

## The DALLAS - FORT WORTH AREA



You must have the power, the coverage, the prestige and the showmanship of the Southwest's standout Station . . . first choice of listeners, local and national advertisers and their agencies, and the retailers who annually account for more than \$188,000,000 sales volume in Dallas-Fort Worth alone.

50,000 WATTS - - 800 KILOCYCLES

# WFAA-WBAP

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

National Representatives: EDWARD PETRY & CO., INC.

50 kw

25 kw

10 kw

5 kw

1 kw



# BROADCAST STATIONS ACCEPTING FOREIGN LANGUAGE PROGRAMS

(All others either reject announcements or speeches in foreign tongues, or else failed to reply to questionnaires)

ALABAMA		IDAHO		MASSACHUSETTS (Cont'd)		NEW YORK		PENNSYLVANIA (Cont'd)		WISCONSIN	
City Birmingham Tuscaloosa	Station WSNL WJRD	City Boise Idaho Falls Lewiston Nampa	Station KIDO KIDL KRLL KFXD	City Lowell New Bedford Pittsfield Springfield	Station WLLH WNBH WBRH WMAS WSPR	City Albany Auburn Binghamton Brooklyn	Station WAIY WMIO WNEF WARD WBBG WCNW WJTH WMBQ WBNY WBBR WESG WJTB WJTN WBNX WEDV WFAB WVOY WJFD (Woodside)	City Reading Scranton Sunbury Uniontown Wilkes Barre Williamsport	Station WJAS WWSW WBEU WREU WKOK WMBIS WBAX WBRE WRAP	City Eau Claire Fond du Lac Green Bay Janesville Madison Manitowoc Milwaukee Poynette Racine Sheboygan Stevens Point Wausau	Station WEAU KFIZ WHYY WGLD WHA WJBA WJMT WMPM WISN WJIB WRJN WHLH WSAU
ARIZONA		ILLINOIS		MICHIGAN		MINNESOTA		RHODE ISLAND		WYOMING	
City Jerome Lowell Phoenix Tucson Yuma	Station KCRJ KSUN KQV KTKR KGAR KUMA	City Carthage Chicago Cicero Decatur East St. Louis Harrisburg Rockford Rock Island Springfield	Station WCAZ WCBBD WEDCD WGES WSDC WHPC WJBL WTMV WVBQ WRQK WHBF WTAZ WJZZ WILL	City Bay City Calumet Detroit	Station WBCM WHDF WJKB WMBC WKZO WBEO WKBZ WMPC WEXL	City Albert Lea Duluth Fergus Falls Hibbing Minneapolis-St. Paul Moorhead Rochester Virginia	Station KATE KWBK KGDE WMFG WCCO WMIN WTCN KVOX KRCC WHLB	City Elmira Freeport Jamestown New York	Station WESG WJTB WJTN WBNX WEDV WFAB WVOY WJFD (Woodside)	City Rock Springs	Station KVRB KUSD KWTN
ARKANSAS		INDIANA		MISSISSIPPI		MISSOURI		NORTH CAROLINA		ALASKA	
City Little Rock	Station KARK KLRK	City Elkhart Evansville Hammond New Albany South Bend	Station WTRC WEOA WHIP WVAE WVFAM	City Hattiesburg Kosciusko	Station WFOR WHEF	City Columbia Jefferson City Kansas City	Station KFRU KWOS KCMO KXBY WHB	City High Point Kinston Wilmington	Station WMPR WFTC WMFD	City Juneau Ketchikan	Station KINY KGBU
CALIFORNIA		IOWA		MISSOURI		MONTANA		NORTH CAROLINA		HAWAII	
City Bakersfield Berkeley Chico Eureka Long Beach Los Angeles	Station KPMC KRE KSL KIEM KFOX KGER KPSG KFYD KGFJ KHJ KMTR KRKD KYOS KTRB KDON KLS KROW KROY KFXM KGGC KQV KVEC KVOE KDB KTRS KSKY KHUB	City Cedar Rapids Des Moines Iowa City Marshalltown Shenandoah Sioux City	Station WMT KRNT KSO WSUI KFJBE KFNF KSCJ KTRI	City St. Joseph St. Louis	Station KFUD KMOX WEW	City Billings Kalispell Missoula Wolf Point	Station KGHL KGEZ KGYO KGCX	City Devils Lake Fargo Grand Forks Jamestown Minn. Valley City	Station KDLR WDAY KFJM KRMG KLFM KOVC	City Hilo Honolulu	Station KHBC KGBM KGU
COLORADO		KANSAS		NEBRASKA		NEBRASKA		OHIO		ALBERTA	
City Denver Durango Greeley Lamar Pueblo	Station KFEL KIUP KFKA KIDW KGHF	City Abilene Coffeyville Garden City Great Bend Kansas City Lawrence Pittsburg Salina Topeka Wichita	Station KFBI KGGF KIUL KVCN KFKU KOAM KSAL KWBW KANS KPH	City Kearney Lincoln Norfolk North Platte Omaha Scottsbluff	Station KMMJ KGFV KPAL KFOR WJAG KGNF KOIL WAAW KGKY	City Billings Kalispell Missoula Wolf Point	Station KGHL KGEZ KGYO KGCX	City Akron Canton Cincinnati Cleveland	Station WADC WJW WHBC WCPO WCLE WGAR WHK WBNQ WOSU WSMK WPAK WSPD WTOL WKBN	City Calgary Edmonton Grande Prairie Lethbridge	Station CFAC CFBN CFCA CFPG CJOC
CONNECTICUT		KENTUCKY		NEBRASKA		NEBRASKA		OHIO		ALBERTA	
City Hartford New Haven New Britain New London Waterbury	Station WTHT WJTV WOL WNBC WNLG WATR WBY	City Ashland Lexington Paducah	Station WCMR WLAP WPAD	City Kearney Lincoln Norfolk North Platte Omaha Scottsbluff	Station KMMJ KGFV KPAL KFOR WJAG KGNF KOIL WAAW KGKY	City Billings Kalispell Missoula Wolf Point	Station KGHL KGEZ KGYO KGCX	City Akron Canton Cincinnati Cleveland	Station WADC WJW WHBC WCPO WCLE WGAR WHK WBNQ WOSU WSMK WPAK WSPD WTOL WKBN	City Calgary Edmonton Grande Prairie Lethbridge	Station CFAC CFBN CFCA CFPG CJOC
DELAWARE		LOUISIANA		NEBRASKA		NEBRASKA		OHIO		ALBERTA	
City Wilmington	Station WDEL WILM	City Alexandria Lake Charles Lafayette Monroe New Orleans Shreveport	Station KALB KPLC KVOI KMLB WDSU WJWB KRMD	City Kearney Lincoln Norfolk North Platte Omaha Scottsbluff	Station KMMJ KGFV KPAL KFOR WJAG KGNF KOIL WAAW KGKY	City Billings Kalispell Missoula Wolf Point	Station KGHL KGEZ KGYO KGCX	City Akron Canton Cincinnati Cleveland	Station WADC WJW WHBC WCPO WCLE WGAR WHK WBNQ WOSU WSMK WPAK WSPD WTOL WKBN	City Calgary Edmonton Grande Prairie Lethbridge	Station CFAC CFBN CFCA CFPG CJOC
DISTRICT OF COLUMBIA		LOUISIANA		NEBRASKA		NEBRASKA		OHIO		ALBERTA	
City Washington	Station WOL	City Alexandria Lake Charles Lafayette Monroe New Orleans Shreveport	Station KALB KPLC KVOI KMLB WDSU WJWB KRMD	City Kearney Lincoln Norfolk North Platte Omaha Scottsbluff	Station KMMJ KGFV KPAL KFOR WJAG KGNF KOIL WAAW KGKY	City Billings Kalispell Missoula Wolf Point	Station KGHL KGEZ KGYO KGCX	City Akron Canton Cincinnati Cleveland	Station WADC WJW WHBC WCPO WCLE WGAR WHK WBNQ WOSU WSMK WPAK WSPD WTOL WKBN	City Calgary Edmonton Grande Prairie Lethbridge	Station CFAC CFBN CFCA CFPG CJOC
FLORIDA		LOUISIANA		NEBRASKA		NEBRASKA		OHIO		ALBERTA	
City Daytona Beach Gainesville Jacksonville Miami Miami Beach Tallahassee Tampa	Station WFTJ WRUF WMBR WIOD WQAM WKAT WTAL WDAB	City Alexandria Lake Charles Lafayette Monroe New Orleans Shreveport	Station KALB KPLC KVOI KMLB WDSU WJWB KRMD	City Kearney Lincoln Norfolk North Platte Omaha Scottsbluff	Station KMMJ KGFV KPAL KFOR WJAG KGNF KOIL WAAW KGKY	City Billings Kalispell Missoula Wolf Point	Station KGHL KGEZ KGYO KGCX	City Akron Canton Cincinnati Cleveland	Station WADC WJW WHBC WCPO WCLE WGAR WHK WBNQ WOSU WSMK WPAK WSPD WTOL WKBN	City Calgary Edmonton Grande Prairie Lethbridge	Station CFAC CFBN CFCA CFPG CJOC
GEORGIA		LOUISIANA		NEBRASKA		NEBRASKA		OHIO		ALBERTA	
City Albany Atlanta Macon Savannah Thomasville Waycross	Station WGPC WATL WSB WMAZ WTOC WPAX WYXX	City Alexandria Lake Charles Lafayette Monroe New Orleans Shreveport	Station KALB KPLC KVOI KMLB WDSU WJWB KRMD	City Kearney Lincoln Norfolk North Platte Omaha Scottsbluff	Station KMMJ KGFV KPAL KFOR WJAG KGNF KOIL WAAW KGKY	City Billings Kalispell Missoula Wolf Point	Station KGHL KGEZ KGYO KGCX	City Akron Canton Cincinnati Cleveland	Station WADC WJW WHBC WCPO WCLE WGAR WHK WBNQ WOSU WSMK WPAK WSPD WTOL WKBN	City Calgary Edmonton Grande Prairie Lethbridge	Station CFAC CFBN CFCA CFPG CJOC

## "TOPS" IN JEWISH PROGRAMS

2,000,000 JEWISH AMERICANS LIVE IN NEW YORK

A FEW of our ACCOUNTS • Bond Bread, Sante Cheese, Gude's Pepto Mangan • Coward Shoes, Physical Culture Shoes.

NEW YORK JEWISH AMERICAN STATION

SAMUEL GELLARD  
105 SECOND AVENUE  
ORCHARD 4-1203



EMBLEM OF OUR MERCHANDISING DEPT.

Write For Ross Federal  
Market Survey "Mrs. Cohen  
Goes A-Buying"

NEW YORK JEWISH AMERICAN STATION

*Blessed Events*



**WBNX** NEW YORK  
1000 WATTS DAY AND NIGHT

*The Station that Speaks Your Language*

## NATIONAL FOREIGN LANGUAGE BROADCASTING SERVICE

**P**IONEERS in the specialized field  
of Foreign Language Broadcasting.

We offer Productive Program Ideas  
in every Language, Pertinent Facts,  
Figures and Capable Station Presen-  
tation.

**J. FRANKLYN VIOLA and COMPANY**  
152 W. 42nd Street New York City



- Reaches Boston's Purchasing Power  
at Lowest Audience Cost.

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- A Boston Program is •  
Incomplete Without WCOP

COPLEY PLAZA HOTEL

BOSTON, MASS.

Gerard H. Slattery, *Gen. Mgr.*

# Advertisers Using CBS Network During 1937

\*Includes Pacific Coast Stations.

\*\*Pacific Coast Stations Only.

\*\*\*New England Stations Only.

Sponsor	Product	Program	Time	No. of Stations	Duration of Contract	Agency & City
American Home Products, Jersey City	Kolynos Dentifrice	Hammerstein Music Hall	Tues. 8:00-8:30 P.M. Eff 8/6 Fri., 8:00-8:30 P.M.	45* 31* from 6/29-10/1	6/30/36-	Blackett-Sample-Hummert, N. Y.
American Home Products, Jersey City	Edna Wallace Hopper Cosmetics	Romance of Helen Trent	Mon.-Fri., 12:30-12:45 P.M.	32*	9/28/36-11/24/37	Blackett-Sample-Hummert, N. Y.
American Home Products, Jersey City	Hills' Nose Drops	Romance of Helen Trent	Mon.-Fri., 12:30-12:45 P.M.	32*	11/25/37-	Blackett-Sample-Hummert, N. Y.
American Home Products, Jersey City	Jo-cur, Delcea Brow, Kiasproof, Outdoor Girl	Rich Man's Darling	Mon., Fri., 12:45-1:00 P.M.	32*	9/28/36-3/26/37	Blackett-Sample-Hummert, N. Y.
American Home Products, Jersey City	Anacin	Our Gal, Sunday	Mon., Tues., Wed., 12:45-1:00 P.M.	32*	3/29/37-	Blackett-Sample-Hummert, N. Y.
American Home Products, Jersey City	Fly-Ded	Our Gal, Sunday	Thurs., Fri., 12:45-1:00 P.M.	32*	6/28/37-3/26/37	Blackett-Sample-Hummert, N. Y.
American Home Products, Jersey City	Old English Floor Wax	Our Gal, Sunday	Thurs., Fri., 12:45-1:00 P.M.	32*	3/29/37-6/25/37; 9/2/37-10/28/37	Blackett-Sample-Hummert, N. Y.
American Home Products, Jersey City	Kolynos Dentifrice	Our Gal, Sunday	Thurs., Fri., 12:45-1:00 P.M.	32*	11/4/37-	Blackett-Sample-Hummert, N. Y.
American Tobacco Co., New York	Lucky Strikes	Your Hit Parade	Saturday, 10:00-10:30 P.M. Eff 2/13 Sat. 10:00-10:45 P.M.	86*	8/1/36-	Lord & Thomas, N. Y.
American Tobacco Co., New York	Lucky Strikes	Your News Parade	Mon.-Fri., 12:15-12:30 P.M. Rebr. 2:30-2:45 P.M.	90*	4/5/37- Rebr. 6/3/37-9/24/37	Lord & Thomas, N. Y.
American Tobacco Co., New York	Roi Tan Cigars	Man to Man Sports	Mon., Wed., Fri., 10:30-45 P.M. Eff 5/24 Sun., Wed., Fri., 10:30-10:45 P.M. Eff 10/6 Tuesday, 11:15-11:30 P.M.	6**	4/5/37-7/2/37; 10/6/37-	Lawrence C. Gumbinner Adv. Agency, N. Y.
Atlantic Refining Co., Philadelphia	White Flash	Ma and Pa	Tues., Thurs., Sat., 7:15-30 P.M. Eff 8/1 Mon.-Fri., 7:15-30 P.M.	25	12/29/36-6/25/37	N. W. Ayer & Son, Philadelphia
Atlantic Refining Co., Philadelphia	White Flash	Football Games	Saturday, 2:00-4:30 P.M.	5***	9/25/37-11/27/37	N. W. Ayer & Son, Philadelphia
Atlantic Refining Co., Philadelphia	White Flash	Football Resume	Friday, 6:15-6:30 P.M.	5***	9/24/37-11/26/37	N. W. Ayer & Son, Philadelphia
Atchison, Topeka & Sante Fe RR., Chicago	Travel	.....	Saturday, 7:30-8:00 P.M.	9 Midwest	5/8/37 only	Stack Goble Adv. Agency, Chicago
Bank of America, San Francisco	Banking Service	Sam Hayes, News	Sun.-Fri., 10:00-10:15 P.M. PST	2**	6/6/37-	Charles R. Stuart, San Francisco
Barnsdall Refining Co., Tulsa	Gas and Oil	Courteous Colonels	Saturday, 10:30-10:45 P.M. Eff 2/13 Sat., 10:45-11:15 P.M. Eff 4/18 Sun., 7:00-7:30 P.M.	10	12/19/36-6/13/37	Co-Operative Adv., Tulsa
Barnsdall Refining Co., Tulsa	Gas and Oil	The Fun Bag	Sunday, 2:00-2:30 P.M.	18	9/26/37-12/26/37	Co-Operative Adv., Tulsa
Beneficial Management Corp., Newark	Personal Loans	Your Unseen Friend	Sun., 5:00-5:30 P.M.; eff 4/27 Tues., 10:30-11:00 P.M.; eff 6/29 Tues., 10:00-10:30 P.M.; eff 10/2 Sat. 8:00-8:30 P.M.	44 12 4/27-9/21	10/4/36-	Albert Frank-Guenther-Law, N. Y.
Brown & Williamson Tobacco Co., Louisville	Kool and Raleigh Cigarettes	Neal O'Hara's Radio Gazette	Mon., Wed., Fri., 7:30-7:45 P.M. Eff 10/4 Mon. & Fri. only	6***	6/28/37-12/6/37	BBD0, N. Y.
Burdett College, Boston	Business College	Finding Yourself	Friday, 6:15-6:30 P.M.	3***	1/12/37-6/15/37	N. W. Ayer & Son, N. Y.
Campbell Soup Co., Camden	Soups, Tomato Juice	Hollywood Hotel	Friday, 9:00-10:00 P.M.	68*	10/2/36-	Cockfield, Brown & Co., Montreal F. Wallis Armstrong Co., Phila.
Campbell Soup Co., Camden	Soups, Tomato Juice	Burns and Allen Eff 8/31 Ken Murray & Oswald	Wednesday, 8:30-9:00 P.M. Rebr. 11:30-12:00 Mid	70*	9/30/36-9/22/37	Cockfield, Brown & Co., Montreal F. Wallis Armstrong Co., Phila.
Campbell Soup Co., Camden	Soups, Tomato Juice	Dicken's Christmas Carol	Saturday, 4:00-5:45 P.M.	79*	12/25/37 only	Cockfield, Brown & Co., Montreal F. Wallis Armstrong Co., Phila.
Carborundum Co., Niagara Falls	Abrasives	Carbonurdum Band	Saturday, 7:30-8:00 P.M.	18	10/17/36-4/10/37 10/16/37-	BBD0, N. Y.
Chesebrough Mfg. Co., New York	Vaseline Products	Dr. Christian	Sunday, 2:30-3:00 P.M. Rebr. 5:30-6:00 P.M.	59*	11/7/37-	McCann-Erickson, N. Y.
Chrysler Sales Corp., Detroit	Chrysler, Plymouth, Dodge, De Soto	Major Bowes Amateur Hour	Thursday, 9:00-10:00 P.M.	92*	9/17/36-	Walsh Adv. Co., Windsor, Can. Ruthrauff & Ryan, N. Y.
Coca Cola Co., Wilmington	Coca Cola	Coca Cola Presents the Song Shop	Friday, 10:00-10:45 P.M.	92*	9/10/37-	D'Arcy Adv. Co., St. Louis
Colgate-Palmolive-Peet Co., Jersey City	Palmolive Soap	Palmolive Community Sing Eff 1/13 Palmolive Beauty Box Theatre	Wednesday, 9:30-10:00 P.M.	68*	7/1/36-10/6/37	Benton & Bowles, N. Y.
Colgate-Palmolive-Peet Co., Jersey City	Palmolive Soap	Hilltop House	Mon.-Fri., 5:45-6:00 P.M.	67*	11/1/37-	Benton & Bowles, N. Y.
Colgate-Palmolive-Peet Co., Jersey City	Super Suds	Goose Creek Parson	Mon., Wed., Fri., 7:30-7:45 P.M. Rebr. 11:00-11:15 P.M.	64*	8/30/36-1/1/37	Benton & Bowles, N. Y.
Colgate-Palmolive-Peet Co., Jersey City	Super Suds	Myrt and Marge	Mon.-Fri., 2:45-3:00 P.M. Eff 8/2 Mon.-Fri., 10:15-30 A.M. Rebr. 4:00-4:15 P.M.	57*	1/4/37-	Benton & Bowles, N. Y.
Colgate-Palmolive-Peet Co., Jersey City	Dental Products	Your Adventures with Floyd Gibbons	Thursday, 10:00-10:30 P.M.	57*	1/7/37-9/30/37	Benton & Bowles, N. Y.
Colgate-Palmolive-Peet Co., Jersey City	Shaving Cream	Gang Busters	Wednesday, 10:00-10:30 P.M.	58*	1/18/36-	Benton & Bowles, N. Y.
Colgate-Palmolive-Peet Co., Jersey City	Kirkman's Soap	Jack and Loretta Clemens	Mon.-Fri., 2:15-2:30 P.M.	8	5/3/37-10/29/37	N. W. Ayer & Son, N. Y.

# Advertisers Using CBS Network During 1937

Sponsor	Product	Program	Time	No. of Stations	Duration of Contract	Agency & City
Continental Baking Co., New York	Wonder Bread	Renfrew of the Mounted Eff 8/1 Pretty Kitty Kelly	Mon.-Fri., 6:45-7:00 P.M.; 11:15-11:30 P.M. 4/26 1:15-1:30 P.M.; 4:15-30 P.M. 7/19 10:10-11:15 A.M.; 4:15-50 P.M.	40*	4/10/36-	Benton & Bowles, N. Y.
Thomas Cook & Son, Wagon-Lits, New York	Travel Service	Cook's Travlogue	Sunday, 2:45-3:00 P.M.	15	12/6/36-4/18/37	L. D. Wertheimer Co., N. Y.
Corn Products Refining Co., New York	Linit, Karo	Five Star Revue	Mon., Wed., Fri., 1:00-1:15 P.M.	22	11/16/36-5/28/37	E. W. Hellwig Co., N. Y.
Cudahy Packing Co., Chicago	Old Dutch Cleanser	Bachelor's Children	Mon.-Fri., 9:45-10:00 A.M.	18	9/28/36-	Roche, Williams & Cunnyngham, Chicago
R. B. Davis Co., Hoboken	Cocomalt	Joe Penner	Sunday, 6:00-6:30 P.M.	46*	10/4/36-6/27/37 10/3/37-	Ruthrauff & Ryan, N. Y.
E. I. DuPont de Nemours & Co., Wilmington	Institutional	Cavalcade of America	Wed., 8-8:30 P.M. Rebr. Thurs. 11:30-12 Mid Eff 10/6 Rebr. Wed., 12-12:30 A.M.	46*	10/14/36-	BBDO, N. Y.
E. I. DuPont de Nemours & Co., Wilmington	Zerone Anti-freeze	Irene Beasley, Zerone Jesters	Tuesday, 7:30-7:45 P.M.	2	10/13/36-1/5/37	BBDO, N. Y.
Durkee's-Famous Foods, Berkeley, Cal.	Food Products	Good Afternoon, Neighbor	Tues., Fri., 2:45-3 P.M. PST Eff 11/2 Tues., Thurs., 2:30- 10:45 P.M. PST	9*	12/1/36-	Botsford, Constantine & Gardner, San Francisco
Elgin National Watch Co., Chicago	Clocks and Watches	Lord Elgin, London, Calling Elgin, Illinois	Thursday, 7:15-7:30 P.M.	54*	10/21/37 only	J. Walter Thompson Co., Chicago
Euclid Candy Co., San Francisco	Candy Bars	Knox Manning, Commentator	Tuesday, 5:30-5:45 P.M. PST	2**	11/23/37-	Sidney Garfinkel Adv. Agency, San Francisco
F & F Laboratories, Chicago	F & F Cough Drops	Jenny Peabody	Mon., Wed., Fri., 3:30-3:45 P.M.	43*	10/18/37-	Blackett-Sample-Hummert, Chicago
Fels & Co., Philadelphia	Fels Naptha Soap	Jack Berch and Mark Warnow Orchestra	Tues., Thurs., 1:00-1:15 P.M. Eff 7/19 Mon., Wed., Fri., 9:30-45 A.M.	18	1/19/37-10/15/37	Young & Rubicam, N. Y.
Fels & Co., Philadelphia	Fels Naptha Soap	Centreville Sketches	Mon., Thurs., 7:45-8:00 P.M.; Eff 4/12 3:30-3:45 P.M.; Eff 4/27 4:30-4:45 P.M.	6**	1/18/37-7/16/37	Young & Rubicam, N. Y.
Florida Citrus Com., Lakeland, Fla.	Citrus Fruits	How to Get the Most Out of Life—Emily Post.	Tues., Thurs., 10:30-10:45 A.M.	32	10/21/37-	Ruthrauff & Ryan, N. Y.
J. B. Ford Co., Wyandotte, Mich.	Wyandotte Cleanser	Tell Us Your Story	Tues., Thurs., Sat., 2-2:15 P.M.	16	3/2/37-5/29/37	N. W. Ayer & Son, N. Y.
J. B. Ford Co., Wyandotte, Mich.	Wyandotte Cleanser	Petticoat on the Air	Tues., Thurs., 2:00-2:15 P.M.	13	9/14/37-12/14/37	N. W. Ayer & Son, N. Y.
Ford Motor Co., Detroit	Ford, Lincoln, Lincoln Zephyr	Ford Sunday Evening Hour	Sunday, 9:00-10:00 P.M.	95*	9/20/36-6/13/37; 9/12/37-	N. W. Ayer & Con, N. Y.
Ford Motor Co., Detroit	Ford, Lincoln, Lincoln Zephyr	Al Pearce and Gang in Watch the Fun Go By	Tuesday, 9:00-9:30 P.M. Rebr. 12:00-12:30 A.M.	96*	1/5/37-	N. W. Ayer & Son, N. Y.
Ford Motor Co., Detroit	Ford, Lincoln, Lincoln Zephyr	Universal Rhythm	Sat., 7:30-8:00 P.M.; Rebr. 10:45-11:15 P.M.; Eff 6/20 Sunday, 9:00-10:00 P.M.	97*	4/17/37-9/5/37	N. W. Ayer & Son, N. Y.
General Baking Co., New York	Bond Bread	Guy Lombardo Orchestra	Sunday, 6:30-6:00 P.M.	27	2/23/36-	BBDO, N. Y.
General Foods Corp., New York	Sanka Coffee	We, the People	Thursday, 7:30-8:00 P.M. Rebr. 10:30-11:00 P.M.	46*	10/7/37-	Young & Rubicam, N. Y. Baker Adv. Agency, Toronto
General Foods Corp., New York	Swansdown Flour, Calumet Baking Powder	Kate Smith	Thurs., 8:00-9:00 P.M.; Rebr. 11:15-12:15 A.M.; Eff 11/25 Rebr. 11:30-12:30 A.M.	76*	9/30/37-	Young & Rubicam, N. Y. Baker Adv. Agency, Toronto
General Foods Corp., New York	Minute Tapioca	Mary Margaret McBride	Mon., Wed., Fri., 12:00- 12:15 P.M.	46*	10/4/37-	Young & Rubicam, N. Y.
General Mills, Minneapolis	Wheaties, Softasilk, Gold Medal, Bisquick	Gold Medal Feature Time	Mon.-Fri., 10:00-11:00 A.M.; * Rebr. 1:00-2:00 P.M. Eff 7/19 Mon.-Fri. 1:00-2:00 P.M. only	32*	6/1/36-	Blackett-Sample-Hummert, Chicago Knox Reeves Adv., Minneapolis
General Mills, San Francisco	Sperry Flour	Sperry Male Chorus	Tues., 7:45-8:00 P.M. PST Eff 4/20 Tues., 7:15-7:30 P.M. PST	6**	9/10/36-5/11/37	Westco Adv. Agency, San Francisco
General Mills, San Francisco	Sperry Flour	Western Home Hour Participation	Thurs., 3:15-3:30 P.M. PST	6**	2/11/37 and 10/28/37 only	Westco Adv. Agency, San Francisco
General Mills, San Francisco	Sperry Flour	Western Home Hour Participation	Fri., 3:15-3:30 P.M. PST Eff 6/23 Wed., 3:30-3:45 P.M. PST	6**	5/21/37-7/14/37	Westco Adv. Agency, San Francisco
General Motors Corp., Detroit	Chevrolet Cars	Rubinoff	Sunday, 6:30-7:00 P.M.	88*	10/18/36-7/11/37	Campbell-Ewald Co., Detroit
General Motors Corp., Detroit	Chevrolet Cars	Romantic Rhythms	Sunday, 6:30-7:00 P.M.	97*	9/26/37-12/19/37	Campbell-Ewald Co., Detroit
General Motors Corp., Detroit	Fisher Body	Fisher Body Craftsman's Guild	Wed., Fri., 7:30-7:45 P.M.; 10:45-11:00 P.M.	51*	3/10/37-3/19/37	Arthur Kudner Co., N. Y.
General Motors Corp., Detroit	Pontiac Cars	News through a Woman's Eyes—Kathryn Cravens	Mon., Wed., Fri., 2:00-2:15 P.M. Rebr. 5:30-5:45 P.M.	59*	10/12/36-	McManus, John & Adams, Detroit
Gillette Safety Razor Co., Boston	Razors and Blades	Original Gillette Community Sing Eff 5/30 Summer Hotel	Sun., 10:00-10:45 P.M. Eff 4/25 Sun., 10:00-10:30 P.M. Eff 7/4 Sun., 8:00-9:30 P.M.; 11:00- 11:30 P.M.	95*	9/6/36-8/29/37	Ruthrauff & Ryan, N. Y.

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# Advertisers Using CBS Network During 1937

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Sponsor	Product	Program	Time	No. of Stations	Duration of Contract	Agency & City
Gilmore Oil Co., Los Angeles	Oil and Gas	Strange As It Seems	Tues., Thurs., 7:30-7:45 P.M. PST	6**	12/29/36-1/29/37	Raymond R. Morgan Co., Hollywood
Great A and P Tea Co., New York	Coffee, Food Products	Kate Smith	Thursday, 8:00-9:00 P.M.	45	9/17/36-6/24/37	Paris & Peart, N. Y.
Group of American Banks	Banking Service	Philadelphia Orchestra Modern Symphonies	Friday, 10:00-10:30 P.M.	37*	9/18/36-8/6/37	Wensel Co., Chicago
Gulf Refining Co., Pittsburgh	Gas and Oil	Phil Baker Eff 7/4-9/26 Summer Stars	Sunday, 7:30-8:00 P.M.	51	1/3/37-	Young & Rubicam, N. Y.
H. J. Heinz Co., Pittsburgh	57 Varieties	Heinz Magazine of the Air	Mon., Wed., Fri., 11:00-11:30 A.M.; 8:00-8:30 P.M. Eff 8/31 Mon., Tues., Thurs., 11:15-11:30 A.M.; 8:15-8:30; Wed., Fri., 11:00-11:30; 8:00-8:30	58*	9/2/36-	Maxon, Detroit
Holland Furnace Co., Holland, Mich.	Heating Equipment	Holland Tulip Festival	Saturday, 2:15-2:45 P.M.	41	5/15/37 only	Ruthrauff & Ryan, N. Y.
Homemaker's Council of the Air, Boston	Participating Sponsorship	Homemaker's Council of the Air	Tues., Thurs., 9:15-9:30 A.M.	6***	1/19/37-6/24/37	James F. Fay, Boston
Geo. A. Hormel & Co., Austin, Minn.	Soups and Chili Con Carne	Swing with the Strings	Mon., 8:00-8:30 P.M. Eff 4/28 Tues., 10:45-11:15 P.M. Eff 8/18 Thurs., 10:45-11:15; Eff 9/19 Sat. 8:00-8:30 P.M.	7 Midwest	1/20/36-2/13/37	BBDO, N.Y.
Hudson Motor Co., Detroit	Hudson and Terraplane Cars	On the Air	Tuesday, 8:45-9:15 P.M. PST	6**	6/15/37-8/3/37	Brooke, Smith & French, Detroit
Hudson Motor Co., Detroit	Hudson and Terraplane Cars	Hobby Lobby	Wednesday, 7:15-7:45 P.M. Rebr. 10:30-11:00 P.M.	77*	10/6/37-	Brooke, Smith & French, Detroit
Illinois Central RR. Co., Chicago	Travel	Headin' South	Sunday, 7:30-8:00 P.M.	9 Midwest	11/22/36-2/14/37	Caples Co., Chicago
International Silver Co., Meriden, Conn.	1847 Rogers Silver	Silver Theatre	Sunday, 5:00-5:30 P.M.	44* and 31 Canadian	10/8/37-12/26/37	Young & Rubicam, N. Y. A. J. Denne & Co., Toronto
Knox Gelatine Co., Johnstown, N. Y.	Sparkling Gelatine	Quality Twins	Tues., Thurs., 11:15-11:30 A.M.	22	9/29/36-6/24/37	Federal Adv., N.Y.
A. J. Krank Co., St. Paul	Toilet Articles	Lloyd Pantages Covers Hollywood	Wed., 7:30-7:45 P.M. PST Eff 6/3 Thurs., 7:15-7:30 P.M. PST	6**	5/26/37-8/26/37	Milton Weinberg Co., Los Angeles
A. J. Krank Co., St. Paul	Toilet Articles	Minute Mysteries	Tuesday, 11:15-11:30 P.M.	8 Midwest	5/25/37-8/17/37	McCord Co., Minneapolis
Lady Ester Co., Evanston, Ill.	Cosmetics	Wayne King Orchestra	Monday, 10:00-10:30 P.M.	37*	2/24/36-	Lord & Thomas, Chicago Stack-Goble Adv. Agency, Chicago
Lambert Pharmacal Co., St. Louis	Listerine Dentifrice	The Newlyweds	Mon.-Fri., 10:45-11:00 A.M. PST 9/27 Mon.-Fri., 12:45-1:00 P.M. PST 11/26 Mon., Tues., Wed., Fri., only	6**	8/30/37-	Lambert & Feasley, N. Y.
Lehn & Fink Products Co., New York	Lysol	Dr. Dafoe	Mon., Wed., Fri., 11:45-12 Noon Mon., Wed., Fri., 4:45-5:00 P.M.	27* 27*	10/5/36-7/2/37 10/4/37-	A. McKim, Ltd., Toronto Lennen & Mitchell, N. Y.
Lehn & Fink Products Co., New York	Pebeco	The Gumps	Mon.-Fri., 12:00-12:15 P.M. Eff 4/26 rebr. 4:00-4:15 P.M.	22*	10/5/36-7/2/37	A. McKim, Ltd., Toronto Lennen & Mitchell, N. Y.
Lehn & Fink Products Co., New York	Pebeco	Follow the Moon	Mon.-Fri., 5:00-5:15 P.M.	21*	10/4/37-	A. McKim, Ltd., Toronto Lennen & Mitchell, N. Y.
Lehn & Fink Products Co., New York	Hind's Honey & Almond	Between the Bookends	Mon.-Fri., 12:15-12:30 P.M.	23*	10/5/36-4/2/37	William Esty & Co., N. Y.
Lehn & Fink Products Co., New York	Hind's Honey and Almond	Life of Mary Sothern	Mon.-Fri., 5:15-5:30 P.M.	19*	10/4/37-	William Esty & Co., N. Y.
Lehn & Fink Products Co., New York	Tussy Lipstick	Hawaiian Moon Casino	Mon., Wed., Fri., 5:30-5:45 P.M. PST	2**	9/27/37-	William Esty & Co., N. Y.
Lever Bros. Co., Cambridge, Mass.	Lux Toilet Soap	Lux Radio Theatre	Monday, 9:00-10:00 P.M.	59*	7/27/36-7/5/37; 9/13/37-	J. Walter Thompson Co., N. Y.
Lever Bros. Co., Cambridge, Mass.	Spry	Aunt Jenny's Real Life Stories	Mon.-Fri., 1:45-2:00 P.M.; Rebr. 4:45-5:00 Eff 3/3 Rebr. 2:15-2:30 P.M. Eff 5/3 Eff 7/8 11:45-12:00; 2:15-2:30 P.M.	44 47* 3/9	1/18/37-	Ruthrauff & Ryan, N. Y.
Lever Bros. Co., Cambridge, Mass.	Rinso	Big Sister	Mon.-Fri., 11:30-11:45 A.M. Rebr. 2:00-2:15 P.M.	63*	9/14/36;	Ruthrauff & Ryan, N. Y.
Lever Bros. Co., Cambridge, Mass.	Rinso	Big Town	Tuesday, 8:00-8:30 P.M.	63*	10/19/37-	Ruthrauff & Ryan, N. Y.
Lever Bros. Co., Cambridge, Mass.	Rinso and Lifebuoy	Al Jolson	Tuesday, 8:30-9:00 P.M.; 11:30-12:00	57*	3/24/36-	Ruthrauff & Ryan, N. Y.
Liggett & Myers Tobacco Co., New York	Chesterfields	Chesterfield Program	Wednesday, 9:00-9:30 P.M. Fri., 8:30-9:00 P.M.; 11:30-12:00 Mid	93*	9/30/36-	Newell-Emmett Co., N. Y.
Liggett & Myers Tobacco Co., New York	Granger Tobacco	Alexander Woolcott	Tues., Thurs., 7:30-7:45 P.M. Rebr., 12:30-12:45 A.M.	84*	1/7/37-7/6/37	Newell-Emmett Co., N. Y.
Liggett & Myers Tobacco Co., New York	Chesterfields and Granger	Chesterfield Daily Sports Column	Mon.-Sat., 6:35-6:45 P.M. Eff 9/11 Mon., Tues., Wed., Fri., only	60*	4/19/37-10/1/37	Newell Emmett Co., N. Y.
Liggett & Myers Tobacco Co., New York	Chesterfields and Granger	Football Scores	Thurs., Sat., 6:30-6:45 P.M.	61*	9/16/37-12/11/37	Newell-Emmett Co., N. Y.
P. Lorillard Co., New York	Old Golds	Hollywood Screenscops	Tues., Thurs., 7:15-7:30 P.M. Rebr. 11:15-11:30 P.M.	60*	11/16/37-	Lennen & Mitchell, N. Y.
Los Angeles Soap Co., Los Angeles	White King Soap	Gus Edwards School Days	Mon., 8:30-9:15 P.M. PST Eff 9/12 Sun., 7:30-8:00 P.M. PST	6**	7/19/37-10/10/37	Barnes-Chase Co., Los Angeles
Manhattan Soap Co., New York	Sweetheart Soap	The Wife Saver	Wed., Fri., 9:30-9:45 A.M. Eff 4/23 Mon., 1:30-1:45 P.M.	18	1/13/37-6/21/37	Peck Adv. Agency, N. Y.
Marjorie Mills Hour, Boston	Participating Sponsors	Marjorie Mills Hour	Tues., Thurs., 1:15-1:45 P.M. Eff 2/18 Tues., 1:15-1:45 P.M.; Thurs., 1:15-1:30; 2:00-2:15 P.M.	6***	1/5/37-4/1/37	Broadcast Advertising, Boston

# Advertisers Using CBS Network During 1937

Sponsor	Product	Program	Time	No. of Stations	Duration of Contract	Agency & City
Phillip Morris & Co., New York	P M Cigarettes	Johnnie Presents . . .	Saturday, 8:30-9:00 P.M. Rebr. 11:30-12:00 Mid	51*	2/18/37-	Blow Co., N. Y.
Nash-Kelvinator Corp., Kenosha, Wisc.	Nash Cars	Nash Speedzhow	Saturday, 9:00-9:30 P.M.	53*	10/3/36-6/26/37	J. Walter Thompson Co., N. Y.
Nash-Kelvinator Corp., Kenosha, Wisc.	Nash Cars	Professor Quiz	Saturday, 9:00-9:30 P.M. Rebr. 12:00-12:30 A. M.	62*	9/4/37-	Geyer, Cornell & Newell, N. Y.
Nash-Kelvinator Corp., Detroit	Kelvinators	Professor Quiz	Saturday, 8:00-8:30 P.M. Eff 6/5 add Rebr. 12:00-12:30 Eff 7/3 Sat., 9:00-9:30; 12:00-12:30	60*	3/6/37-8/28/37	Geyer, Cornell & Newell, N. Y.
National Biscuit Co., New York	Crackers	1937 Edition of Twin Stars	Sunday, 8:00-8:30 P.M.	66*	3/28/37-6/20/37	McCann-Erickson, N. Y.
National Biscuit Co., New York	Crackers	National Amateur Golf Championship Finals	Saturday, 7:00-8:45 P.M.	62*	8/28/37 only	McCann-Erickson, N. Y.
National Ice Adv. Inc., Chicago	Natural Ice Refrigerators	Homemaker's Exchange	Tues., Thurs., 11:45-12:00 Noon Eff 4/27 Tues., 11:45-12:00 only	53*	10/27/36-6/1/37	Donahue & Coe, N. Y.
Noxzema Chemical Co., Baltimore	Skin and Shaving Cream	Hollywood News	Mon. & Fri., 7:30-7:45 P.M.	3	5/14/37-8/9/37	Ruthrauff & Ryan, N. Y.
Oregon State Highway Commission, Portland	Travel	Portland Ad Club Gleeman	Sunday, 1:30-2:00 P.M. PST	13*	5/16/37 only	Botsford, Constantine & Gardner, Portland, Ore.
Pennsylvania Publicity Commission, Harrisburg	Publicity	Gov. G. H. Earle	Sunday, 10:00-10:15 P.M.	28	10/10/37 only	Walker & Downing, Pittsburgh
Pet Milk Sales Co., St. Louis	Pet Milk	Pet Milky Way	Tues., Thurs., 11:00-11:15 A.M. Rebr. 3:00-3:15 P.M.	58*	11/3/36-	Gardner Adv. Co., St. Louis
Pet Milk Sales Co., St. Louis	Pet Milk	Saturday Night Serenade	Saturday, 9:30-10:00 P.M.	52*	10/3/36-6/28/37; 10/2/37-	Gardner Adv. Co., St. Louis Gilham Adv. Co., Salt Lake City
Philco Radio & Television Corp., Philadelphia	Radios and Tubes	Boake Carter	Mon.-Fri., 7:45-8:00 P.M. Eff 7/5 Mon., Wed., Fri., 7:45-8:00 P.M. Rebr. 11:15-11:30 P.M.	23 Eff 7/5 60*	1/1/36-	Hutchins Adv. Co., Rochester, N. Y.
Phillips Packing Co., Cambridge, Md.	Canned Soups	Dinning with George Rector	Wed. Thurs., Fri., 1:30-1:45 P.M.	32	2/17/37-6/25/37	Compton Adv. Co., N. Y.
Phillips Petroleum Co., Bartlesville, Okla.	Gas and Oil	Phillips Poly Follies	Tuesday, 10:30-11:00 P.M.	21	11/10/36-	Lambert & Feasley, N. Y.
Raymonds, St. Paul	Dona Ray Cosmetics Nu Ray Permanent Wave	Lloyd Pantages Covers Hollywood	Sunday, 1:45-2:00 P.M. Rebr. 11:00-11:15 P.M.	19*	10/17/37-11/21/37	Milton Weinberg Adv. Co., Los Angeles
R. J. Reynolds Tobacco Co., Winston-Salem, N. C.	Camels and Prince Albert	Jack Oakie's College 6/29-9/21 Swing School	Tuesday, 9:30-10:30 P.M. 6/29-9/21 9:30-10:00 only	80*	6/30/36-	William Esty & Co., N. Y.
Rio Grande Oil Co., Los Angeles	Gas and Oil	Calling All Cars	Wednesday, 9:00-9:30 P.M. PST Eff 9/28 Tues., 7:30-8:00 P.M. PST	2**	2/3/37-	Hixson & O'Donnell, Los Angeles
Servel, New York	Electrolux	March of Time	Thursday, 10:30-11:00 P.M.	55*	4/15/37-7/8/37	BBDO, N. Y.
Sinclair Refining Co., New York	Gas and Oil	Babe Ruth	Wed., & Fri., 10:30-10:45 P.M.	59	4/14/37-7/9/37	Federal Adv. Agency, N. Y.
Skelly Oil Co., Kansas City, Mo.	Gas and Oil	Skelly Court of Missing Heirs	Mon., 7:00-7:30 P.M. Eff 12/5 Sunday, 10:30-11:00 P.M.	17	10/11/37-	Blackett-Sample-Hummert, Chicago
Sterling Products, Inc., New York	Bayer Aspirin	Famous Actor's Guild	Tuesday, 7:30-8:00 P.M.	32*	8/3/37-	Blackett-Sample-Hummert, N. Y.
Stewart Warner Corp., Chicago	Alemite, Radios, Refrigeration	Horace Heldt's Brigadiers	Thurs., 10:00-10:30 P.M. Eff 7/6 Mon., 8:00-8:30 P.M. Eff 9/28 add Rebr. 12:00-12:30	43*	1/7/37-12/20/37	Hays MacFarland & Co., Chicago
Swift & Co., Chicago	Sunbrite Cleanser	Sunbrite Junior Nurse Corps	Mon., Wed., Fri., 5:00-5:15 P.M.; 6:00-6:15 P.M.	21	10/12/36-4/23/37	Stack-Goble Adv. Agency, Chicago
Sylmar Packing Corp., Los Angeles	Food Products	Casandra	Tuesday, 5:00-5:30 P.M. PST	6**	5/25/37-8/17/37	Pacific Market Builders, Los Angeles
Table Products, Inc., Vernon, Calif.	Duchess Salad Dressing	Fletcher Wiley	Mon., & Thurs., 3:45-4:00 P.M. PST	2**	6/7/37-9/2/37	Lord & Thomas, Los Angeles
Texas Co., New York	Gas and Oil	Texaco Fire Chief	Sun., 8:30-9 P.M.; 11-11:30 P.M. 4/25-9/22 Rebr. 12-12:30 A.M. Eff 9/29 Wed., 8:30-9; 11:30-12	89*	9/20/36-	Buchanan & Co., N. Y.
Tidewater Associated Oil Co., San Francisco	Gas and Oil	East-West Football Game	Fri., 1:45-4:30 P.M. PST	7*	1/1/37 only	Lord & Thomas, San Francisco
Tidewater Associated Oil Co., San Francisco	Gas and Oil	Associated Oil Football Rally	Wed., 8:00-9:00 P.M. PST	9*	9/22/37 only	Lord & Thomas, San Francisco
Tidewater Associated Oil Co., San Francisco	Gas and Oil	Play-by-Play Football Games	Sat., 2:00-4:30 P.M.	9*	9/25/37-12/5/37	Lord & Thomas, San Francisco
Time, New York	Time, Life and Fortune Magazine	March of Time	Thursday, 10:30-11:00 P.M.	35*	10/15/36-4/8/37 7/15/37-10/7/37	BBDO, N. Y.
U. S. Tobacco Co., New York	Dill's Best and Model Tobacco	Pick and Pat	Monday, 8:30-9:00 P.M. Rebr. 11:30-12:00 Mid	50*	6/1/36-	Arthur Kudner, N. Y.
Vick Chemical Co., New York	Vapo-Rub and Nose Drops	Vick's Open House	Sunday, 8:00-8:30 P.M. Eff 9/26/37 Sun., 7:00-7:30 P.M.	76* 61*	9/27/36-9/21/37 9/26/37-	Morse International, N. Y.
Vick Chemical Co., New York	Vapo-Rub and Nose Drops	Tony Wons	Mon., Wed., Fri., 10:30-10:45 A.M.	36	9/27/37-	Morse International, N. Y.
Ward Baking Co., New York	Bread and Cake	News of Youth	Mon., Wed., Fri., 6:15-6:30 P.M.	21	12/14/36-9/19/37	Fletcher & Ellis, N. Y.
Wheatena Corp., Rahway, N. J.	Wheatena	Popeye the Sailor	Mon., Wed., Fri., 7:15-7:30 P.M.	32	8/31/36-2/26/37	Rohrbaugh & Gibson, Philadelphia
Wm. Wrigley Jr. Co., Chicago	Cheewing Gum	Poetic Melodies	Mon.-Thurs., 7:00-7:15; 11:00-11:15 P.M. Eff 2/22 38 Eff 3/29 Mon.-Fri., 7-7:15 P.M. Rebr. 11:00-11:15 P.M.	44*	11/9/36-	Neisser-Myerhoff, Chicago
Wm. Wrigley Jr. Co., Chicago	Cheewing Gum	Mortimer Gooch	Friday, 7:00-7:15 P.M.; 11:00-11:15 P.M.	44*	11/9/36-3/22/37	Neisser-Myerhoff, Chicago
Wm. Wrigley Jr. Co., Chicago	Cheewing Gum	Scattergood Baines	Mon.-Fri., 11:00-11:15 P.M.	6**	2/22/37-	Neisser-Myerhoff, Chicago
Wm. Wrigley Jr. Co., Chicago	Cheewing Gum	Double or Nothing	Sunday, 6:30-7:00 P.M.	65*	12/26/37-	Frances Hooper, Adv., Chicago
Zenith Radio Corp., Chicago	Radios	Zenith Foundation	Sunday, 10:00-10:30 P.M.	48*	12/5/37-	J. Walter Thompson Co., Chicago

# Advertisers Using NBC-Red Network During 1937

Sponsor	Product	Program	Time	No. of Stations	Duration of Contract	Agency & City
Acme White Lead & Color Works, Detroit	Paints	Sunshine Melodies	Sunday, 5:30-6:00 P.M.	32	Aug. '36-July '37	Henri, Hurst & McDonald, Chicago
American Cigarette & Cigar Co., New York	Pall Mall Cigarettes	Dorothy Thompson	Friday, 10:45-11:00 P.M.	29	Aug. '37—	Compton Advertising, N. Y.
American Home Products Corp., New Haven	Old English Floor Wax Fyded, 8-in-1 Oil	Mrs. Wiggs of the Cabbage Patch	Mon.-Fri., 10:00-10:15 A.M.; 1:15-1:30 P.M.	30	Sept. '36—	Blackett-Sample-Hummert, N. Y.
American Home Products Corp., New Haven	Louis Philippe E. W. Hopper Youth Pack	John's Other Wife	Mon.-Fri., 10:15-10:30 A.M.; 1:30-1:45 P.M.	30	Sept. '36—	Blackett-Sample-Hummert, N. Y.
American Home Products Corp., New Haven	Anacin, Bisodol, Kolyones	Just Plain Bill	Mon.-Fri., 10:30-10:45 A.M.; 1:45-2:00 P.M.	30	Sept. '36—	Blackett-Sample-Hummert, N. Y.
American Radiator Co., New York	Heating Equipment	Fireside Recitals	Sunday, 7:30-7:45 P.M.	22	June '35—	Blaker Adv. Agency, N. Y.
American Tobacco Co., New York	Lucky Strike Cigarettes	Your Hit Parade Your Hollywood Parade	Wednesday, 10:00-10:45 P.M. Wednesday, 10:00-11:00 P.M.	75	April '35-Dec. '37	Lord & Thomas, N. Y.
Babbitt Co., New York	Babo-O Cleaner	David Harum	Mon.-Fri., 11:00-11:15 A.M.	28	June '36—	Blackett-Sample-Hummert, N. Y.
Bowey's Inc., Chicago	Dari-Rich Milk	Adventures of Dari-Dan	Mon., Wed., Fri., 5:00-5:15 P.M.; 5:45-6:00 P.M.	24	March '37-July '37	Russell C. Comer Adv. Co., Chicago
Bowey's Inc., Chicago	Dari-Rich Milk	While the City Sleeps	Mon., Wed., Fri., 5:15-5:30 P.M.	11	July '37-Nov. '37	Russell C. Comer Adv. Co., Chicago
Bowey's Inc., Chicago	Dari-Rich Milk	Terry and the Pirates	Mon., Wed., Fri., 5:15-5:30 P.M.	11	Nov. '37—	Stack Gable Adv. Agency, New York
Bristol-Myers Co., New York	Ipana & Sal Hepatica	Town Hall Tonight	Wednesday, 9:00-10:00 P.M.; 12:00-1:00 A.M.	57	July '34—	Young & Rubicam, N. Y.
Buick Motor Co., Detroit	Motor Cars	Farr-Louis Fight	Monday, 10:00-11:15 P.M.	46	8/30/37 only	Arthur Kudner, N. Y.
Buick Motor Co., Detroit	Motor Cars	Braddock-Louis Fight	Tuesday, 11:00-11:50 P.M.	47	6/22/37 only	Arthur Kudner, N. Y.
Cadillac Motor Car Co., Detroit	Motor Cars	LaSalle Fashion Show	Thursday, 4:00-4:30 P.M.	47	Nov. '36-Jan. '37	MacManus, John & Adams, Detroit
Campana Sales Co., Batavia, Ill.	Italian Balm	First Nighter	Friday, 10:00-10:30 P.M.	44	Sept. '36—	Aubrey, Moore & Wallace, Chicago
Campana Sales Co., Batavia, Ill.	Dreskin	Grand Hotel	Sunday, 3:30-4:00 P.M.	34	Oct. '36-April '37	Aubrey, Moore & Wallace, Chicago
Carnation Co., Milwaukee	Carnation Milk	Contented Program	Monday, 10:00-10:30 P.M.	57	May '31—	Erwin Wasey & Co. Ltd., Chicago
Cities Service Co., New York	Gas & Oil	Cities Service Concert	Friday, 8:00-9:00 P.M.	42	Feb. '27—	Lord & Thomas, N. Y.
Cummer Products Co., Bedford, O.	Molle	Vox Pop	Tuesday, 9:00-9:30 P.M. Monday, 12:30-1:00 A.M.	29	Oct. '35—	Stack-Goble Adv. Agency, Chicago
Thos. Cook & Sons Inc.	Travel Service	Travel Talks by Malcolm LaFrade	Sunday, 2:15-2:30 P.M.	13	Dec. '37—	L. D. Wertheimer Co.
Cummer Products Co., Bedford, O.	Energine	Radio Newsreel	Sunday, 3:00-3:30 P.M.	28	Oct. '37—	Stack-Goble Adv. Agency, Chicago
Cycle Trades of America, New York	Bicycles	Bicycle Party	Sunday, 3:30-4:00 P.M.	40	Sept. '37-Dec. '37	Campbell-Ewald Co. of N. Y.
Drackett Co., Cincinnati	Drano	Hello Peggy	Wed. & Fri., 11:45-12:00 Noon	20	Aug. '37—	Ralph H. Jones Co., N. Y.
Duart Sales Co. Ltd., San Francisco	Creme de Milk	The Passing Parade	Sunday, 9:15-9:30 P.M. PST	13	July '36-July '37	Howard E. Williams, San Francisco
Duff-Norton Mfg. Co., Pittsburgh	Lifting Jacks	House that Jack-Built	Friday, 7:45-8:00 P.M.	3	Feb. '37-May '37	Walker & Downing, Pittsburgh
Falstaff Brewing Corp., St. Louis	Beer	Public Hero No. 1	Monday, 10:30-11:00 P.M.	18	Oct. '37—	Gardner Adv. Co., St. Louis
Fendrick, H., Inc., Evansville, Ind.	Cigars	Smoke Dreams	Sunday, 1:30-2:00 P.M.	16	Sept. '37—	Ruthrouff & Ryan, Chicago
Firestone Tire & Rubber Co., Akron	Tires & Tubes	Voice of Firestone	Monday, 8:30-9:00 P.M.; 11:30-12:00 P.M.	71	Dec. '34—	Sweeney & James Co., Cleveland
F. W. Fitch Co., Des Moines	Shampoo	Sunset Dreams	Sunday, 7:45-8:00 P.M.; 11:00-11:15 P.M.	34	Sept. '34-July '37	L. W. Ramsey Co., Davenport, Ia.
F. W. Fitch Co., Des Moines	Shampoo	Fitch Jingle Program	Sunday, 7:45-8:00 P.M.; 11:00-11:15 P.M.	32	July '37-Sept. '37	L. W. Ramsey Co., Davenport, Ia.
F. W. Fitch Co., Des Moines	Shampoo	Interesting Neighbors	Sunday, 7:45-8:00 P.M.; 11:00-11:15 P.M.	46	Sept. '37—	L. W. Ramsey Co., Davenport, Ia.
F. W. Fitch Co., Des Moines	Shampoo	Fitch Romances	Saturday, 11:45-12:00 Noon	6	Mar. '37-June '37	L. W. Ramsey Co., Davenport, Ia.
General Electric Co., New York	Electrical Appliances	Hour of Charm	Monday, 4:00-4:30 P.M.	52	Nov. '36-April '37	Maxon, N. Y.
General Electrical Co., New York	Electrical Appliances	Hour of Charm	Monday, 9:30-10:00 P.M.	55	April '37—	Maxon, N. Y.
General Foods Corp., New York	Grape Nuts	Burns & Allen	Monday, 8:00-8:30 P.M.; 10:30-11:00 P.M.	72	April '37—	Young & Rubicam, N. Y.
General Foods Corp., New York	Jello	Jack Benny	Sunday, 7:00-7:30 P.M.; 11:30-12:00 P.M.	83	March '36—	Young & Rubicam, N. Y.
General Foods Corp., New York	Maxwell House Coffee	Showboat	Thursday, 9:00-10:00 P.M.	63	Oct. '32-Nov. '37	Benton & Bowles, N. Y.
General Foods Corp., New York	Maxwell House Coffee	Good News of 1938	Thursday, 9:00-10:00 P.M.	69	Nov. '37—	Benton & Bowles, N. Y.
General Foods Corp., New York	Huskies	Believe It or Not	Saturday, 8:00-8:30 P.M.; 12:00-12:30 A.M.	57	Oct. '37—	Benton & Bowles, N. Y.
General Foods Corp., New York	Log Cabin Syrup	Jack Haley's Log Cabin	Saturday, 8:30-9:00 P.M.; 12:30-1:00 A. M.	57	Oct. '37—	Benton & Bowles, N. Y.
General Mills Inc., Minneapolis	Wheaties	Jack Armstrong	Mon.-Fri., 5:30-5:45 P.M.	15	Sept. '37—	Blackett-Sample-Hummert, Chicago
General Mills Inc., Minneapolis	Wheaties	Jack Armstrong	Mon.-Fri., 5:30-5:45 P.M.	16	Aug. '36-April '37	Blackett-Sample-Hummert, Chicago
General Motors Corp., New York	Motor Cars	General Motors Concert	Sunday, 10:00-11:00 P.M.	65	Sept. '36-Mar. '37	Campbell-Ewald Co. of N. Y.
Gruen Watch Co., Cincinnati	Watches	Time of Your Life	Sunday, 5:30-6:00 P.M.	52	Oct. '37-Dec. '37	McCann-Erickson, N. Y.
Hudson Coal Co., Scranton, Pa.	Coal	Beneath the Surface	Sunday, 2:00-2:30 P.M.	11	Sept. '36-April '37	Leighton & Neilson, Schenectady
International Cellucotton Products Co., Chicago	Kleenex	The Story of Mary Marlin	Mon.-Fri., 12:15-12:30 P.M.	29	Sept. '36-Mar. '37	Lord & Thomas, Chicago

# Advertisers Using NBC-Red Network During 1937

Sponsor	Product	Program	Time	No. of Stations	Duration of Contract	Agency & City
International Silver Co., Meriden, Conn.	Silver	Musical Camera	Sunday, 4:30-6:00 P.M.	24	Oct. '36-April '37	N. W. Ayer & Son, N. Y.
Jergens-Woodbury Sales Corp., Cincinnati	Soap	Follow the Moon	Mon.-Fri., 4:30-4:45 P.M.	51	Jan. '37-July '37	Leunen & Mitchell, N. Y.
S. C. Johnson & Son Inc., Racine,	Johnson's Wax	Fibber McGee & Molly	Monday, 9:00-9:30 P.M.; 12:00-12:30 P.M.	68	April '36—	Needham, Louis & Brorby, Chicago
Kellogg Co., Battle Creek, Mich.	Cereals	Girl Alone	Mon.-Fri., 12:00-12:15 P.M.	8	July '36—	N. W. Ayer & Son, N. Y.
Koppers Coke Co. Inc., New York	Coke	Eddie Duchin's Orchestra	Friday, 7:30-8:00 P.M.	2	Sept. '37-Dec. '37	BBDO, N. Y.
Kraft-Phenix Cheese Corp., Chicago	Cheese & Salad Dressings	The Kraft Music Hall	Thursday, 10:00-11:00 P.M.	60	June '33—	J. Walter Thompson Co., Chicago
Krueger Brewing Co., Newark	Beer & Ale	Krueger's Musical Toast	Monday, 10:30-11:00 P.M.	18	Dec. '36-Mar. '37	Blow Co. Inc., N. Y.
Lady Ester Ltd., Evanston, Ill.	Cosmetics	Lady Ester Serenade	Tues. & Wed., 8:30-9:00 P.M.	39	Sept. '31—	Lord & Thomas, Chicago
Lewis-Howe Co., St. Louis	Tums	Vocal Varieties	Tues. & Thurs., 7:15-7:30 P.M. Tues., 11:15-11:30 P.M.	32	Jan. '37—	H. W. Kastor & Sons Adv. Co., Chicago
Loose-Wiles Biscuit Co., New York	Crackers	Snow Village	Saturday, 9:00-9:30 P.M.	29	Oct. '36-June '37	Newell-Ermetto Co., N. Y.
Ludens Inc., Reading, Pa.	Cough Drops	Jimmy Fiddler	Tuesday, 10:30-10:45 P.M.	29	Oct. '36-Mar. '37	J. M. Matheo, N. Y.
MacFadden Publication Inc., New York	True Story Magazine	Court of Human Relations	Friday, 9:30-10:00 P.M.; 11:30-12:00 Mid	34	Sept. '35—	Arthur Kudner, N. Y.
Manhattan Soap Co., New York	Sweetheart Soap	The Wife Saver	Tues. & Thurs., 11:45-12:00 Noon	13	June '36-Aug. '37	Peck Adv. Agcy., N. Y.
J. W. Marrow Mfg. Co., Chicago	Shampoo	Henry Busse's Orchestra	Sunday, 11:45-12:00 Noon	12	Feb. '35-Nov. '37	Baggaley, Horton & Hoyt, Chicago
J. W. Marrow Mfg. Co., Chicago	Shampoo	Henry Busse's Orchestra	Wednesday, 4:00-4:15 P.M.	21	March '37-Apr. '37	Baggaley, Horton & Hoyt, Chicago
Maybelline Co., Chicago	Mascara	Pebthouse Serenade	Sunday, 4:00-4:30 P.M.	18	Dec. '36-Mar. '37	Cramer-Krasselt Co., Milwaukee
Miles Laboratories Inc., Elkhart, Ind.	Alka-Seltzer	Uncle Ezra's Radio Station EZRA	Mon.-Wed.-Fri., 7:15-7:30 P.M.; 11:15-11:30 P.M.	54	Nov. '34—	Wade Adv. Agency, Chicago
Benjamin Moore & Co., New York	Paints	Betty Moore Triangle Club	Thursday, 11:38-11:45 A.M.	29	Jan. '37-May '37	
John Morrell & Co., Ottumwa, Ia.	Red Heart Dog Food	Tea Time at Morrells	Friday, 4:00-4:30 P.M.	28	Sept. '38-May '37	Henri, Hurst & McDonald, Chicago
Philip Morris & Co. Ltd., New York	Cigarettes	Phillip Morris Program	Tuesday, 8:00-8:30 P.M.; 11:30-12:00 Mid	57	April '33—	Blow Co., N. Y.
National Ice Adv. Inc., Chicago	Ice Promotion	Gladys Swarthout	Wednesday, 10:30-11:00 P.M.	53	Feb. '37-April '37	Donahue & Co, N. Y.
National Ice Adv. Inc., Chicago	Ice Promotion	Gladys Swarthout	Sunday, 10:00-10:30 P.M.	57	April '37-May '37	Donahue & Co, N. Y.
National Ice Adv. Inc., Chicago	Ice Promotion	Homemaker's Exchange	Tues. & Thurs., 11:30-11:45 A.M.; 12:45-1:00 P.M.	52	Nov. '37—	Donahue & Co, N. Y.
Olds Motor Works, Lansing, Mich.	Motor Cars	Irvin S. Cobb & his Paducah Plantation	Saturday, 10:30-11:00 P.M.	63	Oct. '36-April '37	D. P. Brother & Co., Detroit
Packard Motor Co., Detroit	Motor Cars	Hollywood Mardi Gras	Tuesday, 9:30-10:00 P.M.	64	Sept. '36—	Young & Rubicam, N. Y.
Packers Tar Soap Inc., New York	Soap	Thatcher Colt Mysteries	Sunday, 2:30-3:00 P.M.	30	Sept. '36-Sept. '37	Stack-Goble Adv. Agency, N. Y.
The Pepsodent Co., Chicago	Toothpaste	Amos'n'Andy	Mon.-Fri., 7:00-7:15 P.M.; 11:00-11:15 P.M.	41	July '35-Dec. '37	Lord & Thomas, Chicago
Pillsbury Flour Mills, Minneapolis	Flour	Today's Children	Mon.-Fri., 10:45-11:00 A.M.	35	June '36—	Hutchinson Adv. Co., Minneapolis
Pontiac Motor Co., Pontiac, Mich.	Motor Cars	Pontiac Varsity Show	Friday, 10:30-11:00 P.M.	71	Jan. '37-May '37	MacManus, John & Adams, Detroit
Princess Pat Ltd., Chicago	Cosmetics	A Tale of Today	Sunday, 6:30-7:00 P.M.	14	June '36—	McJunkin Adv. Co., Chicago
Proctor & Gamble Co., Cincinnati	Camay	Pepper Young's Family	Mon.-Fri., 3:00-3:15 P.M.	46	June '36—	Pedlar & Ryan, N. Y.
Proctor & Gamble Co., Cincinnati	Chipso	The Road of Life	Mon.-Fri., 4:45-5:00 P.M.	23	June '37—	Compton Adv., N. Y.
Proctor & Gamble Co., Cincinnati	Crisco	Vic & Sade	Mon.-Fri., 8:30-3:45 P.M.	57	Nov. '34—	Compton Adv., N. Y.
Proctor & Gamble Co., Cincinnati	Dreft	Kitty Keene	Mon.-Fri., 4:45-5:00 P.M.	12	Sept. '37—	Blackett-Sample-Hummert, Chicago
Proctor & Gamble Co., Cincinnati	Drene	Jimmy Fiddler	Tues. & Fri., 10:30-10:45 P.M.	49	Oct. '37—	H. W. Kastor & Sons Adv. Co., Chicago
Proctor & Gamble Co., Cincinnati	Ivory Flakes	Story of Mary Marlin	Mon.-Fri., 4:30-4:45 P.M.	32	June '37—	Compton Adv., N. Y.
Proctor & Gamble Co., Cincinnati	Ivory Soap	The O'Neills	Mon.-Fri., 3:45-4:00 P.M.	58	June '36—	Compton Adv., N. Y.
Proctor & Gamble Co., Cincinnati	Oxydol	The Goldbergs	Mon.-Fri., 12:15-12:30 P.M.	10	Sept. '37—	Blackett-Sample-Hummert, Chicago
Proctor & Gamble Co., Cincinnati	Oxydol	Oxydol's Own Ma Perkins	Mon.-Fri., 3:13-3:30 P.M.	54	Dec. '33—	Blackett-Sample-Hummert, Chicago
Proctor & Gamble Co., Cincinnati	White Naptha	The Guiding Light	Mon.-Fri., 4:15-4:30 P.M.	52	Jan. '37—	Compton Adv., N. Y.
Proctor & Gamble Co., Cincinnati	Ivory Soap	The Gospel Singer	Mon.-Fri., 4:15-4:30 P.M.	14	June '37-Sept. '37	Compton Adv., N. Y.
Proctor & Gamble Co., Cincinnati	Ivory Soap	The Gospel Singer	Mon.-Fri., 12:15-12:30 P.M.	8	Sept. '37-Oct. '37	Compton Adv., N. Y.
Proctor & Gamble Co., Cincinnati	Ivory Soap	Vic & Sade	Tuesday, 10:45-11:00 P.M.	30	June '37-Sept. '37	Compton Adv., N. Y.
Proctor & Gamble Co., Cincinnati	Chipso	Personal Column of the Air	Mon.-Fri., 2:45-3:00 P.M.	17	Nov. '36-June '37	Compton Adv., N. Y.
Proctor & Gamble Co., Cincinnati	Ivory Soap	Vic & Sade	Wednesday, 7:45-8:00 P.M.	4	Mar. '37-June '37	Compton Adv., N. Y.
Proctor & Gamble Co., Cincinnati	Drene	Jerry Cooper	Wednesday, 7:30-7:45 P.M.	2	Nov. '36-Mar. '37	H. W. Kastor & Sons Adv. Co., Chicago
Quaker Oats Co., Chicago, Ill.	Cereals	Kaltenmeyer's Kindergarten	Saturday, 5:30-6:00 P.M.	48	Jan. '36-Dec. '37	Lord & Thomas, Chicago
Ralston-Purina Co., St. Louis, Mo.	Ry-Krisp	Marion Talley	Sunday, 5:00-5:30 P.M.	35	Sept. '37—	Gardner Adv. Co., St. Louis
Ralston-Purina Co., St. Louis, Mo.	Ry-Krisp	Marion Talley	Sunday, 5:00-5:30 P.M.	33	Oct. '36-June '37	Gardner Adv. Co., St. Louis
Ralston-Purina Co., St. Louis, Mo.	Wheat Cereal	Tom Mix	Mon.-Fri., 5:15-5:30 P.M.	19	Sept. '35-Mar. '37	Gardner Adv. Co., St. Louis
Regional Advertisers Inc., New York	Gas Promotion	The Mystery Chef	Tues. & Thurs., 11:45-12 Noon; 2:45-3:00 P.M.	18	Dec. '36-Nov. '37	McCann-Erickson, N. Y.

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# Advertisers Using NBC-Red Network During 1937

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Sponsor	Product	Program	Time	No. of Stations	Duration of Contract	Agency & City
Sealtest Inc., New York	Milk	Saturday Night Party	Saturday, 8:00-9:00 P.M.	37	Oct. '36-May '37	J. Walter Thompson Co., N. Y.
Sealtest Inc., New York	Milk	Sunday Night Party	Sunday, 10:00-11:00 P.M.	42	May '37-Oct. '37	J. Walter Thompson Co., N. Y.
Sealtest Inc., New York	Milk	Rising Musical Stars	Sunday, 10:00-10:30 P.M.	41	Oct. '37—	McKee, Albright & Ivey, N. Y.
Shell Union Oil Corp., New York	Gas & Oil	The Shell Show	Saturday, 9:30-10:00 P.M.	40	Jan. '37-June '37	J. Walter Thompson Co., N. Y.
Sherwin-Williams Co., Cleveland	Paints	Metropolitan Opera Auditions	Sunday, 3:00-3:30 P.M.	55	Oct. '36-Mar. '37	Cecil-Warwick & Legler, N. Y.
Smith Bros., Poughkeepsie, N. Y.	Cough Drops	Melody Matinee	Sunday, 1:30-2:00 P.M.	34	Nov. '36-March '37	Brown & Tarcher, N. Y.
Standard Brands Inc., New York	Tender Leaf Tea	One Man's Family	Wednesday, 8:00-8:30 P.M.	57	Jan. '36—	J. Walter Thompson Co., N. Y.
Standard Brands Inc., New York	Chase & Sanborn Coffee	Good Will Court	Sunday, 8:00-9:00 P.M.	57	Sept. '36-Jan. '37	J. Walter Thompson Co., N. Y.
Standard Brands Inc., New York	Chase & Sanborn Coffee	Do You Want to be an Actor	Sunday, 8:00-9:00 P.M.	57	Jan. '37-May '37	J. Walter Thompson Co., N. Y.
Standard Brands Inc., New York	Chase & Sanborn Coffee	The Chase & Sanborn Program	Sunday, 8:00-9:00 P.M.	60	May '37—	J. Walter Thompson Co., N. Y.
Standard Brands Inc., New York	Royal Desserts	The Royal Gelatin Program	Thursday, 8:00-9:00 P.M.	60	Sept. '29—	J. Walter Thompson Co., N. Y.
Sterling Products Inc., New York	Milk of Magnesia	Waltz Time	Friday, 9:00-9:30 P.M.	21	Sept. '33—	Blackett-Sample-Hummert, N. Y.
Sterling Products Inc., New York	Bayer Aspirin	Album of Familiar Music	Sunday, 9:30-10:00 P.M.	55	Oct. '31—	Blackett-Sample-Hummert, N. Y.
Sterling Products Inc., New York	Dr. Lyons	Manhattan Merry-Go-Round	Sunday, 9:00-9:30 P.M.	53	Nov. '32—	Blackett-Sample-Hummert, N. Y.
Sterling Products Inc., New York	Dr. Lyons	Backstage Wife	Mon.-Fri., 11:15-11:30 A.M.	24	Sept. '36—	Blackett-Sample-Hummert, N. Y.
Sterling Products Inc., New York	Milk of Magnesia	How to be Charming	Mon., Wed., Fri., 11:30-11:45 A.M.; 2:30-2:45 P.M.	42	Sept. '36—	Blackett-Sample-Hummert, N. Y.
Sterling Products Inc., New York	Milk of Magnesia	Lorenzo Jones	Mon.-Fri., 4:00-4:15 P.M.	21	April '37—	Blackett-Sample-Hummert, N. Y.
Studebaker Corp., South Bend, Ind.	Motor Cars	Studebaker Champions	Friday, 10:00-10:30 P.M.	39	May '36-May '37	Roche Williams & Cunningham, Chicago
Swift & Co., Chicago	Meats	Swift & Co.	Saturday, 8:00-8:15 A.M.; 10:00-10:15 A.M.	64	10/2/37 only	J. Walter Thompson Co., Chicago
Vocational Service, Inc.	School	Doctor Dollar	Tuesday, 7:45-8:00 P.M.	2	Dec. '37—	Critchfield & Co., Chicago
The Wander Co., Chicago	Ovaltine	Little Orphan Annie	Mon.-Fri., 6:45-6:00 P.M.; 6:45-7:00 P.M.	24	April '31—	Blackett-Sample-Hummert, Chicago
Wasey Products Co., Cleveland	Musterole-Kreml	Voice of Experience	Mon., Wed., Fri., 11:45-12:00 Noon; 7:15-7:30 P.M.	39	May '37-May '37	Erwin Wasey & Co., N. Y.

# Advertisers Using California Radio System During 1937

Sponsor	Product	Program	Time	No. of Stations	Duration of Contract	Agency & City
Gospel Broadcasting Assn., Los Angeles	Religions	Old Fashioned Revival Hour	Sunday, 9:15-10:15 P.M.	3	52 weeks	R. H. Alber Co., Los Angeles
Constitution Society of U. S., Los Angeles	Patriotic Talk	Constitution Society	Wednesday, 8:15-8:30 P.M. Friday, 9:15-9:30 P.M.	2	1 time only	R. H. Alber Co., Los Angeles
Tidewater-Associated Oil Co., Los Angeles	Gas & Oil	Football	Sunday only 2:00-5:00 P.M. approx.	2	3 weeks, Sunday only	Allied Adv. Agency, Los Angeles
League of Supreme Court Ind., Los Angeles	Political Talk	League of Supreme Court Ind.	Thursday, 12:45-1:00 P.M.	6	1 time only	Emil Brisacher & Staff, San Francisco
Dr. D. Jayne & Son, Philadelphia	Vermifuge	Tom Wallace	Tues. & Thurs., 10:30-10:45 A.M.	6	13 weeks	Carter-Thomson Co., Philadelphia
Lydia E. Pinkham Co., New York	Medicine	Voice of Experience	Mon.-Fri., 1:45-2:00 P.M.	6	52 weeks	Erwin-Wasey & Co., Los Angeles
Dr. Johann Strasska, Los Angeles	Toothpaste	Charley Hamp	Friday, 9:30-9:45 A.M.	3	3 programs	Glasser Adv. Agency, Los Angeles
Food Specialties Corp., Los Angeles	Seasonettes (Food Seasoning)	Fiseta Days	Tuesday, 9:30-9:45 A.M.	4	9 programs	Hauff-Metzger of Calif., Los Angeles
Johnson, Carvell & Murphy, Los Angeles	Kelloggs Ant Paste	Listen, Ladies Option	Friday, 2:15-2:30 P.M.	6	13 weeks	Wm. A. Ingoldsbay Co., Los Angeles
P. J. LeRoy, San Diego	Piano Course	P. J. LeRoy	Mon.-Fri., 12:00-12:15 Sunday, 1:15-1:30	6	130 programs	Wilson Daugherty, N. Y.
Associated Oil Co., San Francisco	Gas & Oil	Sports	Saturday, 9:00-10:00 P.M.	6	1 time only	Lord & Thomas, San Francisco
Standard Oil Co. of Cal., San Francisco	Gas & Oil	Calif. Symphony	Thursday, 8:30-9:00 P.M.	6	1 time only	McCann-Erickson, San Francisco
Clairol, New York	Hair Rejuvenator	Let's Go Hollywood	Friday, 8:30-9:00 P.M.	6	52 programs	Wm. H. Rankin Co., N. Y.
San Francisco Examiner, San Francisco	Newspaper	Examiner Show	Wednesday, 9:00-10:00 P.M.	4	1 time only	Direct
Guaranty Union Life Ins. Co., Los Angeles	Insurance	News Behind Headlines	Tuesday, 4:10-4:15 P.M. Thursday, 9:10-9:15 P.M.	6	2 programs	Stodel Adv. Agency, Los Angeles
Japanese Assn. of San Francisco	Patriotic Talk	.....	Thursday, 8:15-8:30 P.M.	5	4 programs	Brewer-Weeks Co., San Francisco
General Milk, San Francisco	Bisquick	Hollywood in Person	11:15-11:30 A.M.	7	52 weeks	Russel M. Seeds Co., Chicago
Knights Templar, San Francisco	Lodge	Christmas Program	9:15-9:30 A.M.	6	1 time only	Direct

# Advertisers Using NBC-Blue Network During 1937

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Sponsor	Product	Program	Time	No. of Stations	Duration of Contract	Agency & City
Lamont Corliss & Co., New York	Ponds	Mrs. Franklin D. Roosevelt	Wednesday, 7:15-7:30 P.M.	27	April '37-July '37	J. Walter Thompson Co., N. Y.
Miles Laboratories Inc., Elkhart, Ind.	Alka-Seltzer	National Barn Dance	Saturday, 9:00-10:00 P.M.; 11:00-12:00 Mid	70	Jan. '38—	Wade Adv. Agency, Chicago
Modern Food Process Co., Philadelphia	Dog Food	Dog Heroes	Tuesday, 4:30-4:45 P.M.	9	Oct. '36-May '37	Clements Co., Philadelphia
Modern Food Process Co., Philadelphia	Dog Food	Dog Heroes	Sunday, 4:45-5:00 P.M.	7	Oct. '37—	Clements Co., Philadelphia
Modern Magazines Inc., New York	Modern Romance	Modern Romances	Wednesday, 2:00-2:30 P.M.	5	Oct. '36-Mar. '37	Lennen & Mitchell, N. Y.
C. F. Mueller Co., Jersey City, N. J.	Macaroni	Kitchen Cavalcade	Mon.-Fri., 10:45-11:00 A.M.	6	Feb. '37-June '37	Kenyon & Eckhardt, N. Y.
C. F. Mueller Co., Jersey City, N. J.	Macaroni	Kitchen Cavalcade	Mon.-Fri., 10:45-11:00 A.M.	7	Sept. '37—	Kenyon & Eckhardt, N. Y.
National Biscuit Co., New York	Biscuit	Twin Stars	Friday, 9:30-10:00 P.M.	72	Oct. '36-Mar. '37	McCana-Erickson, N. Y.
Pacific Coast Borax Co., New York	20 Mule-Team Borax	Death Valley Days	Friday, 8:30-9:00 P.M.	23	Sept. '32—	McCana-Erickson, N. Y.
Pepperell Mfg. Co., Boston	Sheets	Dr. Karl Relland	Friday, 7:15-7:30 P.M.	35	Nov. '37—	BBDO, N. Y.
Pontiac Motor Co., Pontiac, Mich.	Motor Cars	Pontiac Varsity Show	Friday, 9:00-9:30 P.M.	68	Oct. '37-Dec. '37	MacMamus, John & Adams, Detroit
Proctor & Gamble Co., Cincinnati	Camay	Pepper Young's Family	Mon.-Fri., 10:30-10:45 A.M.	10	Aug. '36—	Pedlar & Ryan, N. Y.
Proctor & Gamble Co., Cincinnati	Chippo	The Road of Life	Mon.-Fri., 11:15-11:30 A.M.	15	June, '37—	Compton Adv., N. Y.
Proctor & Gamble Co., Cincinnati	Crisco	Vic & Sade	Mon.-Fri., 11:30-11:45 A.M.	14	Apr. '36—	Compton Adv., N. Y.
Proctor & Gamble Co., Cincinnati	Ivory Flake	The Story of Mary Marlin	Mon.-Fri., 10:00-10:15 A.M.	11	June, '37—	Compton Adv., N. Y.
Proctor & Gamble Co., Cincinnati	Ivory Soap	The O'Nells	Mon.-Fri., 11:00-11:15 A.M.	13	July '36—	Compton Adv., N. Y.
Proctor & Gamble Co., Cincinnati	Ivory Soap	The Gospel Singer	Mon.-Fri., 11:45-12:00 Noon	13	June '37—	Compton Adv., N. Y.
Proctor & Gamble Co., Cincinnati	Oxydol	Oxydol's Own Ma Perkins	Mon.-Fri., 10:15-10:30 A.M.	10	June '37—	Blackett-Sample-Hummert, Chicago
Quaker Oats Co., Chicago	Aunt Jemima Flour	Aunt Jemima in the Cabin at the Cross Roads	Tues.-Sat., 9:45-10:00 A.M.	6	Aug. '37—	Lord & Thomas, Chicago
Radio Corp. of America, New York	Radios	The Magic Key of RCA	Sunday, 2:00-3:00 P.M.	100	Sept. '36—	Direct
Radio Corp. of America, New York	Radios	Carnival of Champions	Thursday, 8:00-12:00 P.M.	61	9/23/37 only	Direct
Radio Corp. of America, New York	Radios	Metropolitan Opera	Saturday, 2:00-5:30 P.M.	66	Dec. '36-Mar. '37	Direct
Radio Guide	Magazine	Court of Honor	Friday, 10:00-10:30 P.M.	24	Oct. '36-Jan. '37	Lord & Thomas
Ralston-Purina Co., St. Louis	Wheat Cereals	Tom Mix Straight Shooters	Mon.-Fri., 5:45-6:00 P.M.; 6:45-7:00 P.M.	22	Sept. '37—	Gardner Adv. Co., St. Louis
Real Silk Hosiery Co., Indianapolis	Hosiery	Edwin C. Hill	Sunday, 9:45-10:15 P.M.	24	Oct. '36-Mar. '37	Leo Burnett Chicago
Sherwin-Williams Co., Cleveland	Paints	Metropolitan Opera Auditions of the Air	Sunday, 5:00-5:30 P.M.	68	Oct. '37—	Cecil Warwick & Legler, N. Y.
David A. Smart	Magazines	Coronet on the Air	Friday, 9:30-10:00 P.M.	37	April '37-June '37	BBDO, N. Y.
Sinclair Refining Co.	Oil & Gas	Sinclair Minstrels	Monday, 9:00-9:30 P.M.	50	Feb. '32-Jan. '37	Federal Adv. Agency
Standard Brands Inc., New York	Yeast	Fleischmann's Yeast Program	Friday, 9:00-9:30 P.M.	34	April '37-June '37	J. Walter Thompson Co., N. Y.
Standard Brands Inc., New York	Yeast	The Bakers Broadcast	Sunday, 7:30-8:00 P.M.	68	Oct. '35—	J. Walter Thompson Co., N. Y.
Stewart-Warner Corp., Chicago	Alemite	Horace Heidt & His Brigadiers	Tuesday, 9:00-9:30 P.M.	53	Dec. '37—	Hays MacFarland Co., Chicago
Sun Oil Co., Philadelphia	Gas & Oil	Lowell Thomas	Mon.-Fri., 6:45-7:00 P.M.	19	June '32—	Rocke, Williams & Cunningham, Philadelphia
Swift & Co., Chicago	Sunbrite Cleanser	Junior Nurse Corps	Mon.-Fri., 5:00-5:15 P.M.; 6:00-6:15 P.M.	6	Sept. '37—	Stack-Gable Adv. Co., Chicago
Tastyest Inc., Trenton, N. J.	Yeast	Tastyest Jesters	Tuesday, 7:15-7:30 P.M.	20	Mar. '37-May '37	Peck Adv. Agency, N. Y.
Time Inc., New York	Time Magazine	The March of Time	Thursday, 8:30-9:00 P.M.	41	Oct. '37—	BBDO, N. Y.
Wm. R. Warner Co., New York	Sloan's Liniment	Behind Prison Bars	Monday, 10:00-10:30 P.M.	31	Oct. '37—	Cecil, Warwick & Legler, N. Y.
Wm. R. Warner Co., New York	Sloan's Liniment	Warden Lawes in 20,000 Years in Sing Sing	Monday, 9:30-10:00 P.M.	36	Oct. '36-April '37	Cecil, Warwick & Legler, N. Y.
Wasey Products Co., Cleveland	Barbasol	Singin' Sam	Friday, 7:45-8:00 P.M.	29	Sept. '36-May '37	Erwin, Wasey & Co., N. Y.
G. Washington Refining Co., Morris Plains, N. J.	Coffee	Uncle Jim's Question Bee	Saturday, 7:30-8:00 P.M.	7	Sept. '36—	Cecil, Warwick & Legler, N. Y.
Welch Grape Juice Co., Westfield, N. J.	Grape Juice	Irene Rich	Sunday, 9:45-10:00 P.M.; 11:00-11:15 P.M.	47	Oct. '38—	H. W. Kastor & Sons Adv. Co., Chicago
Zenith Radio Corp., Chicago	Radios	Zenith Foundation	Sunday, 10:00-10:30 P.M.	52	Sept. '37-Dec. '37	E. H. Brown Adv. Co., Chicago

# Advertisers Using Mohawk Network During 1937

(Network discontinued Jan. 15, 1938)

Sponsor	Product	Program	Time	No. of Stations	Duration of Contract	Agency & City
Carter Medicine Co., New York	Pills	Musical	Tues., Thurs., Sat., 9:00-9:15 A.M.	WSYR	Dec. 6-13 weeks	Street & Finney, N. Y.
Hecker Products Corp., New York	Cereal	Musical	Mon.-Fri., 11:45-12 Noon	WABY	52 weeks	Erwin Wasey & Co., N. Y.
Maine Development Commission, Bangor	Potatoes	Talks	Tues., Thurs., 11:15-11:30 A.M.	WABY	13 weeks	Brooke, Smith, French & Dorrance, N. Y.
American Chicle Co., Long Island City	Chewing Gum	Lou Little	Twice weekly 10:00-10:15 P.M.	WABY	13 weeks	Badger and Browning & Hersey, N. Y.
Rev. Elmo Bateman, New York	Religious	Talks	Sunday, 5:00-6:00 P.M.	Full Network	1 year	Direct
Rev. Gerald K. Smith, New York	Political	Talks	Sunday, 4:00-4:30 P.M.	Full Network	26 weeks	Direct
Clear-Again Inc., Chicago	Proprietary	Musical	Tues., Thurs., 10:00-10:15 P.M.	Full Network	13 weeks	Schwimmer & Scott, Chicago

# Advertisers Using NBC Pacific Coast Networks During 1937

Sponsor	Product	Program	Time	No. of Stations	Duration of Contract	Agency & City
Albers Bros. Milling Co., Seattle	Cereals	Good Morning Tonite	Tuesday, 9:30-10:00 P.M.	5	Sept. '36—	Erwin Wasey of the Pacific Coast, Seattle
Bank of America, San Francisco	Banking	House of Melody	Monday, 9:00-9:30 P.M.	7	Aug. '36-Aug. '37	Chas. R. Stuart Co., San Francisco
Best Foods Inc., New York	Mayonnaise	Dr. Kate	Thursday, 8:00-8:30 P.M.	9	Dec. '36-Mar. '37	Benton & Bowles, N. Y.
California Chain Stores, San Francisco	Store Promotion	California's Hour	Sunday, 7:15-8:15 P.M.	7	Jan. '37-Mar. '37	Lord & Thomas, Los Angeles
California Conserving Co., San Francisco	Foods	Who Am I	Tuesday, 7:15-7:30 P.M.	10	Nov. '36-May '37	Emil Brisacher & Staff, San Francisco
Cardinet Candy Co., Oakland, Calif.	Candy Bars	Night Editor	Sunday, 9:00-9:15 P.M.	9	Sept. '36—	Tomaschke-Elliott, Oakland
Geo. W. Caswell Co., San Francisco	Coffee	Woman's Magazine of the Air	Monday, 2:45-3:00 P.M.	5	May '33—May '37	Emil Brisacher & Staff, San Francisco
Duart Sales Co., San Francisco	Cosmetics	The Passing Parade	Sun. & Mon., 9:00-9:15 P.M.	7	April '36-July '37	Howard E. Williams, San Francisco
Ferry Morse Seed Co., San Francisco	Seeds	Martha Phillip's Garden Class	Sunday, 9:15-9:30 A.M.	10	Jan. '37-Apr. '37	Gerth-Knollin Co., San Francisco
Gallenkamp Stores Co., San Francisco	Shoes	Professor Puzzlewit	Sunday, 4:00-4:30 P.M.	4	Mar. '37—	Long Adv. Service, San Francisco
Gilmore Oil Co., Los Angeles	Gas & Oil	Gilmore Circus	Friday, 9:00-9:30 P.M.	6	Feb. '37—	Botsford, Constantine & Gardner, Los Angeles
Globe Grain & Milling Co., Los Angeles	Flour	The Best of the Week	Wed. & Fri., 11:45-12:00 Noon	7	Oct. '37—	Dan B. Miner Co., Los Angeles
International Shoe Co., St. Louis	Peters Shoes	Dr. Peter Puzzlewit	Tuesday, 7:30-8:00 P.M.	7	Apr. '37-July '37	Long Adv. Service, San Francisco
Jel-Sert Co., Chicago	Maple-Mix Desert	Woman's Magazine of the Air	Thursday, 3:15-3:30 P.M.	7	Dec. '36-Jan. '37	Rogers & Smith, Chicago
Kay Jewelry Co., Oakland	Jewelry	Stars on Parade	Sunday, 4:15-4:30 P.M.	2	Jan. '37-April '37	Sidney Garfinkel Adv. Co., San Francisco
Lamont Corliss Co., New York	Hand Lotion	Woman's Magazine of the Air	Wed. & Fri., 3:30-3:45 P.M.	5	Nov. '37—	J. Walter Thompson Co., N. Y.
Langendorf Bakeries, San Francisco	Bakery Goods	Langendorf Pictorial	Mon.-Fri., 4:45-5:00 P.M.	3	Jan. '33-Sept. '37	McCann-Erickson Inc., San Francisco
Local Loan Co., San Francisco	Loans	Meet Your Neighbor	Tuesday, 8:30-9:00 P.M.	4	Oct. '37—	Long Adv. Service, San Francisco
Manhattan Soap Co., New York	Sweetheart Soap	Thomas Conrad Sawyer	Wednesday, 4:30-4:45 P.M.	2	Apr. '37-July '37	Milton Weinberg Adv. Co., Los Angeles
J. W. Marrow Mfg. Co., Los Angeles	Shampoo	Sweet Rhythms	Friday, 1:00-1:15 P.M.	6	July '37-Dec. '37	Janes-Morton Inc., Los Angeles
Occidental Life Insurance Co.	Insurance	Winning the West	Wednesday, 7:30-8:00 P.M.	5	Oct. '33-June '37	Chas. R. Stuart, San Francisco
Owl Drug Co., San Francisco	Drugs	Treasure Island	Sunday, 9:15-9:30 P.M.	5	Feb. '37—	D'Evelyn & Wadsworth, San Francisco
Oxo Ltd., Montreal, Can.	Beef Cubes	Clarence Hayes	Tue. & Fri., 9:30-9:45 A.M.	4	Nov. '37—	Doremus & Co., San Francisco
Pacific Coast Borax Co., Wilmington, Calif.	20 Mule Team Borax	Death Valley Days	Tuesday, 9:00-9:30 P.M.	5	Oct. '35—	McCann-Erickson, San Francisco
Pacific Guano Co., Berkeley	Fertilizer	Garden Guide	Sunday, 10:15-10:30 A.M.	2	Feb. '37-May '37	Tomaschke-Elliott, Oakland
Pro-Ker Laboratories, New York	Hair Tonic	Hair Raising Mysteries	Sunday, 1:15-1:30 P.M.	2	Sept. '37—Dec. '37	General Adv. Agency, Los Angeles
Richfield Oil Corp., Los Angeles	Gas & Oil	Richfield Reporter	Daily, except Sat., 10:00-10:15 P.M.	7	Apr. '31—	Hixson-O'Donnell, Los Angeles
Richfield Oil Corp., Los Angeles	Gas & Oil	Olsen & Johnson	Wednesday, 8:30-9:00 P.M.	11	June '37—	Hixson-O'Donnell, Los Angeles
Scott Paper Co., Chester Pa.	Towels	Woman's Magazine of the Air	Wed. & Fri., 2:45-3:00 P.M.	5	Jan. '37-July '37	J. Walter Thompson Co., N. Y.
Signal Oil Co., Los Angeles	Gas & Oil	Signal Carnival	Sunday, 7:30-8:00 P.M.	11	No. '36—	Logan & Stebbins, Los Angeles
Sperry Flour Co., San Francisco	Flour	Sperry Day-time Special	Mon.-Fri., 2:30-2:45 P.M.	6	Feb. '37—	Westco Adv. Agency, San Francisco
Sperry Flour Co., San Francisco	Flour	Sperry Sunday Special	Sunday, 4:30-5:00 P.M.	6	Oct. '34—	Westco Adv. Agency, San Francisco
Sperry Flour Co., San Francisco	Flour	Gloria Gale	Mon.-Fri., 2:45-3:00 P.M.	6	July '37—	Westco Adv. Agency, San Francisco
Sperry Flour Co., San Francisco	Flour	Woman's Magazine of the Air	Friday, 3:30-3:45 P.M.	5	10/29/37 only	Westco Adv. Agency, San Francisco
Sperry Flour Co., San Francisco	Flour	Woman's Magazine of the Air	Various Days, 2:15-2:30 P.M.	5	6/21/37-7/2/37	Westco Adv. Agency, San Francisco
Standard Brands Inc., New York	Tender Leaf Tea	One Man's Family	Sunday, 9:30-10:00 P.M.	6	Mar. '35—	J. Walter Thompson Co., N. Y.
Standard Oil of Calif., San Francisco	Gas & Oil	Standard School Broadcasts	Thursday, 11:00-11:45 A.M.	6	Oct. '36-May '37	McCann-Erickson, San Francisco
Standard Oil of Calif., San Francisco	Gas & Oil	Standard School Broadcasts	Thursday, 11:00-11:45 A.M.	6	Sept. '37—	McCann-Erickson, San Francisco
Standard Oil of Calif., San Francisco	Gas & Oil	Standard Symphony	Thursday, 8:15-8:15 P.M.	5	Sept. '32—	McCann-Erickson, San Francisco
Susman, Wormser & Co., San Francisco	Foods	I Want a Divorce	Sunday, 8:15-8:30 P.M.; Wednesday, 7:45-8:00 P.M.	11	Oct. '37—	Emil Brisacher & Staff, San Francisco
Susman, Wormser & Co., San Francisco	Foods	Junior News	Wed. & Fri., 5:45-6:00 P.M. PST	10	Feb. '37-Sept. '37	Botsford, Constantine & Gardner, San Francisco
Tidewater Associated Oil Co., San Francisco	Gas & Oil	Associated Football	Saturday, 2:00-4:45 P.M.	5	Sept. '37-Nov. '37	Lord & Thomas, San Francisco
Tillamook County Creamery Assn., Tillamook, Ore.	Cheese	Bennie Walker's Tillamook Kitchen	Friday, 10:00-10:15 A.M.	5	Sept. '37—Dec. '37	Botsford Constantine & Gardner, Portland, Ore.
Tillamook County Creamery Assn., Tillamook, Ore.	Cheese	Bennie Walker's Tillamook Kitchen	Friday, 10:00-10:15 A.M.	5	Sept. '36-July '37	Botsford Constantine & Gardner, Portland, Ore.
Union Oil Co., Los Angeles	Gas & Oil	Thrills	Wednesday, 6:30-7:00 P.M.	10	Jan. '37—	Lord & Thomas, Los Angeles
Wesson Oil & Snowdrift Co., San Francisco	Salad Oil	Hawthorne House	Sunday, 7:00-7:30 P.M.	5	Oct. '35—	Fitzgerald Adv. Co., New Orleans

# Advertisers Using Mutual Network During 1937

Sponsor	Product	Program	Time	No. of Stations	Duration of Contract	Agency & City
Admiracion Labs., Harrison, N. J.	Shampoo, Hair Tonic	Fun in Swing Time	Sunday, 6:30-7:00 P.M.	21	4/18/37-4/10/38	Charles Dallas Reach, Newark
American Bird Products, Chicago	Bird Food	Canary Chorus	Sunday, 11:45-12:00 Noon	5	10/10/37-5/8/38	Weston-Barnett, Chicago
American Chicle Co., Long Island City	Black Jack Chewing Gum	Lou Little's Forecasts	Friday, 10:00-10:15 P.M.	10	10/15/37-12/18/37	Badger, Browning & Hersey, N. Y.
American Tobacco Co., New York	Lucky Strike Cigarettes	Melody Puzzles	Tuesday, 8:00-8:30 P.M.	2	11/2/37-10/25/38	Lord & Thomas, N. Y.
Barbasol Co., New York	Shaving Cream & Razor Blades	Mary Jane Walsh	Friday, 8:00-8:15 P.M.	25	10/29/37-10/21/38	Erwin, Wasey & Co., N. Y.
Campbell Cereal Co., Minneapolis	Malt-o-Meal	Ruby Applebary	Tues., Thu., Sat., 7:45-8:00 P.M.	2	9/29/37-12/24/37	Mitchell-Faust Adv. Co., Chicago
Chicago Engineering Works, Chicago	Air Cond. & Refrig. Inst.	New Dixie Demons	Tuesday, 7:45-8:00 P.M.	6	3/30/37-4/20/37	Critchfield & Co., Chicago
Commentator Magazine, New York	Magazine	Commentator Forum	Sunday, 9:30-9:45 P.M.; Thursday, 10:00-10:15 P.M.	12	9/19/37-12/19/37	Ceell, Warwick & Legler, N. Y.
Consolidated Drug Trade Products, Chicago	Proprietaries	Charley Stookey	Mon.-Fri., 5:00-6:00 P.M. to 11/26; Mon.-Sat., 5:00-6:00 P.M.	2	10/8/37-4/9/38	Benson & Dall, Chicago
Crazy Water Hotel Co., Mineral Wells, Tex.	Hotel & Crazy Water Fizz	Music from Texas	Mon., Wed., Fri., 1:00-1:15 P.M.	24	2/18/36-7/1/37	Luckey, Bowman, Inc., N. Y.
Crown Overall Co., Cincinnati	Crown Overalls	Pleasant Valley Frolics	Thursday, 7:45-8:00 P.M.	4	2/13/36-7/1/37	H. W. Kaster & Sons, Chicago
Crusaders, New York	.....	Current Events, Talk	Thursday, 8:00-8:15 P.M.	35	2/10/37 only	Marschalk & Pratt, N. Y.
Cudahy Packing Co., Chicago	Old Dutch Cleanser	Bachelor's Children	Mon.-Fri., 10:15-10:30 A.M.	2	9/27/37-9/27/38	Roche, Williams & Cunyngham, Chicago
D. L. & W. Coal Co., New York	Blue Coal	The Shadow	Sunday, 4:00-4:30 P.M.	11	9/26/37-3/20/38	Ruthrauff & Ryan, N. Y.
Delv Ltd., New York	Delv Hand Cream	Jack Burch	Mon., Wed., Fri., 9:45-10:00 A.M.	2	4/19/37-7/9/37	Erwin, Wasey & Co., N. Y.
Democratic State Com., New York	Political	Political Talks	Varying	5 to 7	Varying	Fisher, Zealand & Co., N. Y.
Duart Sales Co., New York	Creme of Milk	The Passing Parade	Sunday, 1:15-1:30 P.M.; 9:00-9:15 P.M.	27	9/12/37-9/4/38	Direct
Fels & Co., Philadelphia	Fels Naphtha Soap	Tom, Dick & Harry	Mon., Wed., Fri., 12:15-12:30 P.M.	15	1/18/37-10/15/37	Young & Rubicam, N. Y.
H. Fendrich, Evansville, Ind.	Denby Cigars	Smoke Dreams	Sunday, 1:30-2:00 P.M.	8	9/27/36-3/23/37	Ruthrauff & Ryan, Chicago
E. Fougere & Co. Inc., New York	Vapex	Let's Play Games	Friday, 8:45-9:00 P.M.	2	11/5/37-4/1/38	Small & Selfer Adv. Agency, N. Y.
Fresh Milk Industry, Chicago	Milk & Milk Products	Stars of Milky Way	Sunday, 6:30-7:00 P.M.	23	9/27/36-3/21/37	Aubrey, Moore & Wallace, Chicago
General Mills, Minneapolis	Gold Medal Flour	Love Song	Mon.-Fri., 11:30-11:45 P.M.	2	8/31/36-3/5/37	Blackett-Sample-Hummert, Chicago
Gordon Baking Co., Detroit	Silver Cup Bread	Lone Ranger	Mon., Wed., Fri., 7:30-8:00 P.M.	3	11/28/34-9/25/38	Young & Rubicam, Detroit
Gordon Baking Co., Detroit	Silver Cup Bread	Hockey Game	Thursday, 8:30-10:30 P.M.	3	4/15/37 only	Brooke, Smith & French, Detroit
Gospel Broadcasting Assn., Los Angeles	Evangelical Talks	Old Fashioned Revival	Sunday, 10:30-11:30 P.M.	15	1/3/37-12/26/37	R. H. Alber & Co., Los Angeles
Grove Laboratories, St. Louis	Bromo-Quinine	Gabriel Heatter	Mon., Tues., 7:45-8:00 P.M.; Wed., Thurs., 9:00-9:15 P.M.	8	9/28/36-1/21/37	Stack-Goble Adv. Agency, Chicago
Health Products Corp., Newark	Asper-Gum	Ray Knight's Cuckoos; 1937 Radio Show	Sunday, 6:00-6:30 P.M.	21	5/24/36-5/16/37	William Esty & Co., N. Y.
Hecker Products Corp., New York	Hecker H-O Cereals	Information Bureau	Tues.-Fri., 11:45-12:00 Noon; Mon.-Fri., 1:30-1:45 P.M.	42	9/7/37-9/5/38	Erwin, Wasey & Co., N. Y.
Hecker Products Corp., New York	Silver Dust	Beatrice Fairfax	Tues.-Fri., 2:45-3:00 P.M.	42	8/31/37-8/27/38	BBDO, N. Y.
Journal of Living Pub. Corp., New York	Journal of Living Magazine	Victor H. Lindlahr	Mon., Wed., Fri., 12:00-12:30 P.M.	5	9/14/37-9/10/38	Franklin Bruck Adv. Corp., N. Y.
Katro-Lek Laboratories, Dorchester, Mass.	Katro Balm	Polish Music	Sunday, 12:15-12:30 P.M.	10	10/17/37-11/14/37	Chambers & Wiswell, Boston
Kellogg Co., Battle Creek, Mich.	Cereals	Singing Lady	Sunday, 5:00-5:30 P.M.	3	10/3/37-12/26/37	N. W. Ayer & Son, N. Y.
Lehn & Fink Products Co., New York	Hinds Cream, Lysol	Life of Mary Sothern	Mon.-Fri., 4:15-4:30 P.M.	2	11/2/36-4/30/37	William Esty & Co., N. Y.
Libby, McNeill & Libby, Chicago	Food Products	We Are Four	Mon.-Fri., 12:45-1:00 P.M.	2	3/1/37-5/6/38	J. Walter Thompson Co., Chicago
Little Crow Milling Co. Inc., Warsaw, Ind.	Coco Wheats	Jolly Joe	Mon.-Fri., 5:00-5:15 P.M.	3	11/1/37-10/28/38	Rogers & Smlth, Chicago
Local Cooperative Campaign, New York	Cooperative Sponsors	30 Minutes in Hollywood	Sunday, 6:00-6:30 P.M.	37	10/10/37-4/3/38	Redfield-Johnstone, N. Y.
Local Department Stores, New York	Dept. Store Adv.	Morning Matinee	Thursday, 9:00-9:45 A.M.	19	9/10/36-3/4/37	Dorland International, N. Y.
Lovely Lady Inc., Chicago	Cosmetics	Your Parlor Playhouse	Sunday, 10:30-11:00 P.M.	3	5/9/37-6/13/37	Kirtland-Engle Co., Chicago
Luther Laymen's League, St. Louis	Religious	Lutheran Hour	Sunday, 1:00-1:30 P.M.; 4:30-5:00 P.M.	45	10/24/37-4/17/38	Kelly, Stuhlman & Zahrdt, St. Louis
Macfadden Publications, New York	True Detective Stories	True Detective Mysteries	Tuesday, 9:30-10:00 P.M.	3	9/8/36-8/31/37	Ruthrauff & Ryan, N. Y.
Macfadden Publications, New York	True Story Magazine	Good Will Hour	Sunday, 10:00-10:30 P.M.	4	7/25/37-7/17/38	Ruthrauff & Ryan, N. Y.
Malne Development Commission, Augusta	Malne Products	Marjorie Mills	Tues., Thurs., 1:15-1:30 P.M.; 1:45-2:00 P.M.	15	9/21/37-3/17/38	Brooke, Smith, French & Dorrance, N. Y.
McKesson & Robbins, New York	Tooth Powder	Meadows Beauty Forum	Thursday, 9:45-10:00 A.M.; 10:30-10:45 A.M.	7	1/7/37-4/29/37	Brown & Tarcher, N. Y.
Mennen Co., Newark	Shaving Cream	Famous Jury Trials	Mondays, 10:00-10:45 P.M.	4	9/27/37-6/20/38	H. M. Kieswetter Co., N. Y.
Murine Co., Chicago	Eye Wash	Listen to This	Tuesday, 8:30-9:00 P.M.	8	11/10/36-4/6/37	Vandorbie & Rubins, Chicago
Musterole Co. & E. W. Rose Co., New York	Musterole & Zemo	Carson Robinson	Mon., Wed., Fri., 1:15-1:30 P.M.	46	10/4/37-4/1/38	Erwin Wasey & Co., N. Y.

# Advertisers Using Mutual Network During 1937

Sponsor	Product	Program	Time	No. of Stations	Duration of Contract	Agency & City
National Silver Co., New York	Tableware	Variety	Sunday, 11:30-12:00 Noon	2	5/23/37-6/20/37	Frank Presbrey Co., N. Y.
North American Accident Ins., Newark	Accident Insurance	Gabriel Heatter	Sunday, 9:30-9:45 P.M.	3	2/21/37-6/16/37	Franklin Bruck Adv. Corp., N. Y.
Olson Rug Co., Chicago	Rugs	Romantic Serenaders	Sunday, 3:30-3:45 P.M.	4	1/10/37-4/4/37	Preba, Fellers & Preba, Chicago
Owens-Illinois Glass Co., Toledo	Glass Containers & Coffee	Coffee Club	Friday, 8:00-8:30 P.M.; 10:00-10:30 P.M.	9	2/5/37-6/18/37	U. S. Adv. Corp., Toledo
Parker Watch Co., New York	Watches	Sunday Morning Quarterback	Sunday, 11:30-11:45 A.M.	2	9/12/37-12/5/37	Da Garmo Corp., N. Y.
Proctor & Gamble Co., Cincinnati	Oxydol	Couple Next Door	Mon.-Fri., 2:45-3:00 P.M.	2	4/12/37-9/16/37	Blackert-Sample-Hummert, Chicago
Pure Milk Cheese Co., Chicago	Gold-n-Rich Cheese	Petticoat Philosophy	Tues. & Thurs., 11:45-12:00 Noon	5	12/1/36-4/22/37	Hanff, Metzger of Ill., Inc., Chicago
Rabin Co., Los Angeles, Calif.	Cosmetics	Just Between Us	Sunday, 2:15-2:30 P.M.; 3:15-3:30 P.M.	15	5/2/37-7/25/37	Hayes, MacFarland Co., Chicago
SSS Co., Atlanta	Tonic	Music for the Family	Wednesday, 8:30-9:00 P.M.	4	5/27/36-5/19/37	Direct
W. A. Sheaffer Pen Co., Fort Madison, Ia.	Fountain Pens	Harold Stokes' Orchestra	Friday, 8:15-8:30 P.M.	3	8/27/37-12/10/37	Russell M. Seeds, Chicago
Skol Products, New York	Skol Antiseptic	Hollywood Sunshine Girls	Tuesday, 12:15-12:30 P.M.	16	5/11/37-8/3/37	Peck Adv. Agency, N. Y.
Social Justice Pub. Co., Royal Oak, Mich.	Current Events	Father Coughlin	Sunday, 3:00-4:00 P.M.; 8:00-8:30 P.M.	44	1/24/37-7/18/37	Albert M. Ross, N. Y.
Sterling Products, Wheeling	Cal-Aspirin	Painted Dreams	Mon.-Sat., 2:30-2:45 P.M.	4	9/28/36-9/24/37	Blackett-Sample-Hummert, Chicago
Sterling Products, Wheeling	Calrad Wafers	Get Thin to Music	Mon.-Sat., 11:00-11:30 A.M.	4	1/25/37-4/24/37	Thompson-Koch Co., Cincinnati
Varady of Vienna, Chicago	Cosmetics	Ted Weem's Orchestra	Sunday, 12:30-1:00 P.M.	14	4/12/36-12/5/37	Baggaley, Horton & Hoyt, Chicago
Wallace Biscuit Co., Chicago	Biscuits	Get Thin to Music	Mon.-Sat., 10:30-10:45 P.M.	3	9/27/37-9/24/38	Reincke, Ellis, Younggreen & Finn, Chicago
Wander Co., Chicago	Ovaltine	Mollie of the Movies	Mon.-Fri., 3:00-3:15 P.M.	14	10/19/36-4/28/37	Blackett-Sample-Hummert, Chicago
Wasey Products Co., New York	Proprietaries	Jacob Tarshish	Mon., Tues., Wed., Fri., 9:30-9:45 A.M.; 2:00-2:15 P.M.; Sunday, 3:00-3:15 P.M.	7	9/27/36-4/30/37	Erwin Wasey & Co., N. Y.
Western Bakeries of America, Los Angeles	Weber Bread	Lone Ranger	Mon., Wed., Fri., 10:30-11:00 P.M.	10	1/18/37-12/26/37	Scholts Adv. Service, Los Angeles
Willys-Overland Auto Co., Toledo	Willys Motor Cars	Willys Surprise Party	Sunday, 10:00-10:30 P.M.	30	5/2/37-7/26/37	U. S. Adv. Corp., Toledo

# Advertisers Using Oklahoma Network During 1937

Sponsor	Product	Program	Time	No. of Stations	Duration of Contract	Agency & City
Oklahoma Gas & Electric Co., Okla. City	Lighting	Your Next Door Neighbor	Mon.-Sat., 6:45-7:00 P.M.	6	April 1, 1937-July 1, 1937	Direct
Oklahoma Gas & Electric Co., Okla. City	Lighting	30 Minutes in Hollywood	Sunday, 5:00-5:30 P.M.	6	Oct. 10, 1937—	Redfield-Johnstone, N. Y.
Willys-Overland Motor Co., Toledo	Willys-Overland Car	Willys Surprise Party	Sunday, 8:00-8:30 P.M.	3	May 2, 1937-July 25, 1937	U. S. Adv. Corp., Toledo
Central Dairy Products Co., Oklahoma City	Old Milwaukee Beer	Sports Commentator	Daily (Seven days weekly), 5:45-6:00 P.M.	7	April 6-Oct. 5, 1937	Harold Halsell Co., Okla. City
Hardeman-King Co., Oklahoma City	Merit Feed	The Crossroad Store	Mon., Wed., Fri., 12:00-12:15 P.M.	8	April 26, 1937-Nov. 5, 1937	Ray K. Glenn, Adv., Okla. City
John Brown University, Siloam Springs, Ark.	University	The Cathedral of the Ozarks	Sunday, 8:00-9:00 A.M.	8	May 30, 1937—	Direct
Dixie Distributors of Oklahoma	Dixie Gasoline & Oil	The Dixie Belles	Mon., Wed., Fri., 6:00-6:15 P.M.	8	Sept. 27, 1937—	Ray K. Glenn, Adv., Okla. City
Gospel Broadcasting Association, Los Angeles	Religious	Old Fashioned Revival	Sunday, 9:30-10:30 P.M.	8	Nov. 7, 1937—	R. H. Alber Co., Los Angeles
Lutheran Layman's League, St. Louis	Religious	The Lutheran Hour	Sunday, 3:30-4:00 P.M.	8	Oct. 24, 1937—	Kelly, Stuhlman & Zahndt, St. Louis
Vick Chemical Co., New York	Vick's Cough Drops	Announcements	Nighttime	8	Oct. 18, 1937—	Morse International, N. Y.
Carter Medicine Co., New York	Carter's Little Liver Pills	Announcements	Daytime	8	Oct. 25, 1937—	Street & Finney, N. Y.
Brown Electric Co., Okla. City	Zenith Radios	Announcements	Nighttime	8	Oct. 11, 1937—	Direct
Superior Feed Mills, Okla. City	Superior Feeds	Announcements	Daytime	5	Sept. 1, 1937-Sept. 30, 1937	Direct
General Shaver Corp., New York	Electric Razor	Announcements	Daytime	8	Nov. 6, 1937—	Leeford Adv. Agency, N. Y.
I. O. O. F. of Oklahoma	Fraternal	Talk	Nighttime	8	One time	Direct
Hotel Black, Oklahoma City	Hotel	Announcements	Daytime	8	Aug. 11, 1937-Nov. 1, 1937	Harold Halsell Co., Okla. City
Hotel Wells-Roberts, Oklahoma City	Hotel	Announcements	Daytime	8	Oct. 15, 1937—	Direct
Oklahoma State Fair, Okla. City	State Fair	Announcements	Daytime	6	Sept. 7-Sept. 17	Direct
John A. Brown Co., Okla. City	Clothing	Announcements	Daytime-Nighttime	8	Oct. 7-Oct. 10, 1937	Direct
Associated Industries of Oklahoma	Political	Talk	8:00-8:30 P.M.	8	One time	Direct
Oklahoma Assn. of Insurers	Political	Talk	11:00-11:30 A.M.	8	One time	Direct

# Advertisers Using the Don Lee Network During 1937

Sponsor	Product	Program	Time	No. of Stations	Duration of Contract	Agency & City
Acme White Lead & Color Works, Detroit	Lin-ex	Smilin' Ed McConnell	Sunday, 5:30-5:45 P.M.	9	3/7/37-5/30/37	Henri, Hurst & McDonald, Chicago
American Popcorn Co., Chicago	Jolly Time Popcorn	Jolly Time	Sunday, 4:00-4:05 P.M.; 12:25-12:30 P.M.	11	1/17/37-12/19/37	Coolidge Adv. Agency, Des Moines
American State Magazine, Los Angeles	Am. State Magazine	Talk	Thursday, 7:30-7:45 P.M.	7	8/12/37-9/9/37	R. H. Alber Co., Los Angeles
George A. Belsey Co., Los Angeles	Gen. Electric Products	David Brockman	Friday, 7:00-7:30 P.M.	11	6/11/37-9/9/38	Direct
Bathasweet Co., New York	Bathasweet	Bathasweet News	Mon., Wed., Fri., 7:45-8:00 A.M.	7	3/15/37-9/16/38	H. M. Kieswetter Adv. Agency, N. Y.
American Stove Co., Los Angeles	Magic Chef Stove	Easy Home Decoration	Mon., Wed., Fri., 9:00-9:15 A.M.	2	3/1/37-5/28/37	Richardson-Oswald, Los Angeles
Brown & Williamson Tobacco Co., New York	B. & W. Best Tobacco Viceroy Cigarettes	Sports Bulls-Eyes	Tues., Thurs., Sat., 6:30-6:45 P.M.	24	4/27/37-1/22/38	BBDO, N. Y.
John Brown University, Los Angeles	J. B. University	John Brown Univ.	Friday, 5:15-5:30 P.M.	10	3/26/37-6/4/37	Lisle Sheldon, Los Angeles
Cadillac Motor Car Co., Detroit	Cadillac	Royal Troubadors	Tuesday, 7:30-8:00 P.M.	9	6/15/37-7/20/37	Direct
Dr. W. B. Caldwell Co., Monticello, Ill.	Caldwell's Syrup Pepsin	Monticello Party Line	Mon.-Fri., 10:00-10:45 A.M.	10	9/21/37-9/23/38	Cramer-Krasselt Co., N. Y.
Calif. Bldg. & Loan Assn., Los Angeles	Calif. Bldg. & Loan Assn.	Romance of California	Tuesday, 9:30-9:35 A.M.; Wednesday, 2:55-3:00 P.M.; Thursday, 9:15-9:20 A.M.	4	5/4/37-8/19/37	Elwood J. Robinson, Los Angeles
Calif. West. States Life Ins., San Francisco	Calif. W. States Life Ins.	Talk	Sun., Wed., Thurs., 6:15-6:20 P.M.	10	4/25/37-4/29/37	Emil Busacher & Staff, San Francisco
Risley's Motor Clinic	Auto Repairs	Rise and Shine	Thursday, 7:15-7:30 A.M.	4	6/17/37-9/9/37	Shattuck & Ettinger, Los Angeles
Chamberlain Labs., Chicago	Chamberlain's Lotion	Announcements	.....	5	10/1/37-3/31/38	Coolidge Adv. Agency, Chicago
Chevrolet Motor Co. (L. A. Zone), Los Angeles	Chevrolet	Fiesta De Los Senanos	Wednesday, 7:30-8:30 A.M.	7	6/2/37-5/2/37	Campbell-Ewald Co., Detroit
Chevrolet Motor Co., Detroit	Chevrolet	Musical Moments	Tues. & Thurs., 8:45-9:00 P.M.	10	3/9/37-12/2/37	Campbell-Ewald Co., Detroit
Chicago Engineering Works, Chicago	Chicago Eng. Wks.	Modern Miracles	Thurs, 9:15-9:20 P.M.	10	2/4/37-4/29/37	Strong & Prosser, Seattle
Chicago Engineering Wks., Chicago	Chicago Eng. Wks.	Modern Miracles	Wednesday, 9:15-9:30 P.M.	25	10/10/37-5/4/38	James R. Lunke & Associates, Chicago
Norman W. Church, Los Angeles	N. W. Church	Talk	Sat., Tues., Thurs., 7:30-7:45 P.M.	10	2/6/37-2/11/37	Direct
Colonial Poultry Farms, Los Angeles	Colonial Poultry Farms	Rise and Shine	Mon., Wed., Fri., 8:00-8:05 A.M.	10	2/22/37-3/19/37	Direct
Commentator Magazine, New York	Commentator	Commentator Forum	Sunday, 6:30-6:45 P.M.; Thursday, 7:00-7:15 P.M.	MBS, 11 Don Lee	9/23/37-12/19/37	Cecil, Warwick & Legler, N. Y.
Constitution Society of the U. S., Los Angeles	Constitution Society	Constitution Society	Friday, 8:30-8:45 P.M.	3	1/15/37-3/12/37	R. H. Alber Co., Los Angeles
Crazy Water Hotel Co., Mineral Wells, Tex.	Crazy Water Crystals	Music from Texas	Mon. & Fri., 10:00-10:15 A.M.	MBS, 11 Don Lee	1/4/37-2/22/37	Luckey Bowman, N. Y.
Crusaders, New York	The Crusaders	The Crusaders	Thursday, 8:00-8:15 P.M.	MBS, 11 Don Lee	2/18/37-2/18/37	Fairfax Adv. Agency, N. Y.
Duart Sales Co., San Francisco	Duart Cream of Milk	Passing Parade	Sunday, 9:15-9:30 P.M.	MBS, 24 Don Lee	9/12/37-12/5/37	Direct
Electric Auto-Lite Co., Los Angeles	Electric Auto-Lite	Announcements	Daily	2	7/21/37-8/17/37	Shattuck & Ettinger, Los Angeles
Fels & Co., Philadelphia	Fels Soap	Tom, Dick & Harry	Mon., Wed., Fri., 9:15-9:30 A.M.	MBS, 12 Don Lee	7/19/37-10/11/37	Young & Rubicam, N. Y.
Gaffers & Sattler, Los Angeles	Gaffers & Sattler Stoves	30 Minutes in Hollywood	Sunday, 3:00-3:30 P.M.	11	9/26/37-3/20/38	J. H. Withington Co., Los Angeles
General Motors Corp., Detroit	Pontiac	Announcements	Various	2	10/24/37-11/6/37	MacManus, John & Adams, Detroit
General Motors Acceptance Corp., New York	G. M. A. C.	News & News	Daily, 6:45-7:00 P.M.	10	4/1/37-12/29/37	Campbell-Ewald Co. of N. Y.
General Foods, New York	La France & Satina	House Undivided	Mon.-Fri., 11:15-11:30 A.M.	12	4/19/37-4/15/38	Young & Rubicam, Hollywood
Gilmore Oil Co., Los Angeles	Gilmore Oil & Gas	Announcements	3 daily	11	5/31/37-6/24/37	Raymond R. Morgan, Hollywood
General Mills, New York	Wheaties	Jack Armstrong	Mon.-Fri., 6:00-6:15 P.M.	10	9/27/37-4/22/38	Westco Adv. Agency, San Francisco
Golden Bear Coffee Co., San Diego	Golden Bear Coffee	Sycamore Street	Mon., Wed., Fri., 9:00-9:15 A.M.	3	7/19/37-1/14/38	Direct
Gospel Broadcasting Association, Los Angeles	Religious	Gospel Hour	Sunday, 7:30-8:30 P.M.	MBS, 20 Don Lee	1/3/37-9/18/38	R. H. Alber Co., Los Angeles
Health Products Corp., New York	Feenamint	National Amateur Hour	Sunday, 3:00-3:30 P.M.	MBS, 10 Don Lee	1/3/37-5/16/37	William Esty, N. Y.
Hartz Mountain Products Co., San Francisco	Hartz Mt. Products	Feminine Fancies	Monday, 3:00-3:10 P.M.	10	2/15/37-2/7/38	Ernest Daniels, N. Y.
Hecker Products Corp., New York	H-O Oats	Information Bureau	Mon.-Fri., 10:30-10:45 A.M.	MBS, 24 Don Lee	9/7/37-9/5/38	Erwin Wasey & Co., N. Y.
Hecker Products Corp., New York	Silverdust	Beatrice Fairfax	Tues.-Fri., 11:45-12:00 Noon	MBS, 24 Don Lee	10/12/37-8/26/38	BBDO, N. Y.
Jeffersonian Democrats, Los Angeles	Jeffersonian Democrats	Talk	Friday, 8:45-9:00 P.M.	10	5/14/37-5/28/37	W. A. Ingoldsby & Co., Los Angeles
Kellogg's Ant Paste, Los Angeles	Kellogg's Ant Paste	Morning Merrymakers	Wednesday, 9:45-10:00 A.M.	12	6/23/37-8/25/37	W. A. Ingoldsby & Co., Los Angeles
Kindy Optical Co., Los Angeles	Kindy Optical Co.	Announcements	Varying	2	3/24/37-7/6/37	Irving Fogel Adv. Agency, Los Angeles
Langendorf United Bakeries, San Francisco	Langendorf Bread	The Phantom Pilot	Mon.-Fri., 6:15-6:30 P.M.	24	10/18/37-10/13/38	McCann-Erickson, San Francisco

# Advertisers Using the Don Lee Network During 1937

Sponsor	Product	Program	Time	No. of Stations	Duration of Contract	Agency & City
LaVida Mineral Springs Co., Los Angeles	LaVida Water	Announcements	Varying	4	4/16/37-7/11/37	Sholtz Adv. Service, Los Angeles
Llatenwalder & Gaugh, Los Angeles	Philco Radio	Announcements	Varying	3	1/4/37-2/2/37	Stuart Klingelamith, Los Angeles
Llatenwalder & Gaugh, Los Angeles	Philco Radio	Phyl Coe Radio Mysteries	Monday, 8:30-8:45 P.M.	12	9/6/37-12/20/37	Stuart Klingelamith, Los Angeles
Longines Wittnauer Co., New York	Longines Watches	Announcements	Daily, 10:30 P.M.	9	4/1/37-3/31/38	Arthur Rosenberg Co., N. Y.
Lutheran Layman's League, St. Louis	Religious	Lutheran Hour	Sunday, 1:30-2:00 P.M.	MBS 12 Don Lee	1/24/37-4/17/38	Kelly-Stuhlman & Zahndt, St. Louis
McCoy Health Institutions, Los Angeles	Dr. McCoy	Pages from Experience	Sunday, 9:30-9:45 A.M., Mon., Wed., Fri., 8:45-9:00 A.M.	2	10/4/37-10/17/38	J. H. Withington Co., Los Angeles
Mennen Co., New York	Mennen Products	Mennen News	Tues., Thurs., Sat., 7:45-8:00 A.M.	7	9/28/37-9/24/38	M. Kiewetter Adv. Agency, N. Y.
Dr. Miles Co. of Calif., Los Angeles	Alka-Seltzer	Alka-Seltzer News	Daily, 9:00-9:15 P.M.	21	9/26/37-9/25/38	Associated Adv. Agency, Los Angeles
Moore Electric Co., San Francisco	Moore Electric Products	Morning Merrymakers	Friday, 9:45-10:00 A.M.	12	5/7/37-7/30/37	M. E. Harlan Adv. Agency, San Francisco
Murine Co., New York	Murine	.....	Tuesday, 5:30-6:00 P.M.	MBS, 10 Don Lee	12/29/36-4/6/37	Vanderbee & Rubens, N. Y.
National Funding Corp., Los Angeles	Seaboard Finance Announcements	Announcements	Daily, 9 per day	3	8/15/37-8/31/38	Allied Adv. Agency, Los Angeles
Olds Motor Works, Detroit	Oldsmobile	Glen Gray	Sunday, 7:00-7:15 P.M.	11	10/11/37-1/3/38	D. P. Brother & Co., Detroit
Paramount Pictures, Los Angeles	Paramount	.....	Wednesday, 8:30-9:00	MBS, 10 Don Lee	8/11/37-8/11/37	Buchanan & Co., Los Angeles
Parker Dental System, Los Angeles	Parker Dental System	Radio University	Mon., Wed., Fri., 1:30-1:45 P.M.	11	8/16/37-8/12/38	Emil Brisacher & Staff, Los Angeles
Prosperity Pub. Co., Los Angeles	Townsend Plan	Townsend Plan	Monday, 8:45-9:00 P.M.	11	1/25/37-7/26/37	Lisle Sheldon, Los Angeles
Pinex Corp., Los Angeles	Pinex	In-Laws	Mon.-Fri., 4:45-5:00 P.M.	10	4/19/37-7/30/37	Lord & Thomas, Los Angeles
Rabin Co., Los Angeles	Ruth Rogers Cosmetics	Just Between Us	Sunday, 11:15-11:30 A.M.	MBS, 9 Don Lee	6/13/37-7/25/37	Hays McFarland, Los Angeles
Rio Grande Oil Co., Los Angeles	Rio Grande Products	Calling All Cars	Thursday, 8:00-8:30 P.M.	11	8/19/37-8/11/38	Hixon-O'Donnell Adv. Agency, Los Angeles
Dr. Frank Robinson, Seattle	Dr. Robinson	Psychiana	Sunday, 10:45-11:00 A.M.	12	10/17/37-11/7/37	Izzard Co., Seattle
Samaritan Institution, Los Angeles	Samaritan	The Old Judge	Tues. & Fri., 3:30-3:45 P.M.	10	4/20/37-6/1/37	Allied Adv. Agency, Los Angeles
Seven-Up Bottling Co., Los Angeles	Seven-Up	The Marines Tell It To You	Monday, 7:00-7:30 P.M.	3	11/15/37-2/7/38	Glasser Adv. Agency, Los Angeles
Sherwin-Williams Co., Cleveland	Sherwin-Williams Products	Feminine Fancies	Wed. & Fri., 3:20-3:30 P.M.	24	3/24/37-12/24/37	T. J. Maloney, N. Y.
S. C. Conference of 7th Day Adventists, Los Angeles	7th Day Adventists	Voice of Prophecy	Friday, 8:30-9:00 P.M.	11	1/13/37-1/7/38	Lisle Sheldon, Los Angeles
Skol Products, New York	Skol	Hollywood Sunshine Girls	Tuesday, 8:15-8:30 P.M.	MBS, 10 Don Lee	5/11/37-8/31/37	Peck Adv. Agency, N. Y.
Social Justice Pub. Co., New York	Social Justice	Father Coughlin	Sunday, 5:00-5:30 P.M.	MBS, 10 Don Lee	6/24/37-7/18/37	Albert M. Ross, N. Y.
Committee for Supreme Court Independence, Los Angeles	S. C. Com. for Sup. Court Independence	Political Talk	Monday, 8:15-8:30 P.M.	7	3/22/37-3/29/37	Walter Biddick, Los Angeles
S. C. Edison Co., Los Angeles	S. C. Edison Co.	Stockholders Meeting	Friday, 12:00-1:00 P.M.	5	3/19/37-3/11/37	Mayers Co., Los Angeles
Sterling Products Co., Chicago	Calif. Syrup of Figs	Young Widder Jones	Mon.-Fri., 2:45-3:00 P.M.	11	9/27/37-4/29/38	Thompson-Koch Co., Chicago
F. A. Stuart Co., Chicago	Stuart's Dispepsia Tablets	Rise and Shine	Mon., Wed., Fri., 7:30-7:45 A.M.	11	9/27/37-11/5/37	John H. Dunham Co., Chicago
Sylmar Packing Co., Los Angeles	Sylmar Olives	Cassandra	Mon., Wed., Fri., 5:30-5:45 P.M.	10	2/22/37-5/21/37	Pacific Market Builders, Los Angeles
Townsend Nat'l Radio Club, Los Angeles	Townsend Plan	Townsend Plan	Monday, 8:45-9:00 P.M.	12	8/2/37-1/24/38	Lisle Sheldon, Los Angeles
Union Pacific R. R., Los Angeles	U. P. R. R.	Announcements	Announcements	2	1/19/37-2/6/38	Caples Co., Los Angeles
Vernon Nussbaum Co., Los Angeles	Ve Nus. Dried Fruits	Andy and Virginia	Tues.-Sat., 8:00-8:15 A.M.	7	9/13/37-11/6/37	Glasser Adv. Agency, Los Angeles
Wasey Products, New York	Musterole-Zemo	Carson Robinson & His Bucaroos	Mon., Wed., Fri., 10:15-10:30 A.M.	MBS, 24 Don Lee	10/4/37-4/1/38	Erwin Wasey & Co., N. Y.
Wasey Products, New York	Barbasol	Mary Jane Walsh	Friday, 8:15-8:30 P.M.	MBS, 24 Don Lee	10/29/37-10/21/38	Erwin Wasey & Co., N. Y.
Young Democrats Club of Calif., Los Angeles	Young Democrats	Political Talk	Saturday, 2:00-2:30 P.M.	9	5/22/37-5/22/37	Direct
Western Bakeries, Los Angeles	Webers Bread	The Lone Ranger	Mon., Wed., Fri., 7:30-8:00 P.M.	7	1/18/37-1/14/38	Scholtz Adv. Agency, Los Angeles
Willys-Overland Motor Co., Toledo	Willys Automobiles	Willys Surprise Party	Sunday, 6:00-6:30 P.M.	MBS, 10 Don Lee	5/2/37-7/25/37	U. S. Adv. Corp., N. Y.
Zinke Rebottoming Shoe Co., Los Angeles	The Ballards	The Ballards-Talk	Daily, 9:30-9:45 P.M.	2	6/22/37-7/21/37	Allied Adv. Agency, Los Angeles

# Advertisers Using The Wisconsin Radio Network During 1937

Sponsor	Product	Program	Time	No. of Stations	Duration of Contract	Agency & City
Slems Co., St. Paul	Sims-Malt'-O-Wheat	Sim's Rangers	Daily, except Sun., 8-8:30 A.M.	3	1 Year	Direct
Palmer-Wittkopp Co., Hartland	Pal-O-Pak Insulation	Pal-O-Pak Songsters	Sunday, 9:00-9:30 A.M.	3	1 Year	Arthur Towel, Madison
Ben H. Anderson Co., Madison	Clean-Easy Milking Machine	The Clean-Easy Twins	Sunday, 2:15-2:30 P.M.	3	1 Year	Arthur Towel, Madison

# Advertisers Using World Broadcasting System Transcriptions During 1937

## Thirty-Minute Programs

Sponsor	Product	Agency
California Fruit Growers Exchange, Los Angeles, Cal.	Sunkist Oranges	Lord & Thomas, N. Y.
Larus & Bro. Co., Richmond, Va.	Edgeworth Tobacco	Marschalk & Pratt, N. Y.
Skelly Oil Co., Tulsa, Okla.	Oil & Gas	Blackett-Sample-Hummert, Chicago

## Fifteen-Minute Programs

Allis-Chalmers Mfg. Co., Milwaukee	Farm Machinery	Bert S. Gittins Adv. Agency Milwaukee
American Bankers' Assn., N. Y.	Banking Service	Direct
American Stove Co., Cleveland, O.	Magic Chef Gas Range	Batten, Barton, Durstine & Osborn, New York
Bayer Co., New York	Aspirin	Blackett-Sample-Hummert, N. Y.
Cal-Aspirin Co., Chicago	Cal-Aspirin	Blackett-Sample-Hummert, Chicago
Chevrolet Motor Co., Detroit	Autos	Campbell-Ewald Co., Detroit
Chicago Evening American, Chicago	Newspaper	Direct
Chicago Motor Club, Chicago	Safety	McJunkin Adv. Agency, Chicago
Coca Cola Co., Atlanta	Coca Cola	D'Arcy Adv. Co., St. Louis
De Soto Motor Corp., Detroit	Autos	J. Stirling Getchell, Detroit
Drackett Co., Cincinnati	Drano, Windex	Ralph H. Jones Co., Cincinnati
E. I. Du Pont de Nemours & Co., New York	Paint	BBDO, N. Y.
H. Fendrich, Evansville, Ind.	Cigars	McJunkin Adv. Agency, Chicago
J. A. Folger & Co., San Francisco	Coffee	Blackett-Sample-Hummert, Chicago
I. J. Fox Co., Boston	Furs	Direct
General Baking Co., New York	Bond Bread	BBDO, N. Y.
General Electric Co., Schenectady, N. Y.	Elec. Appliances	Maxon, Detroit
General Motors Corp., Detroit	Oldsmobile	D. P. Brother & Co., Detroit
H. J. Heinz Co., Pittsburgh	Baby Food	Maxon, Detroit
Hulman & Co., Terre Haute, Ind.	Baking Powder	Arbee Agency, Terre Haute
Independent Grocers' Alliance, Chicago	Grocery Products	Chas. Daniel Frey Co., Chicago
Kroger Grocery & Baking Co., Cincinnati	Coffee	Ralph H. Jones Co., Cincinnati
Larus & Bro. Co., Richmond, Va.	Tobacco	Blackett-Sample-Hummert, N. Y.
Methodist Church	Religion	Sam Bartlett, Chicago
Mid-Continent Petroleum Co., Tulsa	Gas & Oil	R. J. Potts & Co., Kansas City
Miles Laboratories, Elkhart, Ind.	Alka-Seltzer	Wade Adv. Co., Chicago
Montgomery Ward & Co., Chicago	Mail Order	Ferry-Hanly Co., Kansas City
Natl. Assn. of Mfrs., New York	Institutional	Direct
Natl. Lead Co., New York	Dutch Boy White Lead	Marschalk & Pratt, N. Y.
Natl. Oil Products Co., Harrison, New Jersey	Admiracion Shampoo	Chas. Dallas' Reach, Newark
Natl. Retail Owned Grocers, Chicago	Coffee	Duane Wanamaker, Chicago
Natl. Tuberculosis Assn., N. Y.	Institutional	Direct
Niagara Hudson Power & Light Co., Buffalo	Elec. Service	BBDO, N. Y.
Oneida Ltd., Oneida, N. Y.	Tudor Plate	BBDO, N. Y.
Pennsylvania State Publicity, Harrisburg, Pa.	Institutional	Walker & Downing, Pittsburgh
Philo Radio & Television Corp., Philadelphia	Radios	Geare-Marston, Philadelphia
Procter & Gamble Co., Cincinnati	Dreft	Blackett-Sample-Hummert, Chicago
Procter & Gamble Co., Cincinnati	Dreft	Compton Adv., N. Y.
Procter & Gamble Co., Cincinnati	Drene	H. W. Kastor & Sons Adv. Co., Chicago
Procter & Gamble Co., Cincinnati	Lava Soap	Blackett-Sample-Hummert, Chicago
Procter & Gamble Co., Cincinnati	Oxydol	Blackett-Sample-Hummert, Chicago
Radio Bridge Ad Service, Des Moines	Bridge Lessons	Direct

## Fifteen-Minute Programs—(Continued)

Sponsor	Product	Agency
E. P. Reed & Co., Rochester, N. Y.	Matrix Shoes	Geyer, Cornell & Newell, N. Y.
Republic Steel Corp., Youngstown, O.	Steel Products	Meldrum & Fewsmith, Cleveland
Schlitz Brewing Co., Milwaukee	Beer	McJunkin Adv. Agency, Chicago
Schwob Co., Atlanta, Ga.	Clothing	James A. Greene & Co., Atlanta
Skelly Oil Co., Tulsa, Okla.	Oil & Gas	Russell C. Comer, Kansas City
Sterling Products Inc., Wheeling	Cal. Syrup of Figs	Blackett-Sample-Hummert, N. Y.
Sterling Products Inc., Wheeling	Haley's M. O.	Blackett-Sample-Hummert, N. Y.
Studebaker Corp., South Bend, Ind.	Autos	Roche, Williams & Cunninghamham, Chicago
Swift & Co., Chicago	Meats	Blackett-Sample-Hummert, Chicago
Wander Co., Chicago	Ovaltine	Blackett-Sample-Hummert, Chicago
Willys-Overland Co., Toledo, O.	Autos	U. S. Adv. Corp., Toledo
Young Men's Christian Assn., N. Y.	Institutional	Frank Presbrey Co., N. Y.

## Five-Minute Announcements

H. B. Davis Co., Baltimore	Paint	Van Sant, Dugdale & Co., Baltimore
Berry Brothers, Detroit	Paints	Maxon, Detroit
Chas. Marchand Co., New York	Golden Hair Wash	Burgher, Zealand, Kent & Co., N. Y.
Peaslee-Gaulbert Co., New York	Paints	J. Stirling Getchell, N. Y.
Schlitz Brewing Co., Milwaukee	Beer	McJunkin Adv. Agency, Chicago
Standard Oil Co., New York	Esso	Marschalk & Pratt, N. Y.
U. S. Fidelity & Guarantee Co., Baltimore	Insurance	Van Sant, Dugdale & Co., Baltimore
Wadsworth, Howland & Co., New York	Paints	J. Stirling Getchell, N. Y.
Willys-Overland Co., Toledo	Autos	U. S. Adv. Corp., Toledo

## Two-Minute Announcements

Fitzpatrick Bros. Inc., Chicago	Kitchen Klezzer	Neisser-Meyerhoff, Chicago
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## One-Minute Announcements

Aero Mayflower Transit Co., Chicago	Moving Service	Direct
American Oil Co., Baltimore	Oil & Gas	Joseph Katz Co., The, Baltimore
Assoc. Distributors Inc., Chicago	Face Cream	H. W. Kastor & Sons Adv. Co., Chicago
Aurora Laboratories Inc., Chicago	Cold Tablets	Aubrey, Moore & Wallace, Chicago
Beaumont Laboratories, St. Louis	Four-Way Cold Tablets	H. W. Kastor & Sons Adv. Co., Chicago
Booth Fisheries Corp., Chicago	Fish & Sea Foods	H. W. Kastor & Sons Adv. Co., Chicago
E. L. Bruce Co., Memphis	Terminix	The Buchen Co., Chicago
Buick Motor Co., Flint, Mich.	Autos	Arthur Kudner, N. Y.
Calvin Mfg. Co., Chicago	Motorola	Direct
Central Laboratories, Detroit	Tonic	Beckman, Vogel & Beerbohm, Detroit
Champion Coal Co., Pittsburgh	Coal	Walker & Downing, Pittsburgh
De Soto Motor Corp., Detroit	Autos	J. Stirling Getchell, N. Y.
Eaton Paper Corp., Pittsfield, Mass.	Stationery	Badger & Browning, Boston
Dr. Peter Fahrney & Sons Co., Chicago	Forni's Alpen Krauter	H. W. Kastor & Sons Adv. Co., Chicago
Foley & Co., Chicago	Cough Syrup	Lauesen & Salomon, Chicago
French Lick Springs Hotel Co., French Lick, Ind.	Pluto Water	H. W. Kastor & Sons Adv. Co., Chicago
General Baking Co., New York	Bond Bread	BBDO, N. Y.
General Cigar Co., New York	Wm. Penn Cigar	H. W. Kastor & Sons Adv. Co., Chicago
General Foods Corp., New York	Certo	Benton & Bowles, N. Y.
General Mills, Minneapolis	Bisquick	Blackett-Sample-Hummert, Chicago
Gold Dust Corp., New York	Silver Dust	BBDO, N. Y.
H. P. Hood & Sons, Charlestown, Mass.	Milk	BBDO, N. Y.
Hydrox Corp., Chicago	Ginger Ale	H. W. Kastor & Sons Adv. Co., Chicago

(Continued on page 231)



# WORLD MEANS BUSINESS

**30,000 HOURS...**  
• 120 national and regional advertisers in 1937, bought over 30,000 hours on 485 stations, to broadcast their WORLD programs.

**LOCAL SALES...**  
• Hundreds of local advertisers sponsor THOUSANDS of hours of World Program Service on WORLD affiliated stations\*.

**451 STATIONS...**  
• (437 in U.S. and Canada, as of January 1, 1938) had installed special equipment to broadcast Vertical-Cut Wide Range programs, produced only by WORLD.

• Cold figures prove, as nothing else can, that WORLD means business! In the steady advance of Selective Broadcasting, WORLD has been and continues to be the one important creative force. With WORLD and its stations, the way is still upward, the inevitable result of eight years of unswerving effort to make radio a more productive medium.

• • •

\*World Program Service subscribers are listed elsewhere in

this Yearbook. Note that these stations are leaders in their markets. World Program Service is the only complete transcription library service, with these exclusive features: 2,500 musical selections, with 48 new numbers each month, all recorded by the Wide Range Vertical method; original continuities covering 17½ hours of playing time each week; special Vertical reproducing equipment on all stations; and regularly issued time-selling aids.

For full information, write to Station Relations Manager, 711 Fifth Avenue, New York.

# WORLD BROADCASTING SYSTEM

Operating the most modern and complete radio recording facilities in

NEW YORK, CHICAGO AND HOLLYWOOD

OFFICES ALSO IN ATLANTA • SAN FRANCISCO • WASHINGTON

# RADIO ADVERTISING



**WHERE...WHEN AND HOW  
YOU WANT IT**

• World's remarkable Vertical recording method enables you to present dependable, quality programs on leading stations in markets specially selected by you.

At Transcription Headquarters, you will find complete facilities for that superior recording which is acclaimed by advertisers, engineers, artists and listeners alike. Vertical Wide Range recording provides a new life-like quality and dependability of performance—the results of many years of research combining the resources of Bell Laboratories, Western Electric Company and World Broadcasting System, allied leaders in the science of sound reproduction.

Through World, you control every step of your radio campaign. No matter where your markets are located, or how much your budget, World strikes an economic balance between your radio coverage of each market and your sales in each market. And Vertical quality guarantees uniform, effective program performance in every market.

Ask the 120 advertisers who last year showed the way to their competitors by using World's method of Selective Broadcasting—their names are listed, with their agencies, on adjoining pages of this Yearbook. Write or wire the nearest World office for full information.

## WORLD BROADCASTING SYSTEM

*Transcription Headquarters*

ATLANTA • CHICAGO • NEW YORK • HOLLYWOOD • SAN FRANCISCO • WASHINGTON

# ADVERTISERS USING WBS DURING 1937

(Continued from page 228)

## One-Minute Announcements—Continued

Agency	Product	Sponsor
Kelvinator Corp., Detroit	Refrigerators	Geyer, Cornell & Newell, Detroit
Kuppenheimer, D., & Co., Chicago	Clothing	Direct
Lambert Pharnacal Co., St. Louis	Listerine Brushless Shaving Cream	H. W. Kastor & Sons Adv. Co., Chicago
Lewis-Howe Med. Co., St. Louis	Tums	H. W. Kastor & Sons Adv. Co., Chicago
Look Inc., Des Moines	Look Magazine	Schwimmer & Scott, Chicago
McKesson & Robbins, Bridgeport, Conn.	Pursang	H. W. Kastor & Sons Adv. Co., Chicago
Mennen Co., Newark	Skin Balm	H. W. Kastor & Sons Adv. Co., Chicago
Oncida Ltd., Oncida, N. Y.	Silverware	Geyer, Cornell & Newell, N. Y.
Pacquin Co., New York	Cosmetics	H. W. Kastor & Sons Adv. Co., Chicago
Dr. P. Phillips Co., Orlando, Fla.	Citrus Fruits	Direct
Pittsburgh Coal Co., Pittsburgh	Coal	Walker & Downing, Pittsburgh
Procter & Gamble Co., Cincinnati	Camay Soap	Pedlar & Ryan, N. Y.
Procter & Gamble Co., Cincinnati	Crisco	Compton Advertising Inc., N. Y.
Procter & Gamble Co., Cincinnati	Kirk's Castile	H. W. Kastor & Sons Adv. Co., Chicago
Procter & Gamble Co., Cincinnati	Lava Soap	Blackett-Sample-Hummert, Chicago
Procter & Gamble Co., Cincinnati	White Napthn	Compton Adv., N. Y.
Reymer & Bros., Pittsburgh	Lem'n Blend	Walker & Downing, Pittsburgh
Rit Products Corp., Chicago	Dyes	H. W. Kastor & Sons Adv. Co., Chicago
Seek & Kade, New York	Pertussin	H. W. Kastor & Sons Adv. Co., Chicago
Sherwood Bros., Baltimore	Betholene	Van Sant, Dugdale & Co., Baltimore
Snow King Baking Powder Co., Cincinnati	Baking Powder	H. W. Kastor & Sons Adv. Co., Chicago
Stevens Hotel, Chicago	Hotel	Maxon, Chicago
Sun Oil Co., Philadelphia	Oil & Gas	Roche, Williams & Cunningham, Chicago
Sure Laboratories, Chicago	Deodorizer	Selvinair Broadcasting System, Chicago
U. S. Vitamin Corp.	Visyneral	Frank Presbrey Co., N. Y.
Ward Baking Corp., New York	Bread	Fletcher & Ellis, N. Y.
Wlrisse Baking Co., Louisville	Bakery Products	W. E. Long Co., Chicago
Welch Grape Juice Co., Westfield, N. Y.	Grape Juice	H. W. Kastor & Sons Adv. Co., Chicago
Williamson Candy Co., Chicago	Candy	John H. Dunham Co., Chicago

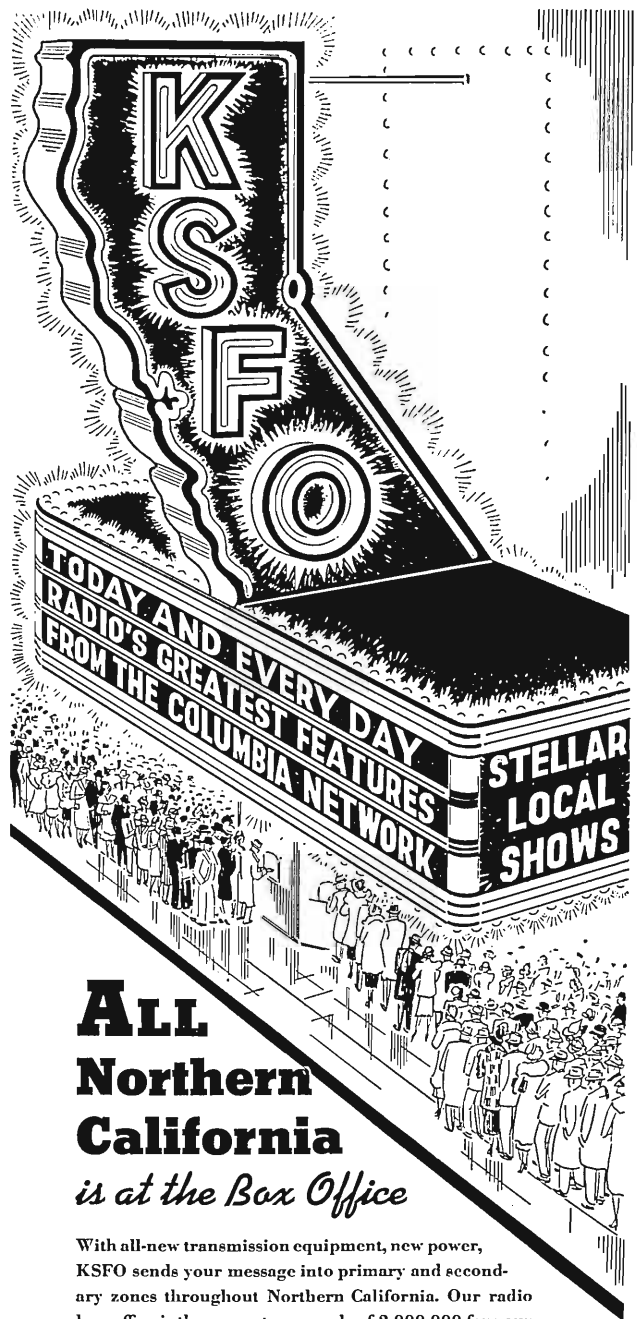
## FCC Rule (No. 175) Covering Station Breaks

Each licensee of a broadcast station shall announce the call letters and location as frequently as practicable during the hours of operation, and in any event before or after each program being broadcast. In no event shall more than 30 minutes elapse between such announcements, and in so far as practicable these announcements shall be made on the hour and half hour. These requirements are waived when such announcements would interrupt a single continuous speech, play, symphony concert or operatic production of longer duration than 30 minutes; and in such cases the announcement of the call letters and location shall be made as soon as possible.

## FCC Order Covering 550 Kc. Band

(Issued Sept. 7, 1937)

No station will be licensed with greater night power than 1 kilowatt, or day power greater than 5 kilowatts, on 550 kilocycles. No application for a new broadcast station or increase in power or time of operation of an existing station will be considered which is located at a distance less than 300 miles from the nearest coast of the United States, unless approval of the Navy Department is submitted in writing with the application. No new station or increase in power or time of operation of an existing station will be authorized which is located at a distance from 300 to 500 miles from the nearest coast, unless approved by the Navy Department. The above mileages may be decreased if it is shown that a signal intensity of not greater than 100 microvolts per meter will result at the nearest coast or point of naval communications activities. In case a directional antenna is used that increases the signal toward the coast, the mileage may be increased until not more than 100 microvolts per meter result at the nearest coast or point of naval communication.



## ALL Northern California

*is at the Box Office*

With all-new transmission equipment, new power, KSFO sends your message into primary and secondary zones throughout Northern California. Our radio box office is thus open to upwards of 2,000,000 for your network program or smartly-produced local show... with more and more of the latter going network from this alert Columbia outlet.

# KSFO

SAN FRANCISCO

560 KC • 5000 watts day • 1000 watts nights  
RUSS BUILDING  
PHILIP G. LASKY, GENERAL MANAGER

National Representatives: FREE & PETERS, Inc.  
**COLUMBIA BROADCASTING SYSTEM**

# Advertisers Using the Yankee Network During 1937

Sponsor	Product	Program	Time	No. of Stations	Duration of Contract	Agency & City
American Cereal Co., Clinton, Mass.	Weetabix	News Participation	Wed. & Fri., 1:00 P.M.	13	4/21/37-7/16/37	H. B. Humphrey Co., Boston
American Cereal Co., Clinton, Mass.	Weetabix	News Participation	Mon., Wed., Fri., 1:00 P.M.	13	7/19/37-8/20/37	H. B. Humphrey Co., Boston
American Cereal Co., Clinton, Mass.	Weetabix	News Participation	Thursday, 6:00 P.M.	13	4/22/37-7/15/37	H. B. Humphrey Co., Boston
American Cereal Co., Clinton, Mass.	Weetabix	News Participation	Tues. & Thurs., 6:00 P.M.	13	7/20/37-8/19/37	H. B. Humphrey Co., Boston
American Cereal Co., Clinton, Mass.	Weetabix	News Participation	Tues. & Thurs., 7:15-8:00 A.M.	13	4/20/37-8/29/37	H. B. Humphrey Co., Boston
American Cereal Co., Clinton, Mass.	Weetabix	Gretchen McMullen Hour	Mon., Wed., Fri., 9:15-9:30 A.M.	13	4/19/37-6/4/37	H. B. Humphrey Co., Boston
American Cereal Co., Clinton, Mass.	Weetabix	Weetabix Salute	Monday, 7:30-7:45 P.M.	7	4/19/37 only	H. B. Humphrey Co., Boston
Bakers Extract Co., Springfield, Mass.	Flavoring Extracts	Gretchen McMullen Hour	Thursday, 9:15-9:30 A.M.; 2:45-3:00 P.M.	2	9/28/37-12/23/37	Wm. B. Remington, Springfield
Borden's Sales Co., New York	Chateau Cheese	The Chateau News Reporter	Tuesday, 7:30-8:00 P.M.	5	5/4/37-12/21/37	Young & Rubicam, N. Y.
Boston Food Products, Boston	Prudence Meat Products	Gretchen McMullen Hour	Friday, 9:15-9:30 A.M.	11	10/2/36-6/25/37	Ferry-Hanly Adv. Co., N. J.
Boston Food Products, Boston	Prudence Meat Products	Majorie Mills Hour	Mon., Wed., Fri., 1:30-2:00 P.M.	6	4/6/37-12/20/37	Ferry-Hanly Adv. Co., N. Y.
Boston Molasses Co., Boston	Molasses	Gretchen McMullen Hour	Wednesday, 2:00-2:15 P.M.	2	9/29/36-3/24/37	Franklin P. Shumway Co., Boston
Boston Molasses Co., Boston	Molasses	Gretchen McMullen Hour	Thursday, 9:15-9:30 A.M.; 2:45-3:00 P.M.	2	9/30/37-12/23/37	Franklin P. Shumway Co., Boston
Broadcast Advertising, Boston	Food Products	Majorie Hills Hour	Tues. & Thurs., 1:30-2:00 P.M.	6	4/6/37-9/9/37 9/13/37-9/19/38	Broadcast Advertising, Boston
Broadcast Advertising, Boston	Food Products	Majorie Mills Hour	Monday, 1:30-1:45 P.M.	6	4/9/37-6/11/37	Broadcast Advertising, Boston
Canada Dry Ginger Ale Inc., New York	Ginger Ale	News Participation	Mon., Wed., Fri., 6:00 P.M.	12	1/4/37-2/22/37	J. M. Mathes, N. Y.
Canada Dry Ginger Ale Inc., New York	Ginger Ale	News Participation	Mon., Wed., Fri., 6:00 P.M.	12	10/25/37-2/14/38	J. M. Mathes, N. Y.
Chamberlain & Co., Boston	Leadership Products	Gretchen McMullen Hour	Tuesday, 9:15-9:30 A.M.	2	9/24/35-1/12/37	Charles W. Hoyt Co., N. Y.
Colgate-Palmolive-Peet Co., Jersey City	Supersuds	News Participation	Mon.-Fri., 7:15, 8:00 A.M.; 1:00 P.M.	13	5/6/37-6/25/37	Benton & Bowles, N. Y.
Colgate-Palmolive-Peet Co., Jersey City	Supersuds	News Participation	Mon.-Fri., 7:15, 8:00 A.M.; 1:00 P.M.	13	9/13/37-12/10/37	Benton & Bowles, N. Y.
Cosmos Chemical Co., Boston	Sanovan	Gretchen McMullen Hour	Monday, 9:15-9:30 A.M.	15	12/28/36-12/27/37	BBDO, N. Y.
Cosmos Chemical Co., Boston	Sanovan	Majorie Mills Hour	Thursday, 1:30-2:00 P.M.	6	4/8/37 only	BBDO, N. Y.
Curtice Brothers Inc., Rochester	Blue Label Ketchup & Cocktail	Majorie Mills Hour	Tuesday, 1:30-2:00 P.M.	6	4/6/37-6/24/37	N. W. Ayer & Son, N. Y.
Curtice Brothers Inc., Rochester	Blue Label Ketchup & Cocktail	Majorie Mills Hour	Wednesday, 1:30-2:00 P.M.	6	9/14/37-11/29/37	N. W. Ayer & Son, N. Y.
R. B. Davis Co., Hoboken, N. J.	Davis Baking Powder	Gretchen McMullen Hour	Mon. & Thurs., 9:15-9:30 A.M.	15	10/18/37-4/14/38	Ruthrauff & Ryan, N. Y.
Delaware, Lackawana & Western Coal Co., New York	Blue Coal	The Shadow	Sunday, 4:00-4:30 P.M.	4	9/26/37-3/20/38	Ruthrauff & Ryan, N. Y.
Department Stores, Boston & Hartford	General Merchandise	Variety Show	Thursday, 9:00-9:45 A.M.	2	9/10/36-3/4/37	Donahue & Coe, N. Y.
Derby Food Inc., Chicago	Derby Products	Majorie Mills Hour	Tuesday, 1:30-2:00 P.M.	6	6/29/37-6/28/38	Stack-Goble, Chicago
Durkee-Mower, Lynn, Mass.	Marshmallow Fluff	Flufferettes	Sunday, 6:45-7:00 P.M.	5-6	9/27/36-3/21/37	Harry M. Frost Co., Boston
Durkee-Mower, Lynn, Mass.	Marshmallow Fluff	Flufferettes	Sunday, 6:45-7:00 P.M.	2	3/28/37-4/18/37	Harry M. Frost Co., Boston
Durkee-Mower, Lynn, Mass.	Marshmallow Fluff	Gretchen McMullen Hour	Tuesday, 9:15-9:30 A.M.	2	9/29/36-9/22/37	Harry M. Frost Co., Boston
Durkee-Mower, Lynn, Mass.	Marshmallow Fluff	Flufferettes	Sunday, 6:45-7:00 P.M.	6	10/24/37-4/17/38	Harry M. Frost Co., Boston
First National Stores, Somerville, Mass.	Food Chain	Finast News	Wed., Fri., Sat., 9:30-9:45 A.M.	6	9/27/36-3/27/37	Badger & Browning, Boston
First National Stores, Somerville, Mass.	Food Chain	Finast News	Wed. & Fri., 9:30-9:45 A.M.	6	3/31/37-6/25/37	Badger & Browning, Boston
First National Stores, Somerville, Mass.	Food Chain	First National's Family Party	Tuesday, 7:30-8:00 P.M.	11	3/9/37-4/27/37	Badger & Browning, Boston
First National Stores, Somerville, Mass.	Food Chain	Finast News	Mon.-Sat., 9:30-9:45 A.M.	6-7	9/27/37-6/28/38	Badger & Browning, Boston
Fleischmann Yeast Co., New York	Fleischmann Yeast	Getting the Most Out of Life	Mon.-Fri., 12:00-12:15 P.M.	14	9/27/37-12/24/37	J. Walter Thompson Co., N. Y.
Foster Canning Co., Inc., Brooklyn, N. Y.	Dr. Olding Pet Ration	Gretchen McMullen Hour	Wednesday, 9:15-9:30 A.M.	15	5/19/37-11/10/37	Nathan Feist Agency, N. Y.
Friend Brothers Inc., Melrose, Mass.	Baked Beans	Majorie Mills Hour	Monday, 1:30-2:00 P.M.	6	9/6/37-9/5/38	Ingalls Adv., Boston
General Foods Corp., New York	Diamond Crystal Salt	Majorie Mills Hour	Thursday, 1:30-2:00 P.M.	6	7/15/37-9/2/37	Benton & Bowles, N. Y.
General Foods Corp., New York	Minute Tapioca	Majorie Mills Hour	Tuesday, 1:30-2:00 P.M.	6	8/3/37-8/2/38	Young & Rubicam, N. Y.
W. H. Graham Corp., Boston	Funeral Service	The Graham Quartette	Sunday, 9:00-9:30 A.M.	2	12/20/36-2/28/37	Harry M. Frost Co., Boston
Good Luck Food Co., Rochester	Good Luck Desserts	Majorie Mills Hour	Tues., Wed., 1:30-2:00 P.M.	6	4/6/37-12/22/37	Hughes, Wolf & Co., Rochester
Heckers Products Corp., New York	H-O	Gretchen McMullen Hour	Wed. & Fri., 9:15-9:30 A.M.	15	9/15/37-9/9/38	Erwin Wasey & Co., N. Y.
Heckers Products Corp., New York	Silver Dust	Advice to the Lovelorn, Beatrice Fairfax	Tues., Wed., Thurs., Fri., 2:15- 2:30 P.M.	4	9/28/37-10/18/37	Erwin Wasey & Co., N. Y.
Heckers Products Corp., New York	Silver Dust	Advice to the Lovelorn, Beatrice Fairfax	Tues., Wed., Thurs., Fri., 2:15- 2:30 P.M.	2	10/15/37-9/9/38	Erwin Wasey & Co., N. Y.

# Advertisers Using the Yankee Network During 1937

Sponsor	Product	Program	Time	No. of Stations	Duration of Contract	Agency & City
Heckers Products Corp., New York	Presto Flour	Majorie Mills Hour	Wednesday, 1:30-2:00 P.M.	6	9/13/37-9/12/38	Erwin Wasey & Co., N. Y.
Hemphill Diesel Eng. School, Boston	Engineering School	The March of Diesel	Sunday, 12:15-12:30 P.M.	7	5/23/37-5/12/37	West & Associates, Glendale, Cal.
Holland Butter Co., Boston	Butter	Gretchen McMullen Hour	Wednesday, 2:00-2:15 P.M.	2	9/29/36-3/24/37	Direct
K. A. Hughes Co., Boston	Salicon	The Affairs of the Hemingways	Tues. & Thurs., 1:30-1:45 P.M.	5	11/17/36-4/1/37	Badger & Browning, Boston
Howard D. Johnson Co., Boston	Restaurants	Alton Hall Blackington	Wed. & Fri., 6:30-6:45 P.M.	2	4/23/37-7/21/37	Louis Glaser, Boston
Japan Crab Meat Assn., New York	3 Diamond Brand Crab Meat	Gretchen McMullen Hour	Thursday, 9:45-10:00 A.M.	2	2/11/37-3/18/37	Maxon, N. Y.
Journal of Living Corp., New York	Magazine	Journal of Living (Victor H. Lindlahr)	Tues., Thurs., Sun., 8:30-9:00 A.M.; 10:30-11:00	2	9/16/37-1/27/38	Schllin Adv. Corp., N. Y.
Kellogg Co., Battle Creek	Cereals	Bill Cunningham, Sports Review	Friday, 7:30-7:45	10-11	1/8/37-12/31/37	N. W. Ayer & Son, N. Y.
Kellogg Co., Battle Creek	All-Bran	Majorie Mills Hour	Wednesday, 1:30-2:00 P.M.	6	4/7/37-12/29/37	N. W. Ayer & Son, N. Y.
Knox Gelatine Co., Johnstown, N. Y.	Sparkling Gelatine	Gretchen McMullen Hour	Wed. & Fri., 9:15-9:30 A.M.	15	10/27/37-1/21/38	Federal Adv. Agency, N. Y.
Thomas J. Leeming & Co., New York	Baume Bengue	News Participation	Mon., Wed., Fri., 1:00 P.M.	13	9/27/37-12/24/37	Wm. Esty & Co., N. Y.
Lemonina Products Corp., New York	Lemonina	Gretchen McMullen Hour	Thursday, 9:15-9:30 A.M.	2	7/22/37-8/26/37	John O. Powers Co., N. Y.
Lever Brothers Co., Cambridge	Life Buoy Soap	Baseball Results & Resumes (Bill O'Connell)	Sunday, 6:45-7:00 P.M.	6	4/25/37-10/3/37	Ruthrauff & Ryan, N. Y.
Lever Brothers Co., Cambridge	Life Buoy Soap	Review of World Serries (Jack Onslow)	Sunday, 6:45-7:00 P.M.	6	10/10/37-10/17/37	Ruthrauff & Ryan, N. Y.
Lindsay Ripe Olive Co., Lindsay, Cal.	Lindsay Ripe Olives	Marjoie Mills Hour	Wednesday, 1:30-2:00 P.M.	6	4/7/37-1/26/38	Lord & Thomas, San Francisco
Lutheran Layman's League, New York	Religious Program	Religious Program	Sunday, 4:30-5:00 P.M.	2	10/27/37-4/17/38	Kelly, Stuhlman, Zahrdt, St. Louis
Maine Development Commission, Augusta	Maine Potatoes	Maine Development Commission Presents Majorie Mills	Tues., & Thurs., 1:45-2:00 P.M.	7	9/21/37-12/16/37	Brooke, Smith, French & Dorrance, N. Y.
McKesson & Robbins, Bridgeport	Calox Tooth Powder	Joyce Jordan	Mon.-Fri., 1:15-1:30 P.M.	3	2/1/37-6/25/37	Brown & Tarcher, N. Y.
McKesson & Robbins, Bridgeport	Calox Tooth Powder	Joyce Jordan	Mon.-Fri., 1:15-1:30 P.M.	2-3	6/28/37-1/1/38	Brown & Tarcher, N. Y.
Melo-Ripe Fruit Co., Boston	Bananas	Gretchen McMullen Hour	Wed. & Fri., 9:15-9:30 A.M.	13	1/29/37-5/28/37	BBDO, N. Y.
John Morrell & Co., Ottumwa, Ia.	Red Heart Dog Food	News Participation	Tues. & Thurs., 1:00 P.M.	12	9/29/36-4/8/37	Henri, Hurst & McDonald, Chicago
Joseph Middleby Co., Boston	Midco	Majorie Mills Hour	Tuesday, 1:30-1:45 P.M.	6	4/6/37-7/1/37	Doremus & Co., Boston
Moxie Co., Roxbury, Mass.	Moxie	News Participation	Tues. & Fri., 7:15 A.M.; 8:00 A.M.	13	5/28/37-6/29/37	Direct
Moxie Co., Roxbury, Mass.	Moxie	News Participation	Mon. & Thurs., 11:00 P.M.	12	5/31/37-7/1/37	Direct
Moxie Co., Roxbury, Mass.	Moxie	News Participation	Friday, 7:15 A.M. & 8:00 A.M.	13	8/13/37 once only	Direct
C. F. Mueller Co., Jersey City	Macaroni & Spaghetti	Majorie Mills Hour	Thursday, 1:30-2:00 P.M.	6	4/8/37-5/28/37	Kenyon & Eckhardt, N. Y.
C. F. Mueller Co., Jersey City	Macaroni & Spaghetti	Majorie Mills Hour	Monday, 1:30-2:00 P.M.	6	9/13/37-12/15/37	Kenyon & Eckhardt, N. Y.
Narragansett Racing Assn., Pawtucket, R. I.	Race Track	Race Highlights	Friday, 7:45-8:00 P.M.	4	4/30/37-5/21/37	Chambers & Wiswell, Boston
Narragansett Racing Assn., Pawtucket, R. I.	Race Track	Race Highlights	Wed. & Fri., 6:30-6:45 P.M.	5	8/13/37-9/17/37	Chambers & Wiswell, Boston
Oregon-Washington Pear Bureau, Seattle	Bosco Pears, Anjou Pears	Gretchen McMullen Hour	Friday, 9:15-9:30 A.M.	11	11/20/36-2/26/37	Izzard Co., Seattle
E. R. Parker Dental System, Boston	Parker Dental System	Knox Manning, Commentator	Mon.-Sat., 7:45-8:00 A.M.	3	1/4/37-6/4/37	Harry M. Frost Co., Boston
Penick & Ford Ltd. Inc., New York	Brer Rabbit Molasses	Majorie Mills Hour	Monday, 1:30-2:00 P.M.	6	9/13/37-3/28/38	J. Walter Thompson Co., N. Y.
Penn Tobacco Co., Wilkes-Barre, Pa.	Kentucky Club Tob., Kentucky Winners	News Participation	Mon.-Sat., 6:00 P.M.	11	4/12/37-4/17/37	Ruthrauff & Ryan, N. Y.
Penn Tobacco Co., Wilkes-Barre, Pa.	Kentucky Club Tob., Kentucky Winners	Baseball & Racing Results	Mon.-Sat., 6:15-6:30 P.M.	8	4/19/37-9/29/37	Ruthrauff & Ryan, N. Y.
Penn Tobacco Co., Wilkes-Barre, Pa.	Kentucky Club Tob., Kentucky Winners	News Participation	Tues., Wed., Thurs., Sat., 11:00 P.M.	12	10/5/37-11/13/37	Ruthrauff & Ryan, N. Y.
Penn Tobacco Co., Wilkes-Barre, Pa.	Kentucky Club Tob., Kentucky Winners	News Participation	Mon., Tues., Wed., Thurs., 11:00 P.M.	12	11/15/37-4/7/38	Ruthrauff & Ryan, N. Y.
Penn Tobacco Co., Wilkes-Barre, Pa.	Kentucky Club Tob., Kentucky Winners	News Participation	Fri. & Sun., 6:00 P.M.; 6:30 P.M.	13	10/8/37-4/10/38	Ruthrauff & Ryan, N. Y.
Pure Food Factory "Hansa", New York	Herb-Ox	Gretchen McMullen Hour	Wednesday, 9:15-9:30 A.M.	13	10/7/36-1/20/37	Charles W. Hoyt Co., N. Y.
Reliable Flour Co., Boston	Reliable Flour	Gretchen McMullen Hour	Friday, 9:15-9:30 A.M.	13	4/16/37-6/18/37	Direct
Reliable Flour Co., Boston	Reliable Flour	Gretchen McMullen Hour	Tues. & Thurs., 9:15-9:30 A.M.	2	3/23/37-6/15/37	Direct
Reliable Flour Co., Boston	Reliable Flour	Gretchen McMullen Hour	Thursday, 9:15-9:30 A.M.	2	6/24/37-9/9/37	Direct
Thomas D. Richardson Co., Philadelphia	U-All-Know-Mints	Majorie Mills Hour	Thursday, 1:30-2:00 P.M.	6	4/8/37-12/30/37	N. W. Ayer & Son, N. Y.
Scott Furriers Inc., Boston	Furs	Figure, Fun & Fashion Club	Mon., Wed., Fri., 7:30-7:45 A.M.	4	12/23/36-1/18/37	Direct
William Scull Co., Camden	Bosco	Majorie Mills Hour	Thursday, 1:30-2:00 P.M.	6	4/8/37-4/7/38	Kenyon & Eckhardt, N. Y.
William Scull Co., Camden	Bosco	News Participation	Tues. & Thurs., 1:00 P.M.	13	7/6/37-9/9/37	Kenyon & Eckhardt, N. Y.
William Scull Co., Camden	Bosco	News Participation	Mon., Wed., Fri., 1:00 P.M.	13	4/5/37-7/2/37	Kenyon & Eckhardt, N. Y.

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# Advertisers Using the Yankee Network During 1937

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Sponsor	Product	Program	Time	No. of Stations	Duration of Contract	Agency & City
Sherwin-Williams Co., Cleveland	Paints	Gretchen McMullen Hour	Mon., Wed., Fri., 9:15-9:30 A.M.	13	3/15/37-5/21/37	T. J. Maloney, N. Y.
Sherwin-Williams Co., Cleveland	Paints	Gretchen McMullen Hour	Mon., Wed., Fri., 9:15-9:30 A.M.	15	9/8/37-11/15/37	T. J. Maloney, N. Y.
Smith Brothers, Poughkeepsie, N. Y.	Cough Drops	News Participation	Wed. & Fri., 8:00 A.M.; 7:15 A.M.	12	11/23/36-2/19/37	Brown & Tacher, N. Y.
Smith Brothers, Poughkeepsie, N. Y.	Cough Drops	News Participation	Tues., Thurs., Sun., 6:00 P.M.	12	11/22/36-2/14/37	Brown & Tacher, N. Y.
Smith Brothers, Poughkeepsie, N. Y.	Cough Drops	News Participation	Wed. & Fri., 7:15 A.M.; 8:00 A.M.	13	11/17/37-3/25/38	Brown & Tacher, N. Y.
Smith Brothers, Poughkeepsie, N. Y.	Cough Drops	News Participation	Tues., Thurs., Sun., 6:00 P.M.	13	11/16/37-3/27/38	Brown & Tacher, N. Y.
Socony-Vacuum Oil Co., New York	Gas & Oil	Football Games, Yale Home Game	Saturday, 1:45-4:30 P.M.	17	10/2/37-11/13/37	J. Stirling Getchell, N. Y.
Socony-Vacuum Oil Co., New York	Gas & Oil	Yale University Band	Saturday, 12:00-12:30 P.M.	13	11/20/37 once only	J. Stirling Gethell, N. Y.
Stickney & Poor Spice Co., Boston	Spices	Gretchen McMullen Hour	Monday, 9:15-9:30 A.M.	15	9/13/37-10/4/37	Badger & Browning, Boston
Stickney & Poor Spice Co., Boston	Spices	Gretchen McMullen Hour	Friday, 9:15-9:30 A.M.	15	10/15/37-11/19/37	Badger & Browning, Boston
Swift & Co., Chicago	All Sweet Margarine	Majorie Mills Hour	Mon., Wed., Fri., 1:30-2:00 P.M.	6	10/15/37-4/1/38	J. Walter Thompson Co., Chicago
Joseph Tetley & Co., New York	Tetley Teas	Majorie Mills Hour	Thursday, 1:30-2:00 P.M.	6	4/8/37-1/6/38	Direct
Tidewater Associated Oil Co., New York	Tydol-Veedol	News Participation	Mon.-Sat., 6:00 P.M.	13	12/7/36-9/25/37	Lennen & Mitchell, N. Y.
Tidewater Associated Oil Co., New York	Tydol-Veedol	Casey at the Mike	Thurs., Fri., Sat., 6:15-6:30 P.M.	11	9/30/37-12/4/37	Lennen & Mitchell, N. Y.
William Underwood Co., Watertown, Mass.	Deviled Ham	Gretchen McMullen Hour	Wednesday, 9:15-9:30 A.M.	11	12/16/36-3/10/37	Alley & Richards Co., Boston
William Underwood Co., Watertown, Mass.	Deviled Ham	Gretchen McMullen Hour	Friday, 9:15-9:30 A.M.	15	9/17/37-12/10/37	Alley & Richards Co., Boston
United Fruit Co., New York	Melo-Ripe Bananas	Majorie Mills Hour	Thursday, 1:30-2:00 P.M.	6	4/8/37-12/30/37	BBDO, N. Y.
Volunteer Citizens' Committee	Politics	Political Speech	Friday, 7:45-8:00 P.M.	2	4/2/37- once only	Harry M. Frost Co., Boston
Wait & Bond, Newark	Quincy Cigars	News Participation	Mon., Wed., Fri., 6:00 P.M.	12	3/15/37-4/9/37	BBDO, N. Y.
Ward Baking Co., New York	Hetty Hoppee Mixer	Majorie Mills Hour	Thursday, 1:30-2:00 P.M.	6	4/8/37-6/10/37	Direct
Webster-Eisenlohr, New York	Webster Cigars	News Participation	Sat. & Sun., 6:00 P.M.; 6:30 P.M.	13	11/28/37-5/9/37	N. W. Ayer & Son, N. Y.
Wilson & Co., Chicago	Tender Made Hams	Majorie Mills Hour	Tuesday, 1:30-2:00 P.M.	6	5/18/37-5/7/38	U. S. Adv. Corp., Chicago

# Advertisers Using the Colonial Network During 1937

Sponsor	Product	Program	Time	No. of Stations	Duration of Contract	Agency & City
Barbasol Co., Indianapolis	Barbasol	Variety Show	Friday, 8:00-8:15 P.M.	3	10/29/37-10/21/38	Erwin, Wasey & Co., N. Y.
Committee of One Million, New York	Educational	Rev. Gerald L. K. Smith	Sunday, 4:00-4:30 P.M.	12	11/4/37-5/8/38	Direct
Drums, Detroit	Drums	Chandler Chats	Thursday, 2:30-2:45 P.M.	13	4/22/37-6/24/37	C. C. Winningham, Detroit
Drums, Detroit	Drums	Chandler Chats	Thursday, 11:30-11:45 A.M.	13	6/24/37-10/14/37	C. C. Winningham, Detroit
Franciscan Fathers, Graymoor, N. Y.	Religious	St. Anthony Hour	Sunday, 9:30-10:00 A.M.	2	1/17/37-3/7/37	Direct
Franciscan Fathers, Graymoor, N. Y.	Religious	St. Anthony Hour	Sunday, 9:30-10:00 A.M.	3	3/7/37-3/28/37	Direct
Franciscan Fathers, Graymoor, N. Y.	Religious	St. Anthony Hour	Sunday, 9:30-10:00 A.M.	4	3/28/37-9/5/37	Direct
Franciscan Fathers, Graymoor, N. Y.	Religious	St. Anthony Hour	Sunday, 2:00-2:30 P.M.	2	9/12/37-9/4/38	Direct
General Mills, Minneapolis	Wheaties	Baseball Games	Mon.-Sat., 3:00-5:00 P.M.	15	4/17/37-10/2/37	Knox-Reeves, Minneapolis
Heckers Products Corp., New York	Heckers H-O	Myra Kingsley-Jean Paul King	Mon.-Fri., 11:45-12:00 A.M.	8	9/7/37-9/2/38	Erwin, Wasey & Co., N. Y.
Journal of Living Pub. Corp., New York	Magazine	Journal of Living (Victor H. Lindlahr)	Mon., Wed., Fri., 12:00-12:30 P.M.	2	1/25/37-9/10/37	Schillin Adv. Corp., N. Y.
Katro-Lek Laboratories, Boston	Katro-Lek	Concert Music	Sunday, 12:15-12:30 P.M.	3	10/17/37-2/13/38	Chambers & Wiswell, Boston
La Rosa Co., New York	Spaghetti	Concert Music	Daily, including Sunday, 12:30-1:00 P.M.	3	9/27/36-9/11/38	Commercial Radio Service, N. Y.
Lutheran Church, New York	Religious	Religious	Sunday, 1:00-1:30 P.M.	2	10/4/36-4/4/37	Kelly & Stuhlman, N. Y.
Modern Packing Co., Brooklyn	Food Product	On Wings of Melody	Sunday, 1:00-1:30 P.M.	2	9/19/37-9/11/38	Commercial Radio Service, N. Y.
Musterole Co., Cleveland	Musterole	Carson Robinson	Mon., Wed., Fri., 1:15-1:30 P.M.	4	10/4/37-4/6/38	Erwin, Wasey & Co., N. Y.
Lydia Pinkham Medicine Co., Lynn, Mass.	Proprietary	Voice of Experience	Mon.-Fri., 2:00-2:30 P.M.	13	9/13/37-9/9/38	Erwin, Wasey & Co., N. Y.
Socony-Vacuum Oil Co., New York	Mobilgas	Baseball Games	Mon.-Sat., 3:00-5:00 P.M.	15	4/17/37-10/2/37	J. Stirling Getchell, N. Y.
Wander Co., Chicago	Ovaltine	Molly of the Movies	Mon.-Fri., 3:00-3:15 P.M.	4	10/19/36-4/16/37	Blackett-Sample-Hummert, Chicago

# Advertisers Using Michigan Radio Network During 1937

Sponsor	Product	Program	Time	No. of Stations	Duration of Contract	Agency & City
Automobile Club of Mich., Detroit	Auto Club	Last Moment	Evening	8	July 19-Jan. 15, 1938	Stockwell & Marcuse, Detroit
Auto Owners' Ins. Co., Detroit	Auto Insurance	Coach Bachman	8:45-9:00 P.M.	7	Sept. 22-Nov. 10	Direct
Amer. Agricultural Chemical Co., New York	Fertilizer	Announcements	12:30 P.M.	8	Sept. 22-Sept. 28	Direct
SSS Tonic Co., Atlanta	SSS Tonic	Tonic Time	9:00-9:15 P.M.	7	Renewed for 1 yr. Sept. 27-Sept. 26, '38	Transamerican Broadcasting & Television Corp., N. Y.
Roman Cleanser Co., Detroit	Roman Cleanser	Announcements	Daytime	8	Oct.-Nov.	Holmes, Detroit
Radio League of the Little Flower, Detroit	Church	Children's Hour	4:00-5:00 P.M.	8	Feb. 7-July 11	Direct
Knox Co.	Cystex	Extral Extral	12:30-12:45 P.M.	8	Oct. 11-Apr. 4, '38	Allen C. Smith Adv. Co., Kansas City
Practical Diesel Training School, Detroit	Diesel Training	Diesel Opportunities	12:45-1:00 P.M.	8	Nov. 14-Feb. 6, '38	Brace Beemer, Detroit
Dunham & Ewell, Detroit	Tiger Zip	Coach Zip	10 min. preceding baseball agme	8	Baseball season	Aircasters, Detroit
Grand Valley Brewery, Sona, Mich.	Friar's Ale	Gus Clark	10 min. preceding baseball game	8	Baseball season	Holden, Grabam & Clark, Detroit
Sun Ray Products Co., Grand Rapids	Wheat-Selex	The Wishing Ring	9:30-9:45 A.M.	8	Feb. 22-May 21	Stevens, Grand Rapids
Nu-Nut Products Co., Grand Rapids	Nu-Nuts	Gus Clark	10:00-10:15 A.M.	8	Jan. 17-Apr. 16	John L. Wierengo & Staff, Grand Rapids
Buhl & Sons, Detroit	Hardware & Sports Supplies	Mich. on Tour	9:00-9:15 A.M.	8	Mar. 17-June 30	Bass-Luckoff, Detroit
Pfeffer Brewing Co., Detroit	Brewery	Baseball Extra	7:00-7:15 P.M.	8	Mar. 8-Apr. 19	Grace & Bement, Detroit
California Syrup of Figs, New York	Syrup of Figs	Dick Tracy	5:45-6:00 P.M.	8	9 months ending Sept. 22, 1937	Transamerican Broadcasting & Telev. Corp., N. Y.
Bernard Schwartz Cigar Corp., Detroit	R. G. Dun Cigars	Big Broadcast	9:00-9:30 P.M.	8	1 yr. period ending April 15, 1937	S. M. Epstein Co., Detroit
International Harvester Co., Chicago	Farm Implements & Trucks	Announcements	Daytime	8	Mar. 10-July 9, '37	Aubrey, Moore & Wallace, Chicago
Miles Laboratories, Inc., Elkhart	Alka-Seltzer	Day in Review	6:30-6:45 P.M.	8	To Sept. 6, 1937	Wade Adv. Agency, Chicago
Bunte Bros., Chicago	Tango Candy Bars	Jr. Matinee	5:00-5:15 P.M.	8	To Feb. 5, 1937	Fred A. Robbins, Chicago
Carter Medicine Co., New York	Liver Pills	Announcements	Daytime	8	1 year	Street & Finney, Chicago
Chevrolet Motor Co., Detroit	Chevrolet	Musical Moments	Evening	8	1 year	Campbell Ewald Co., Detroit
Chevrolet Motor Co., Detroit	Chevrolet	Announcements	Day & evening	8	Intermittent	Campbell Ewald Co., Detroit
Detroit Creamery Co., Detroit	Golden Jersey Milk	The Green Hornet	7:30-8:00 P.M.	9	1 year	N. W. Ayer & Son, Detroit
Detroit Creamery Co., Detroit	Milk & Ice Cream	Announcements	Day & evening	8	1 year	N. W. Ayer & Son, N. Y.
Ford Motor Co., Detroit	Ford & Lincoln	Hockey Scores	11:00-11:05 P.M.	7	To March 21	N. W. Ayer & Son, N. Y.
Ford Motor Co., Detroit	Ford Trucks	Livestock Reports	12:15-12:30 P.M.	8	Sept., '36-June, '37	N. W. Ayer & Son, N. Y.
Ford Motor Co., Detroit	Ford & Lincoln	Al Pearce	8:00-8:30 P.M.	8	Feb.—April	N. W. Ayer & Son, N. Y.
Ford Motor Co., Detroit	Ford & Lincoln	Announcements	Day & evening	8	1 year	N. W. Ayer & Son, N. Y.
Gordon Baking Co., Detroit	Silvercup Bread	The Lone Ranger	7:30-8:00 P.M.	28	1 year	Brooke, Smith & French, Detroit
Hickok Oil Co., Toledo	Hi-Speed Gas	The Factfinder	6:15-6:30 P.M.	6	1 year	Tracy Adv. Agency, Toledo
Hemphill-Diesel Schools, Detroit	Diesel School	Diesel Opportunities	6:45-6:50 P.M.	8	Feb. thru May, 1937 Nov. 14-Feb. 6, '38	Stack Goble Adv. Agency, Chicago Brace Beemer, Detroit
Socony Vacuum Oil Co., New York	Mobil Freezezone	Announcements	Day & evening	8	Seasonal, Oct. 22-Nov. 28	J. Sterling Getchell, N. Y.
Socony Vacuum Oil Co., New York	White Star Gas	Baseball Games	Daytime	7	Baseball season	J. Sterling Getchell, Detroit
Reld-Murdock Co., Chicago	Monarch Foods	Announcements	Daytime	8	1 year	Rogers & Smith, Chicago
American Gas Machine Co., Albert Lea, Minn.	Kitchenkook	Kitchenkook Time	12:10-12:15 P.M.	7	April 26-May 28	Greene Adv. Agency, St. Paul
P. Lorillard Co., New York	Friend's Tobacco	Harry Heilmann	6:00-6:15 P.M.	8	Baseball season	Lennen & Mitchell, N. Y.
General Mills Inc., Minneapolis	Wheaties	Baseball Games	Daytime	7	Baseball season	Knox-Reeves Adv. Agency, Minneapolis
United Drug Co., Boston	Rexall 1c Sale	Magic Hour	10:15-10:30 A.M.	8	Annual renewal, 10 seasonal broadcasts	Street & Finney, N. Y.
Refrig. & Air Cond. Inst., Chicago	School	Tom Donnelly's Orch.	Daytime, ¼ hr.	8	February, 1937	Critchfield & Co., Chicago
Graham Motor Corp., Detroit	Graham	Announcements	Day & evening	8	Aug. 2-Aug. 18, '37	J. Walter Thompson Co., Detroit
Hekman Biscuit Co., Detroit	Hekman Biscuits	Man-on-the-Street	12:05-12:15 P.M.	7	1 year starting June 14, '37	Nelaser-Meyerhoff, Chicago
Peter Pan Bakeries, Detroit	Bread	Gee Walker—Baseball	8:30-8:45 P.M.	8	July 20-Oct. 14, '37	Packard & Neff, Detroit
Chrysler Airtemp. Corp., Detroit	Air Conditioning	Hour of Dreams	Sunday, 6:30-6:45 P.M.	8	Aug. 9, '37-1938	Direct
Frankenmuth Brewing Co., Detroit	Beer & Ale	Bob Evans—Sports	6:40-6:45 P.M.	8	Baseball season	Packard & Neff, Detroit
Phillips Petroleum Corp., Bartlesville, Okla.	Phillips 66 Gas	Noonday News	12:00-12:05 P.M.	7	1 year ending Aug. 8, '38	Lambert & Feasley, N. Y.
Farm Crest Baking Co., Detroit	Cakes & Cookies	Children's Theater	Sunday, 12:00-1:00 P.M.	8	Sept. 5-Nov. 28, '37	Packard & Neff, Detroit
Olds Motor Works, Lansing	Oldsmobile	Football	Daytime	8	Sept. 25-Nov. 27, '37	D. P. Brother & Co., Detroit
Zenith Radio Dealers, Detroit	Zenith Radios	Football Flashes	Saturday afternoon	8	9/25-11/27/37	Simons-Michelson Co., Detroit
Standard Oil Co., New York	Stanco	Announcements	Day & evening	8	6/11-6/23/37	McCann-Erickson, N. Y.

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## Advertisers Using Michigan Radio Network During 1937

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Sponsor	Product	Program	Time	No. of Stations	Duration of Contract	Agency & City
Best Foods, New York	Nucon	Announcements	Daytime	8	Oct. 18-Nov. 29, '37	Benton & Bowles, N. Y.
Commercial Milling Co., Detroit	Henkel Flour	Announcements	Daytime	8	Nov. 10, till forbld	Karl G. Behr Adv. Agency, Detroit
Smith Brothers, Poughkeepsie, N. Y.	Cough Drops	Announcements	Evening	8	11/15/37-2/25/38	Brown & Tarcher, N. Y.
H. J. Heinz Co., Pittsburgh	Rice Flakes	Adv. of Tommy Thatcher	4:45-6:00 P.M.	8	10/18/37-1/14/38	Transamerican Broadcasting & Telv. Corp., N. Y.
Swift & Co., Chicago	Pard	News of the World	9:40-9:45 A.M.	8	11/12/37-12/2/37	J. Walter Thompson Co., Chicago
Goebel Brewing Co., Detroit	Goebel Beer	George Jessel	6:00-6:15 P.M.	8	10/10/37-4/8/38	Maxon, Detroit
Kosto Co., Chicago	Kosto Dessert	Announcements	Daytime	8	9/14/37-4/11/38	Perrin Fans Co., Chicago
Quaker Oats Co., Chicago	Quaker Macaroni	Announcements	Daytime	8	9/27/37-12/25/37	Mitchell-Faust Adv. Co., Chicago

## Advertisers Using The Texas Quality Network During 1937

Sponsor	Product	Program	Time	No. of Stations	Duration of Contract	Agency & City
Armstrong Packing Co., Dallas	Birdbrand Shortening	Birdbrand Cowboys	Monday, 4:40-4:45 P.M.	3	3/1/37-8/30/37	Haney-Taylor, Dallas
Baker-Moise Hosiery Mills, Dallas	Vanette Hose	Gail Northe	Wednesday, 8:00-8:15 A.M.	3	9/16/36-4/28/37	W. T. Grant Adv., Dallas
Bewley Mills, Fort Worth	Bewley's Best Flour	Chuck Wagon Gang	Mon.-Sat., 1:00-1:15 P.M.; Sunday, 9:00-9:15 A.M.	3	9/11/34-1938	Direct
Burrus Mill & Elevator Co., Ft. Worth	Light Crust Flour	Light Crust Doughboys	Mon.-Fri., 12:30-12:45 P.M.	3	9/11/34-1938	J. Walter Thompson Co., Chicago
Byer Roinick Co., Dallas	Resistol Hats	For Gentlemen Only	Sunday, 3:45-4:00 P.M.	3	9/26/37-11/7/37	Direct
Wm. Cameron & Co., Waco, Texas	Building Supplies	Ideal Time	Tues., Thurs., Sat., 7:15-7:30 A.M.	3	2/1/35-1/30/37	Erle Racey Adv. Agency., Dallas
CSO Laboratories, Dallas	Germicidal Antiseptic	Monte Magee	Tues., Thurs., 4:30-4:45 P.M.; Sunday, 2:45-3:00 P.M.	3	4/22/37-5/23/37	Ratcliffe Adv. Agency., Dallas
Crazy Water Co., Mineral Wells	Crazy Crystals	Jack Amlung's Orch.	Mon.-Fri., 12:45-1:00 P.M. Sunday, 2:45-3:00 P.M.	3	9/11/34-1938	Rogers & Smith Adv. Agency., Dallas
Coca Cola Bottlers of Texas, Dallas	Coca Cola	College Nights	Thurs., Sat., 6:30-7:00 P.M.	3	9/30/37-11/27/37	Crook Adv. Agency., Dallas
Dairyland Ice Cream Co., Houston	Dairy Products	Safety Legion	Mon., Fri., 5:15-5:30 P.M.	3	9/28/36-5/10/37	John L. DeBrueys Agency, Houston
Dr. Pepper Co., Dallas	Dr. Pepper Beverage	Pepper-Uppers	Sunday, 6:30-6:00 P.M.	3	4/7/35-1938	Tracy-Locke-Dawson, Dallas
Employers Casualty Co., Dallas	Casualty Insurance	Music Parade	Sunday, 3:00-3:15 P.M.	3	2/10/35-1938	Ira De Jernett Adv. Agency., Dallas
The Frito Co., San Antonio	Fritos	Frito Rumba Kings	Sunday, 2:00-2:15 P.M.	3	8/1/87-1938	Erle Racey Adv. Agency., Dallas
Fant Milling Co., Sherman	Gladiola Flour	Gladiola Gloom Chasers	Thursday, 8:00-8:30 A.M.	3	4/30/35-5/27/37	Crook Adv. Agency., Dallas
Ford & Lincoln Dealers, Houston	Ford Motor Cars	Ford Rangers	Tuesday, 6:30-7:00 P.M.	2	7/27/36-2/9/37	Frankie-Wilkinson-Schwartz, Houston
Gulf Oil Corp., Houston	Gulf Spray & No-Nox Ethyl	Rambling Cowboys	Tues., Fri., 8:00-8:15 A.M.	3	4/27/37-1938	Young & Rubicam, N. Y.
Gulf Oil Corp., Houston	Gas & Oil	Ken Milliken	Mon.-Sat., 5:45-6:00 P.M.	3	8/30/37-9/13/37	Young & Rubicam, N. Y.
Hawk & Buck Co., Fort Worth	Work Clothing	The Red Hawks	Saturday, 12:45-1:00 P.M.	3	1/4/36-1938	Direct
Humble Oil & Refg. Co., Houston	Humble Products	Football Games	Saturday Afternoons	3	10/5/35-12/7/35 10/3/36-12/5/36 9/25/37-12/4/37	Frankie-Wilkinson-Schwartz, Houston
Interstate Cotton Oil Refg. Co., Sherman	Mrs. Tucker's Shortening	Mrs. Tucker's Smile	Mon., Wed., Fri., 12:15-12:30 P.M.	3	4/2/37-1938	Crook Adv. Agency, Dallas
Imperial Sugar Co., Sugarland	Imperial Sugars	Rhapsody in Rhythm Melody Souvenirs Songs to Remember	Mon., Wed., Fri., 8:45-9:00 A.M.	3	10/1/37-1938	Tracy-Locke-Dawson, Dallas
Knight Kap Inc.	Knight Kap	Knight Kappers	Wednesday, 9:45-9:00 P.M.; Saturday, 9:15-9:30 P.M.	2	9/1/37-9/25/37	Payne Adv. Agency, San Antonio
Kellogg Co., Battle Creek, Mich.	Kellogg Cereals	Riding with Rangers	Mon., Wed., Fri., 5:30-5:45 P.M.	3	7/1/35-1938	N. W. Ayer & Son., N. Y.
Lehn & Fink, Bloomfield, N. J.	Hinds' Honey & Almond Cream	Helen's Home The Songfellow	Mon.-Fri., 8:30-8:45 A.M.; Mon., Wed., Fri., 4:00-4:15 P.M.	2	10/4/37-1938	Wm. Esty & Company, N. Y.
W. Lee O'Daniels Co., Fort Worth	Hillbilly Flour	W. Lee O'Daniels & His Hillbilly Boys	Sunday, 3:45-4:00 P.M.	3	11/4/35-5/1/36	Kenyon & Eckhardt, N. Y.
Morten Milling Co., Dallas	La France Flour	Friendship Corners	Mon., Wed., Fri., 4:15-4:30 P.M.	3	6/2/37-10/11/37	Albert Evans Adv. Agency., Fort Worth
Peter Molyneux Co., Dallas	Texas Weekly	The American Liberal	Sunday, 2:45-3:00 P.M.	3	3/1/36-1938	J. Walter Thompson Co., Chicago
Practical Drawing Co., Dallas	School Supplies	Capt. Jolly & His Crew	Tuesday, 5:15-5:30 P.M.	1	1/6/37-10/26/37	Direct
Southland Life Ins. Co., Dallas	Life Insurance	Voice of the Southland	Sunday, 8:30-9:00 P.M.	3	9/14/36-7/11/37	Beaumont & Hohman, Dallas
Southwestern Drug Corp., Dallas	Red Arrow Products	Red Arrow Review	Tues., Thurs., Sat., 12:15-12:30 P.M.	2	1/2/37-2/18/37	Direct
						Erle Racey Adv. Agency., Dallas

## Advertisers Using Corn Belt Wireless Group During 1937

(Using stations carrying direct rebroadcasts of W H O, Des Moines)

Sponsor	Product	Program	Time	No. of Stations	Duration of Contract	Agency & City
Kellogg Co., Battle Creek	Cereals	Gene & Glenn	Mon.-Fri., 8:00-8:15 A.M.	5	To July 1, 1937	N. W. Ayer & Son, Philadelphia
Paxton & Gallagher Co., Omaha	Butternut Coffee	Coffee Pot Inn	Mon.-Fri., 8:00-8:15 A.M.	5	To April 9, 1938	Buchanan-Thomas, Omaha
DeKalb Agricultural Assn., Des Moines	Hy-bred Seed Corn	Husking King's Sweepstakes	12:00-12:15 Noon	2	Nov. 11, 1937 only	Direct
General Mills Inc., Minneapolis	Gold Medal, etc.	Betty & Bob; Hymns of All Churches	Mon.-Fri., 11:30-12:00 P.M.	2	Dec. 29, 1937	Blackett-Sample-Hummert, Chicago
J. A. Folger & Co., Kansas City	Folgers Coffee	Judy & Jane	Mon.-Fri., 1:45-2:00 P.M.	2	May 6, 1938	Blackett-Sample-Hummert, Chicago
Crescent Macaroni & Cracker Co., Des Moines	Food	Crescent Hour of Music	Sunday, 9:30-10:00 A.M.	2	Dec. 26, 1937	Direct



# Advertisers Using Iowa Broadcasting System During 1937

Sponsor	Product	Program	Time	No. of Stations	Duration of Contract	Agency & City
American Tobacco Co., New York	Roi Tan Cigars	Announcements	Various	2	10/1/36-3/31/38	Lawrence C. Gumbinner, N. Y.
Associated Serum Producers, Des Moines	Scrums	Announcements	12:30 P.M.	2	5/24/37-6/21/37	Fairall & Co., Des Moines
Carter Medicine Co., New York	Liver Pills	Announcements	Various	2	3/5/37-3/2/38	Street & Finney, N. Y.
Chamberlain Laboratories, Des Moines	Lotion	Announcements	Various	2	9/26/37-9/25/38	Coolidge Adv. Co., Des Moines
Chevrolet Motor Co., Detroit	Autos	Musical Moments	Various	2	3/23/37-12/2/37	Campbell-Ewald Co., Detroit
Chevrolet Motor Co., Detroit	Autos	Announcements	Various	3	2/22/37-3/7/37 10/17/37-10/30/37	Campbell-Ewald Co., Detroit
Chicago Mail Order Co., Chicago	Dry Goods	Tall Corn Time	7:15-7:30 A.M.	2	11/4/36-1/15/37	Matteson-Fogarty-Jordan, Chicago
Coast-to-Coast Stores, Minneapolis	Hardware	Announcements	12:55 P.M.	2	11/4/37-12/24/37	McCord Co., Minneapolis
Crazy Water Hotel Co., Mineral Wells, Tex.	Crazy Water Crystals	Crazy Water Hotel	11:00-11:15 A.M.	2	9/4/36-3/1/37	Luckey Bowman, N. Y.
Deisel-Wemmert-Gilbert, Detroit	San Felice Cigars	Baseball Scores Sports Headlines	5:30-5:35 P.M. 5:40-5:45 P.M.	2	4/31/37-T.F.	Brace-Beemer, Detroit
Dodge Brothers Corp., Detroit	Dodge Cars	Frank Morgan	6:45-7:00 P.M.	2	5/31/37-8/23/37	Ruthrauff & Ryan, N. Y.
Fels & Co., Philadelphia	Fels Naphtha	Scotty Views the News	9:15-9:30 A.M.	2	1/18/37-6/24/37	Young & Rubicam, N. Y.
Gen'l Foods Corp., New York	Huskies	Basket-ball	Various	2	3/18/37-3/19/37	Benton & Bowles, N. Y.
Emil Braude, Chicago	Grant Watches	Announcements	Various	2	9/20/37-12/24/37	Morris & Davidson, Chicago
Grocers Wholesale Corp., Des Moines	Tall Corn Coffee and GWC Coffee	Freshest Things in Town	4:30-4:45 P.M.	2	1/26/37-8/5/37	R. J. Potts, Kansas City
Hiland Potato Chip Co., Des Moines	Hiland Potato Chips	Announcements	Various	2	8/2/37-9/6/37	.....
Household Finance Corp., Chicago	Financing	Announcements	Various	2	1/5/37-12/28/37	BBDO, N. Y.
Hubbard Milling Co., Mankato, Minn.	Mother Hubbard Cereal	Adventure Bound	5:15-5:30 P.M.	2	10/18/37-T.F.	McCord Co., Minneapolis
Internat'l Harvester Co., Cedar Rapids	Farm Machinery	Announcements	12:30-12:34 P.M.	2	5/17/37-6/26/37	Aubrey, Moore & Wallace, Chicago
Look Inc., Des Moines	Look Magazine	Stream Lined Revue	11:00-12:00 P.M. 10:30-11:00 P.M.	2	8/20/37-9/26/37 9/27/37-10/23/37	Schwimmer & Scott, Chicago
McConnon & Co., Winona	Flavorings, Spices	Programs	7:43-7:48 A.M.	2	1/18/37-2/8/37	McCord Co., Chicago
Maher 7-Up Co., Des Moines	7-Up	Day Dreamer	8:30-8:45 A.M.	2	4/11/37-8/4/37	.....
Maher 7-Up Co., Des Moines	7-Up	Cupid's Court	6:00-6:30 P.M.	2	9/27/36-4/6/37	.....
Earl E. May Seed Co., Shenandoah	Nursery Products	Earl May Talks	1:45-2:00 P.M.	2	2/1/37-4/30/37	.....
New England Mutual Life, Boston	Insurance	Programs	12:40-12:45 P.M.	2	1/17/37-1/30/38	Harry S. Goodman, N. Y.
Omega Oil, Brooklyn, N. Y.	Omega Oil	Announcements	Various	2	10/4/37-2/18/38	Husband & Thomas, N. Y.
Proctor & Gamble Co., Cincinnati	Camay	Announcements	Various	2	4/21/37-4/30/37	Pedlar & Ryan, N. Y.
Proctor & Gamble Co., Cincinnati	Crisco	Announcements	Various	2	1/4/37-1/8/37	Compton Adv., N. Y.
Reid Murdoch & Co., Chicago	Monarch Foods	Announcements	Various	2	11/1/37-T.F.	Rogers & Smith, Chicago
Dr. Frank B. Robinson, Moscow, Id.	Psychiana	Dr. Frank B. Robinson	9:15-9:30 A.M.	2	10/17/37-1/9/38	Izzard Co., Seattle
Roycraft Iowa Co., Des Moines	Phileo Radios	Phyl Coe Mysteries	5:45-6:00 P.M. and 6:45-7 P.M.	2	9/5/37-12/21/37	.....
Sargent Feed Co., Des Moines	Sargent Feeds	Morning News	7:00-7:15 A.M.	2	12/14/36-7/26/37	Fairall & Co., Des Moines
Sargent Feed Co., Des Moines	Sargent Feeds	Tall Corn Time	6:00-6:10 A.M.	2	7/26/37-8/17/37	Fairall & Co., Des Moines
Sargent Feed Co., Des Moines	Sargent Feeds	Announcements	Various	2	8/17/37-T.F.	Fairall & Co., Des Moines
A. A. Schneiderhahn Co., Des Moines	Radios	Announcements	9:15 P.M.	2	9/5/37-T.F.	Battenfield & Ball, Des Moines
Scott Paper Co., Chester, Pa.	Scott Towels	Magic Kitchen	10:15-10:30 A.M.	2	1/18/37-4/16/37	J. Walter Thompson Co., N. Y.
Sherwin Williams Co., Cleveland	Acme White Lead	Magic Kitchen	Various	2	9/8/37-11/16/37	T. J. Maloney, N. Y.
Skelly Oil Co., Tulsa	Skelgas	German Band	11:15-11:30 A.M.	2	4/12/37-10/9/37	Ferry-Hanly, St. Louis
Sterling Products Inc., Wheeling, W. Va.	Proprietary	Young Widder Jones	9:15-9:30 A.M.; 9:45-10:00 A.M.	2	9/27/37-4/29/38	Thompson-Koch Co., Cincinnati
United Drug Co., Boston	Rexall Drugs	Magic Hour	Various	2	4/28/36-4/27/37 11/2/37-11/6/37	Street & Finney, N. Y.
Vitamized Feed Co., Fort Dodge, Ia.	Feeds	Announcements	Various	2	8/2/37-10/4/37	.....
Vitamized Feed Co., Fort Dodge, Ia.	Feeds	Programs	12:05-12:10 P.M.	2	9/27/37-10/4/37	.....
Washington State Apples, Wenatchee, Wash	Apples	Magic Kitchen	10:00-10:15 A.M.	2	4/7/37-4/28/37	J. Walter Thompson Co., San Francisco
Wander Co., Chicago	Ovaltine	Orphan Annie	5:45-6:00 P.M.	2	11/2/36-6/25/37	Blackett-Sample-Hummert, Chicago
Webster Eisenlohr, New York	Tom Moore Cigars	Time Signals	Various	3	1/25/37-7/25/37	N. W. Ayer & Son, N. Y.
Western Growers Protective Assn., Salinas, Cal.	Iceberg Lettuce	Magic Kitchen	10:00-10:15 A.M.	2	3/15/37-6/12/37	J. Walter Thompson Co., San Francisco

## Advertisers Using Inter-City Broadcasting System During 1937

Sponsor	Product	Program	Time	No. of Stations	Duration of Contract	Agency & City
Remington-Rand, New York	Typewriters	Five Star Finnl	Mon.-Fri., 8:00-8:15 P.M. Sunday, 9:00-9:30 P.M.	10	62 weeks	Leeford Adv. Agency, N. Y.
MacFadden Publications, New York	True Story Magazine	Good Will Hour	Sunday, 10:00-11:00 P.M.	10	26 weeks	Ruthrauff & Ryan, N. Y.
St. Christopher's Inn, Garrison, N. Y.	Sanctuary for Homeless Men	Ave Marie Hour	Sunday, 6:30-7:00 P.M.	2	52 weeks	Direct
Young People's Church of the Air, Philadelphia	Religious	Dr. Percy Crawford	Sunday, 5:00-6:00 P.M.	4	52 weeks	Direct
Rev. F. F. Bosworth, River Forest, Ill.	Religious	Rev. F. F. Bosworth	Sunday, 8:30-8:45 A.M.	2	52 weeks	Direct
Fitch Investors Service, New York	Investment Service	Safeguarding Investments	Mon.-Fri., 6:15-6:20 P.M.	2	52 weeks	E. C. Van Dyke, N. Y.
Dentists Supply Co. of New York	Dental Care	The Dentist Says	Tues. & Thurs., 11:00-11:15 A.M.	3	26 weeks	Direct
River Bank Canning Co., River Bank, Cal.	Madonna Brand Tomato Paste	Zeke Manners	Sunday, 9:45-10:00 P.M.	3	18 weeks	Klinger Adv. Corp., N. Y.
Victor H. Lindlahr, New York	Serutan	Victor H. Lindlahr-Zeke Manners	Mon.-Sat., 12:00-12:30 P.M.	3	52 weeks	Schillln Adv. Corp., N. Y.
Rev. Donald Gray Barnhouse, Philadelphia	Religious	Rev. Donald Gray Barnhouse	Sunday, 4:30-5:00 P.M.	2	26 weeks	Direct

## Advertisers Using Northern California Network During 1937

Sponsor	Product	Program	Time	No. of Stations KJBS & KQW	Duration of Contract	Agency & City
Leo J. Meyberg Co., San Francisco	RCA Service Meetings of the Air	RCA Service Meetings	Wednesday, 9:00 A.M.	2	March 24-June 16	Kelso Norman Org., San Francisco
Sinu-Zone, San Francisco	Drugs	Waltz Time	Daily, 2:45-3:00 P.M.	2	Jan. 17-23	Frank Wright & Assn., San Francisco
Albert S. Samuels Co., San Francisco	Jewelry	To The Ladies	Mon., Wed., Fri., 11:00-11:30 A.M.	2	May 19-July 16	Will Russell Agency, San Francisco
E. W. Bennett & Co., San Francisco	Silver Polish	To The Ladies	Various, 11:00-11:30 A.M.	2	May 26, 1937 only	Direct
Charles Art Hairdressers, San Francisco	Beauty Salon	Musicale Beautiful	Tuesday, 11:00-11:30 A.M.	2	April 1-May 31	Direct
Electric Refrigeration, San Francisco	Electric Appliances	Announcements	Daily, 11:15-11:30 A.M.	2	April 5-30	Jean Scott Frickeiton, San Francisco
Tidewater Associated Oil Co., San Francisco	Associated Oil	Track Meets	Saturday, 2:00-4:30 P.M.	2	March 20-May 8	Lord & Thomas, San Francisco
Heald's College, San Francisco	Business College	Announcements	2:45-3:00 P.M.	2	Jan. 3, 1937 only	Direct
Benatar's, San Francisco	Drug Stores	Hit Tunes of Big Town	2½ hrs. each Sunday	2	Jan. 1-Dec. 31	Direct
Sherman Clay & Co., San Francisco	Pianos	Magic Hour of Finest Music	Daily, 10:00 P.M.-12 midnight	2	Jan. 1-Dec. 31	Kelso Norman Org., San Francisco
Noblett Sparks Industries, San Francisco	Arvin Radios	This Rhythmic Age	Daily, various times	2	Jan. 1-Dec. 31	Direct

## Advertisers Using the Foothills Network (Alberta) During 1937

Sponsor	Product	Program	Time	No. of Stations	Duration of Contract	Agency & City
Banker's Assn., Calgary	Banks	Talks	Tuesday, 12:15 P.M.; Friday, 8:30 P.M.	3	Sept. 2-Oct. 12	McLaren Adv. Agcy., Calgary
Bell Thread Co., Hamilton, Ont.	Threads	Announcements	Daytime	3	4 months	United Broadcast Sales, Toronto
British Columbia Tree Fruit Board, Kelowna, B. C.	Fruit	Vitamin Varieties	Daily, 9:45 A.M.	3	32 weeks	United Broadcast Sales, Calgary
Bulova Watch Co., Toronto	Watches	Announcements	4 Daily (evenings)	3	17 months	United Broadcast Sales, Toronto
Canadian Industries Ltd., New Westminster, B. C.	Paints	Brighter Side	Mon. & Fri., 4:30-4:45 P.M.	3	3 months	United Broadcast Sales, Toronto
Canadian National Carbon Co. Ltd., Toronto	Batteries	Eveready Music Makers	Mon., Wed., Fri., 9:30 P.M.	3	5½ months	United Broadcast Sales, Toronto
Central Alberta Dairy Pool, Red Deer, Alta	Canned Milk	Funfest and Mirth Parade	Mon., Wed., Fri., 10:30-10:45 A.M.	3	4 months	United Broadcast Sales, Calgary
Coleman Lamp & Stove Co., Kansas City	Lamps	Lamplighting Time	Tues. & Thurs., 12:00 Noon	3	3 months	Potts-Turnbull Co., Kansas City, Mo.
Carter Medicine Co., New York	Pills	Transcribed Announcements	Daytime	3	2 years	Street & Finney, N. Y.
Dodd's Medicine Co., Toronto	Pills	Transcribed Announcements	Daytime	3	2 years	United Broadcast Sales, Toronto
Great West Garment Co., Edmonton, Alta.	Clothing	Tarzan and Talking Drums	Daily, 12:30 P.M.	3	Indefinite	United Broadcast Sales, Calgary
Ironized Yeast Co., New York	Ironized Yeast	Whispering Jack Smith	Mon. & Thurs., 6:30 P.M.	3	1 year	Ruthrauff and Ryan, N. Y.
Kelly-Douglas Co., Vancouver, B. C.	Nabob Tea, Coffee	Hollywood Spotlight	Mon., Fri., 6:15 P.M.	3	13 weeks	United Broadcast Sales, Vancouver
Life Underwriters Assn. of Canada, Toronto	Insurance	Gratton O'Leary	Sun., Thurs., 9:30-9:45 P.M.	3	6 months	United Broadcast Sales, Toronto
North Star Oil Co., Winnipeg	Petroleum Products	Pinto Pete	Tuesday, 8:15-8:30 P.M.	3	13 weeks	United Broadcast Sales, Winnipeg
Ogilvie Flour Mills Ltd., Toronto	Flour	Barnacle Bill Pinto Pete	Mon., Wed., Fri. Tues. & Thurs.	3	26 weeks	J. J. Gibbons Ltd., Montreal
Royal Canadian Tobacco Co., Toronto	Tobacco	Hlt of the Day News Quirks Royal Can. Singers	3 Daily	3	One year	United Broadcast Sales, Toronto
Simmons Bed Co., Winnipeg, Man.	Mattresses	Slumber Hour	2 weekly	3	3 weeks	Cockfield-Brown & Co., Winnipeg
Western Canada Flour Co., Toronto	Purity Flour	Kitchenette Review	Tues. & Thurs., 10:45 A.M.	3	13 weeks	McConnell Baxter-Eastman, Toronto
Western Grain Dealers Assn., Calgary, Alta.	Grain Prices	Quotations	Daily, 8:45 A.M., 12:45 P.M.	3	Renewed yearly	United Broadcast Sales, Calgary

# Directory of 1937

## NATIONAL AND REGIONAL RADIO ADVERTISERS And Their Agencies

n. Network programs  
sp. Local studio programs

rn. Regional network programs  
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t. Transcriptions  
sa. Local studio announcements

**A**

ABDCTS DAIRY, Philadelphia. Agency: Richard A. Foley Adv. Agency, Phila. *sp*

ABSORBENE MFG. Co., St. Louis (cleanser). Agency: Ross-Gould Co., St. Louis. *sa*

ACME FEEDS, Forest Park, Ill. (hog feed). Agency: Shepard Adv. Agency, Chicago. *sa*

ACME WHITE LEAD & COLOR WORKS, Detroit (paint). Agency: Henri, Hurst & McDonald, Chicago. *n rn sa t*

ACOUSTICON DICTOGRAPH Co., Toronto. Agency: All-Canada Radio Facilities, Toronto.

ADAM HAT STORES, New York (chain hat stores). Agency: Glicksman Adv. Co., N. Y. *sp n*

ADMIRACION LABORATORIES, Harrison, N. J. (shampoo). Agency: Charles Dallas Reach Co., Newark. *n*

AFFILIATED PRODUCTS, Chicago (Kissproof, Louis Philippe, Edna Wallace Hopper, etc., cosmetics). Agencies: Blackett-Sample-Hummert, Inc., Chicago; Monroe F. Dreher, Newark (Kissproof, Outdoor Girl). *n sp t*

AGFA-ANSCO Corp., Binghamton, N. Y. (cameras, films). Agency: Young & Rubicam, N. Y. *sa*

AIR ELECTRIC SALES Co., Kansas City (Win Dynamo for farms). *sp*

ALABAMA-GEORGIA SYRUP Co., Montgomery, Ala. (Alinga syrup). Agency: Fitzcald 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., San Francisco. *t rn*

ALKINE LABORATORIES, New Brunswick, N. J. (Flemolun cough remedy). Agency: Schillin Adv. Corp., N. Y. *sa*

ALLEGHENY STEEL Co., Pittsburgh. Agency: Walker & Downing, Pittsburgh. *ta sa n*

ALLIED INDEPENDENT MERCHANTS, New York (retail association). Agency: Artwil Adv. Co., N. Y.

ALLIED MILLS Inc., Chicago (O-Brand flour). Agency: Morris - Schenker - Roth, Chicago.

ALLIS-CHALMERS MFG. Co., Milwaukee (agricultural machinery). Agency: Bert S. Gittins, Milwaukee. *t*

ALMOND PRODUCTS Co., Glendale, Cal. (Almon Desserts). Agency: Charles H. Mayne Co., Los Angeles. *t*

ALUMINUM COOKING UTENSIL Co., New Kensington, Pa. (Wear-Ever). Agency: Fuller & Smith & Ross, Cleveland. *sp*

AMERICAN AGRICULTURAL CHEMICAL Co., New York (Agrico fertilizer). Agency: Cowan & Dangler, N. Y. *sp*

AMERICAN ASPHALT PAINT Co., Chicago (Valdur). *sa*

AMERICAN BANDAGE Corp., Chicago (ABC Gauzeband). Agency: Jim Duffy, Chicago. *sp*

AMERICAN BIRD PRODUCTS, Chicago (bird food). Agency: Weston - Barnett, Chicago. *sp n*

AMERICAN BOOK MART, Chicago (catalogs). Agency: E. H. Brown Adv. Agency, Chicago. *sa*

AMERICAN CAN Co., New York. Agency: Fuller & Smith & Ross, N. Y. *n*

AMERICAN CEREAL FOOD Corp., Clinton, Mass. (Wheatibix). Agency: H. B. Humphrey, Boston. *sp sa rn*

AMERICAN CHICLE Co., Long Island City, N. Y. (chewing gum). Agency: Badger and Browning & Hersey, N. Y. *ta*

AMERICAN CRANBERRY EXCHANGE, New York (Ealmor cranberries). Agency: Gotham Adv. Co., N. Y. *sa*

AMERICAN GAS MACHINE Co., Minneapolis. Agency: Greve Adv. Agency, St. Paul. *sa t*

AMERICAN HOME PRODUCTS Corp., New York (Remedies). Agency: Blackett-Sample-Hummert, N. Y. *n t*

AMERICAN KITCHEN PRODUCTS Co., New York (Stereo bouillon cubes). Agency: Geare-Marston, Philadelphia. *sa*

AMERICAN MEMORIAL Co., Atlanta (tombstones). Agency: Groves-Keen, Atlanta. *sa*

AMERICAN MOP Co., Kansas City (Marino Dust mops). Agency: Bozell & Jacobs, Chicago. *sa*

AMERICAN NATIONAL BANK & TRUST Co., Chicago. Agency: Charles Daniel Frey Co., Chicago. *sp*

AMERICAN OIL Co., Baltimore (Amoco gas). Agency: Joseph Katz Co., Baltimore. *n rn sa sp*

AMERICAN PACKING & PROVISION Co., Orden, Utah. *t*

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 POULTRY JOURNAL, New York. Agency: Schillin Adv. Agency, N. Y. *sa*

AMERICAN PRODUCTS Co., Cincinnati (food). Agency: Presba, Fellers & Presba, Chicago. *t*

AMERICAN RADIATOR & STANDARD SANITARY Corp., New York (heating apparatus etc.). Agency: Blaker Adv. Agency, N. Y. *n t sa ta*

AMERICAN ROLLING MILLS Co., Middletown, O. Agency: N. W. Ayer & Son, N. Y. *n*

AMERICAN SEED Co., Lancaster, Pa. Agency: Chas. Blum Adv. Corp., Philadelphia. *sa*

AMERICAN STOVE Co., Lorain, O. Agency: Richardson-Oswald, Cleveland. *sp*

AMERICAN TOBACCO Co., New York. Agencies: Lord & Thomas, N. Y. (Lucky Strike cigarettes); N. W. Ayer & Son, N. Y. (Half & Half tobacco); Lawrence C. Gumbiner Adv. Agency, N. Y. (Roi Tan cigars); Compton Adv. N. Y. (Pall Mall cigarettes); L. H. Hartman Co., N. Y. (Herbert Tareyton). *n t ta sa sp*

AMERICAN WRITING MACHINE Co., New York (typewriters). *sa*

ANACIN Co., Chicago (headache tablets). Agency: Blackett-Sample-Hummert, Chicago. *n t*

ANDERSON Co., Gary, Ind. (Sleet Master). Agency: Schwab & Beatty, N. Y. *sp sa*

BEN H. ANDERSON Co., Madison (Clean-Easy milking machine). Agency: Arthur Towel, Madison. *rn*

ANTROL LABORATORIES, Los Angeles (Antrol, Snarol insecticides). Agency: Blackett-Sample-Hummert, Chicago. *sp*

APEX ROTAREX MFG. Co., San Francisco (washing machines). Agency: Emil Brischauer & Staff, San Francisco. *rn*

ELIZABETH ARDEN, New York (cosmetics). Agency: Cecil, Warwick & Legler, N. Y. *n sp*

ARMAND Co., Des Moines (cosmetics). Agencies: Coolidge Adv. Co., Des Moines; H. W. Kastor & Sons Adv. Co., Chicago. *ta t sp sa*

ARMSTRONG PACKING Co., Dallas. Agency: Haney Adv. Agency, Dallas. *sp*

ARROWHEAD SPRING WATER Co., Los Angeles. Agency: Allied Adv. Agencies, Los Angeles. *rn sp*

ASSOCIATED DISTRIBUTORS, Chicago (Essence of Life face cream). Agency: H. W. Kastor & Sons Adv. Co., Chicago. *sa sp ta*

ASSOCIATED SERUM PRODUCERS, Omaha (hog serum). Agency: R. J. Potts & Co., Kansas City. *sa*

ASSN. OF PACIFIC FISHERIES, Seattle. Agency: J. Walter Thompson Co., San Francisco. *sa*

ATCHINSON TOPEKA, & SANTA FE RR, Chicago (travel). Agency: Stack-Goble Adv. Agency, Chicago. *rn*

E. O. ATKINS & Co., Indianapolis (tools). Agency: Russel M. Seeds Co., Indianapolis. *sa*

ATKINS CHEMICAL Co., New York (Baruvacol remedy). Agency: Alexander Adv. Agency, N. Y. *sa*

ATLANTIC ICE & COAL Co., Atlanta (beer). Agency: Rawson-Morrill, Atlanta. *sa sp*

ATLANTIC REFINING Co., Philadelphia (White Flash gasoline oil). Agency: N. W. Ayer & Son, Philadelphia. *n sa sp*

ATLANTIS SALES Corp., Rochester (Coleman's mustard). Agency: J. Walter Thompson Co., N. Y. *sp sa*

ATLAS BREWING Co., Chicago (Atlas Special brew). Agency: Henri, Hurst & McDonald, Chicago. *n*

AURORA LABORATORIES, Chicago (Clear Again remedy). Agency: Aubrey, Moore & Wallace, Chicago. *sa sp ta*

AUTOCAR CO. OF AMERICA, Philadelphia (trucks). Agency: Jerome B. Gray & Co., Philadelphia. *sa*

AXTON-FISHER TOBACCO Co., Louisville. Agencies: Young & Rubicam, N. Y. (Spud); McCann-Erickson, N. Y. (Twenty Grand). *n t sa sp*

HARRIET HUBBARD AYER, New York (cosmetics) Grey Adv. Agency, N. Y. *sa*

**B**

B. C. REMEDY Co., Durham, N. C. (proprietary). Agencies: Harvey-Masengale Co., Atlanta; Chas. W. Hoyt Co. Inc., N. Y. *sp sa*

B. T. BABBITT, New York (Bab-O cleanser). Agency: Blackett-Sample-Hummert, N. Y. *n t*

BACHMAN CHOCOLATE MFG. Co., New York (candy). Agency: E. W. Hellwig Co., N. Y. *sp*

BAKER EXTRACT Co., Springfield, Mass. Agency: William B. Remington, Springfield. *sa rn*

BAKON YEAST, New York (seasoning). Agency: Wortman, Barton & Co., N. Y.

BALDWIN LABORATORIES, Sagertown, Pa. (Dwin). Agency: Yount Co., Erie, Pa. *sp sa*

BALLARD & BALLARD Co., Louisville (Overcrazy biscuits). Agency: Henri, Hurst & McDonald, Chicago. *sp*

BANFI Corp., New York. Agency: Pettinell & Fenton, N. Y. *sa*

BANK OF AMERICA NATIONAL TRUST & SAVINGS Assn., San Francisco. Agency: Charles R. Stuart, San Francisco. *rn*

REV. DONALD GRAY BARNHOUSE, Philadelphia (religious). *rn*

BARNSDALL REFINERIES, Tulsa (petroleum products). Agency: Cooperative Adv. Co., Tulsa. *n rn sp*

BARTLETT PEAR ADVISORY BOARD, San Francisco. Agency: J. Walter Thompson Co., San Francisco. *sa*

BARTON MFG. Co., St. Louis (shoe polish). Agency: Amfenger Adv. Agency, St. Louis. *sa*

H. M. BASFORD Co., San Francisco. Agency: M. E. Harlan Agency, San Francisco. *sa*

BATHASWEET Corp., New York (Bathasweet). Agency: H. M. Kiesewetter Adv. Agency, N. Y. *sp rn*

BATTLE CREEK FOOD Co., Battle Creek Mich. (Zo & Pep). Agency: Erwin, Wasey & Co., Chicago. *t*


BAUER & BLACK, Chicago (Blue Jay cork plaster, Velure hand lotion). Agencies: Needham, Loula & Brorby, Chicago; Ruthrauff & Ryan, N. Y. (Blue Jay); Blackett-Sample-Hummert, Chicago (Velure). *n ta sa t*

BAYER Co., New York (Bayer's aspirin). Agency: Blackett-Sample-Hummert, N. Y. *n sp t*

BAYER-SEMESAN Co., Wilmington, Del. (seed inoculator). Agency: Thompson-Koeh Co., Cincinnati. *sa*

BAYUK CIGARS, Philadelphia (Havana Ribbon cigars). Agency: McKee, Albright & Ivey, Philadelphia. *sa*

BEACON LABORATORIES, Athol, Mass. Agency: Earl C. Noyes Adv. Agency, Rutland, Vt. *sa*



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1000 WATTS

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BEAUMONT LABORATORIES, St. Louis (4-way cold tablets). Agency: H. W. Kastor & Sons Adv. Co., Chicago. *ta t rn*

BECTIN-SEYMOUR, New York (Blue Beard shaving cream). *t*

BEECHAM'S PILLS, New York (proprietary). Agency: Atherton & Carrier, N. Y. *t*

BEEHMAN'S LABORATORY, Atlanta (BGO, BQR remedies). Agency: Groves-Keen, Atlanta. *sp*

BELL BAKERIES, Chicago (bread). Agency: D. T. Campbell, Chicago. *sp*

BELL TELEPHONE Co. of Penna., Philadelphia. Agency: Horace L. Gross Agency, Philadelphia. *sa*

BELL & Co., Orangeburg, N. Y. (Bell-Ans). Agency: Anderson, Davis & Platte, N. Y. *sp*

BENEFICIAL MANAGEMENT Corp., Newark (financial). Agencies: Bermingham, Cashman & Pierce, N. Y.; Albert Frank-Guenther Law, N. Y.; Neff-Rogow, N. Y. *sp n rn*

BENRUS WATCH Co., New York. Agency: Brown & Tarcher, N. Y.

BERNARD PERFUMERS, St. Louis (Love Charm). Agency: Johnson Sel Co., St. Louis. *sa sp*

BERRY BROTHERS, Detroit (varnishes). Agency: Maxon, Detroit. *t*

BEST FOODS Inc., New York (Hellman's mayonnaise, Nicco, etc.). Agency: Benton & Bowles, N. Y. *n sa t rn ta*

BETHLEHEM STEEL Co., York, Pa. (steel). *t*

BETTER SPEECH INSTITUTE OF AMERICA, Chicago (instruction). Agency: Young & Rubicam, Chicago. *n sp*

BEVERLY C BREWERY, Albany. Agency: Peck Adv. Agency, N. Y. *sp*

BIGELOW-SANFORD CARPET & RUG Co., New York. Agency: Newell-Emmett Co., N. Y. *sp rn t*

BILLINGS-CHAPIN Co., Cleveland (paint). Agency: Bayless-Kerr Co., Cleveland. *ta sa*

BIRELEY'S, Hollywood (Bireley's orange ade). Agency: J. Walter Thompson Co., Los Angeles. *t*

BISCEGLIA BROS., St. Helena, Cal. (Grystone wine). Agency: Drake Adv. Agency, San Francisco. *sp*

BI-SO-DOJ Co., New Haven, Conn. (BI-SO-DOJ). Agency: Blackett-Sample-Hummert, Chicago. *n*

BLACK EAGLE OIL Co., Milwaukee. *sa*

BLACKSTONE PRODUCTS Co., New York (Tasty-Lux). Agency: Redfield-Johnstone, N. Y. *sp*

BLANTON Co., St. Louis (Creamo margarine). *sp*

BLATCHEFOLD CALF MEAL Co., West Toronto (stock feed). Agency: Industrial Adv. Agency, Toronto. *sa*

BLOCK DRUG Co., Brooklyn (Omega oil). Agency: Hushand & Thomas, N. Y. *rn t sp ta*

BLUE MOON CHEESE PRODUCTS, Minneapolis. Agency: BBDO, Minneapolis. *sa*

BLUE PLATE FOODS, New Orleans. Agency: Fitzgerald Adv. Agency, New Orleans. *sp*

BOISE PAYETTE LUMBER Co., Boise, Id. (Mirrolac enamel). Agency: Cline Adv. Service, Boise. *sa*

BONA ALLEN, Buford, Ga. (shoes). Agency: Groves-Keen, Atlanta. *sa*

BOOTH FISHERIES, Chicago. Agency: H. W. Kastor & Sons Adv. Co., Chicago. *ta*

BORDEN Co., San Francisco (milk). Agency: McCann-Erickson, San Francisco. *rn sp*

BORDEN'S FARM PRODUCTS Co. Inc., New York (dairy products). Agency: BBDO, N. Y. *sp*

BORDEN Co., New York (ice cream). Agency: Young & Rubicam, N. Y. *sp*

BORG-WARNER Corp., Detroit (Norge refrigerator). Agency: Cramer-Krasselt Co., Milwaukee. *t*

BOSCO Co., New York (milk amplifier). Agency: Kenyon & Eckhardt, N. Y. *sa sp*

BOSTON & MAINE RR, Boston (transportation). Agency: Doremus & Co., Boston. *sa*

BOSTON FOOD PRODUCTS Co., Boston. Agency: Ferry-Hanly Co., N. Y. *t*

REV. F. F. BOSWORTH, River Forest, Ill. *sp t rn*

HOWEY'S, Chicago (Dari-Rich chocolate drinks). Agency: Black-Goble Adv. Agency, Chicago. *sp sa t n*

E. J. BRACH & SONS, Chicago (Zolo nut bar). Agency: Needlum, Louis & Brorby, Chicago. *sa*

MILTON BRADLEY Co., Springfield, Mass. (games). Agency: Ruthrauff & Ryan, N. Y. *sa*

BRANDER Co., New York (No. 7 Sunburn lotion). Agency: Norman H. White Jr., N. Y. *sp*

JOSEPH BRECK & SON Corp., Boston (seeds). Agency: Huber & Creeden, Boston. *n*

J. J. BREITENBACH Co., New York (Pepto Mangan). *n sa ta*

BREWER & Co., Worcester, Mass. (Sun Glow tablets). Agency: DeForest Merchandising Bureau, Springfield, Mass. *rn sp*

BREYER ICE CREAM Co., Philadelphia (Breyer's ice cream). Agency: McKee & Albright, Philadelphia. *sa*

BRISTOL-MYERS Co., New York (Sal Hepatica, Ipana toothpaste, etc.). Agencies: Young & Rubicam, N. Y. (Mint Rub, Sal Hepatica); Pedlar & Ryan, N. Y. (Rubberset products, Ingram's shaving cream, Vitalis hair tonic). *n sp t*

BROADCAST FOODS Co., Chicago (Broadcast corned beef hash). Agency: Neisser-Meyerhoff, Chicago. *n*

BROWN & WILLIAMSON TOBACCO Corp., Louisville (Rnlogh, Kool cigarettes, Bugler cigarette tobacco). Agency: BBDC, N. Y. *t sp n*

BROWN ELECTRIC Co., Oklahoma City. *rn*

E. L. BRUCE Co., Memphis (Terminix). Agency: B. Bucher Co., Chicago. *ta*

W. K. BUCKLEY Ltd., Toronto. Agency: Broadcast Adv. Service, Toronto. *t*

BUICK MOTOR Co., Flint, Mich. (autos). Agency: Arthur Kudner, N. Y. *n sa ta*

BULOVA WATCH Co., New York (Bulova timepieces). Agency: Biow Co., N. Y. *sa*

BUNTE BROTHERS, Chicago (Tango Bars and Maltesers). Agency: Homer McKee, Chicago. *sp sa t ta*

BURDETT COLLEGE, Boston (business courses). Agency: N. W. Ayer & Son, N. Y. *rn*

BURLINGTON TRAILWAYS, Chicago (bus line). Agency: Reineke-Ellis-Younggreen & Finn, Chicago. *sa sp*

BURNHAM & MORRILL Co., Portland, Me. (B & M baked beans). Agency: Lavin & Co., Boston. *ta*

BURRUS MILL & ELEVATOR Co., Fort Worth (flour). *t rn sp*

BUSCH JEWELRY Co., Pittsburgh. Agency: Sayre Adv. Co., Pittsburgh. *sa*

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. Mayne Co., Los Angeles. *sp*

CALO DOG FOOD Co., Oakland, Cal. (pet food). Agency: Emil Brisacher & Staff, San Francisco. *t*

CALVIN MFG. Co., Chicago (Motorola), *ta*

CAMPANA Corp., Batavia, Ill. (Italian hair). Agency: Aubrey, Moore & Wallace, Chicago. *n*

CAMPBELL CEREAL Co., Northfield, Minn. (Multi-O-Meal) Agencies: Ruthrauff & Ryan, Chicago; Emil Brisacher & Staff, San Francisco. *sp ta sa*

CAMPBELL SOUP Co., Camden (Campbell soups). Agencies: F. Wallis Armstrong Co., Philadelphia; Ruthrauff & Ryan, N. Y. (Franco-American division), *n sp*

CAMPBELL-TAGGART ASSOCIATED BAKERIES, Agency: Russel C. Comer Adv. Co., Kansas City. *t*

CANADA DRY GINGER ALE, New York (Canada Dry). Agency: J. M. Mathes, N. Y. *ta*

CANADA STARCH Co., Toronto. Agency: Vickers & Benson, Toronto. *sp t*

CANADIAN NATIONAL CARBON Co., Toronto (Everrendy). Agency: Clarke E. Locke, Toronto. *sp*

CAPITAL CITY PRODUCTS Co., Columbus (Dixie mayonnaise). Agency: J. Horace Lytle Co., Columbus, O. *sa*

CAPUDINE CHEMICAL Co., Raleigh, N. C. (medicinals). Agency: Dillard M. C. Agency, Atlanta, Ga. *ta sa*

CARBONA PRODUCTS Co., New York (Carbona cleaning fluid). Agency: E. T. Howard Co., N. Y. *sp sa*

CARBORUNDUM Co., Niagara Falls, N. Y. (carborundum abrasives). Agency: BBDO, N. Y. *n*

CARDINET CANDY Co., Oakland, Cal. Agency: Tomaschke-Elliott, Oakland. *rn*

CARLETON & HOVEY Co., Lowell, Mass. (Father Johns medicine). Agency: John W. Queen, Boston. *n sa sp*

CARNATION Co., Milwaukee (canned milk). Agency: Erwin, Wasey & Co., 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 (liver pills). Agency: Street & Finnes, N. Y. *sa t ta*

CASCO Co., Canton, O. (food). Agency: R. W. Clark Adv. Service, Akron. *t*

CASTLEBERRY'S FOOD Co., Augusta, Ga. Agency: Groves-Keen Co., Atlanta. *sp*

GEO. W. CASWELL & Co., San Francisco (coffee & tea). Agency: Long Adv. Service, 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, N. Y.; Thompson-Koch Co., Cincinnati; Buchanan Co., N. Y. (radio for ZBT line). *n*

CENTRAL DAIRY PRODUCTS Co., Oklahoma City (beer). Agency: Harold Hall Co., Oklahoma City. *rn*

CENTRAL SHOE Co., St. Louis (Robin Hood shoes). Agency: Kelly, Stuhlman & Zahndt, St. Louis. *t*

CHAMBERLAIN LABORATORIES, Des Moines (hand lotion) Agencies: Coolidge Adv. Co., Des Moines; Ruthrauff & Ryan, N. Y. *n sa t ta*

CHAMPION COAL Co., Pittsburgh. Agency: Walker & Downing, Pittsburgh. *ta*

CHAPPEL BROS., Rockford, Ill. (Ken-L-Ration dog food). Agency: C. Wendel Muench & Co., Chicago. *n sp*

CHATTANOOGA MEDICINE Co., Chattanooga (proprietary). Agency: Aubrey, Moore & Wallace, Chicago; Nelson Chesman & Co., Chattanooga; Neisser-Meyerhoff, Chicago; Purse Co., Chattanooga. *ta sp*

CHEF BOIARDI FOOD PRODUCTS Co., Cleveland (Spaghetea dinner). Agency: Frank Presbrey Co., Chicago. *sp*

CHENEY BROS., New York (silks). Agency: Jay Lewis Associates, N. Y. *sa*

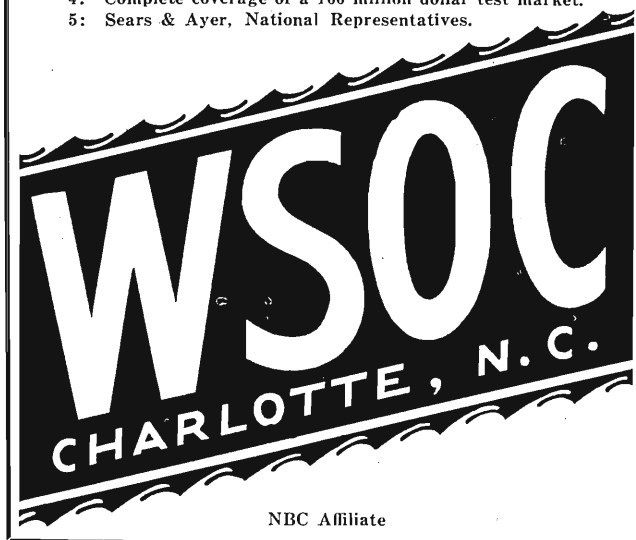
CHESAPEAKE & OHIO RAILROAD, Washington. Agency: Campbell-Ewald Co., N. Y. *sp t sa n*

## FIVE

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- 1: Complete merchandising service.
- 2: Sensible showmanship.
- 3: Low cost-per-listener coverage of 26.4% of North Carolina's radio homes.
- 4: Complete coverage of a 166 million dollar test market.
- 5: Sears & Ayer, National Representatives.



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CHARLOTTE, N. C.  
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CAL-ASPIRIN Corp., Chicago (aspirin). Agencies: Thompson-Koch Co., Cincinnati; Blackett-Sample-Hummert, Chicago. *n sp*

CALCIUM CARBONATE Co., Chicago (Hem-Dye). Agency: K. E. Sheppard Adv. Agency, Chicago. *sa*

CALCO CHEMICAL Co., Bound Brook, N. J. (Little Dutchess bluing). Agency: Ferry-Hanly Co., N. Y. *ta*

DR. W. B. CALDWELL, 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 CHAIN STORES, San Francisco (promotion). Agency: Lord & Thomas, 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, Los Angeles. *sa*

CALIFORNIA FRUIT PRODUCTS Ltd., Los Angeles (Sun Gold fruit). Agency: General Adv. Agency, Los Angeles. *sa*

CALIFORNIA LORAKNAMEL Co., Los Angeles (auto finish). Agency: Allied Adv. Agencies, Los Angeles. *sp*

CALIFORNIA PACKING CORP., San Francisco (Del Monte canned fruits). Agency: McCann-Erickson, San Francisco. *n rn sp t*

CALIFORNIA PEAR ADVISORY COMMITTEE, Sacramento. Agency: J. Walter Thompson Co., San Francisco. *sa*

# DIRECTORY OF 1937 NATIONAL-REGIONAL RADIO ADVERTISERS

CHESAPEAKE & POTOMAC TELEPHONE Co., of Md., Baltimore. *sa*  
 CHESBROUGH MFG. Co., New York (vaseline products). Agency: McCann-Erickson, N. Y. *n*  
 CHEVROLET MOTOR Co., Detroit (motor cars). Agency: Campbell-Ewald Co., Detroit. *n sp sa t*  
 CHICAGO ENGINEERING WORKS, Chicago (technical school). Agencies: Strang & Prosser, Chicago; James R. Lunke & Associates, Seattle. *t n*  
 CHICAGO EVENING AMERICAN, Chicago (newspaper). *t*  
 CHICAGO MAIL ORDER Co., Chicago. Agency: Gale & Pietsch, Chicago. *sa*  
 CHICAGO, MILWAUKEE & ST. PAUL RR, Chicago. Agency: Roche-Williams & Cunningham, Chicago. *sa*  
 CHICAGO MOTOR CLUB, Chicago (safety device). Agency: McJunkin Adv. Agency, Chicago. *t*  
 CHICAGO & NORTHWESTERN R. R., St. Paul (transportation) Agency: Caples Co., Chicago. *sa sp*  
 CHICAGO ROOSEVELT STEAMSHIP Co., Chicago (transportation) Agency: McJunkin Adv. Co., Chicago. *t*  
 CHICOPPE SALES Corp., New York (Chickdown diapers). Agency: Campbell-Lampce Inc., N. Y. *sa*  
 CHILEAN NITRATE EDUCATIONAL BUREAU, New York (fertilizer). Agency: O'Den, Sheldon & Co., N. Y. *t*  
 CHOCOLATE PRODUCTS Co., Chicago (Kayo brand drink). Agency: George H. Hartman Co., Adv., Chicago. *sp sa*  
 CHRISTIAN HERALD MAGAZINE, New York. Agency: Blackett-Sample-Hummert Inc., N. Y. *rn sp*  
 CHRYSLER Corp., Detroit (Chrysler, Dodge, DeSoto, Plymouth, Fargo autos & trucks). Agencies: Ruthrauff & Ryan, N. Y.; J. Sterling Getchell, N. Y.; Lee Anderson Adv. Co., Detroit. *n rn sp sa t*  
 CITIES SERVICE Co., New York (petroleum products, power). Agency: Lord & Thomas, N. Y. *n*  
 CLAIROL Inc., New York (hair rinse). Agency: Lum H. Rankin Co., N. Y. *sp rn*  
 CLEAR-AGAIN Inc., Chicago (proprietary). Agency: Schwimmer & Scott, Chicago. *rn*  
 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-Liggett Co., Cleveland. *sa*  
 COAST-TO-COAST STORES, Minneapolis (hardware). Agency: McCord Co., Minneapolis. *rn*  
 COCA COLA Co., Atlanta (beverage) Agency: D'Arcy Adv. Co., St. Louis. *n sp t*  
 COCA COLA BOTTLERS OF TEXAS, (beverages). Agency: Crook Adv. Co., Dallas. *rn*  
 COCA COLA OF CANADA Ltd., Toronto. Agency: D'Arcy Adv. Co., St. Louis. *t*  
 COLEMAN LAMP & STOVE Co., Wichita, Kan. (house appliances). Agencies: Potts-Turnbull Co., Kansas City. *sa t*  
 COLGATE-PALMOLIVE-PEET Co., Jersey City (soaps, etc.). Agencies: Benton & Bowles, N. Y.; Benton & Bowles—Chicago, Chicago. *n sp t*  
 COLLEGE INN FOOD PRODUCTS Co., Chicago (College Inn canned foods). *sp sa*  
 COLONIAL POULTRY FARMS, Pleasant Hills, Mo. (hatchery). *rn*  
 COLUMBIA BAKING Co., Atlanta (O Boy Vitex Vitamin bread, Southern cakes, Stone cakes, Seybolds cake). Agency: Freitag Adv. Agency, Atlanta. *sp*  
 COLUMBIA PICTURES Corp., New York (motion picture). Agency: Biow Co., N. Y. *sa t*  
 COMET RICE Co., New York. Agency: Freitag Adv. Agency, Atlanta. *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-Krassett Co., Milwaukee (Sunfed flour). *sp*  
 COMMERCIAL MILLING Co., Detroit (Henkel's cake flour) Agency: Krl G. Behr Agency, Detroit. *sp sa*  
 COMPAGNIE PARISIENNE, San Antonio (perfume). Agency: Northwest Radio Adv. Co., Seattle. *t ta*  
 CONGOIN Co., Los Angeles (health beverages) Agency: Lockwood-Schackelford Co., Los Angeles. *sp t*  
 CONGRESS CIGAR Co., Newark (La Pina cigars etc.). Agency: Gotham Adv. Co., N. Y. *sp sa*  
 CONSOLIDATED BISCUIT Co., Louisville. Agency: Mitchell-Faust Adv. Co., Chicago.  
 CONSOLIDATED CIGAR Corp., New York (Dutch Masters, etc.). Agency: Erwin, Wasey & Co. N. Y. *n*  
 CONSOLIDATED DRUG TRADE PRODUCTS, Chicago. Agency: Benson & Dall, Chicago. *sp sa*  
 CONSOLIDATED GAS Co., New York (utility). Agency: McCann-Erickson, N. Y. *sp*

CONTI PRODUCTS Corp., New York (enstille soap). Agency: Birmingham, Cuslemann & Pierce, N. Y. *t sp*  
 CONTINENTAL BAKING Co., New York (Wonder bread and Hostess cake) Agency: Benton & Bowles, N. Y. *n sp sa t*  
 CONTINENTAL FOOD CORP., Los Angeles (Brown Crock Baked Bennis). Agency: Scholls Adv. Service, Los Angeles. *ta*  
 CONTINENTAL OIL Co., Ponca City, Okla. Agency: Tracy-Locke-Dawson, N. Y. *n t*  
 THOMAS COOK & SON-WAGON-LITS, Inc. New York (tourist agents). Agency: L. D. Werthelmer Adv. Co., N. Y. *n*  
 COOLERATOR Co., Duluth (refrigerators). Agency: Ferry-Hanly Co., Chicago. *t sp*  
 COOPER & COOPER, Brooklyn. *sa*  
 COPELAND REFRIGERATOR Corp., Detroit (Copeland refrigerators). Agency: Baldwin & Strachan, Buffalo.  
 CORN PRODUCTS REFINING Co., New York (Karo, Mazola, Limit, etc.). Agency: E. W. Hellwig Co., N. Y. *n*  
 CORZON Corp., Chicago (cold remedy). Agency: Ruthrauff & Ryan, Chicago. *sp*  
 COSDEN OIL Corp., Fort Worth. Agency: Advertising Business Co., Fort Worth. *sp*  
 COSMETIC DISTRIBUTORS, Los Angeles (Doraldina Cosmetics). Agency: Adv. Arts Agency, Los Angeles. *sa*  
 COSMO CHEMICAL Co., Boston (Sannovon). Agency: BBDO, N. Y. *rn*

COUNTRY CLUB SODA Co., Springfield, Mass. (Country Club beverage). Agency: Chas. E. Vautrain Associates, Holyoke, Mass. *sp*  
 REV. CHARLES E. COUGHLIN, Royal Oak, Mich. (religious, political). *n*  
 COVERED WAGON TRAILER Co., Mt. Clemens, Mich. Agency: Rupert L. Larson, Los Angeles. *sp*  
 CRANBERRY CANNERS, S. Hanson, Mass. (Ocean Spray). Agency: Harry M. Frost Co., Boston. *sa*  
 CRAZY WATER HOTEL Co., Mineral Wells, Tex. (Crazy Water Crystals). Agencies: Cowan & Dengler, N. Y.; Luckey Bowman, 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 Woman's Home Companion, Collers). Agencies: Geyer-Cornell & Newell, N. Y.; Ralph H. Jones Co., N. Y. (Collers). *sp*  
 CROWN OVERALL MFG. Co., Cincinnati. Agency: H. W. Kastor & Sons Adv. Co., Chicago. *sp n t*  
 CUDAHY PACKING Co., Chicago (Puritan ham, Old Dutch Cleanser). Agency: Roche, Williams & Cunningham, Chicago. *t sp t*  
 CUMMER PRODUCTS Co., Bedford, O. (Molle shaving cream, Energine). Agency: Stack-Goble Adv. Agency, Chicago. *n*

CURRIER'S TABLETS, Los Angeles (proprietary). Agency: General Adv. Agency, Los Angeles. *t sa*  
 CURTICE BROTHERS Co., Rochester (Blue Label canned foods). Agency: N. W. Ayer & Son, N. Y. *sp rn*  
 CURTISS CANDY Co., Chicago (Baby Ruth, etc.). Agencies: E. W. Hellwig Co., N. Y.; McJunkin Adv. Co., Chicago. *t sa sp*  
 CYCLE TRADES OF AMERICA, New York (bicycles). Agency: Campbell-Ewald Co., N. Y. *sa sp n*

**D**

DAGGETT CHOCOLATE Co., Cambridge (chocolate). Agency: Muzzy Adv. Co., Cambridge. *sp*  
 DAIRY ASSN. Co., Lyndonville (Cow Care). Agency: Deltonville Adv. Agency, Albany. *sa*  
 DAIRYLAND ICE CREAM Co., Houston. Agency: John L. DeBruyes Agency, Houston. *rn*  
 JOHN B. DANIEL, Atlanta (proprietary). Agency: Groves-Keen Co., Atlanta. *sa*  
 D'ARRIGO BROS. Co., Boston (Andy-Boy brooch). Agency: Harold F. Lewis Adv. Service, Boston. *sp sa*  
 H. R. DAVIS Co., Baltimore (paint). Agency: Van Snt, Dugdale & Co., Baltimore. *sa t*  
 R. B. DAVIS Co., Hoboken, N. J. (food products). Agencies: Ruthrauff & Ryan, N. Y.; Charles Dallas Bench, Newark (Cut-Rite waxed paper); Charles W. Hoyt Co., N. Y. (O. K. baking powder). *n sp t*

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DAVIS DOG PRODUCTS Co., Chicago. Agency: Baggaley, Horton & Hoyt, Chicago. *ta*

DECORATIVE CABINET Corp., New York (E-Z-Dor cabinets). Agency: Edwin M. Phillips & Co., N. Y. *sp*

DE ELZORA COSMETICS, Hollywood (Mailard's shampoo). Agency: Janes-Morton, Los Angeles. *sp*

DEISEL-WEMMER-GILBERT Corp., Detroit (El Verso, San Felice, Donalds cigars). Agencies: Simons-Michelson Co., Detroit; Williams & Bramen, Chicago (Donalds); S. M. Epstein Co., Detroit; Bruce Beemer, Detroit. *sp sa*

DELAUNAY BEVERAGE Co., New York (Kik soft drink). Agency: M. H. Hackett, N. Y. *sa*

DELAWARE, LACKAWANNA & WESTERN COAL CO., New York (Blue coal). Agency: Ruthrauff & Ryan, N. Y. *n t*

DELCO APPLIANCE Corp., Rochester, N. Y. (electrical appliances). Agency: Lord & Thomas, N. Y. *n*

DELECE Inc., Hollywood (cosmetics). Agency: Margaret Kuhns, Beverly Hills, Cal. *sp*

DELL PUBLISHING Co., New York (Modern Magazines). Agency: Lennen & Mitchell, N. Y. *n*

DELTOX RUG Co., Oshkosh, Wis. Agency: Grey Adv. Agency, N. Y.

DELV Ltd., New York (cosmetics). Agency: Erwin, Wassey & Co., N. Y. *rn*

HELLER DELTAH Co., New York (Deltah cosmetics). Agency: Arthur Rosenberg Co., N. Y. *sp*

DEMPSTER MILL MFG. Co., Beatrice, Neb. (windmills). Agency: Potts-Turnbull Co., Kansas City. *sa*

DERBY OIL Co., Wichita, Agency: Potts-Turnbull Co., Kansas City. *sp*

DE SOTO MOTOR Corp., Detroit (autos). Agency: J. Sterling Getchell, Detroit. *t*

DETROIT CREAMERY Co., Detroit (Aeric dairy products). Agency: N. W. Ayer & Son, Detroit. *rn sa*

DETROIT WHITE LEAD WORKS, Detroit (Rogers brushing lacquer). Agency: Simons-Michelson Co., Detroit. *sp t sa ta*

DEVOE & RAYNOLDS, New York (paint). Agency: J. Stirling Getchell, N. Y. *t ta*

DIAMOND McDONNELL & Co., Philadelphia (bluing). Agency: J. M. Korn & Co., Philadelphia. *sa*

DICTOGRAPH PRODUCTS Corp., New York (Acousticon pads). Agency: Cowan & Van Leer, N. Y. *t*

DIXIE TRAILWAYS & SUNSHINE BUS LINES, Dallas. *sp*

D & M FINANCE Co., Chicago (silverware). Agency: First United Broadcasters, Chicago. *sa*

DIXIE DISTRIBUTORS OF OKLAHOMA, Oklahoma City. Agency: Ray K. Glenn Adv., Oklahoma City. *rn*

DODGE BROTHERS Corp., Detroit (motor cars). Agency: Ruthrauff & Ryan, N. Y. *rn sp sa t ta*

J. G. DODSON PROPRIETARIES, Atlanta. Agency: Ruthrauff & Ryan, N. Y. *t*

PETER DOELGER Corp., New York (beer). Agency: Ravett Adv. Agency, N. Y. *sp*

JACOB DOLD PACKING Co., Buffalo (meats). Agency: BBDO, N. Y. *sa*

DOMESTIC PRODUCTS Co., Minneapolis (Klalk-Dri-Kloen). 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 (Strongheart pet food). Agency: Beaumont & Hohmann, Chicago. *sa*

DRACKETT Co., Cincinnati (Drano). Agency: Ralph H. Jones Co., Cincinnati. *t n*

DRUG TRADE PRODUCTS, Chicago (proprietary). Agency: Benson & Dall, Chicago. *sp t*

DRUMS Inc., Detroit (chemicals). Agency: C. C. Winingham, 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: Bachenheimer, Dundas & Frank, N. Y. *t*

DUFAY COLOR FILM Co., New York. Agency: Wm. H. Rankin Co., N. Y. *sa*

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 t*

DUQUESNE BREWING Co., Pittsburgh (Silverton beer). *sp*

DURHAM-DUPLEX RAZOR Co., Jersey City (razors). Agencies: A. A. Butterworth Adv. Agency, Los Angeles; H. W. Fairfax Adv. Agency, N. Y. *sa*

DURKEE FAMOUS FOODS, Elmhurst, N. Y. (snad dressing, etc.). Agencies: Federal Adv. Agency, N. Y.; C. Wendell Muncken & Co., Chicago. *rn sa t*

DURKEE-MOWER, Lynn, Mass. (marshmallow fluff dessert). Agency: Harry M. Frost Co., Boston. *rn t sa sp*

DURR PACKING Co., Utica, N. Y. Agency: Moser & Cotins, Utica. *sa*

DUTCHLAND FARMS, Boston (restaurant chain). Agency: Ingalls Adv., Boston. *sa*

**E**

EARLY & DANIEL Co., Cincinnati (feed). Agency: Keeler & Stites Co., Cincinnati. *sp t*

EASY WASHING MACHINE Corp., Syracuse. Agency: BBDO, N. Y. *n sp sa rn*

EATON PAPER Corp., Pittsfield, Mass. (stationery). Agency: Badger & Brown-Ing, Boston. *t sa ta*

EDISON ELECTRIC ILLUMINATING Co., Boston (utility). Agency: BBDO, Boston. *sa*

EDWARDS DRUG Co., Raleigh, N. C. (Tina-Cide). Agency: J. Carson Brantley Adv. Agency, Salisbury, N. C. *sa*

EL PASO, Santa Barbara, Cal. (night club). Agency: Buchanan Co., Los Angeles. *sp rn*

ELECTRIC APPLIANCE SOCIETY OF NORTHERN CALIFORNIA. Agency: Jean Scott Friedman, San Francisco. *sa*

ELECTRIC HOME INSTITUTE OF SO. CALIF., Los Angeles. Agency: Mayers Co., Los Angeles. *sp*

ELECTRIC AUTO LITE Co., Toledo (auto ignition systems). Agency: Shattuck & Ettlinger, Beverly Hills, Cal. *ta*

ELECTROLUX Co., New York (refrigerators). Agency: BBDO, N. Y. *sa*

ELGIN NATIONAL WATCH Co., Chicago (Elgin watches). Agency: J. Walter Thompson Co., Chicago. *n sa*

ELIN Inc., Newark (refrigerators). Agency: Schlin 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. *sa*

EUCLID CANDY Co. of Calif., San Francisco (Red Cap candy). Agency: Sidney Garfinkel Adv. Agency, San Francisco. *sa*

EXCELL LABORATORY, Chicago (fertilizer). Agency: Campbell-Sanford Adv. Co., Cleveland. *sa*

FERRY-MORSE SEED Co., Philadelphia, San Francisco (packaged seeds). Agencies: N. W. Ayer & Son, N. Y.; Gerth Knollin Adv. Agency, San Francisco. *sp sa t rn*

ARTHUR FERTZ Co., Atlanta (fertilizer). Agency: Gottschaldt-Humphrey, Atlanta. *sa*

FINE CANDY Co., Augusta, Ga. Agency: Rawson-Morris, Atlanta. *sa*

FIRESTONE TIRE & RUBBER Co., Akron (tires & tubes). Agency: Sweeney & James Co., Cleveland. *n rn sa*

FIRST NATIONAL STORES, Somerville, Mass. (chain retailers). Agency: Alley & Richards Co., Boston. *sa sp*

FISHER BODY Corp., Detroit (auto bodies). Agency: Arthur Kudner, N. Y. *n*

FISK TIRE Co., Chicone Falls, Mass. Agency: Chambers & Wiswell, Boston. *sp*

F. W. FITCH Co., Des Moines (shampoo). Agency: L. W. Ramsey Co.,avenport, *n sa t ta*

FITCH INVESTORS SERVICE, New York. Agency: E. C. Van Dyke, N. Y. *rn*

FITGER BREWING Co., Duluth. Agency: Leo Burnett Co., Chicago. *sa sp rn*

FITZPATRICK BROS., Chicago (Kitchen Kleanser, Automatic Soap Flakes). Agency: Neisser-Meyerhoff, Chicago. *sp*

FLEX-O-GLASS MFG. Co., Chicago. Agency: Presba, Fellers & Presba, Chicago. *sa sp*

FLORENCE STOVE Co., Florence, Mass. Agency: Wm. B. Remington, Springfield, Mass. *sp t*

FLORIDA CITRUS COMMISSION, Tampa, Fla. (fruit). Agency: Ruthrauff & Ryan, N. Y. *t n*

FOLEY & Co., Chicago (Honey & Tar compound). Agency: Lauesen & Salomon, Chicago. *sp t ta*

J. A. FOLGER & Co., Kansas City (food). Agencies: Raymond R. Morgan Co., Hollywood; Blackett-Sample-Hummert, Chicago. *rn t*

FOOD SPECIALTIES Corp., Los Angeles (Seasonettes). Agency: Buchanan Co., Los Angeles. *rn*

J. B. FORD SALES Co., Wyandotte, Mich. (Wyandotte cleanser). Agency: N. W. Ayer & Son, Philadelphia. *n*

FORD DEALERS OF AMERICA, Detroit. Agencies: N. W. Ayer & Son, Philadelphia; McCann-Erickson, N. Y. *n t ta*

FORD MOTOR Co., Detroit (motor cars). Agency: N. W. Ayer & Son, N. Y. *n sp sa t*

FORTY-SECOND STREET SALES Co., Chicago (cosmetics). Agency: McGovern-Child Adv. Agency, Chicago. *sa sp*

H. D. FOSS & Co., Cambridge, Mass. (confectionery). Agency: Albert Frank-Guenther Law, N. Y. *C*

FOSTER-MILBURN Co., Buffalo (Doan's pills). Agency: Street & Finney, N. Y. *sa ta*

E. FOUGERA & Co., New York (Vapex, etc.). Agency: Small & Seiffer, N. Y. *sa t ta sp*

F. H. FOWLES, Philadelphia (Know-Mark polish distrib.). Agency: Courtland D. Ferguson, Philadelphia. *sa*

FOX WEST COAST THEATRES, Los Angeles. *rn*

F. J. FOX, New York (furs). Agency: Schilin Adv. Corp., N. Y. *n ta sa*

PETER FOX BREWING Co., Chicago (Fox De Luxe beer). Agency: Schwimmer & Scott Adv. Agency, Chicago. *sp t*

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. (Pulto water). Agency: H. V. Kastor & Sons Adv. Co., Chicago. *sp t ta*

FRIGIDAIRE SALES Corp., Dayton, O. (electrical refrigeration). Agencies: Lord & Thomas, Chicago (refrigerators); Geyer, Cornell & Newell, Rochester, N. Y. (oil burners, fans, etc.). *n*

FRITO Co., San Antonio (Fritos confection). Agency: Erie Racey Adv. Agency, Dallas. *sp sa*

FROSTED FOODS Co., New York (Bird's Eye). Agency: Young & Rubicam, N. Y. *sp sa*

FRYE Co., Watertown, Mass. (Pancreo-Bismuth). Agency: Lawrence M. O'Connell, Springfield, Mass. *sp*

**G**

GAEFFERS & SATTLER, Los Angeles (gas range, refrigerator mfrs.). Agency: J. H. Withington Adv. Agency, Los Angeles. *sp rn*

GALLENKAMP STORES Co., San Francisco (shoes). Agency: Long Adv. Service, San Francisco. *sa rn*

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GAMBLE STORES, Minneapolis (Anti-Freeze). Agency: BBDO, Minneapolis. *sa*  
 GANTNER & MATTEIN Co., San Francisco (swim suits). Agency: Emil Brischler & Staff, San Francisco. *sa*  
 GARDNER NURSERY Co., Orange, Iowa (plants). Agency: Northwest Radio Adv. Co., Seattle. *sp t sa*  
 GAS APPLIANCE SOCIETY of California, San Francisco. Agency: Jenn Scott Frickelton, San Francisco. *sp sa*  
 GEM PRODUCTS SALES Co., Camden, N. J. (laundry soap). Agency: Robert M. Clutch Co., Philadelphia. *sp sa t*  
 GENERAL BAKING Co., New York (Bond brand). Agency: BBDO, N. Y. *n sp sa t ta*  
 GENERAL CIGAR Co., New York (William Penn cigar). Agency: H. W. Kastor & Sons Adv. Co., Chicago. *n sa ta*  
 GENERAL ELECTRIC Co., Schenectady, N. Y., Cleveland (electrical devices). Agencies: H. W. Kastor & Sons Adv. Co., N. Y.; Foster & Davies, Cleveland. *n sa t*  
 GENERAL FOODS Corp., New York (Maxwell House coffee, Grape Nuts, etc.). Agencies: Young & Rubicam, N. Y. (Grape Nuts, Jell-O, Calumet Baking Powder, Frosted Foods, La France, Postum); Benton & Bowles, N. Y. (Certo, Maxwell House coffee); Advertisers Broadcasting Co., N. Y. (Diamond Crystal salt). *n t sa*  
 GENERAL GROCER Co., St. Louis (Cobut corn, Manhattan coffee). Agency: Ridgeway Co., St. Louis. *sa*  
 GENERAL MILLS Inc., Minneapolis (Gold Medal flour, etc.). Agencies: M. Loyd Co., Minneapolis; Blackett-Sample-Hummert, Chicago; Knox Reeves Adv., Minneapolis; Merrill Adv. Co., N. Y.; Simons-Michelson Co., Detroit. *n t sp sa*  
 GENERAL MILLS, San Francisco (Bisquick). Agency: Westco Adv. Agency, San Francisco. *rn t*  
 GENERAL MOTORS Corp., Detroit (motor cars). Agencies: Campbell-Ewald Co., Detroit; Arthur Kudner, N. Y. *n sp sa t*  
 GENERAL MOTORS ACCEPTANCE Corp., Detroit (auto financing). Agency: Campbell-Ewald Co. of New York, N. Y. *rn*  
 GENERAL PAINT Corp., San Francisco. Agency: Walter Adv. Agency, Los Angeles. *rn t*  
 GILLETTE RUBBER Co., Eau Claire, Wis. (Gillette tires). Agency: Cramer-Krasselt Co., Milwaukee. *sp sa t*  
 GILLETTE SAFETY RAZOR Co., Boston (razor blades). Agency: Maxon Inc., Detroit. *n rn sp sa t*  
 GILMORE OIL Co., Los Angeles (Red Lion, Record Breaker gasoline). Agency: Botsford, Constantine & Gardner, Los Angeles. *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 Kntz Co., Baltimore. *sp*  
 GLOBE GRAIN & MILLING Co., Los Angeles. Agency: Dan B. Miner Co., Los Angeles. *rn*  
 ADOLF GOBEL, New York (sausage). Agency: Lester A. Loeb, N. Y.  
 GOETZ BREWING Co., St. Joseph, Mo. Agency: Potts-Turnbull Co., Kansas City. *sp*  
 GOLDEN AGE Corp., New York (noodles). Agency: Gotham Adv. Co., N. Y. *sa*  
 GOLDEN BEAR COFFEE Co., Los Angeles (Breakfast Club coffee). Agency: Philip J. Menny Co., Los Angeles. *rn*  
 GOLDEN NUGGET FUDGE Co., San Francisco. Agency: Lord & Thomas, San Francisco. *sp*  
 GOOD 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., Rochester, N. Y. (prepared desserts). Agency: Hughes, Wolf & Co., Rochester. *sp*  
 B. F. GOODRICH RUBBER Co., Akron (tires). Agency: Ruthrauff & Ryan, N. Y. *n sp sa t*  
 GOODYEAR TIRE & RUBBER Co., Akron. Agency: Arthur Kudner, N. Y. *n sp*  
 GORDON BAKING Co., Detroit (Silver Cup bread). Agency: Young & Rubicam, Detroit. *n rn sp*  
 GORDON & DILWORTH, Long Island City, N. Y. (food). Agency: Topping & Lloyd, N. Y. *sp*  
 GORTON PEW FISHERIES Co., Gloucester, Mass. Agency: H. B. LaQuante, N. Y. *sa*  
 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: David Malkiel Adv. Agency, Boston. *sa*  
 W. T. GRANT Co., New York (variety stores). Agency: N. W. Ayer & Son, N. Y. *t*  
 GRANT WATCH Co., Chicago. Agency: Morris & Davidson, Chicago. *sa*  
 GREAT ATLANTIC & PACIFIC TEA Co., New York (A&P Stores). Agency: Paris & Peart, N. Y. *n rn sp sa t*  
 GREAT WESTERN LIFE INSURANCE Co., Chicago. Agency: Schwimmer & Scott, Chicago. *sp*

GRENNAN BAKERIES, Chicago (cakes). Agency: Hanft-Metzger, Chicago. *sp*  
 GREYHOUND MANAGEMENT, Cleveland (bus transportation). Agency: Benumont & Hohman, Cleveland. *sa t*  
 GRIFFIN MFG. Co., Brooklyn (shoe polish). Agency: Birmingham, Castleman & Pierce, N. Y. *sa n*  
 GRISWOLD MFG. Co., Erie, Pa. (aluminum ware). Agency: BBDO, N. Y. *sp rn*  
 GROCERY STORE PRODUCTS, New York (Fould's macaroni, etc.). Agency: McCann-Erickson Inc., N. Y. *sa*  
 GROUP OF AMERICAN BANKS, Chicago. Agency: Wessel Co., Chicago. *n*  
 GROVE LABORATORIES, St. Louis (proprietary). Agencies: H. W. Kastor & Sons Adv. Co., N. Y.; Stack-Goble Adv. Agency, N. Y. *n ta t sa*  
 GROWERS FERTILIZER Co., San Francisco (Groziit). Agency: Gerth-Knollin Adv. Agency, San Francisco. *sa*  
 GRUEN WATCH Co., Cincinnati (watches). Agencies: McCann-Erickson, Cleveland; Schwimmer & Scott, Chicago. *n sa*  
 GUARANTY UNION LIFE INSURANCE Co., Beverly Hills, Cal. Agency: Stodel Adv. Co., Los Angeles. *sp*  
 CHARLES GULDEN, New York (mustard). Agency: Charles W. Hoyt Co., N. Y. *sp*  
 GULF OIL Corp., Pittsburgh (oil products). Agency: Young & Rubicam, N. Y. *n sa sp*  
 S. GUMPERT Co., Brooklyn (dessert). Agency: Gardner Adv. Co., N. Y. *sp*  
 GUNTHER BREWING Co., Baltimore. Agency: Erwin, Wasey & Co., N. Y.

## H

HACKNEY'S, Atlantic City (restaurant). *sa*  
 HALLICRAFTERS, Chicago (radio equipment). Agency: Ford, Browne & Mathews, Chicago. *sp*  
 HAMLIN'S WIZARD OIL Co., Chicago (Wizaroyal). Agency: Vanderbie & Rubens, Chicago. *sp sa t*  
 HAMM BREWING Co., St. Paul (beer). Agency: McCord Co., Minneapolis. *t sa ta*  
 HAMMER-BRAY Co., Oakland, Cal. (Spark stoves). Agency: D'Evelyn & Wadsworth, San Francisco. *t*  
 HAMMOND LUMBER Co., Los Angeles. Agency: Lockwood-Shackelford Co., Los Angeles. *sp*  
 HARDEMAN-KING Co., Oklahoma City. Agency: Ray K. Glenn Adv., Oklahoma City. *rn*  
 HARTZ MOUNTAIN PRODUCTS, New York (bird seed). Agency: Hirsch-Turpen, N. Y. *sa sp*

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**HARVARD BREWING Co.**, Lowell, Mass. (Green Label beer). Agency: Louis Glaser, Boston. *sp*

**HARVEY-WHIPPLE**, Springfield, Mass. Agency: Willard G. Myers Adv., N. Y. *sp*

**HASEROT COFFEE Co.**, Cleveland (Mello Cup). *sa*

**R. G. HASTINGS Co.**, Atlanta (seeds). Agency: Freitag Adv. Agency, Atlanta. *ta*

**HATHAWAY BAKING Co.**, Cambridge, Mass. Agency: W. E. Long Co., Chicago. *sa*

**HEALTH AIDS**, Jersey City (Serutan vitamin beverage). Agency: Franklin Brum Adv. Corp., N. Y. *t rn sp*

**HEALTH RESEARCH FOUNDATION**, Ann Arbor, Mich. (proprietary). Agency: Andrews Adv. Agency, Detroit. *sa*

**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., N. Y. (flour, Force cereal). *n sp t ta sa*

**HEINRICH FRANK & 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*

**HERB-TEX Co.**, Wheeling, W. Va. (Herb-tek liquid tonic; Protex feminine antiseptic). *direct*

**HICKOK OIL Co.**, Toledo. *sp*

**HIGH'S ICE CREAM Co.**, Washington (dairy products). Agency: Courtland D. Ferguson, Washington. *sa*

**HISTEN Corp.**, Chicago (hay fever remedy). Agency: Ruthrauff & Ryan, Chicago. *sa ta*

**HOFFMAN BEVERAGE Co.**, Newark. Agency: BBDO, N. Y. *sp sa*

**HOLLAND FURNACE Co.**, Holland, Mich. Agency: Ruthrauff & Ryan, Chicago. *rn*

**HOME MAKERS COUNCIL OF THE AIR**, Boston (foods). Agency: James F. Fay, Boston. *rn*

**HOMEOPATHIC MEDICINE Co.**, New York (remedies). Agency: Biow Co., N. Y. *n*

**HONOR BRAND FROSTED FOODS Corp.**, New York. Agency: N. W. Ayer & Son, N. Y. *sa*

**H. P. HOOD & SONS**, Charleston, Mass. (milk). Agency: BBDO, N. Y. *ta*

**HOOKER GLASS & PAINT MFG. Co.**, Chicago. Agency: Albert Kircher Co., Chicago. *sp*

**HOOPER 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 (restaurant). Agency: Clements Co., Philadelphia. *sp*

**HORSE & MULE ASSOCIATION OF AMERICA**, Dallas. Agency: Rogers & Smith, Dallas. *sa*

**HOUSEHOLD FINANCE Corp.**, Chicago (family finance service). Agency: BBDO, Chicago. *n rn sa t sp*

**HOUSEHOLD MAGAZINE**, Topeka. Agency: Presba, Fellers & Presba, Chicago. *sp*

**D. P. HOWARD MFG. & HARDWARE Co.**, New York (skates, bicycles). Agency: H. H. Kiesewetter Adv., N. Y. *sa*

**HOWE Co.**, Los Angeles (cosmetics). Agency: S. L. Kay, San Francisco *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). Agency: Brooke, Smith, French & Dorrance, Detroit. *n t sa rn*

**HUFFMAN-HOLMES Co.**, Los Angeles (foot exercisers). Agency: Advertising Arts Agency, Los Angeles. *t*

**E. GRIFFITH HUGHES**, Rochester, N. Y. (Kruschen salts). Agency: Stack-Goble Adv. Agency, N. Y. *t rn*

**HULMAN & Co.**, Terre Haute, Ind. (Clubber Girl baking powder). Agency: Arbee Agency, Terre Haute. *t*

**HUMBLE OIL & REFINING Co.**, Houston. Agency: Franke-Wilkinson-Schwartz, Houston. *n sa sp*

**HUMPHREYS HOMEOPATHIC MEDICINE Co.**, New York (dog remedies). Agency: Biow Co., N. Y. *n sp*

**HYDROX Corp.**, Chicago (gingerals). Agency: H. W. Kastor & Sons Adv. Co., Chicago. *ta*

**IDAHO FRUIT & VEGETABLE ADV. Com.**, Boise. Agency: Botsford, Constantine & Gardner, Portland, Ore. *sa*

**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. Sudden Adv. Co., Chicago. *sp*

**IMPERIAL OIL Ltd.**, Toronto. Agency: MacLaren Adv. Co., Toronto. *n*

**IMPERIAL OPTICAL Co.**, Toronto. *t*

**IMPERIAL SUGAR Co.**, Sugarland, Texas. Agency: Tracy-Locke-Dawson, Dallas. *sp t*

**IMPERIAL TOBACCO Co.**, Montreal. Agency: Whitehall Brdcstg. Ltd., Montreal. *n*

**IMPERIAL VALLEY ASPARAGUS GROWERS Assn.**, El Centro, Cal. Agency: Logan & Stebbins, Los Angeles. *sp*

**INDEPENDENT GROCERS ALLIANCE DISTRIBUTING Co.**, Chicago (IGA brands). Agency: Russell M. Seeds Co., Chicago. *sp t rn*

**INDIANAPOLIS BREWING Co.**, Indianapolis (Burgomaster beer). *sp*

**INTERNATIONAL CELLUCOTTON PRODUCTS Co.**, Chicago (Kleenex, Quest). Agency: Lord & Thomas, Chicago. *sp*

**INTERNATIONAL CORRESPONDENCE SCHOOLS**, Scranton, Pa. Agency: Frank Wright & Associates, San Francisco. *sp t*

**INTERNATIONAL HARVESTER Co.**, Chicago (twine). Agency: Aubrey, Moore & Wallace, Chicago. *sa sp*

**INTERNATIONAL PAINT Co.**, Montreal. Agency: All-Canada Radio Facilities, Toronto. *t*

**INTERNATIONAL SHOE Co.**, St. Louis (Red Goose shoes). Agency: D'Arcy Adv. Co., St. Louis. *sa rn*

**INTERNATIONAL SILVER Co.**, Meriden, Conn. (silverware). Agencies: Young & Rubicam, N. Y.; A. J. Drenne & Co., Toronto. *n*

**INTERNATIONAL STORES**, Minneapolis (feed). Agency: BBDO, Minneapolis. *sp*

**INTERSTATE TRANSIT LINES**, Salt Lake City. Agency: Beaumont & Hohman, Omaha. *sp*

**IODENT CHEMICAL Co.**, Detroit (tooth paste). Agency: Vanderbie & Rubens, Chicago. *sp t*

**IOWA SOAP Co.**, Burlington, Ia., Camden, N. J. (Magic Washer, etc.). Agency: Briggs & Varley, N. Y.

**IRONIZED YEAST Co.**, Atlanta, Ga. (yeast tablets). Agency: Ruthrauff & Ryan, N. Y. *n sp sa t*

**ITALIAN SWISS COLONY**, San Francisco (wine). Agency: Harvey Best Co., Philadelphia. *sa*

**IVANHOE FOODS**, Auburn, N. Y. (Salanaise salad dressing). Agency: Moser & Cotins, Utica, N. Y. *sa*

**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: Scholtz Adv. Service, Los Angeles. *sp*

**JEFFERSON STANDARD LIFE INSURANCE Co.**, Greensboro, N. C. Agency: Freitag Adv. Agency, Atlanta. *sp*

**JOHN F. JELKE Co.**, Chicago (Good Luck margarine). Agency: Blackett-Sample-Hummert, Chicago. *sp*

**JEL-SERT Co.**, Chicago (dessert). Agency: Rogers & Smith, Chicago. *sp rn*

**JENNY WREN Co.**, Lawrence, Kan. (prepared flour). Agency: Mitchell-Faust Adv. Co., Chicago. *sp sa*

**JERGENS-WOODBURY SALES Corp.**, Cincinnati (Woodbury's soap, Jergens lotion). Agency: Lennen & Mitchell, N. Y. *n rn*

**JOHNS-MANVILLE Corp.**, New York (building supplies). Agency: J. Walter Thompson Co., N. Y. *t*

**JOHNSON, CARVELL & MURPHY**, Los Angeles (ant paste). Agency: Wm. A. Ingoldby Co., Los Angeles. *sa*

**JOHNSON EDUCATOR FOOD Co.**, Cambridge, Mass. (Educator crackers). Agency: John W. Queen, Boston. *rn sa t sp*

**JOHNSON, HOWARD D. Co.**, Boston, Mass. (Rondaide Stund Chain). Agency: Harry M. Frost Co., Boston. *rn*

**S. C. JOHNSON & SON**, Racine, Wis. (Johnson's floor wax). Agency: Needham, Louis & Brorby, Chicago. *n sp*

**BOB JONES COLLEGE**, Cleveland, Tenn. Agency: Allied Adv. Agency, Los Angeles. *n*

**JULEP TOBACCO Co.**, Boston (Julep cigarettes). Agency: O'Den Sheldon & Co., N. Y. *sa*

**JUSTRITE Co.**, Milwaukee (bird seed). Agency: Hoffman & York, Milwaukee. *sp*

**KALAMAZOO VEGETABLE PARCLEMENT Co.**, Kalamazoo. Agency: N. W. Ayer & Son, Detroit. *rn*

**KATRO-LEK LABS**, Boston (Katro-Balsam). Agency: Chambers & Wiswell, Boston. *n*

**KAY JEWELRY Co.**, Boston (jewelry stores). Agency: Salinger & Publicover, Boston. *rn*

**KAY JEWELRY Co.**, Oakland, Cal. (stores). Agency: Sidney Garfinkel Adv. Agency, San Francisco. *rn*

**KELLOGG Co.**, Battle Creek, Mich. (corn flakes, Pep, etc.). Agencies: N. W. Ayer & Son, N. Y.; Kenyon & Eckhardt, N. Y. *n sp sa t ta*

**KELLOGG ANT PASTE**, Los Angeles. Agency: W. A. Ingoldby Co., Los Angeles. *sp*

**KELLY-DOUGLAS Co.**, Vancouver, B. C. (Nabob tea, coffee). Agency: United Broadcast Sales, Vancouver. *rn*

**KENDALL DOG FOOD Co.**, Portland, Ore. Agency: W. S. Kirkpatrick, Portland. *t*

**KENT & LANE**, Leroy, N. Y. (Orangeine powders). Agency: Hughes, Wolf & Co., Rochester. *sa*

**KERN FOOD PRODUCTS**, Los Angeles (jellies). Agency: Charles H. Mayne Co., Los Angeles. *sp*

**KESTER SOLDER Co.**, Chicago (metal mender). Agency: Aubrey, Moore & Wallace, Chicago. *sp sa*

**KEYSTONE MACARONI MFG. Co.**, Lebanon, Pa. Agency: Aitkin-Kynett Co., Philadelphia. *sa*

**KEYSTONE STEEL & WIRE Co.**, Peoria, Ill. (fences). Agencies: Mace Adv. Co., Peoria, Ill.; Russell M. Seeds Co., Chicago (WLW only). *rn sp*

**KINOX Co.**, Rutland, Vt. (Callouse-Ease). Agency: Hays Adv. Agency, Burlington, Vt. *sp sa*

**KIRKMAN & SON**, New York (soap). Agency: N. W. Ayer & Son, N. Y. *n*

**KLING BROS.**, Chicago (clothing chain-Bradford Ailes). Agency: Selvaiv Broadcasting System, Chicago. *ta sa*

**KLINGTITE PRODUCTS Co.**, Los Angeles (fabric adhesives). Agency: Allied Adv. Agencies, Los Angeles. *sp*

**KNAPP-MONARCH Co.**, St. Louis (health products). Agency: Ridgway Co., St. Louis. *sa*

**E. L. KNOWLES**, Springfield, Mass. (Rubine liniment). Agency: DeForest Merchandising Bureau, Springfield, Mass. *sa t*

**KNOX Co.**, Kansas City (Cystex). Agencies: Dillon & Kirk, Kansas City; Allen C. Smith Adv. Co., Kansas City. *sa sp n*

**KNOX GELATINE Co.**, Johnstown, N. Y. (Knox Sparkling gelatin). Agency: Kenyon & Eckhardt, N. Y. *sa t n*

**KOLYNOS Co.**, New Haven (toothpaste). Agencies: Blackett-Sample-Hummert, Chicago. *t n*; John F. Murray Adv. Agency, N. Y. *n t*

**KOPPERS Co.**, New York. Agency BBDO, N. Y. *sp sa*

**KRAFT-PHENIX CHEESE Corp.**, Chicago (cheese, etc.). Agencies: J. Walter Thompson Co., Chicago; Needham, Louis & Brorby, Chicago (Magic Test eggs, Parkay oleo). *n sp sa*

**A. J. KRANK & Co.**, St. Paul (cosmetics, etc.). Agency: Milton Weinberg Adv. Co., Los Angeles. *sp rn*

**KREMAY LABORATORIES**, Chicago (proprietary). Agency: Schwimmer & Scott, Chicago. *sa sp*

**KREMOLA Co.**, Chicago (cosmetics). Agency: Van Hecker-MacLeod, Chicago. *sa*

**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: Monroe F. Dreher, N. Y. *sa t n*

**B. KUPPENHEIMER & Co.**, Chicago (men's clothing). *t ta*

**LABORITE SALES Co.**, Portland, Ore. (cleanser). Agency: Allied Adv. Agency, San Francisco. *sa*

**LA CHOY FOOD PRODUCTS**, Detroit (Chinese food products). Agency: Blackett-Sample-Hummert, Chicago. *sa sp*

**LACO PRODUCTS**, Baltimore (soap). Agency: Joseph Katz Co., Baltimore. *n*

**LADY ESTHER Co.**, Evanston, Ill. (powder, etc.). Agency: Lord & Thomas, Chicago. *sp*

**LAKE SHORE ELECTRIC RAILWAY**, Sandusky, O. Agency: Campbell-Sanford Adv. Co., Cleveland. *sa*

**LAKESIDE BISCUIT Co.**, Toledo (Buttermilk cookies). Agency: Neisser-Meyerhoff, Chicago. *sp*

**LALLEMENT REFINING Co.**, Montreal (yest). Agency: Associated Broadcasting Co., Montreal. *sa*

**LAMBERT PHARMACAL Co.**, St. Louis (histerie). Agency: Lambert & Feasley, N. Y. *n sa*

**LAMONT, CORLISS & Co.**, New York (Nestle's Pond's). Agency: J. Walter Thompson Co., N. Y. *n t sa rn*

**LANCASTER COUNTY SEED Co.**, Paradise, Pa. (seeds). Agency: C. F. Kern Adv. Agency, Philadelphia. *sp t*

**LANGENDORF UNITED BAKERIES**, San Francisco. Agency: McCann-Erickson, San Francisco. *rn*

**LARNED Co.**, New York (Hill's nose drops). Agency: Blackett-Sample-Hummert, N. Y. *n ta*

**V. LAROSA**, Brooklyn (macaroni). *rn t sp*

**LARUS & BROS. Co.**, Richmond, Va. (Edgeworth tobacco). Agency: Blackett-Sample-Hummert, N. Y. *n rn sp t*

**LAUNDRY OWNERS NATL. ASSN. of U. S.**, Canada, Joliet, Ill. Agency: BBDO, Chicago. *sa*

**LAVENA Corp.**, Chicago (bath powder). Agency: H. W. Kastor & Sons Adv. Co., Chicago. *sp t sa*

**LA VIDA PRODUCTS**, Placentia, Cal. (mineral water, beverages). Agency: Scholtz Adv. Service, Los Angeles. *ta*

**LEA & PERRINS**, New York (Worcestershire sauce). Agency: Schwimmer & Scott, Chicago. *sa*

**H. D. LEE MERCANTILE Co.**, Kansas City. Agencies: J. Stirling Getchell, Kansas City; Terry-Hanly Co., Kansas City. *sa*

**WM. W. LEE & Co.**, Troy, N. Y. (Save-the-Baby remedy). Agency: Leighton & Nelson, Schenectady, N. Y. *sa*

**THOMAS LEEBING & Co.**, New York (Baume Benque). Agency: Wm. Esty & Co., N. Y. *n sa sp*

**LEHN & FINK PRODUCTS Co.**, New York. Agencies: Kenyon & Eckhardt, N. Y.; Lennen & Mitchell, N. Y. (Lysol, Pebecco); Kimball, Hubbard & Powell, N. Y. (Lesquendieu & Tussy cosmetics); Merrill Adv. Co., N. Y. (special Pebecco program); Wm. Esty & Co., N. Y. (Hinds, Tussy cosmetics). *n sp t ta*

**LEVER BROS Co.**, Cambridge, Mass. (Lux, Rinso, Lifebuoy). Agency: Ruthrauff & Ryan, N. Y. *n sp t sa*

**LEWIS-HOWE Co.**, St. Louis (Tums). Agency: H. W. Kastor & Sons Adv. Co., Chicago. *sa t sp n ta*

**EDGAR P. LEWIS**, Malden, Mass. (Viva candy bar). Agency: Louis Glaser, Boston. *rn sa sp*

**LIBBY, McNEILL & LIBBY**, Chicago (food products). Agencies: J. Walter Thompson Co., Chicago; Needham, Louis & Brorby, Chicago. *n*

**LIFE UNDERWRITERS ASSN. OF CANADA**, Toronto. Agency: United Broadcast Sales, Toronto. *rn*

**LIGGETT & MYERS TOBACCO Co.**, New York (Chesterfield). Agency: Newell-Emmett Co., N. Y. *n*

**LINDSAY RIPE OLIVE Co.**, Lindsay, Cal. Agency: Lord & Thomas, San Francisco. *sa*

**THOMAS J. LIPTON**, Hoboken, N. J. (Ices). Agency: Young & Rubicam, N. Y. *rn sp sa*

**LISTENWALTER & GOUGH**, Los Angeles (Philo radios). Agency: Stuart L. Klingensmith & Co., Los Angeles. *rn*

**LITTLE CROW MILLING Co.**, Wrsaw, Ind. (pancake flour). Agency: Rogers & Smith, Chicago. *sp rn*

**GEORGE LIVINGSTON Co.**, Hartford (Shavettes). *sp*

**LOCAL LOAN Co.**, San Francisco. Agency: Long Adv. Service, San Francisco. *rn*

**LOMA LINDA FOOD Co.**, Loma Linda, Cal. Agency: Lisle Sheldon Radio Adv., Los Angeles. *sp*



# DIRECTORY OF 1937 NATIONAL-REGIONAL RADIO ADVERTISERS

LONGINES-WITTMAYER Co., New York (clocks, watches). Agency: Lewis Associates, N. Y.; Arthur Rosenberg Co., N. Y. *sa sp*

LOOK Inc., Des Moines (magazine), Des Moines. Agency: Schwimmer & Scott, Chicago. *sa sp t*

LOOSE-WILES BISCUIT Co., Long Island City, N. Y. (Krispy Krakers, etc.). Agency: Newell-Emmett Co., N. Y. *rn sa t*

P. LORILLARD Co., New York (Old Gold cigarettes). Agency: Lennen & Mitchell, N. Y. *t*

LOS ANGELES SOAP Co., Los Angeles (White King soap). Agency: Raymond R. Morgan Co., Los Angeles. *sa sp*

LOUDEN PACKING Co., Terre Haute, Ind. (Dorie Dinner). Agency: McJunkin Adv. Co., Chicago. *t*

LOUISVILLE & NASHVILLE RAILROAD, Louisville, Ky. Agency: Gardner Adv. Co., Louisville. *sp*

LOVELY LADY Inc., Chicago (cosmetics). Agency: L. W. Ramsey Co., Chicago. *rn*

LUCKY TIGER MFG. Co., Kansas City (hair tonic). Agency: Midland Adv. Agency, Kansas City. *sp rn*

LUDENS, Reading, Pa. (cough drops) Agency: J. M. Mathes, N. Y. *n sa*

LUTHERAN LAYMEN'S LEAGUE, St. Louis. Agency: Kelly, Stuhlman & Zahrent, St. Louis. *n*

LYON VAN & STORAGE Co., Los Angeles. Agency: Charles H. Mayne Co., Los Angeles. *rn sp t*

## M

MACFADDEN PUBLICATIONS, New York. Agencies: Erwin, Wasey & Co. Inc., N. Y.; Slack-Goble Adv. Agency, N. Y.; Arthur Kadner, N. Y. *n sa sp rn*

MAGNOLIA PETROLEUM Co., Dallas (Mobiloil & Mobilgas). Agency: Johnston Adv. Co., Dallas. *sa*

MAINE DEVELOPMENT COMMISSION, Augusta (Potato Campaign). Agency: Brooke, Smith & French, N. Y. *t sp n*

MALTEX CEREAL Co., Burlington, Vt. (Maltex). Agency: J. M. Mathes, N. Y. *n sp sa*

MANHATTAN SOAP Co., 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, Chicago. *sp sa t*

MAPLE LEAF MILLING Co., Toronto. Agency: Cockfield-Brown & Co., Toronto. *t*

CHARLES MARCHAND Co., New York (Golden hair wash). Agency: M. H. Hackett, N. Y. *t*

MARCO DOG FOOD Co., Los Angeles. Agency: F. Wallin & Associates, Los Angeles. *sp*

MARLIN FIREARMS Co., New Haven (razor blades). Agency: Grady & Wagner, N. Y. *t*

J. W. MARROW MFG. Co., Los Angeles & Chicago (Mar-Oil shampoo). Agency: Dargaley, Horton & Hoyt, Chicago. *n sa t ta*

MARS Inc., Chicago (candy). Agency: George Willard Davis Adv. Co., Chicago. *sp*

JOSEPH MARTINSON, New York (Jomar coffee & chocolate malted). Agency: Albert Frank-Guenther Law, N. Y. *sp sa*

MARYLAND PHARMACEUTICAL Co., Baltimore (Rem, Rel). Agency: Joseph Katz Co., Baltimore. *sa ta*

MARIMAX 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. *sp*

MAYBELLINE Co., Chicago (eyelash dye). Agencies: Cramer-Krasselt Co., Milwaukee; Kirland-Engel Co., Milwaukee. *n rn sa t*

ALFRED W. McCANN LABORATORIES, New York (food). *sp*

McGAUGH HOSIERY MILLS, Dallas. Agency: Stanley W. Foran Adv. Agency, Dallas. *ta*

McKENZIE MILLING Co., Quincy, Mich. (pancake flour). Agency: Rogers & Smith, Chicago. *sp sa*

McKESSON & ROBBINS, Bridgeport, Conn. (Calox, Abolene, etc.). Agencies: Brown & Tareher, N. Y.; H. W. Kastor & Sons Adv. Co., Chicago (Pursanz). *sa sp ta rn n*

McLAUGHLIN - GORMLEY - KING Co., Minneapolis (insecticide). Agency: BHDD, Minneapolis. *t*

MELVILLE SHOE Corp., New York (John Ward, Thom McAn shoes). Agency: Schwimmer & Scott, Chicago. *sa*

MENNEN Co., Newark (cosmetics, etc.). Agency: H. M. Klesewetter Adv. Agency, N. Y. *sp n*

MENTHOLATUM Co., Wichita (proprietary). Agency: Dillard-Jacobs Adv. Agency, Atlanta. *sa*

METRO-GOLDWYN-MAYER, New York (motion pictures). Agency: Donahue & Coe, N. Y. *sa*

JOHN C. MICHAEL Co., Chicago (Mickey quilt patches). Agency: Northwest Radio Adv. Co., Seattle. *sp sa*

MICKELBERRY'S FOOD PRODUCTS Co., Chicago (sausage). Agency: Neisser-Meyerhoff, Chicago. *t sp*

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: Slack-Goble Adv. Agency, Chicago. *sp ta sa*

MID-STATES STEEL & WIRE Co., Crawfordsville, Ind. (fence posts). Agency: Mace Adv. Co., Peoria, Ill. *sa*

MIDWEST RADIO Corp., Cincinnati (Mirac radio). Agency: Key Adv. Co., Cincinnati. *sa sp*

MILES LABORATORIES, 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, Chicago. *t*

MILYNOR Inc., San Diego (gift shop). Agency: Barnes-Chase Co., San Diego. *rn*

MISHAWAKA RUBBER & WOOLEN MFG. Co., Mishawaka, Ind. (woolens). Agency: Campbell-Ewald Co., Chicago. *sa*

MODE O'DAY CORP., Los Angeles (dresses). Agency: Lockwood-Shuckelford Co., Los Angeles. *ta*

MODELL'S SPORTING GOODS Co., New York (chain sporting goods stores). Agency: Peck Adv. Agency, N. Y. *sa*

MODERN FOOD PROCESS Co., Philadelphia (Thrivo dog food). Agency: Clements Co., Philadelphia. *n sp t*

MODERN MAGAZINES, New York. Agency: Lennen & Mitchell, 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: Lord & Thomas, Chicago. *n sp t*

MOON GLOW COSMETICS Co., Hollywood (Campana sub-td.). Agency: Milton Weinberg Adv. Co., Los Angeles. *n*

BENJAMIN MOORE & Co., New York (paint). Agency: Merrill Adv. Co., N. Y. *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*

MORE MILES Co., Chicago. Agency: Richard T. Robb & Assoc., Chicago. *sa*

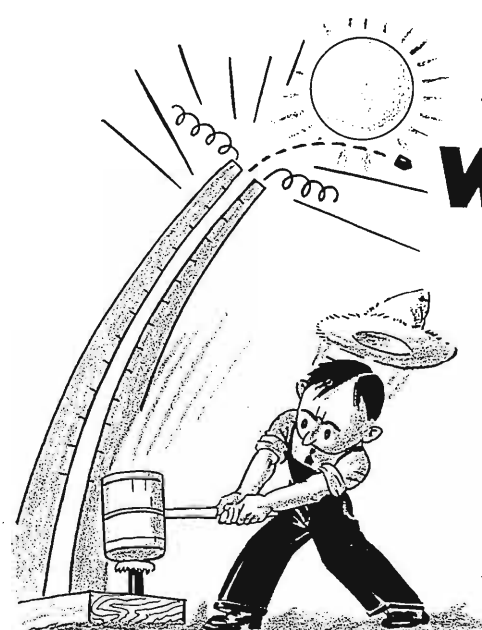
MOREY MERCANTILE Co., Denver (Soltaire food products). Agency: Ball & Davidson, Denver.

MOREY Co., Los Angeles (Vitafoot). Agency: Steller-Millar Agency, Los Angeles. *sa*

JOHN MORRELL & Co., Ottumwa, Ia. (Red Heart dog food, soup, etc.). Agency: Henri, Hurst & McDonald, Chicago. *n rn sp t sa*

PHILIP MORRIS & Co., New York (Phillip Morris cigarettes). Agency: Blow Co., N. Y. *n rn sp sa ta*

MORTEN MILLING Co., Dallas (La France flour). *rn*



# SALES WALLOP!

YOUR MESSAGE spoken in the language of America's Most Prosperous Farm Region . . . that's what you're assured of getting when your program goes on KFNF. More than that, it has all the selling punch that goes with being on the oldest strictly farm station in the country.

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Represented by GENE FURGASON & CO.

# KFNF *The Friendly Farmer Station* SHENANDOAH, IA.

# DIRECTORY OF 1937 NATIONAL-REGIONAL RADIO ADVERTISERS

MORTON SALT Co., Chicago. Agency: Wade Adv. Agency, Chicago. *rn sp sa*

MOTHERS HOME LIFE MAGAZINE, Chicago. Agency: Albert Kircher Co., Chicago. *sa*

MOXIE Co., Boston (beverage). Agency: Harry M. Frost Co., Boston. *sa rn*

C. F. MUELLER Co., Jersey City, N. J. (Mueller's macaroni). Agency: Kenyon & Eckhardt, N. Y. *n sa*

MURINE Co., Chicago (eye wash). Agency: BBDO, 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., N. Y. *sa n t*

MUTUAL CITRUS PRODUCTS Co., Anaheim, Cal. Agency: Charles H. Mayne Co., Los Angeles. *sa*

## N

NANTASKET-BOSTON STEAMSHIP Co., Boston. *sa*

A & C Co., New Bern, N. C. (proprietary). Agency: J. Carson Brantley Adv. Agency, Salisbury, N. C. *sa*

NASH-KELVINATOR Corp., Kenosha, Wis. (autos, refrigerators). Agency: Geysert, Cornell & Howell, 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, N. Y. *sa sp*

NATIONAL BISCUIT Co., New York (Shredded Wheat, etc.). Agency: McCann-Erickson, N. Y. *n sa*

NATIONAL BREWERIES Ltd., Montreal (yeast). *n*

NATIONAL BREWING Co., Baltimore. Agency: D. Stuart Webb Adv. Services, Baltimore. *sa*

NATIONAL CARBON Co., New York (Eveready Prestone). Agency: J. M. Mathes, N. Y. *sa*

NATIONAL DAIRY PRODUCTS Corp., New York (Sealtite). Agency: McKee, Albright & Ivey, N. Y. *n*

NATIONAL ICE ADV. INC., Chicago (ice, ice boxes). Agency: Donahue & Coe, N. Y. *n*

NATIONAL LEAD Co., New York (paint). Agency: Marshalk & Pratt, N. Y. *sp t*

NATIONAL LIFE & ACCIDENT INSURANCE Co., Nashville. Agencies: C. P. Clark, Nashville; C. Ellsworth Wylie Co., Los Angeles. *sp sa*

NATIONAL OATS Co., E. St. Louis, Ill. (Cornio feeds). *n*

NATIONAL OIL PRODUCTS Co., Harrison, N. J. (Admiral soaps, shampoo and Vitex). Agency: Chas. Dallas Reach Adv., Newark. *n sp sa*

NATIONAL RETAILER OWNED GROCERIES, Chicago. Agency: Duane Wannemaker, Chicago. *t*

NATIONAL TRAV-O-TEL Co., Tulsa (Tourist Cabins).

NATIONAL WEEKLIES, Chicago (German magazine). Agency: Albert Kircher Co., Chicago. *sa*

NATONE, Los Angeles (Sav-A-Nail). Agency: James-Morton, Los Angeles.

NATURAL BLOOM, New York (cigars). Agency: Montrose-Rosenberg Co., N. Y. *sp*

NATURE FRIEND, New York (Magic bird food). Agency: Wales Adv. Co., 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., Minneapolis. *sa*

NELSON BROS. FURNITURE WAREHOUSE, Chicago (furniture, rugs). Agency: Selvaire Broadcasting System, Chicago. *sp*

NESTLE'S MILK PRODUCTS Co., New York (chocolate). Agency: Lord & Thomas, N. Y. *sp rn*

NESTLE-LEMUR Co., New York (hair lotion). Agency: Monroe F. Dreher, N. Y.

NEUMODE HOSIERY Co., Chicago. Agency: J. L. Suidgen Adv. Co., Chicago. *sa*

NEW DEPARTMENT MFG. Co., Bristol, Conn. (bicycle brakes). Agency: Lord & Thomas, N. Y. *sa*

NEW ENGLAND MUTUAL LIFE INSURANCE Co., Boston. Agency: Harry S. Goodman Adv. Agency, N. Y. *rn*

NEW ENGLAND TELEPHONE & TELEGRAPH Co., Boston. Agency: Broadcast, Boston. *sa*

NEW YORK, New Haven & Hartford Railway, Boston. Agencies: Dowd & Ostreicher, N. Y.; Goulston Co., Boston. *sa*

NEW YORK STATE MILK CAMPAIGN (1937). Agency: J. M. Mathes, N. Y. *rn t*

NEW YORK WOMAN, New York (publication). Agency: BBDO, N. Y. *sp*

NEXT Inc., Mineral Wells, Tex. (shaving cream). Agency: Luckey Bowman, N. Y. *sa*

NEXT SHAVING CREAM Co., Charlotte, N. C. Agency: Rawson Morrill, Atlanta, Ga.

NIAGARA HUDSON POWER Corp., New York (electric & gas power). Agency: BBDO, N. Y. *t*

T. NOONAN & SONS, Boston (toilettries). Agency: Doremus & Co., Boston. *sa*

NORGE Corp., Detroit (Norge refrigerators). Agency: Cramer-Krasselt Co., Milwaukee. *t*

NORTH AMERICAN ACCIDENT INSURANCE Co., Newark. Agency: Franklin Bruck Adv. Corp., N. Y. *sp n*

NORTHLAND GREYHOUND LINES, Chicago (bus line). Agency: Beaumont & Hohman, Chicago. *sp*

NORTHUP, KING & Co., Minneapolis (seeds). Agency: Olmstead-Hewitt, Minneapolis. *t sa sp*

NORTH STAR OIL Co., Winnipeg. Agency: United Broadcast Sales, Winnipeg.

NORTHWESTERN YEAST Co., Chicago (Yeast Foam, Maca). Agency: Hays MacFarland & Co., Chicago. *n sp t*

NOSS PRETZEL & CONE Co., Cleveland. Agency: J. Walter Thompson Co., Chicago. *sa*

NOURISHINE MFG. Co., Los Angeles (hair tonic). Agency: James-Morton, Los Angeles. *sp t*

NOXZEMA CHEMICAL Co., Baltimore (Noxzema cream). Agency: Ruthrauff & Ryan, N. Y. *t n sp*

NU-ENAMEL PACIFIC Corp., Los Angeles (heat and acid resisting paints). *sa*

VERNON NUSSBAUM Co., Los Angeles (Venue dried fruit). Agency: Glasser Adv. Agency, Los Angeles. *rn*

NUOTONE CHIMES, New York (dinner chimes). Agency: Merrill Adv. Co., N. Y. *ta*

## O

OAKITE PRODUCTS, New York (Oakite cleanser). Agencies: Galkins & Holden, N. Y.; Rickard & Co., N. Y. *rn sp sa*

O'BRIEN VARNISH Co., South Bend, Ind. Agency: Behel & Waldie, Chicago. *sa sp*

OCIDENTAL LIFE INSURANCE Co., San Francisco. Agency: Charles R. Stuart, 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*

OGILVIE FLOUR MILLS, Montreal (Royal Household flour). Agency: Associated Broadcasting Co., Toronto. *t*

OKLAHOMA GAS & ELECTRIC Co., Oklahoma City. *rn*

OLDS MOTOR WORKS, Lansing, Mich. (motor cars). Agency: D. P. Brother & Associates, Detroit. *n t*

OLSON RUG Co., Chicago (rugs). Agency: Presba, Fellers & Presba, Chicago. *sp sa rn n*

OMAR BAKERIES AND OMAR MILLS, Omaha. Agency: J. Walter Thompson Co., Chicago. *t sa*

OMEGA CHEMICAL Co. (Omega oil). Agency: Husband & Thomas, N. Y. *sa sp*

ONEIDA COMMUNITY, Oneida, N. Y. (Tux. Plate silverware). Agency: BBDO, N. Y. *sa t*

ONTARIO BISCUIT Co., Buffalo (Club biscuits). Agency: Addison Vars, Buffalo. *sa sp*

ORBIT GUM Co., Chicago. Agency: Bagdaley, Horton & Hoyt, Chicago. *ta*

OREGON STATE HIGHWAY COMMISSION, Portland. Agency: Bostford, Constantine & Gardner, Portland. *sp rn*

OREGON STATE REALTY COMMISSION, Portland. *sp*

ORANGE CRUSH Co., Chicago (beverages). Agency: J. Walter Thompson Co., Chicago. *sp*

OSHKOSH OVERALL Co., Oshkosh, Wis. (Oshkosh B'Gosh overalls). Agency: Ruthrauff & Ryan, Chicago. *sp t*

EDWARD J. O'TOOLE Co., New York (religious articles). Agency: Niles-Richman Co., N. Y. *sa*

OVERHAUL SALES Co., Detroit. Agency: Brace Beemer, Detroit. *sa*

OWENS ILLINOIS GLASS Co., Toledo. Agency: U. S. Adv. Corp., Toledo. *n*

OWL DRUG Co., San Francisco (chain stores). Agency: D'Evelyn & Wadsworth, San Francisco. *rn*

OXO Ltd., Montreal (bouillon cubes). Agency: Doremus & Co., San Francisco. *sp rn*

OYSTER SHELL PRODUCTS Co., New York (poultry grit). Agency: Husband & Thomas Co., N. Y. *sa*

## P

PAAC CHEMICAL Corp., Greensburg, Pa. Agency: Walker & Downing, Pittsburgh. *sp*

PACIFIC COAST BORAX Co., New York (20 Mule Team Borax). Agency: McCann-Erickson, 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, Oakland, Cal. *sp rn*

PACKARD MOTOR CAR Co., Detroit. Agency: Young & Rubicam, N. Y. *rn sa*

PACKARD PAINT & VARNISH Co., Boston. Agency: Dowd & Ostreicher, Boston. *sp*

PAQUIN Inc., New York (hand cream). Agency: Wm. Esty & Co., N. Y. *t*

PALMER WITTKOPP Co., Hartland, Wis. (Palmer-Pak insulation). Agency: Arthur Towel, Madison. *rn*

PARAMOUNT PICTURES, Los Angeles. Agency: Buchanan & Co., Los Angeles. *rn*

PARKER WATCH Co., New York. Agency: de Garmo Corp., N. Y. *sp rn*

E. R. PARTIDGE, Atlanta (overalls). Agency: Harvey-Massengale Adv. Agency, Atlanta. *sa ta*

PASADENA PRODUCTS Co., Pasadena, Cal. (proprietary). Agency: Guenther-Bradford & Co., Los Angeles.

PETER PAUL, Naugatuck, Conn. (Mounds, Dreams candy). Agency: Platt-Forbes, N. Y. *t sa sp*

PAXTON & GALLAGHER, Omaha (Buttermilk coffee). Agency: Buchanan-Thomas Co., Omaha. *sp rn*

PAYSON PUBLISHING, New York. Agency: Cecil, Warwick & Legler, N. Y. *sp*

PEASLEE-GAUBERT Co., Louisville (paint). Agency: J. Sterling Getchell, N. Y. *t*

PENICK & FORD, New York (Brer Rabbit molasses, My-T-Fine dessert). Agencies: J. Walter Thompson Co., N. Y. (Brer Rabbit); BBDO, N. Y. (My-T-Fine). *t ta sa*

PENN TOBACCO Co., Wilkes-Barre, Pa. (Kentucky Winners cigarettes). Agency: Ruthrauff & Ryan, N. Y. *n rn sp t*

PENNSYLVANIA RUBBER Co., Jeannette, Pa. (tires). Agency: Walker & Downing, Pittsburgh. *ta*

PENNSYLVANIA STATE PUBLICITY CO M M T T E E, Harrisburg. Agencies: Barnes & Aarss, Philadelphia; Walker & Downing, Pittsburgh. *sp sa n*

PENNZOIL Co., Philadelphia (oil products). Agency: Fuller & Smith & Ross, Cleveland. *sp sa t*

PEOPLES DRUG STORES, Washington (Eastern drug chain). *sp sa t*

DR. PEPPER BOTTLING Co., Washington, D. C. Agency: Henry J. Kaufman Adv., Washington. *sp*

DR. PEPPER Co., Dallas (Dr. Pepper beverages). Agency: Tracy-Locke-Dawson, Dallas. *sa t rn*

PEPPERELL MFG. Co., Boston (sheets). Agency: BBDO, N. Y. *sp n*

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, Cincinnati.

PERFECTION BISCUIT Co., Fort Wayne, Ind. *sp*

DOROTHY PERKINS Co., St. Louis (cosmetics). Agency: Gardner Adv. Co., St. Louis. *t sa*

PET MILK SALES Corp., St. Louis (condensed milk). Agency: Gardner Adv. Co., St. Louis. *sp n*

PETERS SHOE Co., St. Louis. Agency: Lonk Adv. Service, San Francisco. *sa*

PHARMA-CRAFT Corp., Louisville (Flesh costume, leotards). Agency: Young & Rubicam, N. Y. *sa sp*

PHILCO RADIO & TELEVISION Corp., Philadelphia (radios). Agencies: Hutchins Adv. Co., Rochester, N. Y.; Julian G. Pollock, Philadelphia; Geare-Marston, Philadelphia. *n t*

PHILCO RADIO & TELEVISION Corp. of California, San Francisco. *ta t*

PHILLIPS PACKING Co., Cambridge, Md. (canned goods). Agency: Compton Adv. N. Y. *sp sa n*

PHILLIPS PETROLEUM Co., Bartlesville, Okla. (Phillips 66 gas). Agency: Lambert & Fensley, N. Y. *sp ta n*

PIEL BROS., Brooklyn (beer). Agency: Kenyon & Eckhardt, N. Y. *sp sa*

PILLSBURY FLOUR MILLS Co., Minneapolis (Pillsbury Best Flour). Agency: Hutchins Adv. Co., Minneapolis. *n rn sp sa*

PINAUD Inc., New York (cosmetics). Agency: Grey Adv. Agency, N. Y. *n t*

PINEX Co., Fort Wayne, Ind. (Pinex cold remedy). Agency: Russell M. Seeds Co., Chicago. *sa n t rn*

LYDIA PINKHAM MEDICINE Co., Lynn, Mass. (proprietary). Agency: Erwin, Wasey & Co., N. Y. *t sp*

PINOLEUM Co., New York (cold remedy). Agency: Pedlar & Ryan, N. Y. *sa*

PIONEER CANNERIES, Seattle (Pioneer clams). Agency: Beaumont & Hohman, Seattle. *sa*

PITTSBURGH COAL Co., Pittsburgh. Agency: Walker & Downing, Pittsburgh. *ta*

PILOUGH Inc., Memphis (St. Joseph's aspirin). Agency: Lake-Spiro-Cohn, Memphis. *n sp sa t*

PLYMOUTH MOTOR Corp., Detroit (motor cars). Agency: J. Stirling Getchell. *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, Detroit; Campbell-Ewald Co., Detroit. *n t sa*

POPULAR BRANDS Inc., New York (dishwashing powder). Agency: Tracy-Locke-Dawson, N. Y. *sp sa*

POPULAR FOODS, Los Angeles (Congoin beverage). Agency: R. H. Alber Co., Los Angeles. *sa*

POSTAL TELEGRAPH-CABLE Co., New York. Agency: Marshalk & Pratt, N. Y. *rn sa*

PREMIER-PABST SALES Corp., Chicago (Blue Ribbon malt, beer). Agency: Morris-Schenker-Roth, 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 P & G, Crisco); Blackett-Sample-Hummert, Chicago (Oxydol, Lava, Dreet); Pedlar & Ryan, N. Y. (Camey, Chipso); H. W. Kastor & Sons Adv. Co., Chicago (Drene, Kirks, American Family). *n sp sa t ta*

PRO-KER LABORATORIES, New York (scalp normalizer). Agency: General Adv. Agency, Los Angeles. *rn sp*

PRO-PHY-LAC-TIC BRUSH Co., Florence, Mass. (toothbrushes). Agency: Lambert & Fensley, N. Y. *sa t*

PROSPERITY PUB. Co., Los Angeles (political). Agency: Lisle Sheldon Radio Adv., Los Angeles. *rn*

P R O T E N DISTRIBUTORS, Hollywood (shampoo). Agency: James-Morton, Los Angeles. *sa*

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, N. Y. *sp*

PURATOAN PRODUCTS Co., St. Joseph, Mo. (proprietary). Agency: Frank E. Whalen Adv. Co., Kansas City. *ta*

PURE MILK CHEESE Co., Chicago (Gold-N-Rich). Agency: Hanff-Metzger of Ill., Chicago. *n*

PURE OIL Co., Chicago (Parol gasoline). Agency: Freitag Adv. Agency Inc., Chicago. *n sp sa*

PUREX Corp., Los Angeles (bleaching fluid). Agency: Lord & Thomas, Los Angeles. *rn*

# DIRECTORY OF 1937 NATIONAL-REGIONAL RADIO ADVERTISERS

**PURITAN BAKED BEANS**, Portland, Me. Agency: Louis Robert Korn, Portland. *sa*  
**PURITAN MILLS**, Chicago (Py-O-My). Agency: George H. Hartman Co., Chicago. *sp*  
**PURITY BAKERIES Corp.**, Chicago (Taystee bread). Agency: Blinckett-Sample-Hummert, Chicago. *rn sp t*  
**PURITY PRODUCTS**, Jersey City (VBEV tonic). Agency: Franklin Bruck Adv. Corp., N. Y. *n rn sp*

## Q

**QUAKER OATS Co.**, Chicago, Agencies: Lord & Thomas, Chicago (Quaker Oats, Aunt Jemima), Fletcher & Ellis Inc., Chicago (Puffed Wheat & Rice); Gale & Pletsch Inc., Chicago (Full O'Peep); Arthur Kudner Inc., N. Y. (Mufflets); Mitchell-Faust Adv. Co., Chicago (macaroni). *n sp sa t*

## R

**RABIN Co.**, Los Angeles (cosmetics). Agency: Hays MacFarland & Co., Chicago. *n*  
**RADIO GUIDE**, Chicago (magazine). Agency: Al Paul Lefton Co., Philadelphia. *n sa*  
**RADIO LEAGUE OF THE LITTLE FLOWER**, Royal Oak, Mich. (Father Coughlin). Agency: E. W. Hellwig Co., N. Y. *n*  
**RAILWAY EXPRESS AGENCY**, New York. Agency: Caples Co., N. Y. *t sa*  
**RALSTON PURINA Co.**, St. Louis (cereal & Seeds). Agency: Gardner Adv. Co., St. Louis. *n sa t*  
**RAP-I-DOL LABORATORIES**, New York (shampoo). Agency: Erwin-Wasey & Co., N. Y. *t sa*  
**RAPINWAX PAPER Co.**, St. Paul (wax paper). Agency: W. I. Tracy, N. Y. *sa sp*  
**RAYMOND'S**, St. Paul (cosmetics). Agency: Milton Weinberg Adv. Co., Los Angeles. *n*  
**RCA MFG. Co.**, Camden, N. J. (radio sets, tubes). Agency: Lord & Thomas, N. Y. *n sp sa t ta*  
**REAL SILK HOSIERY MILLS**, Indianapolis. Agency: Burnett Co., Chicago. *n*  
**RED TOP BREWING Co.**, Cincinnati (Red Top beer). Agency: Jesse M. Joseph Adv. Agency, Cincinnati. *sa*  
**E. P. REED & Co.**, Rochester (Matrix shoes). Agency: Geyer, Cornell & Newell, N. Y. *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**, New York (gas association). Agency: McCann-Erickson, N. Y. *n*  
**REID, MURDOCH & Co.**, Chicago (Monarch foods). Agencies: Roy Alden & Associates, Los Angeles; Rogers & Smith Adv. Agency, Chicago. *sp sa*  
**RELIANCE MFG. Co.**, Chicago (Big Yank shirts). Agency: Mitchell-Faust Adv. Co., Chicago. *sp sa n*  
**REMINGTON-RAND**, Buffalo (Remington typewriters). Agencies: Leeford Adv. Agency, N. Y.; Franklin Bruck Adv. Corp., N. Y. *n sp sa*  
**REPUBLIC STEEL Corp.**, Cleveland (fence). Agency: Meldrum & Fewsmith, Cleveland. *t*  
**RESINOL CHEMICAL Co.**, Baltimore (soap, ointment). Agency: L. A. Sandlass, Baltimore. *sa*  
**REYMER & BROS.**, Pittsburgh (Lem'n Blend). Agency: Walker & Downing, Pittsburgh. *sa*  
**R. J. REYNOLDS TOBACCO Co.**, Winston-Salem (Camel cigarettes). Agency: Wm. Esty & Co., N. Y. *n*  
**RICHARDSON & ROBBINS**, Dover, Del. (canned food). Agency: Charles W. Hoyt Co., N. Y. *sa sp*  
**RICHFIELD OIL Co.**, of California, Los Angeles (Richfield gas). Agency: Hixson-O'Donnell, Los Angeles. *n rn t ta*  
**RECK-McJUNKIN DAIRY Co.**, Pittsburgh (dairy products). Agency: N. W. Ayer & Son, Philadelphia. *sa*  
**RIESER Co.**, New York (Venida hair nets). Agency: E. T. Howard Co., N. Y. *n sa sp t*  
**RIO GRANDE OIL Co.**, Los Angeles. Agency: Hixson-O'Donnell, Los Angeles. *rn t sp*  
**RIO GRANDE VALLEY CITRUS EXCHANGE**, Weslaco, Tex. (grapefruit). Agency: Leche & Leche Adv., Dallas. *ta*

**RIT PRODUCTS Co.**, Chicago (Koolox shaving cream, dyes). Agency: H. W. Kastor & Sons Adv. Co., Chicago. *sp sa n ta*  
**HAROLD F. RITCHIE & Co.**, New York (Eino salts). Agency: N. W. Ayer & Son, N. Y. *n t*  
**P. J. RITTER Co.**, Bridgeton, N. J. (catsup, etc.). Agency: Geare-Marston, Philadelphia. *sa*  
**RIVAL PACKING Co.**, Chicago (Rival dog food). Agency: Ralph H. Jones Co., Cincinnati. *sp t sa*  
**RIVERHANK CANNING Co.**, Riverbank, Cal. (Madonna tomato paste). Agency: Klinker Adv. Corp., N. Y. *t*  
**ROAMAN'S DEPARTMENT STORE**, New York. Agency: Albert Frank-Guenther Law Inc., N. Y. *sa*  
**ROBERTS, JOHNSON & RAND SHOE Co.**, St. Louis (Poll Parrot shoes). *sa t*  
**ROHN HOOD MILLS**, Montreal. Agency: All-Canada Radio Facilities. *t*  
**DR. FRANK B. ROBINSON**, Moscow, Id. (religions). Agency: Izzard Co., Seattle. *t*  
**ROGER & GALLET**, New York (cosmetics). Agency: Marschalk & Pratt, N. Y. *n*  
**ROGERS HOSIERY Mills**, Des Moines. *sa*

**ROGERS PEET Co.**, New York (men's clothing, stores). Agency: Marschalk & Pratt, N. Y. *sp*  
**ROLLS RAZOR**, New York (Rolls razor). Agency: Dorland International, N. Y. *sp t sa*  
**ROMAN CLEANSER MFG. Co.**, Detroit. Agency: Holmes Inc., Detroit. *t*  
**E. W. ROSE Co.**, Cleveland (Zemo). Agency: Erwin, Wasey & Co., N. Y. *t*  
**ROSICRUCIAN BROTHERHOOD**, San Jose, Cal. Agency: Richard Jorgensen Adv. San Francisco. *rn t sp*  
**ROSS Co.**, New York (Winx Mascara). Agency: Hudson Adv. Co., N. Y. *sp*  
**ROXY CLOTHES Corp.**, New York. Agency: Gussow, Kahn & Co., N. Y. *ta*  
**ROY TOY Co.**, New York (games). Agency: Reiss Adv., N. Y. *sa*  
**ROYAL CANADIAN TOBACCO Co.**, Toronto. Agency: United Broadcast Sales, Toronto. *rn*  
**ROYAL LACE PAPER WORKS**, Brooklyn. Agency: Lawrence C. Gumbinner Adv. Agency, N. Y. *sa t*  
**ROYAL TOY Co.**, New York (games). Agency: Reiss Adv. N. Y. *sa*  
**ROYAL TYPEWRITER Co.**, New York. Agency: Buchanan Co., N. Y. *n*

**RULO Corp.**, Los Angeles (automotive device). Agency: Volney T. James & Associates, Los Angeles. *t rn*  
**RUMFORD CHEMICAL WORKS**, Providence, R. I. (baking powder). Agency: Atherton & Currier, N. Y. *rn sp sa t*

## S

**SAFEWAY STORES**, Oakland, Cal. Agency: J. Walter Thompson Co., San Francisco. *n ta t*  
**ST. GERMAINE PRESS**, Chicago (religions). Agency: Allied Adv. Agencies, Los Angeles. *t sp*  
**DR. SALSHURY'S LABORATORIES**, Charles City, Ia. (poultry products). Agency: N. A. Winter Adv. Agency, Des Moines. *ta*  
**SALTESEA PACKING Co.**, Providence (clam chowder). Agency: Livermore & Knight Co., Providence. *sa sp*  
**SAMARITAN INSTITUTE**, Los Angeles (treatment for alcoholism). Agency: Allied Adv. Agencies, Los Angeles. *t*  
**SATISFACTORY SHOE Co.**, Chicago (Dr. Edward's Health Shoes). Agency: First United Broadcasters, Chicago. *sp*  
**SAWYER BISCUIT Co.**, Chicago. Agency: Neisser-Meyerhoff, Chicago. *sp*



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MISS SAYLOR'S CHOCOLATES, San Francisco. Agency: Doremus & Co., San Francisco. *sa*

T. M. SAYMAN PRODUCTS Co., St. Louis (soap). Agency: Benson & Dull, Chicago. *sa*

S. A. SCHERER Corp., Los Angeles (auto loans). Agency: Allied Adv. Agencies, Los Angeles. *sa*

SCHERING Corp., Bloomfield, N. J. (Saraku laxative). Agency: Marschalk & Pratt, N. Y.

SCHLITZ BREWING Co., Milwaukee (Schlitz beer). Agency: McJunkin Adv. Co., Chicago. *n sa t*

SCHMIDT BAKERY Co., Baltimore (bakery chain). Agency: W. E. Long Co., Chicago. *ta t*

SCHOENHOFEN-EDELWEISS Co., Chicago (beer). Agency: Blackett-Sample-Hummert, Chicago.

SCHOLL MFG. Co., Chicago (Dr. Scholl's foot appliances). Agency: Donahue & Coe, N. Y. *sa*

CARL H. SCHULTZ Corp., Brooklyn (Dr. Bowen's celery tonic). Agency: Humbert & Jones, N. Y. *sp*

SCHUTTER-JOHNSON CANDY Corp., Chicago (Old Nick candy bars). *sa*

BERNARD SCHWARTZ CIGAR Corp., Detroit (R. G. Dun cigars). Agency: Brace Beemer, Detroit. *sp sa*

SCHWOB Co., Columbus, Ga. (clothing). Agency: James A. Greene & Co., Atlanta. *t*

SCOTT PAPER Co., Chester, Pa. (Scott's tissue). Agency: J. Walter Thompson Co., N. Y. *n rn sp sa ta*

SCOTT PRODUCTS Co., Chicago (proprietary). Agency: First United Broadcasters, Chicago. *sa sp*

WILLIAM S. SCULL Co., Camden, N. J. (Boscul coffee, Bosco food drinks). Agencies: F. Wallis Armstrong Co., Philadelphia; Kenyon & Eckhardt, N. Y. (Boscol). *sa rn sp*

SEARS, ROEBUCK & Co., Chicago (retail). Agency: Blackett-Sample-Hummert, Chicago. *t n sa sp*

SEECK & KADE, New York (Pertussin). Agency: H. W. Kastor & Sons Adv. Co., Chicago. *ta*

SEMINOLE FLAVOR Co., Chattanooga (beverage flavors). Agency: McJunkin Adv. Co., Chicago. *t ta*

SENDOL Co., Kansas City (Sendol). Agency: Hogan Adv. Co., Kansas City. *sp sa*

SERVEL SALES, New York (Electrolux refrigerators). Agency: BBDO, N. Y. *t n*

SEVEN-UP BOTTLING Co., Philadelphia (soft drink). Agency: Philip Klein, Philadelphia. *sa n sp*

W. A. SHEAFFER PEN Co., Fort Madison, Ia. (fountain pens). Agency: Russel M. Seed Co., Chicago. *sp t sa*

SHEFFIELD Co., New London, Conn. (toothpaste). Agency: Vanden Co., Chicago. *sa*

SHEFFIELD FARMS Co., New York (dairy products). Agency: N. W. Ayer & Son, N. Y. *t sp*

SHELL PETROLEUM Corp., St. Louis (Shell gasoline). Agency: J. Walter Thompson Co., Chicago. *n sp sa t*

SHELL OIL Co., San Francisco (petroleum products). Agency: J. Walter Thompson Co., San Francisco. *n sp*

SHELL UNION OIL Corp., New York (Shell gasoline). Agency: J. Walter Thompson Co., N. Y. *n*

SHERWIN-WILLIAMS Co., Cleveland (paint). Agencies: Cecil, Warwick & Legler, N. Y.; T. J. Maloney, N. Y. *n sa sp*

SHERWOOD BROTHERS, Baltimore (Betholine). Agency: Van Sant, Dugdale & Co., Baltimore. *sa ta*

SIEBERLING RUBBER Co., Akron (tires). *ta*

SIEMENS Co., St. Paul (Malt-O-Wheat). *rn*

SIGNAL OIL Co., Los Angeles. Agency: Logan & Stebbins, Los Angeles. *rn sp*

SILEX Co., Hartford, Conn. (glass percolators). Agency: Schwimmer & Scott, Chicago. *sa*

SILVER FOAM BREWING Co., Battle Creek. *sa*

SIMMONS Co., Chicago (beds & mattresses). Agency: J. Walter Thompson Co., N. Y. *n t sa*

SIMMONS Co., Winnipeg. Agency: Cockfield, Brown & Co., Winnipeg. *rn*

SINCLAIR REFINING Co., New York (H-C gasoline, etc.). Agency: Federal Adv. Agency, N. Y. *n sp*

PHILIP A. SINGER & BROS., Newark and New York (fur dyers). Agency: Albert Frank-Guenther Law, N. Y.

S:ROIL LABORATORIES Inc., Detroit (proprietary). Agency: Frank V. Martin, Detroit. *sp*

SKELLY OIL Co., Kansas City (gasoline & oil). Agency: Blackett-Sample-Hummert, Chicago. *t rn*

SKINNER MFG. Co., Omaha (Skinner's raisin bran). Agency: Buchanan-Thomas Adv. Co., Omaha. *sp ta sa t*

SKINNER & EDDY Corp., Seattle (candy). Agency: Beaumont & Hohman, Seattle. *sp*

SKOL Co., New York (cosmetics). Agency: J. Walter Thompson Co., N. Y. *n sp*

SKRUDLAND PHOTO SERVICE, Chicago. Agency: Northwest Radio Adv. Co., Seattle. *sp*

SLEETEX Co., New York (auto accessories). Agency: Humbert & Jones Adv., N. Y. *sa sp*

SLENDERREEN, Los Angeles (liquid reducer). Agency: Associated Adv. Agency, Los Angeles. *sp*

DAVID A. SMART, Chicago (Coronet magazine). Agency: BBDO, Chicago. *sp n*

SMITH BROTHERS Co., Poughkeepsie, N. Y. (cough drops). Agency: Brown & Tarcher, N. Y. *n sa*

REV. GERALD L. K. SMITH, New York. *n*

SNIDER PACKING Corp., Rochester, cat-supp., etc.). Agency: Stewart, Hanford & Frohman, Rochester. *sp*

SNUGIT SALES Co., Los Angeles (dental preparation). Agency: Record Adv. Agency, Los Angeles.

SOBOL BROS. SERVICE STATIONS, New York (chain). Agency: J. Stirling Getchell, N. Y. *sp sa*

SOCIAL JUSTICE PUBLISHING Co., (Fr. Coughlin), Detroit. Agency: Albert M. Ross, N. Y. *n*

SOCONY-VACUUM OIL Co., New York (Mobilgas & Mobiloil). Agency: J. Stirling Getchell, N. Y. *n rn sa t sp*

SOF-WASH PRODUCTS Co., Chicago (water softener). Agency: Schwimmer & Scott, Chicago. *sa*

SOLOIFF MFG. Co., Los Angeles. Agency: Gerth-Knollin Adv. Agency, Los Angeles. *sa sp*

SONOTONE Corp., New York (earphones & deaf). Agency: Topping & Lloyd, N. Y. *sp n*

SOUTH TEXAS COTTON OIL Co., Houston (Crustene). Agency: Franke-Wilkinson-Schwitz, Houston. *rn*

SOUTHERN CALIFORNIA EDISON Co., Los Angeles (utility). Agency: Mayers Co., 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*

SSS Co., Atlanta (proprietary). Agency: Southern States Adv. Corp., Atlanta. *t*

STANARD-TILTON MILLING Co., Dallas (American Beauty flour). Agency: Tracy-Locke-Dawson, Dallas. *rn*

STANBACK MEDICINE Co., Salisbury, N. C. (remedy). Agency: J. Carson Brantley Adv. Agency, Salisbury, N. C. *rn sp sa t*

STANDARD BRANDS, 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, 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, Chicago. *t n*

STANDARD OIL Co. OF N. J., New York. Agency: Marschalk & Pratt, N. Y. *sp t n*

STANDARD OIL Co. OF OHIO, Cleveland. Agency: McCann-Erickson, Cleveland. *sp sa*

STAR OUTFITTING Co., Los Angeles. Agencies: Allied Adv. Agencies, Los Angeles; Gerald J. Norton Adv. Agency, San Francisco. *sp rn*

STATE AUTOMOBILE MUTUAL INS. Co., Columbus. *sp*

FREDERICK STEARNS & Co., Detroit (Astringosol). Agency: Erwin, Wasey & Co., N. Y. *t*

STEPHANO BROS., Philadelphia (Marvel cigarettes). Agency: Aitkin-Kynett Co., Philadelphia. *sp*

STERLING ALE BREWERS, Evansville, Ind. Agency: Hays MacFarland & Co., Chicago. *sp*

STERLING CASUALTY INSURANCE Co., Chicago. Agency: Prestin, Fellers & Fresh, Chicago. *sp rn*

STERLING PRODUCTS, New York (Bayer aspirin, etc.). Agencies: Blackett-Sample-Hummert, Chicago; Cramer-Krussett Co., Milwaukee; Stack-Goble Adv. Agency, Chicago. *n t sp*

JOHN B. STETSON Co., Philadelphia (hats). Agency: Kenyon & Eckhardt, N. Y. *sa*

STEVENS HOTEL, Chicago. Agency: Maxon Inc., Detroit. *sa*

STEWART-WARNER Corp., Chicago (refrigerators, radios, auto accessories). Agency: Hays MacFarland & Co., Chicago.

STICKNEY & POOR SPICE Co., Charlestown, Mass. (poultry stuffing). Agency: Badger & Browning, Boston. *sa*

STILES & SONS, Stoneham, Mass. (candy). Agency: Commonwealth Adv. Agency, Boston. *sp*

STOKELEY BROS. & Co., Indianapolis (Van Camp food). Agency: Raymond R. Morgan Co., Hollywood. *t*

STORZ BREWING Co., Omaha. Agency: Buchanan-Thomas Adv. Co., Omaha. *sa*

STRASSKA LABORATORIES, St. Louis (toothpaste). Agency: Glasser Adv. Agency, Los Angeles. *t sp*

STREET & SMITH, New York (magazines). *sa*

F. A. STUART Co., Marshall, Mich. (proprietary). Agency: Benson & Dall, Chicago. *sp*

STUDEBAKER SALES Corp. of America, South Bend, Ind. (autos). Agency: Roche, Williams & Cunningham, Chicago. *n sa sp t*

R. G. SULLIVAN, Manchester, N. H. (7-20-4 cigars). Agency: Broadcast Advertising, Boston. *sa*

SUN OIL Co., Philadelphia (Sunoco motor oils). Agencies: Roche, Williams & Cunningham, Chicago; (insecticides) Stewart-Jordan Co., Philadelphia. *n sa t ta*

SUNBEAM LABORATORIES, Los Angeles (Nailite). Agency: Ivar F. Wallin Jr. & Staff, Los Angeles. *sa*

SUN-MAID RAISIN GROWERS ASSN., Fresno, Cal. Agency: Lord & Thomas, San Francisco. *sa*

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: Caldwell-Baker Co., Indianapolis. *sp sa*

SURE LABORATORIES, Chicago (breath purifier). Agency: Kirtland-Engel Co., Chicago. *sp ta sa*

SUSSMAN, WORMSER & Co., San Francisco (S & W food). Agency: Emil Brischer & Staff, 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, Chicago (Brookfield cheese). *n rn sp t*

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*

TJVOLI BREWING Co., Detroit. Agency: MacManus, John & Adams, Detroit. *rn*

TOMLINSON OF HIGH POINT, High Point, N. C. (furniture). Agency: Gottschald-Humphrey, Atlanta. *sa*

TOWNSEND NATIONAL WEEKLY, Chicago (political). Agencies: Lisle Sheldon Adv., Los Angeles; Burton Keith, Chicago. *t*

TREE SWEET PRODUCTS Co., Los Angeles. Agency: Dana Jones Co., Los Angeles. *rn sa sp*

JOHN F. TROMMER Inc., Brooklyn (beer). Agency: Cecil, Warwick & Legler, N. Y. *sp*

## U

WILLIAM UNDERWOOD Co., Boston (dried ham). Agency: Richardson, Alley & Richards, N. Y. *rn*

UNDERWOOD - ELLIOTT - FISHER Co., New York (office equipment). Agency: Marschalk & Pratt, N. Y. *rn sa*

UNION OIL Co. OF CALIF., Los Angeles (Ariato oil). Agency: Lord & Thomas, Los Angeles. *ta sa rn*

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*

UNITED AIR LINES, Chicago (air transportation). Agency: J. Walter Thompson Co., Chicago. *sp t ta*

UNITED BISCUIT Co., Chicago. Agency: Neisser-Meyerhoff, Chicago. *rn*

UNITED DRUG Co., Boston (Rexall and Purest drug products). Agency: Street & Finney, N. Y. *n rn sa t ta sp*

UNITED FACTORIES, Kansas City (Heat King oil burner). Agency: Presba, Fellers & Presba, Chicago. *sa*

UNITED FRUIT Co., New York (bananas). Agency: BBDO, N. Y. *rn*

U. S. FIDELITY & GUARANTEE Co., Baltimore (insurance). Agency: Van Sant, Dugdale & Co., Baltimore. *t*

UNITED STATES RUBBER Co., New York (tires). Agency: Campbell-Ewald Co. of N. Y. *sa n*

UNITED STATES TOBACCO Co., New York (Dill's mixture). Agency: Arthur H. Kudson, N. Y. *n t*

U. S. VITAMIN Corp., New York (Vi-Syneral tonic). Agency: Frank Presby Co., N. Y. *ta*

UNITY SCHOOL OF CHRISTIANITY, Kansas City. *sp*

U R E DRUGGISTS, Cleveland (independent chain). Agency: C. Wendel Muench & Co., Chicago. *sa*

UTICA KNITTING Co., Utica, N. Y. (underwear). Agency: John Thomas Miller, N. Y. *ta sa*

UTILITIES ENGINEERING INSTITUTE, Chicago (air conditioning courses). Agency: First United Broadcasters, Chicago. *sp*

## V

VADSCO SALES Corp., New York (cosmetics). Agency: Albert M. Ross, N. Y. *n*

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, Utica. *sp*

VAN-TAGE MEDICINE Co., Los Angeles. Agency: General Adv. Agency, Los Angeles. *sp*

VARADY OF VIENNA, Chicago (cosmetics). Agency: Baggaley, Horton & Hoyt, Chicago. *n sp*

VERMONT MAID SYRUP, New York. Agency: J. Walter Thompson Co., N. Y. *ta*

VICK CHEMICAL Co., Greensboro, N. C. (Vick's VapoRub, VapoRub, VapoRub). Agency: Morse International, N. Y. *n sa t*

VIRGINIA DARE EXTRACT Co., Brooklyn (wines). Agency: C. Frederic Bell, N. Y. *sp*

VITAMIN PRODUCTS OF AMERICA, Chicago (Geba tablets). *rn*

VOCATIONAL SERVICE Inc., Chicago (instruction). Agency: Critchfield & Co., Chicago. *sp*

# DIRECTORY OF 1937 NATIONAL-REGIONAL RADIO ADVERTISERS

## W

WADSWORTH-HOWLAND & Co., Malden, Mass. Agency: J. Stirling Getchell N. Y. *ta*

WAIT & BOND, Newark (Blackstone etc. cigars). Agency: HBDO, N. Y. *rn sp*

WALGREEN Co., Chicago (chain drug stores). *sp sa*

WALKER'S AUSTEX CHILI Co., San Antonio (chili products). Agency: Crook Adv. Agency, Dallas. *sa*

WALK-OVER SHOE STORES, Boston. Agency: Joseph H. Weed & Co., N. Y. *sa*

WALKER-GORDON LABORATORY Co., Plainshoro, N. J. (acidophilus milk). Agency: Young & Rubicam, N. Y. *sp sa*

WALKER REMEDY Co., Waterloo, Ia. (Walko poultry remedy). Agency: Weston-Barnett, Waterloo, Ia. *sa ta*

WALLACE BISCUITS, Chicago. Agency: Reinecke-Ellis-Younggreen & Finn, Chicago. *sp*

WALLACE WOOLEN MILLS, Detroit (garments). Agency: Bass-Luckoff, Detroit. *t*

HENRY K. WAMPOLE & Co., Toronto. Agency: Ronalds Adv. Agency, Toronto. *sa sp*

WANDER Co., Chicago (Ovaltine). Agency: Blackett - Sample - Hummert, Chicago. *n t sa*

WARD BAKING Co., New York (Ward baking products). Agency: Fletcher & Ellis, N. Y. *n sp ta*

WM. R. WARNER Co., New York (Sloan's Liniment & Vioce). Agency: Cecil, Warwick & Legler, N. Y. *n t*

WASEY PRODUCTS, New York (Zemo, Musterole, Barbasol, Kreml, etc.). Agency: Erwin, Wasey & Co., N. Y. *n*

G. WASHINGTON COFFEE REFINING Co., Morris Plains, N. J. (George Washington coffee). Agency: Cecil, Warwick & Legler, N. Y. *n t sp*

WASHINGTON STATE APPLES, Seattle. Agency: J. Walter Thompson Co., Seattle. *sa ta sp*

WATCHTOWER BIBLE SOCIETY, Brooklyn (Judge Rutherford's talks). Agency: Acoma Adv. Agency, N. Y. *rn sp t*

R. L. WATKINS Co., New York (Dr. Lyons toothpowder etc.). Agency: Blackett-Sample-Hummert, N. Y. *n sp t*

WEBER MILLING Co., Sunman, Ind. *t*

WEBSTER-EISENLOHR, New York (Girard cigars). Agency: N. W. Ayer & Son, Philadelphia. *sp sa t*

WECO PRODUCTS Co., Chicago (Dr. Wests toothbrushes). Agency: J. Walter Thompson Co., Chicago. *n sa sp*

WELCH GRAPE JUICE Co., Westfield, N. Y. (grape juice). Agency: H. W. Kastor & Sons Adv. Co., Chicago. *n sa t*

WESSON OIL & SNOWDRIFT Co., New Orleans (Wesson salad oil, etc.). Agency: Fitzgerald Adv. Agency, New Orleans. *n rn sa*

WESTERN BAKERIES, California. *rn*

WESTERN CANADA FLOUR Co., Toronto. Agency: McConnell - Baxter - Eastman, Toronto. *rn*

WESTERN GROCER Co., Marshalltown, Ia. Agency: Coolidge Adv. Co., Des Moines. *sp*

WESTERN GRAIN DEALERS Assn., Calgary (grain quotations). Agency: United Broadcast Sales, Calgary. *rn*

WESTERN GROWERS PROTECTIVE Assn., Los Angeles (vegetables). Agency: J. Walter Thompson Co., Los Angeles. *sa*

WESTINGHOUSE ELECTRIC & MFG. Co., East Pittsburgh (electrical appliances). Agency: Fuller & Smith & Ross, Cleveland. *t ta*

WESTINGHOUSE ELECTRIC & MFG. Co., Mansfield, O. (refrigerators). Agency: Fuller & Smith & Ross, Cleveland. *sa*

GEO. D. WETHERILL & Co., Philadelphia (paint). *sa*

WHEATENA Co., Rahway, N. J. (cereal). Agency: Rohrabugh & Gibson Adv. Agency, Philadelphia. *n t*

WHEELING STEEL Corp., Wheeling, W. Va. (Institutional). *n*

HARVEY WHIPPLE, Springfield, O. (Mastercraft oil burners). Agency: Willard G. Myers, N. Y. *sp*

WHITE HOUSE RICE Co., Houston. Agency: Wm. A. Ingoldsbey Co., Los Angeles. *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 & Fewsmith, Cleveland. *sa*

WILLARD TABLET Co., Chicago (proprietary). Agency: First United Broadcasters, Chicago. *sp sa t*

WILLIAMSON CANDY Co., Chicago (Oh Henry candy bars). Agency: John H. Dunham Co., Chicago. *ta sa*

WILLYS-OVERLAND MOTOR Co., Toledo, n *rn t*. Agency: U. S. Adv. Corp., Toledo. *n rn t*

WILMINGTON TRANSPORTATION Co., Avalon, Santa Catalina Island, Cal. Agency: Neisser-Meyerhoff, Los Angeles. *sp*

WILSHIRE OIL Co., Los Angeles. Agency: Dan B. Miner Co., Los Angeles. *sp sa t*

WILSON & Co., Chicago (meat products etc.). Agencies: Erwin, Wasey & Co., Chicago; U. S. Adv. Corp., Chicago (Tender-Made hams); Harvey & Howe, Chicago (Bakery Products) Campbell-Ewald Co., Chicago. *sp sa rn t*

WINCHARGER Corp., Sloux City, Ia. (farm generators). Agency: Hays MacFarland & Co., Chicago. *ta t*

WINGET KICKERNICK Co., Minneapolis (underwear). Agency: Radpress Adv. Counsellors, Sheboygan, Wis. *sa*

WINKELMAN SHOE Co., New York (women's shoes). Agency: Jay Lewis Associates, N. Y. *sp rn*

WIPE-ON Corp., Brooklyn (Inquirer). Agency: E. M. Freystadt Associates, N. Y. *sp*

WOMAN'S WORLD, New York (magazine). Agency: Albert Kircher Co., Chicago. *sa sp*

WOMEN'S CHRISTIAN TEMPERANCE UNION, Evanston, Ill. Agency: Critchfield & Co., Chicago. *t*

JOHN H. WOODBURY Co., Cincinnati (soap). Agency: Lennen & Mitchell, N. Y. *n t*

WOODWARD CANDY Co., Council Bluffs, Ia., Candy. Agency: Buchanan-Thomas Co., Omaha, Nebr. *sa*

WRIGHT Co., Old Bridge, N. J. (plant food). Agency: H. B. LeQuante, N. Y. *sa sp*

WM. WRIGLEY JR. Co., Chicago (chewing gum). Agencies: Neisser-Meyerhoff, Chicago; Francis Hooper Adv. Agency, Chicago. *n*

## Y

YOUR LIFE, Sanddale (magazine). Agency: Alvin Austin Co., N. Y. *sp*

ZANOL PRODUCTS Co., Cincinnati. Agency: Presha, Fellers & Presha Inc., Chicago. *sp*

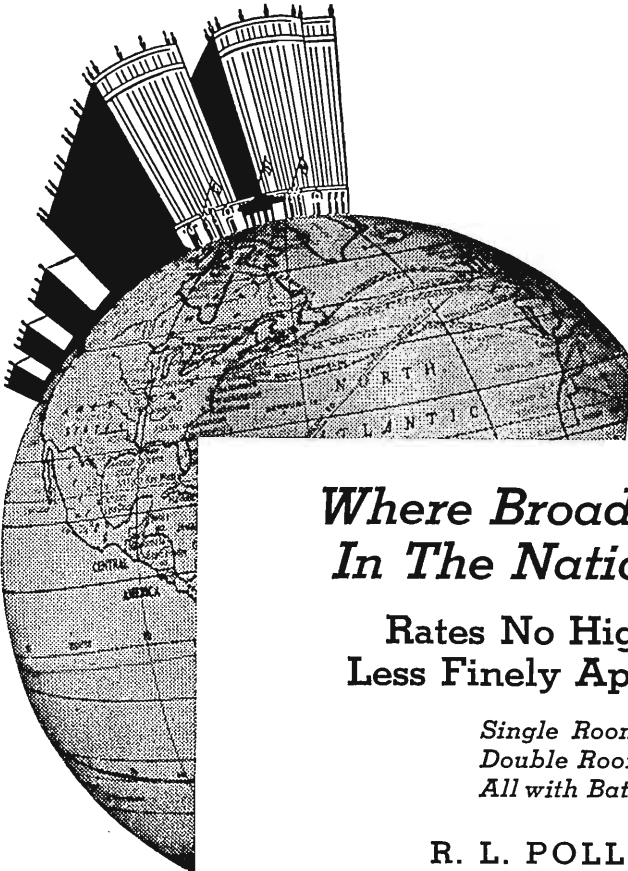
## Z

ZENITH RADIO Corp., Chicago (receivers). Agencies: J. Walter Thompson Co., Chicago; Hays MacFarland & Co., Chicago (Wincharger). *sa n sp*

ZERIBST PHARMACAL Co., St. Joseph, Mo. (proprietary). Agencies: Harrows Adv. Co., Kansas City; Ruthrauff & Ryan, N. Y. *sa*

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Number

# HOST to the WORLD



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R. L. POLLIO, Manager

# The MAYFLOWER

## WASHINGTON, D. C.

# Directory of ADVERTISING AGENCIES HANDLING RADIO ACCOUNTS

And Executives in Charge of Radio

## A

Agency	City	Address Telephone Number	Executives In Charge of Radio
Aarons, Sill & Caron, Inc.	Detroit	415 Brainard St. Temple 1-3515	John H. Caron
ABC Adv. Agency	Los Angeles	Broadway Arcade Bldg. Michigan 9910	Howard Ray
Acorn Agency, Inc.	New York	RKO Bldg. Circle 7-4396	Sidney Matthew Weiss
Aderafters Inc.	Baltimore	16 St. Paul St. Plaza 2992	S. J. Lichtman
Adirondack Adv. Agency	Albany, N. Y.	119 State St. 4-9518	Thomas Dumery
Advertisers' Broadcasting Co.	New York	205 East 42d St. Murray Hill 4-1364	M. Keilson
Advertisers' Service, Inc.	Milwaukee	229 E. Wisconsin Ave. Daly 6383	V. A. Fleischmann Jerome Bamberger
Advertising Arts Agency	Los Angeles	1121 S. Hill St. Prospect 3083	Paul R. Winans Arthur C. Richards
Advertising Associates	Newark	850 Broad St. Market 3-0007	J. M. Kessinger
Advertising Associates	Chattanooga	Chattanooga Bank Bldg. 6-0241	John D. Stanard
Advertising-Business Co.	Fort Worth	1213 Throckmorton St. 3-2421	Thomas L. Yates A. E. Hubbard
Advertising Counselors, Inc.	Phoenix, Ariz.	Ellis Bldg. 4-4177	E. V. Graham I. N. Shun
Advertising Guild Inc.	New York	258 Fifth Ave. Caledonia 5-6690	Walter H. Marin Sigmund Gottlobler
Advertising Inc.	Richmond, Va.	Central Natl. Bank Bldg. 3-2800	J. Lynn Miller Mrs. A. G. Smithers
Advertising Management Inc.	Boston	143 Newberry St. Commonwealth 2720	Joseph Blue John Carden
Advertising Trade Service Inc.	New York	315 5th Ave. Murray Hill 4-3800	Phil B. Abrahams
Aircasters Inc.	Detroit	4049 W. Lafayette Blvd. Lafayette 6350	Stanley Boynton
Aitken-Kynett Co.	Philadelphia	1400 S. Penn Square Rittenhouse 7810	H. H. Kynett
R. H. Alber Co.	Los Angeles	Chamber of Com- merce Bldg. Prospect 3331	R. H. Alber
Roy Alden & Associates Inc.	Los Angeles	1031 S. Broadway Prospect 9920	J. B. Young
Milton Alexander Co.	Detroit	343 John R St. Randolph 7990	H. L. Vehon
Douglass Allen & Leland Davis Inc.	Cincinnati	Enquirer Bldg. Cherry 3414	Douglass M. Allen
Earl Allen Co.	Omaha, Neb.	Insurance Bldg. Atlantic 2150	Earl Allen Milton Reynolds
Martin Allen Adv.	Los Angeles	3275 Wilshire Blvd. Drexel 8194	Martin Allen
Alley & Richards Co.	New York	370 Lexington Ave. Lexington 2-3020	H. M. Billerbeck
	Boston	Statler Office Bldg. Hubbard 8850	E. V. Alle
Allied Adv. Agency Inc.	Los Angeles	553 S. Western Ave. Drexel 7331	Walter McCreery
	San Francisco	Russ Bldg. Douglas 7018	Robert Davis
Alvin Adv. Agency	New York	71 West 45th St. 527 Fifth Ave. Vanderbilt 3-6220	Alvin I. Gardner Cass Mussler
Ambro Adv. Agency, Inc.	Cedar Rapids, Ia.	Merchants Natl. Bank Bldg. 4139	H. J. Rowe
Amsterdam Agency Inc.	New York	590 Madison Ave. Eldorado 5-4039	William M. Tyack
Lee Anderson Adv. Co.	Detroit	8415 E. Jefferson Ave. Lenox 5000	Fred Barrett
	Los Angeles, Cal.	1823 S. St. Andrews Place	Hugh A. Forker
Andrews Adv. Agency	Detroit	Dime Bank Bldg. Cadillac 7620	Harry Jewell
Anfenger Adv. Agency Inc.	St. Louis	1706 Olive St. Chestnut 6380	G. G. Hertalet M. O. Launch

## A—(Continued)

Agency	City	Address Telephone Number	Executives In Charge of Radio
Applegate Adv. Agency	Muncie, Ind.	212 Rose Court 6160	M. Ray Applegate
Arbee Agency Inc.	Terre Haute, Ind.	Advertising Arts Bldg. Crawford 5017	Duane Wanamaker
F. Wallis Armstrong Co.	Philadelphia	16th & Locust St. Pennypacker 8086	.....
	Hollywood	Equitable Bldg. Granite 0580	Diana Bourbon
John Falkner Arndt & Co. Inc.	Philadelphia	Lewis Tower Pennypacker 3540	Edward A. Davies
J. L. Arnold Co., Inc.	New York	71 West 45th St. Bryant 9-8650	J. L. Arnold
Artwil Co.	New York	22 West 48th St. Medallion 3-0813	Arthur Bandman
Associated Adv. Agency Inc.	Los Angeles	1151 S. Broadway Richmond 6218	P. O. Narveson
Associated Adv. Agency Inc.	Jacksonville, Fla.	Florida National Bank 3-1253	Hunter Lynne
Richard B. Atchison Adv.	Los Angeles	5225 Wilshire Blvd. Oregon 6606	Richard A. Atchison
Atherton & Currier Inc.	New York	420 Lexington Ave. Mohawk 4-8795	John M. Lyden
Harry Atkinson Inc.	Chicago	155 E. Ohio St. Del. 5800	John T. Fortman
Atlantic Adv. Agency	Miami, Fla.	Postal Bldg. 3-5865	L. D. Carlton
Aubrey, Moore & Wallace Inc.	Chicago	230 N. Michigan Ave. Randolph 0830	J. T. Ainley J. H. North
Auspitz & Lee	Chicago	360 N. Michigan Ave. State 7782	I. D. Auspitz Adolph F. Lee
Alvin Austin Co.	New York	515 Madison Ave. Eldorado 5-1270	Alvin Austin Emil Mogul
	Chicago	400 N. Michigan Ave. Delaware 7860	R. M. Singer, Jr.
A-W Adv. Inc.	New York	420 Lexington Ave Mohawk 4-8393	William D. Edward
N. W. Ayer & Son Inc.	Philadelphia	West Washington Square Lombard 0100	Gerald M. Lauck
	New York	500 Fifth Ave. Chickering 4-5600	H. L. McClinton C. H. Cottingham
	Chicago	135 S. LaSalle St. Randolph 3456	B. C. Herrick
	San Francisco	235 Montgomery St. Sutter 2534	Ben Ward
	Detroit	Penobscot Bldg. Randolph 3800	Robert Mortenson
	Boston	Statler Office Bldg. Hubbard 4970	Don Gardner
Backenheimer-Dundes & Frank	New York	64 W. 48th St. Columbus 5-0340	Norman Winter
Badger & Browning Inc.	Boston	75 Federal St. Liberty 3364	Clifford P. Parcher J. L. Badger
Badger, Browning & Hersey Inc.	New York	RCA Bldg. Circle 7-3720	W. B. Lowther
Baggaley, Horton & Hoyt Inc.	Chicago	8 S. Michigan Ave. State 2154	S. V. Horton
A. N. Baker Adv. Agency	Chicago	189 W. Madison St. Franklin 8895	M. H. Wright
Baker and Baker & Asso- ciates Inc.	Cleveland	Union Trust Bldg. Main 4172	Walter Morrison
Bakers' Consulting Bureau, Inc.	South Bend, Ind.	111 N. Lafayette Blvd. 4-2167	S. K. Dickatine
Baldwin & Strachan Inc.	Buffalo	374 Delaware Ave. Washington 6854	W. M. Baldwin
Ball & Davidson Inc.	Denver	Colorado Natl. Bank Bldg. Main 1291	C. A. Salstrand C. H. Phillips P. H. Gray
Barlow Adv. Agency Inc.	Syracuse, N. Y.	Starrett-Syracuse Bldg. 3-0134	E. S. Barlow J. R. Coleman
Barnes & Aaron Adv. Agency	Philadelphia	1616 Walnut St. Pennypacker 0437	Warren S. Barnes

## B

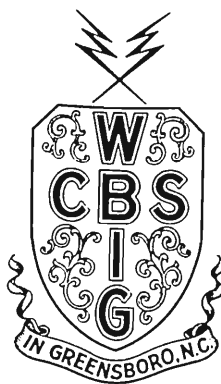
# DIRECTORY OF AGENCIES

## B—(Continued)

Agency	City	Address Telephone Number	Executives In Charge of Radio
Barnes-Chase Co.	San Diego, Cal.	530 Broadway Franklin 7771	David F. Titus
Barrons Adv. Co.	Kansas City	1737 McGee St. Harrison 7730	J. M. Eynon F. H. Little Otto Grasse
Jimmie Barry-Adv	Fort Smith, Ark.	Goldman Hotel 7069	Jimmie Barry Florence L. Kusewitt
G. M. Basford Co.	New York	60 East 42d St. Murray Hill 2-8200	George J. Sherwin
	Cleveland	Leader Bldg. Cherry 0090	W. S. Leech
Salem N. Baskin Adv. Agency	Chicago	333 N. Michigan Ave. Randolph 0787	A. S. Gourfain W. J. Cobb G. F. Ganser
Bass -Luckoff Inc.	Detroit	Lafayette Bldg. Randolph 0707	Louis H. Luckoff Louis Bass Samuel Rubin
Joseph S. Batt Co.	St. Louis	317 N. 11th St Central 4447	Joseph S. Batt
Batten, Barton, Durstine & Osborn Inc.	New York	383 Madison Ave. Eldorado 5-5800	Arthur Pryor, Jr.
	Boston	178 Tremont St. Hubbard 0430	Frank Baldwin
	Chicago	919 N. Michigan Ave. Superior 9201	Henry Klein
	Buffalo	Rand Bldg. Cleveland 7915	Clarenee Davis
	Pittsburgh	Grant Bldg. Grant 8060	Leon Hansen
	Minneapolis	Northwestern Bank Bldg. Atlantic 4575	George McNamee
Adrian Bauer Adv. Agency	Philadelphia	Architects Bldg. Rittenhouse 4331	Henry Haas
	New York	22 E. 41st St. Caledonia 5-4031	O. J. Hartwig
Bauerlein Inc.	New Orleans	Hibernia Bldg. Raymond 8601	H. S. McGehee
Beacon Adv. Agency	New York	67 W. 44th St. Murray Hill 2-5728	A. Goldberg
Walter S. Beans Advertising Agency	Denver, Colo.	U. S. National Bank Bldg. Tabor 7982	Walter S. Beans
Beaumont & Hohman Inc.	Cleveland	815 Superior Ave. Cherry 3658	T. R. McCabe
	Chicago	6 N. Michigan Ave. Central 7144	H. C. Vogel H. A. Hohman Guy Davis
	Seattle	2nd Ave. & Marion St. Seattle 0066	S. Schlenther
	Omaha	1502 Farnam St. Atlantic 0369	Nelson Carter
	Atlanta	32 Peachtree St. NW Walnut 8633	J. L. Laube
	Kansas City	1012 Baltimore Ave. Harrison 4861	C. O. Puffer
	Dallas	1905 Elm St. 2-5388	Paul H. Leech
	Los Angeles	555 S. Flower St. Trinity 8183	W. C. Beaumont
	San Francisco	220 Montgomery St. Garfield 0848	H. D. Cayford A. W. Scott
Beecher Adv. Co.	St. Louis	1706 Olive St. Garfield 0661	Joseph Maxwell Edward Beecher
Brace Beemer Inc.	Detroit	Maccabees Bldg. Temple 1-1774	Brace Beemer Bromley House
Sterling Beeson Inc.	Toledo	2nd Natl. Bank Bldg. Main 5915	Sterling Beeson
Behel & Waldie	Chicago	400 W. Madison St. Central 0610	B. D. Waldie
Karl G. Behr Agency	Detroit	Francis Palms Bldg. Cadillac 1088	Karl G. Behr C. Huber
Bennett-Adv.	High Point, N. C.	Security Natl. Bank Bldg. 2991	E. A. Resch
Benson & Dall Inc.	Chicago	360 N. Michigan Ave. State 2774	R. J. Dooley
Benson-McPherson & Dupin Inc.	Louisville	Martin Brown Bldg. Wabash 1466	J. Dale McPherson
Benton & Bowles Inc.	New York	444 Madison Ave. Wickersham 2-0400	Tom Revere

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Director

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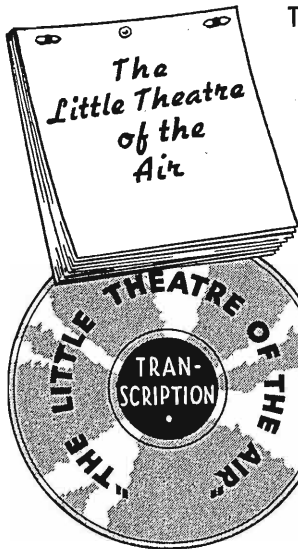
# DIRECTORY OF ADVERTISING AGENCIES HANDLING RADIO

## B—(Continued)

Agency	City	Address Telephone Number	Executives In Charge of Radio
Benton & Bowles-Chicago Inc.	Chicago	919 N. Michigan Ave. Delaware 7594	Ed Aleshire
Birmingham, Castleman & Pierce Inc.	New York	136 E. 38th St. Lexington 2-7550	Arch Birmingham Stewart Wark
Gerald S. Beskin Agency	Minneapolis	Phoenix Bldg. Geneva 5171	Gerald S. Beskin
Frank Best & Co. Inc.	New York	9 Rockefeller Plaza Circle 7-6760	A. H. Van Buren
Harvey Best Co. Inc.	Philadelphia	1606 Walnut St. Kingsley 1628	Harry B. Schwartz
Bob Betts, Inc.	Denver	810 14th St. Main 1206	George Luck
Lee S. Biespiel Adv. Agency	Chicago	664 N. Michigan Ave. Delaware 1816	L. S. Biespiel
George Bijur Inc.	New York	9 Rockefeller Plaza Circle 6-6830	George Bijur
Biow Co. Inc.	New York	9 Rockefeller Plaza Circle 6-9300	Milton Biow Miss R. Schuebel Charles Martin
Bisberne Adv. Co. Inc.	Chicago	58 E. Washington St. Randolph 1111	.....
Blackett-Sample-Hummert Inc.	Chicago	221 N. LaSalle St. Dearborn 0900	F. P. Nelson Kirby Hawkes
	New York	247 Park Ave. Wickersham 2-2701	George G. Tormey Mrs. Anne Ashenhurst Hummert
Blackstone Co.	New York	1270 Sixth Ave. Circle 7-7890	Milton Blackstone Leon Lee
Blaine-Thompson Co. Inc.	New York	321 W. 44th St. Circle 6-0170	.....
Blaker Adv. Agency Inc.	New York	120 E. 41st St. Caledonia 5-7351	Sidney Sundell
Adolph L. Bloch Adv. Agency	Portland, Ore.	108 N. W. Ninth Ave. Broadway 5664	Bob Hargreaves

## B—(Continued)

Agency	City	Address Telephone Number	Executives In Charge of Radio
Block & Co.	Los Angeles	1010 S. Olive St. Prospect 2991	E. Herman
Chas. Blum Adv. Corp.	Philadelphia	1120 Spruce St. Pennypacker 4424	Edward A. McCay Walter W. Michener Charles Blum
Bolton Adv. Agency	Youngstown, O.	Box 537 2-3604	Paul H. Bolton
Booth, Pelham & Co. Inc.	Shreveport, La.	Slattery Bldg. 2-2834	Burch Lee, Jr.
Botsford, Constantine & Gardner	Portland, Ore.	115 S.W. Fourth Ave. Atwater 9541	.....
	Seattle	Second Ave. Bldg. Elliot 3523	.....
	San Francisco	Russ Bldg. Exbrooke 7565	.....
	Los Angeles	Petroleum Securities Bldg. Prospect 0206	.....
Luckey Bowman & Co., Inc.	New York	Empire State Bldg. Chickering 4-5448	Martin Munzer, Jr.
Bowman & Block Inc.	Buffalo	Rand Bldg. Washington 0137	A. A. Bowman N. J. Block
Bowman, Deute, Cummings Inc.	San Francisco	215 Market St. Sutter 4933	L. G. Moseley
	Los Angeles	714 W. Olympic Blvd. Petroleum Securities Bldg. Prospect 9221	S. P. Trood
	New York	522 Fifth Ave. Murray Hill 2-0392	Thomas Steep
	Washington, D. C.	Rust Bldg. National 8508	W. H. Doherty
	Honolulu, T. H.	Castle & Cooke Bldg. Honolulu 6239	W. O. Cogswell
J. Clement Boyd Inc.	Montclair, N. J.	14 S. Park St. 2-3360	J. Clement Boyd
	New York	205 E. 42d St. Murray Hill 4-6406	.....
Boyd Co. Inc.	Los Angeles	1709 West 8th St. Exposition 1251	John R. Boyd
Bozell & Jacobs Inc.	Chicago	122 S. Michigan Ave. Wabash 1546	Edward Roache
Arthur Braitsch	Providence, R. I.	Hospital Trust Bldg. Dexter 5313	Arthur Braitsch J. A. Lorimer
Brandt Adv. Co.	Chicago	400 W. Madison St. Franklin 2870	C. T. Beall
J. Carson Brantley Adv. Agency	Salisbury, N. C.	123 W. Innes St. 371	J. Carson Brantley A. N. Cheney
Braun & Co.	Los Angeles	Edison Bldg. Mutual 3161	E. A. Waite
Brearley Service Org.	New York	7 East 44th St. Murray Hill 2-1519	Henry R. Gall
Murray Breese Associates Inc.	New York	12 East 41st St. Ashland 4-2336	Dr. I. L. Nichols
	Chicago	919 N. Michigan Ave. Superior 0706	John M. Nixon
Bresnick & Solomon	Boston	120 Boylston St. Liberty 4732	Oscar Bresnick
R. C. Breth Inc.	Green Bay, Wis.	310 Pine St. Howard 134	.....
Brewer-Weeks Co.	San Francisco	564 Market St. Douglas 8234	Fred T. Weeks W. A. Brewer
Briggs & Varley Inc.	New York	14 E. 48th St. Wickersham 2-8534	Tom Varley
Brinckerhoff-Garon Inc.	Chicago	540 N. Michigan Ave. Delaware 1155	Joel Caron
Emil Brisacher & Staff	San Francisco	Crocker Bldg. Garfield 0276	Robert T. Van Norden Emil Brisacher Weston Settlemier
	Los Angeles	Petroleum Securities Bldg. Prospect 9368	Robert J. Davis
Broadcast Adv. Inc.	Boston	8 Newberry St. Kenmore 0854	James E. Murley J. J. Manning
Clifford F. Broeder	St. Louis	7171 Manchester Ave. Hiland 6664	Clifford F. Broeder Wm. H. Hoelke
Rowland Broiles Co.	Fort Worth	Dan Waggoner Bldg. 3-4224	Rowland Broiles J. H. Richards
Bromberg Adv. Agency	Brooklyn	90 Livingston St. Triangle 5-1250	Frank Bromberg



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Radio Continuities  
at **SYNDICATE**  
**RATES**

A **DIVERSIFIED** assortment of tested radio continuity now available from one to 26 weeks in both script and transcribed forms. Included are dramatic scripts, commercials, spot announcements and custom built shows.

**THE LITTLE THEATRE OF THE AIR**  
154 E. ERIE STREET  
CHICAGO

Catalog Upon Request

**TRANSCRIPT SHOWS**



# DIRECTORY OF ADVERTISING AGENCIES HANDLING RADIO

## B—(Continued)

Agency	City	Address Telephone Number	Executives In Charge of Radio
Brooke, Smith & French Inc.	Detroit	82 E. Hancock Ave. Columbia 0860	Lewis R. Amls
Brooke, Smith, French & Dorrance Inc.	New York	347 Madison Vanderbilt 3-1800	Lewis R. Amls
Bernard M. Brooks Adv.	San Antonio	Insurance Bldg. Fannin 3972	.....
Brooks Adv. Agency	Los Angeles	Western Pacific Bldg. Prospect 9207	A. R. Brooks
D. P. Brother & Co. Inc.	Detroit	General Motors Bldg. Trinity 2-8250	C. Georgi, Jr.
	New York	1790 Broadway Circle 7-6383	Louis E. Dean
	Los Angeles	Petroleum Securities Bldg.	Willard S. Wood
	Portland, Ore.	18th & Burnside Sts.	L. F. Carlson
E. H. Brown Adv. Agency	Chicago	140 S. Dearborn St. State 9383	Jack Dice
Brown-Alexander Inc.	Baltimore	Court Square Bldg. Plaza 7130	Paul E. Brown
Brown & Tarcher Inc.	New York	680 Fifth Ave. Circle 6-2626	William Larcombe
Franklin Bruck Adv. Corp.	New York	1270 Sixth Ave. Circle 7-7661	M. J. Kleinfeld Raymons Spector
John L. deBrueys Agency	Houston	Ben Milam Hotel Capitol 2241	Charles J. Giezen- danner, Jr.
Buchanan & Co. Inc.	New York	1501 Broadway Medallion 3-3380	Louis A. Witten
	Los Angeles	929 S. Broadway	Fred M. Jordan
	Chicago	520 N. Michigan Ave. Superior 2195	Walter W. Hoops
Buchanan-Thomas Adv. Agency	Omaha	412 S. 19th St. Atlantic 2125	J. A. Reinemund

## B—(Continued)

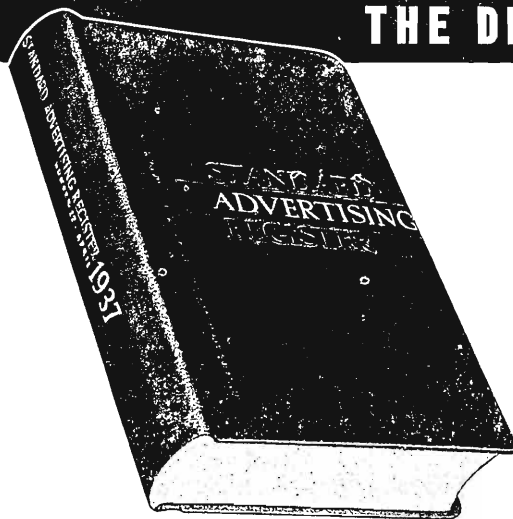
Agency	City	Address Telephone Number	Executives In Charge of Radio
Buchen Co.	Chicago	400 W. Madison St. Randolph 9305	H. R. Safford
J. O. Buckeridge & Co., Inc.	Detroit	Schmidt Power Bldg Cherry 4263	A. L. Bogue
Budke-Connell Adv. Agency	St. Louis	1127 Pine St. Central 2988	L. H. Budke
Burnet-Kuhn Adv. Co.	Chicago	520 N. Michigan Ave. Superior 3800	M. Lewis Goodkind
Leo Burnett Co. Inc.	Chicago	360 N. Michigan Ave. Central 5959	E. R. Gamble
Charles L. Burns & Associates	Cleveland	1245 Rockwell Ave. Main 0654	Charles L. Burns
Burton-Keith Adv.	Chicago	360 N. Michigan Ave. Central 8664	H. K. Conover M. E. Hodge
John L. Butler Co.	Philadelphia	7th & Chestnut Sts. Lombard 6285	John L. Butler
Bert Butterworth Agency	Los Angeles	407 East Pico Blvd. Prospect 3024	Bert Butterworth
Byer & Bowman Inc.	Columbus, O.	203 E. Broad St. Main 3276	Joel M. Burghalter

## C

Harold Cabot & Co. Inc.	Boston	24 Milk St. Hancock 7690	Harold Cabot
Cahn, Miller & Nyburg Inc.	Baltimore	418 N. Charles St. Vernon 4411	C. LeRoy Miller Louis F. Cahn
Caldwell-Baker Co.	Indianapolis	Merchants Bank Bldg. Lincoln 3666	Howard C. Caldwell
Calhoun Adv. Agency	Denver	Colorado Bldg. Main 5059	.....
Calkins & Holden Inc.	New York	247 Park Ave. Wickersham 2-6900	R. P. Clayberger J. J. Griffin

*Year after Year . . .*

**THE DEPENDABLE SALES AID**



Illustrated is the PRODUCT Register, which is corrected by monthly supplements. The Register is also published in GEOGRAPHICAL form corrected by weekly stickers.

*For Radio Stations . . .*

Standard Advertising Register is the only advertising Directory service that has exclusively access to information both on Spot and Network radio advertising, making it possible to indicate the national advertisers using Radio. That is important but only part of the story; it lists over 9500 national advertisers, giving the personnel of each, the advertising agency placing the account, time of year when advertising plans are made and other data of real sales promotion value.

There is no time like the present to investigate a service that offers such real sales building possibilities . . . Let us tell you more about it.

*Write our nearest office*

**NATIONAL REGISTER PUB. CO.**

330 W. 42nd St.

New York

333 N. Michigan Ave.

Chicago

**THE RED BOOK "THE ADVERTISING WHO'S WHO"**

# DIRECTORY OF ADVERTISING AGENCIES HANDLING RADIO

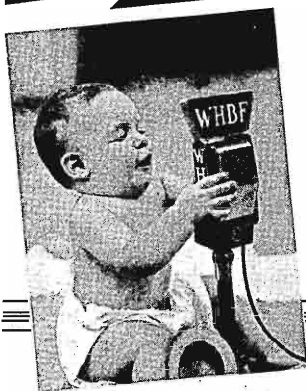
## C—(Continued)

Agency	City	Address Telephone Number	Executives In Charge of Radio
Callaway Associates	Boston	210 South St. Hancock 9471	Morris Susman
D. T. Campbell Inc.	Chicago	222 W. Adams St. State 2713	E. C. Hanson
W. Austin Campbell Co.	Los Angeles	542 S. Broadway Michigan 3875	W. Austin Campbell
Campbell-Ewald Co. Inc.	Detroit	General Motors Bldg. Trinity 2-6200	Garfield C. Packard
Campbell-Mithun Inc.	Minneapolis	Northwestern Bank Bldg Atlantic 8231	E. E. Erickson
Campbell-Sanford Adv. Co.	Cleveland	Farley Bldg. Prospect 4391	L. J. Kraft
	New York	342 Madison Ave. Murray Hill 2-8397	Fred W. Koenig
	Chicago	608 S. Dearborn St. Wabash 6770	S. Geasey
	Toledo, O.	1922 Linwood St. Adams 8623	R. L. Sisson
Capitol Adv. Agency Inc.	New York	370 7th Ave. Pennsylvania 6-6459	Charles Blumenstock
Caples Co.	Chicago	225 E. Erie St. Superior 6016	H. G. Bullock
	Los Angeles	1151 S. Broadway Prospect 9141	E. F. Bader Mejrl Cronk
	New York	230 Park Ave. Vanderbilt 3-8191	Albert Woodley
	Omaha	1416 Dodge St. Jackson 1107	L. M. Branch
Carlson Adv. Agency	Pittsburgh	Investment Bldg. Atlantic 4672	A. G. Carlson P. A. Boyd

## C—(Continued)

Agency	City	Address Telephone Number	Executives In Charge of Radio
Carpenter Adv. Co.	Cleveland	850 Euclid Ave. Main 1570	F. F. Lamorelle
Carter, Jones & Taylor	South Bend, Ind.	Associates Bldg. 3-3171	L. J. Carter
Carter-Owens Adv. Agency, Inc.	Kansas City, Kans.	Commercial Nat'l Bank Bldg. Drexel 3077	Charles Carter Merritt Owens
Carter-Thompson Co. Inc.	Philadelphia	1420 Walnut St. Pennybacker 9650	A. M. Fanning
Casey Adv. Co. Inc.	Nashville	Third Natl. Bank Bldg. 6-7197	M. E. Suiter
Charles R. Cassidy	Philadelphia	1211 Chestnut St. Rittenhouse 2127	Charles R. Cassidy
Edward Cave Co.	New York	205 E. 42d St. Murray Hill 4-3135	Edward Cave
Cecil, Warwick & Legler Inc.	New York	230 Park Ave. Murray Hill 2-7890	Preston H. Pumphrey
Central Adv. Corp.	Indianapolis	Board of Trade Bldg. Lincoln 7648	G. Vance Smith
Harold S. Chamberlin & Associates	St. Paul, Minn.	Endicott Bldg. Garfield 4895	W. Schindler H. S. Chamberlin
Chambers & Wiswell, Inc.	Boston	38 Newbury St. Commonwealth 5860	George J. Chambers George C. Wiswell
Curtis C. Chapman Co.	Chicago	520 N. Michigan Ave. Delaware 7172	C. C. Chapman
Chappelow Adv. Co.	St. Louis	3615 Olive St. Jefferson 0700	Glenn W. Hutchinson
Charles Adv. Service	New York	32 E. 57th St. Plaza 3-7677	Joseph Boorster
Cheltenham Adv. Inc.	New York	551 Fifth Ave. Vanderbilt 3-9158	Baxter Pickering
Nelson Chesman Co.	Chattanooga, Tenn.	Hamilton Trust Bldg. 6-4942	Henry Tristschler
Chicago Union Adv. Agency Inc.	Chicago	20 W. Jackson St. Wabash 5732	Simon Levin
Church-Green Co.	Boston	248 Boylston St. Kenmore 5440	Charles E. Beckwith
C. P. Clark Inc.	Nashville, Tenn.	2411 West End Ave. 7-6602	B. T. Gregory H. M. Lupton, Jr. N. W. Brandon
E. A. Clarke Co.	Philadelphia	505 Chestnut St. Lombard 4037	E. A. Clarke
Clements Co. Inc.	Philadelphia	1601 Chestnut St. Rittenhouse 0236	Miss A. V. West
Cline Adv. Service	Boise, Id.	1st Natl. Bank Bldg. 2491	Win Cline
Robert M. Clutch Co.	Philadelphia	121 N. Broad St. Rittenhouse 9805	.....
Cole's Inc.	Des Moines	720 Grand Ave. 4-0029	Robert S. Cole
Harold I. Collen Adv. Agency	Chicago	160 N. LaSalle St. Franklin 4427	Harold I. Collen
Lorin Collins & Associates	Chicago	737 N. Michigan Ave. Superior 7860	Lorin C. Collins
Wendell P. Colton Co.	New York	122 East 42d St. Ashland 4-7444	A. F. Dermody
Russell C. Comer Adv. Co.	Kansas City, Mo.	Fairfax Bldg. Harrison 3964	H. F. Kett
	Chicago	540 N. Michigan Ave. Superior 2641	F. W. Hemingway
	New York	11 W. 42nd St. Penn 6-3742	K. K. Hansen
Commercial Broadcast Co.	Salt Lake City	Continental Bank Bldg. Wasatch 6908	Leo R. Jensen Howard W. Pingree
Commercial Radio Service Adv. Agency	New York	30 Rockefeller Plaza Columbus 5-0771	A. Luotto
Commonwealth Adv. Agency	Boston	38 Chauncy St. Hubbard 0230	George J. M. Riseman Jerome O'Leary
Compton Adv. Inc.	New York	630 Fifth Ave. Circle 6-2800	L. T. Bush John McMillin Murray Carpenter
	Chicago	221 N. LaSalle St. State 8747	Lee Graves
Condon Co. Inc.	Tacoma, Wash.	Washington Bldg. Main 3483	Wm. R. Melton
Andrew Cone Agency	New York	400 Madison Ave. Pennsylvania 6-4492	Hayes Cone

**THEY SAY RADIO IS AN INFANT INDUSTRY**



**BUT WHBF  
DOES BIG  
BUSINESS**

Local advertisers prefer WHBF. National advertisers are discovering that only WHBF can thoroughly cover this tri-city market that includes 150,000 people in one metropolitan area. Actual results prove it! Over 140 local and over 40 national and regional advertisers in 1937. There must be a reason!



Maurice Corken, Commercial Mgr.  
Clair Heyer, National Sales Mgr.

**GENE FURGASON & CO. NATIONAL REPRESENTATIVE**

# DIRECTORY OF ADVERTISING AGENCIES HANDLING RADIO

## C—(Continued)

Agency	City	Address Telephone Number	Executives In Charge of Radio
Conner Adv. Agency Inc.	Denver	1523 Welton St. Keystone 6361	Cecil R. Conner Wm. H. Wagner C. E. Brace
Continental Adv. Agency	Boston	47 Portland St. Capitol 0120	Peter Benson
Continental Adv. Service	Los Angeles	1142 Glendon Ave. W. Los Angeles 3-4494	Will Grant
S. A. Conover Co.	Boston	75 Federal St. Hancock 4769	Albert H. Climes
Coolidge Adv. Co.	Des Moines	Insurance Exchange Bldg. 3-5195	Paul Blakemore R. H. Cary Henry J. Kroeger
Cotter Adv. Agency	Boston	120 Boylston St. Hancock 2424	James Cotter
Frank E. Cox & Staff	Oakland, Cal.	365 17th St. Higate 0323	Frank E. Cox Fred G. Cox
Cowan & Dengler Inc.	New York	30 Rockefeller Plaza Circle 7-6190	Helen B. Donovan
Cowles & Goehring	New York	250 Park Ave.	.....
Cramer-Krasselt Co.	Milwaukee	738 N. Van Buren St. Daly 3600	J. E. Giebish H. T. Enns
Critchfield & Co.	Chicago	720 N. Michigan Ave. Superior 3061	S. S. Smith, Jr.
Crook Adv. Agency	Dallas	Southwestern Life Bldg. 2-2076	Wilson W. Crook Dale Drake
Samuel C. Croot Co. Inc.	New York	28 West 44th St. Bryant 9-2588	D. B. Brant
Crossley & Ham Inc.	San Francisco	500 Sansome St. Garfield 7785	J. T. Crossley
	Portland, Ore.	Oregonian Bldg. Atwater 0213	Ernest R. Ham
J. T. Crossley Inc.	Portland, Ore.	Oregonian Bldg. Atlantic 0213	D. L. Gordon
Croydon Adv. Agency Inc.	New York	18 E. 41st St. Ashland 4-5508	Saul Kamps
T. L. Curtis, Adv.	Utica, N. Y.	250 Genesee St. 2-8583	T. L. Curtis
Charles J. Cutajar Adv.	New York	19 E. 47th St. Plaza 3-0726	Charles J. Cutajar

## D

Dake Adv. Agency Inc.	San Francisco	116 New Mont- gomery St. Sutter 2403	L. E. Dake Fred W. Rea
Dako Adv. Agency	Minneapolis	300 Nicollet Ave. Geneva 5044	Walter Heynacker
George W. Danielson-Adv.	Providence, R. I.	15 Westminister St. Dexter 6312	C. Arthur Braitsch
D'Arcy Adv. Co.	St. Louis	Missouri Pacific Bldg. Central 6700	F. W. Coste
	New York	515 Madison Ave. Eldorado 5-3765	F. W. Coste
	Cleveland	Terminal Bldg. Cherry 0158	.....
	Atlanta	P. O. Box 1734 Hemlock 7608	.....
	Toronto, Ont.	90 Broadway Ave.	.....
Jimm Daugherty Inc.	St. Louis	211 N. Seventh St. Main 0790	G. B. Simpson
David Inc.	St. Paul	First Natl. Bank Bldg. Garfield 3872	Angeline Clement
Ed. Davidson Adv. Agency	San Diego, Cal.	S. D. Trust & Savings Bldg. Franklin 3627	Ed. Davidson
Robert B. Davis	Cedar Rapids, Ia.	330 29th St. Drive 2-5082	Robert B. Davis
W. H. Davis, Adv.	Asheville, N. C.	Arcade Bldg. 1245	W. H. Davis
Frank T. Day Inc.	Boston	729 Boylston St. Kenmore 4854	Harry L. Stone Frances E. Day
Ben Dean Adv. Agency	Grand Rapids	Houseman Bldg. 8-0666	Ben Dean
De Biasi Adv. Agency Inc.	New York	51 Chambers St. Worth 2-7093	A. De Biasi
D'Evelyn & Wadsworth Inc.	San Francisco	486 California St. Garfield 8267	Leland L. Levinger
DeForest Merchandising Bureau	Springfield, Mass.	31 Elm St. 2-7850	.....

## D—(Continued)

Agency	City	Address Telephone Number	Executives In Charge of Radio
DeRouville Adv. Agency	Albany, N. Y.	11 N. Pearl St. 3-3051	Rosemary Cramb Marjory C. McMullen
J. H. Diamond & Co.	San Francisco	580 Market St. Garfield 7700	J. H. Diamond
Dickie-Raymond Inc.	Boston	80 Broad St. Hancock 3360	E. Wright Thomson
Dicklow Adv. Agency	Dallas	Thomas Bldg. 2-8295	Irene Scott Dicklow
Diener & Dorskind Inc.	New York	147 W. 42d St. Bryant 9-8300	Nathan A. Diener
Dillard Jacobs Agency, Inc.	Atlanta, Ga.	Candler Bldg. Walnut 3481	P. W. Smith
Frank E. Dodge & Co.	Providence, R. I.	Industrial Trust Bldg. Dexter 2470	Richard Lewis William E. Dodge

*"The White Spot"*



## Nebraska Has Money to Spend

It is the only state with NO income tax, NO sales tax, NO luxury taxes. Nebraska is debt-free, has reduced its taxes and has a policy of "No new forms of taxation".

The pioneer's word was as good as gold and in Nebraska the spoken word has always carried the assurance of a legal document. Today the spoken word of radio advertising is received into thousands of Nebraska homes, with the same respect that bound the old timers in their contracts.

Yes, Nebraskans are responsive to the spoken word, but more than that, they have the wealth with which to respond. The spirit of the thrifty farmers has built Nebraska production in hay, live stock, meat, corn, butter, rye, and oats to a dominant place among the productive states of the nation. The Nebraska market, with one-third of a million people, is most easily and most economically reached by radio.

Profitable results are yours for the asking,—by voice. For market and station coverage details write to any member station.

## Nebraska Broadcasters Assoc.

KFAB, Lincoln  
KFOR, Lincoln  
KGFV, Kearney

KGKY, Scottsbluff  
KGNF, North Platte  
KOIL, Omaha

WAAW, Omaha  
WJAG, Norfolk  
WOW, Omaha

# DIRECTORY OF ADVERTISING AGENCIES HANDLING RADIO

## D—(Continued)

Agency	City	Address Telephone Number	Executives In Charge of Radio
Elmer H. Doe Adv. Agency	Louisville	Martin Brown Bldg. Wabash 3193	Elmer H. Doe Warwick Anderson
Lee E. Donnelly Co.	Cleveland	Union Trust Bldg. Main 5194	Lee E. Donnelly
Doremus & Co.	New York	120 Broadway Rector 2-1600	Clifford B. Reeves
	San Francisco	544 Market St. Garfield 6688	Frank J. Kihm
	Los Angeles	811 W. Seventh St. Trinity 8821	Ronald C. Brindley
	Chicago	208 S. LaSalle St. Central 9182	H. R. Henderson
	Boston	50 Congress St. Hubbard 1510	John H. McCullough
Ralph L. Dombrower Co. Inc.	Philadelphia	1520 Sansom St. Rittenhouse 0925	William Reid
	Richmond, Va.	210 E. Franklin St. 3-111-3	Wilbur Havens
	Washington	Woodward Bldg. District 5180	Philip Rosenfeld
Donahue & Coe Inc.	New York	1270 Sixth Ave. Columbis 5-4252	Lynn Farnol Eileen Douglas D. R. Parman
Dorland International Inc.	New York	RCA Bldg. Circle 7-1360	H. Douglas Hadden (Branches in 63 countries)
Albert H. Dorsey Adv. Agency Inc.	Philadelphia	Bulletin Bldg. Locust 5547	George Graham
Charles F. Dowd Inc.	Toledo	Richardson Bldg. Main 6284	.....
Dowd & Ostreicher, Inc.	Boston	187 Newbury St. Commonwealth 1941	Bernard F. Ostreicher John C. Dowd Dwight W. Norris
Monroe F. Dreher Inc.	New York	RCA Bldg. Circle 6-0720	Winthrop Williams

## D—(Continued)

Agency	City	Address Telephone Number	Executives In Charge of Radio
	Newark	951 Broad St. Mitchell 2-7918	.....
John Austin Driscoll	Los Angeles	Spring Arcade Bldg. Madison 2281	John Austin Driscoll
Driver & Co.	Omaha	Redick Tower Jackson 4640	H. E. Hansen
Jim Duffy Inc.	Chicago	111 W. Washington St. Randolph 4827	James A. Duffy Donald C. Graves
John H. Dunham Co.	Chicago	333 N. Michigan Ave. State 0511	.....
Dunlap Advertising Co.	Quincy, Ill.	644 Hampshire St. 719	O. G. Dunlap
Alvin E. Dyer Adv. Agency	Spokane, Wash.	S. 204 Howard St. Riverside 0026	Alvin E. Dyer

## E

Eastman, Scott & Co. Inc.	Atlanta	Mortgage Guarantee Bldg. Walnut 9642	E. Gerry Eastman
Eddy-Rucker-Nickels Co.	Cambridge, Mass.	1400 Massachusetts Ave. Kirkland 4284	Henry O. McCracken
Stanley J. Ehlinger, Adv.	Tulsa, Okla.	421 W. Sixth St. 4-2628	Stanley J. Ehlinger Joe N. Shidler
Elliott Adv. Agency	Boston	470 Stuart St. Kenmore 7974	Roy D. Elliott
A. W. Ellis	Boston	24 School St. Capital 1544	H. Wesley Curtis Lester L. Mays
Ellis Adv. Co.	Buffalo	3053 Main St. University 4591	Henry Weil
Joseph Ellner Co.	New York	381 Fourth Ave. Stuyvesant 9-0537	Samuel H. Ellner
Emery Adv. Co. Inc.	Baltimore	Baltimore Life Bldg. Plaza 7449	Herbert Schuckle
Dade B. Epstein Adv. Agency	Chicago	202 S. State St. Harrison 8893	Robert Kahn
S. M. Epstein Co.	Detroit	Industrial Bank Bldg. Cadillac 7760	Norman R. Thal
Equity Adv. Agency Inc.	New York	113 W. 42d St. Bryant 9-0060	.....
Erwin, Wasey & Co. Inc.	New York	420 Lexington Ave. Mohawk 4-8700	John T. Adams
	Philadelphia	Packard Bldg. Locust 1225	John E. Burns
	Chicago	230 N. Michigan Randolph 4952	Holland C. Engle
	San Francisco	383 Montgomery St. Exbrook 7004	Louis Honig
	Seattle	Skinner Bldg. Main 6435	Wm. E. Kraft
	Minneapolis	Security Bldg. Atlantic 1233	MacMartin
	Los Angeles	Petroleum Security Bldg. Prospect 5817	H. A. Stebbins
Essig Co. Ltd.	Los Angeles	1121 S. Hill St. Prospect 4981	Albert C. Essig J. S. Macaulay
Wm. Eady & Co. Inc.	New York	100 E. 42d St. Caledonia 5-1900	John C. Eady Harry Holcombe Almon Taranto
	Hollywood	6258 Hollywood Blvd. Hillside 7931	Savington Crampton
Albert Evans & Le May	Fort Worth	Dan Waggoner Bldg. 2-4184	Albert Evans, Jr.
Lloyd Evans Adv. Agency	Los Angeles	524 S. Spring St. Madison 6606	Lloyd Evans

## F

Fairall & Co.	Des Moines	Capitol Theatre Bldg. 3-8255	L. R. Fairall C. R. Dudley J. S. McLaren
H. W. Fairfax Adv. Agency Inc.	New York	19 E. 47th St. Plaza 3-1966	Mrs. Janice S. Hamilton
Federal Adv. Agency	New York	444 Madison Ave. Eldorado 5-6400	George Comtois Joseph J. Hill Frederick C. Bruns
Fehling & Jourdet Inc.	Philadelphia	1524 Chestnut St. Rittenhouse 5152	.....
Harry Feigenbaum Adv. Agency	Philadelphia	Widener Bldg. Locust 0643	David Werman Ralph Hart
Courtland D. Ferguson Inc.	Washington	National Press Bldg. National 3794	Courtland D. Ferguson
	Baltimore	Lexington Bldg. Plaza 6080	Jon Embretsen
	Philadelphia	Phila. Saving Fund Bldg. Lombard 7272	John C. Mevius
Ferry-Hanly Co.	New York	500 Fifth Ave. Longacre 5-5000	H. E. Lehman
Lawrence G. Fertig & Co.	New York	149 Madison Ave. Murray Hill 4-3300	Miss Elsie Meyer Henry Bretzfeld

**WLAC**  
YOUR  
**NASHVILLE**  
**STATION**

.....

**MEMBER  
STATION  
C.B.S.**

No advertising campaign in this area  
complete without the use of this station.

J. T. WARD, President                      F. C. SOWELL, Vice President and General Mgr.

PHIL H. RAYMER & COMPANY,  
National Representatives

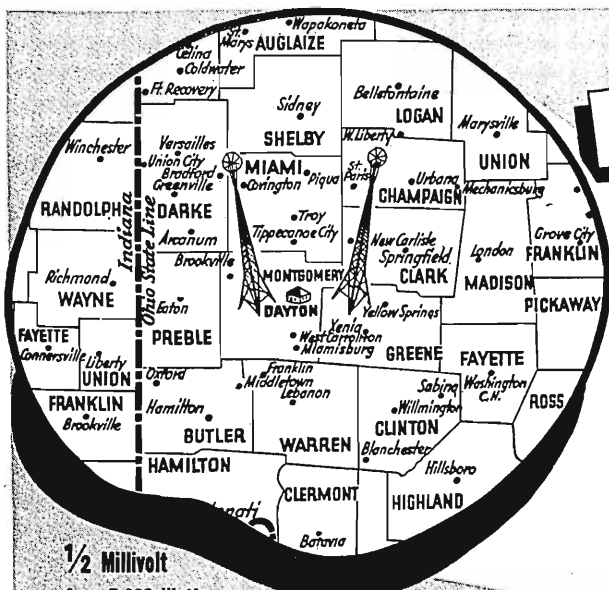
# DIRECTORY OF ADVERTISING AGENCIES HANDLING RADIO

## F—(Continued)

Agency	City	Address Telephone Number	Executives In Charge of Radio
Robert G. Fields & Co.	Nashville, Tenn.	Dennie-Dillon Bldg. 6-1977	R. G. Fields
Fink & Doner Inc.	Detroit	Penobscot Bldg. Cherry 0244	Wilfred B. Doner
Firestone Adv. Agency	St. Paul	Pioneer Bldg. Cedar 3188	Allan L. Firestone Judson Anderson
	Minneapolis	Wesley Temple Bldg. Main 3926	Maurice Wolff
First United Broadcasters	Chicago	201 N. Wells St. Randolph 7800	Hugh Rager
Flahler, Zealand & Co. Inc.	New York	2 W. 46th St. Vanderbilt 3-6762	Leon Kelley
Fitzgerald Adv. Agency Inc.	New Orleans, La.	833 Howard Ave. Raymond 5194	Joseph L. Killeen Temple H. Black
Flack Adv. Agency	Syracuse, N. Y.	527 S. Warren St. 2-8129	John B. Flack Frank G. Harrington
Flagler Adv. Inc.	Buffalo	73 W. Eagle St. Cleveland 0926	M. I. Flagler
James R. Flanagan Adv. Agency	New York	506 Fifth Ave. Vanderbilt 3-0088	Donald Peterson
Fletcher & Ellis Inc.	New York	500 Fifth Ave. Lackawanna 4-3670	Lawrence Holcomb
	Chicago	141 W. Jackson Blvd. Harrison 8612	Clifford L. Fitzgerald
	Los Angeles	1709 W. 8th St. Federal 9111	Chet Crank
Floortraffic Service	San Francisco	190 Bush St. Garfield 5232	John B. Parsons
Richard A. Foley Adv. Agency Inc.	Philadelphia	1616 Walnut St. Kingsley 1660	Lawrence I. Everling
Foltz-Wessinger Inc.	Lancaster, Pa.	26 W. Orange St. 2-4183	F. S. Foltz
Stanley W. Foran Adv. Agency	Dallas	Thomas Bldg. 2-5428	Max Shippee
Ford, Browne & Mathews	Chicago	100 E. Ohio St. Delaware 3800	George H. Incedon

## F—(Continued)

Agency	City	Address Telephone Number	Executives In Charge of Radio
Foster & Davies Inc.	Cleveland	Keith Bldg. Cherry 6792	S. R. Roal
Don F. E. Fox.	Utica, N. Y.	Paul Bldg. 4-0313	Don F. E. Fox
Martin Fox Adv. Corp.	New York	1440 Broadway Lackawanna 4-1705	Irwin O. Cohen
Fox Adv. Co.	Baltimore, Md.	Court Square Bldg. Piazza 6099	Merral A. Fox
Fox & Mackenzie	Philadelphia	1214 Locust St. Pennypacker 0531	J. B. Mackenzie
R. F. Foulk Adv. Agency	Pittsburgh	331 Fourth Ave. Court 4385	R. F. Foulk
Albert Frank-Guenther Law Inc.	New York	131 Cedar St. Cortland 7-5060	Robert J. Hertz
	Boston	10 Post Office Square Hancock 5900	Leonard A. Monzert
	Philadelphia	Packard Bldg. Rittenhouse 3916	Robert L. Ingold
	Chicago	1 LaSalle St. Dearborn 8910	Geo. Knott
	San Francisco	111 Sutter St. Sutter 2622	Vincent Beschel
	London EC2, London, Eng.	65 London Wall Metropolitan 1571 Cable "Frankine- London"	F. D. Oakley
Frank-Wilkinson Schiwetz Inc.	Houston	Cotton Exchange Bldg. Capital 0168	Joe B. Wilkinson P. C. Franke, Jr. D. K. Williams
Frankel-Rose Co.	Chicago	43 E. Ohio St. Superior 0707	Herbert M. Alexander
Franklin Adv. Service	Boston	234 Boylston St. Kenmore 4644	Melvin B. Summer- field
Freitag Adv. Agency Inc.	Atlanta	Standard Bldg. Walnut 3493	Joseph V. Freitag
	Chicago	95 E. Wacker Drive Central 5772	H. R. Talbot



**BRIGHT SPOT**  
*Any Year... Any Time*

The primary area of WHIO, with its two million population, is big enough to produce quantity sales for any product — but it isn't too big for WHIO to get into the key towns and build community good will as well as listener loyalty.

1/2 Millivolt  
Area 5,000 Watts  
Retail Sales 1935, \$661,023,000

**BASIC MEMBER CBS**  
OWNED AND OPERATED BY  
THE DAYTON DAILY NEWS  
DAYTON, OHIO

# WHIO

# DIRECTORY OF ADVERTISING AGENCIES HANDLING RADIO

## F—(Continued)

Agency	City	Address Telephone Number	Executives In Charge of Radio
Oakleigh R. French & Associates	St. Louis	4285 Lindell Blvd. Newstead 0037	Mary Shaunty
Morton Freund-Adv.	New York	400 Madison Ave. Wickersham 2-7985	Martin Willsted
Charles Daniel Frey Co.	Chicago	393 N. Michigan Ave. State 8161	L. F. Triggs
E. M. Freystadt Associates Inc.	New York	570 Lexington Ave. Plaza 3-1253	E. M. Freystadt
Jean Scott Frickelton Adv. Agency	San Francisco	1356 Market St. Hemlock 6080	Jean Scott Frickelton
Friend Adv. Agency	New York	220 W. 42d St. Wisconsin 7-4708	Benjamin Friend
Friend-Wiener Adv. Co. Inc.	New York	238 Broadway Cortland 7-5350	Ernest H. Wiener
Frizzell Adv. Agency	Minneapolis	Plymouth Bldg. Main 1915	F. L. Frizzell
Harry M. Frost Co. Inc.	Boston	260 Tremont St. Liberty 0813	Karl M. Frost Harvey F. Newcomb
	Lynn, Mass.	90 Exchange St. Jackson 0600	.....
Fuller & Smith & Ross Inc.	New York	444 Madison Ave. Eldorado 5-5750	John E. Wiley
	Cleveland	1501 Euclid Ave. Cherry 7700	M. M. Scott
Fulton-deGarmo & Ellis Inc.	New York	30 Rockefeller Plaza Circle 7-1085	Louis deGarmo
Fulton, Horne, Morrissey Co.	Chicago	612 N. Michigan Ave. Delaware 5430	E. H. Morrissey
Norman B. Furman Inc.	New York	505 Fifth Ave. Vanderbilt 3-6175	Norman B. Furman
Furman-Gold Co.	New York	1123 Broadway Chelsea 3-8698	H. J. Gold

## G

Agency	City	Address Telephone Number	Executives In Charge of Radio
Gale & Pietsch Inc.	Chicago	333 N. Michigan Ave. State 9570	R. F. Pietsch
Gallagher & Muir Inc.	Philadelphia	21 S. 12th St. Rittenhouse 1457	Edwin A. McKeon
Jerome G. Galvin Adv. Co.	Kansas City	3619 Broadway Valentine 1661	Jerome G. Galvin M. T. Tanner
Gans Adv. Agency	Newark	810 Broad St. Market 8680	F. Kurland
Gardner Adv. Co.	St. Louis	Mart Bldg. Garfield 2915	Charles E. Claggett E. A. W. Schulenburg
	New York	9 Rockefeller Plaza Columbus 5-2000	Roland Martini Fred H. Kenkel
	West Coast Offices—(See Botsford, Constantine & Gardner)		
Gardner-Rothschild Inc.	New York	527 Fifth Ave. Vanderbilt 3-6220	Alvin Gardner Cass Mueller
W. W. Garison & Co.	Chicago	400 N. Michigan Ave. Superior 8191	H. P. Falvey
Sidney Garfinkel Adv. Agency	San Francisco	153 Kearney St. Exbrook 4320	Sidney Garfinkel Bert Van Cleve
Geare-Marston Inc.	Philadelphia	1600 Arch St. Rittenhouse 3572	Frank Murphy
	New York	420 Lexington Ave. Mohawk 4-0880	Radcliffe Romeyn
General Adv. Agency	Los Angeles	672 S. Lafayette Park Place Drexel 2165	Ralf M. Spangler Lou Landfield
Gerber & Crossley Inc.	Portland, Ore.	1305 S. W. 12th Ave. Broadway 0515	C. H. Devlin Dan Gerber J. D. Simon
Gerth-Knollin Adv. Agency	San Francisco	111 Sutter St. Garfield 1081	Edwin P. Gerth James C. Knollin
	Los Angeles	C. of C. Bldg. Prospect 2938	J. J. Dikely
J. Stirling Getchell Inc.	New York	405 Lexington Ave. Vanderbilt 3-4800	Frank L. Sharpe Carolyn R. Moser
	Detroit	New Center Bldg. Trinity 2-3600	I. H. MacKenzie
	Kansas City	Bryant Bldg. Harrison 8102	R. A. Richardson
	Chicago	59 E. Van Buren St. Harrison 2606	.....
Geyer, Cornell & Newell Inc.	New York	745 Fifth Ave. Wickersham 2-5400	Gordon Cooke
George H. Gibson Co.	New York	100 Gold St. Beekman 3-5280	Luis Gibson
Gillham Adv. Agency	Salt Lake City	Continental Bank Bldg. Wasatch 1347	M. C. Nelson
Bert S. Gittins	Milwaukee	739 N. Broadway Daly 6230	.....
Louis Glaser, Inc.	Boston	Statler Bldg. Liberty 6044	Everett Doten
Glasser Adv. Agency	Los Angeles	672 S. Lafayette Park Place Fitzroy 2141	Kenyon Ivie
Ray K. Glenn Adv.	Oklahoma City	First National Bldg. 3-5439	Lowe W. Runkle
	Dallas	Liberty Bank Bldg. 2-3334	.....
Francis K. Glew Adv.	Grand Rapids	Murray Bldg. 8-1848	Francis K. Glew Willis W. Atwell
Glicksman Adv. Co. Inc.	New York	400 Madison Ave. P'aza 8-0718	Norman Lessing
Max Goldberg Adv. Agency	Denver	U. S. Natl. Bank Bldg. Main 8666	Max Goldberg Lois Brown
I. A. Goldman & Co.	Baltimore	100 N. Eutaw St. Plaza 8357	I. A. Goldman
Goldsmith Adv. Co.	Newark	1181 Raymond Blvd. Market 2-6817	Louis F. Herman
H. H. Good Adv. Agency	New York	53 Park Place Cortland 7-3120	H. H. Hoyt
Gotham Adv. Co.	New York	250 Park Ave. Eldorado 5-3726	A. A. Kron
Gottschaldt-Humphrey Inc.	Atlanta	Norris Bldg. Walnut 6341	Bruce Moran
Goulston Co. Inc.	Boston	35 Court St. Lafayette 5866	Gerald G. King Robert S. Lambert
Grace & Bement Inc.	Detroit	New Center Bldg. Madison 4514	L. C. Grace

Ray Linton

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Representing  
The Shortest List

WMCA

New York City

# DIRECTORY OF AGENCIES

## G—(Continued)

Agency	City	Address Telephone Number	Executives In Charge of Radio
Robert L. Gracemill Adv. Agency	San Diego, Cal.	So. Title & Trust Bldg. Franklin 9553	Jack Van Keuren Dan Donnelly Jack Babcock
Grady & Wagner Inc.	New York	570 Lexington Ave. Eldorado 6-1626	Frank A. Grady
Grant Adv. Agency	Dallas	Gulf States Bldg. 2-5062	Claudine A. French
	Chicago	Palmolive Bldg.	J. R. Waller
Grant & Wadsworth & Casmir, Inc.	New York	Chrysler Bldg. Murray Hill 2-4592	Stuart Ayers
Graphic Guild	New York	11 W. 42d St. Pennsylvania 6-0391	Alex D. Sniffen
Graves & Associates Inc.	Minneapolis	Radiasson Hotel Atlantic 4631	Ivan H. Graves H. M. Thompson Wallace Stone
Jerome B. Gray & Co.	Philadelphia	12 S. 12th St. Walnut 3636	E. H. Rogers
Russel T. Gray Inc.	Chicago	205 W. Wacker Drive Central 7780	R. V. Barr
Finley H. Greene Adv. Agency	Buffalo	360 Delaware Ave. Washington 3371	Finley H. Greene
James A. Greene & Co.	Atlanta	Ten Pryor St. Bldg. Walnut 6701	Tucker Wayne James A. Greene C. C. Fuller
Greenleaf Co.	Boston	20 Newbury St. Kenmore 9315	Charles A. Holcomb G. R. Dunham
Greve Adv. Agency Inc.	St. Paul	Minnesota Bldg. Cedar 5400	B. Connolly
Grey Adv. Agency Inc.	New York	128 W. 31st St. Chickering 4-3900	James H. Lang, Jr.
Griffith Adv. Agency Inc.	St. Petersburg, Fla.	Times Bldg. 4311	Robert F. Bullard T. M. Griffith
Griswold-Eshleman Co.	Cleveland	Terminal Tower Bldg. Main 7626	Earl R. Preble
Horace L. Gross Adv. Agency Inc.	Philadelphia	1628 Walnut St. Kingsley 4086	Horace L. Gross
Julian Gross Adv. Agency	Hartford, Conn.	11 Asylum St. 7-7179	G. A. Kenney
Groves-Keen, Inc.	Atlanta	Bona Allen Bldg. Walnut 4517	W. R. Christian
Guenther-Bradford & Co. Inc.	Chicago	15 E. Huron St. Superior 9474	William O'Brien
	Los Angeles	Paramount Bldg. Tucker 5598	J. C. Conway
Guggenheim Adv. Agency	San Francisco	215 Kearny St. Sutter 6780	George L. Guggenheim
Lawrence C. Gumbinner Adv. Agency	New York	9 E. 41st St. Vanderbilt 3-3550	Herschel Deutsch
Gundlach Adv. Agency	Chicago	400 N. Michigan Ave. Superior 2292	Irving J. Rosenbloom A. DeFord Pitney
Howard E. Gymer	Cleveland	Caxton Bldg. Cherry 0494	Frederick E. Gymer

## H

Wm. J. Hackenberg Advertising	Wheeling, W. Va.	Hawley Bldg. 1787	Wm. J. Hackenberg
M. H. Hackett Inc.	New York	9 Rockefeller Plaza Circle 6-1950	John J. Hagan
Melvin F. Hall Adv.	Buffalo	220 Delaware Ave. Cleveland 4461	M. F. Hall
Halpern Adv. Agency	New York	151 W. 40th St. Longacre 5-7167	Samuel Halpern
Halsell-Humphrey Inc.	Oklahoma City	First National Bldg. 2-0605	Warren A. Humphrey
Mason L. Ham Adv.	Boston	31 St. James Ave. Liberty 2070	Mason L. Ham
J. R. Hamilton Adv. Agency	Chicago	180 N. Michigan Ave. Randolph 7060	J. R. Hamilton G. Ator
Wm. Irving Hamilton Inc.	New York	267 Fifth Ave. Murray Hill 5-1737	Wm. Irving Hamilton
Hammer Adv. Co.	Hartford, Conn.	983 Main St. 5-4883	M. H. Hammer H. Was I. Goldstein
Hansell-Zook, Inc.	Philadelphia	Land Title Bldg. Rittenhouse 6131	I. Isenberg Charles Adami
	San Francisco	525 Market St. Douglas 5721	Paul Harlan M. E. Harlan Leo von Heygendorff M. C. Lodge

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The Favored "Test" Station  
of a Nationally Favored  
"TEST" MARKET

Offers "tested" coverage of men, women and children in all income groups.

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3. The Choice of Advertisers
4. Leads in Civic Interest
5. 5,000 Watts Days; 1,000 Watts Nights
6. Clear Regional Channel
7. Non-directional Radiation
8. Seasoned Radio Organization
9. First in Equipment
10. Leads in News Service
11. Complete Merchandising Service
12. Trained Selling Announcers
13. Trained Publicity Personnel
14. Competent Program Department

Proved by exhaustive surveys to be the favorite station of men, women and children in all occupational and income groups, WFBL is the favored "test" station in Syracuse—a market nationally favored for test campaigns.

No single industrial, commercial, or other economic or racial group predominates in Syracuse. It presents a typical cross-section of the average American market. In the same manner, and for the same reasons, the WFBL audience presents

a typical cross-section of the average American listener—men, women and children alike.

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111 Sutter Street SAN FRANCISCO Chamber of Commerce Bldg. LOS ANGELES

# DIRECTORY OF ADVERTISING AGENCIES HANDLING RADIO

## H—(Continued)

Agency	City	Address Telephone Number	Executives In Charge of Radio
Harris Adv. Agency	Salt Lake City	1st Natl. Bank Bldg. Wasatch 699	R. T. Harris
Harrison-Rippey Adv. Co.	St. Louis	Arcade Bldg. Main 1977	Milton Rippey
Hart-Conway Co. Inc.	Rochester, N. Y.	45 Exchange St. Main 2073	H. L. Hart J. P. Street, Jr.
George H. Hartman Co.	Chicago	307 N. Michigan Ave Statie 0055	Thomas Kivlan
	New York	420 Lexington Ave. Mohawk 4-0258	Robert Collins
Harvey-Massengale Co.	Atlanta	Walton Bldg. Walnut 9117	.....
	Durham, N. C.	Snow Bldg. J-8461	C. Knox Massey
Hawes General Adv. Agency	Boston	37 Temple Place Liberty 3008	Lester B. Hawes
Hawley Adv. Co. Inc.	New York	95 Madison Ave. Caledonia 5-1860	John H. Hawley, Jr.
Haynes Adv. Co.	Omaha	4007 Farnam St. Jackson 0827	J. W. Haynes
Hays Adv. Agency Inc.	Burlington, Vt.	252 College St. 852	N. H. Myers
Heintz, Pickering & Co. Ltd.	Los Angeles	323 W. 6th St. Michigan 6062	Carl Heintz William T. Pickering
E. W. Hellwig Co. Inc.	New York	9 E. 40th St. Lexington 2-3080	George V. Carhart
Henri, Hurst & McDonald Inc.	Chicago	520 N. Michigan Ave. Superior 3000	Frank Terrin
Ward Hicks Inc.	Albuquerque, N. M.	First Natl. Bank Bldg. 280	Ward Hicks
Albert P. Hill Co. Inc.	Pittsburgh	233 Oliver Ave. Grant 3700	Herbert Gesrejan
W. S. Hill Co.	Pittsburgh	323 Fourth Ave. Court 0240	Allen F. Heinecke V. H. McClure

## H—(Continued)

Agency	City	Address Telephone Number	Executives In Charge of Radio
Hillman-Shane Adv. Agency	Los Angeles	412 W. 6th St. Vandike 5111	David Hillman
Hirshon-Garfield Inc.	New York	580 Fifth Ave. Bryant 9-9350	Marie C. Dowling
Hixson-O'Donnell Adv. Inc.	Los Angeles	Richfield Bldg. Mutual 8331	G. K. Breitenstein R. M. Hixson Mel Williamson
B. H. Hockswender Agency	Pittsburgh	Commonwealth Bldg. Atlantic 3389	B. H. Hockswender K. Von Senden Eric Zimmerman
Hoffman Bros. Co.	Baltimore	Charles & 22nd Sts. University 5494	.....
Hoffman & York	Milwaukee, Wis.	808 N. Third St. Daly 6510	Howard L. Peck Wilford York
Holden, Graham & Clark Inc.	Detroit	Donovan Bldg. Cadillac 7810	R. C. Flint
Holmes Inc.	Detroit	David Stott Bldg. Cherry 0970	A. I. Gleason
Frances Hooper Agency	Chicago	400 N. Michigan Ave. Superior 5480	Frances Hooper
Houck & Co., Adv.	Roanoke, Va.	Shenandoah Life Bldg. 2-3411	Norman Frankel
James Houlihan Inc.	San Francisco	564 Market St. Garfield 2352	James A. Houlihan
E. T. Howard Co. Inc.	New York	40 E. 49th St. Plaza 3-6861	Arthur Lippmann
Howard & Gymer	Cleveland	Caxton Bldg. Cherry 0494	Frederick Gymer
Hower Adv. Agency Co.	Denver	Midland Saving Bldg. Tabor 5221	Fred Foley
Charles W. Hoyt Co. Inc.	New York	551 Fifth Ave. Vanderbilt 3-4690	Everett Hoyt C. B. Donovan
	Hartford, Conn.	650 Main St. 5-6066	Frank A. Whipple
	Boston	216 Tremont St. Liberty 6587	F. P. Walther, Jr.
HSG Adv. Agency Inc.	New York	420 Madison Ave. Wickersham 2-3338	Harry S. Goodman
	Chicago	134 N. LaSalle St. Randolph 5263	H. Knuth
Huber & Creeden	Boston	45 Newbury St. Kenmore 3600-3601	John S. Giffin Elmer J. Huber Leo F. Creeden
Hubbell Adv. Agency Inc.	Cleveland	1227 Prospect Ave. Cherry 0212	Frank Hubbell
Hudson Adv. Co.	New York	75 W. St. Bowling Green 9-8950	Michael Gore
Hughes Adv. Co.	Omaha, Nebr.	Omaha Loan Bldg. Atlantic 0868	.....
Hughes, Wolff & Co. Inc.	Rochester, N. Y.	Taylor Bldg. Stone 2080	F. A. Hughes John P. McCarthy
Humbert & Jones	New York	228 E. 45th St. Vanderbilt 3-1045	K. E. Humbert
Christy Humburg Adv. Agency	St. Louis	904 Pine St. Chestnut 1558	Christy C. Humburg
H. B. Humphrey Co.	Boston	Statler Bldg. Liberty 4714	John C. Strouse
Humphrey, Prentke & Associates Inc.	Cleveland	Engineers Bldg. Cherry 2056	Ralph B. Humphrey
Husband & Thomas Co. Inc.	New York	370 Lexington Ave. Caledonia 5-8297	Theodore R. Harris
Hutchins Adv. Co. Inc.	Rochester, N. Y.	42 East Ave. Main 3528	Frank I. Hutchins
	Toronto, Ont.	330 Bay St. Waverly 5311	John Bennett
Hutchinson Adv. Co.	Minneapolis	Hodgson Bldg. Atlantic 5238	H. K. Painter
Hyde-Reeves-Hyde	Rensselaer, N. Y.	920 First St. Albany 4-4624	Cameron W. Hyde

## I

Ingalls Adv.	Boston	137 Newbury St. Commonwealth 5767	J. Raymond Minter S. M. Fisher
Wm. A. Ingoldby Co.	Los Angeles	610 S. Broadway Mutual 6254	A. W. Ingoldby
Interstate Adv. Agency Inc.	Cleveland	Marshall Bldg. Main 9444	Goe. A. Kirkendale
B. D. Iola Co. Inc.	New York	551 Fifth Ave. Murray Hill 2-6332	Irving Berk

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- Louise Massey and the Westerners**  
Foremost Western Singing and Instrumental Group
- The O'Neills**  
Sponsored by Ivory Soap
- Pick and Pat**  
Sponsored by Dills Best and Model Tobacco
- Mary Small**  
Radio's Brightest Little Star
- Three X Sisters**  
Radio's Foremost Harmony-Novelly Trio
- Niela Goodelle**  
Radio's Glamorous Singing Star
- Molasses and January**

**WOLF Associates Inc.**  
1270 6th Avenue  
NEW YORK CITY



# DIRECTORY OF ADVERTISING AGENCIES HANDLING RADIO

## I—(Continued)

Agency	City	Address Telephone Number	Executives In Charge of Radio
Izzard Co.	Seattle	606 Union St. Elliot 4884	F. G. Mullins M. McPherson
	Tacoma, Wash.	Rust Bldg. Main 4621	John B. Goff
	Portland, Ore.	Fenton Bldg. Atwater 8897	Harold R. Stone

## J

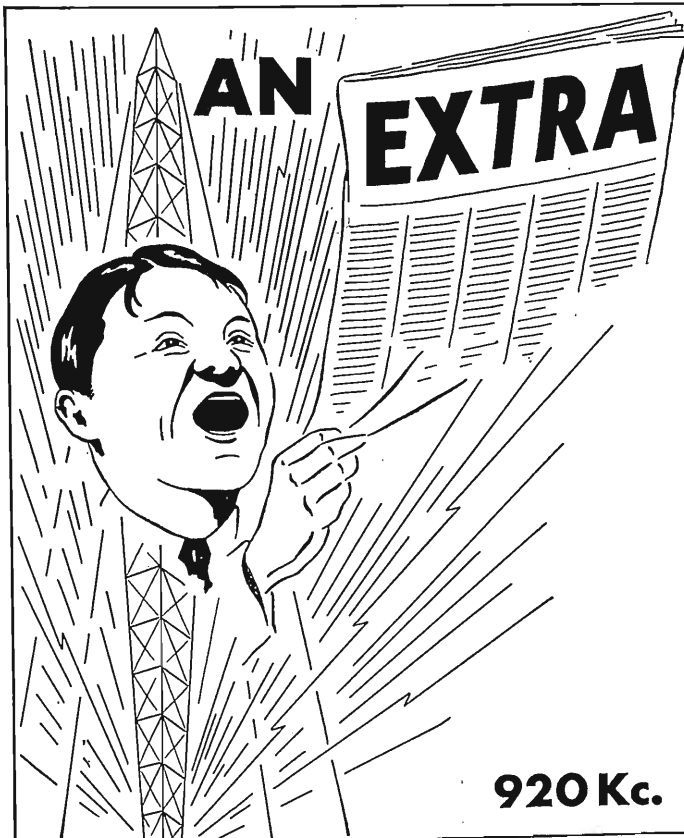
Agency	City	Address Telephone Number	Executives In Charge of Radio
Dillard Jacobs Agency Inc.	Atlanta	Candler Bldg. Walnut 3481	R. S. Peacock
Volney T. James & Associates	Hollywood	1811 N. Whitley St. Hillside 5191	Volney T. James
Janes-Morton Inc.	Los Angeles	1220 Maple Ave. Prospect 1154	Earl De Roy Morton Carl W. Culppepper
William Jenkins Adv.	Philadelphia	220 S. 16th St. Kingsley 2800	William Jenkins
Johnson-Dallis Co.	Atlanta	Glenn Bldg. Walnut 8672	Burton E. Wyatt
Johnson, Read & Co. Inc.	Chicago	222 W. Adams St. Franklin 6086	A. T. Lewis
Johnson Sel Co.	St. Louis	122 S. Eighth St. Central 0816	John Feinstein
	Chicago	2415 N. Seminary Ave. Lincoln 8396	Selvar G. Johnson
Frank B. Johnston Adv. Agency	New York	117 Liberty St. Barclay 7-3337	Frank B. Johnston
Lyle T. Johnston Co.	St. Louis	1706 Olive St. Chestnut 3799	Lyle T. Johnston
Johnston Adv. Agency	San Francisco	625 Market St. Douglas 8288	Jess T. Yeates
Johnston Adv. Co.	Dallas	1901 McKinney Ave. 7-2122	Stanley W. Foran
Dana Jones Co.	Los Angeles	1206 Maple Ave. Prospect 2248	Dana Jones O. V. Johnson

## J—(Continued)

Agency	City	Address Telephone Number	Executives In Charge of Radio
Ralph H. Jones Co.	Cincinnati	Carow Tower Main 3351	C. M. Robertson, Jr. Charles J. Coward
	New York	400 Madison Ave. Plaza 3-0101	.....
Wylie B. Jones Adv. Agency Inc.	Binghamton, N. Y.	Capitol Theatre Bldg. 2-6191	H. W. Helmer C. A. Cleveland
	New York	366 Madison Ave. Murray Hill 2-5767	.....
Jones & Brakeley Inc.	New York	150 Nassau St. Beekman 3-1981	Alex W. Burger
Wm. A. Joplin Adver. Agency	Portland, Ore.	Woodlark Bldg. Atwater 9853	W. A. Joplin
Richard Jorgensen	San Jose, Cal.	74 N. First St. Ballard 662	.....
Joseph Adv. Agency	Cincinnati	1801 Reading Road Parkway 7850	J. M. Joseph Eli Cohan A. A. Hirsch

## K

Agency	City	Address Telephone Number	Executives In Charge of Radio
Kal Adv. Inc.	Washington	Star Bldg. Metropolitan 0863	David B. Stein R. F. Chamberlain I. T. Cohen
John Karch Adv. Agency	New York	280 Broadway Barclay 7-1045	Michael Altomari
H. W. Kastor & Sons Adv. Co.	Chicago	360 N. Michigan Ave. Central 5331	H. H. Hudson
	New York	RCA Bldg. Columbus 5-6135	.....
	St. Louis	Arende Bldg. Main 8656	.....
Joseph Katz Adv. Co.	Baltimore	16 E. Mt. Vernon Pl. Vernon 7094	J. C. Bridgewater O. B. Bond
	New York	247 Park Ave. Wickersham 2-2740	O. B. Bond
Alan M. Kaufman	Washington	Star Bldg. District 7443	James J. McNally Alan M. Kaufman
Henry J. Kaufman Adv.	Washington	Homer Bldg. District 7400	Jeffrey A. Abel Helen Stewart



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**NEWS** OF THE HOUR  
ON THE HOUR  
EVERY HOUR

**920 Kc.**

Studios: Myles Standish Hotel

# DIRECTORY OF ADVERTISING AGENCIES HANDLING RADIO

## K—(Continued)

Agency	City	Address Telephone Number	Executives In Charge of Radio
S. L. Kay Inc.	San Francisco	155 Sansome St. Exbrook 2589	Sidney L. Kay
Tyler Kay Co. Inc.	Buffalo	775 Main St. Lafayette 6111	H. Tyler Kay
Kayton-Spiro Inc.	New York	230 W. 41st St. Pennsylvania 6-8891	Gerald B. Spiro
Raymond Keane Adv. Agency	Denver	Railway Exchange Bldg. Tabor 4967	Raymond Keane Ethel N. Hines Wesley Battersea
Keelor & Stites Co.	Cincinnati	Carew Tower Parkway 1911	Sam Malcolm Levy
M. Keilson Adv. Co.	New York	205 E. 42d St. Murray Hill 4-1360	M. Keilson
Kelly, Nason & Winsten Inc.	New York	30 Rockefeller Plaza Columbus 6-6300	Joseph Burland
	San Francisco	Monadnock Bldg. Garfield 3816	J. Malcolm Dewees
Kelly, Stuhlman & Zahrdt Inc.	St. Louis	Mart Bldg. Garfield 0777	Charles F. Kelly, Jr. Walter W. Zahrdt
Kelso Norman Organization	San Francisco	28 O'Farrell St. Douglas 2848	Louis L. Levy
Kenyon & Eckhardt Inc.	New York	247 Park Ave. Wickersham 2-3920	Tyler Davis
Ketchum, MacLeod & Grove Inc.	Pittsburgh	Koppers Bldg. Atlantic 1100	Emil Hofsoos Ernest T. Giles
Key Adv. Co.	Cincinnati	505 Walnut St. Main 1164	Leonard M. Sive
H. M. Kiesewetter Adv. Agency	New York	9 E. 40th St. Lexington 2-0025	H. M. Kiesewetter A. C. Christensen S. H. Baker
Kimball, Hubbard & Powell Inc.	New York	400 Madison Ave. Wickersham 2-3100	William L. Obrien
Kingshall Adv. Agency, Inc.	Pasadena, Cal.	328 N. Lake Ave. Terrace 6593	Charles E. Sydnor

## K—(Continued)

Agency	City	Address Telephone Number	Executives In Charge of Radio
Albert Kircher Co.	Chicago	111 N. Canal St. Dearborn 8467	Roy E. Dodge
	Philadelphia	12 S. 12th St. Walnut 4341	E. M. Davis
Kirkgasser-Drew Co.	Chicago	400 N. Michigan Ave. Superior 9794	Leslie A. Drew
Kirtland-Engel Co.	Chicago	333 N. Michigan Ave. Franklin 0315	M. M. Mendelsohn G. B. McDermott
Klau-Van Pietersom-Dunlap Associates Inc.	Milwaukee	744 N. Fourth St. Marquette 6780	Lee I. Archer
Philip Klein Inc.	Philadelphia	1420 Walnut St. Kingsley 1420	Jesse J. Kagel
Kleppner Co. Inc.	New York	551 Fifth Ave. Murray Hill 2-6467	Otto Kleppner
Stuart L. Klingensmith & Co.	Los Angeles	810 W. Sixth St. Mutual 8371	.....
Klinger Adv. Agency	New York	119 W. 57th St. Columbus 5-5990	Atwood A. Klinger
Knox Reeves Adv. Inc.	Minneapolis	307 Fourth Ave. S. Bridgeport 4291	B. N. Robinson Lloyd Griffin
Edward D. Kollock	Boston	140 Federal St. Liberty 3649	E. D. Kollock
M. R. Kopmeyer Co.	Louisville	Realty Bldg. Jackson 7729	M. R. Kopmeyer
J. M. Korn & Co. Inc.	Philadelphia	1528 Walnut St. Pennyacker 2500	.....
Kraff Adv. Agency	Minneapolis	807 Marquette Ave. Bridgeport 3166	Norm E. Kraff
Paul D. Kranzberg & Assoc.	St. Louis	Louderman Bldg. Central 1463	Samuel Krupnick Paul D. Kranzberg
Merrill Kremer Inc.	Memphis	Exchange Bldg. 6-4853	Homer D. Gentry Merrill Kremer
Krichbaum Co.	Cleveland	Leader Bldg. Cherry 8070	Norman G. Krich- baum
Arthur Kudner Inc.	New York	630 Fifth Ave. Circle 6-3200	Charles F. Gannon
	Detroit	New Center Bldg. Madison 5315	Robert Copeland
	San Francisco	1601 Van Ness Ave. .....	.....
	Washington	Albee Bldg. National 5506	Frank Getty



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- 78 weeks Denver
- 156 weeks Baltimore
- 65 weeks San Diego
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## L

La Brum Adv. Agency	Philadelphia	2014 Franklin Tr. Bldg. Locust 2162	Thomas J. La Brum
Lake-Spiro-Cohn Inc.	Memphis	Sterick Tower 6-6341	Avron Spiro
Lambert & Feasley Inc.	New York	9 Rocketeller Plaza Columbus 5-3721	Martin Horrell
Lampton, Fox & Co.	South Bend, Ind.	J. M. S. Bldg. 3-2161	C. F. Prell
A. B. Landau Inc.	New York	270 Broadway Rector 2-5341	Herman Younglieb
Landsheft & Warman Inc.	Buffalo	Liberty Bank Bldg. Cleveland 7260	Sterling J. Hiles
Lang, Fisher & Kirk Inc.	Cleveland	1010 Euclid Ave. Main 6579	Alvin B. Fisher
Lanpher & Schonfarber Inc.	Providence, R. I.	58 Weybosset St. Gaspee 4813	Gordon Schonfarber Lawrence Lanpher
Rupert L. Larson Adv.	Los Angeles	407 E. Pico St. Prospect 9013	Rupert L. Larson
Lauesen & Salomon	Chicago	520 N. Michigan Ave. Superior 0738	Wendell Walker F. P. Wagener
Lavenson Bureau	Philadelphia	12 S. 12th St. Lombard 1158	Roland Israel
Lavin Co., Inc.	Boston	Statler Bldg. Liberty 0030	Robert C. Foster
Leche & Leche Adv. Co.	Dallas	Mercantile Bldg. 7-1479	Harry L. DeLashmutt
Wilson H. Lee Adv. Agency	New Haven	246 Meadow St. 8-1181	Wilson H. Lee
	Hartford, Conn.	197 Asylum St. 2-9074	Eugene M. Fleming
	Bridgeport, Conn.	301 John St. 4-2167	L. P. MacAdams

# DIRECTORY OF ADVERTISING AGENCIES HANDLING RADIO

## L—(Continued)

Agency	City	Address Telephone Number	Executives In Charge of Radio
Leeford Adv. Agency Inc.	New York	315 Fourth Ave. Steuyvesant 9-1742	David D. Lee
Al Paul Lefton Co. Inc.	Philadelphia	1617 Pennsylvania Blvd. Rittenhouse 1600	Paul Brown
	New York	521 Fifth Ave. Vanderbilt 3-5067	Thomas A. Ballantyne
	Chicago	435 N. Michigan Ave. Superior 3667	Ray C. Nelson
Hart Lehman Adv.	New York	116 Broad St. Bowling Green 9-9838	.....
Leighton & Nelson	Schenectady	243 State St. 6-4202	George R. Nelson Robt. S. Cragin
Lennen & Mitchell Inc.	New York	17 E. 46th St. Murray Hill 2-9170	Robert W. Orr Mann Holiner Jay Clark
	Hollywood	8954 Sunset Blvd. Crestview 1-4946	Jay Clark
S. R. Leon, Inc.	New York	1776 Broadway Columbus 5-0020	S. R. Leon
H. B. Le Quatte Inc.	New York	200 Madison Ave. Ashland 4-5571	John E. Shepard
Lessing Adv. Co. Inc.	Des Moines	Walnut Bldg. 3-6928	R. J. Flynn D. L. Dungan
Raymond Levy	New York	551 Fifth Ave. Murray Hill 2-7580	Raymond Levy L. J. Alles
Ted Levy Adv. Agency	Denver	Temple Court Bldg. Keystone 0159	Ted Levy
Levy-Myerson Agency	Chicago	330 S. Wells St. Harrison 7588	Irvin P. Myerson
Addison Lewis & Associates	Minneapolis	Foshay Tower Atlantic 6235	.....

## L—(Continued)

Agency	City	Address Telephone Number	Executives In Charge of Radio
Harold F. Lewis Adv. Service	Boston	48 Summer St. Liberty 0448	Harold F. Lewis
Jay Lewis Associates	New York	45 E. 45th St. Murray Hill 2-5347	Jay Lewis Rose Sorens
Lewis Agency Inc.	Washington	Star Bldg. Metropolitan 4638	G. A. Lewis
Elsie Lichtenstul	Pittsburgh	State Theatre Bldg. Grant 3334	Elsie Lichtenstul
Carr Liggett Inc.	Cleveland	Guaranty Title Bldg. Cherry 3434	Rocky Austin
Monte Little Co.	Huntington	First National Arcade 6146	Monte Little Chas. Gressle
Livermore & Knight Agency Inc.	Providence	42 Pine St. Gaspee 6111	Arthur L. Dean
	Boston	131 Clarendon St. Kenmore 4324	I. E. Blaine
Leon Livingston Adv. Agency	San Francisco	Mills Bldg. Sutter 7340	W. C. Day
Lockwood-Shackelford Co.	Los Angeles	122 E. Seventh St. Trinity 9801	Ralph D. Lockwood Norman Boroughs William James
Jesse Loeb, Adv.	Washington	Southern Bldg. National 9009	Jesse Loeb
Lester A. Loeb Adv. Agency	New York	25 W. 45th St. Bryant 9-4440	Lester A. Loeb
Loeb Adv. Agency	Atlanta	Norris Bldg. Main 6935	Mabel H. Loeb V. A. Pairo
Loewy Adv. Agency	New York	5 Beekman St. Corland 7-8685	Henry Loewy
Logan & Stebbins	Los Angeles, Cal.	811 W. 7th St. Trinity 8821	Barton A. Stebbins Arthur W. Gudelman

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# DIRECTORY OF ADVERTISING AGENCIES HANDLING RADIO

## L—(Continued)

Agency	City	Address Telephone Number	Executives In Charge of Radio
W. E. Long Co.	Chicago	156 N. Clark St. Randolph 4606	V. E. Carr
Long Adv. Service	San Jose, Cal.	19 N. Second St. Ballard 5600	Mrs. G. B. Murphy Alvin Long
	San Francisco	Russ Bldg. Douglas 8168	Ray Rogers Hassel W. Smith
Loomis Adv. Co.	Kansas City	Telephone Bldg. Harris 1270	Wesley H. Loomis, Jr.
Loomis & Hall Inc.	Miami	Congress Bldg. 2-7448	D. L. Brown
Lord & Thomas	New York	247 Park Ave. Wickersham 2-6600	Edgar Sisson
	Chicago	919 N. Michigan Ave. Superior 4800	Basil Langhrane Miss Holly Shively
	Los Angeles	6931 Hollywood Blvd. Hollywood 6265	Thomas M. McNulty John W. Runyon
	San Francisco	235 Montgomery St. Sutter 2355	Harold W. David
James R. Lunke & Associates	Chicago	919 N. Michigan Ave. Superior 8941	James R. Lunke
	Seattle	315 Seneca St. Elliott 1492	Gene Baker
Lucerna Co.	New York	17 E. 45th St. Murray Hill 7-7267	Nicholas Goldman
Earl Ludgin Inc.	Chicago	230 N. Michigan Ave. Franklin 1762	Vincent R. Bliss
Lynn-Fieldhouse	Wilkes-Barre, Pa.	15 S. Franklin 2-7182	L. S. Fieldhouse
	New York	75 West St. Bowling Green 9-3588	Phil O'Neill
Lyon Agency	San Francisco	116 New Montgomery Douglas 3546	D. E. Lyon
J. Horace Lytle Co.	Dayton	333 W. First St. Adams 2286	J. E. Romig
	Columbus	79 E. State St. Adams 7461	C. L. Jaycox M. L. Brand

## M

Agency	City	Address Telephone Number	Executives In Charge of Radio
MacDonald-Cook Co.	South Bend, Ind.	Sherland Bldg. 3-3244	Fred Cook
MacDonald-Potter Inc.	Chicago	230 N. Michigan Ave. Randolph 4333	Robert E. Potter
Mace Adv. Agency	Peoria, Ill.	Lehmann Bldg. 7197	M. J. Matusak J. J. Keith
Hays MacFarland & Co.	Chicago	333 N. Michigan Ave. Randolph 9360	Evelyn Stark
Mackay-Spaulding Co. Inc.	New York	420 Lexington Ave. Mohawk 4-1490	Frederick Ehl W. L. Rech
	(Chicago—See Sandmeyer-Mackay-Spaulding Co.)		
MacKenzie, Inc.	Minneapolis	431 Clifton Ave. Kenwood 4511	Eben MacKenzie W. M. Highfield Lowell Swenson
MacManus, John & Adams	Detroit	Fisher Bldg. Trinity 2-8300	C. E. O'Connor
	Los Angeles	Petroleum Securities Bldg.	Jack Hutchinson
	San Francisco	Sutter Bldg. Sutter 3797	R. P. Hurst
MacVeagh & Co. Inc.	New York	630 Fifth Ave. Columbus 5-6378	Charlton MacVeagh
Mac Wilkins & Cole Inc.	Seattle	Lloyd Bldg. Eliot 0855	Wm. Sandiford
Maggart Corp.	Chicago	203 N. Wabash Ave. Central 3861	M. E. Maggart
L. G. Maison & Co.	Chicago	30 W. Washington St. Franklin 7566	L. G. Maison
Malcolm-Howard Adv. Agency	Chicago	20 E. Jackson Blvd. Webster 2110	Arthur M. Holland John L. Sullivan
David Malkiel Adv. Agency	Boston	260 Tremont St. Liberty 1421	Harry Love
T. J. Maloney Inc.	New York	381 Fourth Ave. Murray Hill 4-0766	Mrs. Anne Gibbons
Manternach Inc.	Hartford	170 High St. 2-0193	Arthur H. Patterson
Marschalk & Pratt Inc.	New York	535 Fifth Ave. Vanderbilt 3-1625	Curt Peterson
Terrill Belknap Marsh Associates	New York	480 Lexington Ave. Eldorado 5-4570	T. B. Marsh
Martin Inc.	Detroit	Fox Theatre Bldg. Randolph 6220	F. V. Martin Frank Atherton E. G. Frank
Gustav Marx Adv. Agency Inc.	Milwaukee	125 E. Wells St. Marquette 0726	Gustav Marx
Chas. A. Mason	Detroit	David Stott Bldg. Cherry 1945	Rockwood Bullard C. S. Yarnell
Mason Warner Co. Inc.	Chicago	360 N. Michigan Ave. State 7550	D. D. Warner
J. M. Mathes Inc.	New York	122 W. 42d St. Lexington 2-7450	John Davidson Wilfred S. King
Matteson-Fogarty-Jordan Co.	Chicago	307 N. Michigan Ave. Randolph 7000	C. C. Fogarty Palmer J. Clark
Maxon Inc.	Detroit	2761 E. Jefferson Ave. Fitzroy 5710	P. C. Beatty
	New York	570 Lexington Ave. Eldorado 5-2930	Robert C. Wilson, Jr.
	Cleveland	Nela Park Mulberry 2600	W. Ray Baker
	Chicago	919 N. Michigan Ave. Delaware 3536	L. J. Sholty
Mayers Co. Inc.	Los Angeles	1240 S. Main St. Prospect 0101	Theodore W. Cate
Chas. H. Mayne Co.	Los Angeles	318 W. 9th St. Trinity 5579	N. V. Mayne E. J. Carman
McCann-Erickson Inc.	New York	285 Madison Ave. Lexington 2-1700	Donald S. Shaw Dorothy Barstow Margaret Jessup
	Chicago	910 S. Michigan Ave. Webster 3701	Homer Havermale
	Cleveland	629 Euclid Ave. Cherry 3490	R. M. Alderman
	Denver	Patterson Bldg. Keystone 4297	J. S. Barrows
	Los Angeles	448 S. Hill St. Michigan 4049	A. J. Bruhn
	San Francisco	114 Sansome St. Douglas 5560	Walter Burke H. Q. Hawes

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Chicago

# DIRECTORY OF ADVERTISING AGENCIES HANDLING RADIO

## M—(Continued)

Agency	City	Address Telephone Number	Executives In Charge of Radio
McCarty Co.	Los Angeles	1206 Maple Ave. Prospect 9132	M. L. Gowans H. E. Cassidy
	San Francisco	116 New Montgomery St. Sutter 8224	E. W. Shafer
McCord Co. Inc.	Minneapolis	First National-Soo Line Bldg. Bridgeport 1225	B. Grove
McCormick Co.	Amarillo, Texas	217 E. 7th 5383	John R. Forkner
McDaniel, Fisher & Spelman Inc.	Akron, Ohio	First Central Tower Franklin 7108	A. C. Fisher
McDougall & Weiss	Chicago	410 N. Michigan Ave. Superior 2012	Charles H. McDougall Edward H. Weiss
McGovern-Child Adv. Agency	Chicago	10 S. LaSalle St. Franklin 3322	Dorothy H. Mc- Giveran Janet H. Child
McJunkin Adv. Co.	Chicago	228 N. LaSalle St. State 5060	Frank R. Steel
Homer McKee Inc.	Chicago	400 W. Madison St. Franklin 4243	Homer McKee J. D. Driscoll R. G. McKee
McKee & Albright & Ivey Inc.	Philadelphia	1400 S. Penn Square Locust 4737	.....
	New York	RCA Bldg. Columbus 5-2058	.....
McLain Organization Inc.	Philadelphia	12 S. 12th St. Walnut 1131	Fred C. Selby
Frank A. McMahon	New York	Wellington Hotel Circle 7-5570	Frank A. McMahon
Philip J. Meany Co.	Los Angeles	816 W. Fifth St. Michigan 3601	H. H. Wright
Meek & Wearstler Inc.	Youngstown, O.	20 W. Front St. 3-4311	Albert M. Wearstler Dudley S. Hawkins
Howard Meermans, Inc.	Cleveland	3030 Euclid Ave. Henderson 4220	C. E. Meermans
Meldrum & Fewsmith Inc.	Cleveland	Leader Bldg. Cherry 4505	R. G. Simmons
	Toledo	2325 Madison Ave. Adams 5235	.....
Menken Adv. Inc.	New York	1776 Broadway Circle 7-1186	Anna R. Belman
Merchandising Associates Inc.	South Bend, Ind.	211 Service Court 3-1275	W. Donald Dunkle
Herbert V. Merceready, Adv.	Garwood, N. J.	Dif Bldg. Westfield 2-2500	Herbert V. Merceready
Merrill Adv. Co. Inc.	New York	11 W. 42d St. Pennsylvania 6-6923	.....
	Cincinnati	C. of C. Bldg. Cherry 3006	.....
Metropolitan Adv. Co.	New York	92 Liberty St. Rector 2-0450	Harry D. Adair Larry Reis P. McKenna
Midwest Adv. Agency	Rockford, Ill.	Talcott Bldg. Main 1456	W. A. Pitschke
Allen G. Miller Co.	Grand Rapids	24 Wealthy St. 9-3451	Allen G. Willer
Harry M. Miller Inc.	Cincinnati	Enquirer Bldg. Cherry 1844	.....
John Thomas Miller	New York	71 W. 35th St. Wisconsin 7-3996	George Hecker
M. Glenn Miller	Chicago	8 S. Michigan Ave. Franklin 1310	Marian A. MacKenzie
William J. Miller & Co.	St. Louis	911 Washington St. Central 3010	.....
W. A. Miller Adv. Agency	Oakland, Cal.	1736 Franklin St. Templebar 3983	W. A. Miller John B. Hart Julia M. Menken
Miller Agency Co.	Toledo	2144 Madison Ave. Main 6194	David Heer
Ray Mills Adv. Agency	Lewiston, Me.	14 Lisbon St. 3417	Raymond T. Mills
Milne & Co. Inc.	Seattle	Exchange Bldg. Main 2136	R. P. Milne Jas. K. Hoffernan
Dan B. Miner Co.	Los Angeles	1151 S. Broadway Chamber of Com- merce Bldg. Richmond 3101	Clyde P. Scott Fred Meyer John Guedel
Mitchell Adv. Agency Inc.	Minneapolis	Essex Bldg. Main 5387	J. H. Mitchell

## M—(Continued)

Agency	City	Address Telephone Number	Executives In Charge of Radio
Mitchell-Faust Adv. Co.	Chicago	230 N. Michigan Ave. State 6610	Paul Holman Faust C. J. Turner Dorothy L. Parsons
Mithoff & White	El Paso	Marlin Bldg. Main 4500	Gerald F. Perry
Arthur R. Mogge Inc.	Chicago	307 N. Michigan Ave. State 2908	Albert Swanson
	St. Louis	Arcade Bldg. Central 4123	E. E. Kromnacker
Howard H. Monk, Adv.	Rockford, Ill.	Brown Bldg. Main 2020	Howard H. Monk
Montrose-Rosenberg Co.	New York	8 W. 40th St. Bryant 9-8346	J. J. Rosenberg
Ralph Moore Inc.	St. Louis	208 N. Broadway Chestnut 8728	Ralph Moore
Chester C. Moreland Co.	Cincinnati	114 Garfield Place Parkway 1178	Chester C. Moreland
Raymond R. Morgan Co.	Hollywood	6362 Hollywood Blvd. Hempstead 4194	Raymond R. Morgan Richard E. Messer Ernest Hix
	Indianapolis	Security Trust Bldg.	L. W. Holson
R. A. Moritz Co.	Davenport, Ia.	Kahl Bldg. 2-3151	R. A. Moritz
Morris & Davidson Inc.	Chicago	430 N. Michigan Ave. Superior 3933	W. Pinaker H. Kington
Morris-Schenker-Roth Inc.	Chicago	230 N. Michigan Ave. State 4050	Nathan Pearlstein
Morrison Adv. Agency Inc.	Milwaukee	709 N. 11th St. Marquette 5372	E. J. Morrison F. C. Schnake
Morse International Inc.	New York	122 E. 42d St. Lexington 2-6727	J. L. Rawlinson
Moser & Cotins Inc.	Utica, N. Y.	10 Hopper St. 4-6141	.....
	New York	420 Lexington Ave. Mohawk 4-7187	Miss C. V. Welch

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New York                      Chicago                      Hollywood

# DIRECTORY OF ADVERTISING AGENCIES HANDLING RADIO

## M—(Continued)

Agency	City	Address Telephone Number	Executives In Charge of Radio
Moss Adv. Agency	Greensboro, N. C.	808 Summit Ave. 2-0672	Edgar Allen Moss
Moss Associates	New York	110 W. 40th St. Lackawanna 4-3966	Hines Hatchette
Faraon Jay Moss & Associates	Los Angeles	318 W. 9th St. Trinity 5684	Faraon Jay Moss Amos Baron
Moss-Chase Co.	Buffalo	425 Franklin St. Grant 8614	E. J. Felt
Mottram Adv. Co.	Milwaukee	207 E. Michigan St. Daly 5515	Harold M. Mottram
C. Wendel Muench & Co.	Chicago	210 E. Ohio St. Whitehall 7717	George R. Euwema Carl Forsberg
J. P. Muller & Co.	New York	19 W. 44th St. Murray Hill 2-2085	A. H. Lange
C. N. Mullican Co.	Louisville, Ky.	Realty Bldg. Jackson 5884	C. N. Mullican
Mumm, Romer, Robbins & Pearson Inc.	Columbus, O.	33 N. Grant Ave. Main 1385	William Mumm, Jr. L. J. Sullivan
Willard G. Myers	New York	RCA Bldg. Circle 7-5572	Willard G. Myers C. G. Norton

## N

Wesley K. Nash Co.	St. Louis	Mart Bldg. Central 0929	H. W. Smalley
National Adv. Inc.	San Francisco	Phelan Bldg. Exbrook 7321	Mr. Samuel Lewis
Needham, Louis & Brorby Inc.	Chicago	360 N. Michigan Ave. State 5152	Helen Wing Otto R. Stadelman
Neff-Rogow Inc.	New York	30 Rockefeller Plaza Circle 7-4231	Walter J. Neff William Rogow
Neisser-Meyerhoff Inc.	Chicago	400 N. Michigan Ave. Delaware 7850	Walter R. Neisser A. E. Myerhoff
	Milwaukee	759 N. Milwaukee St. Marquette 3144	Fred Hinrichs
	Los Angeles	530 W. Sixth St. Tucker 2607	Richard Kornhauser
Nelson-Gilliam Associates	New York	1650 Broadway Circle 7-2811	M. K. Gilliam Ted Nelson
Nesbitt Service Co.	Cleveland	Hanna Bldg. Cherry 4804	K. A. Nesbitt M. C. Nesbitt
Newell-Emmett Co. Inc.	New York	40 E. 34th St. Ashland 4-4900	William Reydel Newman F. McEvoy
Newhoff-Kaufman Adv. Agency	Baltimore	Calvert Bldg. Plaza 7155	Marx S. Kaufman
David A. Newman Inc.	New York	152 W. 42d St. Wisconsin 7-7216	David A. Newman
N. J. Newman Adv. Agency	Los Angeles	416 W. 8th St. Commercial Exchange Bldg. Trinity 7664	N. J. Newman
Howard W. Newton Co.	Beverly Hills, Cal.	9533 Brighton Way Woodbury 6-2801	Paul Pierce
Niles-Richman Co.	New York	366 Madison Ave. Murray Hill 2-5239	David Niles
Northwest Radio Adv. Co. Inc.	Seattle	American Bank Bldg. Main 9282	Edwin A. Kraft W. L. Paul
Norton Adv. Service	Niagara Falls, N. Y.	615 Orchard Parkway 3508	M. Bradley Norton
Earl C. Noyes Adv. Agency	Rutland, Vt.	129 State St. 56	Al Taylor Lloyd Melvin
Ogden Adv.	Kalamazoo	American Natl. Bank Bldg. 4967	M. Dale Ogden Frank Pero
O'Dea, Sheldon & Canaday Inc.	New York	400 Madison Ave. Plaza 3-1670	J. F. Quick
Ohio Adv. Service	Cleveland	1740 E. 12th St. Prospect 7177	S. L. Abrams Clay Herrick
P. F. O'Keefe Adv. Agency Inc.	Boston	45 Bromfield St. Liberty 1700	W. C. Sampson
Olmsted-Hewitt Inc.	Minneapolis	1200 Second Ave. S. Atlantic 0202	Ward H. Olmsted Gordon Daline
O'Malley Adv. & Selling Co.	Boston	244 Washington St. Capitol 0060	Charles D. O'Malley Louis J. O'Malley
Burton A. Osterhoudt	Albany	State Bank Bldg. 2-3780	B. A. Osterhoudt

## O

## P

Agency	City	Address Telephone Number	Executives In Charge of Radio
Pacific Adv. Staff	Oakland, Cal.	414 13th St. Templebar 2885	R. George Gibbs
Pacific Market Builders	Los Angeles	Perabing Square Bldg. Trinity 4987	Fred G. Swartz Hume Seymour
Packard & Neff	Detroit	2210 Park Ave. Cadillac 9154	M. A. Neff
Paris & Peart	New York	370 Lexington Ave. Caledonia 5-9840	Eugene J. Cogan Frank H. Famentel
Amos Parrish & Co. Inc.	New York	500 Fifth Ave. Pennsylvania 6-6190	Beck Jorden
Tom Jones Parry Inc.	Seattle	Hoge Bldg. Seneca 0989	Tom Jones Parry
Harry J. Patz Co., Adv.	Baltimore	Hearst Tower Bldg. Calvert 3887	Harry J. Patz Theo. J. Patz
W. Montague Pearsall	New York	30 Vesey St. Cortland 7-3700	W. Montague Pearsall
Peck Advertising Agency Inc.	New York	444 Madison Ave. Plaza 3-0900	Arthur Sinsheimer
Pedlar & Ryan Inc.	New York	250 Park Ave. Eldorado 5-7700	Gregory Williamson John Wiggin
Harry G. Penman Adv.	Seattle	2603 Third Ave. Seneca 1345	H. G. Penman
Perrin-Paus Co.	Chicago	8 S. Michigan Ave. Central 7971	D. L. Paus
Perry Adv. Organization	Baltimore	218 Water St. Plaza 5087	A. J. Perry
Pettinella Adv. Co.	New York	1 Union Square Algonquin 4-1165	Fernando Pettinella
Pettingell & Fenton Inc.	New York	630 Fifth Ave. Columbus 5-7947	Louis Loewenstein
Pettinger-LaGrange Inc.	Indianapolis	28 E. Georgia St. Lincoln 3554	C. J. Pettinger H. L. Bird
Stanley Pflaum Associates	Chicago	737 N. Michigan Ave. Delaware 2722	Stanley F. Pflaum W. B. Booth
Phelps-Engel-Phelps Inc.	Chicago	919 N. Michigan Ave. Superior 7656	Ann Lindgren
Harry C. Phibbs Adv. Co.	Chicago	43 E. Ohio St. Superior 9677	T. J. Ditchfield
Edwin M. Phillips & Co.	New York	420 Lexington Ave. Mohawk 4-5590	Edwin M. Phillips
Picard Adv. Inc.	New York	250 W. 57th St. Columbus 5-4121	Richard A. Picard L. G. Sherman
Harold W. Pickering, Adv.	Salt Lake City	12 E. South Temple St. Wasatch 2658	
Pitluk Adv. Co.	San Antonio	Alamo National Bank Bldg. Garfield 7268	Ben Lee
Platt-Forbes Inc.	New York	386 Fourth Ave. Caledonia 5-4440	Rutherford Platt
R. J. Potts & Co.	Kansas City	101 W. 11th St. Victor 4433	J. B. Woodbury R. J. Potts D. B. Mendlin
Potts-Turnbull Co. Inc.	Kansas City	912 Baltimore Ave. Victor 9400	G. F. McGill
Edward M. Power Co., Inc.	Pittsburgh	Oliver Bldg. Atlantic 0827	Edward M. Power, Jr. George E. Eisenhauer
John O. Powers Co.	New York	220 E. 42d St. Vanderbilt 3-9747	Robert W. Powers
Powers-House Co.	Cleveland	Terminal Tower Main 9090	John Anderson, Jr.
Presba, Fellers & Presba, Inc.	Chicago	60 N. Michigan Ave. Central 7683	E. A. Fellers Bert S. Presba Will B. Presba
Frank Presbrey Co.	New York	247 Park Ave. Wickersham 2-8200	Fulton Dent
	Chicago	Merchandise Mart Delaware 4096	Leroy A. Kling
Prins & Keifer	New York	6 E. 45th St. Murray Hill 2-0155	
Pritchard & Thompson Adv. Agency Inc.	New Orleans	Baronne St. Raymond 7516	Robert H. True
Purse Co.	Chatanooga	485 Chestnut St. 7-1264	
John W. Queen	Boston	5 Park Square Hancock 2810	John W. Queen Alice E. Potter
	Portland, Me.	Falmouth Hotel 3-8141	Daniel Hoeg

## Q

# DIRECTORY OF ADVERTISING AGENCIES HANDLING RADIO

## R

Agency	City	Address Telephone Number	Executives In Charge of Radio
Erle Racey Adv. Agency	Dallas	Thomas Bldg. 2-6128	Erle Racey
Radcliffe-Scott & Associates	Little Rock	National Standard Bldg. 2-2539	R. T. Scott
Radio Broadcast Sales Agency	Los Angeles	411 W. Seventh St. Vandike 5509	William Richman
L. W. Ramsey Co.	Davenport, Ia.	Union Bank Bldg. 3-1889	E. G. Naeckel
	Chicago	230 N. Michigan Ave. Franklin 6996	
Fred M. Randall Co.	Detroit	Book Tower Cadillac 4662	George Dow
William H. Rankin Co.	New York	9 Rockefeller Plaza Circle 6-3550	William H. Rankin, Jr.
Ratcliffe Adv. Agency	Dallas	Magnolia Bldg. 2-8035	Morelle K. Ratcliffe
Rawson-Morrill Inc.	Atlanta	Commercial Ex- change Bldg. Walnut 3594	Chas. A. Rawson
L. Raymond Co.	Los Angeles	1151 S. Broadway Prospect 3511	Lawrence Raymond
Charles Dallas Reach Adv.	Newark	58 Park Place Market 3-5100	Chas. Dallas Reach
	Syracuse, N. Y.	Onondago Co. Bank Bldg. 3-3136	
Realservice Inc.	New York	110 W. 34th St. Pennsylvania 6-4411	J. T. Hanft
Redfield-Johnstone Inc.	New York	247 Park Ave. Plaza 3-6120	Norman Livingston
Redmond Co.	Boston	38 Newbury St. Kenmore 8766	C. A. Dana Redmond
Reed Service Inc.	Buffalo	201 White Blvd.	
Edwin I. Reeser	Tulsa, Okla.	127 W. 3rd St. 3-6156	Edwin I. Reeser
Bertram Reibel Adv.	Chicago	823 S. Wabash Ave. State 2125	Bertram Reibel
Reibetanz & Co. Inc.	Baltimore	Keyser Bldg. Calvert 0716	Edgar F. Reibetanz
Reinke-Ellis-Younggreen & Finn Inc.	Chicago	520 N. Michigan Ave. Whitehall 7440	R. B. Williams
Emil Reinhardt Agency	Oakland, Cal.	324 13th Street Templebar 2408	Robert Baungaertner
Reiss Adv. Inc.	New York	Rockefeller Center Columbus 5-4632	C. Motta
Roger B. Relkin Co.	New York	370 Lexington Ave. Ashland 4-3531	Roger B. Relkin
William B. Remington Inc.	Springfield, Mass.	21 Beese Place 2-2135	D. M. Ricks H. F. King
Resnick Adv. Agency	Milwaukee	714 N. Eleventh St. Daly 3670	Max Resnick
Rever Adv. Agency	New York City	1125 Teller Ave. Topping 2-6717	Fay Permy William J. Salva
	Los Angeles	519 N. Alexandria St. .....	Fay Permy
Rufus Rhoades & Co	San Francisco	De Young Bldg. Exbrook 6469	A. W. Scott
Rhoades Waddell Agency	Kansas City	Lathrop Bldg. Victor 5012	
Richardson-Oswald Inc.	Cleveland	NBC Bldg. Cherry 2890	Kenyon Stevenson
Rickard Adv. Agency Inc.	Trenton, N. J.	28 W. State St. 6467	M. E. Rickard
C. E. Ricker Adv. Agency Inc.	Detroit	550 Maccabees Bldg. Temple 1-3636	Kenneth Wright
Ridgway Co.	St. Louis	1901 Locust St. Central 6822	Mrs. M. D. Corbett
Allen Rieselbach Adv. Agency	Milwaukee	828 N. Broadway Marquette 4242	Robert E. Hart
Lee Ringer Adv. Agency	Los Angeles	3923 W. 6th St. Drexel 8131	Lee Ringer Thelma Francis
Ritchie, Colby, Thompson & Co.	Houston	Marine Bank Bldg. Preston 9207	Frank O. Colby
Philip Ritter Co. Inc.	New York	130 W. 42d St. Wisconsin 7-0895	Philip Ritter, Jr.
Osgood Roberts & Associates	Washington	Barr Bldg. Metropolitan 3346	Osgood Roberts
Roberts & MacAvinche	Chicago	30 N. Dearborn St. Randolph 1461	

## R—(Continued)

Agency	City	Address Telephone Number	Executives In Charge of Radio
Roberts & Reimers	New York	551 Fifth Ave. Murry Hill 2-3176	Robert P. Heilmers
Richard T. Robb & Associates	Chicago	28 E. Jackson Blvd. Wabash 8670	R. T. Robb
Fred A. Robbins Inc.	Chicago	360 N. Michigan Ave. State 6273	Ralph N. Cushing Fred N. Robbins
Elwood J. Robinson Adv. Agency	Los Angeles	541 S. Spring Street Mutual 1142	Robert F. Dennis
	San Francisco	660 Market Street Douglas 6407	Carl C. Wakefield
Roche, William & Cunnyngh- am Inc.	Chicago	310 S. Michigan Ave. Harrison 8490	N. J. Cavanagh
	Philadelphia	1500 Chestnut St. Rittenhouse 3750	G. C. Pierce
	Milwaukee	Carpenter Bldg. Marquette 5249	Edwin B. Self
Lincoln Roden Inc.	Philadelphia	Lewis Tower Pennypacker 5971	Lincoln Roden, Jr.
Rogers & Smith Adv. Agency	Chicago	20 N. Wacker Drive Dearborn 0021	Roland R. Blair
	Dallas	Wholesale Merchants Bldg. 7-1477	Connie Joan Connor
Rogers, Gano & Gibbons Inc.	Chicago	Mather Tower Franklin 4883	J. C. Bachrodt
	Tulsa, Okla.	National Bank of Tulsa Bldg. 2-2222	J. Burr Gibbons
Rogers-Gano Adv. Agency of Texas	Houston	Bankers Mort. Bldg. Fairfax 6301	
Rohrbaugh & Gibson	Philadelphia	Lincoln Liberty Bldg. Rittenhouse 0557	C. M. Rohrbaugh
Romer Adv. Service	Washington	Woodward Bldg. District 7161	Frank Romer
Root-Mandabach Adv. Agency	Chicago	646 N. Michigan Ave. Superior 8247	Perrin B. Root

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# DIRECTORY OF ADVERTISING AGENCIES HANDLING RADIO

## R—(Continued)

Agency	City	Address Telephone Number	Executives In Charge of Radio
Wm. Ganson Rose Inc.	Cleveland	9080 Euclid Ave. Henderson 1551	Wm. Ganson Rose
Rose-Martin Inc.	New York	21 W. 46th St. Bryant 9-4621	Alvin H. Kaplan
Arthur Rosenberg Co. Inc.	New York	570 Seventh Ave. Chickering 4-4420	Arthur Rosenberg
Albert M. Ross Inc.	New York	9 Rockefeller Plaza Circle 6-3840	Marion Gunn
Rose-Gould Co.	St. Louis	10th & Olive Sts. Central 1646	Harry Meyer
Charles L. Rumrill & Co. Inc.	Rochester	364 East Ave. Stone 592	Charles L. Rumrill
Will Russell & Co.	San Francisco	100 Sutter St. Garfield 8776	Will Russell
Ruthrauff & Ryan Inc.	New York	405 Lexington Ave. Vanderbilt 3-6400	C. L. Campbell E. B. Ruffner
	Chicago	360 N. Michigan Ave. Randolph 2625	Dale M. Perrill Ros. Metzger
	Detroit	7480 Second Blvd. Madison 1980	.....
	St. Louis	812 Olive St. Main 0123	.....
	Hollywood	1680 N. Vine St. Hillside 7698	.....
	Lakeland, Fla.	Spencer Futch Bldg. 2-4131	.....
Howard J. Ryan & Associates	Seattle	Stuart Bldg. Seneca 2777	Howard J. Ryan
Lewis Edwin Ryan Inc.	Washington	726 Jackson Pl. National 9648	Mahlon A. Glascock
Ryder & Ingram Inc.	Oakland, Cal.	387 17th St. Glencour 4317	Ross H. Ryder Robert L. Ingram
<b>S</b>			
Robert St. Clair Co. Adv.	New York	90 Rockefeller Plaza Circle 7-5052	Austin E. Stutzman Arthur R. Griswold
	Wilkes-Barre, Pa.	2d National Bank Bldg. 4-1178	Hubert F. Johnson
St. Paul Adv. Co.	St. Paul	96 S. Wabasha St. Riverside 1822	B. E. Howard
Richard Salinger Adv.	Boston	99 Chauncy St. Liberty 5382	Richard Salinger
Sandmeyer-Mackay-Spaulding Co.	Chicago	175 N. Michigan Ave. Randolph 7880	R. E. Sandmeyer
(New York—See Mackay-Spaulding Inc.)			
William A. Schautz Adv. Agency	Scranton, Pa.	C. of C. Bldg. 5174	William A. Schautz Willard Zurflieh
Scheck Adv. Agency, Inc.	Newark	9 Clinton St. Market 2-0480	Julius Scheck Morris Scheck
Scheel Adv. Agency	Cleveland	1740 E. 12th St. Cherry 2644	Fred W. Fry
Hugo Scheibner Inc., Adv.	Los Angeles	219 W. 7th St. Michigan 6636	Hugo Scheibner N. Ackerman
Schillin Advertising Corp.	New York	1270 Sixth Ave. Circle 7-0861	A. Schillin
	Newark, N. J.	744 Broad St. Mitchell 2-0880	W. Wright Beck
Scholts Adv. Service	Los Angeles	1201 W. 4th St. Michigan 2396	T. D. Scholts William G. Scholts
Schwab & Beatty Inc.	New York	386 Fourth Ave. Ashland 4-5496	R. W. Beatty Ralph H. Butler
Schwimmer & Scott	Chicago	75 E. Wacker Drive Dearborn 1816	Walter Schwimmer Robert J. Scott
Scott-Telander Inc.	Milwaukee	312 E. Wisconsin Ave. Daly 1080	Harry H. Scott M. A. Lemkuhl
Edward L. Sedgwick Co.	Peoria, Ill.	Alliance Life Bldg. 6637	Edward L. Sedgwick W. Harper Arlingast
	Chicago	58 E. Washington St. Franklin 0951	W. Howard Schendorf
Russell M. Seeds Co. Inc.	Indianapolis	Lemcke Bldg. Riley 8896	Paul Richey Jack Harding
Theodore H. Segall Adv. Agency	San Francisco	544 Market St. Sutter 6557	Theodore H. Segall
Roscoe W. Segar, Adv.	Portland, Ore.	2125 N. E. 48th Ave. Trinity 3445	Roscoe W. Segar D. D. Segar M. Dasch
Sehl Adv. Agency	Chicago	360 N. Michigan Ave. State 7344	H. W. Sehl

## S—(Continued)

Agency	City	Address Telephone Number	Executives In Charge of Radio
Frederick Seid Adv. Agency	San Francisco	127 Montgomery St. Garfield 0360	Frederick Seid
Selviair Broadcasting System Inc.	Chicago	75 E. Wacker Drive Randolph 8877	Irving Rocklin Arthur A. Kohn Walter Zivi
Shaffer-Brennan Adv. Co.	St. Louis	4 N. 8th St. Main 2579	Sam B. Margulla Ray C. Stricker
J. Albert Shaffer	Washington, D. C.	Evening Star Bldg. National 5252	J. Albert Shaffer
Shappe Adv. Agency	New York	1440 Broadway Bryant 9-3558	Louis Shappe
John B. Shaw	Los Angeles	816 W. Fifth St. Mutual 5161	John B. Shaw
Shaw & Miles Inc.	Los Angeles	309 W. 12th St. Prospect 2193	Ken Miles
Louis E. Shecter, Adv.	Baltimore	Hearst Tower Bldg. Plaza 4089	J. L. Levin L. E. Shecter
J. William Sheets	Seattle	Central Bldg. Main 2442	J. William Sheets
Lisle Sheldon Adv.	Los Angeles, Cal.	Spring Arcade Bldg. Michigan 1357	Lisle Sheldon Richard F. Connor Alice Holsdow
Robert L. Shepherd Adv. Agency	Chicago	230 N. Michigan Ave. State 4430	Robert L. Shepherd
Shepard Adv. Agency	Chicago	360 N. Michigan Ave. Franklin 3781	K. E. Shepard
Franklin P. Shumway Co.	Boston	453 Washington St. Liberty 1559	.....
Sidner & Van Riper Inc.	Indianapolis	Circle Tower Riley 3541	Wm. F. Kegley
Charles Silver & Co.	Chicago	612 N. Michigan Ave. Superior 6625	B. R. Solomon Allan S. Becker
Silver & Douce Co., Inc.	Birmingham	Protective Life Bldg. 3-1191	Harry J. Douce
Silverman Adv. Co.	Chicago	236 N. Clark St. Andover 1144	M. B. Silverman
Simmonds & Simmonds Inc.	Chicago	201 N. Wells St. Central 1166	C. O. Brewer
Simon & Gwynn Inc.	Memphis	Commerce Title Bldg. 5-2404	Milton Simon H. N. Gwynn
Simons-Michelson Co.	Detroit	Washington Blvd. Bldg. Cherry 3000	Ivan Frankel
	New York	225 Fifth Ave. Murray Hill 3-8077	.....
	Chicago	155 N. Clark St. Dearborn 1928	.....
Simpers Co.	New York	444 Madison Ave. Eldorado 5-5040	Florence Dart
Jay H. Skinner Adv. Agency	Houston	Sterling Bldg. Capital 6278	Francis Gilbert
Small & Seiffer Inc.	New York	469 Fifth Ave. Caledonia 5-3490	M. Small
Allen C. Smith Adv. Co.	Kansas City	20 W. Ninth St. Harrison 7438	Allen C. Smith
C. Brewer Smith Adv. Agency	Boston	27 School St. Lafayette 2394	C. Brewer Smith
Sam K. Smith & Associates	Pittsburgh	William Penn Hotel Atlantic 2474	Sam K. Smith
Smith & Drum Inc.	Los Angeles	650 S. Grand Ave. Trinity 3454	A. Carman Smith
	San Francisco	417 Montgomery St. Exbrook 6411	.....
	Seattle, Wash.	1519 Railroad Ave. S. Main 3765	.....
	Portland, Ore.	Woodlark Bldg. Beacon 7101	.....
Smith, Hoffman & Smith Inc.	Pittsburgh	323 Fourth Ave. Atlantic 9813	Lambert Smith
Spangler & Berry	Washington, D. C.	1319 F St. District 3855	Howard W. Berry Ralph F. Spangler Edward J. Major
Sparrow Adv. Agency	Birmingham	Farley Bldg. 3-0257	J. Martin Smith
Spector-Goodman Adv. Agency	Chicago	75 E. Wacker Drive Dearborn 7375	E. J. Goodman I. Weiss L. Spector
Rolf C. Spinning Inc.	Detroit	5057 Woodward Ave. Columbus 0631	R. C. Spinning Paul H. Brunke
Spot Broadcasting Inc.	New York	303 W. 42d St. Circle 6-9375	Miss H. A. Thomas I. H. Iverson



# DIRECTORY OF ADVERTISING AGENCIES HANDLING RADIO

## S—(Continued)

Agency	City	Address Telephone Number	Executives In Charge of Radio
W. E. Sproat & Co.	Chicago	664 N. Michigan Ave. Superior 8441	R. E. Sproat
Staake & Schoonmaker Co.	Kalamazoo, Mich.	American Nat'l Bank Bldg. 3-1403	C. B. Schoonmaker U. H. Moss
Stack-Goble Adv. Agency	Chicago	8 S. Michigan Ave. Randolph 0160	Wynthrop Orr
	New York	400 Madison Ave. Plaza 3-7445	Richard A. Porter
	Detroit	1397 E. Jefferson St. Cherry 5315	Cliff Knoble
Standish Inc.	Providence, R. I.	Union Trust Bldg. Gaspee 4505	Granville S. Standish
Staples & Staples Inc.	Richmond, Va.	10 S. 10th St. 2-0210	Henry L. Staples
Steele Adv. Agency Inc.	Houston	Merchants & Mfrs. Bldg. Preston 9997	H. Wirt Steele
Steller-Millar Agency	Los Angeles	112 W. 9th St. Mutual 4308	Otto A. Steller Helen V. Millar
Lou Sterling & Associates	N. Hollywood, Cal.	12024 Addison St. North Hollywood 2877	Lou Sterling
Sterling Adv. Agency	New York	70 W. 40th St. Longacre 5-4614	Leon A. Friedman
Arthur R. Sternau	Philadelphia	1700 Sansom St. Pennypacker 1450	Arthur R. Sternau
Sternfield-Godley Inc.	New York	280 Broadway Barclay 7-3030	S. I. Godley Philip Schelft
Steerman Adv. Agency	New York	370 Lexington Ave. Caledonia 5-4334	Mrs. L. Steerman
Farron Stevens Adv. Agency	Detroit	Stormfoltz-Loveley Bldg. Madison 0318	Farron Stevens
Fred D. Stevens Adv.	Utica	14 Devereux St. 4-9339	Fred D. Stevens
Jewell F. Stevens Co.	Chicago	19 S. LaSalle St. Central 2202	Wilson Brown
Stevens Inc.	Grand Rapids	Assn. of Commerce Bldg. 9-8175	A. W. Erhardt A. G. Miller
Stevens-Davis Co.	Chicago	1234 Jackson Blvd. Haymarket 7855	C. C. Swearingen Conrad Campbell
Stevens & Wallis Inc.	Salt Lake City	36 Richards St. Wasatch 1636	David W. Evans Harold Farley Mark Hampton
Stewart-Davis Adv. Agency	Chicago	400 N. Michigan Ave. Superior 1612	.....
Stewart, Hanford & Frohman Inc.	Rochester, N. Y.	11 James St. Stone 1453	L. A. Casler Albert T. Stewart
	New York	509 Fifth Ave. Murray Hill 2-4579	O. G. Carpenter
Stewart-Jordan Co.	Philadelphia	Lincoln-Liberty Bldg. Locust 4637	Herman J. Bub
Stewart-Taylor Co.	Duluth, Minn.	326 W. Michigan St. Melrose 114	L. E. Marvin
Stockton-West-Burkhart Inc.	Cincinnati	1st Natl. Bank Bldg. Cherry 3517	W. Z. Purkhart R. S. West
Stockwell & Marcuse	Detroit	National Bank Bldg. Cadillac 4484	William H. Stockwell
Stoddard Sampson Co.	Boston	80 Federal St. Liberty 4848	Arthur W. Sampson
Stodel Adv. Co.	Los Angeles	219 W. 7th St. Trinity 8577	Edward C. Stodel
Stone-Stevens-Howcott-Halsey Inc.	New Orleans	Whitney Bldg. Raymond 0479	.....
Stoneton Adv. Agency	Hallowell, Me.	145 Water St. Augusta 1280	E. M. Everett
Street & Finney Inc.	New York	330 W. 42d St. Bryant 9-2400	J. F. Mayer
Chas. R. Stuart Inc.	San Francisco	625 Market St. Douglas 2438	Charles P. Johnson
	Los Angeles	412 W. Sixth St. Tucker 2822	Charles Levitt
Suedhoff & Co. Inc.	Fort Wayne, Ind.	Citizens Trust Bldg. Anthony 5421	Carl Suedhoff
Charles F. Sullivan & Associates	South Bend, Ind.	La Salle Hotel Bldg. 3-1181	Charles F. Sullivan

## S—(Continued)

Agency	City	Address Telephone Number	Executives In Charge of Radio
G. Lynn Sumner Co. Inc.	New York	285 Madison Ave. Caledonia 5-4103	G. Lynn Sumner E. R. Wood
Swafford & Koehl Inc.	New York	551 Fifth Ave. Murray Hill 2-9550	Charles K. Swafford
Sweeney & James Co.	Cleveland	1501 Euclid Ave. Main 7142	Frank G. James W. B. Watterson
Hilmer V. Swenson Co.	Chicago	1801 W. Bryon St. Buckingham 9601	H. V. Swenson
Syversen-Kelley Inc.	Spokane	Mohawk Bldg. Main 4311	H. A. Brassard

## T

Henry H. Teplitz	Chicago	540 N. Michigan Ave. Delaware 3381	Henry H. Teplitz
J. Walter Thompson Co.	New York	420 Lexington Ave. Mohawk 4-7700	John U. Reber
	Chicago	Wrigley Bldg. Superior 0303	Richard Marvin Gene Fromherz
	San Francisco	Shell Bldg. Garfield 3510	.....
	Hollywood	6331 Hollywood Blvd. Hollywood 5992	Dan Danker
	Los Angeles	5527 Melrose Ave. Hillside 7241	.....
Thompson Adv. Agency	Youngstown	324 W. Federal St. 6-6159	Ray M. Thompson
Thompson-Koch Co.	Cincinnati	32 W. 6th St. Cherry 5221	W. S. Groom
Thornley & Jones Inc.	New York	70 Pine St. Whitehall 4-8900	Wm. A. Anderson Marie Meighan
	Chicago	134 S. LaSalle St. Randolph 2920	Charles J. Keller

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Writer: Ima Phillips
- ★ "ROAD OF LIFE"  
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Writer: Ima Phillips

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# DIRECTORY OF ADVERTISING AGENCIES HANDLING RADIO

## T—(Continued)

Agency	City	Address Telephone Number	Executives In Charge of Radio
J. J. Tissier Adv. Agency	San Francisco	544 Market St. Garfield 8965	Joseph J. Tissier
Norman W. Tolle & Associates	San Diego, Cal.	631 Third Ave. Franklin 6006	Norman W. Tolle
Tomaszke-Elliott Inc.	Oakland	6124 Franklin St. Glencourt 4941	Wallace F. Elliott
Tomowake Adv. Agency	Spokane	Chronicle Bldg. Riverside 1159	J. Walter McLean Wm. T. Ogle Mrs. Elva Tomowaks
Topping & Lloyd Inc.	New York	485 Madison Ave. Wickersham 2-0842	Frank J. Leiss
Arthur Towell Inc.	Madison, Wis.	Commercial Bank Bldg. Fairchild 682	Raph Timmons
W. I. Tracy Inc.	New York	205 E. 42d St. Murray Hill 4-6406	Wm. Irwin Tracy
Tracy-Locke-Dawson Inc.	Dallas	1921 Elm St. 7-8655	Glenn Addington Raymond P. Locke James J. Jefferies
	New York	22 E. 40th St. Ashland 4-1690	Joe M. Dawson
Turner Adv. Agency	Chicago	520 N. Michigan Ave. Superior 2161	John K. Turner
Trades Adv. Agency	New York	180 Madison Ave. Ashland 4-9136	G. Walter Lindsey
Tuthill Adv. Agency Inc.	New York	1133 Broadway Chelsea 3-4931	L. W. C. Tuthill
O. S. Tyson & Co. Inc.	New York	230 Park Ave. Murray Hill 2-3663	Oscar S. Tyson
	Philadelphia	3701 N. Broad St. Sagamore 6067	C. E. Hayes
<b>U</b>			
R. G. E. Ullman Organization	Philadelphia	1520 Locust St. Pennypacker 4521	Nan M. Collins
Unwin Adv. Agency	Detroit	5144 14th St. Tyler 6-5451	B. V. Unwin

## U—(Continued)

Agency	City	Address Telephone Number	Executives In Charge of Radio
Universal Adv. Agency	Malden, Mass.	32 Union St. Malden 2925	Clarence E. Wotthen
United States Adv. Corp.	Toledo	240 Huron St. Main 8205	Carl U. Fauster Harold V. Barrett
	Chicago	612 N. Michigan Ave. Delaware 4466	J. C. Ewell
<b>V</b>			
Van Auken-Ragland, Inc.	Chicago	20 N. Wacker Drive Franklin 2911	Kenneth L. Van Auke Chestor A. Ragland Leo J. Reynolds B. F. Stevens
Van De Mark Adv. Inc.	Cincinnati	Times Star Tower Parkway 6660	Curtis W. Van DeMark
	Minneapolis	Lumber Exchange Bldg. Main 7471	Claude Efnor
	Chicago	Mather Tower Central 2865	Claude Efnor
Vanden Co.	Chicago	612 N. Michigan Ave. Superior 9608	G. W. Vanden
Vanderbie & Rubens Inc.	Chicago	540 N. Michigan Ave. Superior 8436	H. S. Vanderbie Walter L. Rubens
Van Hecker-MacLeod Inc.	Chicago	75 E. Wacker Drive State 5615	Wm. R. Rosencren W. C. Johnson
Van Sant, Dugdale & Co. Inc.	Baltimore	Court Square Bldg. Plaza 5280	.....
Clyde Varney Adv. Agency	Detroit	40 W. Milwaukee Madison 0112	Clyde Varney
Addison Vars Inc.	Buffalo	Vars Bldg. Cleveland 2351	Henry W. Comstock W. B. Tanner G. P. Swift
Chas. E. Vautrain Associates Inc.	Holyoke, Mass.	560 Dwight St. 2-3884	Chas. E. Vautrain
Vox Co. of Adv. Inc.	New York	19 W. 44th St. Vanderbilt 3-1354	A. Holtzman Henry Brenner

## W

Wade Adv. Agency	Chicago	208 W. Washington St. State 7369	W. A. Wade E. N. Nelson
Wadsworth & Walker Inc.	New York	369 Lexington Ave. Caledonia 5-6100	Ralph K. Wadsworth Robert M. S. Walker
Waetjen Agency	New York	10 E. 43d St. Murray Hill 6-1984	Mrs. J. Waetjen
Hugo Wagenseil & Associates	Dayton	Third National Bldg. Hemlock 1151	Ralf Kitcher Hugo Wagenseil Frederic Harwood
I. J. Wagner Agency	Chicago	612 N. Michigan Ave. Delaware 6031	I. J. Wagner
L. H. Waldron Adv. Agency	New York	19 W. 44th St. Vanderbilt 3-8342	L. H. Waldron
Ivar F. Wallin Jr. & Staff	Los Angeles	3806 Beverly Blvd Federal 6530	I. F. Wallin, Jr.
Wales Adv. Co. Inc.	New York	230 Park Ave. Vanderbilt 3-4000	James A. Wales
Walker & Downing	Pittsburgh	Oliver Bldg. Randolph 7393	William W. Rose
Walter Adv. Agency	Los Angeles	313 S. Central Ave. Mutual 1720	Richard C. Walter
Wank & Wank	San Francisco	580 Market St. Garfield 2921	.....
Wardle Co.	Detroit	Stevenson Bldg. Madison 7392	F. M. Wardle
W. S. Warner Co.	San Francisco	369 Pine St. Exbrook 3050	A. T. Clifton, Jr.
Watts, Payne Adv. Inc.	Tulsa, Okla.	205 S. Cheyenne Ave. 3-8108	Oscar Payne Don Watts
Waxelbaum Jewish Adv. Service	New York	110 W. 40th St. Pennsylvania 6-0043	B. Waxelbaum
Luther Weaver & Associates	St. Paul	Globe Bldg. Cedar 3777	Luther Weaver Evelyn M. Peterson
Frank D. Webb Adv. Co.	Baltimore	10 W. Read St. Vernon 5671	Mary Jane Durnham
John P. Weidenhamer & Associates	Harrisburg	26 N. 18th St. 4-1808	John P. Weidenhamer
Sidney H. Weiler Adv. Agency	Philadelphia	1420 Chestnut St. Rittenhouse 8674	Sam Taubman Mabel Peoples
Armand S. Weill Co. Inc.	Buffalo	Franklin St. Washington 6250	Robert K. Weill

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# DIRECTORY OF ADVERTISING AGENCIES HANDLING RADIO

## W—(Continued)

Agency	City	Address Telephone Number	Executives In Charge of Radio
Milton Weinberg Adv. Co.	Los Angeles	325 W. 8th St. Trinity 6878	Bernard Weinberg
Weller Service Inc.	Seattle	Vance Bldg. Seneca 0433	E. R. Weller
	Portland, Ore.	Pacific Bldg. Beacon 5151	Elwood Enke
Jack Wemple, Adv.	Green Bay, Wis.	310 Pine St. Howard 1498	Jack C. Wemple
Wendt Adv. Agency	Toledo	Spitzer Bldg. Adams 4713	H. F. Wendt
Edward L. Wertheim	New York	151 W. 40th St. Wisconsin 7-5978	E. L. Wertheim E. T. Wertheim
L. D. Wertheimer Co. Adv. Inc.	New York	230 Park Ave. Murray Hill 2-6860	Mark Mitchell
	Chicago	230 N. Michigan Ave. Franklin 8833	George Enzinger
Wesley Associates	New York	347 Madison Ave. Vanderbilt 3-7077	H. Weiner
Wessel Co.	Chicago	468 E. 30th St. Victory 1300	Stanley L. Wessel T. T. Weldon
Westamerica Co.	Los Angeles	412 W. Sixth St. Vandike 9772	George W. S. Reed
West & Associates Inc.	Glendale, Cal.	102 N. Brand Blvd. Omaha 3-4832	John R. West
Westco Adv. Agency	San Francisco	625 Market St. Sutter 6744	E. E. Sylvestre
Western Adv. Agency Inc.	Racine, Wis.	214 Fifth St. Jackson 974	T. J. Brokaw
	Chicago	85 E. Wacker Drive Central 7565	H. A. Hutchins
Louis E. Westheimer & Co.	St. Louis	317 N. 11th St. Garfield 1515	Louis E. Westheimer
Weston-Barnett Inc.	Waterloo, Ia.	Arts & Crafts Bldg. 766	Wells H. Barnett Phillips Taylor
	Chicago	520 N. Michigan Ave. Whitehall 7725	A. C. Barnett
Frank E. Whalen Adv. Co.	Kansas City	21 W. 10th St. Victor 7200	James Reese Frank E. Whalen
Norman H. White, Jr., Inc.	New York	151 E. 46th St. Plaza 3-8518	Norman H. White, Jr. William Elliott, Jr.
Edmund S. Whitten Inc.	Boston	216 Tremont St. Liberty 1861	E. S. Whitten W. S. Clapp
Mac Wilkins & Cole Inc.	Seattle, Wash.	Lloyd Bldg. Elliott 0855	Wm. Sandiford
Howard E. Williams Adv.	San Francisco	485 California St. Douglas 2990	Howard E. Williams Joseph Sill, Jr.
Otis Carl Williams Inc.	Worcester, Mass.	201 Commercial St. 3-4789	Otis Carl Williams
Wilson & Haight, Inc.	Hartford, Conn.	410 Asylum St. 2-3209	Howard C. Wilson Jesse J. Haight
C. C. Winingham Inc.	Detroit	General Motors Bldg. Madison 8970	C. C. Winingham Geo. B. Sherman
N. A. Winter Adv. Agency	Des Moines	Capitol Theatre Bldg. 4-0601	N. A. Winter
J. H. Withington Co.	Los Angeles	Architects Bldg. Michigan 9437	J. H. Withington
Ed. Wolf & Associates	Rochester	Taylor Bldg. Stone 191	Ed. Wolf John Larmer
Jefferson Kaye Wood, Adv.	Los Angeles	Foreman Bldg. Michigan 9856	Jefferson K. Wood Stuart Buchanan J. J. Bickely
Wood, Brown & Wood Inc.	Boston	209 Washington St. Hancock 1530	William E. Torrey Allen H. Wood, Jr. Arthut A. Sisson
Woodman-Stewart Co.	Chicago	520 N. Michigan Ave. Superior 6183	J. L. Stewart
Woolley & Hunter Inc.	Denver	Steel Bldg. Keystone 8194	Cloyd F. Woolley E. M. Hunter
World Wide Adv. Corp.	New York	11 W. 42d St. Longacre 5-4500	Emil M. Scholz Bryce Oliver
Wortman, Barton & Co. Inc.	New York	381 Fourth Ave. Murray Hill 4-2757	E. B. M. Wortman
Frank Wright & Associates	San Francisco	Rialto Bldg. Douglas 8487	Frank Wright Pearl Randolph
W. L. Wright Co.	Rochester	82 St. Paul St. Main 6452	W. L. Wright
Wyatt, Aniol & Auld, Adv.	San Antonio	Smith Young Tower Fannin 9418	Claude B. Aniol
C. Ellsworth Wylie Co.	Los Angeles	Beaux Arts Bldg. Drexel 3239	C. Ellsworth Wylie

## Y

Agency	City	Address Telephone Number	Executives In Charge of Radio
Fred D. Yates, Adv.	New York	150 Nassau St. Beckman 3-3548	M. Reimer
Yeomans & Foote Adv. Agency	San Francisco	1200 Van Ness Ave. Ordway 4494	Lewis H. Yeomans
John Yonker	Syracuse	316 S. Warren St. 2-6534	John Yonker
Charles E. Yost Adv. Agency	Pittsburgh	Oliver Bldg. Atlantic 6846	L. H. Neiplin
J. O. Young Adv.	Kansas City	1207 Grand Harrison 6772	J. O. Young W. H. Webb
	Chicago	Merchandise Mart Superior 1884	L. H. Seurlock, Jr.
Young & Rubicam Inc.	New York	285 Madison Ave. Ashland 4-8400	Donald Stauffer Wm. R. Stuhler Carlos Franco
	Chicago	333 N. Michigan Ave. Central 3144	G. D. Schneider
	Hollywood	6253 Hollywood Blvd. Hollywood 2734	T. F. Harrington Fred Wile
	Detroit	7430 Second Blvd. Trinity 2-1810	.....
Yount Co.	Erie, Pa.	12 E. 10th St. 22-816	M. A. Yount

## Z

Edward W. Zabel Co.	Chicago	230 E. Ohio St. Superior 3574	Edward W. Zabel
Alfred P. Zabin Adv. Agency	New York	56 W. 46th St. Murray Hill 2-6797	Alfred P. Zabin
Zinn & Meyer Inc.	New York	1819 Broadway Columbus 5-4466	Richard A. Zinn
Zimmer-Keller Inc.	Detroit	2210 Park Ave. Cadillac 9151	W. F. Zimmer
Frederick W. Ziv Inc.	Cincinnati	2436 Reading Road University 6124	John L. Sinn

IN WESTERN NEBRASKA

# KGNF

IS FIRST

- IN SHOWMANSHIP
- IN LISTENER POPULARITY
- IN CLEAREST SIGNAL
- IN CONSTANT ADVERTISING GAINS

# KGNF

*"WESTERN NEBRASKA'S  
DEPENDABLE DAYTIME STATION"*

**GREAT PLAINS BROADCASTING CO.  
NORTH PLATTE, NEBR.**

# Directory of Major Canadian Advertising Agencies and Radio Executives

Agency	City	Address Telephone Number	Executives In Charge of Radio	Agency	City	Address Telephone Number	Executives In Charge of Radio
Ardiel Adv. Agency Ltd.	Toronto 2, Ont.	187 Wellington St. W. Adelaide 4994	Clark Wright	Cockfield-Brown & Co. Ltd.	Montreal, Que.	Canada Cement Bldg. Harbour 4171	H. R. Conway
	Oakville, Ont.	..... 1016	W. A. Chant		Toronto 2, Ont.	Metropolitan Bldg. Elgin 9201	C. W. McQuillin
N. W. Ayer & Son of Canada Ltd.	Toronto, Ont.	Victory Bldg. Adelaide 6156	John F. Graydon		Vancouver, B. C.	Royal Bank Bldg. Trinity 2588	Colin Harris
	Montreal, Que.	Sun Life Bldg. Plateau 6886	J. F. Graydon		London, W.C.2, England	Brettenham House, Lancaster Place	Eric Choyce
Baker Adv. Agency Ltd.	Toronto, Ont.	199 Bay St. Adelaide 2171	W. Nicholas		Winnipeg, Man.	Electric Railway Chambers 97-068	H. Lavender
Benison Adv. Agency	Montreal, Que.	Canada Cement Bldg. Plateau 6686	Lionel Benison	Consolidated Adv. Service Ltd.	Toronto 2, Ont.	71 Richmond St. W. 6218	Mrs. E. MacDonald
	Vancouver, B. C.	317 Royal Bank Bldg. Trinity 306	V. Irons		Montreal, Que.	376 Craig St. W. Harbour 1245	C. S. Richardson
	Toronto 2, Ont.	Imperial Bank Bldg. Adelaide 2301	E. V. Hammond	Dairy Products Advertising	Toronto, Ont.	331 Bay Street Adelaide 2955	Miss Florence Fowler
Benwell Atkins Ltd.	Vancouver, B. C.	413 Grantville St. Seymour 2861	.....	A. J. Denne & Co. Ltd.	Toronto 2, Ont.	80 King St. W. Elgin 3444	Miss F. M. Wright
Duncan S. Blaikie Adv. Agency Ltd.	Montreal, Que.	1411 Crescent Marquette 9356	A. M. Blaikie	Desbarats Adv. Agency Ltd.	Montreal, Que.	1184 St. Catherine St. W. Plateau 5025	.....
Broadcast Advertising Service	Toronto, Ont.	204 Richmond St. W. Elgin 6088	J. J. Murray	Ellis Adv. Co.	Toronto 2, Ont.	465 Bay St. Adelaide 6101	J. W. Culliner A. A. Muter
Broadcast Programs Corp	Calgary, Alb.	2nd Ave. at 6th St. W. M 7373	.....	Ferres Adv. Service	Hamilton, Ont.	Pigott Bldg. 7-1884	.....
Canadian Adv. Agency Ltd.	Montreal, Que.	1050 Beaver Hall Hill Plateau 8046	L. E. Schofield	Financial Adv. Co. of Canada Ltd.	Montreal, Que.	651 Craig St. W. Lancaster 2139	Sam Ghent
	Toronto 2, Ont.	85 Richmond St. W. Waverley 3261	L. D. Jamieson		Toronto 2, Ont.	226 Bay St. Elgin 7204	Hal Watson
	Paris, France	13 de Marivaux St. .....	.....	James Fisher Co. Ltd.	Toronto, Ont.	204 Richmond St. W. Adelaide 4426	W. R. Johnston
Canadian Broadcasting Co.	Montreal, Que.	1231 St. Catherine St. W. Harbour 8875	.....		Montreal, Que.	Confederation Bldg. Lancaster 1205	H. V. Petersen
Clark Adv. Service	Victoria, B. C.	Pemberton Bldg. Empire 9613	.....	Fletcher & Ellis Ltd.	Toronto, Ont.	C. P. R. Bldg. Adelaide 3951	R. W. Ashcroft

## U. S. REPRESENTATIVE ★

# First

Effectively delivers the advertiser's message to more consumers per dollar than any other medium available in Canada's wealthiest yet most difficult market. Owned and operated by the Canadian MARCONI Company, leaders in the field of radio communication, CFCF impresses the finest Canadian and NBC programs upon a strong, clearcut signal overriding the obstacle of poor reception in the great Montreal trading area.

IN CANADA'S  
RICHEST  
MARKET  
**CFCF**  
600 KC  
and  
SHORT WAVE  
**CFCX**  
6005 KC  
**MONTREAL**

CANADIAN MARCONI COMPANY  
MARCONI BUILDING, MONTREAL

NBC Affiliate

WEED & COMPANY

J. J. Gibbons Ltd.	Toronto 2, Ont.	159 Bay St. Elgin 2111	Miss Betty Mc- Cracken
	Montreal, Que.	Dominion Square Bldg. Harbour 6207	H. M. Reid
	Vancouver, B. C.	Province Bldg. Seymour 6324	Leander Manley
	Calgary, Alb.	Lancaster Bldg. M-5437	R. G. Smith
	Regina, Sask.	Leader-Post Bldg. 6-141	E. G. Macpherson
	Edmonton, Alb.	301 Northern Invest- ment Bldg.	J. H. Fulton
	London, Eng.	22 Old Queen St., Westminster	Lt.-Col. H. A. Moore
	Winnipeg, Man.	Scott Bldg. 97-373	G. Hunter
Grow & Pitcher Agencies	Calgary, Alb.	127 Seventh Ave. E. M 5204	N. H. Pitcher
	Toronto, Ont.	100 Adelaide St. W. Waverley 2036	D. S. Grow
F. H. Hayhurst Co. Ltd.	Toronto, Ont.	38 King St. W. Adelaide 7418	W. P. Hayhurst
	Montreal, Que.	1184 St. Catherine St. W. Belair 3988	E. A. Goodeve
L. J. Heagerty & Assoc. Ltd.	Toronto 2, Ont.	Sterling Tower Adelaide 0866	L. J. Heagerty
C. A. Allen Heeney Ltd.	Vancouver, B. C.	Province Bldg. Seymour 1788	.....
Roy A. Hunter	Vancouver, B. C.	325 Howe St. Trinity 4503	.....
J. E. Huot Publicite En- registre	Montreal, Que.	34 Rue Notre-Dame E. Lancaster 0581	.....
Hutchins Adv. Co. of Canada Ltd.	Toronto, Ont.	330 Bay St. Waverley 5811	John Bennett
Industrial Adv. Agency, Ltd.	Toronto, Ont.	59 Spadina Ave. Waverley 4555	G. M. Smith
Russell T. Kelley Ltd.	Hamilton, Ont.	150 Main St. E. 2-1155	R. T. Kelley
	Vancouver, B. C.	431 Granville St. Trinity 3855	.....

# MAJOR CANADIAN ADVERTISING AGENCIES AND RADIO EXECUTIVES

Agency	City	Address Telephone Number	Executives In Charge of Radio
Clark E. Locke Ltd.	Toronto	Harbour Commission Bldg. Elgin 6271	Crawford U. Hall
Lord & Thomas of Canada, Ltd.	Toronto 2, Ont.	67 Yonge St. Waverley 1151	W. M. Mills
	Montreal, Que.	Dominion Square Bldg. Plateau 7924	C. D. Dennis
Harold C. Lowrey	Toronto 2, Ont.	36 Toronto St. Waverley 4050	Harold C. Lowrey
McConnell, Baxter & Eastman, Ltd.	London, Ont.	Huron & Erie Bldg. Metcalf 544	T. H. Yull
	Toronto 2, Ont.	254 Bay St. Adelaide 7004	E. Gould
	Montreal, Que.	1010 St. Catherine St. W. Plateau 1146	W. D. Moffatt
	Vancouver	789 West Pender Seymour 1788	C. A. Allen Heeny
A. McKimm Ltd.	Winnipeg, Man.	Confederation Life Bldg. 95-757	D. C. Coutts
	London, S.W.1, England	2, 3, & 4 Cockspur St.	Viggo Kihl
	Montreal, Que.	Confederation Bldg. Lancaster 5192	E. W. Brodie
	Toronto, Ont.	320 Bay St. Elgin 6351	Don Henshaw
MacLaren Adv. Co. Ltd.	London, W.C.2, England	376 Strand	D. E. Longmore
	Winnipeg, Man.	Royal Bank Bldg. 97-627	R. F. Griffiths
	Vancouver, B. C.	Province Bldg. Seymour 3435	F. S. Auger
	Halifax, N. S.	Dennis Bldg. B-6917	W. J. McKay
	Toronto 2, Ont.	372 Bay St. Elgin 0321	C. M. Pasmore
Metropolitan Broadcasting Service Ltd.	Vancouver, B. C.	Province Bldg.	G. W. Stevens
	Winnipeg, Man.	Curry Bldg.	Walter Henderson
	Calgary, Alb.	Union Bldg. M 4560	Martin H. MacKay
	Montreal, Que.	Dominion Square Bldg. Plateau 9556	Walter P. Downs
Norris-Patterson Ltd.	Toronto, Ont.	210 Dundas St. W. Adelaide 0393	Ken Sobie
Margaret Pennell	Toronto, Ont.	105 Bond St. Elgin 8461	A. Jarvis
	Montreal, Que.	University Tower Bldg. Harbour 3256	C. W. Davis
	Ottawa, Ont.	Journal Bldg. Queen 1095	M. Graham
	Edmonton, Alb.	Richardson Bldg. 25326	E. H. Stutchbury
Thornton Purkis	Saint John, N. B.	Bank of Montreal Bldg. 3-3478	P. N. Woodley
	Vancouver, B. C.	Province Bldg. Trinity 931	R. A. Diespecker W. D. M. Patterson
	Winnipeg, Man.	Curry Bldg. 93-833	H. C. Skinner
Edward W. Reynolds & Co. Ltd.	Toronto 2, Ont.	Harbour Commission Bldg. Elgin 2079	Miss Margaret Pennell
Ronalds Adv. Agency Ltd.	Toronto 2, Ont.	Northern Ontario Bldg. Adelaide 6221	T. Purkis
	Montreal, Que.	231 St. James St. W. Harbour 6988	W. T. Purkis
R. C. Smith & Son Ltd.	Toronto 2, Ont.	Yardley House Waverley 6157	J. M. Bowman
Stevenson & Scott Ltd.	Montreal, Que.	Keefe Bldg. Plateau 4803	E. M. Putnum
	Toronto, Ont.	New Wellington Bldg. Adelaide 0237	R. J. Avery
Stewart-McIntosh Ltd.	Toronto 2, Ont.	80 King St. W. Elgin 9396	G. A. Phare
Stewart-McIntosh Ltd.	Montreal, Que.	University Tower Harbour 4131	F. E. Scott
	Vancouver, B. C.	Province Bldg. Trinity 5437	.....

Agency	City	Address Telephone Number	Executives In Charge of Radio
Tandy Adv. Agency Ltd.	Toronto 2, Ont.	204 Richmond St. W. Adelaide 6362	J. P. Hamilton
Taylor Adv. Agencies	Calgary, Alb.	306 Maclean Bk. M 9085-6	.....
J. Walter Thompson Co. Ltd.	Montreal, Que.	Dominion Square Bldg. Marquette 7794	W. Telford
United Radio Service of America Regd.	Toronto 2, Ont.	80 Richmond St. W. Waverley 2645	A. F. Head
	Montreal	1434 St. Catherine Plateau 1788	R. Vineberg S. Vineberg
Vickers & Benson Ltd.	Montreal, Que.	Keefe Bldg. Plateau 6551	H. G. Gonthier
	Toronto, Ont.	Reford Bldg. Waverly 1603	D. F. Benson
Wallace Adv. Ltd.	Halifax, N. S.	Roy Bldg. B 7557	F. R. Wallace
Walsh Adv. Co. Ltd.	Windsor, Ont.	Guaranty Trust Bldg. 3-2416	W. A. McGuire
	Toronto 2, Ont.	80 Richmond St. W. Adelaide 3055	R. E. S. Green
Whitehall Broadcasting Ltd.	Montreal, Que.	Dominion Square Bldg. Lancaster 6500	W. Vic George
Young & Rubicam Ltd.	Montreal, Que.	702 University Tower Plateau 4691	L. Arbutnot
	Toronto 2, Ont.	80 King St. W. Elgin 0397	C. F. Goodman

**Western CANADA'S  
Crack Radio Stations**

CKY Winnipeg  
CKX Brandon  
CKCK Regina  
CJOC Lethbridge  
CFAC Calgary  
CJCA Edmonton  
CJAT Trail, B.C.

WEED & CO.  
U.S.A.

Canadian Representatives  
**ALL-CANADA  
RADIO FACILITIES  
LIMITED**  
MONTREAL TORONTO  
WINNIPEG CALGARY  
VANCOUVER

Covering 20.2% of Canada's radio families, these seven western Canadian stations are located in an area where radio means more than possibly anywhere else on the North American continent . . . an area where the number of radio receivers EXCEEDS THE TOTAL CIRCULATION OF ALL DAILY NEWSPAPERS!  
In western Canada they DEPEND on local radio . . . they're listening to radio out there . . . and the stations they prefer are listed above.

# Directory of BROADCASTING EQUIPMENT MANUFACTURERS

NAME OF COMPANY	CITY	ADDRESS	TELEPHONE NO.	MANAGER	PRODUCTS
Acme Electric & Mfg. Co.	Cuba, N. Y. Cleveland, O.	18 Water St. 1440 Hamilton Ave.	Cuba 4 Main 6500	C. H. Bunch J. A. Comstock	Transformers, voltage adjusters
Aerovox Corp.	Brooklyn, N. Y.	70 Washington St.	Cumberland 6-0110	S. I. Cole	Condensers, resistors
Allen-Bradley Co.	Milwaukee, Wis.	1326 So. Second St.	Mitchell 5151	F. F. Loock	Fixed and adjustable resistors, adjustable carbon rheostats, attenuators, L, T and H pads, overload relays
Allied Phonograph & Record Mfg. Co.	Hollywood, Cal.	1041 N. Las Palmas Ave.	Hollywood 5107	Louis I. Goldberg	Recording blanks, reproducing units
Allied Radio Corp.	Chicago, Ill.	833 W. Jackson Blvd.	Haymarket 6800	A. D. Davis	Recorders, discs, needles, turntables, microphones, stands, cables, accessories, transmitting tubes, speech input equipment, amplifiers, radio parts for transmitters and monitors
Allied Recording Products Co.	New York City	126 W. 46th St.	Bryant 9-1435	I. H. Goldman	Recording machines, recording blanks
American Bridge Co.	Pittsburgh	Frick Bldg.	Atlantic 4300	A. Wagner	Radio towers
American Microphone Co.	Los Angeles, Cal.	1916 So. Western Ave.	Parkway 0778	F. A. Yarbrough	Carbon, crystal, dynamic and condenser microphones, microphone repairs, microphone stands and accessories
American Piezo Supply Co.	Kansas City, Mo.	3921 Agnes Ave.	Wbansh 0495	Howard F. Hill	Crystals, crystal holders, temperature control ovens
American Transformer Co.	Newark, N. J.	178 Emmet St.	Bigelow 3-4444	Thos. M. Hunter	Transformers, rectifiers, reactors, voltage regulators
Amperex Electronic Products Inc.	Brooklyn, N. Y.	79 Washington St.	Cumberland 6-4480	S. Norris	Air cooled and water cooled transmitting tubes, mercury vapor and high voltage rectifiers
Amperite Company	New York City	561 Broadway	Canal 6-1446	S. Rutenburg	Microphones, stands, preamplifiers
Amplifier Co. of America	New York City	37 W. 20th St.	Watkins 9-0954	N. M. Haynes	Modulating amplifiers, pre-amplifiers, mixers, transformers
Amplion Products Corp.	New York City	38 W. 21st St.	Watkins 9-5524	W. L. Wolf	Recording machines, sound equipment, amplifiers
Amplitone Products Co.	New York City	135 Liberty St.	Barclay 7-7084	L. Werner	Sound equipment, recording apparatus
Victor J. Andrew	Chicago, Ill.	7221 S. Francisco Ave.	Prospect 8811	Victor J. Andrew	Coaxial cables, antenna coupling units, phasing equipment for directional systems, phase monitors, lighting filters, remote reading antenna meters, custom built transmitting equipment
Ansley Radio Corp.	New York City	240 W. 23rd St.	Chelsea 3-4980	A. C. Ansley	Portable playback equipment
Armstrong Cork Products Co.	Lancaster, Pa.	.....	Lancaster 5151	H. R. Peck	Linoleum, cork tile, cork walls, interior finishes
Astatic Microphone Laboratory	Youngstown, O.	830 Market St.	3-2115	C. E. Sempie, Jr.	Crystal microphones, pickups
Atlas Resistor Co.	New York City	423 Broome St.	Canal 6-1054	W. A. Merrill	Transmitting bleeders
Audak Co. Inc.	New York City	500 5th Ave.	Lackawanna 4-3723	George V. Sullivan	Transcription turntables, electric pickups, cutting heads
Audio Products Co.	Hollywood, Cal.	1016 N. Sycamore Ave.	Hillside 2605	A. J. Edgcomb	Attenuators, potentiometers, main gain controls, fixed pads, special resistive networks, transmitting variable condensers
John F. Beasley Construction Co.	Muskogee, Okla.	P. O. Box 1547	4762	J. F. Beasley	Antenna installation, foundations, lighting, painting
Bell Sound Systems Inc.	Columbus, O.	61 E. Goodale St.	Main 2436	A. W. Blanchard	Crystal, velocity and dynamic microphones
Bendix Radio Corp.	Baltimore, Md. Chicago, Ill.	920 E. Fort Ave. 60 E. 25th St.	South 1821 Victory 5701	L. A. Hyland W. P. Hilliard	Radio equipment for all aviation uses
Blaw-Knox (Division of Blaw-Knox Co.)	Pittsburgh, Pa. New York Philadelphia Birmingham, Ala. Chicago	..... 342 Madison Ave. Broad St. Station Bldg. E-M Bldg. Peoples Gas Bldg.	Sterling 2700 Vanderbilt 3-3746 Rittenhouse 1681 3-4931 Harrison 7633	R. F. McCloskey T. M. Avery Wendell Simmons W. E. Balliett J. C. McQuide	Vertical Radiators
Biley Electric Co.	Erie, Pa.	Union Station Bldg.	2-3227	G. E. Wright	Quartz crystals, holders, ovens
Bond Electric Corp.	New Haven, Conn.	146 Munson St.	6-0101	J. C. Calhoun	Dry batteries
Boonton Radio Corp.	Boonton, N. J.	P. O. Box 344	Boonton 8-0795	W. D. Loughlin	Beat frequency generators, Q-meters
Bright Star Battery Co.	Clifton, N. J.	200 Crooks Ave.	Lambert 3-3200	I. Koretsky	"A", "B" and "C" dry batteries
Brush Development Co.	Cleveland, O.	3311-25 Perkins Ave.	Endicott 3315	W. R. Burwell	Microphones, vibration pickups
Bud Radio Inc.	Cleveland, O.	5205 Cedar Ave.	Henderson 7166	Max L. Haas	Racks, panels, microphone stands
Burgess Battery Co.	Freeport, Ill.	Foot of Exchange St.	Main 3300	D. W. Hirtle	Dry cell batteries
Wm. W. L. Burnett-Radio Laboratory	San Diego, Cal.	4814 Idaho St.	Hilcrest 6350-R	Wm. W. L. Burnett	Piezo electric crystals, frequency monitoring equipment
Canadian Marconi Co.	Montreal, Quebec Toronto, Ontario Halifax, Nova Scotia Vancouver, British Col. St. John's, Newfoundland	211 St. Sacramento St. 92 Adelaide St., West 47 Argyle Street 500 Beatty Street Adelaide & New Gower Sts.	Marquette 7081 Elgin 9275 Bishop 6712 Seymour 8841 .....	M. M. Elliott G. F. Eaton W. F. South L. S. Hawkins J. J. Collins	Broadcast transmitters, frequency monitors, modulation meters, studio amplifiers, auditioning equipment, remote control amplifiers, auto-carrier alarm systems, mobile transmitting apparatus, transmitting and receiving tubes, microphones
Cellutone Record Mfg. Co.	Los Angeles, Cal.	1135 W. 42nd St.	University 2604	Sam W. Hawver	Recording blanks, cutting styli
Celotex Corp.	Chicago, Ill.	919 N. Michigan Ave.	Whitehall 7010	Broi G. Dahlberg	Acoustical products
Centralab	Milwaukee, Wis.	900 E. Keefe Ave.	Edgewood 9200	H. E. Osmun	"H", "T", "L" pad attenuators, "T" pad faders, gain controls, straight faders
Cinaudagraph Corp.	Stamford, Conn.	2 Selick St.	.....	D. P. O'Brien	Microphones, loud speakers
Clarostat Mfg. Co.	Brooklyn, N. Y.	285 No. 6th St.	Evergreen 8-6770	Victor Mucher	Wire wound and carbon potentiometers, attenuators, T and L pads, series mixers, fader controls, resistors

(Continued on page 276)



### *Modern Engineering*

Amperex tubes are not fashioned along design and engineering principles of a previous decade.

Independent research and experiment has resulted in the application of new engineering principles and an advanced concept of vacuum tube mathematics, to the design of the exclusive Amperex types, and to the redesigning of the older models.

The unquestioned leadership of Amperex in the design and production of U.H.F. tubes such as the HF 100, 200, 300, 849H, the popularity of the redesigned older models and the wide acceptance of the newly designed water-cooled line, containing structural and design improvements and refinements which enhance their efficiency and increase their longevity, are mainly due to this modern engineering practice.

**AMPEREX ELECTRONIC PRODUCTS, Inc.**  
79 WASHINGTON STREET  
BROOKLYN, NEW YORK

# DIRECTORY OF BROADCASTING EQUIPMENT MANUFACTURERS

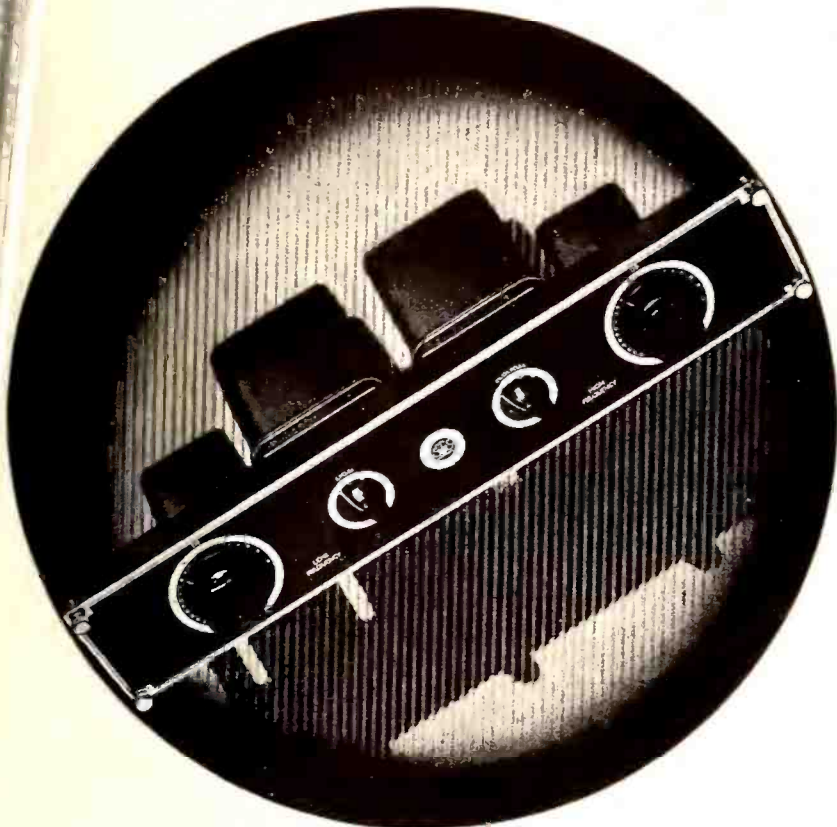
(Continued from Page 274)

NAME OF COMPANY	CITY	ADDRESS	TELEPHONE NO.	MANAGER	PRODUCTS
Clough-Brengle Co.	Chicago, Ill.	2815 W. 19th St.	Lawdale 8121	Kendall Clough	Signal generators, vacuum tube voltmeters, oscillators, audio oscillators, decibel meters
Collins Radio Co.	Cedar Rapids, Iowa New York City Mexico, D. F.	11 W. 42nd St. Edificio La Nacional	8197 Lackawanna 4-0229	Arthur A. Collins W. J. Barkley, W. E. Houk,	Relay broadcast transmitters, broadcast transmitters, H. F. and U. H. F. transmitters, pre-amplifiers, remote pick-up amplifiers (portable), bridging, power, program, recording and monitoring amplifiers, line equalizers, volume indicator panels, power supplies, mixing panels, attenuators, studio control consoles, transmitter control consoles, studio speech input assemblies (rack mounted), transmitter speech input assemblies (rack mounted), special speech equipment.
Commercial Radio Equipment Co.	Kansas City, Mo.	216 E. 74th St.	Jackson 5802	Everett L. Dillard	Crystals, ultra-high frequency equipment
Compo Board Co.	Minneapolis, Minn.	4400 Lyndale Ave., N.	Cherry 2724	A. M. Youngren	Studio construction material
Conquest Alliance Co., Inc.	New York City	515 Madison Ave.	Plaza 3-5650	C. H. Venner	Portable playback units with microphone attachments, portable combination radio and playback units with microphone attachments
F. L. Cook	Los Angeles, Cal.	606 Parkman Ave.	Fitzroy 9833	F. L. Cook	Acetate and flexible recording discs, cutting compound, cutting needles, recording supplies
Cornell-Dubilier Corp.	South Plainfield, N. J.	1000 S. Hamilton Blvd.	Plainfield 6-9000	O. Blake	Paper, mica, oil, wet and dry electrolytic condensers
Corning Glass Works	Corning, N. Y.	.....	Corning 372	A. H. Houghton	Insulators
Henry L. Crowley Co.	W. Orange, N. J.	1 Central Ave.	Orange 3-8602	Henry L. Crowley	Resistors, insulators, condensers
Curtis Condenser Corp.	Cleveland, O.	3088 W. 106th St.	Clearwater 1257	J. T. Curtis	Electrolytic condensers
The Daven Co.	Newark, N. J.	158 Summit St.	Market 2-2468	Lewis Newman	Attenuators, rheostats, potentiometers, faders, volume indicators, power level indicators, decade resistance units, wire wound resistors, output meters, attenuation boxes, decade resistance boxes, test equipment logarithmic resistor, power supply, ratio arm box, decade voltage divider, output power meters, fixed pads, rotary contact switches
Tobe Deutschman Corp.	Canton, Mass.	.....	Canton 0650	Tobe C. Deutschmann	Condensers, condenser testing equipment, automatic audio frequency recorder, filterettes
Doolittle & Falknor, Inc.	Chicago, Ill.	7421 S. Loomis Blvd.	Stewart 2809	E. M. Doolittle	Broadcast, relay, police, ultra-high frequency transmitters, concentric transmission lines, antenna coupling units, frequency monitors, tower lighting chokes, remote meter filters
Allen B. DuMont Laboratories	Upper Montclair, N. J.	532 Valley Road	Montclair 2-2176	Allen B. DuMont	Cathode ray tubes, oscillographs and accessory apparatus
Eastern Mike-Stand Co.	Brooklyn, N. Y.	56 Christopher Ave.	Dickens 2-3538	Samuel Sherman	Microphone stands
Eisler Engineering Co.	Newark, N. J.	750 S. 18th St.	Bigelow 3-5310	Charles Eisler	Electronic equipment, tubes
Eithel-McCullough, Inc.	San Bruno, Cal.	798 San Mateo Ave.	San Bruno 117	W. W. Eitel J. A. McCullough	Transmitting tubes
Electrical Research Products, Inc.	New York City Atlanta, Ga. Boston, Mass. Chicago, Ill. Cincinnati, O. Dallas, Texas Kansas City, Mo. Philadelphia, Pa. Washington, D. C.	195 Broadway 87 Walton St. 20 Providence St. 624 S. Michigan Ave. 617 Vine St. 2011-A Jackson St. 1717 Wyandotte St. 219 North Broad St. 1485 G St., N.W.	Courtlandt 7-1707 Jackson 4000 Hubbard 4710 Wabash 6644 Parkway 6720 Dallas 7-1361 Harrison 7390 Locust 7110 Metropolitan 0784	F. C. Bisbee A. Fiore A. F. Lyman W. W. Simons F. W. Johnson O. Hunt J. A. Cameron E. O. Wilschke D. L. Turner	Turntable reproducing systems
Electronic Equipment Corp.	Philadelphia, Pa.	1200 E. Mermaid Ave.	Chestnut Hill 5700	John F. Maxwell	Farnsworth television broadcast equipment
Electro-Voice Mfg. Co., Inc.	South Bend, Ind.	324 E. Colfax Ave.	3-7764	A. R. Kahn	Microphones and stands
Emar Instrument Corp.	New York City	29 W. 57th St.	Plaza 3-3015	M. P. Frutchey, Jr.	Recording heads, transcription equipment, equalizers
Epiphone, Inc.	New York City	142 W. 14th St.	Chelsea 2-4408	H. Sunshine	Microphones, resonoscopes
Evanston Sound-Proof Door Co.	Evanston, Ill.	1500 Lincoln St.	Greenleaf 1975	Irving Hamlin	Sound-proof doors
Fairchild Aerial Camera Corp.	Jamaica, L. I., N. Y.	88-06 Van Wyck Blvd.	Jamaica 6-3800	R. H. Lasche	Sound recording and reproducing equipment
Federal Telegraph Co.	Newark, N. J.	200 Mt. Pleasant Ave.	Humboldt 2-7000	St. G. Lafitte	Transmitting tubes, mercury vapor rectifier tubes, power rectifying tubes
Ferranti Electric, Inc.	New York City	30 Rockefeller Plaza	Circle 7-0912	W. R. Spittal	Audio transformers, power transformers, aero type transformers, chokes, modulation units
Gates Radio & Supply Co.	Quincy, Ill. Hollywood St. Louis	5824 Hollywood Blvd. 1915 Washington Ave.	Main 735 ..... .....	P. S. Gates Norman D. Neely F. J. Bullivant	Speech input equipment and accessories, remote control equipment, transcription equipment, power supply, microphones, auditioning equipment
General Communication Products, Inc.	Hollywood, Cal.	Lexington and Vine	Granite 6181	W. E. Brainard	Transmitters, transmitting equipment, recording equipment, wax, acetate, film
General Electric Co.	Schenectady, N. Y.	1 River Road	Schenectady 4-2211	G. W. H. Nyan	Police transmitters and tubes, transmitting capacitors
General Engineers	Drexel Hill, Pa.	2241 Garrett Road	Clearbrook 878	A. S. Burke	Remote amplifiers, speech input equipment, transmitters, custom built equipment
General Radio Co.	Cambridge, Mass. New York City	15 Windsor St. 90 West St.	Trowbridge 4400 Cortland 7-0850	C. T. Burke Myron T. Smith	Frequency and modulation monitors, distortion and noise meters, wave analyzers, power-level indicators, transformers, volume controls, oscillators, filters, attenuator, laboratory and test equipment
Gould Storage Battery Corp.	Depew, N. Y.	35 Neoga St.	Jefferson 7907	J. L. Rupp	Standby control batteries, portable batteries, steel racks, copper oxide rectifiers

(Continued on page 278)



# HITS OF THE YEAR



Appearance of 3A, 3D, 3R, 4B equalizers

## UTC EQUALIZERS

### UTC MODEL 3 A

The UTC 3A equalizer is an ideal universal equalizer for broadcast and recording service. It combines tap switches and pad controls permitting accurately controlled equalization up to 25 DB at both low and high frequencies. This unit will equalize telephone lines, pickups, cutting heads, sound on film, and other applications of similar nature. Net price to broadcast stations.....

**\$85**

### MODEL 3 D UNIVERSAL ATTENUATOR

The UTC model 3D attenuator is similar to the 3A equalizer, but is designed to ATTENUATE the low or high frequencies. The low frequency control consists of a switch for adjusting the point at which cutoff starts to 100, 175 or 250 cycles, and a calibrated pad control to adjust the slope of the attenuation curve. The high frequency portion is tapped at 4000, 6000, 8000 and 10000 cycles with a similar attenuation control. This type of equalizer finds many applications in recording, dialogue equalization, and P.A.—theatre applications.

Net price to broadcast stations.....

**\$75**

### UTC MODEL 3 R

The UTC Model 3R equalizer combines the high frequency equalizer sections of the 3A unit and the low frequency attenuator section of the 3D unit into one equalizer ideal for disc recording. The low end can be attenuated to the exact degree to prevent overrunning the track and still obtain the best low frequency response possible. The high frequency equalizer compensates for the loss of highs normally encountered in the mechanical part of disc or film recording and also increases the ratio of signal to noise at the scratch frequencies. Net to broadcast stations.....

**\$75**

### MODEL 4 B SOUND EFFECTS FILTER

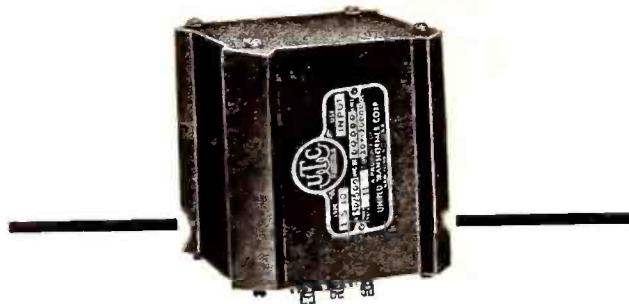
The UTC model 4B filter is an improved design based on the sound effects filter developed by UTC for the Columbia Broadcasting System. The low pass control has cutoff frequencies of 500, 1000, 2000, and 3000 cycles and incorporates a pad control to govern the rapidity of attenuation. The high pass section has a switch for cutoff frequencies of 500, 1000, 2000 and 4000 cycles, with a calibrated attenuator. Net price to broadcast stations.....

**\$70**



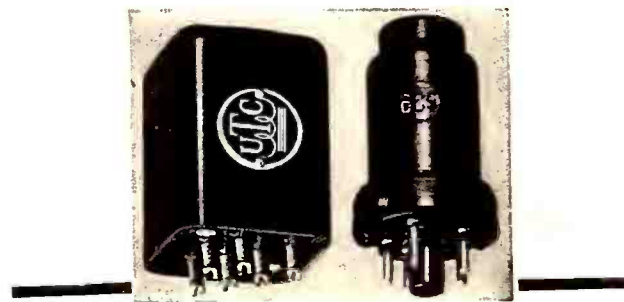
**HAVE YOU A COPY?**

If not . . . WRITE for the NEW UTC BROADCAST BULLETIN, describing transformer, equalizer and amplifier components for every broadcast and recording application.



### LINEAR STANDARD TRANSFORMERS

UTC linear standard transformers are available in sizes from minus 130 DB operating level to 50 kw. All standard units are guaranteed to be  $\pm 1$  DB from 30 to 20000 cycles. The UTC LS-10x input transformer illustrated above incorporates trialloy magnetic filtering, which, combined with the UTC hum balanced coil structure, assures lowest hum pickup ever attained in an input transformer.



### ULTRA COMPACT HIGH FIDELITY AUDIO UNITS

The UTC ultra compact audio units are extremely small and weigh only 5/2 ounces. The fidelity, however, is excellent, the frequency response being uniform  $\pm 2$  DB from 30 to 20000 cycles. These units are ideal for remote pickup equipment and similar applications where both weight and size are paramount factors.

# UNITED TRANSFORMER CORP.

72 SPRING STREET

NEW YORK, N. Y.

EXPORT DIVISION : 100 VARICK STREET NEW YORK, N. Y. CABLES : "ARLAB"

# DIRECTORY OF BROADCASTING EQUIPMENT MANUFACTURERS

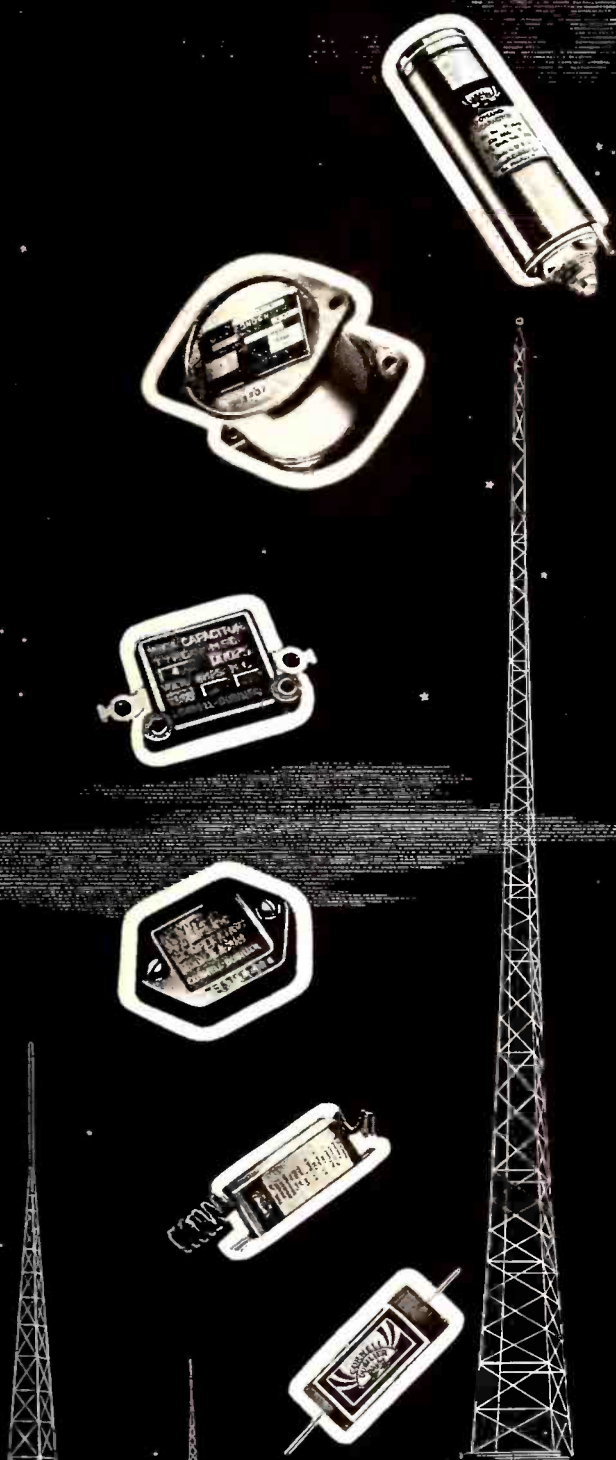
(Continued from Page 276)

NAME OF COMPANY	CITY	ADDRESS	TELEPHONE NO.	MANAGER	PRODUCTS
Graybar Electric Co., Inc.	New York City	420 Lexington Ave.	Mohawk 4-4000	A. J. Eaves G. L. Donnett	Transmitters, vertical radiators, speech input equipment, microphones, tubes, frequency monitors, amplifiers, rectifiers, meters, resistances, transformer motor generators, and associated apparatus; police radio equipment
	New York City	180 Varick St.	Walker 5-8000	F. J. Stahl J. W. LaMarque	
	Boston	287 Columbus Ave.	Kenmore 4567	J. P. Lynch	
	Philadelphia	910 Cherry St.	Walnut 5405	W. W. Ponsford A. S. Wise	
	Richmond	6th & Cary Sts.	2-2833	L. E. Walker F. L. Allman	
	Atlanta	167-173 Walton St., N.W.	Jackson 2261	J. P. Sponseller	
	Cleveland	1010 Rockwell Ave.	Cherry 1360	L. B. Hathaway	
	Pittsburgh	37 Water St.	Court 4000	W. A. Wayman	
	Detroit	55 W. Canfield Ave.	Columbia 5600	K.S. Deichman	
	Cincinnati	310 Elm St.	Main 0600	D. B. McKey R. E. Moore	
Chicago	500 S. Clinton St.	Webster 2800	H. S. Taylor		
	413-17 S. 4th St.	Main 1188	G. E. Brown		
	1220 Spruce St.	Main 1610	W. E. Henges		
	1644 Baltimore Ave.	2-4101	R. G. McCurdy J. A. Costelow		
Dallas	Austin & Wood Sts.	2-6454	Vernon R. Young Cecil Ross		
San Francisco	9th & Howard Sts.	Hemlock 3121	W. H. Johnson		
Los Angeles	201 Santa Fe Ave.	Trinity 3321	J. H. Ganzenhuber		
Seattle	King & Occidental Sts.	Main 4635	C. A. Marten		
Hammarlund Mfg. Co., Inc.	New York City	424 W. 33rd St.	Lackawanna 4-3023	L. A. Hammarlund	Variable condensers, trimming and padding condensers, plug-in coils, coil forms, sockets, transformers, chokes, professional receivers, laboratory equipment
Hardwick, Hindle, Inc.	Newark, N. J.	40 Hermon St.	Market 2-8200	A. H. Hardwick	Fixed and adjustable resistors, power rheostats
D. H. Harrell	Chicago	7731 Essex Ave.	.....	D. H. Harrell	Tubular vertical radiators
Hartenstine-Zane Co., Inc.	New York City	225 Broadway	Barclay 7-8390	Charles J. Hartenstine	Radiator installation, including counterpoise, ground systems, piers, painting and lighting, inspection, servicing
Heintz & Kaufman, Ltd.	So. San Francisco, Cal.	P. O. Box 69	So. San Francisco 1515	R. C. Shermund	Transmitting tubes, compressed nitrogen condensers, concentric transmission line and accessories
Hipower Crystal Co.	Chicago, Ill.	2035 Charleston St.	Armitage 0654	F. Lazarick	Quartz crystals & holders
Hoke Vertical Radiator Co.	Petersburg, Va.	.....	.....	John J. Hoke	Vertical radiators
Hollister Crystal Co.	Wichita, Kansas	c/o KANS, Hotel Lassen	5-2464	Herb Hollister	Crystals and mountings
Holloway Co.	New York City	72 Spring St.	Canal 6-1552	Jack Holloway	Playbacks, 16 inch turntables, sound equipment
Ideal Commutator Dresser Co.	Sycamore, Ill.	.....	Syaamore 77	B. E. Holuh	Blowers, portable vacuum cleaners, motor maintenance products, commutator maintenance equipment, wire connectors, fuse clamps and pullers, fuse reducers
Insulite Co	Minneapolis, Minn.	Builders Exchange Bldg.	Atlantic 4551	E. W. Morrill	Acoustical material, tile, building board
International Resistance Co.	Philadelphia, Pa.	401 N. Broad St.	Walnut 2166	Dan Fairbanks	Insulated resistors, power wire wound resistors, precision resistors, volume controls
Isolantite, Inc.	New York City	233 Broadway	Rector 2-9273	H. G. Beebe	Antenna strain insulators, standoff insulators, lead ins., bushings, coil forms, concentric transmission lines and fittings
Insuline Corp. of America	New York City	25 Park Row.	Barclay 7-4460	S. J. Spector	Racks, panels, chokes, coil forms, condensers, couplers, dial plates, shields, dials, plugs and switches
International Derrick and Equipment Co.	Columbus, O.	875 Michigan Ave.	University 2123	Charles E. Schuler	Vertical radiators, antenna systems, ground screens
Charles F. Jacobs	New York City	270 Lafayette St.	Canal 6-0715	Chas. F. Jacobs	Antenna spreaders and adjustable separators
Jefferson Electric Co.	Bellwood, Ill.	.....	Mansfield 7161	J. A. Brennan	Filament-plate transformers, chokes, audio transformers
Johns-Manville Co.	New York City	22 E. 40th St.	Lexington 2-7600	Harold R. Berlin	Acoustical materials, sound isolation construction
E. F. Johnson Co.	Waseca, Minn.	.....	Waseca 432	E. F. Johnson	Antenna coupling units, tower lighting chokes, variable and fixed air capacitors, pressure type, fixed and variable capacitors, inductors, special and custom built transmitters, rectifiers and associated equipment, tube sockets, insulators, flexible couplings, RF filters, RF chokes, phasing networks, concentric transmission lines, ultra-high frequency equipment
J. Nat Johnson	Chicago, Ill.	1048 N. Lorel	Austin 7182	J. Nat Johnson	Tower erector
Kenyon Transformer Co., Inc.	New York City	840 Barry St.	Intervail 9-7000	F. P. L. Kenyon	Audio components, power transformers, chokes
Lapp Insulator Co.	LeRoy, N. Y.	Gilbert St.	LeRoy 385	.....	Tower, mast, footing and guy insulators, pipe mast insulators, vertical radiator insulators, porcelain water coils, pipe entrance insulators, stand-off and transmission line insulators, special radio insulators
Lefebure Corp.	Cedar Rapids, Iowa	3117 First Ave. East	6541	Ralph T. Ackerman	Steel transmitter and relay rack cabinets, control desks, amplifier cabinets, custom built cabinets
Lehigh Structural Steel Co.	New York City	17 Battery Place	Whitehall 4-1424	J. F. Neary	Vertical radiators, radio towers
Lifetime Corp.	Toledo, O.	1010 Madison Ave.	Main 2935	Wm. H. Manoff	Carbon and velocity microphones
John E. Lingo & Son	Camden, N. J.	28th St. and Buren Ave.	Camden 487	A. E. Lingo	Tubular steel vertical radiators (guyed or free-standing); turnstile antennas, sectionalized radiators
Lipman Engineering Co.	Pittsburgh, Pa.	415 Van Braam St.	Atlantic 5454	H. H. Lipman	Custom built amplifiers, transformers
Littelfuse Laboratories	Chicago, Ill.	4238 Lincoln Ave.	Bittersweet 2833	.....	Transmitting fuses, neon testers, instrument fuses, television fuses
Locke Insulator Corp.	Baltimore, Md.	So. Charles & Cromwell	South 2620	F. H. Reagan	Radio insulators
Magnavox Co.	Fort Wayne, Ind.	2181 Beuter Road	Anthony 5474	Richard A. O'Connor	Loud speakers and amplifiers
Masonite Corp.	Chicago, Ill.	111 W. Washington	Franklin 5645	R. G. Wallace	Structural insulation
Miles Reproducer Co.	New York City	812 Broadway	Gramercy 5-9466	J. Burns	Microphones, recording equipment

(Continued on page 282)

# **CORNELL- DUBILIER** *Capacitors*

\* for broadcast transmission \*



**W**hen the layman thinks of radio, he thinks of personalities —famous names. But ask the broadcast engineer, who the **REAL** performers are.

He'll give you great names, but not of entertainers. He'll mention names like Cornell-Dubilier. He'll talk of the solid, in-built dependability of C-D's. And should you ask him, "Why always Cornell-Dubilier condensers?", he'll tell you that in radio there is no substitute for a reputation built on engineering experience.

*When radio men specify C-D's you know they are thinking of the twenty-eight years Cornell-Dubilier has devoted exclusively to the building of condensers and of the world-wide reputation those years have won for the product behind the C-D emblem.*

... take Dykanol Transmitting Capacitors for instance: impregnated and filled with non-inflammable Dykanol, these capacitors are available in a complete capacity range from 600 to 100,000 volts. ... C-D heavy duty mica capacitors are scientifically designed to operate under conditions of full load duty, abnormal temperatures and high voltages. For complete listing of C-D Capacitors, send for catalog No. 150.

**WORLD'S LARGEST & OLDEST EXCLUSIVE MANUFACTURER OF CAPACITORS**  
DYKANOL • PAPER • MICA • WET & DRY ELECTROLYTICS

**CORNELL-DUBILIER**  
**ELECTRIC CORPORATION**



1004 Hamilton Boulevard, South Plainfield, New Jersey



# RCA TRANSMITTING AND SPECIAL PURPOSE TUBES

## SPECIAL PURPOSE TUBES AND ACCESSORIES

### CATHODE-RAY TYPES

Type	List Price	Description	Elec-trodes	Max. Anode No. 2 Volts
903	\$86.00	9 in., Electromagnetic Deflection, High-Vacuum	5	7,000
904	52.50	5 in., Electrostatic-Magnetic Deflection, High-Vacuum	5	4,800
905	45.00	5 in., Electrostatic Deflection, High-Vacuum	4	2,000
906	13.50	3 in., Electrostatic Deflection, High-Vacuum	4	1,200
907	48.75	5 in., Electrostatic Deflection, High-Vacuum, Short-Persistence Screen	4	2,000
908	18.00	3 in., Electrostatic Deflection, High-Vacuum, Short-Persistence Screen	4	1,200
909	49.00	5 in., Electrostatic Deflection, High-Vacuum, Long-Persistence Screen	4	2,000
910	21.25	3 in., Electrostatic Deflection, High-Vacuum, Long-Persistence Screen	4	1,200
911	22.50	3 in., Electrostatic Deflection, High-Vacuum, (Electron gun of low-magnetic material)	4	1,200
912	163.49	5 in., Electrostatic Deflection, High-Vacuum, High-Voltage	5	15,000
913	4.00	1 in., Electrostatic Deflection, High-Vacuum, Low-Voltage	4	500
914 on request		9 in., Electrostatic Deflection, High-Vacuum	5	7,000
1800	60.00	9 in., Kinescope, Electromagnetic Deflection	5	7,000
1801	40.00	5 in., Kinescope, Electromagnetic Deflection	4	3,000

### RECTIFIERS—FOR CATHODE-RAY TUBES

Type	List Price	Description	Elec-trodes	Max. Peak Inverse Volts
878	\$11.00	Half-Wave, High-Vacuum	2	20,000
879	3.00	Half-Wave, High-Vacuum	2	7,500
884	2.00	Gas-Triode for Cathode-Ray Sweep-Circuit Control	3	300
885	2.00	Gas-Triode for Cathode-Ray Sweep-Circuit Control	3	300

### PHOTOTUBES

Type	List Price	Description	Elec-trodes	Max. Anode Volts
868	\$3.70	Gas Phototube	2	90
917	4.75	Vacuum Phototube	2	500
918	4.50	Gas Phototube (High Sensitivity)	2	90
919	4.75	Vacuum Phototube	2	500
920	5.25	Twin Phototube (Gas Type)	2	90
921	2.00	Gas Phototube (Cartridge Type)	2	90
922	2.00	Vacuum Phototube (Cartridge Type)	2	250
923	2.60	Gas Phototube (High Sensitivity)	2	90

### MISCELLANEOUS TYPES

Type	List Price	Description	Elec-trodes	Max. Plate Dissipation Watts
840	\$6.00	R-F Pentode	5	—
864	1.00	Amplifier (Low-Microphonic Design)	3	—
954	5.00	Detector Amplifier Pentode (Acorn Type)	5	—
955	3.00	Amplifier, Detector, Oscillator (Acorn Type)	3	—
956	5.00	Super-Control R-F Amplifier Pentode (Acorn Type)	5	—
991	.90	Voltage Regulator (Glow Discharge)	2	—
1602	2.75	Amplifier Triode (Low-Microphonic Type)	3	15
1603	4.75	Triple-Grid Detector Amplifier (Low-Microphonic Design)	5	—
1608	4.00	R-F Power Amplifier, Oscillator, Class B Modulator	5	20
1609	1.60	Amplifier Pentode (Low-Microphonic Design)	5	—
1610	2.00	Crystal-Oscillator Pentode	5	6
1612	3.25	Pentagrid Amplifier (Low-Microphonic Design)	7	—

### RECTIFIERS

Type	List Price	Description	Elec-trodes	Max. Peak Inverse Volts
217-A	\$20.00	Half-Wave, High-Vacuum	2	3,500
217-C	20.00	Half-Wave, High-Vacuum	2	7,500
836	11.50	Half-Wave, High-Vacuum	2	5,000
857-B	275.00	Half-Wave, Mercury-Vapor (Supersedes Type 857)	2	22,000
866	1.50	Half-Wave, Mercury-Vapor	2	7,500
866-A	4.00	Half-Wave, Mercury-Vapor	2	10,000
869-A	140.00	Half-Wave, Mercury-Vapor	2	20,000
870	1,040.00	Half-Wave, Mercury-Vapor	2	18,000
871	7.50	Half-Wave, Mercury-Vapor	2	5,000
872	14.00	Half-Wave, Mercury-Vapor	2	7,500
872-A	16.50	Half-Wave, Mercury-Vapor	2	10,000



## TRANSMITTING RADIOTRONS

### AIR-COOLED TYPES

Type	List Price	Description	Electrodes	Max. Plate Dissipation Watts
203-A	\$15.00	R-F Power Amplifier, Oscillator, Class B Modulator	3	100
204-A	97.50	Oscillator, R-F Power Amplifier, Class B Modulator	3	250
211	15.00	R-F Power Amplifier, Oscillator, A-F Power Amplifier, Modulator	3	100
800	10.00	R-F Power Amplifier, Oscillator, Class B Modulator	3	35
801	3.45	R-F and A-F Power Amplifier, Oscillator, Modulator	3	20
802	3.50	R-F Power Amplifier Pentode	5	10
803	34.50	R-F Power Amplifier Pentode	5	125
804	15.00	R-F Power Amplifier Pentode	5	40
805	13.50	R-F Power Amplifier, Oscillator, Class B Modulator	3	125
806	22.00	R-F Power Amplifier, Oscillator, Class B Modulator	3	150
807	3.50	Beam Power Amplifier	4	25
808	7.75	R-F Power Amplifier, Oscillator, Class B Modulator	3	50
809	2.50	R-F Power Amplifier, Oscillator, Class B Modulator	3	25
814	17.50	Beam Power Amplifier	4	50
830-B	10.00	Class B Modulator, R-F Power Amplifier, Oscillator	3	60
831	265.00	Oscillator, R-F Power Amplifier	3	400
833	85.00	R-F Power Amplifier, Oscillator	3	300
834	12.50	R-F Power Amplifier, Oscillator	3	50
835	18.50	R-F Power Amplifier, Oscillator, A-F Power Amplifier, Modulator	3	100
837	8.50	R-F Power Amplifier Pentode	5	12
838	16.00	Class B Modulator, R-F Power Amplifier, Oscillator	3	100
841	3.25	R-F Power Amplifier, Oscillator, A-F Voltage Amplifier	3	15
842	3.25	A-F Power Amplifier, Modulator	3	12
843	12.50	Power Amplifier, Oscillator	3	15
844	18.00	Screen-Grid R-F Power Amplifier	4	15
845	15.00	Modulator, A-F Power Amplifier	3	75
849	135.00	Modulator, A-F Power Amplifier, R-F Power Amplifier, Oscillator	3	400
850	37.50	Screen-Grid R-F Power Amplifier	4	100
851	350.00	Modulator, A-F Power Amplifier, R-F Power Amplifier, Oscillator	3	750
852	16.40	Oscillator, R-F Power Amplifier	3	100
860	32.50	Screen-Grid R-F Power Amplifier	4	100
861	295.00	Screen-Grid R-F Power Amplifier	4	400
865	12.75	Screen-Grid R-F Power Amplifier	4	15
891-R	450.00*	R-F Power Amplifier, Oscillator, Modulator (mu=8)	3	5,000
892-R	450.00*	Oscillator, R-F Power Amplifier, Class B Modulator (mu=50)	3	5,000

\*Credit of \$100 allowed for return of radiator and crate in good condition.

### WATER-COOLED TYPES

207	\$350.00	Oscillator, R-F Power Amplifier, Class B Modulator	3	10,000
520-B	210.00	Oscillator, R-F Power Amplifier	3	5,000
846	300.00	Oscillator, R-F Power Amplifier	3	2,500
858	500.00	Oscillator, R-F Power Amplifier	3	20,000
862	1,650.00	Oscillator, R-F Power Amplifier, Class B Modulator	3	100,000
887	200.00	UHF Power Amplifier, Oscillator (mu=10)	3	1,000
888	200.00	UHF Power Amplifier, Oscillator (mu=30)	3	1,000
891	325.00	R-F Power Amplifier, Oscillator, Modulator (Supersedes Type 848)	3	10,000
892	325.00	Oscillator, R-F Power Amplifier, Class B Modulator (Supersedes Type 863)	3	10,000
898	1,650.00	Oscillator, R-F Power Amplifier, Class B Modulator	3	100,000
1652	325.00	Oscillator, R-F Power Amplifier	3	5,000

### TRANSMITTING TUBE ACCESSORIES

#### SOCKETS, END MOUNTINGS AND

#### WATER JACKETS

Type	Description	List Price
UT-102-A	Socket (4803)	\$2.25
UT-103	End Mountings (4833)	12.50
UT-541-A	Socket (50-watt size)	1.75
UR-542-A	Socket (7½-watt size)	1.50
UT-1085-6	End Mountings (for 204-A, 849, 851, etc.)	\$4.65 per pair
UT-1285-A	Water Jacket (for 207, 848, 863, 891, 892)	\$35.00
UT-1289	Water Jacket (for 862-898) (less mounting)	310.00
UT-4289	Mounting Insulator and Clamp (for UT-1285-A)	21.50

#### GASKETS (Lead Rubber)

Type	Description	List Price
PX-1178	(For 207, 848, 863, 1652, 891, 892)	\$0.17 each
PX-1181	(For 862, 898)	.98 each
PX-1281	(For 858)	.80 each

#### MISCELLANEOUS

Hose Nipples—Type PT-4 (Stock No. 16679) (For 207, 848, 863, 1652, 891, 892)	**
M1-7422-A Outside filament connector (for 891, 892)	\$2.95 each
M1-7432 Center filament connector (for 891, 892)	2.30 each
Stock Filament transformer for Scott connection No. 16402 (for 891, 892) (2 required per tube)	**

\*\*Prices on request.

Technical Information Available on Request.



# RADIOTRONS

RCA MANUFACTURING CO., INC., Camden, N. J. • A Service of the Radio Corp. of America

# DIRECTORY OF BROADCASTING EQUIPMENT MANUFACTURERS

(Continued from Page 278)

NAME OF COMPANY	CITY	ADDRESS	TELEPHONE NO.	MANAGER	PRODUCTS
Mirror Record Corp.	New York City	58 W. 25th St.	Chelsea 3-1843	Paul K. Trautwein	Recording equipment, recording blanks, recording needles, playback needles, needle sharpeners
National Battery Co.	St. Paul, Minn.	172 Roblyn Ave.	Nestor 6371	Herbert King	Storage batteries
National Carbon Co., Inc.	New York City	30 E. 42nd St.	Vanderbilt 3-8700	John M. Spangler	A and B batteries, dry cells
Newark Transformer Co.	Newark, N. J.	17 Freylinghuysen Ave.	Bigelow 3-3677	A. R. Morton	Custom built transformers
New Jersey Erectors	Newark, N. J.	346 Broadway	Humbolt 3-9720	Bernard I. Samuels	Radiator erection, foundations, painting, lighting
Northern Electric Co., Ltd.	Montreal, Que. Toronto, Ont. Winnipeg, Man. Vancouver, B. C. Halifax, N. S.	1261 Shearer St. 131 Simcoe St. 65 Rorie St. 150 Robson St. 85 Hollis St.	Wilbank 3181 Adelaide 0651 86-651 Seymour 1511 Bishop 3127	O. R. Harvey W. R. Ostrom W. T. Hunt T. C. Clark F. W. Johnson	Transmitters, speech input equipment, tubes, vertical radiators, World Program Service
Pacent Engineering Corp.	New York City	79 Madison Ave.	Ashland 4-1686	Louis G. Pacent	Amplifiers, pickups, tone compensators
Perrine Quality Products Corp.	Waltham, Mass.	55 Rumford Ave.	Waltham 4020	Lester Perrine	Storage batteries
Precision Piezo Service	Baton Rouge, La.	427 Asia St.	658	C. E. Pearce	Quartz crystals, holders, ovens
Premier Crystal Laboratories, Inc.	New York City	719 Pultizer Bldg.	Beekman 3-2514	Arthur A. Glass	Piezoelectric crystals, frequency control measuring apparatus, crystal control units, holders, reactance meters, temperature ovens, crystal heterodyne frequency meters, precision dials, heater oven type holders
Presto Recording Corp.	New York City	139 W. 19th St.	Chelsea 2-6425	S. S. Sholes	Instantaneous recording equipment, recording discs, cutting and playback needles, cutting heads, microscopes
B. A. Proctor Co., Inc.	New York City	17 W. 60th St.	Circle 7-3774	F. C. W. Thiede	Crystal pickups, transcription equipment, recording equipment, sound effects reproducing equipment
Radio Engineering & Mfg. Co.	Jersey City, N. J.	26 Journal Square	Journal Square 2-2537	Paul A. Girard	Portable field amplifiers, speech input equipment, frequency measuring and control equipment, transmitter parts and accessories
Radio Engineering Labs. Inc.	Long Island City, N. Y.	25-14 41st Ave.	Stillwell 4-3071	Chas. M. Srebroff	Inductances, condensers, power tube sockets, transmitters, dual transcription units, cabinets, station and remote amplifiers.
Radio Receptor Co., Inc.	New York City	251 W. 19th St.	Chelsea 3-1382	Ludwig Arnsen	Transmitters, microphones, remote amplifiers, speech input equipment, antenna coupling units
Radio Specialties Co.	Los Angeles, Cal.	20th & Figueroa Sts.	Prospect 7271	Pat Marinack	Wholesale radio parts and equipment
Radio Television Industries Corp.	Reading, Mass.	2 Linden St.	Reading 0440	L. E. Dickinson	Studio amplifiers, microphones and stands, mixers, transmitters, speech input equipment
Radiotone Inc.	Hollywood, Cal.	6103 Melrose Ave.	Hollywood 3558	W. H. Snow	Recording instruments, playback systems, acetate recording discs
Radio Transceiver Laboratories	Richmond Hill, N. Y.	8627 116th St.	Virginia 7-6428	Frank Jacobs	Portable transmitters and receivers
Rangertone, Inc.	Newark, N. J.	201 Verona Ave.	Humboldt 2-0123	Major R. H. Ranger	Cutting needles for acetate, signature chimes
Ray-O-Vac Co.	Madison, Wis.	.....	Badger 193	L. H. Keller	Radio batteries
Raytheon Mfg. Co.	Waltham, Mass.	190 Willow St.	Waltham 4610	G. E. Bertram	Rectifiers, automatic storage battery charging rectifiers, rectifier and audio magnetic components
RCA Manufacturing Co. (RCA Victor Division)	Camden, N. J. New York, N. Y. Chicago, Ill. San Francisco, Cal. Dallas, Tex. Atlanta, Ga.	Front & Cooper Sts. 1270 Sixth Ave. 589 E. Illinois St. 170 Ninth St. 2211 Commerce St. 492 Peachtree St.	Camden 8000 Columbus 5-6500 Randolph 4626 Underhill 2302 Dallas 7-1371 Walnut 5946	I. R. Baker B. Adler A. R. Hopkins W. H. Beltz W. M. Witty D. A. Reesor	Transmitters, tubes, microphones, speech input equipment and associated apparatus, field intensity meters, frequency monitors, modulation monitors, beat frequency oscillators, cathode ray oscillographs, mica condensers, transcription turntables, laboratory and test equipment
RCA Victor Co., Ltd.	Montreal, Quebec, Can. Vancouver, B. C. Calgary, Alta. Winnipeg, Man. Toronto, Ont. Halifax, N. S.	976 La Casse St. 1206 Homer St. 537 Eighth Ave. 168 Market St. 36 Breadalbane St. 181 Brunswick St.	Wellington 3671 Seymour 8305 M-4476 97-201 Midway 8454 B-6187	F. C. Dixon H. S. Walker F. A. Boyle F. T. Myles E. P. Burns N. J. Sims C. C. Bowers	Transmitters, microphones and stands, microphone plugs, patch cords and accessories, racks, shelves, pre-amplifiers, mixers, jack panels, equalizers, portable broadcast amplifiers and associated equipment, monitor speakers and associated equipment, transcription turntables and associated equipment, test and measuring equipment, tubes
Recoton Corp.	New York	178 Prince St.	Walker 5-6151	F. Behrendt	Recording blanks, sapphire and steel cutting needles, recording motors, transcription needles, automatic needle dispensers
Remler Co. Ltd.	San Francisco, Cal.	19th & Bryant Sts.	Valencia 3435	F. G. Hawkinson	Microphones, amplifiers, speech input and control equipment, transcription reproducing units, turntables, pickups, attenuators
Scientific Radio Service	University Park, Md.	124 Jackson Ave.	Hyattsville 849	H. D. Eisenhauer	Piezo electric crystals and holders
Seairland Products Co.	Chicago, Ill.	20 E. Jackson Blvd.	Wabash 3758	H. L. Lambertson	Dynamic microphones, amplifiers, P.A. systems, microphone stands, cables, connectors
Seattle Radio Supply	Seattle, Wash.	2117 Second Ave.	Seneca 2345	R. C. James, Sr.	Equipment manufacturers representative
Shure Brothers	Chicago, Ill.	225 W. Huron St.	Delaware 8383	S. N. Shure	Microphones and stands, pickups
Hector R. Skifter	St. Paul, Minn.	St. Paul Hotel	Cedar 5511	Hector R. Skifter	Field intensity measuring equipment, audio equipment, transmitting components, special equipment, design and building service
Sound Apparatus Co.	New York City	150 W. 46th St.	Bryant 9-8776	A. W. Niemann	Synchronous recording motors
Speak-O-Phone Recording & Equipment Co.	New York City	23 West 60th St.	Columbus 5-1350	C. A. Austin	Instantaneous recording equipment
Standard Sound Equipment Co.	Berkeley, Cal.	1 Northgate Ave.	Douglas 4553	Franklin Dougherty	Remote pickup installations
Standard Transformer Corp.	Chicago, Ill.	850 Blackhawk St.	Lincoln 5600	J. J. Kahn	Transformers, chokes, speech equipment
Stromberg Carlson Telephone Mfg. Co.	Rochester, N. Y. Kansas City, Mo. Chicago, Ill. San Francisco	100 Carlson Road 2017 Grand Ave. 564 W. Adams St. 1355 Market St.	Culver 260 Harrison 6618 State 4236 Underhill 5888	Wesley Angle Geo. A. Scoville A. J. Roberts H. T. McCall F. K. Cannon	Radio tuners, amplifiers, keys, relays, plugs, jacks, condensers, cables

(Continued on page 284)



**BROADCAST**

**EQUIPMENT**

**COLLINS RADIO COMPANY**

**CEDAR RAPIDS, IOWA**

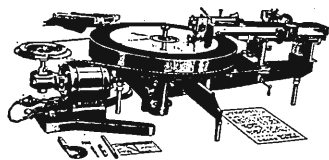
**NEW YORK, N. Y.: 11 WEST 42 STREET**

# DIRECTORY OF BROADCASTING EQUIPMENT MANUFACTURERS

(Continued from page 282)

NAME OF COMPANY	CITY	ADDRESS	TELEPHONE NO.	MANAGER	PRODUCTS
Stuyvesant Electrical Co., Inc.	New York City	140 Washington St.	Cortland 7-4410	H. Guttman	Microphone, microphone equipment, amplifiers (portable and stationary), recording apparatus
Sundt Engineering Co.	Chicago, Ill.	4238 Lincoln Ave.	Bitterweet 2383	E. V. Sundt	Neon tubes, neon pocket testers, tuning wands, neobeam oscilloscope, special amplifiers
Taylor Tubes Inc.	Chicago, Ill.	2341 Wabansia Ave.	Armitage 1730	Frank J. Hajek	Transmitting tubes
Tech Laboratories	Jersey City, N. J.	703 Newark Ave.	Journal Sq. 2-2751	Magnus Bjorndal	Resistance boxes, attenuators, volume controls, potentiometers, vertical mixers, volume indicators, condensers, special bridges, output meters, mixer panels, switching panels, line equalizers, tap switches, anti-capacity switches, non-inductive resistors, gain sets
Thordarson Electric Mfg. Co.	Chicago, Ill.	500 W. Huron St.	Whitehall 6444	C. P. Cushway	Transformers, amplifiers
Timber Engineering Co.	Washington, D. C.	1837 Connecticut Ave. N.W.	Decatur 1052	Harry G. Uhl	Plans, specifications and quantity surveys for wood radio towers, wood tower timber connectors
Transducer Corp.	New York City	30 Rockefeller Plaza	Circle 7-5895	G. M. Giannini	Microphones, inter-communicating systems, co-axial cable
Triplett Electrical Instrument Co.	Bluffton, Ohio	Harmon Drive	323-W Bluffton	R. L. Triplett	Millimeters, ammeters, voltmeters, microammeters, millivoltmeters, thermo ammeters, volt-ohm-milliammeters
Truscon Steel Co.	Youngstown, O.	1315 Albert St.	3-2171	A. C. Wallen	Self supporting radiators, copper ground screen, uniform cross section guyed antennas
Turner Co.	Cedar Rapids, Ia.	909 17th St. N. E.	2-3527	F. W. Clemens	Crystal microphones and stands, cable, pre-amplifiers, speech amplifiers
United Electronics Co.	Newark, N. J.	42 Spring St.	Humbolt 2-0577	R. H. Amberg	Transmitting tubes, mercury rectifiers
United Sound Engineering Co.	St. Paul, Minn.	2233 University Ave.	Nestor 3106	H. M. Richardson	Oscillographs, remote pre-amplifiers, audio oscillators
United States Gypsum Co.	Chicago, Ill.	300 W. Adams St.	State 6100	S. P. Walker	Sound insulative construction
United Transformer Corp.	New York City	72 Spring St.	Canal 6-1080	I. A. Mitchell	Audio, plate and filament transformers, reactors, regulators, voltage controls, amplifiers, rectifiers, high and low pass filters
Universal Battery Co.	Chicago, Ill.	3410 So. La Salle St.	Boulevard 6065	Robert D. Mowry	Storage batteries
Universal Microphone Co., Ltd.	Inglewood, Cal.	424 Warren Lane	Inglewood 2150	J. R. Fouch	Microphones, recording units, record blanks, styli, amplifiers, inter-communicating phone systems
Upco Engineering Laboratories Inc.	New York	254 Canal St.	Canal 6-3835	George Silber	Cutting heads, magnetic pickups.
Utah Radio Products Co.	Chicago, Ill.	812 Orleans St.	Superior 8388	G. Hamilton Beasley	Speakers, transformers, volume and tone controls, jacks, switches, potentiometers, rheostats, plugs
Ward Leonard Electric Co.	Mt. Vernon, N. Y.	31 South St.	Fairbanks 4-1015	Leonard Kebler	Rheostats, relays, resistors, rectifiers, contractors, control panels, voltage regulators
Webster Co.	Chicago, Ill.	5622 Bloomingdale St.	Merrimac 3100	John Erwood	Microphones, amplifiers, turntables
Webster Electric Co.	Racine, Wis.	.....	Jackson 6776	S. A. Loeb	Phonograph pickups, microphones, amplifiers
Western Electric Co. (See Graybar Electric Co.)					
Westinghouse Electric & Mfg. Co.	Chicopee Falls, Mass.	Main Street	Chicopee 600	Walter C. Evans	High voltage rectifiers, high voltage condensers (oil, air, nitrogen); transmitting inductances, tower transformers and reactors, voltage regulators, instruments and meters
Weston Electrical Instrument Corp.	Newark, N. J.	614 Freylinghuysen Ave.	Bigelow 3-4700	H. L. Gerstenberger	Panel, AC and DC ohmmeters, power level indicators, oscillators, vacuum tube voltmeters, capacity meters, volt-ohm milliammeters
Willard Storage Battery Co.	Cleveland, O.	246 E. 131st St.	Glenwill 2600	S. W. Rolph	Storage batteries
Wright's Electrical Instrument Laboratory	Portland, Ore.	Reed College	Sellwood 1234	John Wright	Special indicating instruments, repair and rebuild instruments

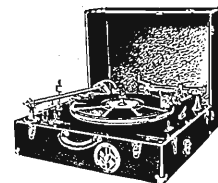
## UNIVERSAL RECORDING MACHINES



Professional Model

Precision machined. Compact and rugged. No waver. Records in either direction at 33 1/3 or 78 RPM . . . 90, 110 or 130 lines per inch . . . 110 v. AC. 100 percent synchronous motor. Solid 16 in. turntable. Constant speed rim belt drive. Reinforced black leatherette carrying case.

UNIVERSAL manufactures a complete line of recording machines for wax or instantaneous recording, including the models shown, a school and college model and other types; blank discs, styli, needles and accessories. Also a complete microphone line including the new dynamic, crystals, carbons, condensers, velocity, ribbon and others as well as stands and accessories. Send for catalog of the recording or the microphone division.



Portable Model

New, improved design. Scientifically correct. Superlative performance. Solid, heavy, dependable. 16 in. distortion-proof turntable. Records at 33 1/3 or 78 RPM . . . 90, 110 or 130 lines per inch. A professional recorder for professional work.

**UNIVERSAL MICROPHONE CO., LTD.**  
424 Warren Lane Inglewood, Calif., U.S.A.



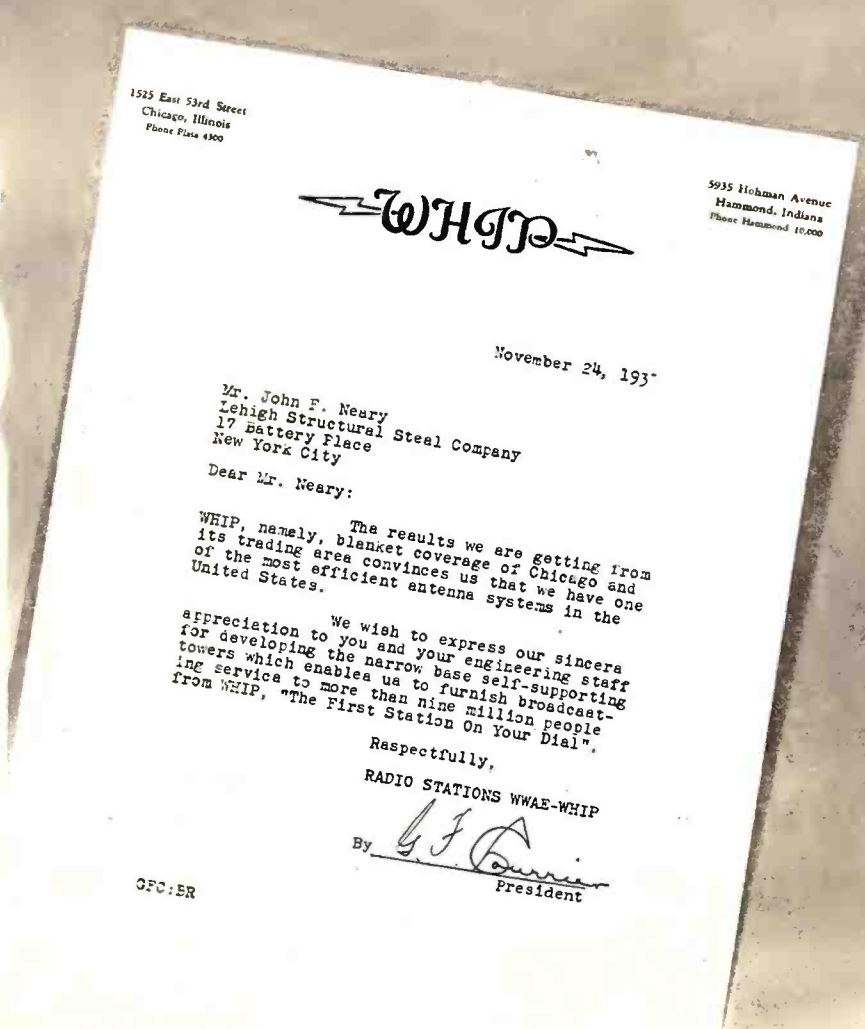
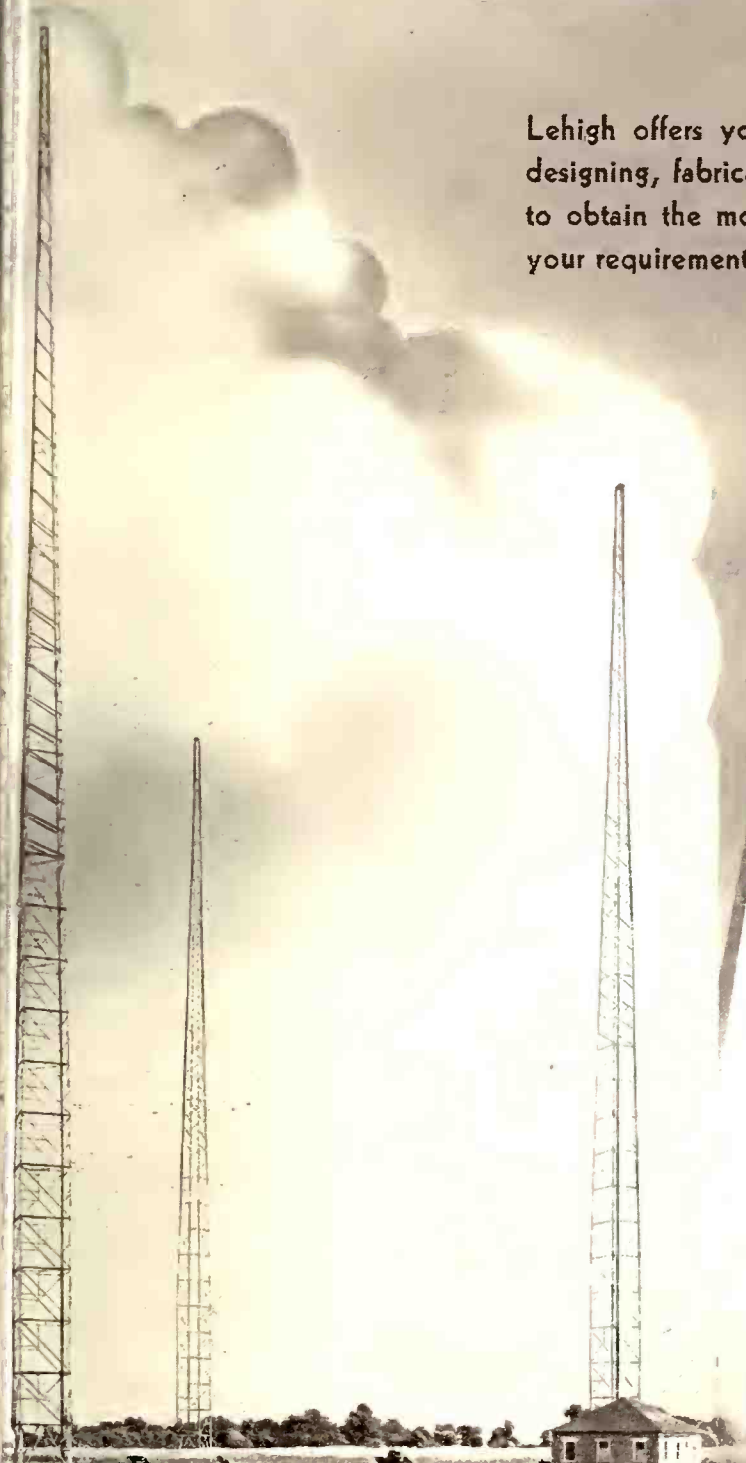
# Complete Satisfaction

with

# LEHIGH VERTICAL RADIATORS

(Insulated or Grounded)

Lehigh offers you many years of experience in the field of designing, fabricating, galvanizing and erecting steel in order to obtain the most efficient and economical radiator to meet your requirements.



1525 East 53rd Street  
Chicago, Illinois  
Phone Plaza 4300

5935 Hohman Avenue  
Hammond, Indiana  
Phone Hammond 10,000

**WHIP**

November 24, 1937

Mr. John F. Neary  
Lehigh Structural Steel Company  
17 Battery Place  
New York City

Dear Mr. Neary:

WHIP, namely, The results we are getting from its trading area convinces us that we have one of the most efficient antenna systems in the United States.

We wish to express our sincere appreciation to you and your engineering staff for developing the narrow base self-supporting towers which enables us to furnish broadcasting service to more than nine million people from WHIP, "The First Station On Your Dial".

Respectfully,

RADIO STATIONS WWAE-WHIP

By G. J. Currier  
President

GFC:ER

Illustrated: 3 Shunt-Excited 350 ft. Lehigh Antennas at WHIP, Hammond, Ind. One of a number of Lehigh installations of this type tower.

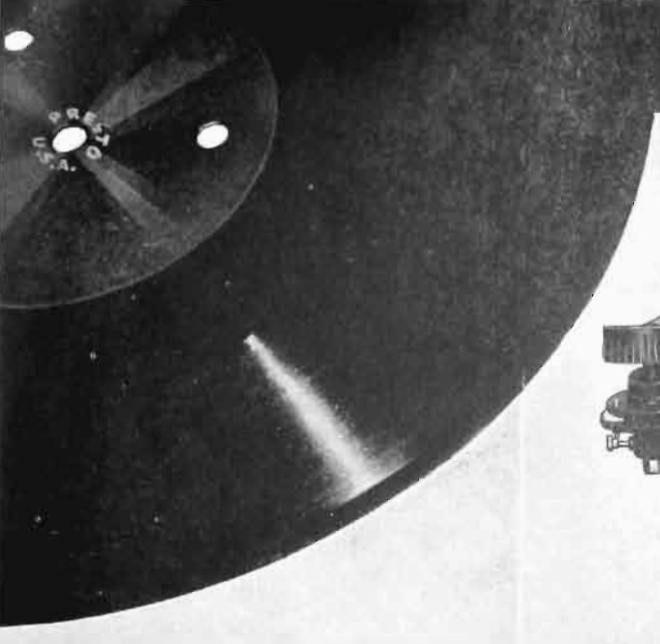
RADIO DIVISION

# LEHIGH STRUCTURAL STEEL CO.

17 BATTERY PLACE, NEW YORK, N. Y.

PLANT AT ALLENTOWN, PA.

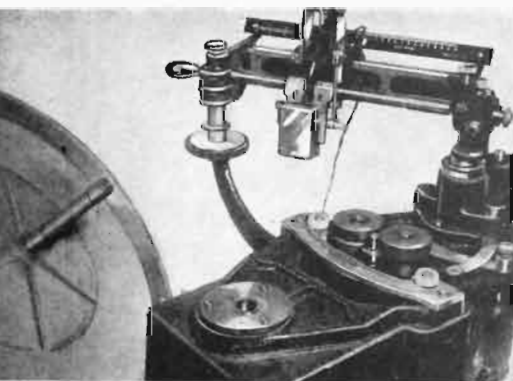
OFFICES IN PRINCIPAL CITIES



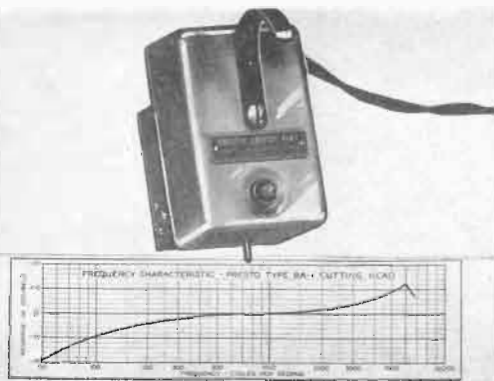
**GREEN SEAL DISC** — The original cellulose coated disc, first produced commercially by PRESTO. Used for instantaneous recording and for master recordings from which shellac or vinyl-acetate pressings are made. PRESTO discs are shipped day order is received.



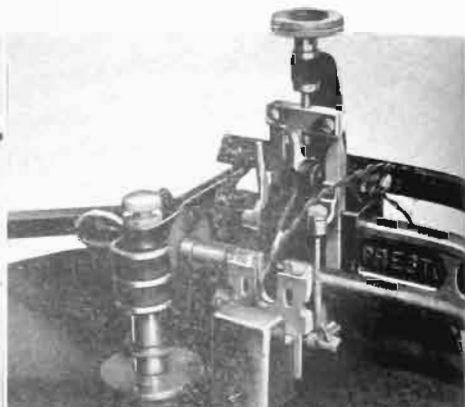
**PRESTO STATIONARY RECORDER** — For commercial transcription studios, phonograph record manufacturers and radio stations that can afford the best in equipment. Three of the four largest record manufacturers now use this recorder. For making masters they use Presto Green Seal discs instead of wax.



**PRESTO RIM DRIVE MECHANISM** — Used on all Presto recording and transcription turntables. Assures absolutely constant speed and eliminates vibration without the use of fly-wheels or mechanical filters. Permits changing speed in less than two seconds.



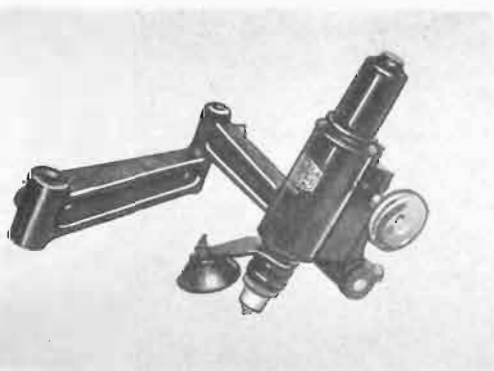
**PRESTO HIGH FIDELITY CUTTING HEAD** — The only cutting head designed specifically to match the characteristics of the Presto Green Seal cellulose coated disc. Makes recordings at 78 or 33 1/3 RPM giving flat response from 50 to 6000 cycles.



**PRESTO CUTTING HEAD MOUNTING** as furnished on the stationary recorder. Permits rapid adjustment of the angle of the cutting needle. Equipped with cam lever to lower cutter on disc and scale showing minutes recorded.



**STATIONARY MOUNTING BASE** for the Presto 16" portable recording chassis. A high grade iron casting equipped with adjustable legs for levelling the turntable.



**PRESTO MICROSCOPE** — A high grade 40 power microscope for examining the depth, spacing and quality of the record groove. An essential for good recording used by all experienced recording engineers.



**PRESTO WAX RECORDER** for cutting either wax or cellulose coated discs. Equipped with independent cutting head drive mechanism and spiraling attachment for starting and running out grooves.

# RECORDING EQUIPMENT



**PRESTO EQUALIZING AMPLIFIER** — An amplifier having the special characteristics required for 33 1/3 RPM recording. Handles two tables for continuous recording. Gain 95 db, output 10 watts, response 30 to 12,000 cycles. Also available on relay rack panel.



**PRESTO PORTABLE RECORDER** — The table used to record the "Hindenburg disaster" and other outstanding news events. Makes records up to 16" size at either 78 or 33 1/3 RPM.



**PRESTO TRANSCRIPTION TURNTABLE** — A 16" 78 33 1/3 RPM table equipped with the exclusive Presto instantaneous speed change. Furnished with lateral magnetic pickup. Provision made for adding vertical pickup or recording mechanism.



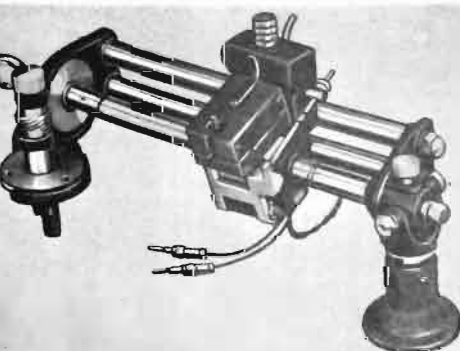
**PRESTO PREAMPLIFIER AND MIXER** — For use with Presto Recording amplifier. Consists of three channel mixer, two stage amplifier and power cable in carrying case. Also available for relay rack mounting.



**PRESTO RADIO TUNER** — A TRF radio tuner for off-the-air recording. Band pass circuits provide flat top response curve preventing loss of high frequencies experienced with ordinary radio receivers. Also available on relay rack panel.



**PRESTO TURNTABLE CHASSIS** — Suitable for mounting in a table or desk. This is the basic unit used in the Presto transcription table, shown above, and the Presto portable recorder.



**PRESTO OVERHEAD CUTTING MECHANISM** — A complete feed screw assembly and cutting head which may be added to any high grade turntable for making instantaneous recordings. Available in 12" and 16" sizes.



**PRESTO JUNIOR RECORDER** — A small, lightweight recorder ideal for remote pickup, stunts, etc. Dimensions 20" x 15" x 10", weight 38 pounds. Records voice with sufficiently good quality for broadcasting. Operates at 78 RPM only.

**WORLD'S LARGEST MANUFACTURERS OF INSTANTANEOUS RECORDING EQUIPMENT**

# Official Kilocycle-Meter Conversion Table

## Kilocycles (kc) to Meters (m), or Meters to Kilocycles

(Columns are Interchangeable)

kc or m	m or kc	kc or m	m or kc	kc or m	m or kc	kc or m	m or kc	kc or m	m or kc	kc or m	m or kc	kc or m	m or kc	kc or m	m or kc	kc or m	m or kc	kc or m	m or kc
10	30,000	1,000	300.0	2,000	150.0	3,000	100.0	4,000	75.00	5,000	60.00	6,000	50.00	7,000	42.86	8,000	37.50	9,000	33.33
20	15,000	1,010	297.0	2,010	149.3	3,010	99.7	4,010	74.61	5,010	59.88	6,010	49.92	7,010	42.80	8,010	37.45	9,010	33.20
30	10,000	1,020	294.1	2,020	148.5	3,020	99.3	4,020	74.63	5,020	59.76	6,020	49.83	7,020	42.74	8,020	37.41	9,020	33.20
40	7,500	1,030	291.3	2,030	147.8	3,030	99.0	4,030	74.44	5,030	59.64	6,030	49.75	7,030	42.67	8,030	37.36	9,030	33.20
50	6,000	1,050	285.5	2,050	147.1	3,040	98.7	4,040	74.26	5,040	59.52	6,040	49.67	7,040	42.61	8,040	37.31	9,040	33.20
60	5,000	1,060	283.0	2,060	146.3	3,050	98.4	4,050	74.07	5,050	59.41	6,050	49.59	7,050	42.55	8,050	37.27	9,050	33.15
70	4,286	1,070	280.4	2,070	145.6	3,060	98.0	4,060	73.89	5,060	59.29	6,060	49.50	7,060	42.49	8,060	37.22	9,060	33.11
80	3,750	1,080	277.8	2,080	144.8	3,070	97.7	4,070	73.71	5,070	59.17	6,070	49.42	7,070	42.43	8,070	37.17	9,070	33.08
90	3,333	1,090	275.2	2,090	144.5	3,080	97.4	4,080	73.53	5,080	59.06	6,080	49.34	7,080	42.37	8,080	37.13	9,080	33.01
100	3,009	1,100	272.7	2,100	143.5	3,090	97.1	4,090	73.35	5,090	58.94	6,090	49.26	7,090	42.31	8,090	37.08	9,090	33.01
110	2,727	1,110	270.3	2,110	142.2	3,100	96.8	4,100	73.17	5,100	58.82	6,100	49.18	7,100	42.25	8,100	37.04	9,100	33.01
120	2,500	1,120	267.9	2,120	141.5	3,120	96.5	4,120	72.99	5,120	58.71	6,120	49.10	7,120	42.19	8,120	36.99	9,120	32.99
130	2,308	1,130	265.7	2,130	141.0	3,130	96.2	4,130	72.82	5,130	58.59	6,130	49.02	7,130	42.13	8,130	36.95	9,130	32.99
140	2,143	1,140	263.2	2,140	140.2	3,140	95.8	4,140	72.64	5,140	58.48	6,140	48.94	7,140	42.08	8,140	36.90	9,140	32.86
150	2,000	1,150	260.9	2,150	139.5	3,150	95.5	4,150	72.46	5,150	58.37	6,150	48.86	7,150	42.03	8,150	36.86	9,150	32.82
160	1,875	1,160	258.6	2,160	138.9	3,160	94.9	4,160	72.12	5,160	58.14	6,160	48.70	7,160	41.90	8,160	36.76	9,160	32.79
170	1,765	1,170	256.4	2,170	138.2	3,170	94.6	4,170	71.94	5,170	58.03	6,170	48.62	7,170	41.84	8,170	36.72	9,170	32.75
180	1,667	1,180	254.2	2,180	137.6	3,180	94.3	4,180	71.77	5,180	57.92	6,180	48.54	7,180	41.78	8,180	36.67	9,180	32.72
190	1,579	1,190	252.1	2,190	137.0	3,190	94.0	4,190	71.60	5,190	57.80	6,190	48.47	7,190	41.72	8,190	36.63	9,190	32.64
200	1,500	1,200	250.0	2,200	136.4	3,200	93.8	4,200	71.43	5,200	57.69	6,200	48.39	7,200	41.67	8,200	36.59	9,200	32.61
210	1,429	1,210	247.9	2,210	135.7	3,210	93.5	4,210	71.26	5,210	57.58	6,210	48.31	7,210	41.61	8,210	36.54	9,210	32.57
220	1,364	1,220	245.9	2,220	135.1	3,220	93.2	4,220	71.09	5,220	57.47	6,220	48.23	7,220	41.55	8,220	36.50	9,220	32.54
230	1,304	1,230	243.9	2,230	134.5	3,230	92.9	4,230	70.92	5,230	57.37	6,230	48.15	7,230	41.49	8,230	36.45	9,230	32.50
240	1,250	1,240	241.9	2,240	133.9	3,240	92.6	4,240	70.75	5,240	57.25	6,240	48.08	7,240	41.44	8,240	36.41	9,240	32.47
250	1,200	1,250	240.0	2,250	133.3	3,250	92.3	4,250	70.59	5,250	57.14	6,250	48.00	7,250	41.38	8,250	36.36	9,250	32.47
260	1,154	1,260	238.1	2,260	132.7	3,260	92.0	4,260	70.42	5,260	57.03	6,260	47.92	7,260	41.32	8,260	36.32	9,260	32.40
270	1,112	1,270	236.2	2,270	132.2	3,270	91.7	4,270	70.26	5,270	56.93	6,270	47.85	7,270	41.27	8,270	36.28	9,270	32.36
280	1,071	1,280	234.3	2,280	131.6	3,280	91.5	4,280	70.09	5,280	56.82	6,280	47.77	7,280	41.21	8,280	36.23	9,280	32.33
290	1,034	1,290	232.6	2,290	131.0	3,290	91.2	4,290	69.92	5,290	56.71	6,290	47.69	7,290	41.15	8,290	36.19	9,290	32.29
300	1,000	1,300	230.8	2,300	130.4	3,300	90.9	4,300	69.77	5,300	56.61	6,300	47.62	7,300	41.10	8,300	36.14	9,300	32.26
310	968	1,310	229.0	2,310	129.9	3,310	90.6	4,310	69.61	5,310	56.50	6,310	47.54	7,310	41.04	8,310	36.10	9,310	32.22
320	938	1,320	227.3	2,320	129.3	3,320	90.4	4,320	69.44	5,320	56.39	6,320	47.47	7,320	40.98	8,320	36.06	9,320	32.19
330	909	1,330	225.6	2,330	128.8	3,330	90.1	4,330	69.28	5,330	56.29	6,330	47.39	7,330	40.93	8,330	36.01	9,330	32.16
340	882	1,340	224.0	2,340	128.2	3,340	89.8	4,340	69.12	5,340	56.18	6,340	47.32	7,340	40.87	8,340	35.97	9,340	32.12
350	857	1,350	222.5	2,350	127.7	3,350	89.6	4,350	68.97	5,350	56.07	6,350	47.24	7,350	40.82	8,350	35.93	9,350	32.09
360	833	1,360	221.0	2,360	127.1	3,360	89.3	4,360	68.81	5,360	55.97	6,360	47.17	7,360	40.76	8,360	35.89	9,360	32.05
370	811	1,370	219.0	2,370	126.6	3,370	89.3	4,370	68.65	5,370	55.87	6,370	47.10	7,370	40.71	8,370	35.84	9,370	32.02
380	789	1,380	217.4	2,380	126.1	3,380	88.8	4,380	68.49	5,380	55.77	6,380	47.02	7,380	40.65	8,380	35.80	9,380	31.98
390	769	1,390	215.8	2,390	125.5	3,390	88.5	4,390	68.34	5,390	55.66	6,390	46.95	7,390	40.60	8,390	35.76	9,390	31.95
400	750	1,400	214.3	2,400	125.0	3,400	88.2	4,400	68.18	5,400	55.56	6,400	46.88	7,400	40.54	8,400	35.71	9,400	31.91
410	732	1,410	212.8	2,410	124.5	3,410	88.0	4,410	68.03	5,410	55.45	6,410	46.80	7,410	40.49	8,410	35.67	9,410	31.88
420	714	1,420	211.3	2,420	124.0	3,420	87.7	4,420	67.87	5,420	55.35	6,420	46.73	7,420	40.43	8,420	35.63	9,420	31.85
430	698	1,430	209.8	2,430	123.4	3,430	87.5	4,430	67.72	5,430	55.25	6,430	46.66	7,430	40.38	8,430	35.59	9,430	31.81
440	682	1,440	208.3	2,440	122.9	3,440	87.0	4,440	67.57	5,440	55.15	6,440	46.58	7,440	40.32	8,440	35.55	9,440	31.78
450	667	1,450	206.9	2,450	122.0	3,450	87.0	4,450	67.42	5,450	55.05	6,450	46.51	7,450	40.27	8,450	35.50	9,450	31.75
460	652	1,460	205.5	2,460	122.0	3,460	86.7	4,460	67.26	5,460	54.95	6,460	46.44	7,460	40.21	8,460	35.46	9,460	31.71
470	638	1,470	204.1	2,470	121.5	3,470	86.5	4,470	67.11	5,470	54.84	6,470	46.37	7,470	40.16	8,470	35.42	9,470	31.68
480	625	1,480	202.7	2,480	121.0	3,480	86.2	4,480	66.96	5,480	54.74	6,480	46.30	7,480	40.11	8,480	35.38	9,480	31.65
490	612	1,490	201.3	2,490	120.5	3,490	86.0	4,490	66.82	5,490	54.64	6,490	46.22	7,490	40.05	8,490	35.34	9,490	31.62
500	600	1,500	200.0	2,500	120.0	3,500	85.7	4,500	66.67	5,500	54.55	6,500	46.15	7,500	40.00	8,500	35.29	9,500	31.58
510	588	1,510	198.7	2,510	119.5	3,510	85.5	4,510	66.52	5,510	54.45	6,510	46.08	7,510	39.95	8,510	35.25	9,510	31.55
520	577	1,520	197.4	2,520	119.0	3,520	85.5	4,520	66.37	5,520	54.35	6,520	46.01	7,520	39.89	8,520	35.21	9,520	31.51
530	566	1,530	196.1	2,530	118.6	3,530	85.0	4,530	66.22	5,530	54.25	6,530	45.94	7,530	39.84	8,530	35.17	9,530	31.48
540	556	1,540	194.8	2,540	118.1	3,540	84.7	4,540	66.08	5,540	54.15	6,540	45.87	7,540	39.79	8,540	35.13	9,540	31.45
550	546	1,550	193.5	2,550	117.6	3,550	84.5	4,550	65.93	5,550	54.05	6,550	45.80	7,550	39.74	8,550	35.09	9,550	31.41
560	536	1,560	192.3	2,560	117.2	3,560	84.3	4,560	65.79	5,560	53.96	6,560	45.73	7,560	39.68	8,560	35.05	9,560	31.38
570	526	1,570	191.1	2,570	116.7	3,570	84.0	4,570	65.65	5,570	53.86	6,570	45.66	7,570	39.63	8,570	35.01	9,570	31.35
580	517	1,580	189.9	2,580	116.3	3,580	83.8	4,580	65.50	5,580	53.76	6,580	45.59	7,580	39.58	8,580	34.97	9,580	31.32
590	509	1,590	188.7	2,590	115.8	3,590	83.6	4,590	65.36	5,590	53.67	6,590	45.52	7,590	39.53	8,590	34.92	9,590	31.28
600	500	1,600	187.5	2,600	115.4	3,600	83.3	4,600	65.22	5,600	53.57	6,600	45.45	7,600	39.47	8,600</			



# Frequency Measuring Service



## Why You Should Subscribe to This RCA Service

Stringent FCC regulations make imperative vigilant supervision of emitted signals.

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.

Local checking equipment is of value, but can only be relied upon if such equipment is occasionally calibrated against standards of unquestioned accuracy.

RCA's laboratories, which make several thousand measurements per month, have gained an unrivaled background of many years of experience in systematic, precise, measurements of the frequencies of RCA and foreign commercial radio stations, operating on frequencies ranging from 15 KC to 100 Megacycles.

Numerous Broadcasting, Police, Aviation, and Commercial stations throughout the United States, and in Canada, Mexico, and the West Indies, rely with confidence upon this RCA Service.

Regular scanning of all frequency bands permits close supervision of the accuracy of any transmitter subscribing to the Measuring Service.

Excessive frequency deviations or development of spurious radiations in a subscriber's transmitter are reported immediately to the subscriber by telephone or telegraph.

The accuracy of RCA Standard Oscillators is better than one part in a million which means that measurements in the broadcast band are covered within a fraction of a cycle per second.

Measurements made by RCA Laboratories are acceptable to the FCC.

For Routine Service Apply at the Nearer Office

For Emergency Service Phone or Wire the Nearer Laboratory  
(Always Open)

Commercial Department  
New York, N. Y.  
66 Broad Street  
Phone: HANover 2-1811

Commercial Department  
San Francisco, Calif.  
28 Geary Street  
Phone: Garfield 4200

Riverhead, N. Y.  
Phone: Riverhead 2290  
W. U. Telegraph Only  
Riverhead, New York

Point Reyes, Calif.  
Phone: Inverness 9-W  
W. U. Telegraph Only  
Point Reyes Station  
Marin Co., Calif.

### R. C. A. COMMUNICATIONS, Inc.

A RADIO CORPORATION OF AMERICA SERVICE

# High Frequency (Apex) Broadcast Stations in the United States

(Authorized by FCC as of January 1, 1938)

## Frequency Groups listed in Rule 1053:

- 1—Group C: 31600, 35600, 38600 and 41000 kc.     
 2—Group E (selective): 41600, 86500, 111000 kc.     
 3—Group E (selective): 88000, 120000, 240000 and 500000 kc.  
 4—Group E (selective): 88000, 123000, 164000 and 205000 kc.

Location	Call Letters	Licensee	Power in Watts	Frequency in Kc. or Groups
Akron, O.	W8XOY	Allen T. Simmons (WADC)	100	C
Albany, N. Y.	W2XOY	General Electric Co. (WGY)	150	C-1
Baltimore, Md.	W8XES	Monumental Radio Co. (WCAO)	300	C
Baltimore, Md.	W3XEY	Baltimore Radio Show (WFBR)	100	C
Boston, Mass.	W1XER	Yankee Network	500	C
Boston, Mass.	W1XOJ	Yankee Network	50000	41200
Boston, Mass.	W1XOE	Columbia Broadcasting System (WEEI)	100	E-4
Boston, Mass.	W1XKA	Westinghouse E. & M. Co. (WBZ)	50	C
Buffalo, N. Y.	W8XF	WBEN, Inc.	100	C
Charleston, W. Va.	W8XNO	Charleston Broadcasting Co. (WCHS)	50	26100
Chattanooga, Tenn.	W4XBW	WDDO Broadcasting Corp.	100	C
Chicago, Ill.	W9XBS	National Broadcasting Co.	50	C
Cincinnati, O.	W8XNU	Crosley Radio Corp. (WLW)	200	26950
Cleveland, O.	W3XNT	Radio Air Service Corp. (WHK)	50	C
Dallas, Tex.	W5XD	A. H. Belo (WFAA)	100	C
Des Moines, Ia.	W9XTB	Iowa Broadcasting Co. (KSO)	100	26550
Detroit, Mich.	W8XWJ	Evening News Ass'n. (WWJ)	100	C
Harrisburg, Ill.	W9XTA	Schonert Radio Service	100	C
Kansas City, Mo.	W8XER	Midland Broadcasting Co. (KMBC)	50	C
Los Angeles, Cal.	W6XKG	Ben S. McGlashan (KGFJ)	1000	26950
Los Angeles, Cal.	W6XRE	Ben S. McGlashan (KGFJ)	500	E-3
Memphis, Tenn.	W4XCA	Memphis Commercial Appeal Co. (WMC)	250	C
Milwaukee, Wis.	W9XAZ	The Journal Co. (WTMJ)	500	26400
Minneapolis, Minn.	W9XHW	Columbia Broadcasting System (WCCO)	50	C
Minneapolis, Minn.	W9XTC	Minnesota Broadcasting Corp. (WTCN)	150	26050

\* CP to move transmitter to Sargents Purchase, N. H.

Location	Call Letters	Licensee	Power in Watts	Frequency in Kc. or Groups
Newark, N. J. (New York)	W2XJI	Bamberger Broadcasting Service (WOR)	100	C
New Bedford, Mass.	W1XEQ	E. Anthony & Sons (WNBH)	100	C
New York City	W2XDY	Columbia Broadcasting System	50	C
New York City	W2XDG	National Broadcasting Co.	150	C
New York City	W2XHG	National Broadcasting Co.	150	C
New York City	W2XMN	Edwin H. Armstrong	40,000	E-2
New York City	W2XQO	Knickerbocker Broadcasting Co. (WMCB)	100	26550
Norfolk, Va.	W3XEX	WTAR Radio Corp. (WTAR)	50	C
Oklahoma City, Okla.	W5XAU	WKY Radiophone Co.	100	C
Omaha, Neb.	W9XUY	Central States Broadcasting Co. (KOIL)	100	C
Philadelphia, Pa.	W3XKA	Westinghouse E. & M. Co. (KYW)	50	C
Philadelphia, Pa.	W3XIR	WCAU Broadcasting Co.	100	C
Pittsburgh, Pa.	W8XKA	Westinghouse E. & M. Co. (KDKA)	150	C
Rochester, N. Y.	W8XAI	Stromberg-Carlson Co. (WHAM)	100	C
South Bend, Ind.	W9XH	South Bend Tribune (WSBT)	100	26050
Spartanburg, S. C.	W4XH	Virgil V. Evans, (WSPA)	50	25950
Springfield, Mass.	W1XKB	Westinghouse E. & M. Co. (WEZA)	500	C
St. Louis, Mo.	W9XOK	Star Times Publishing Co. (KTOK)	100	C
St. Louis, Mo.	W9XPD	Pulitzer Publishing Co. (KSD)	100	C
St. Paul, Minn.	W9XUP	National Battery Broadcasting Co. (KSTP)	1000	26590
Superior, Wis.	W9XJL	Head of the Lakes Broadcasting Co. (WEBC)	80	26100

\*\* CP for 1,000 watts

† CP to move transmitter to summit of Mt. Wachusett, Princeton, Mass.

Now in the Third Year of Successful Practice

## JOHN BARRON

Radio Engineer

Earle Building, Washington, D. C.

A specialized service in broadcast and allocation engineering based upon a unique background of experience in these fields. Examples of cases prepared: Directive antenna design and adjustment 2, 3, 4 and 9 antennas:

- First Half-Wave Antenna for New Local Station (WRTD, Richmond, Va.)
- Marine; Ship and Coastal Stations
- International Broadcast Stations
- High Frequency Stations, Broadcast and Experimental

Field Intensity Surveys, Analysis of Interference and Coverage Problems, Transmitter Site Surveys, Plant Appraisals, Station Construction and Operation, Etc.

Telephone: National 7757

## \*Experimental Facsimile Broadcast Stations

(Authorized by FCC as of January 1, 1938)

AUTHORIZED TO USE REGULAR BROADCAST BAND  
(Midnight to 6 a. m.)

Call Letters	Licensee and Location	Frequencies in Kilocycles	Power in Watts
WGH	Hampton Roads Broadcasting Corp. Newport News, Va.	1310	100
WHO	Central Broadcasting Co. Des Moines, Ia.	1000	50,000
WOR	Bamberger Broadcasting Service Newark, N. J.	710	50,000
KSTP	National Battery Broadcasting Co. St. Paul, Minn.	1460	10,000
KFBK	McClatchy Broadcasting Co. Sacramento, Cal.	1490	5,000
KMJ	McClatchy Broadcasting Co. Fresno, Cal.	580	1,000
KSD	Pulitzer Publishing Co. St. Louis, Mo.	550	1,000
WSM	National Life & Accident Insurance Co. Nashville, Tenn.	650	50,000
SHORT WAVES			
W1XMX	The Yankee Network Inc. (WNAC-WAAB) New York City	41000	500
W7XBD	Oregonian Publishing Co. (KEX-KGW) Portland, Ore.	1614, 2398, 3492.5	1,000
W2XR	Radio Pictures Inc. New York City	1614, 2012, 2398, 23100, 41000, 86000-400000	1,000
W9XAG	The Journal Co. (WTMJ) Milwaukee, Wis.	1614, 2398, 3492.5, 4797.5, 6425, 8655	1,000
W9XAF	The Journal Co. (WTMJ) Milwaukee, Wis.	41000	500

\*Companies manufacturing facsimile equipment: Finch Telecommunications Laboratories, 37 W. 57th St., New York City (W. G. H. Finch); Fulton Facsimile Corp., 342 Madison Ave., New York City (John T. Parkinson); Radio Pictures Inc., 730 Fifth Ave., New York City (John V. L. Hogan); International Business Machines Co., Radio-type Division, 95 Madison Ave., New York City (Walter Lemmon); RCA Manufacturing Co., Camden, N. J. (Harold F. Vance).

## PAUL F. GODLEY

Consulting Radio Engineer

Phone: Montclair (N. J.) 2-7859

THE ABC OF

# Finch Facsimile

RADIO'S MOST  
DRAMATIC FORWARD-STEP  
OF THE YEAR!



Electric "Pen" in Recorder, which, actuated by signals from broadcasting station, swings to and fro in automatic step with transmitter, silently printing while citizens sleep. With few moving parts, these simplified Recorders make facsimile possible in remote districts.

Facsimile Recorder which, early in 1938, pioneer broadcasters will place in test homes for experimental transmission. Hardly more than a foot square; complete in a single unit; automatic; works on any radio.

Facsimile Copy as it issues from the Recorder. Two columns wide; carries news bulletins, photographs, advertising, opening up tremendous new sources of revenue to broadcasters. Recorder holds week's supply of paper; cost to consumer, approx. 20c week.

Radio facsimile as a vital public service is here now. Under Finch patents the following stations have been licensed for facsimile broadcasting, FCC having granted permits for experimental use of regular frequencies, full power, from midnight to six a. m.

- WGH—250 watts—Newport News, Va.
- KSTP—25,000 watts—St. Paul, Minn.
- WHO—50,000 watts—Des Moines, Iowa
- WSM—50,000 watts—Nashville, Tenn.

The laboratories are open to licensed broadcasters for demonstration, by appointment. Call PLaza 5-6570.

*William Finch*



Scanning Head with photoelectric eye, in compact, easily operated transmitting apparatus, which plugs into ordinary broadcasting amplifiers without equipment changes; translates printed matter, line-cuts, half-tones, photos, into electrical signals which can be sent over regular channels.

FINCH TELECOMMUNICATIONS LABORATORIES, INC.  
37 WEST 37th STREET, NEW YORK CITY

# BROADCAST EQUIPMENT TYPES ACCEPTED AND RECORDED BY FCC

These manufacturers have filed with the Engineering Department of the FCC blue prints and specifications of the apparatus herein described. Applicants intending to use any of this equipment need not file with the FCC blue prints and other descriptive matter in presenting applications covering use of such equipment. Mention of the type number will be sufficient.

**AMERICAN PIEZO SUPPLY CO.**—40th & Woodland Ave., Kansas City, Mo.  
Type No. C-X-1: Automatic Frequency Control Unit.  
Type No. C-X-1-P: Automatic Frequency Control Unit with Power Supply.  
Type No. C-X-7-C: Automatic Frequency Control Unit.

**AMERICAN SALES CO.**—44 W. 18th St., New York City.  
Catalogue No. 601: 50 watt Broadcast Transmitter (includes REL Cat. No. 285 AFCU).

**BLILEY ELECTRIC CO.**—203 Union Station Bldg., Erie, Pa.  
Type No. BC 46: Automatic Temperature Control Unit.

**COLLINS RADIO CO.**—Cedar Rapids, Ia.  
Type No. 10L: Automatic Frequency Control Unit.

Type No. 10S: Automatic Frequency Control Unit.  
Type No. 10S-1: Automatic Frequency Control Unit.  
Type No. 20A: 500 watt Broadcast Transmitter.  
Type No. 20C: 1000 watt Broadcast Transmitter.  
Type No. 20C-1: 1000 watt Broadcast Transmitter.  
Type No. 20C-2: 1000 watt Broadcast Transmitter.

Type No. 20D: 1000 watt Broadcast Transmitter.  
Type No. 20E: 600 watt Broadcast Transmitter.  
Type No. 21C: 5000 watt Broadcast Transmitter.  
Type No. 40A: Automatic Frequency Control Unit.  
Type No. 40A-1: Automatic Frequency Control Unit.

Type No. 40C: Automatic Frequency Control Unit.  
Type No. 40D: Automatic Frequency Control Unit.  
Type No. 300B-100w: 100 watt Broadcast Transmitter.  
Type No. 300B-250w: 250 watt Broadcast Transmitter.  
Type No. 300C: 250 watt Broadcast Transmitter.  
Type No. 300C-1: 250 watt Broadcast Transmitter.

Type No. 300D: 100 watt Broadcast Transmitter.  
Type No. 300D-1: 100 watt Broadcast Transmitter.  
Type No. 300D-2: 100 watt Broadcast Transmitter.  
Type No. 300D-3: 100 watt Broadcast Transmitter.  
Type No. 300E: 100 watt Broadcast Transmitter.  
Type No. 300F: 250 watt Broadcast Transmitter.

**COMMERCIAL RADIO EQUIPMENT CO.**—7205 Baltimore St., Kansas City.  
Type No. FC-2: Automatic Frequency Control Unit.

**DEFOREST RADIO CO.**—(Now owned by RCA Victor Co., Inc., Camden, N. J.)  
Type No. ABM 104: Automatic Frequency Control Unit Model B.  
Type No. 107-A: 50 watt Broadcast Transmitter Model TBM 104.  
Type No. 107-B: 100 watt Broadcast Transmitter Model TBM 105.  
Type No. 109-C: 250 watt Broadcast Transmitter.  
Type No. 104-A: 500 watt Broadcast Transmitter.

Type No. 116-A: 1000 watt Broadcast Transmitter.  
Type No. 105-B: 5000 watt Broadcast Transmitter.

**DOOLITTLE & FALKNER, Inc.**—1806 W. 74th St., Chicago.  
Type No. OB-1: Automatic Frequency Control Oscillator and Amplifier Unit (includes Type 1-B ATCC).  
Type No. OB-2: Automatic Frequency Control Unit (includes Type 1-B ATCC).  
Type No. OB-5: Automatic Frequency Control Unit (includes Type TC-1 ATCU).  
Type No. TC-1: Automatic Temperature Control Unit (includes Type 2-A ATCC).  
Type No. 100-B: 100 watt Broadcast Transmitter (includes Type OB-2 or OB-5 AFCU).  
Type No. 250-B: 250 watt Broadcast Transmitter (includes Type OB-2 or OB-5 AFCU).

**PIEZO ELECTRIC LABORATORIES**—New Dorp, N. Y.  
Precision Crystal Laboratories—P. O. Box 326, Springfield, Mass.  
Precision Piezo Service—Baton Rouge, La.  
Premier Crystal Laboratories Inc.—53 Park Row, New York City.  
RCA Mfg. Co.—Camden, N. J.  
Scientific Radio Service—Hyattsville, Md.  
Western Electric Co.—195 Broadway, New York City.

**HYGRADE SYLVANIA CORP.**—Electronics Dept., Clifton, N. J.  
Type No. 120-A: 100 watt Broadcast Transmitter (only one built for WNRA).  
Type No. 121-A: 100 watt Broadcast Transmitter.  
Type No. 152-A: 250 watt Broadcast Transmitter.  
Type No. 190-A: 500 watt Broadcast Transmitter.  
Type No. 210-A: 750 watt Broadcast Transmitter (Rated 500 watt for Broadcast Service).  
Type No. 241-A: 1 kw Broadcast Transmitter.  
Type No. 260-A: 5 kw Broadcast Transmitter.  
Type No. 270-A: 10 kw Broadcast Transmitter.

**INTERNATIONAL BROADCASTING EQUIPMENT CO.**—312 W 61st Street, Chicago, Ill.  
Type No. 6-B: Automatic Frequency Control Unit (for use with WE equipment).  
Type No. 52-A: Automatic Frequency Control Unit.  
Type No. 52-B: Automatic Frequency Control Unit.  
Type No. 100-250-38: 250 watt Broadcast Transmitter.  
**KLUGE RADIO CO.**—1041 North Bonnie Brae, Los Angeles (formerly National Broadcasting Equipment Co., Scottsbluff, Neb.).  
Type No. 4-B: 100 watt Broadcast Transmitter.  
Type No. 4-C: 250 watt Broadcast Transmitter.  
Type No. 4-D: 100 watt Broadcast Transmitter.  
**PIEZO ELECTRIC LABORATORIES.**—612 Rockland Ave., New Dorp, N. Y.  
Type No. TC-210: Automatic Temperature Control Oven and Relay Unit.  
Type No. TC-350: Automatic Temperature Control Oven and Relay Unit.  
Type No. OB-10: Oscillator and Amplifier Unit (Oscillator and first buffer, no ATCU or crystal).  
Type No. OB-20: Amplifier Unit (second buffer).  
**PRECISION PIEZO SERVICE.**—427 Asia St., Baton Rouge, La.  
Type No. 50-M: Automatic Temperature Control Unit.  
**PREMIER CRYSTAL LABORATORIES Inc.**—53-63 Park Row, New York City.  
Type No. 350-A: Automatic Frequency Control Unit.  
**RCA VICTOR CO Inc.**—Camden, N. J.  
Type No. EX-4170: Automatic Frequency Control Unit.  
Type No. UL-4252-X: Automatic Frequency Control Unit.  
Type No. UL-4292: Automatic Frequency Control Unit.  
Type No. OA-1A: Automatic Frequency Control Unit.  
Type No. OA-1B: Automatic Frequency Control Unit.  
Type No. 100-E: 100 watt Broadcast Transmitter.  
Type No. 100-G: 100 watt Broadcast Transmitter.  
Type No. 100-H: 100 watt Broadcast Transmitter.  
Type No. 100-W: 100 watt Broadcast Transmitter.  
Type No. 250-D: 250 watt Broadcast Transmitter.  
Type No. 250-E: 250 watt Broadcast Transmitter.  
Type No. 250-F: 250 watt Broadcast Exciter Unit.  
Type No. 250-G: 250 watt Broadcast Transmitter.  
Type No. 250-W: 100/250 watt Broadcast Transmitter.

## Manufacturers of Low Temperature COEFFICIENT CRYSTALS FOR BROADCAST STATIONS (Products Approved by FCC)

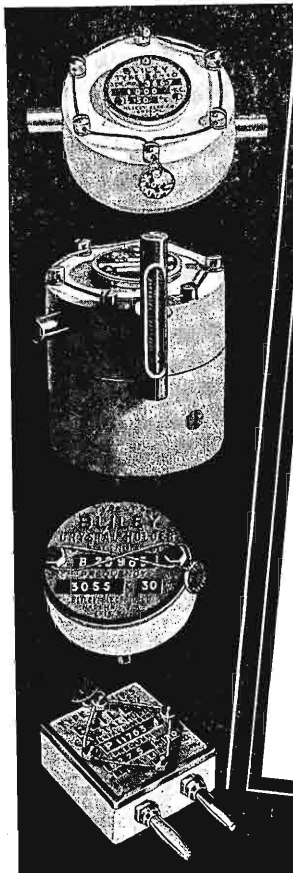
American Piezo Supply Co.—P. O. Box 6026, Kansas City, Mo.  
Bellefonte Engineering Laboratories—Bellefonte, Pa.  
Bliley Electric Co.—Union Station Bldg., Erie, Pa.  
William W. L. Burnett—4814 Idaho St., San Diego, Cal.  
Collins Radio Co.—Cedar Rapids, Ia.  
Commercial Radio Equipment Co.—216 E. 74th St., Kansas City.  
Hipower Crystal Co.—2035 Charleston St., Chicago, Ill.  
Hollister Crystal Co.—Wichita, Kan.

Piezo Electric Laboratories—New Dorp, N. Y.  
Precision Crystal Laboratories—P. O. Box 326, Springfield, Mass.  
Precision Piezo Service—Baton Rouge, La.  
Premier Crystal Laboratories Inc.—53 Park Row, New York City.  
RCA Mfg. Co.—Camden, N. J.  
Scientific Radio Service—Hyattsville, Md.  
Western Electric Co.—195 Broadway, New York City.

Type No. ET-4230: 100 watt Broadcast Transmitter.  
Type No. ET-4240: 100 watt Broadcast Transmitter.  
Type No. ET-4240-A: 100 watt Broadcast Transmitter.  
Type No. ET-4250: 250 watt Broadcast Transmitter.  
Type No. ET-4250-A: 250 watt Broadcast Transmitter.  
Type No. 1001-C: 500/1000 watt Broadcast Transmitter (NG 250 watts).  
Type No. 1001-D: 500 & 1000 watt Broadcast Transmitter.  
Type No. ET-4251AA: 1 kw Amplifier Unit.  
Type No. AA-4251: 1 kw Power Amplifier and Modulator Unit (added to Type ET-4250 makes Type 1001-D).  
Type No. 1-D-A: 500 watt Broadcast Transmitter (modified for 500 watts).

Type No. 1-D-A: 1000 watt Broadcast Transmitter.  
Type No. 1-G: 1000 watt Broadcast Transmitter.  
Type No. 1005-B: 5 kw Broadcast Transmitter.  
Type No. 1005-C (5-C): 5 kw Broadcast Transmitter.  
Type No. 5-C-1: 5 kw Broadcast Transmitter.  
Type No. 5-C-B: 5 kw Broadcast Transmitter.  
Type No. 5-D: 5 kw Broadcast Transmitter.  
Type No. A-10-A: 10 kw Power Amplifier.  
Type No. 10-C: 10 kw Broadcast Transmitter.  
Type No. 10-C-A: 10 kw Broadcast Transmitter.  
Type No. 10-C-B: 10 kw Broadcast Transmitter.  
Type No. 1050-B: 50 kw Broadcast Transmitter.  
Type No. 50-C: 50 kw Power Amplifier.  
Type No. 50-C: 50 kw Broadcast Transmitter.  
Type No. 500-A: 500 kw Power Amplifier and Modulator Unit.

**RADIO ENGINEERING LABORATORIES Inc.**—100 Wilbur Ave., Long Island City, N. Y.  
Catalogue No. 285: Automatic Frequency Control Unit.  
Catalogue No. 256: 100 watt Broadcast Transmitter.  
**R. C. POWELL & CO. Inc.**—(No longer in business).  
Type No. 3-K: Automatic Temperature Control Chamber.  
Type No. 1-K: Automatic Frequency Control Unit.  
Type No. 43-B: 100 watt Broadcast Transmitter.  
Type No. 21-K: 250 watt Broadcast Transmitter.  
Type No. 8-K: 1000 watt Broadcast Transmitter.  
**D. V. TOSTENSON**—Moorhead, Minn.  
Type No. 1-C: Automatic Frequency Control Unit.  
Type No. 2-C: Automatic Frequency Control Unit.



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Bliley Crystals are manufactured for all frequencies from 20 Kc. to 30 Mc. Precision holders and ovens are available for standard and special applications. Bliley Broadcast Frequency Crystals are approved by the F.C.C. Write for catalog showing complete line.

**Bliley Electric Co. ERIE, PENNA.**



Type No. 3-B: Automatic Temperature Control Chamber.  
 Type No. 101-B: 100 watt Broadcast Transmitter.  
 Type No. 250-B: 250 watt Broadcast Transmitter.

**WESTERN ELECTRIC CO.**—195 Broadway, New York, N.Y.  
 Type No. 700-A: Automatic Frequency Control Unit.  
 Type No. 702-A: Automatic Frequency Control Unit.  
 Type No. D-90684: Automatic Frequency Control Unit.  
 Type No. 20-A: 100/250 watt Broadcast Transmitter.  
 Type No. 301-A: 100 watt Broadcast Transmitter.  
 Type No. 12-A: former code number.  
 Type No. 302-A: 250 watt Broadcast Transmitter.  
 Type No. 303-A: 500 watt Broadcast Transmitter.  
 Type No. 304-A: 1 kw Broadcast Transmitter.  
 Type No. 301-B: 100 watt Broadcast Transmitter.  
 Type No. 12-B: former code number.  
 Type No. 302-B: 250 watt Broadcast Transmitter.  
 Type No. 303-B: 500 watt Broadcast Transmitter.  
 Type No. 304-B: 1 kw Broadcast Transmitter.  
 Type No. 302-C: 250 watt Broadcast Transmitter.  
 Type No. 303-C: 500 watt Broadcast Transmitter.  
 Type No. 304-C: 1000 watt Broadcast Transmitter.  
 Type No. 306-A: 50 kw Broadcast Transmitter.  
 Type No. 306-B: 50 kw Broadcast Transmitter.  
 Type No. 310-A: 100 w Broadcast Transmitter.  
 Type No. 310-B: 250 w Broadcast Transmitter.  
 Type No. 310-C: 500 w Broadcast Transmitter.  
 Type No. 310-D: 1000 watt Broadcast Transmitter.  
 Type No. 350C-1: 100 w Broadcast Transmitter.  
 Type No. 351E-1: 250 watt Broadcast Transmitter.  
 Type No. 352E-1: 500 watt Broadcast Transmitter.  
 Type No. 353B-1: 1 kw Broadcast Transmitter.  
 Type No. 353E-1: 1 kw Broadcast Transmitter.  
 Type No. 355B-1: 5 kw Broadcast Transmitter (Type No. 301B transmitter with D-97088 amplifier).  
 Type No. 355D-1: 5 kw Broadcast Transmitter (Former Type No. 5 kw AC).  
 Type No. 406-A: 10 kw Broadcast Transmitter.  
 Type No. 407-A-1: 50 kw Broadcast Transmitter.  
 Type No. 407-A-2: 50 kw Broadcast Transmitter.  
 Type No. D94989: 5 kw Broadcast Transmitter.  
 Type No. D-94990: 5 kw Broadcast Transmitter.  
 Type No. D-94991: 5 kw Broadcast Transmitter.  
 Type No. D-94992: 5 kw Broadcast Transmitter.  
 Type No. D-94993: 1 kw Broadcast Transmitter.  
 Type No. D-94994: 1 kw Broadcast Transmitter.  
 Type No. D-94995: 50 kw Broadcast Transmitter.  
 Type No. D-96020: 1 kw Broadcast Transmitter.  
 Type No. D-96021: 1 kw Broadcast Transmitter.  
 Type No. D-97088: 5 kw Power Amplifier (may be used with 301-A or B, 302-A or B, 303-A or B or 304-A or B).  
 Type No. D-97088 Modified for 2½ kw Broadcast Transmitter.  
 Type No. D-96847: 5 kw Broadcast Transmitter.  
 Type No. D-96847: Modified 2½ kw Broadcast Transmitter.

**WESTERN RADIO ENGINEERING CO. Inc.**—5th & St. Peter St., St. Paul, Minn.  
 Type No. F-100-A: Automatic Frequency Control Unit.

## FREQUENCY MONITORS

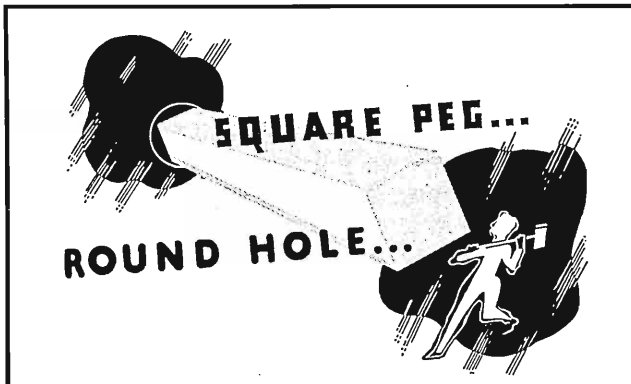
Approved by FCC Under Rule 145

Manufacturer	Type	Approval No.
DeForest Radio Co. (Now owned by RCA Mfg. Co.) General Radio Co.	ABM-106 Model A	1451
	Oscillator Type 475A	1452
	Deviation Meter Type 681 Quartz Plate Type 376-J or L	1453
Western Electric Co.	1-A	1453
	Oscillator 700-A modified	1454
RCA Victor Co.	EX-4180	1455
Doolittle and Falknor, Inc.	FD-1	1456
Bremer Broadcasting Corp.	A	1456
H. O. Boehme, Inc.	5-M	1456
International Broadcasting Equipment Co.	Type 60	1457
Piezo Electric Laboratories	PM-125-A	1458
Pillar of Fire	A	1459
Hygrade Sylvania Corp.	Model 30J	1460

## MODULATION MONITORS

Approved by FCC Under Rule 139

Manufacturer	Type	Approval No.
General Radio Co. RCA Mfg. Co., Inc. RCA Mfg. Co., Inc.	731-A	1551
	66-A	1552
	66-B	1553



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# Equipment in Use in BROADCAST STATIONS IN UNITED STATES AND CANADA

## ALABAMA

WAPI, Birmingham—Location of Transmitter: Sandusky Mountain, near Pratt City, Ala. Make: WE. Towers: Two, 200 feet. Speech Input: RCA. Microphones: WE.

WBRC, Birmingham—Location of Transmitter: Coalburg Road, North Birmingham, Make: RCA. Tower: 1 Blaw-Knox, 238 feet. Speech Input: RCA. Microphones: RCA, WE.

WSGN, Birmingham—Location of Transmitter: Druid Hills, Birmingham. Make: WE. Towers: Two, 100 feet. Speech Input: WE. Microphones: WE.

WMFO, Decatur—Location of Transmitter: Decatur. Make: Composite. Tower: 1 Composite, 110 feet. Speech Input: Composite. Microphones: Astatic.

WAGF, Dothan—Location of Transmitter: Southeast Ala. Fair Grounds, Dothan. Make: Composite. Towers: Two, 70 feet. Speech Input: WE. Microphones: WE.

WJBY, Gadsden—Location of Transmitter: 108 Broad St. Make: Composite. Tower: 1 Blaw-Knox, 154 feet. Speech Input: RCA. Microphones: RCA.

WBFP, Huntsville—Location of Transmitter: Huntsville. Make: Composite. Tower: One, 175 feet. Speech Input: Composite. Microphones: Turner.

WALA, Mobile—Location of Transmitter: Mobile. Make: WE. Towers: 2 Mobile Steel Co., 95 feet. Speech Input: WE. Microphones: WE.

WSFA, Montgomery—Location of Transmitter: Montgomery. Make: WE. Speech Input: WE. Microphones: WE.

WHBB, Selma—Location of Transmitter: Selma. Make: WE. Towers: Two, 150 feet. Speech Input: Collins. Microphones: Amperite, Astatic.

WMSD, Sheffield—Location of Transmitter: Second St. & Woodward Ave., Muscle Shoals, Ala. Make: Hygrade Sylvania. Tower: One, 168 feet. Speech Input: Hygrade Sylvania. Microphones: Shure.

WJRD, Tuscaloosa—Location of Transmitter: Greensboro & Jug Factory Road, Tuscaloosa. Make: RCA. Tower: One, 165 feet. Speech Input: RCA. Microphones: RCA.

## ARIZONA

KCRJ, Jerome—Location of Transmitter: Jerome. Make: Composite. Tower: One, 145 feet. Microphones: Amperite.

KSUN, Lowell—Location of Transmitter: Lowell. Make: Composite. Tower: 1 Composite, 210 feet. Speech Input: Composite. Microphones: WE, Amperite.

KOY, Phoenix—Location of Transmitter: 12 St. & Camelback Road. Make: Collins. Tower: 1 Blaw-Knox, 285 feet. Speech Input: Collins. Microphones: RCA.

KTAR, Phoenix—Location of Transmitter: Heard Bldg. Make: WE. Towers: 2 Pacific Iron & Steel Co., 179 feet atop 278 ft. building. Speech Input: RCA. Microphones: RCA, WE.

KGAR, Tucson—Location of Transmitter: S. Sixth Ave. & 12th St. Make: Composite. Tower: One, 80 feet. Speech Input: Composite. Microphones: Remler.

KVOA, Tucson—Location of Transmitter: W. Lee at 10th St., Tucson. Make: Composite. Tower: One, 190 feet. Speech Input: Composite. Microphones: RCA, Amperite.

KUMA, Yuma—Location of Transmitter: Yuma. Make: Composite. Tower: One, 170 feet. Speech Input: Gates. Microphones: Amperite.

## ARKANSAS

KFPW, Fort Smith—Location of Transmitter: Fort Smith. Make: Composite. Towers: Two, 120 feet. Speech Input: Composite. Microphones: WE.

KLCN, Blytheville—Location of Transmitter: Blytheville. Make: Composite. Speech Input: Composite. Microphones: RCA, Amperite, Sure, WE.

KELD, El Dorado—Location of Transmitter: Country Club Colony, P. O. Box 610. Make: RCA. Tower: 1 Blaw-Knox, 180 feet. Speech Input: RCA. Microphones: RCA, WE.

KTHS, Hot Springs—Location of Transmitter: Country Club grounds, near Hot Springs. Make: WE & composite. Towers: Two, 200 feet. Speech Input: WE. Microphones: WE.

KBTM, Jonesboro—Location of Transmitter: State Highway No. 1, Jonesboro. Make: Composite. Tower: 1 Truscon, 200 feet. Speech Input: Collins. Microphones: Amperite, Shure.

KARK, Little Rock—Location of Transmitter: 2½ miles N. E. of Little Rock on Highway 67. Make: RCA. Tower: 1 Blaw-Knox, 310 feet. Speech Input: RCA. Microphones: RCA.

KGHI, Little Rock—Location of Transmitter: Atop Arkansas Gazette Bldg. Make: Composite. Tower: One, 171 feet. Speech Input: Composite. Microphones: RCA.

KLRA, Little Rock—Location of Transmitter: Adjacent to N. Little Rock, P. O. Box 550. Make: Composite. Tower: 1 Truscon, 300 feet. Speech Input: WE. Microphones: WE, RCA.

KOTN, Pine Bluff—Location of Transmitter: Pine Bluff. Make: Composite. Speech Input: Composite. Microphones: RCA.

KUOA, Siloam Springs—Location of Transmitter: Siloam Springs. Make: Composite. Tower: 1 Blaw-Knox, 450 feet. Speech Input: WE. Microphones: WE.

## CALIFORNIA

KERN, Bakersfield—Location of Transmitter: Elks Bldg. Make: Composite. Tower: One, 261 feet. Speech Input: Malachy Broadcasting Co. Microphones: RCA.

KPMC, Bakersfield—Location of Transmitter: Bakersfield. Make: RCA. Towers: Two, 150 feet. Speech Input: RCA. WE. Microphones: RCA, WE.

KRE, Berkeley—Location of Transmitter: Ashby Ave. & East Shore Highway. Make: WE. Tower: 1 Blaw-Knox, 190 feet. Speech Input: WE. Microphones: WE, RCA, Brush.

KHSL, Chico—Location of Transmitter: Hooker Oak & Madrone Ave. Make: RCA. Tower: 1 Bethlehem, 270 feet. Speech Input: RCA. Microphones: RCA.

KIBM, Eureka—Location of Transmitter: Eureka Inlet, Humboldt Bay, Eureka. Make: WE. Tower: 1 Blaw-Knox, 168 feet. Speech Input: Remler. Microphones: WE, Remler.

KXO, El Centro—Location of Transmitter: 793 Main St., El Centro. Make: Composite. Towers: Two, 85 feet.

KARM, Fresno—Location of Transmitter: Fresno. Make: RCA. Tower: One, 183 feet.

KMJ, Fresno—Location of Transmitter: Fresno. Make: Composite. Tower: One, 203 feet. Microphones: RCA.

KIEV, Glendale—Location of Transmitter: 701 E. Broadway, Glendale. Make: RCA. Towers: Two, 170 feet.

KFOX, Long Beach—Location of Transmitter: 220 E. Anaheim St. Make: WE. Towers: 2 Bethlehem, 142 feet. Speech Input: WE. Microphones: WE.

KGER, Long Beach—Location of Transmitter: Long Beach. Make: RCA. Tower: 1 Blaw-Knox, 185 feet. Speech Input: RCA, WE. Microphones: RCA, WE.

KECA, Los Angeles—Location of Transmitter: 1418 E. 81st St., Los Angeles. Make: RCA. Tower: 1 Ideco, 365 feet. Speech Input: RCA. Microphones: RCA, WE.

KEHE, Los Angeles—Location of Transmitter: 2951 Moynier Lane, Los Angeles. Make: RCA. Tower: 1 Ideco, 485 feet. Speech Input: RCA. Microphones: RCA.

KFAC, Los Angeles—Location of Transmitter: 5851 W. 18th St., Los Angeles. Make: WE. Towers: Two, 140 feet. Speech Input: WE. Microphones: WE.

KFI, Los Angeles—Location of Transmitter: Buena Park, Cal. Make: RCA. Tower: 1 Pacific Iron & Steel Co., 400 feet. Speech Input: RCA. Microphones: RCA, WE.

KFSG, Los Angeles—Location of Transmitter: 1100 Glendale Blvd., Los Angeles. Make: Composite. Towers: Two. Speech Input: Composite. Microphones: WE, Amperite.

KFVD, Los Angeles—Location of Transmitter: 9300 Cattaraugus St., Culver City, Cal. Make: WE. Tower: One, 250 feet. Speech Input: WE. Microphones: WE.

KFWB, Los Angeles—Location of Transmitter: 3531 Moynier Lane, Los Angeles. Make: RCA. Tower: 1 Beco, 465 feet. Speech Input: RCA. Microphones: RCA.

KGFJ, Los Angeles—Location of Transmitter: 1229 Oak St., Los Angeles. Make: Composite. Tower: 1 Composite, 200 feet. Speech Input: WE. Microphones: WE.

KHJ, Los Angeles—Location of Transmitter: 1076 W. Seventh St., Los Angeles. Make: WE. Towers: 2 WE, 125 feet. Speech Input: WE. Microphones: WE, RCA.

KMPG, Los Angeles—Location of Transmitter: 9631 Wilshire Blvd., Beverly Hills. Make: RCA. Towers: Two, 150 feet. Speech Input: Collins. Microphones: RCA, WE.

KMTT, Los Angeles—Location of Transmitter: 1000 Cahuenga Blvd., Hollywood. Make: RCA. Towers: 2 Consolidated Steel Co., 263 feet. Speech Input: WE. Microphones: WE, RCA.

KNX, Los Angeles—Location of Transmitter: Sherman Oaks, Cal. Make: WE. Tower: 1 Pacific Coast Steel Co., 465 feet. Speech Input: WE, RCA. Microphones: WE, RCA.

KRKD, Los Angeles—Location of Transmitter: 1100 Glendale Blvd., Los Angeles. Make: WE. Tower: One, 250 feet. Speech Input: WE. Microphones: WE, RCA.

KYOS, Merced—Location of Transmitter: P. O. Box 662, Merced. Make: WE. Tower: One, 224 feet. Speech Input: RCA. Microphones: RCA.

KTRB, Modesto—Location of Transmitter: P. O. Box 405, Modesto. Make: Composite. Towers: Two, 54 feet. Speech Input: Composite. Microphones: American, Amperite.

KDON, Monterey—Location of Transmitter: Monterey. Make: WE. Tower: One, 212 feet. Speech Input: Remler. Microphones: Remler.

KLS, Oakland—Location of Transmitter: 327 21st St., Oakland. Make: WE. Tower: 1 Blaw-Knox, 179 feet. Speech Input: WE. Microphones: WE.

KLX, Oakland—Location of Transmitter: Oakland. Make: WE. Antenna Suspended between two buildings, 340 feet. Speech Input: WE. Microphones: WE.

KROW, Oakland—Location of Transmitter: 1520 Eighth Ave., Oakland. Make: WE. Towers: 2 Composite, 128 feet. Speech Input: Remler. Microphones: Remler.

KPPC, Pasadena—Location of Transmitter: 585 E. Colorado St., Pasadena. Make: Composite (rebuilt RCA). Towers: Two, 129½ feet. Speech Input: Harrison.

KVCV, Redding—Location of Transmitter: Redding. Make: RCA. Tower: One, 178 feet. Speech Input: RCA. Microphones: RCA.

KFBK, Sacramento—Location of Transmitter: Yolo County, Cal. Make: RCA. Tower: 1 Truscon, 365 feet. Speech Input: RCA. Microphones: RCA.

KROY, Sacramento—Location of Transmitter: 65th St. & 14th Ave., Sacramento. Make: WE. Tower: 1 Blaw-Knox, 170 feet. Speech Input: Composite. WE. Microphones: WE.

KFXM, San Bernardino—Location of Transmitter: 512 Fifth St. Make: Composite. Towers: Two, 155 and 107 feet. Speech Input: Oard. Microphones: WE.

KFSD, San Diego—Location of Transmitter: U. S. Grant Hotel. Make: WE. Towers: Two, 231 feet. Speech Input: Composite. Microphones: WE.

KVSC, San Diego—Location of Transmitter: Atop Pickwick Terminal Hotel, San Diego. Make: WE. Towers: Two, 150 feet.

KGB, San Diego—Location of Transmitter: 1012 First St. Make: WE. Towers: 2 Pacific Steel Co., 190 feet. Speech Input: WE. Microphones: WE.

KFRC, San Francisco—Location of Transmitter: 1000 Van Ness Ave. Make: WE. Towers: Two, 125 feet. Speech Input: WE. Microphones: WE.

KGCC, San Francisco—Location of Transmitter: 230 Eddy St. Make: RCA. Tower: 1 Truscon, 179 feet. Speech Input: Composite. Microphones: RCA, WE.

KGO, San Francisco—Location of Transmitter: 54th Ave. & E. 18th St., Oakland. Make: General Electric. Towers: 2 Pacific Const Steel Co., 150 feet. Speech Input: RCA. Microphones: RCA.

KJBS, San Francisco—Location of Transmitter: 1470 Pine St. Make: De Forest. Tower: 1 Bethlehem, 250 feet. Speech Input: Composite. Microphones: WE.

KPO, San Francisco—Location of Transmitter: Belmont, Cal. Make: RCA. Towers: 2 Pacific Const Steel Co., 300 feet. Speech Input: RCA. Microphones: RCA.

KSFO, San Francisco—Location of Transmitter: Pier 92, San Francisco. Make: WE. Tower: 1 Truscon, 400 feet. Speech Input: WE, RCA. Microphones: WE, RCA.

KYA, San Francisco—Location of Transmitter: Hearst Bldg. Make: RCA. Tower: 1 Bethlehem Steel Corp., 450 feet. Speech Input: RCA. Microphones: RCA.

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KQW, San Jose—Location of Transmitter: 87 E. San Antonio St. Make: WE. Towers: 2 Pacific Coast Steel Co., 160 and 125 feet. Speech Input: WE. Microphones: WE, RCA.

KVEC, San Luis Obispo—Location of Transmitter: Morro Road, San Luis Obispo. Make: RCA. Tower: 1 Bethlehem Steel Co., 218 feet. Speech Input: RCA. Microphones: RCA.

KVOE, Santa Ana—Location of Transmitter: 282 E. W. 5th St., Santa Ana. Make: Composite. Tower: 1 Consolidated Steel Co., 162 feet. Speech Input: Composite. Microphones: WE.

KTMS, Santa Barbara—Location of Transmitter: Santa Barbara. Make: Composite. Towers: 2 Bethlehem, 250 feet. Speech Input: RCA. Microphones: RCA.

KDB, Santa Barbara—Location of Transmitter: 16 E. Haley St. Make: WE. Towers: Two, 69 feet. Speech Input: WE. Microphones: WE.

KSRO, Santa Rosa—Location of Transmitter: 3 miles west of Santa Rosa. Make: RCA. Tower: 1 Truscon, 200 feet. Speech Input: RCA. Microphones: RCA.

KGDM, Stockton—Location of Transmitter: Stockton. Make: WE. Tower: 1 Blaw-Knox, 224 feet.

KWG, Stockton—Location of Transmitter: Weber & E. Sta. Make: Composite. Towers: Two, 100 feet. Speech Input: Composite. Microphones: WE, RCA.

KTKK, Visalia—Location of Transmitter: Visalia. Make: WE. Tower: 1 Bethlehem, 195 feet. Speech Input: RCA. Microphones: WE, RCA.

KHUB, Watsonville—Location of Transmitter: Watsonville. Make: RCA. Tower: 1 Bethlehem, 185 feet. Speech Input: RCA. Composite. Microphones: RCA.

#### COLORADO

KGIW, Alamosa—Location of Transmitter: 600 feet East of Alamosa on Laveta Highway. Make: Composite. Towers: Two, 71 feet.

KVOR, Colorado Springs—Location of Transmitter: Platte Ave., outside city limits. Make: WE. Tower: 1 Blaw-Knox, 210 feet. Speech Input: RCA. Microphones: RCA.

KFEL, Denver—Location of Transmitter: 5680 W. 20th Ave., Edgewater Branch, Denver. Make: Composite. Tower: 1 Blaw-Knox, 285 feet. Speech Input: Composite. Microphones: RCA.

KLZ, Denver—Location of Transmitter: Englewood. Make: WE. Tower: 1 Blaw-Knox, 444 feet. Speech Input: WE. Microphones: WE, RCA.

KOA, Denver—Location of Transmitter: Colfax Ave. Make: RCA. Tower: 1 International Stacey, 470 feet. Speech Input: RCA. Microphones: RCA.

KPOF, Denver—Location of Transmitter: Bellevue Junior College, near Westminster, Colo. Make: Composite. Tower: One, 260 feet. Speech Input: Composite. Microphones: WE.

KVOD, Denver—Location of Transmitter:ameda & S. Federal Sts., Denver. Make: WE. Tower: 1 Lehigh, 320 feet. Speech Input: RCA. Microphones: RCA, WE.

KIUP, Durango—Location of Transmitter: 2800 Main Ave. Make: Composite. Tower: One, 180 feet. Speech Input: Composite. Microphones: WE.

KFXJ, Grand Junction—Location of Transmitter: Hillcrest Manor, Grand Junction. Make: Composite. Towers: Two, 85 feet. Speech Input: Composite. Microphones: RCA, Arris.

KFKA, Greeley—Location of Transmitter: Greeley. Make: Composite. Tower: 1 Blaw-Knox, 279 feet. Speech Input: Composite.

KOKO, La Junta—Location of Transmitter: Half mile West of La Junta. Make: RCA. Tower: One, 203 feet.

KIDW, Lamar—Location of Transmitter: Lamar. Make: RCA. Towers: Two, 60 feet. Speech Input: Jenkins & Adair. Microphones: Shure, Ampertite.

KGFH, Lehigh—Location of Transmitter: 113 Broadway. Make: Composite. Towers: 2 Composite, 90 feet. Speech Input: Composite. Microphones: Universal.

KGKB, Sterling—Location of Transmitter: Fleming Road, Sterling. Make: Composite. Towers: Two, 82 feet.

#### CONNECTICUT

WICC, Bridgeport, Conn.—Location of Transmitter: Bridgeport. Make: WE. Composite. Towers: 2 Blaw-Knox, 300 feet. Speech Input: WE. Microphones: WE.

WDRG, Hartford—Location of Transmitter: 869 Blue Hills Ave., Bloomfield, Conn. Make: WE. Tower: 1 Truscon, 31 feet. Speech Input: WE. Microphones: WE.

WTHT, Hartford—Location of Transmitter: 983 Main St., Hartford. Make: WE. Tower: 1 Blaw-Knox, 204 feet. Speech Input: Collins. Microphones: WE.

WTIG, Hartford—Location of Transmitter: Avon, Conn. Make: RCA. Towers: 2 Blaw-Knox, 200 feet. Speech Input: RCA. WE. Microphones: RCA, WE.

WNHC, New Britain—Location of Transmitter: Cedar St., New Britain, Conn. Make: RCA. Towers: 1 Truscon, 178 feet. Speech Input: RCA. Microphones: RCA.

WELL, New Haven—Location of Transmitter: Front Ave., West Haven, Conn. Make: RCA. Tower: 1 Truscon, 281 feet. Speech Input: RCA. Microphones: RCA.

WNIC, New London—Location of Transmitter: Winthrop Point, New London. Make: Collins. Tower: One Lehigh, 196 feet. Speech Input: Collins. Microphones: Brush, RCA.

WATR, Waterbury—Location of Transmitter: 47 Grand Street, Waterbury. Make: Composite. Towers: 2 Composite, 50 feet. Speech Input: Composite. Microphones: WF.

WHRY, Waterbury—Location of Transmitter: Prospect, Conn. Make: RCA. Towers: 2 Blaw-Knox, 189 feet. Speech Input: RCA. Microphones: RCA.

#### DISTRICT OF COLUMBIA

WJSV, Washington—Location of Transmitter: Mt. Vernon Memorial Highway, Alexandria, Va. Make: WE. Composite. Towers: Two, 122 feet. Speech Input: Composite. Microphones: WE.

WMAL, Washington—Location of Transmitter: 712 11th St. N. W. Make: WE. Tower: One, 100 feet and 1 mast, 76 feet. Speech Input: WE. Microphones: RCA.

WOL, Washington—Location of Transmitter: Annapolis Hotel, Washington. Make: WE. Towers: 2 guyed pipe-masts, 80 feet above 110 ft. bldg. Speech Input: WE. 1 miscellaneous guy. Microphones: WE.

WRC, Washington—Location of Transmitter: 3308 14th St. Make: RCA. Towers: 2 RCA, 100 feet. Speech Input: RCA. Microphones: RCA.

#### FLORIDA

WMFJ, Daytona Beach—Location of Transmitter: Daytona Beach. Make: RCA. Speech Input: RCA. Microphones: RCA.

WRUF, Gainesville—Location of Transmitter: Gainesville. Make: WE. Towers: 2 American Bridge Co., 200 feet. Speech Input: WE. Composite. Microphones: WE, RCA, Turner.

WJAX, Jacksonville—Location of Transmitter: 1 Broadenst Place. Make: WE. Tower: 1 Truscon, 274 feet. Speech Input: WE. Microphones: WE, RCA.

WMBR, Jacksonville—Location of Transmitter: Foot of Vine St., South Jacksonville. Make: Composite. Tower: One, 150 feet. Speech Input: WE. Microphones: RCA.

WLAK, Lakeland—Location of Transmitter: Shore Acres, Lakeland. Make: Composite. Tower: 1 Tampa Shipbuilding Co., 197 feet. Speech Input: Composite. Microphones: WE, Ampertite.

WIOD, Miami—Location of Transmitter: Miami. Make: RCA. Tower: 1 Blaw-Knox, 200 feet. Speech Input: RCA. Microphones: RCA.

WKAT, Miami Beach—Location of Transmitter: 1759 N. Bay Road, Miami Beach. Make: WE. Tower: 1 Blaw-Knox, 154 feet. Speech Input: WE. Microphones: WE.

WQAM, Miami—Location of Transmitter: Miami. Make: 1 RCA, 1 WE. Tower: 1 Blaw-Knox, 239 feet. Speech Input: WE. Microphones: RCA, WE.

WDBO, Orlando—Location of Transmitter: Dunes Country Club Area, Orange County, Fla. Make: WE. Tower: 1 Blaw-Knox, 370 feet. Speech Input: RCA. Microphones: RCA.

WCOA, Pensacola—Location of Transmitter: Pensacola Bay Bridge. Make: WE. Tower: 1 Blaw-Knox, 185 feet. Speech Input: WE. Microphones: WE, RCA.

WTOY, St. Augustine—Location of Transmitter: Fountain of Youth Park. Make: WE. Tower: 1 Truscon, 204 feet. Speech Input: WE. Microphones: WE.

WSUN, St. Petersburg—Location of Transmitter: R. F. D. No. 1, Clearwater, Fla. Make: WE. Towers: Two, 200 feet. Speech Input: WE. Microphones: WE, RCA.

WTAL, Tallahassee—Location of Transmitter: Tallahassee. Make: Collins. Tower: One, 168 feet. Microphones: Brush.

WDAE, Tampa—Location of Transmitter: Forest Hills Country Club Area, Tampa. Make: Composite. Tower: 1 Truscon, 240 feet. Speech Input: RCA. Microphones: RCA.

WFLA, Tampa—Location of Transmitter: Bay to Bay Blvd., Clearwater, Fla. Make: WE. Towers: 2 International, 297 feet. Speech Input: WE. Microphones: RCA.

WJNO, West Palm Beach—Location of Transmitter: West Palm Beach. Make: Composite. Tower: One Lehigh, 150 feet. Speech Input: Composite. Microphones: RCA, Radio Receptor.

(Continued on page 300)

the new

# DAVEN

## VOLUME INDICATOR

TYPE No. 185

An instrument designed to function as a power level indicating device when bridged across a source of audio frequency.

In general, VOLUME INDICATORS are designed for bridging across a 500 ohm program line. When used across lines of other values a correction chart must be consulted.

★ An outstanding feature of the Type 185 is that it may be used across lines of various impedances without the use of correction charts. To set up for operation across various line impedances, it is only necessary to rotate the inner Decibel Dial and set the zero opposite the impedance value of the line in test. The pointer on the meter multiplier control then reads Direct the value necessary to add to the indicating meter reading.

★ Another unique feature of this instrument is that its input impedance does not vary appreciably over the audio cycle. Unlike the usual rectifier type instrument, this equipment does not produce distortion when bridged across high quality program circuits.

The meter element is a copper oxide-rectifier volt meter of 5,000 ohms resistance impedance. The meter ranges are calibrated for readings from -10 to plus 46 dB or from -20 to plus 36 DB. The instrument range is increased by the variable attenuator between the line and the meter. The L type attenuators serve to keep the input impedance of the instrument constant at 5,000 ohms throughout the entire range. Meter indicators are accurate to 2% of mid-scale readings for all frequencies up to 10,000 cycles. These instruments may also be used at higher frequencies by adding approximately 1/2% of full scale reading for each KC above this point.

Manufactured in both cabinet and panel mounting styles, with the latter finished to order in either W.E. or RCA gray or flat black.

**ENGINEERING SPECIFICATIONS**

INTERNAL INPUT IMPEDANCE—5000 ohms.

INSERTION LOSS—From 0.8 Db when bridged across a 500 ohm line, to zero when bridged across a 5 ohm line.

POWER LEVEL RANGE—Minus 10 Db to plus 46 Db when bridged across a 500 ohm line, across other impedance lines see correction dial.

FREQUENCY CHARACTERISTICS—No appreciable correction over the audio range.

SCALE READING—Meter graduated from minus 10 Db to plus 6 Db in steps of 2 Db.

ACCURACY—Within 0.1 Db at mid-scale indicating meter reading.

MOUNTING—Designed for rack type mounting on a standard 3 1/2" x 1 3/8" panel. Standard instrument painted W. E. Gray or R. C. A. Gray or Flat Black.


DIMENSIONS—Width 3 1/2", length 1 3/8", depth 4".

WEIGHT—Net 7 pounds.

WRITE for complete detailed information. Also for our bulletin listing complete line of Daven products.

# THE DAVEN CO.

158-160 SUMMIT STREET NEWARK, NEW JERSEY



**IN BROADCASTING—  
IT'S RCA ALL THE WAY  
FROM MICROPHONE  
TO LOUDSPEAKER**

**RCA GIVES YOU A COMPLETE LINE OF BROADCAST EQUIPMENT  
FOR EVERY PURPOSE—IN THE STATION OR STUDIOS**

RCA equipment gives you more for your money because years of experience in every phase of radio . . . progressive research and sound engineering . . . modern factory facilities and skilled workers . . . a cooperative and friendly field organization —all combine to produce first-class products at reasonable prices.

That's why it will pay you to follow the lead of hundreds of other stations—go RCA All The Way for *better broadcasting.*

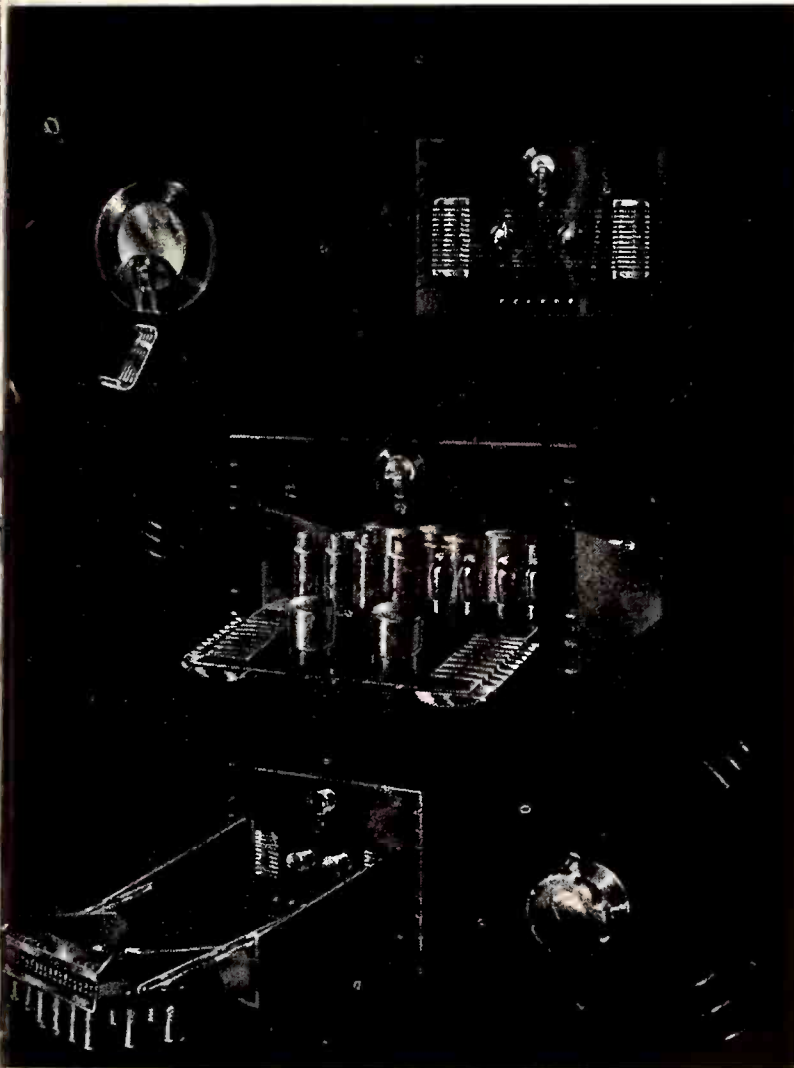
# RCA OFFERS YOU BETTER BROADCASTING WITH HIGH QUALITY, LOW COST MICROPHONES

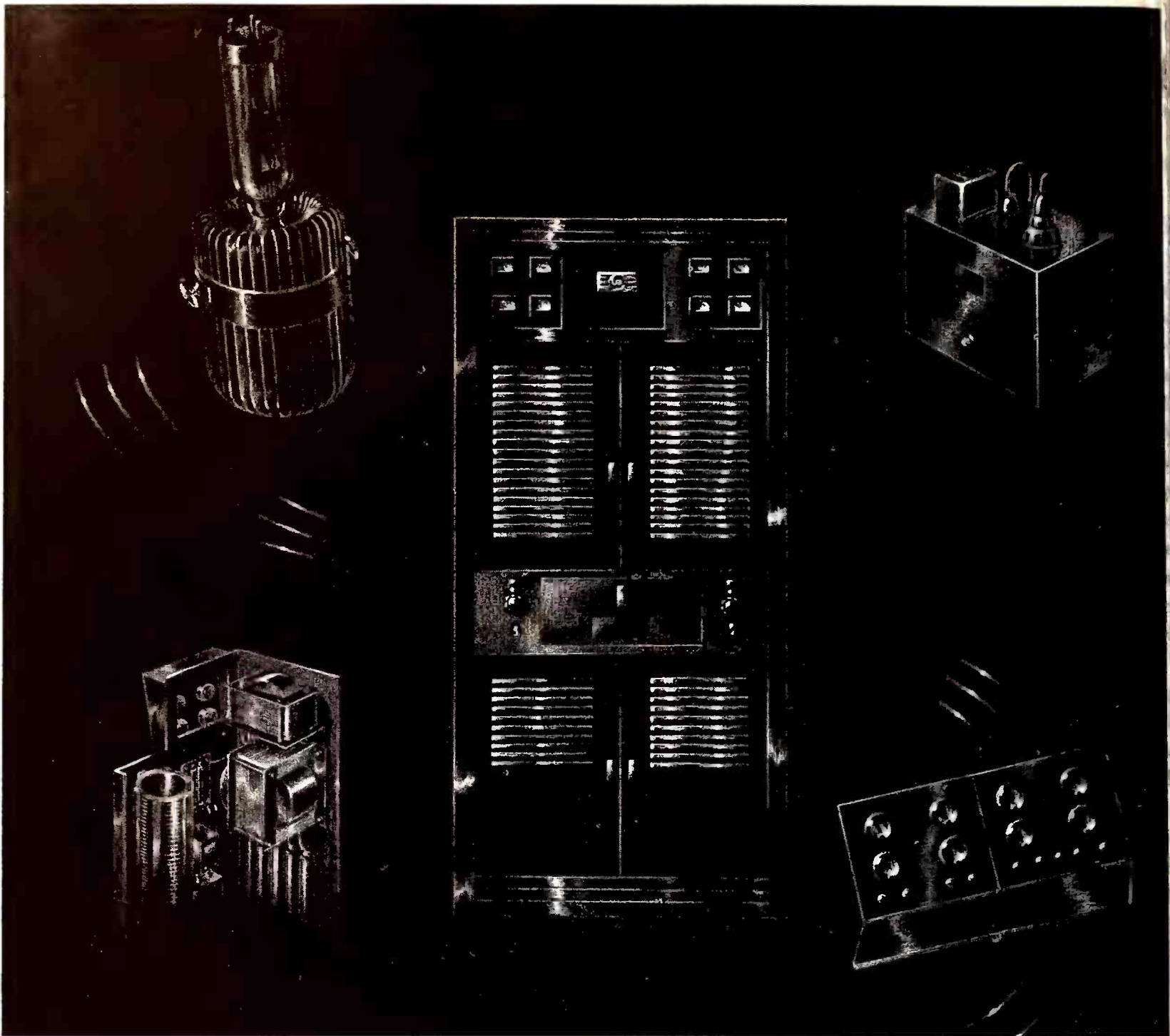
A complete assortment of microphones for every purpose is available...including RCA's high quality velocity microphones now in standard use on networks...ingenious uni-directional velocity microphones which provide excellent pickups under difficult conditions in studio or auditorium...low priced velocity or pressure-type microphones for use in the field or studio. In addition, RCA provides a complete line of microphone stands.



## RCA SPEECH INPUT EQUIPMENT...AVAILABLE FOR EVERY PURPOSE

You may have your choice of complete assemblies or individual units. No matter what type of speech input equipment you desire, RCA has it for you. Deluxe or economy amplifiers, monitors, pre-amplifiers, consoles, loudspeakers, turntables. Styled in the modern manner, offering high fidelity performance, typical RCA reliability, convenience of operation—this superb equipment is yours at a price you can afford to pay.





## HIGH FIDELITY, LOW OPERATING COST WITH RCA TRANSMITTERS

No matter what power you want—RCA has it. RCA transmitters from 100 to 500,000 watts are available. Designed by experienced engineers familiar with the problems of broadcasting, these transmitters fulfill all your needs, offer excellent service. RCA transmitters feature high fidelity performance, low cost operation, dependable service and utmost reliability.

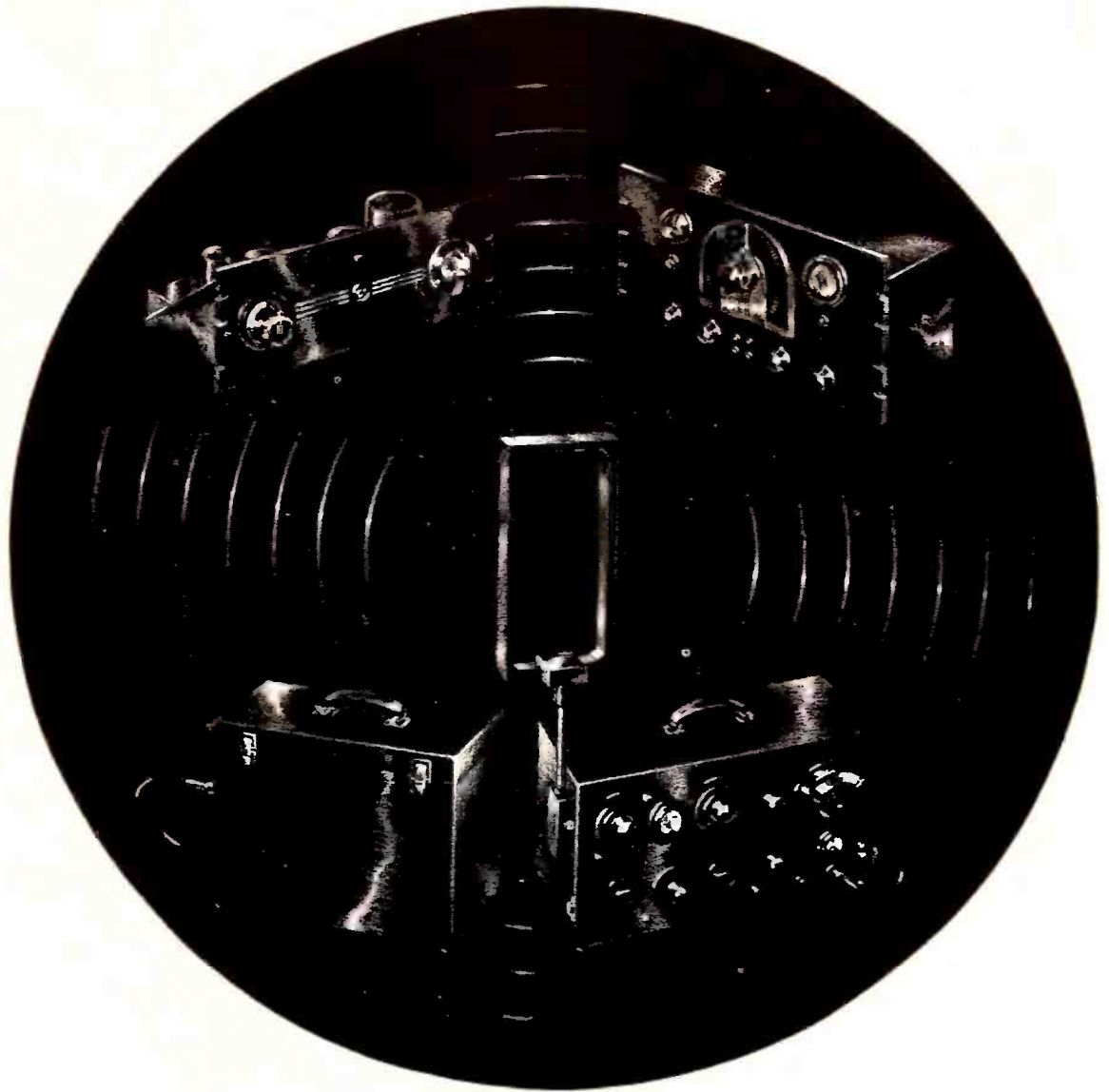
Two lines of RCA transmitters are offered. First, deluxe equipment with every facility for

convenient operation and provision for increasing power by adding standard amplifier units. Second, an economy line for high fidelity, low cost service. Some of RCA's many features are vertical chassis construction; air-cooled 5 kilowatt equipment; modern, attractive appearance; full metering; low cost tubes; heavy, over-size components; high quality insulation. And remember, behind every RCA transmitter stands RCA service and cooperation.

# **RCA TEST AND MONITORING EQUIPMENT—PLUS APPARATUS FOR ALL BROADCASTING NEEDS IS AVAILABLE**

Equipment for checking operation of station apparatus—or for adjusting it to maximum performance—is made for you by RCA. RCA field intensity meters check coverage. RCA beat oscillators determine frequency response and equalization. RCA also offers distortion measuring units, frequency and modulation monitors, volume indicators, cathode ray oscillographs, and a full line of special test equipment.

There are many other RCA products you can use to excellent advantage. Remember—only RCA makes such a complete line of broadcasting equipment. And only RCA gives you the extra value of its experience in every phase of radio. For full information about RCA's complete line of broadcast apparatus, write to the nearest district office for your copy of the RCA catalog.



## **RCA Manufacturing Co., Inc., CAMDEN, N. J.**

**A SERVICE OF THE RADIO CORPORATION OF AMERICA**

NEW YORK: 1270 Sixth Ave., CHICAGO: 589 E. Illinois St., ATLANTA: 490 Peachtree St., N. E., DALLAS: 2211 Commerce St  
SAN FRANCISCO: 170 Ninth St., HOLLYWOOD: 1016 North Sycamore Avenue

### **IN YOUR STATION GO "RCA ALL THE WAY"**



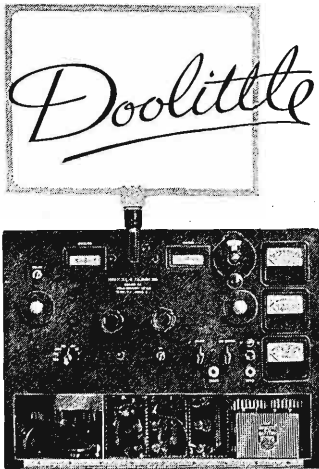
# **BROADCAST EQUIPMENT**

# Equipment in Use in BROADCAST STATIONS IN UNITED STATES AND CANADA

(Continued from page 295)

- GEORGIA**
- WGPC, Albany—Location of Transmitter: 127½ N. Jackson St. Make: RCA. Tower: One, 154 feet. Speech Input: WE. Microphones: Shure, WE.
- WAGA, Atlanta—Location of Transmitter: East Atlanta. Make: RCA. Tower: 1 Truscon, 375 feet. Speech Input: RCA. Microphones: RCA.
- WATL, Atlanta—Location of Transmitter: Henry Grady Hotel. Make: WE. Tower: 1 Truscon, 164 feet atop 14-story structure. Speech Input: WE. Microphones: WE, RCA.
- WGST, Atlanta—Location of Transmitter: Cheshire Bridge Road, Atlanta. Make: RCA. Tower: 1 Truscon, 290 feet. Speech Input: WE. Microphones: WE, RCA.
- WSB, Atlanta—Location of Transmitter: Atlanta. Make: WE. Towers: 2 Lehigh (main), 350 feet; 2 U. S. Wind Engine & Pump Co. (auxiliary), 200 feet. Speech Input: WE. Microphones: WE, RCA.
- WRDW, Augusta—Location of Transmitter: Buena Vista Ave., North Augusta, South Carolina. Make: RCA. Tower: 1 Blaw-Knox, 179 feet. Speech Input: Gates. Microphones: RCA.
- WRBL, Columbus—Location of Transmitter: Columbus. Make: WE. Tower: 1 Truscon, 210 feet. Speech Input: WE. Microphones: WE.
- WKEU, Griffin—Location of Transmitter: Griffin Hotel. Make: Composite. Tower: One, 100 feet.
- WMAZ, Macon—Location of Transmitter: Log Cabin Blvd., Macon. Make: Composite. Tower: 1 Blaw-Knox, 249 feet. Speech Input: RCA. Microphones: WE, RCA.
- WRGA, Rome—Location of Transmitter: National City Bank Bldg. Make: Composite. Tower: 1 dual-mast, 215 feet. Speech Input: Composite. Microphones: RCA.
- WTOC, Savannah—Location of Transmitter: 7 miles N. of Savannah. Make: Composite. Tower: One composite, 206 feet. Speech Input: Composite. Microphones: RCA.
- WYAX, Thomasville—Location of Transmitter:** Thomasville. Make: Composite. Tower: 1 Blaw-Knox, 205 feet. Speech Input: Composite. Microphones: Amperite.
- WAYX, Waycross—Location of Transmitter:** Waycross. Make: Composite. Tower: 1 Albany (Ga.) Welding Co., 160 feet. Speech Input: Collins. Microphones: Amperite.
- IDAHO**
- KIDO, Boise—Location of Transmitter: 4½ miles W. of Boise. Make: Composite. Tower: 1 Blaw-Knox, 235 feet. Speech Input: Composite. Microphones: Radio Receptor.
- KGCI, Coeur d'Alene—Location of Transmitter: Third & Bancroft Sts. Make: WE. Tower: One, 215 feet.
- KID, Idaho Falls—Location of Transmitter: Idaho Falls. Make: Composite. Tower: 1 Truscon, 330 feet. Speech Input: Gates.
- KRLC, Lewiston—Location of Transmitter: Lewiston Orchards. Make: Seattle Laboratories Inc. Tower: One. Speech Input: WE. Microphones: WE.
- KFXD, Nampa—Location of Transmitter: 1024 12th Ave. Make: WE. Tower: 1 Blaw-Knox, 230 feet. Speech Input: WE. Microphones: WE.
- KSEI, Pocatello—Location of Transmitter: Pocatello. Make: Composite. Towers: 2 Blaw-Knox, 165 feet. Speech Input: Composite. Microphones: RCA.
- KTFI, Twin Falls—Location of Transmitter: Twin Falls. Make: Composite. Tower: 1 Lehigh, 437 feet. Speech Input: WE. Microphones: WE, RCA.
- ILLINOIS**
- WJBC, Bloomington—Location of Transmitter: Normal, Ill. Make: Composite. Tower: One, 205 feet. Speech Input: Composite. Microphones: Brush.
- WCAZ, Carthage—Location of Transmitter: Carthage. Make: Composite. Tower: 1 Blaw-Knox, 229 feet. Speech Input: RCA. Microphones: RCA.
- WDWS, Champaign—Location of Transmitter: ½ mile S. of Champaign. Make: Composite. Tower: 1 Truscon, 162 feet. Speech Input: Collins. Microphones: RCA, WE.
- WAAF, Chicago—Location of Transmitter: Exchange Bldg., Chicago. Make: Composite. Tower: 1 Truscon, 231 feet. Speech Input: Composite. Microphones: RCA, WE, Amperite.
- WBBM, Chicago—Location of Transmitter: Glenview, Ill. Make: Composite. Towers: 2 Blaw-Knox, 300 feet. Speech Input: WE, RCA. Microphones: WE, RCA.
- WCBD, Chicago—Location of Transmitter: Church Road, Elmhurst, Ill. Make: WE. Tower: 1 Truscon, 420 feet. Speech Input: WE, RCA. Microphones: RCA.
- WCFL, Chicago—Location of Transmitter: Downers Grove, Ill. Make: RCA. Tower: 1 Blaw-Knox, 490 feet. Speech Input: RCA. Microphones: RCA, WE.
- WCRW, Chicago—Location of Transmitter: 2766 Pine Grove Ave. Make: Composite. Towers: Two, 125 feet.
- WEDC, Chicago—Location of Transmitter: 3860 Ogden Ave. Make: Composite. Tower: 1 Truscon, 250 feet. Speech Input: Turner. Microphones: Turner.
- WENR, Chicago—Location of Transmitter: Downers Grove, Ill. Make: RCA. Towers: 2 U. S. Wind Engine & Pump Co., 190 feet. Speech Input: RCA. Microphones: RCA.
- WGES, Chicago—Location of Transmitter: 4000 Washington Blvd. Make: Composite. Tower: 1 U. S. Windmill Co., 188 feet. Speech Input: WE, RCA. Microphones: RCA.
- WGN, Chicago—Location of Transmitter: Elgin, Ill. Make: Composite. Towers: Two, 250 feet. Speech Input: RCA. Microphones: RCA, WE.
- WHIP, Chicago—(See Hammond, Ind.)
- WJJD, Chicago—Location of Transmitter: DePauline, Ill. Make: Composite. Tower: 1 Truscon, 281 feet. Speech Input: WE. Microphones: WE.
- WLS, Chicago—Location of Transmitter: Uses transmitter of WENR, Chicago.
- WMAQ, Chicago—Location of Transmitter: Elmhurst, Ill. Make: RCA. Tower: 1 International Stacey Co., 490 feet. Speech Input: RCA. Microphones: RCA.
- WMBI, Chicago—Location of Transmitter: Addison, Ill. Make: WE. Tower: 1 Blaw-Knox, 490 feet. Speech Input: WE. Microphones: WE, Jenkins & Admir.
- WSDJ, Chicago—Location of Transmitter: 2400 W. Madison St., Chicago. Make: Composite. Tower: 1 Truscon, 189 feet. Speech Input: WE. Microphones: WE, RCA.
- WVAE, Chicago—(See Hammond, Ind.)
- WVGO, Cicero—Location of Transmitter: Cicero. Make: WE. Tower: 1 Blaw-Knox, 175 feet. Speech Input: WE. Microphones: WE.
- WJBL, Decatur—Location of Transmitter: Decatur. Make: Composite. Tower: 1 Truscon, 150 feet. Speech Input: Gates. Microphones: RCA, Brush.
- WTMV, East St. Louis—(See St. Louis, Mo.)
- WEBQ, Harrisburg—Location of Transmitter: 100 E. Poplar St. Make: Composite. Tower: 1 Blaw-Knox, 204 feet. Speech Input: Remler. Microphones: RCA.
- WCLS, Joliet—Location of Transmitter: 222 N. Chicago St. Make: Composite. Towers: Two, 168 feet.
- WMBD, Peoria—Location of Transmitter: Peoria. Make: WE. Tower: 1 Blaw-Knox, 254 feet. Speech Input: WE, Composite. Microphones: WE, RCA.
- WTAD, Quincy—Location of Transmitter: N. 24th St., Quincy. Make: Collins. Tower: 1 Truscon, 280 feet. Speech Input: Collins. Microphones: RCA, WE, Brush.
- WROK, Rockford—Location of Transmitter: Kilburn Ave. road, Rockford. Make: RCA. Tower: 1 Truscon, 238 feet. Speech Input: Remler. Microphones: WE.
- WHIF, Rock Island—Location of Transmitter: Rock Island. Make: RCA. Towers: 2 Windmill, 120 feet. Speech Input: RCA. Microphones: RCA.
- WCBS, Springfield—Location of Transmitter: 2200 S. Sixth St. Make: Composite. Tower: One, 165 feet. Speech Input: Composite. Microphones: WE, Amperite.
- WTAX, Springfield—Location of Transmitter: Reich Bldg. Make: RCA. Towers: Two, 90 feet. Speech Input: RCA. Microphones: RCA.
- WIZ, Tuscola—Location of Transmitter: Tuscola. Make: RCA. Tower: 1 Blaw-Knox, 241 feet. Speech Input: RCA. Microphones: WE.
- WILL, Urbana—Location of Transmitter: Urbana. Make: Composite. Towers: 2 Truscon, 325 feet. Speech Input: Composite. Microphones: RCA, WE.
- INDIANA**
- WHBL, Anderson—Location of Transmitter: Childrens Bank Bldg. Make: Collins. Towers: Two. Speech Input: Collins. Microphones: RCA.
- WTRC, Elkhart—Location of Transmitter: Elkhart. Make: RCA. Tower: 1 Truscon, 174 feet. Speech Input: RCA. Microphones: RCA.
- WEOA, Evansville—Location of Transmitter: 519 Vine St. Make: Composite. Tower: 1 L-S, 256 feet. Speech Input: Composite. Microphones: RCA.
- WGBF, Evansville—Location of Transmitter: 8 miles N. of Evansville. Make: Composite. Towers: 2 Lehigh, 125 feet. Speech Input: Composite. Microphones: RCA.
- WGL, Fort Wayne—Location of Transmitter: 925 S. Harrison St. Make: Westinghouse. Tower: 1 International Derrick & Equipment Co., 175 feet. Speech Input: WE, RCA. Microphones: WE, RCA.
- WOWO, Fort Wayne—Location of Transmitter: Washington Township, at Intersection of Lincoln Highway and State Road No. 2, Fort Wayne. Make: Composite. Tower: 1 Blaw-Knox, 465 feet. Speech Input: WE, RCA. Microphones: WE, RCA.
- WHIP, Hammond—Location of Transmitter: 137th St. & Pochman Ave., Hammond. Make: WE. Towers: 3 Lehigh, 350 feet. Speech Input: RCA. Microphones: WE, RCA.
- WVAE, Hammond—Location of Transmitter: 137th St. & Pochman Ave., Hammond. Make: WE. Towers: 3 high, 350 feet. Speech Input: RCA. Microphones: WE, RCA.
- WIND, Gary—Location of Transmitter: R. R. No. 2, Gary. Make: WE & Composite. Towers: 1 Martin, 350 feet; 1 Blaw-Knox, 350 feet; 1 Truscon, 250 feet. Speech Input: Collins, WE. Microphones: WE, RCA.
- WFBM, Indianapolis—Location of Transmitter: Millersville, Ind. Make: RCA. Tower: 1 International Stacey, 420 feet. Speech Input: RCA. Microphones: RCA.
- WIRE, Indianapolis—Location of Transmitter: Indianapolis. Make: RCA. Towers: 2 Truscon, 322 feet. Speech Input: RCA. Microphones: RCA.
- WLBC, Muncie—Location of Transmitter: 125 S. Walnut St. Make: Doollittle & Falknor. Tower: 1 Aluminum Co. America, 164 feet. Speech Input: Collins. Microphones: RCA.
- WGRA, New Albany—Location of Transmitter: McCulloch Pike, Clark County, Jeffersonville, Ind. Make: RCA. Tower: 1 Truscon, 231 feet. Speech Input: RCA. Microphones: RCA.
- WKBV, Richmond—Location of Transmitter: 2 miles North of Richmond. Make: Composite. Tower: One, 170 feet.
- WSBT-WFAM, South Bend—Location of Transmitter: R. R. 2, Box 2, South Bend. Make: RCA. Towers: Two, 206 feet. Speech Input: RCA. Microphones: RCA, WE.
- WBOW, Terre Haute—Location of Transmitter: S. 25th & Dimnick Sts., Terre Haute. Make: Composite. Tower: One, 220 feet. Speech Input: RCA. Microphones: RCA.
- WBAA, West Lafayette—Location of Transmitter: West Lafayette. Make: Composite. Towers: Two. Speech Input: Composite. Microphones: WE, RCA, Amperite.
- IOWA**
- WOI, Ames—Location of Transmitter: Iowa State College, Ames. Make: Composite. Antenna: Suspended between water tank and smoke stack, 105 feet. Speech Input: WE, RCA. Composite. Microphone: WE, RCA.
- KFGQ, Boone—Location of Transmitter: 924 W. Second St. Make: Composite. Towers: Two, 83 feet.
- WMT, Cedar Rapids—Location of Transmitter: Marion, Iowa. Make: Collins. Towers: 2 International Stacey Co., 412 feet. Speech Input: Collins, WE. Microphones: RCA.
- WOC, Davenport—Location of Transmitter: Davenport. Make: RCA. Tower: One, 180 feet. Speech Input: RCA. Microphones: RCA.
- KGCA, Decorah—Location of Transmitter: 201 Water St. Make: Composite. Towers: Two, 55 feet.
- KWLC, Decorah—Location of Transmitter: 600 Lehigh Eriksson Drive. Make: Composite. Towers: Two, 82 feet.
- KRNT, Des Moines—Location of Transmitter: N. 12th Road, Des Moines, Mo. Make: RCA. Towers: Three, 370, 190, and 190 feet. Speech Input: WE. Microphones: RCA, WE.

## Model RA FIELD INTENSITY METER By



### SIX IMPORTANT FEATURES

- Frequency Range 500 to 15000 Kcs.
- Complete in one aluminum case
- Lightweight; only 43 lbs. Complete
- Integral D. C. recording amplifier
- Low First Cost
- Low Operating Cost

DOOLITTLE & FALKNOR INC. 7421 So. Loomis Blvd. CHICAGO, ILL.



**KSO, Des Moines**—Location of Transmitter: N. 12th Road, Des Moines. Make: RCA. Tower: One, 370 feet. Speech Input: WE. Microphones: RCA, WE.

**WHO, Des Moines**—Location of Transmitter: Mitchellville, Ia. Make: RCA. Tower: 1 Blaw-Knox, 632 feet. Speech Input: RCA, WE. Microphones: RCA, WE.

**WKDB, Dubuque**—Location of Transmitter: East Duquoin, Ill. Make: Collins. Towers: Two, 65 feet. Speech Input: Collins. Microphones: WE.

**WSUI, Iowa City**—Location of Transmitter: Iowa City. Make: Modified WE. Towers: 2 U. S. Wind Engine, 200 feet. Speech Input: WE, RCA. Microphones: WE, RCA.

**KFJB, Marshalltown**—Location of Transmitter: Marshalltown. Make: WE. Tower: 1 Lehigh, 210 feet. Speech Input: WE. Microphones: WE.

**KGLO, Mason City**—Location of Transmitter: Mason City. Make: RCA. Tower: 1 Truscon, 290 feet. Speech Input: RCA. Microphones: RCA.

**KFNF, Shenandoah**—Location of Transmitter: 407 Sycamore St. Make: WE. Tower: 1 Dempster, 260 feet. Speech Input: WE. Collins. Microphones: RCA, WE.

**KMA, Shenandoah**—Location of Transmitter: Shenandoah. Make: RCA. Tower: 1 Truscon, 488 feet. Speech Input: RCA. Microphones: RCA, WE.

**KSCJ, Sioux City**—Location of Transmitter: Leola, Iowa Highway 15. Make: Composite. Tower: 1 U. S. Wind Engine & Pump Co., 313 feet. Speech Input: WE, RCA. Microphones: WE, RCA.

#### KANSAS

**KFBI, Abilene**—Location of Transmitter: Milford, Kansas. Make: Composite. Towers: Two, 100 feet. Speech Input: WE. Microphones: WE.

**KGGI, Coffeyville**—Location of Transmitter: South Coffeyville, Okla. Make: WE. Towers: 2 Blaw-Knox, 200 feet. Speech Input: WE. Microphones: WE.

**KGNO, Dodge City**—Location of Transmitter: Dodge City. Make: Collins. Towers: 2 H. E. F., 105 feet. Speech Input: Collins. WE. Composite. Microphones: WE, RCA. Brush.

**KIUL, Garden City**—Location of Transmitter: Warner Terrace, Garden City. Make: RCA. Towers: Two, 100 feet. Speech Input: RCA. Microphones: RCA.

**KVCR, Grant Bend**—Location of Transmitter: S. Grant Bend. Make: Collins. Tower: 1 Hutchinson Foundry, 169½ feet. Speech Input: Collins. Microphones: Brush.

**KWRG, Hutchinson**—Location of Transmitter: 101 E. Ave. A. Make: Collins. Tower: 1 Lehigh, 150 feet. Speech Input: Collins. Microphones: Brush.

**KCKN, Kansas City**—Location of Transmitter: 901 N. 8th St., Kansas City, Kan. Make: Composite. Tower: 1 Blaw-Knox, 178 feet. Speech Input: Collins. Microphones: Brush.

**KFKU, Lawrence**—Transmitter: Use transmitter of WREN on a rental basis.

**WREN, Lawrence**—(See K. C. Mo.)

**KSAC, Manhattan**—Location of Transmitter: Manhattan. Make: WE. Towers: 2 U. S. Wind Engine Co., 150 feet. Speech Input: WE. Microphones: WE, RCA.

**KOAM, Pittsburg**—Location of Transmitter: Pittsburg. Make: WE. Tower: 1 Blaw-Knox, 275 feet. Speech Input: Collins. Microphones: WE.

**KSAL, Salina**—Location of Transmitter: State Street Road, Salina. Make: WE. Tower: 1 Blaw-Knox, 194 feet. Speech Input: WE. Microphones: WE.

**WIBW, Topeka**—Location of Transmitter: Topeka. Make: RCA. Tower: 1 Blaw-Knox, 256 feet. Speech Input: RCA. Microphones: RCA, WE.

**KANS, Wichita**—Location of Transmitter: Hotel Lassen, Wichita. Make: Collins. Tower: 1 Lehigh, 180 feet. Speech Input: Collins. Microphones: Brush.

**KFH, Wichita**—Location of Transmitter: Wichita. Make: WE. Tower: 1 Blaw-Knox, 220 feet. Speech Input: WE. Microphones: WE.

#### KENTUCKY

**WCMI, Ashland**—Location of Transmitter: WCMI Bldg. Make: Composite. Tower: One, 200 feet. Speech Input: RCA. Microphones: RCA.

**WCXY, Covington**—(See Cincinnati, O.)

**WLAF, Lexington**—Location of Transmitter: Lexington. Make: WE. Tower: One, 147 feet. Speech Input: WE. Microphones: WE.

**WAVE, Louisville**—Location of Transmitter: Brown Hotel. Make: RCA. Tower: 1 Blaw-Knox, 229 feet. Speech Input: RCA. Microphones: RCA, WE.

**WHAS, Louisville**—Location of Transmitter: Route No. 2, Anchorage, Ky. Make: WE. Tower: 1 Blaw-Knox, 170 feet. Speech Input: WE. Microphones: WE.

**WLMU, Middlesboro**—Location of Transmitter: 1800 Cumberland Ave. Make: RCA. Tower: One, 157 feet.

**WOMI, Owensboro**—Location of Transmitter: Byers Ave. & Livermore Rd. Make: RCA. Tower: 1 Truscon, 180 feet. Speech Input: RCA. Microphones: RCA.

**WVAD, Paducah**—Location of Transmitter: 8th & Terrell Sts. Make: Composite. Tower: 1 Blaw-Knox, 170 feet. Speech Input: Composite. Microphones: Antatic.

#### LOUISIANA

**KALB, Alexandria**—Location of Transmitter: 1¼ miles N. of city hall. Make: WE. Tower: One, 210 feet. Speech Input: Collins. Microphones: WE.

**WBBO, Baton Rouge**—Location of Transmitter: Roosevelt Rd., Baton Rouge. Make: WE. Tower: 1 Lehigh, 485 feet. Speech Input: WE. Microphones: WE.

**KPLC, Lake Charles**—Location of Transmitter: La Grange St. Make: Composite. Tower: 1 Hoke Co., 164 feet. Speech Input: Composite. Microphones: Amperite, WE.

**KVOL, Lafayette**—Location of Transmitter: Lafayette. Make: Composite. Towers: Two, 90 feet. Speech Input: Composite. Microphones: Amperite.

**KMLB, Monroe**—Location of Transmitter: Milhaven Rd., Monroe. Make: Composite. Tower: 1 Hoke Co., 246 feet. Speech Input: Composite. Microphones: Amperite, WE.

**WBNO, New Orleans**—Location of Transmitter: 1876 Camp St. Make: Composite. Towers: Two, 100 feet.

**WDSU, New Orleans**—Location of Transmitter: Gretna, La. Make: WE. Tower: 1 Blaw-Knox, 165 feet. Speech Input: WE. Microphones: WE.

**WJBW, New Orleans**—Location of Transmitter: 947 Howard Ave. Make: Composite. Towers: Two, 100 feet. Speech Input: Composite. Microphones: Shure.

**WSMB, New Orleans**—Location of Transmitter: Behrman Highway, Algiers, La. Make: WE. Towers: 1 Truscon, 375 feet; 1 Blaw-Knox, 200 feet. Speech Input: WE. Microphones: WE.

**WWL, New Orleans**—Location of Transmitter: Kenner, La. Make: RCA. Towers: Two, 200 feet. Speech Input: RCA. Microphones: RCA.

**KRMD, Shreveport**—Location of Transmitter: 901 Louisiana Ave. Make: Composite. Tower: 1 Blaw-Knox, 176 feet. Speech Input: Composite. Microphones: Amperite.

**KTBS, Shreveport**—Location of Transmitter: Shreveport. Make: Composite. Towers: 2 Blaw-Knox, 166 feet. Speech Input: RCA. Microphones: RCA.

**KWKH, Shreveport**—Location of Transmitter: Shreveport. Make: Composite. Tower: One, 155 feet. Speech Input: RCA. Microphones: RCA.

#### MAINE

**WRDO, Augusta**—Location of Transmitter: Augusta. Make: RCA. Towers: Two, 60 feet. Speech Input: Composite. Microphones: Gntex.

**WABI, Bangor**—Location of Transmitter: Brewer, Me. Make: Composite. Tower: One American Bridge Co., 265 feet. Speech Input: WE. Microphones: WE.

**WLBZ, Bangor**—Location of Transmitter: Bangor. Make: WE. Composite. Tower: One, 404 feet. Speech Input: WE. Microphones: WE.

**WCSH, Portland**—Location of Transmitter: Scarborough, Me. Make: RCA. Towers: 2 Blaw-Knox, 300 feet. Speech Input: RCA. Microphones: RCA.

**WGAN, Portland**—Location of Transmitter: 8 miles N. E. of Portland. Make: WE. Towers: Two, 350 feet.

**WAGM, Presque Isle**—Location of Transmitter: Presque Isle. Make: Composite. Towers: Two, 96 feet. Speech Input: Composite. Microphones: WE, RCA.

#### MARYLAND

**WBAL, Baltimore**—Location of Transmitter: Pikesville, Md. Make: WE. Towers: Two, 200 feet. Speech Input: RCA, WE. Microphones: RCA, WE.

**WCAG, Baltimore**—Location of Transmitter: 811 W. Lanvale St. Make: RCA. Towers: 2 Blaw-Knox, 165 feet. Speech Input: RCA. Microphones: RCA.

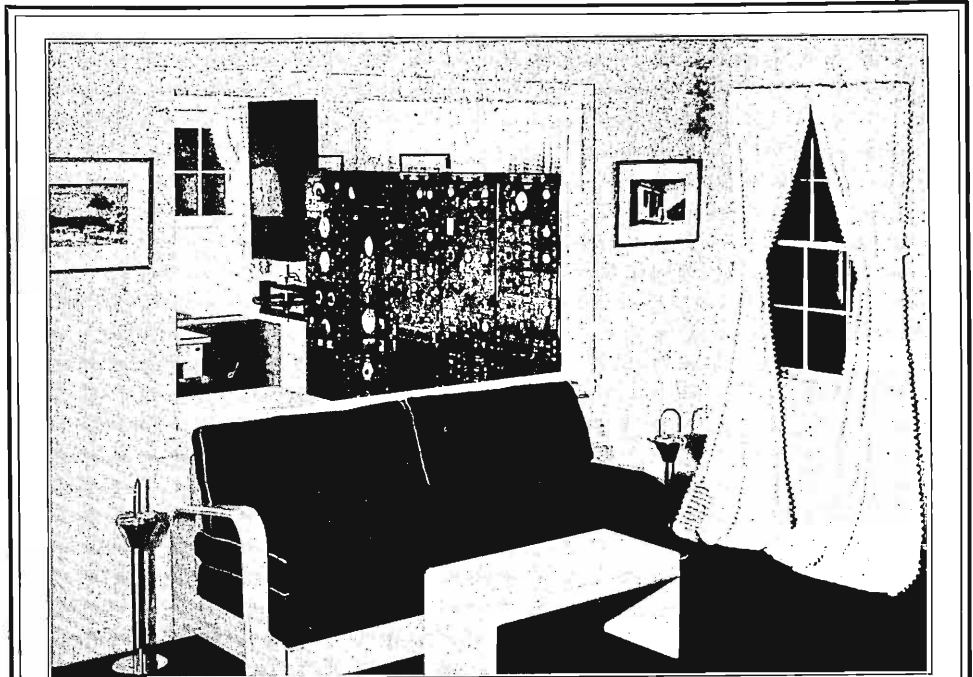
**WCHM, Baltimore**—Location of Transmitter: 1100 Cold Spring Lane, Baltimore. Make: RCA. Tower: 1 Truscon, 237 feet. Speech Input: RCA. Microphones: RCA, WE.

**WFBZ, Baltimore**—Location of Transmitter: 5801 Radio Ave., Baltimore. Make: RCA; WE (auxiliary). Towers: 1 Blaw-Knox, 224 feet. Speech Input: RCA, WE. Microphones: RCA, WE.

**WTBO, Cumberland**—Location of Transmitter: Fort Hill, Cumberland. Make: Composite. Tower: Two, 90 feet. Speech Input: Composite. Microphones: Antatic.

**WFMD, Frederick**—Location of Transmitter: Frederick. Make: Composite. Tower: 1 Truscon, 267 feet. Speech Input: Composite. Microphones: Amperite.

(Continued on page 304)



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BROADCASTING EQUIPMENT

# Equipment in Use in BROADCAST STATIONS OF UNITED STATES AND CANADA

(Continued from page 301)

## MARYLAND—(Cont.)

WJEJ, Hagerstown—Location of Transmitter: Near Hagerstown. Make: WE. Tower: One, 190 feet.

WSAL, Salisbury—Location of Transmitter: Salisbury. Make: Doolittle & Falknor. Tower: 1 Lehigh, 150 feet. Speech Input: RCA. Microphones: WE, RCA.

## MASSACHUSETTS

WAAB, Boston—Location of Transmitter: Quincy, Mass. Make: WE, Composite. Tower: 1 Blaw-Knox, 420 feet. Speech Input: WE. Microphones: WE.

WBZ, Boston—Location of Transmitter: Dover Rd., Mills, Mass. Make: Westinghouse. RCA. Towers: 2 McClintock Marshall Co., 300 feet. Speech Input: Westinghouse. Microphones: RCA, WE.

WCOP, Boston—Location of Transmitter: Near Speedway, Brighton, Mass. Make: RCA. Tower: 1 Truscon, 226 feet. Speech Input: RCA. Microphones: RCA.

WEEL, Boston—Location of Transmitter: Mystic Valley Parkway, Medford, Mass. Make: WE. Towers: 2 Truscon, 350 feet. Speech Input: WE. Microphones: WE.

WHDH, Boston—Location of Transmitter: Saugus, Mass. Make: WE. Towers: 2 Blaw-Knox, 170 feet. Speech Input: WE. Microphones: WE.

WMEX, Boston—Location of Transmitter: Powderhorn Hill, Chelsea, Mass. Make: Eastern Sound Co. Tower: 1 Lehigh, 150 feet. Speech Input: Eastern Sound Co. Microphones: RCA, WE.

WNAO, Boston—Location of Transmitter: Quincy, Mass. Make: WE. Tower: 1 Blaw-Knox, 420 feet. Speech Input: WE. Microphones: WE.

WORL, Boston—Location of Transmitter: Great Plains Ave., Needham, Mass. Make: Composite. Tower: 1 Truscon, 310 feet. Speech Input: Composite. Microphones: RCA.

WSAR, Fall River—Location of Transmitter: 20 Walker St., Somerset, Mass. Make: WE. Towers: 2 U. S. Wind Engine Co., 206 feet. Speech Input: WE. Microphones: WE.

WHAJ, Greenfield—Location of Transmitter: Greenfield, Mass. Collins. Tower: One, 150 feet. Speech Input: Collins.

WLAW, Lawrence—Location of Transmitter: River Rd., Andover, Mass. Make: RCA. Tower: 1 Lehigh, 300 feet. Speech Input: RCA. Microphones: RCA, WE.

WLLH, Lowell—Location of Transmitter: Cragg Bldg., Lowell. Make: WE-310A. Tower: 1 Lehigh 150 feet. Speech Input: WE. Microphones: WE. (WLLH on Dec. 1, 1937, also began operating a "booster" station of 100 watts at Lawrence, Mass., synchronized with Lowell transmitter.)

WNBH, New Bedford—Location of Transmitter: Fairhaven, Mass. Make: Composite Piezo-Electric. Antenna: Suspended between smokestacks, 180 feet. Speech Input: Composite. Microphones: Amperex.

WBRK, Pittsfield—Location of Transmitter: Pittsfield, Mass. Western Electric. Tower: 1 Lehigh, 170 feet.

WBZA, Springfield—Location of Transmitter: 653 Page Blvd. Make: Westinghouse. Towers: 2 Millikan Steel Co., 220 feet. Speech Input: Westinghouse. Microphones: RCA, WE.

WMAS, Springfield—Location of Transmitter: Springfield, Mass. Make: WE. Tower: 1 Blaw-Knox, 350 feet. Speech Input: WE. Microphones: WE.

WSPR, Springfield—Location of Transmitter: West Springfield, Mass. Make: Composite. Tower: 1 Truscon, 225 feet. Speech Input: RCA. Microphones: RCA.

WORC, Worcester—Location of Transmitter: Pakachoag Hill, Auburn, Mass. Make: RCA. Towers: Three, 100 feet. Speech Input: RCA. Microphones: RCA.

WTAG, Worcester—Location of Transmitter: Holden, Mass. Make: RCA. Towers: 3 Blaw-Knox, 350, 350, and 260 feet. Speech Input: WE. Microphones: RCA.

## MICHIGAN

WELL, Battle Creek—Location of Transmitter: 1 W. Michigan Ave., Battle Creek. Make: Composite. Towers: 2 Flint & Walling, 90 feet, atop building 100 feet. Speech Input: Composite. Microphones: International Broadcasting Equip. Co., Brush.

WBCM, Bay City—Location of Transmitter: Bay City Rd., Hampton Township, near Bay City. Make: WE. Towers: 2 Milliken, 201 feet. Speech Input: WE. Microphones: WE, RCA, Shure.

WHDF, Calumet—Location of Transmitter: Larium. Make: Doolittle & Falknor. Towers: Two, 88 feet. Speech Input: RCA. Microphones: WE.

WJBK, Detroit—Location of Transmitter: 12897 Woodward Ave. Make: RCA. Towers: 2 Composite, 40 feet. Speech Input: RCA. Microphones: RCA.

WJRI, Detroit—Location of Transmitter: Trenton, Mich. Make: WE. Tower: 1 Blaw-Knox, 733 feet. Speech Input: WE. Microphones: WE.

WMBC, Detroit—Location of Transmitter: 7310 Woodward Ave. Make: WE. Towers: 2 Blaw-Knox, 125 feet. Speech Input: WE. Composite. Microphones: WE.

WWSJ, Detroit—Location of Transmitter: Eight Mile & Meyers Rd., Detroit. Make: WE. Tower: 1 Blaw-Knox, 408 feet. Speech Input: WE. Microphones: WE.

WXYZ, Detroit—Location of Transmitter: Macomb Bldg., Detroit. Make: WE. Tower: 1 Truscon, 283 feet. Speech Input: RCA. Microphones: RCA.

CKLW, Windsor—(Equipment listing under Ontario.)

WKAR, East Lansing—Location of Transmitter: East Lansing, Mich. Composite. Tower: One, 255 feet. Speech Input: RCA. Microphones: RCA, WE.

WFDF, Flint—Location of Transmitter: Union Industrial Bldg. Make: Collins. Towers: Two, 65 feet. Speech Input: WE. Microphones: WE.

WOOD-ASH, Grand Rapids—Location of Transmitter: Route M-50, Grand Rapids. Make: Composite. Towers: Two, 90 feet. Speech Input: WE, RCA. Microphones: RCA.

WJMS, Ironwood—Location of Transmitter: N. of Ironwood on U. S. Highway No. 2, near Douglas Blvd. Make: RCA. Tower: One, 165 feet. Speech Input: Gates. Microphones: WE, Remler. Gates.

WIBM, Jackson—Location of Transmitter: 306 W. Michigan Ave. Make: Composite. Tower: 1 Harrell, 179½ feet. Speech Input: Composite. Microphones: RCA.

WKZO, Kalamazoo—Location of Transmitter: Kalamazoo, Mich. Make: WE. Towers: Four, 85 feet. Speech Input: Collins. Microphones: RCA.

WJIM, Lansing—Location of Transmitter: City National Bldg. Make: RCA. Tower: 1 Jarvis Engineering Co., 355 feet. Speech Input: RCA. Microphones: RCA.

WMPG, Lapeer—Location of Transmitter: Lapeer. Make: Doolittle & Falknor. Tower: 1 Blaw-Knox, 154 feet. Speech Input: Gates. Microphones: Gates & RCA.

WBEO, Marquette—Location of Transmitter: 146 W. Washington St. Make: RCA. Tower: One, 188 feet. Speech Input: RCA. Microphones: RCA.

WKBZ, Muskegon—Location of Transmitter: Forest ave. at Creston, Muskegon. Make: R. C. Powell. Tower: 1 D. H. Harrell Co., 210 feet. Speech Input: RCA. Microphones: RCA.

WEXL, Royal Oak—Location of Transmitter: Royal Oak. Make: WE. Towers: 2 Blaw-Knox, 128 feet. Speech Input: WE. Microphones: RCA, Brush.

## MINNESOTA

KATE, Albert Lea—Location of Transmitter: 332 S. Broadway. Make: WE. Tower: 1 Blaw-Knox, 212 feet. Speech Input: WE. Microphones: WE, RCA.

KDAL, Duluth—Location of Transmitter: 16th St. & St. Louis Ave. Make: Composite. Tower: 1 Blaw-Knox, 165 feet. Speech Input: Composite. Microphones: RCA, WE.

WBCB, Duluth—Location of Transmitter: 39th & Tower, Superior, Wis. Make: Composite. Tower: 1 Wood, 357 feet. Speech Input: RCA, WE. Microphones: RCA, WE.

KGDE, Fergus Falls—Location of Transmitter: Fergus Falls. Make: Composite. Towers: Two, 90 feet. Speech Input: Composite. Microphones: Amperite, WE.

WMFG, Hibbing—Location of Transmitter: Androy Hotel. Make: Composite. Tower: 1 American Bridge Co., 165 feet. Speech Input: WE. Microphones: RG, WE.

WCCO, Minneapolis—Location of Transmitter: Route No. 3, Ancker, Minn. Make: WE. Towers: 2 Blaw-Knox, 300 feet. Speech Input: WE, RCA. Microphones: WE, RCA.

WDGY, Minneapolis—Location of Transmitter: 909 W. Broadway, Minneapolis. Make: WE. Tower: 1 Truscon, 226 feet. Speech Input: WE. Microphones: WE.

WLB, Minneapolis—Location of Transmitter: One Mile North of St. Paul. Make: RCA. Tower: One, 325 feet.

WTCN, Minneapolis—Location of Transmitter: ¼ mile N. of County Road B on Snelling Ave., Rose Township, Ramsey County, Minn. Make: WE. Tower: 1 Blaw-Knox, 320 feet. Speech Input: RCA. Microphones: RCA.

KVOX, Moorhead—Location of Transmitter: Moorhead. Make: WE. Tower: 1 Blaw-Knox, 179 feet. Speech Input: WE, RCA. Microphones: WE, RCA.

WCAL, Northfield—Location of Transmitter: Northfield. Make: Composite. Towers: Two, 105 feet. Speech Input: H. R. Skifter. Microphones: RCA.

KROC, Rochester—Location of Transmitter: 1 mile W. of Rochester. Make: RCA. Towers: Two, 177 feet. Speech Input: Western Radio Engineering Co. Microphones: RCA.

KPAM, St. Cloud—Location of Transmitter: St. Cloud. Make: RCA. Tower: Truscon, 178 feet.

KSTP, St. Paul—Location of Transmitter: St. Paul. Make: Composite. Towers: 1 Blaw-Knox, 165 feet; 1 International, 355 feet. Speech Input: Composite. Microphones: RCA, Western.

WMIN, St. Paul—Location of Transmitter: 122 St. Anthony Ave. Make: WE. Tower: 1 WE, 199 feet. Speech Input: WE. Microphones: RCA, WE.

WHLB, Virginia—Location of Transmitter: Sixth Ave. W. & 16th St. S. Make: Composite (Cornell Duplicator, UTC, RCA). Tower: One, 166 feet. Speech Input: General Radio, RCA. Microphones: RCA.

KWNO, Winona—Location of Transmitter: 831 W. Sarnia St. Make: WE. Tower: 1 Blaw-Knox, 199 feet. Speech Input: WE. Microphones: WE.

## MISSISSIPPI

WGCM, Gulfport-Biloxi—Location of Transmitter: Great Southern Country Club, Mississippi City. Make: Composite. Tower: One, 105 feet. Speech Input: Gates. Microphone: WE, Shure.

WGFM, Grenada—Location of Transmitter: Half mile South of Grenada. Make: Composite. Tower: One, 193 feet.

WFOR, Hattiesburg—Location of Transmitter: Hattiesburg. Make: Composite. Tower: One, 180 feet. Speech Input: Composite. Microphones: Brush.

WJDX, Jackson—Location of Transmitter: Highway No. 51, 3¼ miles N. of Jackson. Make: RCA. Tower: 1 Truscon, 330 feet. Speech Input: RCA.

WHEF, Kosciusko—Location of Transmitter: Kosciusko. Make: Collins. Towers: Two, 90 feet. Microphones: Brush, RCA.

WAMI, Laurel—Location of Transmitter: New Fairgrounds, Laurel. Make: RCA. Tower: One, 187 feet. Speech Input: RCA. Microphones: RCA.

WCOC, Meridian—Location of Transmitter: One mile North of Meridian on Highway No. 45. Make: Composite. Tower: 1 Truscon, 280 feet.

WQCB, Vicksburg—Location of Transmitter: 1½ miles S. of Highway No. 88, Vicksburg. Make: RCA. Tower: One, 78 feet.

## MISSOURI

KFVS, Cape Girardeau—Location of Transmitter: Cape Girardeau. Make: Composite. Towers: 1 Blaw-Knox, 254 feet. Speech Input: Composite.

KFRU, Columbia—Location of Transmitter: Columbia. Make: WE. Towers: 2 T type, 165 feet. Speech Input: WE. Microphones: WE, Amperite.

KWOS, Jefferson City—Location of Transmitter: St. Mary's Blvd., Jefferson City. Make: Collins. Tower: 1 Blaw-Knox, 204 feet. Speech Input: Collins. Microphones: WE.

WMBH, Joplin—Location of Transmitter: 1334 Roosevelt Ave. Make: WE. Towers: 2 Composite, 100 feet. Speech Input: WE. Composite. Microphones: WE.

KCMO, Kansas City—Location of Transmitter: Kansas City, Mo. Make: Composite. Tower: 1 Blaw-Knox, 179 feet. Speech Input: Collins. Microphones: WE, RCA, Brush.

KMBC, Kansas City—Location of Transmitter: 50th & Belinder Rd., Johnson County, Kansas. Make: WE, Composite. Tower: 1 Blaw-Knox, 274 feet. Speech Input: WE. Microphones: WE, RCA.

KXBY, Kansas City—Location of Transmitter: 86 Terrace & Summit. Make: RCA. Towers: 1 Blaw-Knox, 142 feet; 3 wooden poles, 121 feet. Speech Input: RCA. Microphones: RCA.

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WHH, Kansas City—Location of Transmitter: North Kansas City, Mo. Make: WE. Towers: 2 Havens Structural Steel Co., 230 feet. Speech Input: WE. Microphones: WE.

WDAF, Kansas City—Location of Transmitter: 82nd & Mission Road, Kansas City, Mo. Make: WE. Tower: 1 Blaw-Knox, 420 feet. Speech Input: WE. Microphones: WE.

WREN, Lawrence—Location of Transmitter: Between Lawrence and Kansas City. Make: RCA. Towers: 2 Blaw-Knox 200 feet. Speech Input: WE. Microphones: WE.

KPM, Poplar Bluff—Location of Transmitter: One mile West of Poplar Bluff. Make: Composite. Tower: One, 192 feet.

KPEQ, St. Joseph—Location of Transmitter: St. Joseph. Make: RCA. Composite. Tower: 1 Truscon, 330 feet. Speech Input: RCA. Composite. Microphones: RCA.

KFUO, St. Louis—Location of Transmitter: 801 McManis St. Make: WE. Towers: 2 U. S. Wind Engine & Pump Co., 200 feet. Speech Input: RCA. WE. Microphones: WE. Amperite.

KMOX, St. Louis—Location of Transmitter: Southwestern part of St. Louis Courthouse. Make: WE. Towers: 2 U. S. Wind Engine & Pump Co., 300 feet. Speech Input: RCA. WE. Microphones: RCA. WE.

KSD, St. Louis—Location of Transmitter: St. Louis. Make: RCA. Towers: 3 Composite, two 100 feet, one 160 feet. Speech Input: RCA. WE. Microphones: RCA. WE.

KWK, St. Louis—Location of Transmitter: 600 E. Logan, Baden Station, St. Louis. Make: WE. Tower: 1 Blaw-Knox, 385 feet. Speech Input: WE. Microphones: RCA. WE.

WEW, St. Louis—Location of Transmitter: St. Louis University, S. St. Louis. Make: Composite. Towers: 2 Inverted L, and 7 feet. Speech Input: Composite. Microphones: WE. RCA.

WIL, St. Louis—Location of Transmitter: 15th floor, Melbourne Hotel, St. Louis. Make: WE. Tower: 1 Blaw-Knox, 186 feet atop 190 ft. bldg. Speech Input: WE. Microphones: WE. RCA.

WTM, St. Louis (East St. Louis)—Location of Transmitter: Hotel Broadway, East St. Louis, Ill. Make: RCA. Tower: 1 Truscon, 225 feet. Speech Input: WE. Microphones: WE.

KGBX, Springfield—Location of Transmitter: 508 St. Louis St. Make: Composite. Collins. Towers: 2 Blaw-Knox, 179 feet. Speech Input: Collins. Composite. Microphones: Brush, Collins, RCA.

KWTO, Springfield—Location of Transmitter: 508 St. Louis St., Springfield. Make: Composite. Tower: 1 Blaw-Knox, 435 feet. Speech Input: Composite. Microphones: Collins, RCA. WE.

**MONTANA**

KGHL, Billings—Location of Transmitter: 7 miles W. of Billings. Make: RCA. Tower: 1 Truscon, 558½ feet. Speech Input: Composite. Microphones: RCA.

KGIR, Butte—Location of Transmitter: Butte. Make: RCA. Tower: One, 224 feet. Speech Input: RCA. Microphones: RCA.

KFBB, Great Falls—Location of Transmitter: Great Falls. Make: WE. Tower: 1 Blaw-Knox, 420 feet. Speech Input: Composite.

KFFA, Helena—Location of Transmitter: Helena. Make: RCA. Tower: 1 Truscon, 164 feet. Speech Input: RCA. Microphones: RCA.

KCEZ, Kalispell—Location of Transmitter: Kalispell (CP for transmitter S. of Kalispell). Make: Composite. Tower: 1 Carnegie Steel Co., 250 feet, 2 inches. Speech Input: Composite. Microphones: Astatic, Shure.

KGOV, Missoula—Location of Transmitter: Missoula. Make: International Broadcast Equipment Co. Tower: 1 Truscon, 220 feet. Speech Input: WE. Microphones: WE.

KGO, Wolf Point—Location of Transmitter: Wolf Point. Make: RCA. Tower: 1 Harrell pipe mast, 183 feet. Speech Input: Radio Laboratories. Microphones: RCA.

**NEBRASKA**

KMMJ, Clay Center—Location of Transmitter: Radio Bldg., Clay Center. Make: Collins. Towers: 2 Dempster Mill Mfr. Co., 150 feet. Speech Input: Collins. Microphones: Brush.

KGFV, Kearney—Location of Transmitter: 919 W. 27th St. Make: Composite. Towers: 2 Composite, 65 feet. Speech Input: Composite.

KFAB, Lincoln—Location of Transmitter: 17th & Holdrege St. Make: Composite. Towers: 2 Dempster, 100 feet. Speech Input: RCA. Microphones: RCA.

KFO, Lincoln—Location of Transmitter: 4706 S. 48th St. Make: Composite. Towers: Two, 80 feet. Speech Input: RCA. Microphones: RCA.

WJAG, Norfolk—Location of Transmitter: W. Kensington Ave. Make: Composite. Towers: 2 Composite, 150 feet. Speech Input: Composite.

KGNF, North Platte—Location of Transmitter: 1621 W. 12th St. Make: Composite. Tower: 1 Blaw-Knox, 169 feet. Speech Input: Composite. Microphones: Astatic.

KOIL, Omaha—Location of Transmitter: Lewis township, Pottawattomie County, Iowa. Make: RCA. Tower: 1 Truscon, 310 feet. Speech Input: RCA. Microphones: RCA, WE, Amperite.

WAAY, Omaha—Location of Transmitter: 60th & Grand Sts. Make: Composite. Towers: 2 Blaw-Knox, 200 feet. Speech Input: WE. Microphones: RCA. WE.

WOW, Omaha—Location of Transmitter: 56th & Kansas Ave. Make: WE. Tower: 1 Blaw-Knox, 458 feet. Speech Input: WE. Microphones: WE. RCA.

KGKY, Scottsbluff—Location of Transmitter: Scottsbluff. Make: Composite. Towers: Two, 93 feet. Speech Input: Composite. Microphones: RCA. International. Brush.

**NEVADA**

KOII, Reno—Location of Transmitter: 440 N. Virginia St. Make: Composite. Antenna: Suspended between two poles, 125 feet. Speech Input: Composite. Microphones: RCA, Amperite.

**NEW HAMPSHIRE**

WLNH, Laconia—Location of Transmitter: Brigham St., Laconia. Make: Composite. Tower: One, 174 feet. Speech Input: General Radio. Microphones: WE.

WFEA, Manchester—Location of Transmitter: Merrimack, N. H. Make: WE. Towers: Blaw-Knox, exciter antenna, 350 feet, reflector, 190 feet. Speech Input: WE. Microphones: WE. RCA.

WHEB, Portsmouth—Location of Transmitter: Portsmouth. Make: De Forrest. Towers: Two, 165 feet. Speech Input: Composite. Microphones: WE. Composite.

**NEW JERSEY**

WCAP, Asbury Park—Location of Transmitter: Whiteville, N. J. Make: WE. Tower: One, 174 feet. Microphones: WE.

WPG, Atlantic City—Location of Transmitter: Municipal Airport, Atlantic City. Make: WE. Towers: 2 WE, 165 feet. Speech Input: WE. Microphones: WE. RCA.

WSNJ, Bridgeton—Location of Transmitter: Bridgeton. Make: RCA. Tower: 1 Lehigh, 180 feet. Speech Input: RCA. Microphones: RCA.

WCAM, Camden—Location of Transmitter: Civic Center, Camden. Make: WE. Towers: 2 Blaw-Knox, 125 feet. Speech Input: WE. Microphones: WE. Amperite.

WAAT, Jersey City—Location of Transmitter: Jersey City. Make: Composite. Speech Input: Composite. Microphones: Brush.

WHOM, Jersey City—Location of Transmitter: Foot of 8th St. & River Road, Hoboken. Make: RCA. Tower: 1 Lehigh, 175 feet. Speech Input: Composite (transmitter), RCA (studios). Microphones: Brush.

WHY, Newark—Location of Transmitter: 155 Washington St. Make: WE. Towers: Two, 261 feet.

WNEW, Newark—(See New York City)

WOR, Newark—(See New York City)

WBRB, Red Bank—Location of Transmitter: 63 Broad St. Make: Composite. Towers: Two. Microphones: WE.

WTNJ, Trenton—Location of Transmitter: 600 S. Ingham St. Make: De Forrest. Towers: Two, 150 feet.

WAUZ, Zarepath—Location of Transmitter: Zarepath. Make: Composite. Tower: 1 Blaw-Knox, 300 feet. Speech Input: Composite. Microphones: WE.

**NEW MEXICO**

KGGM, Albuquerque—Location of Transmitter: Albuquerque. Make: Collins. Tower: 1 Blaw-Knox, 239 feet. Speech Input: WE. Microphones: WE.

KOB, Albuquerque—Location of Transmitter: Alameda, Townshp., New Mexico. Make: RCA. Speech Input: Remler. Microphones: RCA.

KLAH, Carlsbad—Location of Transmitter: Carlsbad. Make: RCA. Tower: 1 Composite, 183 feet. Speech Input: RCA. Microphones: RCA.

KICA, Clovis—Location of Transmitter: 1 Truscon, 179 feet. Speech Input: Composite. Microphones: Shure.

KAWM, Gallup—Location of Transmitter: 1100 E. Aztec Ave. Make: Composite. Composite. Microphones: Shure, American. Electro Voice.

KGFL, Roswell—Location of Transmitter: 511 W. 16th St. Make: Composite. Tower: One, 179 feet. Speech Input: Composite. Turner. Microphones: RCA. Turner.

KRO, Santa Fe—Location of Transmitter: 759 Cerrillos Rd. Make: Composite. Tower: Two, 65 feet. Speech Input: Composite.

**NEW YORK**

WAHY, Albany—Location of Transmitter: Braintree St., Town of Colonie, N. Y. Make: Collins. Tower: 1 Blaw-Knox, 184 feet. Speech Input: Collins. Microphones: RCA.

WOKO, Albany—Location of Transmitter: Central Ave., Albany. Make: Collins. Tower: 1 Truscon, 140 feet. Speech Input: Collins. Microphones: RCA.

WMHO, Auburn—Location of Transmitter: Division St. & City Line, Auburn. Make: RCA. Tower: 1 Blaw-Knox, 508 feet. Speech Input: RCA. Microphones: RCA.

WNBT, Binghamton—Location of Transmitter: Stokes & Cleveland Aves., Binghamton. Make: Electric Tower Co. 1 Truscon, 227 feet. Speech Input: RCA. Microphones: WE. RCA.

WARD, Brooklyn—Location of Transmitter: Long Island City.

WBBC, Brooklyn—Location of Transmitter: Ave. X & E. 70th St. Bergen Beach, Brooklyn. Make: Composite. Speech Input: WE. Composite. Microphones: WE. RCA. Gates.

WBIR, Brooklyn—Location of Transmitter: 111 Woodrow Rd. Rosville, Staten Island, N. Y. Make: WE. Towers: Two, 200 feet.

WCNW, Brooklyn—Location of Transmitter: 180 Morgan Ave., Williamsburg, Brooklyn. Make: Faske Engineering Co. Tower: 1 Lehigh, 180 feet. Speech Input: Faske Engineering Co. Microphones: WE.

WLTH, Brooklyn—Location of Transmitter: 2668 Flatbush Ave., Brooklyn. Make: WE. Composite. Tower: One, 160 feet. Speech Input: WE. Microphones: WE.

WMBQ, Brooklyn—Location of Transmitter: 86 Leonard St. Make: Piezoelectric Laboratories. Speech Input: RCA. Microphones: RCA.

WVFW, Brooklyn—Location of Transmitter: E. Flatbush, Brooklyn. Make: Composite. Towers: Two, 100 feet. Speech Input: RCA. Microphones: RCA. WE.

WBN, Buffalo—Location of Transmitter: Shawnee Road, Martinsville, N. Tonawanda, N. Y. Make: RCA. Tower: 1 Blaw-Knox, 300 feet. Speech Input: RCA. Microphones: RCA.

WBNY, Buffalo—Location of Transmitter: 164 E. Earle St. Make: RCA. Tower: 1 Blaw-Knox, 179 feet. Speech Input: RCA. Microphones: RCA.

WCAD, Canton—Location of Transmitter: Science Hall, St. Lawrence University, Canton. Make: GE. Towers: Two, 112 feet. Speech Input: GE. Microphones: RCA. GE.

WBR, Buffalo—Location of Transmitter: Seneca & an Rensselaer Sts., Buffalo. Make: RCA. Tower: 1 Blaw-Knox, 304 feet (416 feet above ground level). Speech Input: RCA. Microphones: RCA.

WGR, Buffalo—Location of Transmitter: Amherst, New York. Make: RCA. Tower: 1 Truscon, 400 feet. Speech Input: RCA. WE. Microphones: RCA. WE.

WKBW, Buffalo—Location of Transmitter: Amherst, New York. Make: WE. Tower: 1 Truscon, 400 feet. Speech Input: RCA. WE. Microphones: RCA. WE.

WWSV, Buffalo—Location of Transmitter: 655 E. Delaware Ave. Make: De Forrest. Towers: Two, 104 feet.

WESG, Elmira—Location of Transmitter: Cornell University Campus, Ithaca, N. Y. Make: GE. Tower: Two, 165 feet.

WGBB, Precept—Location of Transmitter: 215 Bedell St. Make: Composite. Towers: Two, 100 feet. Speech Input: RCA. Microphones: RCA.

WJTN, Jamestown—Location of Transmitter: Jones & Gifford Ave. at Hallock St., Jamestown. Make: WE. Tower: 1 wood pole with 58 inch. conductor tubing suspended parallel to pole, 200 feet. Speech Input: UTC. Microphones: RCA. WE.

WGNV, Newburgh—Location of Transmitter: Cosehecton Turnpike, Newburgh. Make: RCA. Tower: One, 208 feet.

WABC, New York City—Location of Transmitter: Wayne Townshp., N. J. Make: WE. Tower: 1 Blaw-Knox, 550 feet. Speech Input: WE. Microphones: WE.

WBL, New York—Location of Transmitter: Belleville Turnpike, Kearny, N. J. Make: WE. Towers: Two, 225 feet. Speech Input: Composite. Microphones: RCA.

WBNN, New York—Location of Transmitter: 215 Pine St., Chittis, N. J. Make: Allied Research Laboratories. Composite. Towers: 2 Truscon, 229 feet. Speech Input: Allied Research Laboratories. Composite. Microphones: Dynamic.

WEAF, New York City—Location of Transmitter: Bellmore, Long Island, N. Y. Make: RCA. Towers: 2 Milliken Co., 300 feet. Speech Input: RCA. Microphones: RCA.

WEVD, New York—Location of Transmitter: 1335 Grand St., Brooklyn. Make: RCA. Tower: One, 208 feet. Speech Input: RCA. Microphones: RCA.

(Continued on page 306)

**JOHN E. LINGO & SON**

**LOWERED COST**

Radio towers installed for one-half the usual cost.

ONE-HALF the usual cost.

constructed and erected at 1/2 the U. S. Government and Canadian commercial broadcast towers.

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TOMORROW  
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MEETS EVERY  
BROADCAST  
REQUIREMENT

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Actual working and field tests have proven that LINGO TUBE Radiators of copper-bearing seamless steel give an optimum performance within 3% of 100% efficiency. Recent comparison tests made by our well-known consulting engineer, Paul F. Godley, reveal that LINGO TUBULAR STEEL RADIATORS give a new performance value *NEVER BEFORE ATTAINED BY ANY ANTENNA!* These facts await your inspection.

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Radiators already installed for United States and Canadian commercial broadcast stations and the U. S. Government . . . have been constructed and erected at savings up to *ONE-HALF* the usual cost of other types of Vertical Radiators.

## 5-YEAR INSURANCE?

Every LINGO erected Radiator is insured against **BREAKAGE, LOSS OR DAMAGE** FOR A PERIOD OF 5 YEARS *AT NO EXTRA COST.* The LINGO TUBE Radiator will withstand a wind velocity of 100 m.p.h., attested by *UNFAILING SERVICE* since 1925 in the tropical hurricane zone . . . and wherever erected.

## RELIABILITY?

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**CAMDEN, NEW JERSEY**

**LINGO VERTICAL TUBULAR STEEL RADIATORS**

### NEW YORK (Cont'd)

- WFAB, New York City—Location of Transmitter: Washington Ave., Carlstadt, N. J. Make: WE. Towers: 2 Mikes, 154 feet. Speech Input: Composite. Microphones: RCA.
- WIIN, New York City—Location of Transmitter: Astoria, L. I. Make: WE. Tower: 1 Blaw-Knox, 280 feet. Speech Input: WE. Microphones: WE.
- WINS, New York—Location of Transmitter: Paterson Plank Road, Carlstadt, N. J. Make: WE. Towers: 2 WE, 200 feet. Speech Input: WE. Microphones: WE.
- WJZ, New York City—Location of Transmitter: Bound Brook, N. J. Make: RCA. Tower: 1 Lehigh, 640 feet. Speech Input: RCA. Microphones: RCA.
- WMCA, New York—Location of Transmitter: College Point Causeway, College Point, N. Y. Make: Composite. Towers: 2 Lehigh, 300 feet. Speech Input: RCA. Microphones: RCA.
- WNEW, New York City—Location of Transmitter: 277½ Paterson Plank Road, Carlstadt, N. J. Make: WE. Tower: 1 Blaw-Knox, 424 feet. Speech Input: WE. RCA. Microphones: WE, RCA.
- WNJC, New York—Location of Transmitter: 10 Kent St., Greenpoint, Brooklyn, N. Y. Make: WE. Towers: 2 American Bridge Co., 304 feet. Speech Input: RCA. Microphones: WE.
- WOR, New York—Location of Transmitter: Carteret, N. J. Make: WE. Towers: 2 Blaw-Knox, 385 feet. Speech Input: WE. Microphones: WE.
- WOV, New York—Location of Transmitter: Secaucus, N. J. Make: WE. Towers: Two, 100 feet. Speech Input: Composite. Microphones: RCA.
- WQXR, New York—Location of Transmitter: 3104 Northern Blvd., Long Island City, N. Y. Make: Radio Inventions Inc. Tower: One, 170 feet. Speech Input: Radio Inventions Inc.
- WWRU, New York (Woodside)—Location of Transmitter: Woodside, L. I. Make: Composite. Tower: 1 Blaw-Knox 225 feet. Speech Input: Composite. Microphones: Brush, RCA.
- WIDL, Olean—Location of Transmitter: Town of Allegany. Make: WE. Tower: 1 Truscon, 308 feet. Speech Input: Collins. Microphones: WE, RCA.
- WMFF, Plattsburg—Location of Transmitter: Plattsburg. Make: Collins. Tower: 1 U. S. Wind Engine & Pump Co., 182 feet. Speech Input: Collins. Microphones: RCA, Amperite, Gates.
- WIAM, Rochester—Location of Transmitter: Township of Victor, N. Y. Make: WE. Tower: 1 Blaw-Knox, 450 feet. Speech Input: WE. Microphones: WE.
- WHEC, Rochester—Location of Transmitter: 979 Mt. Read Blvd., Cold Water, N. Y. Make: RCA. Tower: 1 Blaw-Knox, 329 feet. Speech Input: RCA. Microphones: RCA, WE.
- WSAY, Rochester—Location of Transmitter: Taylor Bldg., Rochester. Make: Brown Radio Service & Lab. Antennae: 150 ft. vertical feed to 65 ft. flat top strung between two high elevations. Speech Input: Brown Radio Service & Lab. Microphones: Amperite.
- WNBZ, Saranac Lake—Location of Transmitter: Two, 80 feet.
- WGY, Schenectady—Location of Transmitter: S. Schenectady. Make: GE. Tower: 1 American Bridge Co., 625 feet. Speech Input: GE. Microphones: RCA.
- WFBL, Syracuse—Location of Transmitter: Collamer, N. Y. Make: WE. Towers: 2 Blaw-Knox, 200 feet. Speech Input: WE. Microphones: WE, RCA.
- WSYR, Syracuse—Location of Transmitter: 2341 Valley Drive, Syracuse. Make: RCA. Towers: 2 International Stages, 335 feet. Speech Input: RCA. Microphones: RCA.
- WIAZ, Troy—Location of Transmitter: Troy. Make: Composite. Towers: 2 West Side Structural Steel Co., 80 feet. Speech Input: Composite. Microphones: RCA.
- WIBX, Utica—Location of Transmitter: Schuyler St., Marcy, N. Y. Make: WE. Tower: 1 Blaw-Knox, 204 feet. Speech Input: WE. Microphones: WE, Amperite, Brush.
- WFAS, White Plains—Location of Transmitter: White Plains. Make: R. C. Fowell. Tower: 1 Lehigh, 290 feet. Speech Input: R. C. Fowell. Microphones: Brush, RCA, Amperite.
- NORTH CAROLINA**
- WWNC, Asheville—Location of Transmitter: Battery Park Place. Make: RCA. Towers: 2 U. S. Wind Engine & Pump Co., 225 feet. Speech Input: RCA. Microphones: RCA.
- WPT, Charlotte—Location of Transmitter: 10 miles S. of Charlotte. Make: RCA. Tower: 1 Blaw-Knox, 435 feet. Speech Input: RCA. Microphones: RCA.
- WSOC, Charlotte—Location of Transmitter: 516 W. Trade St. Make: Composite. Towers: Two, 80 feet atop 80 ft. building. Speech Input: Composite. Microphones: RCA.

WDNC, Durham—Location of Transmitter: Washington Duke Hotel, Make: Composite. Towers: Two, 100 feet atop 200 ft. building. Speech Input: Composite. Microphones: RCA.

WHIG, Greensboro—Location of Transmitter: Atten the Jefferson Standard Life Insurance Building, Make: Composite. Tower: 1 Blaw-Knox, 168 feet. Speech Input: WE. Microphones: WE.

WMFR, High Point—Location of Transmitter: 15 S. Main St. Make: RCA. Towers: 1 Lehigh, 150 feet. Speech Input: UTC components. Microphones: Ampelite.

WPTC, Kinston—Location of Transmitter: Kinston, Make: Collins. Towers: One, 150 feet. Speech Input: Collins. Microphones: RCA.

WPTF, Raleigh—Location of Transmitter: Cary, N. C. Make: RCA. Towers: 2 Ideco, 380 feet. Speech Input: RCA. Microphones: RCA.

WREB, Rocky Mount—Location of Transmitter: Rocky Mount, Make: Composite. Tower: 1 Hoke Co., 195 feet. Speech Input: WE. Microphones: WE.

WVMD, Wilmington—Location of Transmitter: Wilmington Hotel, Make: Doolittle. Towers: Two, 2 Composite, 110 feet. Speech Input: Composite. Microphones: Ampelite.

WGTM, Wilson—Location of Transmitter: Wilson, Make: Composite. Tower: One, 172 feet. Speech Input: Gates. Microphones: RCA.

WJAR, Winston-Salem—Location of Transmitter: Reynolda, Winston-Salem, N. C. Make: WE. Tower: 1 Lehigh, 179 feet. Speech Input: WE. Microphones: WE. RCA.

WJSA, Winston-Salem—Location of Transmitter: Winston-Salem, Make: RCA. Towers: 1 Blaw-Knox, 83 feet; 1 Carolina Steel Co., 83 feet. Speech Input: RCA. Microphones: RCA.

**NORTH DAKOTA**

KFYR, Bismarck—Location of Transmitter: Menoken, N. D. Make: RCA. Tower: 1 Truscon, 700 feet. Speech Input: RCA. Microphones: RCA.

KDLR, Devils Lake—Location of Transmitter: Devils Lake, Make: Composite. Tower: 1 Blaw-Knox, 199 feet, 1 inch. Speech Input: Collins, WE. Microphones: WE, RCA.

WDAY, Fargo—Location of Transmitter: Fargo, Make: Composite. Towers: 2 Blaw-Knox, 125 feet. Speech Input: Composite. Microphones: RCA, WE.

KFJM, Grand Forks—Location of Transmitter: University Station, Grand Forks, Make: Collins. Tower: One, 165 feet. Speech Input: Collins.

KRMC, Jamestown—Location of Transmitter: Jamestown, Make: WE. Tower: 1 Blaw-Knox, 200 feet. Speech Input: WE. Microphones: RCA, WE.

KGCV, Mandan—Location of Transmitter: 111 First Ave., N. W. Make: Collins. Tower: One, 70 feet.

KLPM, Minot—Location of Transmitter: E. of Minot, Make: Composite. Tower: 1 Lehigh, 180 feet. Speech Input: Composite. Microphones: Ampelite, RCA.

KOVS, Valley City—Location of Transmitter: Valley City, Make: Collins. Tower: One, 164 feet. Speech Input: Collins. Microphones: Collins.

**OHIO**

WADC, Akron—Location of Transmitter: Tallmadge, O. Make: WE. Tower: 1 Truscon, 360 feet. Speech Input: WE. Microphone: WE, RCA.

WJW, Akron—Location of Transmitter: 41 S. High St. Make: Composite. Towers: 2 Blaw-Knox, 350 feet. Speech Input: Composite. Microphones: RCA, Brush, Astatic.

WCA, Ashtabula—Location of Transmitter: Ashtabula, Make: WE. Tower: 1 Truscon, 220 feet. Speech Input: RCA. Microphones: RCA, WE.

WHBC, Canton—Location of Transmitter: 617 McKinley Ave., N. W. Make: Composite. Antenna: Suspended between smoke stack and school bldg. Speech Input: Composite. Microphones: RCA, Ampelite.

WKCY, Cincinnati—Location of Transmitter: Crescent Springs, Ky. Make: RCA. Tower: 1 Blaw-Knox, 350 feet. Speech Input: RCA. Microphones: RCA.

WCPO, Cincinnati—Location of Transmitter: Daylight Bldg. Make: WE. Tower: 1 Ideco, 129 1/2 feet. Speech Input: RCA. Microphones: RCA.

WKRC, Cincinnati—Location of Transmitter: Hotel Alms, Make: WE. Tower: 1 Blaw-Knox, 154 feet. Speech Input: WE and RCA Composite. Microphones: RCA, WE.

WLW, Cincinnati—Location of Transmitter: Mason, Ohio, Make: WE. Towers: One, 831 feet; 2 Truscon suppressors, 325 feet. Speech Input: Crosley. Microphones: Crosley, RCA, WE.

WSPA, Cincinnati—Location of Transmitter: Warner & Roh Sts. Make: WE. Tower: 1 Truscon, 225 feet. Speech Input: Crosley. Microphones: Crosley, RCA, WE.

WCLE, Cleveland—Location of Transmitter: Seven Hills, O. Make: WE. Tower: One, 300 feet. Speech Input: Sound Systems Inc. Microphones: WE, RCA.

WGAR, Cleveland—Location of Transmitter: 1000 Harvard Ave., Cuyahoga Heights, O. Make: WE. Tower: 1 Truscon, 274 feet. Speech Input: WE. Microphones: WE, RCA.

WIKK, Cleveland—Location of Transmitter: Seven Hills, O. Make: WE. Tower: One, 300 feet. Speech Input: Sound Systems Inc. Microphones: WE, RCA.

WTAN, Cleveland—Location of Transmitter: Brecksville, O. Make: RCA. Tower: 1 Truscon, 470 feet. Speech Input: RCA. Microphones: RCA.

WBNS, Columbus—Location of Transmitter: 1037 Barnett Rd. Make: WE. Tower: 1 Blaw-Knox, 479 feet. Speech Input: WE. Collins. Microphones: WE, RCA.

WCOI, Columbus—Location of Transmitter: 33 N. High St. Make: Collins. Tower: One, 189 feet. Speech Input: WE. Microphones: WE.

WHKC, Columbus—Location of Transmitter: Sharon Rd., Columbus, Make: WE. Towers: 2 Composite, 150 feet. Speech Input: Sound Systems, Inc. Microphones: WE.

WOSU, Columbus—Location of Transmitter: Ohio State University, Columbus, Make: WE. Towers: 2 International Stacey, 138 feet. Speech Input: WE. Microphones: WE, RCA.

WHIO, Dayton—Location of Transmitter: Virginia Drive, Dayton, Make: RCA. Towers: 2 International Steel Co., 293 feet. Speech Input: RCA. Microphones: RCA.

WDTN, Dayton—Location of Transmitter: 7 miles S. of Southern Hills, O. Make: Composite. Towers: Two, 120 feet. Speech Input: RCA. Microphones: RCA.

WBLX, Lima—Location of Transmitter: 1424 Rice Ave., Ocolittle & Falkner, Tower: One, 154 feet.

WPAY, Portsmouth—Location of Transmitter: Portsmouth, Make: Composite. Towers: Two, 65 feet. Speech Input: Composite. Microphones: Shure, Ampelite.

WSPD, Toledo—Location of Transmitter: R. F. D., Perrysburg, O. Make: WE. Tower: 1 Blaw-Knox, 214 feet. Speech Input: WE. Microphones: WE.

WTO, Toledo—Location of Transmitter: Bell Bldg. Make: WE. Tower: Blaw-Knox, 204 feet. Speech Input: WE. Microphones: WE.

WKBN, Youngstown—Location of Transmitter: 17 N. Champion St. Make: Composite. Tower: 1 Truscon, 350 feet. Speech Input: RCA. Microphones: RCA.

WALR, Zanesville—Location of Transmitter: 434 Main St. Make: RCA. Towers: 2 Composite, 50 feet. Speech Input: RCA. Microphones: WE.

**OKLAHOMA**

KVSO, Ardmore—Location of Transmitter: Ardmore, Make: RCA. Tower: 1 Lehigh, 185 feet. Speech Input: RCA. Microphones: RCA.

KDLY, Ada—Location of Transmitter: N. Broadway, Ada, Make: Collins. Tower: 1 Lehigh, 185 feet. Speech Input: Collins. Microphones: Brush, RCA.

KASA, Elk City—Location of Transmitter: Casa Grande Hotel, Make: WE. Tower: 2 WE, 105 feet. Speech Input: WE.

KCRC, Enid—Location of Transmitter: Willow & Kennedy Sts., Enid, Make: Composite. Tower: 1 Blaw-Knox, 179 feet. Speech Input: WE. Microphones: WE, RCA.

KBIX, Muskogee—Location of Transmitter: Barnes Bldg., Make: WE. Tower: 1 Blaw-Knox, 179 feet. Speech Input: WE. Microphones: WE.

WNAD, Norman—Location of Transmitter: Norman, Make: Composite. Antenna: Suspended between smoke stack and Union tower. Speech Input: WE. Microphones: WE, RCA.

KFXY, Oklahoma City—Location of Transmitter: 1305 S. Pennsylvania St. Make: Collins. Towers: 2 Collins, 108 feet. Speech Input: Collins. Microphones: Bruno, Shure.

KOMA, Oklahoma City—Location of Transmitter: R. R. No. 66, Oklahoma City, Make: WE. Tower: 1 International Derrick & Equipment Co., 196 feet. Speech Input: WE. Microphones: WE.

KTOH, Oklahoma City—Location of Transmitter: 1804 W. Main St., Oklahoma City, Make: RCA. Tower: 1 Lehigh, 210 feet. Speech Input: RCA. Microphones: WE.

WKY, Oklahoma City—Location of Transmitter: Skilton Tower Hotel, Make: RCA. Tower: 1 Truscon, 285 feet. Speech Input: RCA. Microphone: RCA.

KHBB, Okmulgee—Location of Transmitter: Okmulgee, Make: RCA. Tower: 1 Blaw-Knox, 204 feet. Speech Input: WE. Microphones: RCA, WE.

WBBZ, Ponca City—Location of Transmitter: Ponca City, Make: Composite. Tower: 1 Blaw-Knox, 165 feet. Speech Input: Composite. Microphones: RCA, Ampelite.

KGFF, Shawnee—Location of Transmitter: Shawnee Country Club, Make: Collins. Towers: 1 Lehigh, 300 feet. Speech Input: Collins. Microphones: WE.

KTUL, Tulsa—Location of Transmitter: 3004 S. Newport St. Make: WE. Tower: 1 Blaw-Knox, 215 feet. Speech Input: WE. Microphones: WE, RCA.

KVOO, Tulsa—Location of Transmitter: Tulsa, Make: WE. Towers: 2 Blaw-Knox, 225 feet. Speech Input: WE. Microphones: WE.

**OREGON**

KAST, Astoria—Location of Transmitter: Hotel Astoria, Make: Composite. Towers: Two, 65 feet atop 8 story building. Speech Input: Composite. Microphones: Brush, American, Radio Receptor.

KOAC, Corvallis—Location of Transmitter: Corvallis, Make: WE. Towers: Two, 120 feet. Speech Input: WE. Microphones: WE.

KORE, Eugene—Location of Transmitter: Route 3, Eugene, Ore. Make: Composite. Tower: 1 Blaw-Knox, 179 feet. Speech Input: Composite. Microphones: RCA, Astatic.

KFTJ, Klamath Falls—Location of Transmitter: 213 Main St. Make: Composite. Towers: Two, 135 feet. Speech Input: Composite.

KLBM, La Grande—Location of Transmitter: 1 mile from La Grande, Make: Composite. Towers: 1 Jones and Laughlin Co., 173 feet.

KOOS, Marshfield—Location of Transmitter: Hall Bldg., Marshfield, Make: Composite. Tower: 1 Hoke, 160 feet. Speech Input: UFC. Microphones: Remler, Ampelite, WE.

KMED, Medford—Location of Transmitter: Ross Lane, R. F. D., Medford, Ore. Make: Composite. Tower: 1 Blaw-Knox, 179 feet. Speech Input: Composite. Microphones: WE.

Kale, Portland—Location of Transmitter: Weatherly Bldg., Portland, Make: Composite. Tower: 1 Blaw-Knox, 179 feet atop 161 foot building. Speech Input: Composite. Microphones: WE.

KEX, Portland—Location of Transmitter: N. Portland, Ore. Make: Composite. Tower: 1 Portland Spar Co., 300 feet. Speech Input: RCA. Microphones: RCA.

KGW, Portland—Location of Transmitter: N. Portland, Ore. Make: RCA. Tower: 1 Truscon, 625 feet. Speech Input: RCA. Microphones: RCA.

KOIN, Portland—Location of Transmitter: Blyden, Ore. Post Office, Portland, Ore. Make: Composite. Tower: 1 International, 540 feet. Speech Input: Composite. Microphones: WE.

KWJJ, Portland—Location of Transmitter: Oaks Park, Portland, Make: Composite. Tower: 1 Portland Spar Co., 229 feet. Speech Input: Composite. Microphones: Ampelite, Remler, Electro Voice.

KXII, Portland—Location of Transmitter: Multnomah Hotel, Make: Composite. Tower: One, 150 feet. Speech Input: WE. Microphones: RCA, WE.

KRNR, Roseburg—Location of Transmitter: Umpqua Hotel Bldg. Make: Composite. Tower: One, 140 feet. Speech Input: Composite. Microphones: WE. Composite.

KSLM, Salem—Location of Transmitter: Portland Road, Salem, Make: Composite. Tower: One, 130 feet. Speech Input: Composite. Microphones: Atlantic, Transducer.

**PENNSYLVANIA**

WSAN, Allentown—Location of Transmitter: Allentown, R. F. D. No. 1, Make: WE. Tower: 1 Lehigh, 167 feet. Speech Input: WE. Microphones: WE.

WFBG, Allentown—Location of Transmitter: Altoona, Make: WE. Towers: Two, 89 feet. Speech Input: WE. Microphones: WE.

WEST, Easton—Location of Transmitter: Williams Township, Easton, Make: Composite. Tower: 1 Blaw-Knox, 170 feet. Speech Input: Composite. Microphones: RCA.

WLFU, Erie—Location of Transmitter: Commerce Bldg., Erie, Make: RCA. Towers: 2 Composite, 60 feet. Speech Input: RCA. Microphones: RCA.

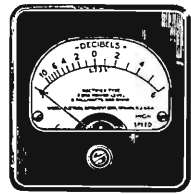
WJJB, Greensburg—Location of Transmitter: 125 Pennsylvania Ave., Make: Composite. Towers: 2 Blaw-Knox, 100 feet. Speech Input: Composite, WE. Microphones: WE.

WSAJ, Grove City—Location of Transmitter: Hall of Science, Grove City, Make: Composite. WE. Antenna: Between two poles, 100 feet atop the Hall of Science. Speech Input: Composite, WE. Microphones: Astatic.

WHP, Harrisburg—Location of Transmitter: Harrisburg, Make: Composite. Tower: 1 Lehigh, 325 feet. Speech Input: Composite. Microphones: Ampelite.

(Continued on page 308)

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# Equipment in Use in BROADCAST STATIONS IN UNITED STATES AND CANADA

(Continued from page 307)

## PENNSYLVANIA (Cont'd)

**WKBO, Harrisburg**—Location of Transmitter: Third & Walnut Sts. Make: Composite. Towers: 2 Composite; 240 feet and 180 feet. Speech Input: Composite. Microphones: RCA, Amperite.

**WAZL, Hazleton**—Location of Transmitter: Hazleton National Bank Bldg. Make: R. C. Powell. Tower: 1 Lehigh, 165 feet. Speech Input: Composite. Microphones: RCA.

**WJAC, Johnstown**—Location of Transmitter: Tribune Bldg. Make: Composite. Tower: 1 Blaw-Knox, 179 feet. Speech Input: Ferranti. Microphones: RCA.

**WGAL, Lancaster**—Location of Transmitter: 4-10 W. King St., Lancaster. Make: Composite. Tower: 1 Blaw-Knox, 170 feet. Speech Input: Composite. Microphones: RCA.

**KYW, Philadelphia**—Location of Transmitter: R. F. D. No. 4, Norristown, Pa. Make: Westinghouse. Towers: 4 John E. Lingo & Son, 245 feet. Speech Input: Westinghouse, RCA. Microphones: RCA, WE.

**WCAU, Philadelphia**—Location of Transmitter: Newton Square, Pa. Make: RCA. Tower: 1 Blaw-Knox, 407 feet. Speech Input: RCA. Microphones: RCA.

**WDAS, Philadelphia**—Location of Transmitter: Woodside Park, Philadelphia. Make: RCA. Tower: 1 Blaw-Knox, 164 feet. Speech Input: RCA. Microphones: RCA.

**WFL, Philadelphia**—Location of Transmitter: 68rd & Passy Ave. Make: RCA. Tower: One, 330 feet. Speech Input: Composite. Microphones: RCA. Note: New transmitter being erected on Schuylkill River in Southwest Philadelphia.

**WHAT, Philadelphia**—Location of Transmitter: Public Ledger Bldg. Make: WE. Towers: Two, 100 feet above hotel roof. Speech Input: WE. Microphones: WE.

**WIBG, Philadelphia (Glenside)**—Location of Transmitter: 7801 Old York Road, Elkins Park, Pa. Towers: Two, 100 feet. Speech Input: WE. Collins. Microphones: RCA.

**WIP, Philadelphia**—Location of Transmitter: 2108 Spring Garden St. Make: RCA. Tower: 1 Blaw-Knox, 320 feet. Speech Input: WE. Microphones: RCA, WE.

**WPEN, Philadelphia**—Location of Transmitter: 7701 Columbia Ave. Make: RCA. Towers: 3 Blaw-Knox, 230 feet. Speech Input: Composite. Microphones: WE.

**WEL, Philadelphia**—Location of Transmitter: H St. and Wyoming Ave. Make: Composite. Tower: One, 181 feet.

**KDKA, Pittsburgh**—Location of Transmitter: Saxonburg, Pa. Make: Westinghouse. Tower: 1 Truscon, 718 feet. Speech Input: Westinghouse. Microphones: RCA, WE.

**KQV, Pittsburgh**—Location of Transmitter: 1475 Crane Rd., Greentree Borough, Pittsburgh. Make: WE. Tower: 1 Blaw-Knox, 175 feet. Speech Input: WE. Microphones: WE.

**WCAE, Pittsburgh**—Location of Transmitter: Agnew Rd., Baldwin Township, Pittsburgh. Make: RCA. Tower: 1 Bethlehem Steel Corp., 341 feet. Speech Input: RCA, WE. Microphones: RCA, WE.

**WJAS, Pittsburgh**—Location of Transmitter: 1475 Crane Rd., 14th Ward, Pittsburgh. Make: WE. Tower: 1 Blaw-Knox, 175 feet. Speech Input: WE. Microphones: WE.

**WWSW, Pittsburgh**—Location of Transmitter: Fourth Ward, Pittsburgh. Make: RCA. Tower: 1 Blaw-Knox, 157 feet. Speech Input: RCA. Microphones: WE.

**WEEU, Reading**—Location of Transmitter: Reading, Make: RCA. Towers: 2 Blaw-Knox, 200 feet. Speech Input: RCA. Microphones: RCA.

**WRWA, Reading**—Location of Transmitter: Reading, Make: RCA. Tower: 1 Lehigh, 176 feet atop 829 ft. Bldg. Speech Input: RCA. Microphones: RCA.

**WGBI, Scranton**—Location of Transmitter: Drinker Turnpike, Dunmore, Pa. Make: Composite. Tower: 1 Lehigh, 255 feet. Speech Input: Composite. Microphones: WE.

**WGAN, Scranton**—Location of Transmitter: East Mountain, Scranton. Make: Composite. Towers: Two, 270 feet.

**WKOK, Sunbury**—Location of Transmitter: 1150 N. Front St. Make: WE. Tower: One, 153 feet. Speech Input: Custom built. Microphones: Aetatic, Turner, Gates.

**WMBR, Uniontown**—Location of Transmitter: 3 miles S. of Uniontown. Make: RCA. Tower: One, 150 feet. Speech Input: RCA. Microphones: RCA.

**WBAX, Wilkes-Barre**—Location of Transmitter: Plains Township, Luzern County, Pa. Make: WE. Towers: Two 158 feet. Speech Input: RCA. Microphones: RCA.

**WBRE, Wilkes-Barre**—Location of Transmitter: Kingston, Pa. Make: RCA. Tower: 1 Lehigh, 206 feet. Speech Input: RCA. Microphones: RCA.

**WIAK, Williamsport**—Location of Transmitter: 1561 W. Fourth St. Make: RCA. Tower: 1 Blaw-Knox, 204 feet. Speech Input, RCA. Microphones: RCA.

**WORK, York**—Location of Transmitter: R. F. D. No. 1, Manchester Township York Pa. Make: Composite. Towers: 3 Blaw-Knox 164 feet. Speech Input: R. C. Powell & Co., WE. Microphones: RCA, Brush.

## RHODE ISLAND

**WEAN, Providence**—Location of Transmitter: East Providence, R. I. Make: WE. Towers: 2 Blaw-Knox, 325 feet. Speech Input: WE. Microphones: WE.

**WJAR, Providence**—Location of Transmitter: Rumford, R. I. Make: WE. Towers: 2 Blaw-Knox, 325 feet. Speech Input: WE. Microphones: WE.

**WPFO, Providence**—Location of Transmitter: 680 Burrington Parkway, East Providence. Make: WE. Towers: 2 Blaw-Knox, 284 feet. Speech Input: WE. Microphones: WE, RCA.

## SOUTH CAROLINA

**WAIM, Anderson**—Location of Transmitter: Anderson College. Make: WE. Towers: Two, 100 feet. Speech Input: WE. Microphones: WE.

**WCSC, Charleston**—Location of Transmitter: Charleston. Make: WE. Towers: Two, 100 feet. Speech Input: WE. Microphones: WE, RCA.

**WIS, Columbia**—Location of Transmitter: Columbia. Make: WE. Towers: 2 Truscon 357 and 250 feet. Speech Input: WE. Microphones: WE.

**WOLS, Florence**—Location of Transmitter: Charleston Highway, 1 mile S. of Florence. Make: Composite. Tower: One, 150 feet. Speech Input: Gates. Microphones: Amperite, RCA.

**WFBC, Greenville**—Location of Transmitter: Gantt, S. C. Make: RCA. Tower: 1 Truscon, 377 feet. Speech Input: RCA. Microphones: RCA.

**WSPA, Spartanburg**—Location of Transmitter: Barton Heights, Spartanburg. Make: Composite. Tower: One, 288 feet. Speech Input: Collins, RCA, Microphones: RCA.

## SOUTH DAKOTA

**KABR, Aberdeen**—Location of Transmitter: Wylie Park, Aberdeen. Make: RCA. Tower: 1 Blaw-Knox, 179 feet. Speech Input: Composite. Microphones: Brush, Amperite.

**KFDY, Brookings**—Location of Transmitter: Brookings. Make: Composite. Towers: Two, 102 feet. Speech Input: Gates. Microphones: Gates.

**KGDY, Huron**—Location of Transmitter: ½ mile N. of Huron. Make: Composite. Towers: Two, 75 feet.

**KGFY, Pierre**—Location of Transmitter: Pierre. Make: Composite. Towers: Two, 60 feet. Speech Input: Composite. Microphones: WE.

**KOBH, Rapid City**—Location of Transmitter: Rapid City. Make: RCA. Tower: 1 Truscon, 168 feet. Speech Input: RCA. Microphones: RCA.

**WCAT, Rapid City**—Location of Transmitter: Rapid City. Make: New Precision. Tower: 1 Ideco, 205 feet. Speech Input: Gates. Microphones: RCA.

**KELD, Sioux Falls**—Location of Transmitter: Sioux Falls. Make: RCA. Tower: One, 215 feet. Speech Input: RCA. Microphones: RCA.

**KSOO, Sioux Falls**—Location of Transmitter: Sioux Falls. Make: Composite. Tower: 1 Blaw-Knox, 234 feet. Speech Input: RCA. Microphones: RCA.

**KUSD, Vermillion**—Location of Transmitter: Science Hall, University of S. D. Make: Composite. Towers: Two, 100 feet. Speech Input: Composite. Microphones: RCA.

**KWTN, Watertown**—Location of Transmitter: Mellette Hill, Watertown. Make: Composite. Towers: Two, 100 feet. Speech Input: UTC. Microphones: Amperite, Shure.

**WNAX, Yankton**—Location of Transmitter: 4½ miles E. of Yankton. Make: WE. Tower: 1 Blaw-Knox, 449 feet. Speech Input: WE. Microphones: WE, RCA.

## TENNESSEE

**WOPI, Bristol**—Location of Transmitter: State & 2nd Sts. Make: Composite. Towers: 2 Composite, 105 feet. Speech Input: Composite. Microphones: Shure.

**WAPO, Chattanooga**—Location of Transmitter: Rossville Blvd., near Faust St., Chattanooga. Make: Collins. Tower: One, 205 feet.

**WDOD, Chattanooga**—Location of Transmitter: Chattanooga. Make: Composite. Tower: 1 Trucon, 320 feet. Speech Input: RCA. Microphones: RCA.

**WTJS, Jackson**—Location of Transmitter: Jackson. Make: Composite. Towers: Two, 35 feet. Speech Input: WE. Microphones: RCA.

**WNOX, Knoxville**—Location of Transmitter: Knoxville. Make: WE. Tower: 1 Ideco, 475 feet. Speech Input: WE. Microphones: RCA.

**WROL, Knoxville**—Location of Transmitter: 324 S. Gay St. Make: WE. Composite. Tower: One, 165 feet. Microphones: RCA.

**WHBQ, Memphis**—Location of Transmitter: 46 Neely St. Make: Composite. Towers: Two, 66 feet. Speech Input: RCA. Microphones: WE.

**WMFS, Memphis**—Location of Transmitter: 690 Lauderdale. Make: Composite. Towers: Two, 100 feet. Speech Input: RCA. Microphones: RCA.

**WLAC, Nashville**—Location of Transmitter: Murfreesboro Rd., Nashville. Make: WE. Towers: 2 WE, 200 feet. Speech Input: WE. Microphones: WE.

**WMC, Memphis**—Location of Transmitter: Point Park. Make: Composite. Towers: 2 Blaw-Knox, 511 feet and 315 feet. Speech Input: RCA. Microphones: RCA, WE.

**WREC, Memphis**—Location of Transmitter: Radio Center, near Rugby Park, Tenn. Make: Composite. Towers: Two, 410 feet.

**WSIX, Nashville**—Location of Transmitter: Nashville. Make: RCA. Tower: 1 Truscon, 195 feet. Speech Input: Collins. Microphones: RCA.

**WSM, Nashville**—Location of Transmitter: Route No. 5, Franklin, Tenn. Make: RCA. Tower: 1 Blaw-Knox, 378 feet. Speech Input: WE. Microphones: WE, RCA.

## TEXAS

**KRBC, Abilene**—Location of Transmitter: 341 Ambler St. Make: RCA. Tower: 1 Ideco, 179 feet. Speech Input: RCA. Microphones: WE, RCA.

**KGNC, Amarillo**—Location of Transmitter: Radio Bldg. Make: WE. Tower: 1 Blaw-Knox, 224 feet. Speech Input: Composite. Microphones: WE.

**KNOW, Austin**—Location of Transmitter: Austin. Make: Composite. Antenna Suspended vertically in building, 135 feet. Speech Input: WE. Microphones: WE.

**KFDM, Beaumont**—Location of Transmitter: Beaumont. Make: WE. Towers: 2 WE, 200 feet. Speech Input: WE. Microphones: WE.

**KIPT, Big Spring**—Location of Transmitter: Big Spring. Make: RCA. Tower: 1 International Derrick & Equipment Co., 165 feet. Speech Input: RCA, Microphones: RCA.

**KNEL, Brady**—Location of Transmitter: Brady. Make: Doolittle & Falkner Inc. Tower: One, 164 feet. Speech Input: Gates.

**KGFI, Brownsville**—Location of Transmitter: Brownsville. Make: RCA. Tower: One, 160 feet. Microphones: RCA.

**WTAW, College Station**—Location of Transmitter: College Station. Make: Composite. Towers: 2 Composite, 135 feet. Speech Input: Composite. Microphones: WE, Amperite.

**KRIS, Corpus Christi**—Location of Transmitter: 2½ miles from Corpus Christi. Make: Composite. Tower: One, 185 feet. Speech Input: Collins; Microphones: RCA.

**KAND, Corsicana**—Location of Transmitter: Corsicana. Make: Composite. Tower: 1 Composite, 179 feet. Speech Input: Combination Composite and RCA. Microphones: Brush, RCA, Amperite.

**KRLD, Dallas**—Location of Transmitter: Seven miles North of Dallas. Make: RCA. Tower: Two, 200 feet.

**WFAA, Dallas**—Location of Transmitter: Grapevine, Tex. Make: RCA. Towers: 2 Blaw-Knox, 300 feet. Speech Input: RCA. Microphones: RCA.

## "THE YOUNG MEN'S VISION and the OLD MEN'S DREAM"



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WRR, Dallas—Location of Transmitter: State Fair Grounds, Dallas. Make: WE. Tower: 1 Blaw-Knox, 220 feet. Speech Input: WE. Microphones: WE.

KFPL, Dublin—Location of Transmitter: Dublin. Make: Composite. Tower: 1 Composite, 182 feet. Speech Input: Sampson Electric, Composite. Microphones: Brush.

KTSM, El Paso—Location of Transmitter: Mills Bldg. Make: Composite. Tower: 1 Truscon, 158 feet atop bldg. Speech Input: Composite. Microphones: RCA.

WDAL, El Paso—Uses transmitter of KTSM.

KGKO—(See Wichita Falls, Tex.)

KFJZ, Fort Worth—Location of Transmitter: Sunny Hill Dairy Farm, Fort Worth. Make: RCA. Tower: One, 155 feet.

KTAT, Fort Worth—Location of Transmitter: Birdville, Tex. Make: WE. Tower: One, 200 feet.

WBRF, Fort Worth—Location of Transmitter: Fort Worth. Make: RCA. Towers: 2 Blaw-Knox, 300 feet. Speech Input: RCA. Microphones: WE.

KLUF, Galveston—Location of Transmitter: American National Insurance Bldg. Make: Composite. Towers: 2 Composite, 190 feet. Speech Input: Gates. Microphones: Gates.

KGVL, Greenville—Location of Transmitter: 2610 Washington St. Make: Composite. Tower: One, 205 feet.

KPKC, Houston—Location of Transmitter: Deepwater, Texas. Make: RCA. Tower: 1 Truscon, 376 feet. Speech Input: RCA. Microphones: RCA, WE.

KTRH, Houston—Location of Transmitter: Deepwater, Tex. Make: RCA. Tower: 1 Truscon, 375 feet. Speech Input: RCA. Microphones: RCA.

KXYZ, Houston—Location of Transmitter: Gulf Bldg. Make: Composite. Tower: 1 A. J. Bayer Co., 590 feet. Speech Input: RCA. Microphones: RCA.

KOCA, Kilgore—Location of Transmitter: Kilgore. Make: Collins. Tower: 1 Composite, 186 feet. Speech Input: Collins. Microphones: Astatic.

KFRD, Longview—Location of Transmitter: South Green at Radio St., Longview. Make: RCA. Tower: 185 feet. Speech Input: RCA. Microphones: RCA.

KFYB, Lubbock—Location of Transmitter: Lubbock. Make: RCA. Tower: 1 Lehigh, 145 feet. Speech Input: RCA, Composite. Microphones: Turner.

KRLH, Midland—Location of Transmitter: Midland. Make: Composite. Tower: 1 Ideco, 154 feet. Speech Input: Composite. Microphones: Shure.

KNET, Palestine—Location of Transmitter: 1 mile N. E. of Palestine. Make: Composite. Tower: One, 175 feet.

KPIN, Pampa—Location of Transmitter: Pampa. Make: RCA. Tower: One, 180 feet. Speech Input: Composite. Microphones: Amperite, American.

KPLT, Paris—Location of Transmitter: Paris. Make: RCA. Tower: 1 International Derrick & Equipment Co., 160 feet. Speech Input: RCA. Microphones: RCA, Turner.

KIUN, Pecos—Location of Transmitter: Pecos. Make: RCA. Tower: 1 Composite, 164 feet. Speech Input: RCA. Microphones: RCA.

KPAC, Port Arthur—Location of Transmitter: 1500 Procter St. Make: Composite. Towers: Two, 118 feet and 140 feet.

KGKL, San Angelo—Location of Transmitter: 50 S. Milton St. Make: Composite. Tower: One, 171 feet. Speech Input: Composite. Microphones: WE.

KABC, San Antonio—Location of Transmitter: 811 E. Myrtle St. Make: WE. Tower: 1 Composite, 192 feet. Speech Input: RCA. Microphones: RCA, WE.

KMAC, San Antonio—Location of Transmitter: 319 Ave A. Make: WE. Tower: One, 184 feet.

KONO, San Antonio—Location of Transmitter: 317 Arden Grove, San Antonio. Make: Composite. Tower: 1 Lehigh, 154 feet. Speech Input: Composite. Microphones: WE, RCA.

(Application is on file for this permit at the present time, but has not been granted as yet.)

KTSA, San Antonio—Location of Transmitter: St. Hedwig Road—(extension of E. Houston St., San Antonio). Make: WE. Towers: 2 Ideco, 200 feet. Speech Input: WE. Microphones: WE, RCA.

WOAI, San Antonio—Location of Transmitter: Selma, Tex. Make: RCA. Tower: 1 Truscon, 430 feet. Speech Input: RCA. Microphones: RCA, WE.

KRFV, Sherman—Location of Transmitter: 1910 S. Crockett St. Make: Composite. Tower: 1 Blaw-Knox, 179 feet. Speech Input: Composite. Microphones: Amperite.

KTEM, Temple—Location of Transmitter: Temple. Make: RCA. Tower: 1 Lehigh, 175 feet. Speech Input: RCA. Microphones: RCA.

KCMC, Texarkana—Location of Transmitter: 317 Pine St., Texarkana, Tex. Make: WE. Tower: 1 Blaw-Knox, 197 feet. Speech Input: RCA. Microphones: WE.

KGKB, Tyler—Location of Transmitter: 1 mile N. of Tyler. Make: RCA. Tower: One, 167 feet. Speech Input: RCA. Microphones: RCA.

WACO, Waco—Location of Transmitter: Amicable Life Bldg. Make: RCA. Tower: 1 Blaw-Knox, 174 feet. Speech Input: RCA. Microphones: RCA, WE.

KRGV, Weslaco—Location of Transmitter: Weslaco. Make: Composite. Tower: One, 216 feet. Speech Input: WE. Microphones: RCA, WE.

UTAH

KSUB, Cedar City—Location of Transmitter: Cedar City. Make: Composite. Tower: 1 National Pole and Tube Co., 160 feet. Speech Input: Composite. Microphones: Shure.

KLO, Ogden—Location of Transmitter: Riverdale, Utah. Make: Composite. Tower: 1 Blaw-Knox, 144 feet. Speech Input: Composite. Microphones: RCA, WE.

KEUB, Price—Location of Transmitter: Price. Make: Composite. Tower: 1 Bethlehem Steel Corp., 175 feet. Speech Input: Composite. Microphones: Shure, Bruno.

KDYL, Salt Lake City—Location of Transmitter: 898 W. 33rd S. Salt Lake City. Make: WE. Towers: 2 International Derrick & Equipment Co., 200 feet. Speech Input: WE. Microphones: WE.

KSL, Salt Lake City—Location of Transmitter: Saltair, Utah. Make: WE. Towers: 2 American Bridge Co., 225 feet. Speech Input: WE. Microphones: RCA.

KUTA, Salt Lake City—Location of Transmitter: Salt Lake City. Make: Composite. Tower: One, 150 feet. Speech Input: Composite. Microphones: American.

VERMONT

WCAX, Burlington—Location of Transmitter: 203 College St. Make: RCA. Tower: 1 Truscon, 220 feet. Speech Input: RCA. Microphones: RCA.

WSXB, Rutland—Location of Transmitter: 80 West St. Make: RCA. Tower: One, 80 feet. Speech Input: RCA. Microphones: RCA, WE.

WDEV, Waterbury—Location of Transmitter: Blush Hill, Waterbury. Make: RCA. Tower: 1 Blaw-Knox, 435 feet. Speech Input: RCA. Microphones: RCA.

WNBX, Springfield—Location of Transmitter: Mt. Ararat, Springfield. Make: Composite. Tower: One, 200 feet. Speech Input: RCA. Microphones: RCA.

WQDM, St. Albans—Location of Transmitter: St. Albans. Make: Composite. Tower: 1 Lehigh, 200 feet. Speech Input: WE. Microphones: WE.

# Tubular Type Vertical Antenna Mast

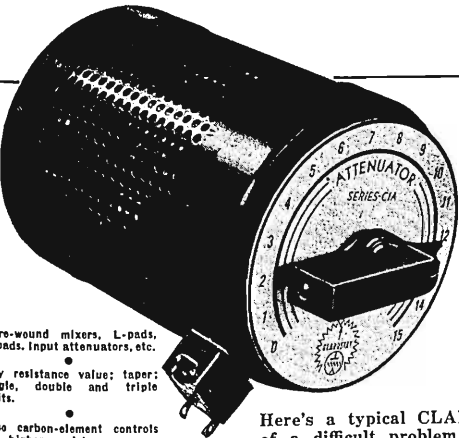


Sectional construction of seamless steel tubing.

- Comparatively light weight—suitable for roof installations without expensive building preparation.
- Weight of typical 175-foot mast only approximately one thousand pounds.
- Standard lighting may be used. Can be prepared at the factory if desired.
- Designed for safe performance under ice load and ninety mile winds.
- Furnished with steps as optional equipment.
- Concentric cable and coupling units available.
- Lighting and filter equipment optional.
- An illustrated booklet of instructions and suggestions for erecting will be furnished with each mast.
- Erection service available at reasonable cost.

**D. H. HARRELL**  
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Constant-impedance output attenuator. 25-watt rating. Linear ear up to 45 db. in 3 db. steps.

Here's a typical CLAROSTAT solution of a difficult problem—a constant-impedance output attenuator. Substantial. Properly designed. Built by craftsmen—to last. Let CLAROSTAT solve your control problem. Just submit it. Loose-leaf data on request.

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- Any resistance value; taper: single, double and triple units.
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- Ballasts and voltage-dropping resistors.
- Armored strip resistors, tapered resistors, hum balancers, etc.

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• OFFICES IN PRINCIPAL CITIES •

VIRGINIA

WCHV, Charlottesville—Location of Transmitter: Free Bridge Rd. Make: Composite. Tower: One, 180 feet. Speech Input: RCA. Microphones: RCA.

WBTV, Danville—Location of Transmitter: Atop Hotel Danville. Make: Composite. Microphones: WE.

WSVA, Harrisonburg—Location of Transmitter: Route No. 1, Harrisonburg. Make: Composite. Tower: 1 Truscon, 154 feet. Speech Input: Composite. Microphones: Amperite.

WLVA, Lynchburg—Location of Transmitter: Page St., between Morgan & Mt. View Sts. Make: Composite. Tower: 1 Blaw-Knox, 172 feet. Speech Input: RCA. Microphones: RCA.

WGH, Newport News—Location of Transmitter: Newport News. Make: RCA. Tower: 1 International Derrick & Equipment Co., 185 feet. Speech Input: RCA. Microphones: RCA, Shure.

WTAR, Norfolk—Location of Transmitter: Glen Rock, Princess Anne County. Make: RCA. Towers: 3 John E. Lingo & Son Inc.; two, 210 feet and one, 280 feet. Speech Input: Composite. Microphones: RCA, WE.

WRTO, Richmond—Location of Transmitter: Richmond. Make: RCA. Tower: 1 John E. Lingo & Son Inc., 331 feet. Speech Input: RCA, WE. Microphones: RCA, WE.

WRVA, Richmond—Location of Transmitter: Mechanicsville, Va. Make: WE. Tower: One, 325 feet. Speech Input: WE. Microphones: WE, RCA.

WDBJ, Roanoke—Location of Transmitter: Colonial Heights, Roanoke. Make: RCA. Tower: 1 Blaw-Knox, 312 feet. Speech Input: RCA. Microphones: RCA.

## WASHINGTON

KXRO, Aberdeen—Location of Transmitter: Finch Farms, Aberdeen, Wash. Make: WE. Tower: 1 Blaw-Knox, 179 feet. Speech Input: WE. Microphones: WE.

(Continued on page 310)

# Equipment in Use in BROADCAST STATIONS OF UNITED STATES AND CANADA

(Continued from page 309)

## WASHINGTON (Cont'd)

KVOS, Bellingham—Location of Transmitter: Luther Bldg. Make: RCA. Antenna: Suspended from city hall to Clasma Apt. Hotel. Speech Input: Composite. Microphones: Astatic.

KELA, Centralia—Location of Transmitter: Centralia. Make: WE. Tower: 1 Bethlehem, 190 feet. Speech Input: WE. Microphones: WE, RCA.

KRKO, Everett—Location of Transmitter: 2814 1/2 Rucker Ave. Make: WE. Towers: 2 Lallie Co., 80 feet. Speech Input: Composite. Microphones: WE, RCA, American.

KGX, Olympia—Location of Transmitter: 1063 Capitol Way, Olympia. Make: WE. Towers: Two, 75 feet. Speech Input: Composite. Microphones: WE, RCA.

KWSC, Pullman—Location of Transmitter: Pullman. Make: Composite. Tower: One, 224 feet. Speech Input: Composite. Microphones: Brush, Radio Receiver.

KEEN, Seattle—Location of Transmitter: Smith Tower. Make: Composite. Speech Input: Radio Laboratory. Microphones: Shure, Astatic.

KIRO, Seattle—Location of Transmitter: Seattle. Make: Composite. Towers: Two, 120 feet. Speech Input: WE. Microphones: WE.

KJR, Seattle—Location of Transmitter: 2600 26th Ave., S. W. Make: RCA. Tower: 1 Truscon, 570 feet. Speech Input: RCA. Microphones: RCA.

KOL, Seattle—Location of Transmitter: 1110 W. Florida St. Make: Composite. Tower: 1 Idco, 370 feet. Speech Input: Composite. Microphones: WE.

KOMO, Seattle—Location of Transmitter: 2600 26th Ave., S. W. Make: RCA. Tower: 1 Truscon, 570 feet. Speech Input: RCA. Microphones: RCA.

KRSC, Seattle—Location of Transmitter: 819 Fairview Place. Make: Composite. Tower: 1 Truscon, 218 feet. Speech Input: WE. Microphones: WE, RCA.

KTW, Seattle—Location of Transmitter: 7th Ave. & Spring St. Make: Composite. Towers: 2 Composite, 170 feet. Speech Input: Composite. Microphones: RCA.

KXA, Seattle—Location of Transmitter: Bigelow Bldg. Make: Composite. Towers: Two, 176 feet. Speech Input: Composite. Microphones: RCA.

KFIO, Spokane—Location of Transmitter: 526 Riverside Ave. Make: Composite. Tower: One, 178 feet. Speech Input: Collins. Microphones: Shure.

KFPY, Spokane—Location of Transmitter: R.F.D. 3, Spokane. Make: WE. Tower: 1 Truscon, 468 feet. Speech Input: RCA. Microphones: RCA, WE.

KGA, Spokane—Location of Transmitter: Spokane. Make: WE. Tower: 1 Bethlehem, 225 feet. Speech Input: WE, RCA. Microphones: WE, RCA.

KHQ, Spokane—Location of Transmitter: Spokane. Make: WE. Tower: 1 Bethlehem Steel Co., 803 feet. Speech Input: WE, RCA. Microphones: WE, RCA.

KMO, Tacoma—Location of Transmitter: Tacoma. Make: WE. Tower: 1 Blaw-Knox, 200 feet. Speech Input: WE. Microphones: WE.

KVI, Tacoma—Location of Transmitter: Point Heyer, Vashon Island, Wash. Make: WE. Tower: 1 Truscon, 444 feet. Speech Input: WE. Microphones: WE, RCA.

KUJ, Walla Walla—Location of Transmitter: 2nd & Rose Sts. Make: Composite. Seattle Lab Design Co. Towers: 2 Composite, 130 feet. Speech Input: Composite. Microphones: Turner.

KPQ, Wenatchee—Location of Transmitter: North end of Miller St. Make: Composite. Tower: 1 Truscon, 188 feet. Speech Input: Collins.

KIT, Yakima—Location of Transmitter: 109 1/2 E. Yakima Ave. Make: WE. Tower: 1 Lehigh, 195 feet. Speech Input: WE. Microphones: WE.

## WEST VIRGINIA

WHIS, Bluefield—Location of Transmitter: Bramwell Rd., Harry Heights, Bluefield. Make: Collins. Tower: 1 Blaw-Knox, 183 feet. Speech Input: Collins. Microphones: WE.

WGHS, Charleston—Location of Transmitter: 17 miles southwest of Charleston. Make: WE. Towers: 2 Blaw-Knox, 154 feet. Speech Input: Collins. Microphones: RCA, WE.

WBLK, Clarksburg—Location of Transmitter: Clarksburg. Make: Collins. Tower: 1 Lehigh, 280 feet. Speech Input: Collins. Microphones: RCA.

WMMN, Fairmont—Location of Transmitter: Fairmont. Make: WE. Tower: 1 International Derrick & Equipment Co., 279 feet. Speech Input: WE. Microphones: WE.

WSAZ, Huntington—Location of Transmitter: Pleasant Heights, Huntington, W. Va. Make: WE. Tower: 1 Blaw-Knox, 204 feet. Speech Input: WE. Microphones: WE.

WPAR, Parkersburg—Location of Transmitter: Gihon Road, Parkersburg. Make: Composite. Tower: 1 International Stairs, 178 feet. Speech Input: Collins. Microphones: RCA, WE, Amperite.

WVVA, Wheeling—Location of Transmitter: West Liberty. Make: Composite. Tower: 1 Blaw-Knox Vertical Radiator, 280 feet. Speech Input: WE. Microphones: WE.

## WISCONSIN

WEAU, Eau Claire—Location of Transmitter: 26th & Crescent Road. Make: RCA, Composite. Tower: One, 252 feet. Speech Input: WE, Composite. Microphones: WE.

KFIZ, Fond du Lac—Location of Transmitter: 18 W. First St. Make: WE. Towers: Two, 90 feet. Speech Input: Composite. Microphones: Remler.

WHBY, Green Bay—Location of Transmitter: West De Pere, Wis. Make: Custom built. Towers: Two, 196 feet. Speech Input: Collins. Microphones: RCA, WE.

WTAQ, Green Bay—Location of Transmitter: West De Pere, Wis. Make: RCA. Towers: 2 Truscon, 196 feet. Speech Input: Collins. Microphones: RCA, WE.

WCLO, Janesville—Location of Transmitter: S. Oakhill Ave. Make: WE. Tower: 1 Truscon, 260 feet. Speech Input: Collins. Microphones: WE.

WKBH, La Crosse—Location of Transmitter: R.F.D. No. 1, La Crosse. Make: WE. Tower: 1 Blaw-Knox, 279 feet. Speech Input: WE. Microphones: WE, RCA.

WHA, Madison—Location of Transmitter: Radio Hall, Madison. Make: Composite. Towers: 2 U. S. Wind Engine & Pump Co., 200 feet. Speech Input: Composite. Microphones: RCA, WE.

WIBA, Madison—Location of Transmitter: Madison. Make: RCA. Towers: 3 Truscon; 1 main, 450 feet and 2 reflectors, 195 feet. Speech Input: RCA. Microphones: RCA, WE.

WOMT, Manitowoc—Location of Transmitter: Manitowoc. Make: Composite. Towers: 2 Composite, 60 feet. Speech Input: Composite. Microphones: WE.

WEMP, Milwaukee—Location of Transmitter: 710 N. Plankinton Ave. Make: RCA. Tower: 1 Truscon, 323 feet. Speech Input: RCA. Microphones: RCA, WE.

WISN, Milwaukee—Location of Transmitter: 231 W. Michigan St. Make: RCA. Tower: 1 Blaw-Knox, 254 feet. Speech Input: WE. Microphones: WE.

WTMJ, Milwaukee—Location of Transmitter: Route 5, town of Brookfield, Waukesha, Wis. Make: WE. Tower: 1 Blaw-Knox, 405 feet. Speech Input: WE, RCA. Microphones: WE, RCA.

WIBU, Poynette—Location of Transmitter: R.F.D. No. 3, Poynette. Make: Collins. Tower: One, 185 feet. Speech Input: WE. Microphones: RCA.

WRJN, Racine—Location of Transmitter: Victory & Kentucky Sts., Mt. Pleasant, Wis. Make: RCA. Tower: 1 Harrell, 187 feet. Speech Input: RCA. Microphones: RCA.

WHBL, Sheboygan—Location of Transmitter: 1 mile S. of city limits on Highway No. 141. Make: RCA. Tower: 1 Truscon, 285 feet. Speech Input: RCA. Microphones: RCA.

WLBL, Stevens Point—Location of Transmitter: Auburndale, Wis. Make: Composite. Tower: One, 450 feet. Speech Input: WE. Microphones: RCA.

WDSM, Superior—CP granted but not issued pending appeal before court.

WEBC, Superior—(See Duluth, Minn.)

WSAU, Wausau—Location of Transmitter: 118 Third St. Make: Composite. Tower: 1 Harvell, 178 feet. Speech Input: Composite. Microphones: WE.

## WYOMING

KDEN, Casper—Location of Transmitter: Casper. Make: Composite, General Radio, RCA. Tower: One, 305 feet. Microphones: RCA.

KVRS, Rock Springs—Location of Transmitter: Rock Springs. Tower: 1 Hoke Radiator Co., 150 feet. Speech Input: Collins. Microphones: WE.

KWYO, Sheridan—Location of Transmitter: 1 mile N. W. of Sheridan. Make: Donlittie & Falkner. Tower: 1 Truscon, 186 feet. Speech Input: Composite. Microphones: Amperite, Astatic.

## ALASKA

KFQD, Anchorage—Location of Transmitter: Anchorage. Towers: Two, 120 feet. Speech Input: Collins.

KINY, Juneau—Location of Transmitter: Goldstein Bldg., Juneau. Make: Composite. Tower: One, 145 feet. Speech Input: WE.

KGBU, Ketchikan—Location of Transmitter: Radio House, East & Steedman Sts. Make: Collins. Tower: 1 Blaw-Knox, 280 feet. Speech Input: Collins.

## HAWAII

KHBC, Hilo—Location of Transmitter: 1283 Kalaianaoale St. Make: RCA. Tower: 1 Blaw-Knox, 179 feet. Speech Input: RCA. Microphones: RCA.

KGMB, Honolulu—Location of Transmitter: 1129 Kapiolani Blvd. Make: RCA. Tower: 1 Blaw-Knox, 179 feet. Speech Input: RCA. Microphones: RCA.

KGU, Honolulu—Location of Transmitter: Honolulu. Make: Composite. Towers: Two, 160 feet. Speech Input: Composite. Microphones: RCA.

## PUERTO RICO

WPRA, Mayaguez—Location of Transmitter: 1/2 mile from Mayaguez. Make: Composite. Towers: 1 Blaw-Knox, 179 feet. Speech Input: Composite. Microphones: RCA.

WPRP, Ponce—Location of Transmitter: 4 Trujillo St. Make: Composite. Towers: Two, 145 feet.

WKAQ, San Juan—Location of Transmitter: San Juan. Make: WE. Tower: 1 Lehigh, 252 feet. Speech Input: WE. Microphones: WE.

WNEL, San Juan—Location of Transmitter: 99 Sol St. Make: Composite. Tower: One, 178 feet.

## ALBERTA

CFAC, Calgary—Location of Transmitter: 7 miles E. of Calgary. Make: Marconi. Tower: 1 John E. Lingo & Son, 175 feet. Speech Input: Marconi. Microphones: RCA.

CFRN, Calgary—Location of Transmitter: Strathmore, Alberta. Make: Composite. Tower: 1 Blaw-Knox, 170 feet. Speech Input: Northern. Microphones: RCA, WE.

CFRN, Edmonton—Location of Transmitter: Jasper Place, Edmonton. Make: Marconi. Tower: One, 210 feet. Speech Input: Marconi. Microphones: Marconi.

CJCA, Edmonton—Location of Transmitter: Belmont, Alberta. Make: Marconi. Towers: 2 Ajax, 150 feet. Speech Input: Marconi. Microphones: RCA, WE.

CKUA, Edmonton—Location of Transmitter: University Campus, Edmonton. Make: Composite. Towers: 2 Fairbanks-Morse, 110 feet. Speech Input: Composite. Microphones: Remler, Jenkins & Adair.

CFPC, Grande Prairie—Location of Transmitter: Grande Prairie. Make: Marconi. Tower: 1 Ajax, 215 feet. Speech Input: Marconi. Microphones: RCA.

CJOC, Lethbridge—Location of Transmitter: Lethbridge. Make: Marconi. Towers: Two, 55 feet. Speech Input: Marconi. Microphones: WE.

## BRITISH COLUMBIA

CHWK, Chilliwack—Location of Transmitter: Chilliwack. Make: Composite. Towers: Two, 100 feet. Speech Input: Composite.

CFJC, Kamloops—Location of Transmitter: N. Kamloops, B. C. Microphones: RCA.

CFPR, Prince Rupert—Location of Transmitter: Prince Rupert. Make: Composite. Towers: Two, 80 feet. Speech Input: Composite. Microphones: Shure, Universal.

CJAT, Trail—Location of Transmitter: 1 Warfield, B. C. Make: RCA. Tower: 1 Tecco, 272 feet. Speech Input: RCA. Microphones: RCA.

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with

## AMERTRAN

Audio-Frequency

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Foremost in the minds of AmerTran's audio engineers are the requirements of broadcasting stations. For more than 30 years AmerTran has specialized in supplying all types of transformer equipment to the communication industry, and, since the advent of broadcasting, we have been the acknowledged leader in supplying audio transformers of high quality.

Let us send you a copy of Bulletin 1002 describing AmerTran Audio Products. It contains the most complete listing available of standard high-quality transformers for broadcasting. You will also find illustrations of special equipment which will be of interest.



AMERICAN TRANSFORMER COMPANY  
170 Emmet St., Newark, N. J.

Transformers  of Excellence

SINCE 1901

**CJOR**, Vancouver—Location of Transmitter: Sealand, B. C.  
**CKKW**, Vancouver—Location of Transmitter: New Sun Bldg., Vancouver. Make: Composite. Speech Input: Collins. Microphones: WE.  
**CKWX**, Vancouver—Location of Transmitter: 1220 Seymour St. Make: Composite. Towers: Two, 95 feet. Speech Input: Composite. WE. Microphones: RCA, WE.  
**CFCT**, Victoria—Location of Transmitter: Midland Rd., Portage Inlet, B. C. Make: Composite. Tower: One, 179 feet.

**MANITOBA**

**CKX**, Brandon—Location of Transmitter: 1st St., Brandon. Make: Northern. Towers: Two, 100 feet. Speech Input: Northern. Microphones: Northern.  
**CJRC**, Winnipeg—Location of Transmitter: Middlechurch. Make: Northern. Tower: 1 Blaw-Knox, 404 feet. Speech Input: Northern. Microphones: Northern.  
**CKY**, Winnipeg—Location of Transmitter: Headingly, Manitoba. Make: WE. Tower: 1 Blaw-Knox, 219 feet. Speech Input: WE. Microphones: WE.

**NEW BRUNSWICK**

**CFNB**, Fredericton—Location of Transmitter: Fredericton. Make: Marconi. Towers: Two, 150 feet. Speech Input: Marconi. Microphones: WE.  
**CKGW**, Moncton—Location of Transmitter: Moncton. Make: Northern. Tower: One, 120 feet. Speech Input: Northern. Microphones: Northern.  
**CHSJ**, Saint John—Location of Transmitter: Admiral Beatty Hotel, Saint John. Make: Northern. Towers: Two, 60 feet atop 80 ft. building. Speech Input: Northern. Microphones: Northern. RCA.  
**NOVA SCOTIA**

**CHNS**, Halifax—Location of Transmitter: Bedford, Nova Scotia. Make: Northern. Tower: 1 Blaw-Knox, 224 feet. Speech Input: Northern. Microphones: Northern.  
**CJCB**, Sydney—Location of Transmitter: South Bar-Whitney Pier Post Office, Sydney. Make: Marconi. Towers: 2 Ontario Wind Engine Co., 200 feet. Speech Input: Marconi. Microphones: Western, Remler.  
**CKIC**, Wolfville—Location of Transmitter: Wolfville. Make: Marconi. Tower: One, 100 feet. Speech Input: Marconi.

**ONTARIO**

**CKPC**, Brantford—Location of Transmitter: Glebe Property, Brantford. Make: Composite. Towers: Two, 114 feet. Speech Input: Composite. Microphones: Amperite, Bruno.  
**CFCO**, Ch. Location of Transmitter: Wm. Pitt Hotel. Make: Composite. Towers: Two, 60 feet atop 40 ft. building. Speech Input: Composite. Microphones: Amperite.  
**CKFR**, Fort William—Location of Transmitter: 12th Ave., Port Hope, Ont. Make: Marconi. Towers: Two, 110 feet. Speech Input: Northern. Microphones: Northern.  
**CHML**, Hamilton—Location of Transmitter: Galilee Township, Hamilton, Ont. Make: Marconi. Towers: Two, 100 feet. Speech Input: Marconi. Microphones: WE.  
**CKOC**, Hamilton—Location of Transmitter: Fruitland, Ont. Make: Northern. Towers: 2 Bradford Windmill Co., 115 feet. Speech Input: Northern. Microphones: Northern.  
**CFRC**, Kingston—Location of Transmitter: Queen's University.  
**CKCR**, Kitchener—Location of Transmitter: 24 King St., S. Waterloo, Ont. Towers: Two, 75 feet. Microphones: Northern.  
**OFL**, London—Location of Transmitter: Hotel London. Make: Northern. Towers: 2 Walkerville Bridge Co., 75 feet atop 110 ft. bldg. Speech Input: Composite. Microphones: Northern.  
**OFCH**, North Bay—Location of Transmitter: North Bay. Make: Marconi. Towers: Two, 100 feet. Speech Input: Composite. Microphones: RCA.  
**CKCO**, Ottawa—Location of Transmitter: Boom Island, Que. Make: WE. Towers: 2 Dominion Bridge Co., 125 feet. Speech Input: WE. Microphones: WE.  
**NEW**, Owen Sound—Location of Transmitter: Near Owen Sound. Station under construction.  
**CKTE**, St. Catharines—Location of Transmitter: Rurex, Route No. 2, St. Catharines, Ont. Make: RCA. Tower: 1 Blaw-Knox, 250 feet. Speech Input: RCA. Microphones: RCA.  
**CJJC**, Sault Ste. Marie—Location of Transmitter: Sault Ste. Marie. Make: WE. Towers: Two, 97 feet. Speech Input: WE. Microphones: WE.  
**CJCS**, Stratford—Location of Transmitter: Windsor Hotel. Make: Composite. Towers: 2 Composite. Speech Input: Composite. Microphones: RCA, Universal.  
**CKSO**, Sudbury—Location of Transmitter: Coniston Road, Sudbury. Make: Marconi. Speech Input: Marconi. Microphones: WE.  
**CKGB**, Timmins—Location of Transmitter: Timmins. Make: Composite. Towers: Two, 125 feet. Speech Input: Composite. Microphones: RCA.

**CHL**, Toronto—Location of Transmitter: Hornby, Ont. Make: Northern. Tower: 1 Blaw-Knox, 64 feet. Speech Input: Composite. Microphones: WE, RCA.  
**CFRB**, Toronto—Location of Transmitter: Aurora, Ont. Make: Rogers Radio Tubes Ltd. Towers: Two, 300 feet. Speech Input: Northern. Microphones: Northern.  
**CICY**, Toronto—Location of Transmitter: 805 Davenport Rd. Make: Northern. Towers: Two, 80 feet. Speech Input: Composite. Microphones: WE, RCA.  
**CKLW**, Windsor—Location of Transmitter: Highways No. 2 and No. 3, Sandwich South, Ont. Make: WE. Tower: 1 Blaw-Knox, 279 feet. Speech Input: Northern. Microphones: WE.  
**CJW**, Windsor—Location of Transmitter: Sandwich South, Ont. Make: Northern. Towers: 2 Canadian Bridge Co., 200 feet. Speech Input: Northern. Microphones: WE, RCA.  
**CKNX**, Wincham—Location of Transmitter: Wincham. Make: Composite. Towers: Two, 100 feet. Speech Input: Composite. Microphones: Astatic, Amperite, WE.

**PRINCE EDWARD ISLAND**

**CFCY**, Charlottetown—Location of Transmitter: West Royalty, Prince Edward Island. Make: Composite. Towers: 2 Dominion Bridge Co., 150 feet. Speech Input: American Transformer Co. Microphones: WE, RCA, Aerovox, Remler.

**QUEBEC**

**CRCS**, Chicoutimi—Location of Transmitter: 4 Larouche St. Make: Marconi. Tower: One, 76 feet. Speech Input: Marconi. Microphones: RCA.  
**CKOH**, Hull—Location of Transmitter: 620 St. Joseph Blvd. Make: Marconi. Tower: 1 Blaw-Knox, 204 feet. Speech Input: Marconi. Microphones: Marconi, Brush, Shure.  
**CBF**, Montreal—Location of Transmitter: Contrecoeur, Que. Make: Northern. Tower: 1 Blaw-Knox, 650 feet. Speech Input: Northern. Microphones: Northern. RCA.  
**CBM**, Montreal—Location of Transmitter: Laprairie, Que. Make: Marconi. Towers: Two, 600 feet. Speech Input: WE. Microphones: WE, RCA.  
**CFCF**, Montreal—Location of Transmitter: Mount Royal Hotel. Make: Marconi. Towers: Two, 75 feet. Speech Input: Marconi. Microphones: Marconi, WE, RCA.  
**CHLP**, Montreal—Location of Transmitter: 180 E. St. Catherine St. Make: Northern. Tower: 1 Dominion Bridge Co., 80 feet. Speech Input: Northern. Microphones: WE.  
**CKAC**, Montreal—Location of Transmitter: St. Hyacinthe, Que. Make: WE. Towers: 2 Dominion Bridge Co., 310 feet. Speech Input: WE. Microphones: RCA, WE.  
**CHNC**, New Carlisle—Location of Transmitter: Church Line Rd., New Carlisle. Make: Northern. Towers: Two, 130 feet. Speech Input: Northern. Microphones: Northern.  
**CFRC**, Quebec—Location of Transmitter: Victoria Hotel. Make: Marconi. Towers: Two, 63 feet. Speech Input: Marconi. Microphones: RCA, WE.  
**CKCV**, Quebec—Location of Transmitter: 254 Marguerite, Bourgeois Ave. Make: Marconi. Towers: Two, 100 feet. Speech Input: Northern. Microphones: Northern.  
**CRCK**, Quebec—Location of Transmitter: Charlesbourg, Que. Make: Marconi. Towers: 2 Dominion Bridge Co., 208 feet. Speech Input: Northern. Microphones: Northern.  
**CJBR**, Rimouski—Location of Transmitter: Notre Dame du Sacre Cour, Que. Make: Marconi. Tower: 1 Ajax, 194 feet. Speech Input: Marconi. Microphones: Marconi.  
**CHLT**, Sherbrooke—Location of Transmitter: Sherbrooke. Make: Marconi. Tower: 1 Ajax Engineers Ltd., 200 feet. Speech Input: Collins, Marconi. Microphones: WE.  
**CHLN**, Three Rivers—Location of Transmitter: Three Rivers. Make: Marconi. Tower: One, 200 feet. Speech Input: Marconi. Microphones: WE, RCA.

**SASKATCHEWAN**

**CHAB**, Moose Jaw—Location of Transmitter: Grant Hall Hotel, Moose Jaw. Make: Marconi. Towers: Two, 120 feet. Speech Input: Marconi, Collins, Northern. Microphones: RCA.  
**CKBI**, Prince Albert—Location of Transmitter: Prince Albert. Make: Northern. Tower: One, 125 feet. Speech Input: Northern.  
**CJRM**, Regina—Location of Transmitter: Belle Plaine, Sask. Make: Northern. Tower: 1 Blaw-Knox, 404 feet. Speech Input: Northern. Microphones: Northern.  
**CKCK**, Regina—Location of Transmitter: Victoria Plains, Sask. Make: Northern. Tower: 1 Timber Engineering Co., 255 feet. Speech Input: RCA. Microphones: RCA.  
**CFQC**, Saskatoon—Location of Transmitter: Saskatoon. Make: Marconi. Towers: Two, 175 feet. Speech Input: Marconi. Microphones: Marconi, Gates, Brush, Amperite.  
**CJGX**, Yorkton—Location of Transmitter: 1 mile from Yorkton. Make: Marconi. Towers: Two, 120 feet. Speech Input: Northern. Microphones: Northern.

# 20 YEARS

- and One -  
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SINCE 1917 installers of U. S. Government radio towers; since 1922, of commercial broadcasting towers. That's the Hartenstine-Zane record . . . and experience.

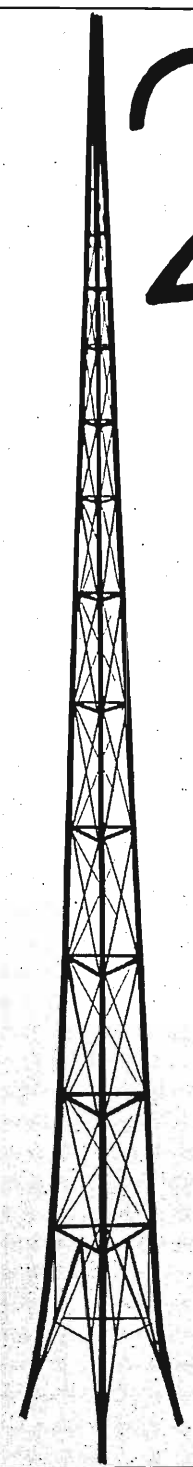
You will find Hartenstine-Zane tower installations—and tower repairs—in every part of the country, and in several foreign countries. Recommendations? Hartenstine-Zane has them by the score, and invites your inquiry.

**COMPLETE VERTICAL RADIATOR INSTALLATION**

including:

1. Preliminary estimates for all designs and all locations.
2. Radial ground system and counterpoise; reinforced concrete foundation piers; erecting, painting and lighting all radiator designs.
3. Complete insurance protection thru THE TRAVELERS.

Old towers inspected, field bolts tightened, surface repainted and lighting system corrected to comply with standard requirements.



*Hartenstine-Zane Co. Inc.*

**ENGINEERS AND BUILDERS**

**225 BROADWAY**

**NEW YORK**

## Manufacturers of Recording and Associated Equipment

**ALLIED PHONOGRAPH & RECORD MFG. Co.**—1041 N. Los Palms Ave., Hollywood, Cal. Telephone: Hollywood 5107. Manager: Louis I. Goldberg. Manufactures: recording blanks, reproducing units.

**ALLIED RADIO Corp.**—833 W. Jackson Blvd., Chicago, Ill. Telephone: Haymarket 6800. Manager: A. D. Davis. Manufactures: recorders, discs, needles, turntables.

**ALLIED RECORDING PRODUCTS Co.**—126 W. 46th St., New York City. Telephone: Bryant 9-1435. Manager: I. H. Goldman. Manufactures: recording machines, recording blanks.

**AMPLION PRODUCTS Corp.**—38 W. 21st St., New York City. Telephone: Watkins 9-5524. Manager: W. L. Wolff. Recording machines, sound equipment.

**AMPLITONE PRODUCTS Co.**—135 Liberty St., New York City. Telephone: Barclay 7-7084. Manager: L. Werner. Manufactures: sound equipment, recording apparatus.

**ASTATIC MICROPHONE LAB.**—830 Market St., Youngstown, O. Telephone: 3-2115. Manager: C. E. Semple, Jr. Manufactures: pickups.

**AUDAK Co.**—500 Fifth Ave., New York City. Telephone: Lackawann 4-3723. Manager: George V. Sullivan. Manufactures: transcription turntables, electric pickups, cutting heads.

**BRUSH DEVELOPMENT Co.**—3311 Perkins Ave., Cleveland, O. Telephone: Endicott 3315. Manager: W. R. Burwell. Manufactures: pickups.

**CELLUTONE RECORD MFG. Co.**—1135 W. 42nd St., Los Angeles, Cal. Telephone: University 2004. Manager: Sam W. Hawver. Manufactures: recording blanks, cutting stylus.

**F. L. COOK**—606 Parkman Ave., Los Angeles, Cal. Telephone: Fitzroy 9833. Manager: F. L. Cook. Manufactures: acetate and flexible recording discs, cutting compound, cutting needles, recording supplies.

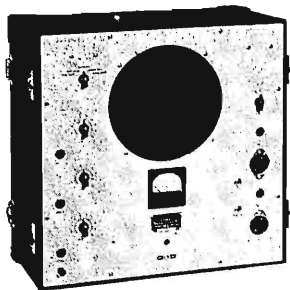
**ELECTRICAL RESEARCH PRODUCTS Inc.**—195 Broadway, New York City. Telephone: Courtlandt 7-1707. Manager: F. C. Bisbee. Manufactures: transcription turntables.

**EMAR INSTRUMENT Corp.**—29 W. 57th St., New York City. Telephone: Plaza 3-3015. Manager: M. P. Frutchey, Jr. Manufactures: recording heads, transcription equipment, equalizers.

**FAIRCHILD AERIAL CAMERA Corp.**—8806 Van Wyck Blvd., Jamaica, L. I., N. Y. Telephone: Jamaica 6-3800. Manager: R. H. Lasche. Manufactures: sound recording and reproducing equipment.

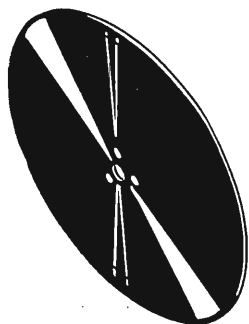
**GATES RADIO & SUPPLY Co.**—Quincy, Ill. Telephone: Main 735. Manager: P. S. Gates. Manufactures: transcription equipment.

**GENERAL COMMUNICATION PRODUCTS Inc.**—Lexington and Vine, Hollywood, Cal. Telephone: Granite 6181. Manager: W. E. Brinard. Manufactures: recording equipment, acetate records.



# ALLIED Sound Recording EQUIPMENT

...precision built...superb in quality



• There is no compromise with quality in Allied Equipment. No attempt has been made to build down to a price, yet laboratory precision has been achieved at prices within the reach of all potential users.

You can depend on Allied Equipment, just as many users are already doing, for the maintenance of highest standards in recording and transcription performance.

Write for detailed information.

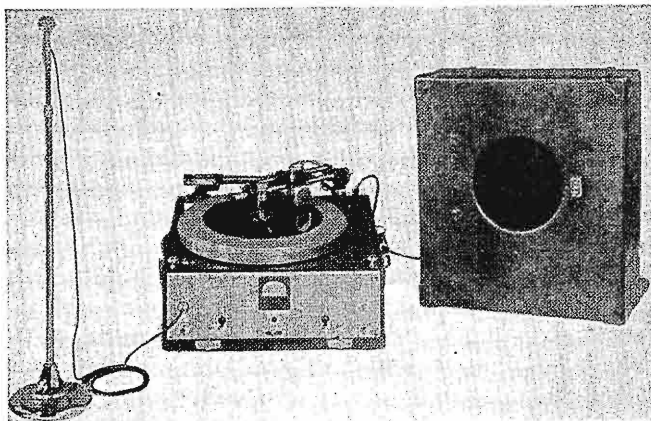
• Many of the most prominent recording studios in the country, as well as many of the most discriminating users are relying on Allied Blanks for their high fidelity transcription requirements.

ALLIED offers a Single Unit Recorder assuring the same high fidelity recordings as those obtained with the multi-unit studio equipment shown above.

In both models, the same 16-inch professional turn table, cutting apparatus and

pick-up are used.

The single unit recorder also offers a large high fidelity speaker, as well as a means of mixing microphone with radio and transcription playback. May also be used as a PA system.



## ALLIED RECORDING PRODUCTS CO.

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Cable Address: ALLRECORD

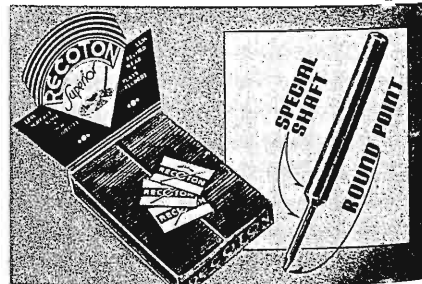
## RECOTON

### "Superior" Playback Needles

(Illustrated) Lower surface noise without loss of high frequency. Oil rolled, rounded point, rides smoothly, special body prevents damage to the sidewalls. Made for use on acetate, transcription or shellac records. A scientific needle for you!

**SAPPHIRE CUTTER**  
—A flawless gem, precision-ground and highly polished, gives true fidelity and negligible background scratch (even on 33 $\frac{1}{3}$  r.p.m. when you're in toward the center!) Use with acetate or celluloid as well as SIMPLAT blanks.

**STEEL CUTTING NEEDLES**—Of finest tempered steel, highly polished, for acetate or celluloid. Insures low scratch level, acclaimed by sound engineers in many studios.



## Simplat Recording Blanks

10" 12" 16" Diameters. Feature wider frequency response, due both to soft colloidal coating and glass base—endorsed by studio technicians who cannot afford to use less than the very best.

Simple hardening before reproduction by special fluid; takes but a few minutes—absolute flatness due to the glass base—yet less breakable because of stratified coating. Exceptionally fine!

SAJA Recording Motors in stock

## RECOTON Corporation

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**HOLLOWAY Co.**—72 Spring St., New York City. Telephone: Canal 6-1552. Manager: Jack Holloway. Manufactures: turntables, sound equipment.

**MILES REPRODUCER Co.**—812 Broadway, New York City. Telephone: Gramercy 5-9466. Manager: J. Burns. Manufactures: recording equipment.

**MIRROR RECORD Corp.**—58 W. 25th St., New York City. Telephone: Chelsea 3-1343. Manager: Paul K. Trantwein. Manufactures: recording equipment, recording blanks, recording needles, playback needles, needle sharpeners.

**PRESTO RECORDING Corp.**—139 W. 19th St., New York City. Telephone: Chelsea 2-6425. Manager: S. Sholes. Manufactures: instantaneous recording equipment, recording discs, cutting and playback needles, cutting heads.

**B. A. PROCTOR CO. Inc.**—17 W. 60th St., New York City. Telephone: Circle 7-3774. Manager: F. C. W. Thiede. Manufactures: crystal pickups, transcription equipment, recording equipment, reproducing equipment.

**RADIOTONE Inc.**—6103 Melrose Ave., Hollywood, Cal. Telephone: Hollywood 3558. Manager: W. H. Snow. Manufactures: recording instruments, playback systems, acetate recording discs.

**RANGERTONE Inc.**—201 Verona Ave., Newark, N. J. Telephone: Humboldt 2-0123. Manager: Major R. H. Ranger. Manufactures: cutting needles for acetate.

**RCA MANUFACTURING Co.**—Front & Cooper Sts., Camden, N. J. Telephone: Camden 8000. Manager: I. R. Baker. Manufactures: transcription turntables.

**RECOTON Corp.**—178 Prince St., New York City. Telephone: Walker 5-6151. Manager: F. Behrendt. Manufactures: recording blanks, sapphire and steel cutting needles, recording motors, transcription needles, automatic needle dispensers.

**REMLER Co. Ltd.**—19th & Bryant Sts., San Francisco, Cal. Telephone: Valencia 3435. Manager: F. G. Hawkinson. Manufactures: turntables, pickups, transcription reproducing units.

**SHURE BROS.**—225 W. Huron St., Chicago. Telephone: Delaware 8383. Manager: S. W. Shure. Manufactures: pickups.

**SOUND APPARATUS Co.**—150 W. 46th St., New York City. Telephone: Bryant 9-8776. Manager: A. W. Niemann. Manufactures: synchronous recording motors.

**SPEAK-O-PHONE RECORDING & EQUIPMENT Co.**—23 W. 60th St., New York City. Telephone: Columbus 5-1350. Manager: C. A. Austin. Manufactures: instantaneous recording equipment.

**STUYVESANT ELECTRICAL Co.**—140 Washington St., New York City. Telephone: Courtland 7-4410. Manager: H. Guttman. Manufactures: recording apparatus.

**UNIVERSAL MICROPHONE Co. Ltd.**—424 Warren Lane, Inglewood, Cal. Telephone: Inglewood 2150. Manager: J. R. Fouch. Manufactures: recording units, record blanks, styli.

**UPCO ENGINEERING LABORATORIES Inc.**—254 Canal St., New York City. Telephone: Canal 6-3835. Manager: George Silber. Manufactures: cutting heads, magnetic pickups.

**WEBSTER Co.**—5622 Bloomingdale St., Chicago. Telephone: Merrimac 3100. Manager: John Erwood. Manufactures: turntables.

**WEBSTER ELECTRIC Co.**—Racine, Wis. Telephone: Jackson 6776. Manager: S. A. Loeb. Manufactures: pickups.

## PROMISE

A year ago we said in these pages that recording equipment of the same high quality found in all other Fairchild products would be available to the radio industry.

## FULFILLMENT

Many radio broadcast stations have installed our Model F-26 Sound Recorder during the past year. These users and scores of others that have seen and heard this splendid recorder pronounce it the finest in the portable class. They go even further and rate it better than the studio recorders of other makes. The crystal cutter head, exclusive Fairchild development, is one of the many fine features that have made friends for Fairchild.

## FOR THE FUTURE

As in the past, we will continue to welcome constructive criticism. Already, recording engineers have passed on many helpful hints that have resulted in improvements in the models now being manufactured.

*It will pay you to investigate Fairchild Recorders before you make your decision to purchase.*



## FAIRCHILD AERIAL CAMERA CORP.

Sound Equipment Division

88-06 Van Wyck Boulevard, Jamaica  
Long Island • New York

# Full Text of North American Regional Broadcasting Agreement

(Allocations Treaty Adopted at Havana, December 13, 1937)

Governments Participating—Canada, Cuba, Dominican Republic, Haiti, Mexico and United States

## I

### Purpose and Scope of This Agreement

1. **Purpose of Agreement**—The purpose of this Agreement is to regulate and establish principles covering the use of the standard broadcast band in the North American Region so that each country may make the most effective use thereof with the minimum technical interference between broadcast stations.

2. **North American Region**—The North American Region (hereinafter referred to as "Region") for the purpose of this Agreement shall be deemed to include and to consist of the following countries: Canada, Cuba, Dominican Republic, Haiti, Mexico, Newfoundland, and United States of America.

3. **Standard broadcast band**—The standard broadcast band shall be deemed to be the band of frequencies extending from 550 to 1600 kc, both inclusive, both 550 kc. and 1600 kc. being the carrier frequencies of broadcasting channels as hereinafter defined. The Governments agree, subject to the provisions of Article 7 of the General Radio Regulations annexed to the International Telecommunications Convention Madrid, 1932, that this band of frequencies shall be allocated exclusively to broadcasting in the Region.

4. **Sovereign right to use channels**—The sovereign right of all countries, parties to this Agreement, to the use of every channel in the standard broadcast band is recognized. The Governments recognize, however, that until technical developments reach a state permitting the elimination of radio interference of international character, a regional arrangement between them is necessary in order to promote standardization and to minimize interference.

5. **Regional character of Agreement**—The Governments recognize that this Agreement, and each provision thereof, is a regional arrangement within the meaning of, and authorized by the International Telecommunications Convention and the General Radio Regulations annexed thereto.

## II

### Technical Definitions

1. **Broadcast station**—A station the emissions of which are primarily intended to be received by the general public.

2. **Broadcast channels—550 to 1600 kc.**—A broadcast channel is a band of frequencies ten (10) kc. in width, with the carrier frequency at the center. Channels shall be designated by their assigned carrier frequencies. Carrier frequencies assigned to broadcast stations shall begin at 550 kc. and be in successive steps of 10 kc. No intermediate frequency shall be assigned as the carrier frequency of any broadcast station.

3. **Service areas:**  
(a) **Primary service area**—The primary service area of a broadcast station is the area in which the ground wave is not subject to objectionable interference or objectionable fading.

(b) **Secondary service area**—The secondary service area of a broadcast station is the area served by the sky wave and not subject to objectionable interference. The signal is subject to intermittent variations in intensity.

4. **Dominant stations**—A "dominant" station is a Class I station, as hereinafter defined, operating on a clear channel.

5. **Secondary station**—A "secondary" station is any station except a Class I station operating on a clear channel.

6. **Objectionable interference**—Objectionable interference is the degree of interference produced when, at a specified boundary or field intensity contour with respect to the desired

station, the field intensity of an undesired station (or the root-mean-square value of field intensities of two or more stations on the same frequency) exceeds for ten (10) percent or more of the time the values hereinafter set forth in this Agreement.

7. **Power**—The power of a radio transmitter is the power supplied to the antenna. The power in the antenna of a modulated-wave transmitter shall be expressed in two numbers, one indicating the power of the carrier frequency supplied to the antenna, and the other the actual maximum percentage of modulation.

8. **Spurious radiation**—A spurious radiation from a transmitter is any radiation outside the frequency band of emission normal for the type of transmission employed, including any harmonic modulation products, key clicks, parasitic oscillations and other transient effects.

9. **English, French and Spanish equivalents**—It is agreed that, as used in this Agreement, the French and Spanish words below set forth are respectively the equivalent of, and mean the same as, the English terms opposite which they appear:

English	French	Spanish
Clear channel	Fréquence libre	Canal despejado
Objectionable interference	Brouillage nuisible	Interferencia objetable

### Classes of Channels and Allocation Thereof

1. **Three classes**—The 106 channels in the standard broadcast band are divided into three principal classes—clear, regional and local.

2. **Clear channel**—A clear channel is one on which the dominant station or stations render service over wide areas and which are cleared of objectionable interference, within their primary service areas and over all a substantial portion of their secondary service areas.

3. **Regional channel**—A regional channel is one on which several stations may operate with powers not in excess of 5 kw. The primary service area of a station operating on any such channel may be limited, as a consequence of interference, to a given field intensity contour.

4. **Local channel**—A local channel is one on which several stations may operate with powers not in excess of 250 watts. The primary service area of a station operating on any such channel may be limited, as a consequence of interference, to a given field intensity contour.

5. **Number of channels of each class**—The number of channels of each class shall be as follows:

Clear channels	59
Regional channels	41
Local channels	6
	106

6. **Allocation of specific channels to each class**—The channels are allocated to the several classes as follows:

**Clear channels.** The following channels are designated as clear channels: 640 650 660 670 680 690 700 710 720 730 740 750 760 770 780 800 810 820 830 840 850 860 870 880 890 900 940 990 1000 1010 1020 1030 1040 1050 1060 1070 1080 1090 1100 1110 1120 1130 1140 1160 1170 1180 1190 1200 1210 1220 1500 1510 1520 1530 1540 1550 1560 1570 and 1580.

**Regional channels.** The following channels are designated as regional channels: 550 560 570 580 590 600 610 620 630 790 910 920 930 950 960 970 980 1150 1250 1260 1270 1280 1290 1300 1310 1320 1330 1350 1360 1370 1380 1390 1410 1420 1430 1440 1450 1470 1480 1500 1600.

**Local channels.** The following channels are designated as local channels: 1230 1240 1340 1400 1450 and 1490 kc.

7. **Use of regional and local channels by countries**—All countries may use all regional and all local channels, subject to the power limitations and standards for prevention of objectionable interference set forth in this Agreement.

8. **Priority of use of clear channels by countries**—

(a) The clear channels are assigned for priority of use by Class I and II stations in the several countries in accordance with the table set forth in Appendix I.

(b) Each such channel shall be used in a manner conforming to the best engineering practice with due regard to the service to be rendered by the dominant stations operating thereon, as set forth elsewhere in this Agreement. If, for one year within the term of this Agreement, a country fails to make any use of a clear channel thus assigned to it, the channel shall be considered open for use by the other countries, parties to this Agreement, pursuant to such arrangement as may be agreed upon by their respective administrations and without any necessity for revision of this Agreement.

(c) No country to which a clear channel has been thus assigned shall permit, or agree to permit, any other country to use such channel in a manner not in conformity with this Agreement without first giving 60 days (calendar days) advance notice of its intention so to do to all other countries, parties to this Agreement. If during this period of 60 days (calendar days) any other country shall present objections to such proposed use of the channel, the country to which the clear channel has been assigned shall not permit, or agree to permit, such proposed use until the difference presented by the objection has been amicably resolved.

(d) If within the period of this Agreement the country to which a clear channel has been assigned shall have made use of the channel but not in the manner above prescribed or not to the extent required by the provisions of this Agreement, such country shall be considered as having relinquished that portion of the rights which it has not used and at the expiration of this Agreement the other countries party thereto shall have the right, if they see fit, to withdraw the unused privileges from such country and to reassign them to any or all of the other interested countries.

### C—Classes of Stations and Use of

#### The Several Classes of Channels

1. **Classes of stations**—Broadcast stations are divided into four principal classes, to be designated Class I, Class II, Class III, and Class IV, respectively.

2. **Definitions of classes**—The four classes of broadcast stations are defined as follows:

**Class I:** A dominant station operating on a clear channel and designed to render primary and secondary service over an extended area and at relatively long distances. Class I stations are subdivided into two classes:

**Class I-A:** A Class I station which operates with power of 50 kw or more and which has its primary service area, within the limits of the country in which the station is located, free from objectionable interference from other stations on the same and adjacent channels, and its secondary service area, within the same limits, free from objectionable interference

from stations on the same channel, in accordance with the engineering standards hereinafter set forth.

**Class I-B:** A Class I station which operates with power of not less than 10 kw or more than 50 kw and which has its primary service area free from objectionable interference from other stations on the same and adjacent channels and its secondary service area free from objectionable interference from stations on the same channel, in accordance with the engineering standards hereinafter set forth.

(a) When two Class I-B stations on the same channel are separated by a distance of 2800 miles or more, neither station shall be required to install a directional antenna.

(b) When two Class I-B stations on the same channel are separated by a distance of more than 1800 miles and less than 2800 miles, it will, in the absence of proof to the contrary, be assumed that each station is free of objectionable interference caused by the other and neither shall be required to install directional antennae or take other precautions to avoid such interference. In case the existence of objectionable interference is proved, the governments concerned will consult with each other regarding the desirability and practicality of installation of directional antennae or the taking of other precautions to eliminate the interference and will determine by special arrangement the measures, if any, to be taken.

(c) When two Class I-B stations on the same channel are separated by a distance less than 1800 miles, it will, in the absence of proof to the contrary, be assumed that the installation of directional antennae or the taking of other precautions to avoid interference is necessary, and the governments concerned will consult with each other and will take such measures as may be agreed upon between them to the end that the objectionable interference may be reduced or eliminated.

**Class II:** A "secondary" station which operates on a clear channel and is designed to render service over a primary service area which, depending on geographical location and power used, may be relatively large, but which is limited by and subject to such interference as may be received from Class I stations. A station of this class shall operate with power of not less than 0.25 kw. or more than 50 kw. Whenever necessary a Class II station shall use a directional antenna or other means to avoid interference, in accordance with the engineering standards hereinafter set forth, with Class I stations and with other Class II stations.

**Class III:** A station which operates on a regional channel and is designed to render service primarily to a metropolitan district and the rural area contained therein and contiguous thereto. Class III stations are subdivided into two classes:

**Class III-A:** A Class III station which operates with power not less than one kilowatt or more than five kilowatts and the service area of which is subject to interference in accordance with the engineering standards hereinafter set forth.

**Class III-B:** A Class III station which operates with a power not less than 0.5 kw or more than 1 kw night and 5 kw daytime and the service area of which is subject to interference in accord with the engineering standards hereinafter set forth:

**Class IV:** A station using a local channel and designed to render service primarily to a city or town and the suburban and rural areas contiguous thereto. The power of a station of this class shall not be less than 0.1 kw or more than 0.25 kw and its service area is subject to interference

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Gates swings  
the baton

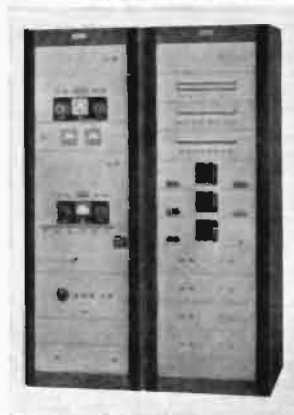
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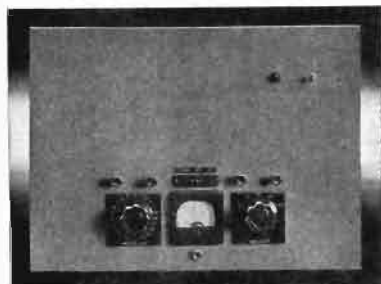
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# Full Text of North American Regional Broadcasting Agreement

(Continued from Page 314)

in accord with the engineering standards hereinafter set forth.

3. *Change of class*—If a station or stations in Class III-B located in any country can, through the use of directional antennae or otherwise, so reduce the interference caused or received by such station or stations to the field contour to which interference to stations in Class III-A is allowed, such station or stations shall automatically be classified and included in Class III-A and shall thereafter be so recognized and treated by the Administrations of all countries within the Region.

4. *Use of clear channels:*

(a) In principle and subject only to the exception hereinafter set forth, Class I stations shall be assigned only to clear channels.

(b) Class II stations may be assigned to clear channels only on condition that objectionable interference will not be caused to any Class I stations. Where any country has priority of use of a clear channel for any class I-A station, no other country shall assign any Class II station to that channel for nighttime operation (from sunset to sunrise at the location of the Class II station) unless such Class II station is located not less than 650 miles from the nearest border of the country in which the Class I-A station is located; provided, however, that where an assignment for a Class II station is specifically stated in Appendix I, such assignment shall be deemed as authorized under the limitations therein set forth.

5. *Use of regional channels:*

(a) In general only Class III-A and Class III-B stations shall be assigned to regional channels.

(b) On condition that interference be not caused to any Class III-A or Class III-B station, and subject to

such interference as may be received from Class III-A or Class III-B stations, Class IV stations may be assigned to regional channels.

(c) Because of their geographical location with respect to the North American continent, special consideration will be given to the use by Cuba, the Dominican Republic, Haiti and Newfoundland of stations of Classes I and II assigned to certain regional channels under certain conditions, with respect to power and precautions to avoid objectionable interference as set forth in Appendix VII.

6. *Use of local channels*—Only Class IV stations shall be assigned to local channels.

D. Service and Interference

1. *Satisfactory signal*—It is recognized that, in the absence of interference from other stations and in regions where the natural electrical noise level is not abnormally high, a signal of 100 microvolts per meter constitutes a usable signal in rural and sparsely settled areas but that, because of the higher electrical noise levels in more thickly populated communities, greater field intensities (ranging as high as 25 millivolts or more in cities) are necessary to render satisfactory service. It is further recognized that it is not possible to accord protection to stations from objectionable interference over the entire areas over which their signals are or may be above the electrical noise level, particularly at night, and that it is necessary to specify boundaries or contours at or within which stations are protected from objectionable interference from other stations.

2. *Areas protected from objectionable interference*—The boundaries or contours at and within which the several classes of stations shall be pro-

tected from objectionable interference are as set forth in Appendix II. No station, however, need be protected from objectionable interference at any point outside the boundaries of the country in which such station is located.

With respect to the root-mean-square values of interfering field intensities referred to herein, it shall be understood to apply in determining the interference between existing stations and no station thereafter assigned the channel shall increase the root-mean-square value of the interfering field intensity above the maximum specified in the attached tables.

3. *Objectionable interference on the same channel*—Objectionable interference shall be deemed to exist to a station when, at the boundary or field intensity contour specified in Appendix II with respect to the class to which the station belongs, the field intensity of an interfering station (or the root-mean-square value of the field intensities of two or more interfering stations) operating on the same channel, exceeds for ten (10) percent or more of the time the value of the permissible interfering signal set forth opposite such class in Appendix II.

4. *Interference to dominant clear channel stations*—A station shall be considered as not capable of causing objectionable interference to a Class I clear channel station on the same frequency when it is separated from the dominant clear channel station by a difference of 70 degrees or more of longitude.

5. *Objectionable interference on adjacent channels*—It is recognized, in principle, that objectionable interference may be caused to a desired station when, at or within the specified contours of a desired station, the field intensity of the ground wave of an undesired station operating on an adjacent channel (or the root-mean-square value of the field intensities of two or more such undesired stations operating on the same adjacent channel) exceeds a value determined by the following ratio:

Separation between channels	Minimum permissible ratio of desired to undesired signals
10 kc.	1 to 0.5
20 kc.	1 to 10
30 kc.	1 to 50

For convenient reference, the maximum permissible values of interfering signals on such adjacent channels at specified contours are set forth in Appendix III, Table I.

6. *Application of standards to existing stations:*

(a) For the purpose of estimating objectionable interference, all stations (other than those of Class II) shall be assumed to use the maximum power permitted to their respective classes. In this connection, the power of Class I-A stations shall be considered to be 50 kw. or the actual power, if higher.

(b) After this agreement has been placed in operation a station thereafter assigned a channel already assigned to other stations shall not be considered as preventing existing stations from increasing their power to the maximum allowed their class, even though such power increase may limit the newly assigned station to a field intensity contour of higher value than that permitted its class.

7. *Frequency stability*—The operating frequency of each broadcast station shall be maintained to within 50 cycles of the assigned frequency until January 1, 1939, and thereafter the frequency of each new station or each station where a new transmitter is installed shall be maintained within 20 cycles of the assigned frequency, and after January 1, 1942, the frequency of all stations shall be maintained within 20 cycles of the assigned frequency.

8. *Spurious radiation*—The governments shall endeavor to reduce and, if possible, eliminate spurious radiations from broadcast stations. Such radiations shall be reduced in all cases until they are not of sufficient intensity to cause interference outside the frequency band required for the type of emission employed. With respect to type A-3 emissions (radio-telephony) the transmitter should not be modulated in excess of its modulation capability to the extent that interfering spurious radiations occur, and, with respect to amplitude modulation, the operating percentage of modulation should not be less than seventy-five (75) percent on peaks of frequent recurrence. Means should be employed to insure that the transmitter is not modulated in excess of its modulation capability.

E. Determination of Presence of Objectionable Interference

1. *Antenna performance*—For the purpose of calculating the presence and the degree of objectionable interference, stations of the several classes shall be assumed to produce effective field, corrected for absorption, for one kilowatt of input power to the antenna, as follows:

Class of Station	At One Mile	At One Kilometer
I	225 mv/m	382 mv/m
II and III	175 mv/m	282 mv/m
IV	150 mv/m	241 mv/m

In case a directional antenna is employed, the interfering signal of a broadcasting station will vary in different directions. To determine the interference in any direction, in the absence of actual interference measurements, the horizontal and vertical field intensity patterns of the directional antenna must be calculated and by comparing the appropriate vectors in the horizontal or vertical pattern with that of a nondirectional with the same effective field, the interfering signal toward any other station can be expressed in terms of kilowatts. This rating in kilowatts shall be applied in the use of mileage separation tables or in computing distances from the propagation curves or tables.

2. *Power*—The power of a station shall, for the purposes of notifications required by this Agreement, be determined in one of the following manners:

(a) By taking the product of the square of the antenna current and the antenna resistance (antenna input power).

(b) By determination of the station's effective field intensity, corrected for absorption, by making sufficient field intensity measurements on at least eight radials as nearly equally spaced as practicable and by relating the field intensity thus determined to the effective field intensity of a station having the antenna efficiency stipulated above for its class.

3. *Methods of determining the presence of objectionable interference*—The existence or absence of objectionable interference from stations on the same or adjacent channels shall be determined by one of the following methods:

(a) By actual measurements contained in the method hereinafter prescribed;

or, with the mutual consent of the countries concerned:

(b) By reference to the propagation curves in Appendices IV and V, or

(c) By reference to the distance tables set forth in Appendix VI.

4. *Actual proof of existence or absence of objectionable interference*—The existence or absence of objectionable interference may be proved by field intensity measurements or recordings made with suitable apparatus, duly calibrated, by Government

(Continued on Page 318)

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# **VERTICAL RADIATORS**

# Full Text of North American Regional Broadcasting Agreement

(Continued from page 316)

engineers or other engineers as may be mutually acceptable to the Governments concerned. Such field intensity measurements shall be made in the manner and for the periods of time mutually agreed upon by the Governments concerned.

The contracting Governments agree to facilitate the making of the measurements by requiring the stations involved to remain silent or operate in the manner deemed necessary, and at such times as not to interrupt regular schedules.

5. *Proof based on propagation curves and distance tables:*

(a) *Sky wave curves*—In computing the distance to the 50 per cent sky wave field intensity contour of a Class I station of a given power, and also in computing the 10 percent sky-wave field intensity of an alleged interfering station, of any class and given power, at a specified distance, use may be made of the appropriate graphs set forth in Appendix V, entitled "Average Sky Wave Field Intensity Corresponding to the Second Hour after Sunset in the Recording Station, 100 Millivolt per Meter at One Mile (161 at one kilometer)".

(b) *Ground wave curves*—The distance to any specified ground wave field intensity contour may be determined from appropriate ground wave curves plotted for the frequency under consideration and the conductivity and dielectric constant of the earth between the station and desired contour. The frequency and the conductivity of the earth must be considered in every case and where the distance is great due allowance must be made for loss due to curvature of the earth. A family of curves is necessary for this purpose. A graph for a conductivity of 10-13 is set forth in Appendix IV, entitled "Ground Wave

Field vs. Distance for One Kilowatt Radiated From Short Antenna". Three frequencies in the standard broadcast band are given. For other frequencies and soil conditions (conductivity and dielectric constant) other curves are required. A conductivity of 10-13 is considered average and is used throughout in determining the ground wave value for computing the mileage separation tables.

(c) *Distance tables*—Table I shows the required day separation in miles between broadcast stations on the same channel. Table II gives the required distance in miles from the boundary of a country in which a Class I-A station is located for the daytime operation of a Class II station on the same channel in another country. Table III gives the required separation in miles between broadcast stations on adjacent channels during both daytime and nighttime. Table IV gives the required night separation in miles between broadcast stations operating on the same channel. The assumed conditions of operation are given in Appendix VI.

The tables are based upon the use of nondirectional antennas but, in case a directional antenna is employed at a particular station, it will be necessary to consider the radiation distribution of the directional antenna involved and to modify the mileage separation accordingly. The night separation tables for stations on the same frequency are computed from the skywave curve given in Appendix V. These curves are based on extensive measurements of the skywave produced by broadcasting stations and shall be considered as accurate in all cases unless proof to the contrary is available as set out in Section E 4. The mileage separation tables for the same channel during daytime and for

adjacent channels day and night are computed from the groundwave curve in Appendix IV. Tables apply only in case the frequency is 1000 kc and the assumed soil conductivity and dielectric constant prevail. Since these values vary in every case the tables for daytime and adjacent channel separation cannot be used except as a general guide. In any case under consideration an estimate of the mileage separation required may be made from the operating frequency and known or assumed soil conditions. To determine the interference accurately, measurements must be made in accordance with Section E 4 on the frequency under consideration or on another frequency and from the curves the values may be determined for the desired frequency.

### F. Miscellaneous

1. *Engineering standards*—The engineering standards set forth in this Agreement are subject to revision when justified by technical advances in the art, with the mutual consent of the governments parties to this Agreement.

*Attachments:*  
Appendix I—Priority of use of clear channels for Class I and II stations.

Appendix II—Protected service and interference.

Appendix III—Adjacent channel interference.

Appendix IV—Ground wave graphs.

Appendix V—Sky wave graphs.

Appendix VI—Mileage separation tables.

Appendix VII—Engineering requirements for use of regional channels by Class II stations.

### III

#### Notification and Effect Thereof

1. *Initial notification*—Each Government shall, as soon as possible af-

ter ratification of this Agreement, and in any event not later than 180 days prior to the effective date thereof, transmit to the other Governments:

(a) A complete list of all broadcast stations actually in operation in its country in the standard broadcast band both as of the date of the signing of this Agreement and as of the date of transmitting said list, showing with respect to each station its call signal, location, frequency, power, and antenna characteristics together with all changes authorized to be made with respect to said stations on or before the effective date of this Agreement, and the classification claimed for each such station.

(b) A complete list of all changes authorized to be made with respect to said stations after the effective date of this Agreement, the dates on or before which such changes are to be consummated, and the classification claimed for each such station under this Agreement when the proposed change has been consummated.

(c) A complete list of all new broadcast stations authorized but not yet in operation, showing with respect to each such station its call signal, location, frequency, power and antenna characteristics, the date and or before which each such station shall commence operation, and the classification claimed for it under this Agreement.

(d) The Governments agree that prior to the effective date of this Agreement, they will, so far as possible, resolve all conflicts that may arise between them as a result of the foregoing initial listings, and that, notwithstanding some such conflicts may

(Continued on Page 320)

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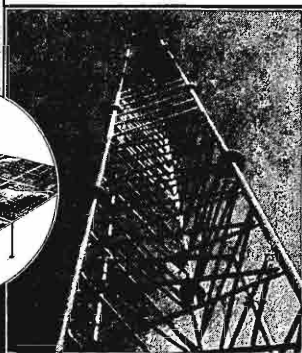
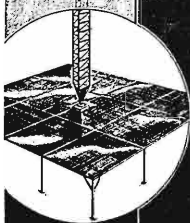
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KPLC	170 ft. Abilene, Texas
KOL	540 ft. Seattle, Wash.
KRNT	365 ft. Des Moines
KRLH	154 ft. Midland, Texas
KECA	365 ft. Los Angeles
KFWB	450 ft. Los Angeles
KEHE	475 ft. Los Angeles
KSTP	365 ft. St. Paul, Minn.
KRBC	170 ft. Paris, Texas
KOMA	200 ft. Oklaoma City
WMT	412 ft. Cedar Rapids, Iowa
WPAR	175 ft. Parkersburg, W. Va.
WMMN	275 ft. Monongah, W. Va.
WFBM	500 ft. Indianapolis
WGPC	154 ft. Albany, Ga.
WSYR	330 ft. Syracuse, N. Y.
WBLY	154 ft. Lima, Ohio
WNOX	475 ft. Knoxville, Tenn.
WMAQ	490 ft. Chicago
WCPO	200 ft. Cincinnati
WDZ	240 ft. Tuscola, Ill.
WPTE	370 ft. Raleigh, N. C.
WHIO	290 ft. Dayton, Ohio
WLBL	450 ft. Auburndale, Wis.
WCAT	204 ft. Rapid City, S. Dak.
WGL	175 ft. Fort Wayne, Ind.
WPDH	215 ft. Richmond, Ind.
WFLA	200 ft. Clearwater, Fla.
WGH	186 ft. Newport News, Va.



## THE INTERNATIONAL DERRICK & EQUIPMENT CO.

DIVISION OF INTERNATIONAL-STACEY CORPORATION

Columbus, Ohio

## Text of North American Agreement

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remain unresolved, they will cooperate to the end that there be no delay in putting the provisions of this Agreement into full force and effect on that date.

(e) In resolving conflicts in the use of clear channels and in the listing of Class I and Class II stations, the provisions of this Agreement and particularly of Appendix I shall be controlling. In resolving conflicts in the use of regional and local channels, and in the listing of Class III and Class IV stations, priority of use shall be recognized in each country with respect to stations which at the time of signing of this Agreement are in actual operation, which in substance conform to the definitions of said classes as set forth in this Agreement, and with respect to which no substantial change is made or proposed; a change of frequency in order to conform to the designation of channels in this Agreement shall not be deemed a substantial change.

2. *Subsequent notifications*—After the effective date of this Agreement and throughout the period during which it shall remain in effect, each Government shall promptly notify the other Governments by registered letter of all further changes in existing broadcast stations and of all further new broadcast stations, together with similar information with regard to each such change or new station, and the proposed date on which each such change is to go into effect and on which each such new station is to actually commence operation.

3. *Effect of notification*—Each government may, within 30 days of receiving notification of any proposed change in the assignment of an existing station or of the authorization of a new station in another country, notify the Government of the latter country of any objection it may have thereunder the terms of this Agreement.

4. *Conflict between notifications*—To be valid, notifications of changes in the assignments of existing stations, or of authorizations of new stations must be such that the assignments proposed therein are in accordance with this Agreement and are such as not to involve objectionable interference to existing stations in other countries, assigned and operating in accordance with this Agreement. As between two or more notifications of changes or authorizations of new stations proceeding from different countries, after the effective date of this Agreement, priority in the date of mailing of notification shall govern.

5. *Cessation of effect*—(a) A notification of a proposed change in the assignment of an existing station or of an authorization of a new station shall cease to have any force and effect if, within one year of the date thereof such change shall not have been actually consummated or such new station shall not have actually commenced continuous operation.

(b) In special cases in which circumstances beyond the control of the Administration concerned have prevented the completion of the change or the construction of the new station, the term of the original notification may be extended for a period of six months.

6. *Berne Bureau*—The foregoing notifications shall be made independently of and in addition to those which, under current practice, are sent to the Bureau of the International Telecommunications Union.

### IV

#### Arbitration

In case of disagreement between two or more contracting Governments concerning the execution of this Agreement the dispute, if it is not settled through diplomatic channels, shall be submitted to arbitration at the request of one of the Governments in disagreement. Unless the parties in disagreement agree to adopt a procedure already established by treaties concluded between them for the settlement of international disputes, the

procedure shall be that provided for in Article 15 of the International Telecommunications Convention of Madrid, 1932.

### V

#### Ratification, Execution and Denunciation

1. *Ratification*—To be valid this Agreement must be ratified by Canada, Cuba, Mexico and the United States of America.

If and when three of said four countries shall have ratified and the fourth shall, through unavoidable circumstances, have been unable to ratify but shall have signified to those countries that have ratified its readiness, pending ratification and as an administrative measure, to put the provisions of this Agreement (including the contents of Appendix I) into effect in whole or in part, then such country, together with those countries which shall have ratified, may, by administrative agreement between them, fix a definite date on which they shall give effect to such provisions, which date shall preferably be one year from the date of such administrative agreement.

The ratification must be deposited, as soon as possible, through diplomatic channels, in the archives of the Government of Cuba. This same Government shall, through diplomatic channels, notify the other signatory Governments of the ratifications as soon as they are received.

2. *Effect of ratification*—This Agreement shall be valid only as between such countries as shall have ratified it.

3. *Execution*—The contracting Governments undertake to apply the provisions of this Agreement, and to take steps necessary to enforce said provisions upon the private operating agencies recognized or authorized by them to establish and operate broadcast stations within their respective countries.

4. *Denunciation*—Each contracting Government shall have the right to denounce this Agreement by a notification addressed, through diplomatic channels, to the Government of Cuba, and announced by that Government, through diplomatic channels, to all the other contracting Governments. This denunciation shall take effect at the expiration of the period of one year from the date on which the notification was received by the Government of Cuba. This effect shall apply only to the author of the denunciation. This Agreement shall remain in force for the other contracting Governments but only as between such Governments.

### VI

#### Effective Date and Term of the Agreement

1. Except for the provisions of Section 1 of Part III, Section 1 of Part V, and paragraph 3 of Table VI of Appendix I annexed hereto (which provisions shall go into effect immediately upon this Agreement becoming valid), this Agreement shall become effective one year after the date it shall have been ratified by the fourth of those Governments whose ratification is requisite to the validity of this Agreement. The Governments will cooperate to the end that, wherever possible, the provisions of this Agreement shall be carried out in advance of said effective date.

2. This Agreement shall remain in effect for a period of five years after said effective date.

### VII

#### Adherence

This Agreement shall be open to adherence in the name of Newfoundland.

In witness whereof the respective plenipotentiaries have signed the Agreement in triplicate, one copy in English, one in Spanish, and one copy in French, each of which shall remain deposited in the archives of the Government of Cuba and a copy of each of which shall be forwarded to each Government.

Done at Habana, Cuba, December 13, 1937.

# Appendixes and Tables: Allocation Provisions of Havana Agreement

## APPENDIX I

Under the provisions of Section II of this Agreement each country may use all the 100 channels when technical conditions with respect to interference to established stations are such as to render such use practicable. However, priority of use on specified clear channels is recognized for the following number of Class I and II stations in each country.

TABLE I

Canada	14
Cuba	9*
Dominican Republic	1
Haiti	1
Mexico	15
Newfoundland	2*
United States	63

\*See Table V for special arrangements provided for Cuba and Newfoundland.

These stations and the conditions of their operation are as specified in Tables II, III, IV, V, VI, VII and VIII following herewith.

TABLE II  
Class I-A Stations  
(Canada, Cuba, and Mexico)

Frequency	Location of Stations
690	Quebec, Canada
730	Mexico, D. F.
740	Ontario, Canada
800	Sonora, Mexico
800	Ontario, Canada
900	Mexico, D. F.
990	Manitoba, Canada
1010	Alberta, Canada
1050	Nuevo Leon, Mexico
1220	Yucatan, Mexico
1540	Santa Clara, Cuba
1570	Nuevo Leon, Mexico
1580	Quebec, Canada

TABLE III  
Class I-B Stations

Frequency	Location of stations	Power Limitation (K.w.)	Requirements as to directional antennas
810	New York, U. S. A.	—	None
810	California, U. S. A.	—	To be determined
940	Quebec, Canada	5 kw. min. permissible	Determine from operation
940	Mexico, D. F.	—	Determine from operation
1000	Jalisco, Mexico	20	To be determined
1000	Washington, U. S. A.	—	To be determined
1000	Illinois, U. S. A.	—	To be determined
1010	Havana, Cuba	—	Determine from operation
1060	Mexico, D. F.	—	To be determined
1060	Pennsylvania, U. S. A.	—	To be determined
1070	Maritime Provinces, Canada	—	None
1070	California, U. S. A.	—	None
1080	Connecticut, U. S. A.	—	To be determined
1080	Texas, U. S. A.	—	To be determined
1090	Baja Calif., Mexico	—	To be determined
1090	Maryland, U. S. A.	—	To be determined
1090	Arkansas, U. S. A.	—	To be determined
1110	North Carolina, U. S. A.	—	To be determined
1110	Nebraska, U. S. A.	—	To be determined
1130	British Columbia, Canada	5 kw. min. permissible	None
1130	New York-New Jersey, U. S. A.	—	None
1140	Chihuahua, Mexico	—	To be determined
1140	Virginia, U. S. A.	—	To be determined
1170	Oregon, U. S. A.	—	To be determined
1170	Oklahoma, U. S. A.	—	To be determined
1170	West Virginia, U. S. A.	—	To be determined
1190	Sinaloa, Mexico	—	To be determined
1190	Indiana, U. S. A.	—	To be determined
1550	Ontario, Canada	—	Determine from operation
1550	Vera Cruz, Mexico	20	Determine from operation
1580	Havana, Cuba	—	.....

TABLE IV  
Class II Stations

Frequency	Location of stations	Power Limitation (K.w.)	Requirements as to directional antennas
640	Newfoundland	—	None
690	Kansas-Oklahoma, U. S. A.	—	To be determined*
740	Calif., U. S. A.	—	To be determined*
800	Ontario, Canada	5	To be determined
810	Tamaulipas (Tampico) Mexico	50	To be determined
900	Quebec, Canada	5	To be determined
990	Tennessee, U. S. A.	—	To be determined
1000	Oriente, Cuba	10	To be determined
1050	New York, U. S. A.	—	To be determined
1060	Alberta, Canada	10	To be determined
1070	Alabama, U. S. A.	—	To be determined
1080	Manitoba, Canada	15	To be determined
1080	Haiti	10	To be determined
1110	Mexico, D. F.	20	To be determined
1130	Louisiana, U. S. A.	—	To be determined
1170	Dominican Republic	10	To be determined
1190	Havana, Cuba	15	To be determined

\* Permissible to increase field intensity above 25 uv/m (10% skywave) west of Minnesota on Canadian border.

b Same as \* except west of North Dakota.

c Same as \* except east of Minnesota. Also 650 miles from border requirement waived.

TABLE V

Class II Stations\* on Regional Channels  
(Cuba and Newfoundland)

Frequency	Location of Stations	Maximum Power in kw.
560	Newfoundland	10
570	Santa Clara, Cuba	15
590	Havana, Cuba	25
630	Havana, Cuba	15
1270	Havana, Cuba	10

\* These stations shall use directional antennas to prevent objectionable interference to the Class III stations on the channel in accordance with Appendix VII.

TABLE VI

Special Conditions Affecting the United States

The 24 Class I and II stations in the United States which use clear channels with other countries party to this agreement are given in Tables III and IV.

The remaining 39 Class I and II stations of the United States will be assigned the following clear channels:

640 650 660 670 680 700 710 720 750 760 770 780 820 830 840 850 870 880 890 1020 1030 1040 1100 1120 1160 1180 1200 1210 1500 1510 1520 1530

It is recognized that the United States must make extensive adjustments in the assignments of its existing stations in order to make possible the carrying out of this Agreement, that these adjustments will require approximately a year, and that it is not possible for the United States at this time to specify on which of the said 32 channels it will have priority of use for Class I-A stations, Class I-B stations and Class II stations respectively, nor the locations of such stations, power and other information with respect thereto. The United States may assign Class I-A stations to at least 25 of said channels. The United States agrees that ninety days before the effective date of this Agreement it will communicate this information to each of the other countries parties to this Agreement, and such information, when communicated, shall be considered part of this Agreement as if fully set forth herein.

Nothing stated in this Agreement shall be construed to preclude the United States of America from asserting, and enjoying recognition of, priority of use with reference to certain other Class II stations (not included in the 63 stations mentioned in Table I) which are now in actual operation in the band 640-1190 kc. and which are known under the Regulations of the Federal Communications Commission as "limited time stations" and "daytime stations" (having hours of operation limited to sunset taken either at their respective locations or at the locations of the respective dominant stations on clear channels and in some cases including hours not actually used by said dominant stations) which stations may, so far as permitted by the terms of this Agreement and the engineering standards herein set forth, be given assignments substantially equivalent to those they now enjoy.

TABLE VII

Special Conditions Regarding the Use of 1010 kc. by Cuba and Canada

With regard to the use of the clear channel of 1010 kc by a Class I-A station in Canada, and by a Class I-B station in Cuba, both countries mutually agree that the interfering signal shall not exceed for 10 per cent of the time or more the value of 50 microvolts per meter at the following points of measurement: in Cuba at any point east of the province of Camaguey, and in Canada at any point west of the province of Manitoba.

TABLE VIII

Special Conditions Affecting Canada

Nothing stated in this Agreement shall be construed to preclude Canada from asserting priority of use with reference to certain Class III and IV stations now in operation in Canada on existing clear and regional channels which through this Agreement will become of a class of channel which may permit their use by Class III and IV stations.

(Continued on Page 322)

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# Appendixes and Tables: Allocation Provisions of Havana Agreement

(Continued from Page 321)

## PROTECTED SERVICE CONTOURS AND PERMISSIBLE INTERFERENCE SIGNALS FOR BROADCAST STATIONS

### APPENDIX II

TABLE I

Class of station	Class of channel used	Permissible power	Boundary or signal intensity contour of area protected from objectionable interference a		Permissible interfering signal b	
			Day	Night	Day	Night c
I A	Clear	50 kw or more	Boundary of country in which station is located		5 uv/m	25 uv/m d
I B	Clear	10 kw to 50 kw	100 uv/m	500 uv/m (50% sky wave)	5 uv/m	25 uv/m
II	Clear d	0.25 kw to 50 kw	500 uv/m e	2500 uv/m e (Ground wave)	25 uv/m e	125 uv/m e
III A	Regional	1 kw to 5 kw	500 uv/m	2500 uv/m (Ground wave)	25 uv/m	125 uv/m
III B	Regional	0.5 kw to 1 kw night and 5 kw day	500 uv/m	4000 uv/m (Ground wave)	25 uv/m	200 uv/m
IV	Local	0.1 kw to 0.25 kw	500 uv/m	4000 uv/m (Ground wave)	25 uv/m	200 uv/m

a In accordance with other provisions in this Agreement this freedom of interference does not apply outside the boundaries of the country in which the station is located.  
 b From other stations on same channel only. For adjacent channels see Appendix III, Table I.  
 c Sky wave field intensity exceeded for 10% of the time.  
 d No Class II station shall be assigned to the same channel as a Class I-A station for nighttime operation (from sunset to sunrise) less than 650 miles of the nearest border of the country in which the Class I-A station is located.

e These values are with respect to interference from all stations except Class I, which stations may cause interference to a field intensity contour of higher value. However, it is recommended that Class II stations be so located that the interference received from Class I stations will not exceed these values. If the Class II stations are limited by Class I stations to higher values, then such values shall be the standard established with respect to interference from all other classes of stations.

## APPENDIX III

TABLE I

### ADJACENT CHANNEL INTERFERENCE

Channel separation between desired and undesired stations	Maximum ground wave field intensity of undesired station
10 kc	0.25 mv/m
20 kc	5.0 mv/m
30 kc	25.0 mv/m

The undesired ground wave signal shall be measured at or within the 0.5 mv/m ground wave contour of the desired station. These values apply to all classes of stations both day and night and are based on ground waves only. No adjacent channel interference is considered on the basis of an interfering sky wave.

## APPENDIX VI

### Mileage Separation Tables

The required separations between broadcasting stations as tabulated below are based upon the following conditions:

1. The use of nondirectional antennas.
2. Antenna efficiencies (in mv/m at one mile for one kilowatt).  
 Class I—225 mv/m  
 Class II and III—175 mv/m  
 Class IV—150 mv/m
3. Frequency, 1000 kc.
4. Soil conductivity,  $s = 10-13$ .
5. Soil dielectric constant,  $e = 15$ .
6. Groundwave transmission as shown on chart in Appendix IV.
7. Skywave transmission as shown on chart in Appendix V.
8. Protection to service areas as shown in Appendix II, Table I.
9. Ratio of desired to undesired signal:

Channel Separation Same frequency	Ratio of Desired to Undesired
10 kc.	2:1
20 kc.	1:10
30 kc.	1:50

TABLE I  
REQUIRED DAY SEPARATION IN MILES BETWEEN BROADCAST STATIONS ON THE SAME CHANNEL

Class and Power	Class IV		Classes II and III							Class I					
	100 W.	250 W.	0.25 Kw.	0.5 Kw.	1 Kw.	5 Kw.	10 Kw.	25 Kw.	50 Kw.	10 Kw.	25 Kw.	50 Kw.	100 Kw.	250 Kw.	500 Kw.
Class IV															
100 W.	143	165	172	192	213	265	285	310	335	390	417	437	462	486	513
250 W.	165	173	180	200	221	273	293	318	343	415	442	462	487	511	538
Classes II and III															
0.25 Kw.	172	180	183	203	224	276	296	321	346	418	446	465	490	514	541
0.5 Kw.	192	200	203	210	231	283	303	328	353	425	453	472	497	521	548
1 Kw.	213	221	224	231	239	291	311	336	361	433	461	480	505	529	556
5 Kw.	265	273	276	283	291	313	333	358	383	455	483	502	527	551	578
10 Kw.	285	293	296	303	311	333	345	370	395	467	495	514	539	563	590
25 Kw.	310	318	321	328	336	358	370	389	414	486	514	533	558	582	609
50 Kw.	335	343	346	353	361	383	395	414	430	502	530	549	574	598	625
Class I															
10 Kw.	390	415	418	446	467	520	540	565	587	659	687	706	731	755	782
25 Kw.	417	442	446	473	494	547	567	592	614	686	714	733	758	782	809
50 Kw.	437	462	465	493	514	567	587	612	634	706	734	753	778	802	829
100 Kw.	462	487	490	518	539	592	612	637	659	731	759	778	803	827	854
250 Kw.	486	511	514	542	563	616	636	661	683	755	783	802	827	851	878
500 Kw.	513	538	541	569	590	643	663	688	710	782	810	829	854	878	905

TABLE II

REQUIRED DISTANCE IN MILES FROM THE BOUNDARY OF A COUNTRY IN WHICH A CLASS I-A STATION IS LOCATED FOR DAYTIME OPERATION OF A CLASS II ON THE SAME CHANNEL

Power of Station	Class II						
Miles from Boundary	0.25 Kw.	0.5 Kw.	1 Kw.	5 Kw.	10 Kw.	25 Kw.	50 Kw.
	237	261	282	335	355	380	402

(Continued on Page 324)

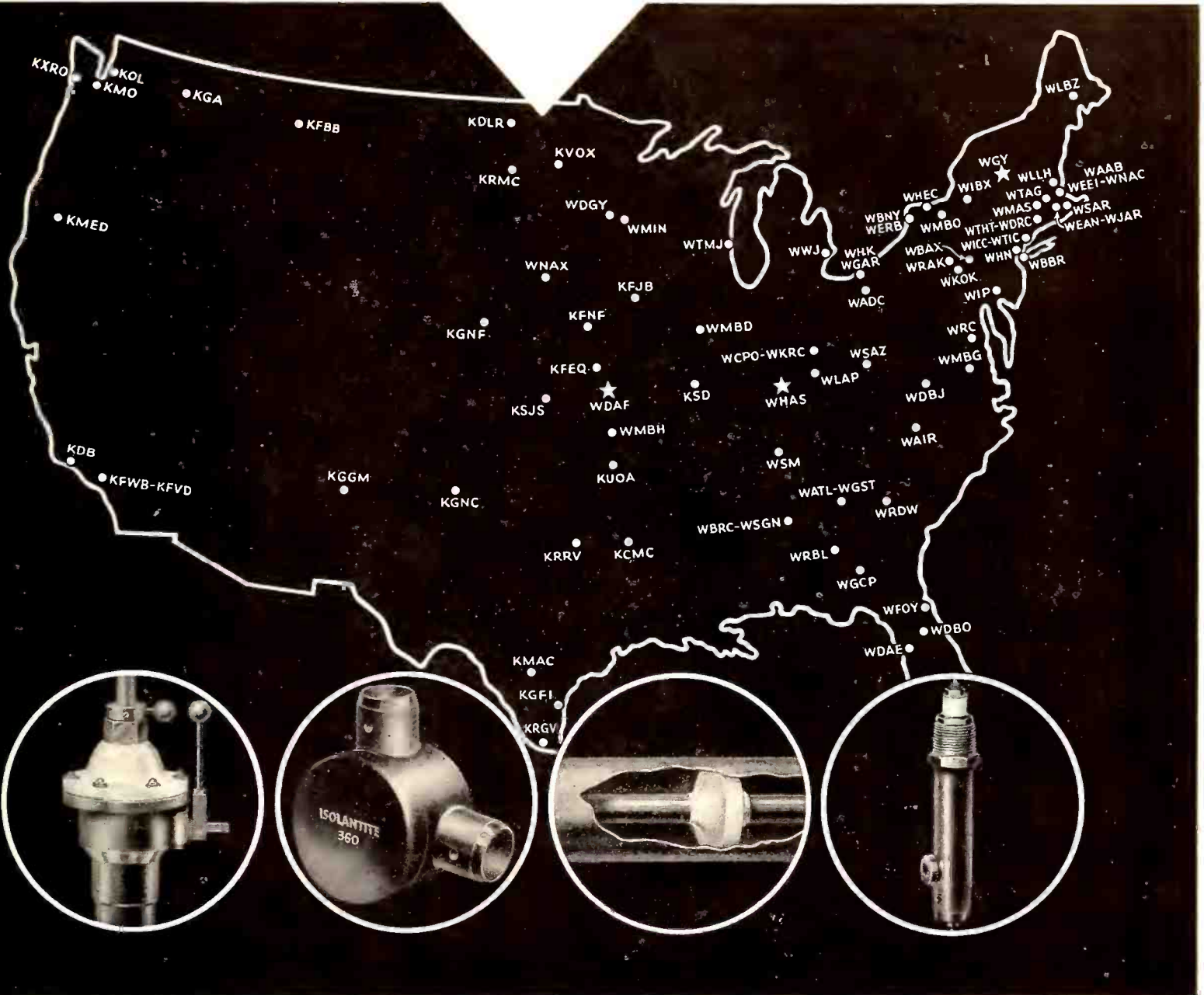
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# Appendixes and Tables: Allocation Provisions of Havana Agreement

(Continued from Page 322)

**TABLE III**  
REQUIRED DAY AND NIGHT SEPARATION IN MILES BETWEEN BROADCAST STATIONS ON ADJACENT CHANNELS

Class & Power	Class IV						Classes II and III															
	0.1 Kw.			0.25 Kw.			0.25 Kw.			0.5 Kw.			1 Kw.			5 Kw.			10 Kw.			
	10 Kc.	20 Kc.	30 Kc.	10 Kc.	20 Kc.	30 Kc.	10 Kc.	20 Kc.	30 Kc.	10 Kc.	20 Kc.	30 Kc.	10 Kc.	20 Kc.	30 Kc.	10 Kc.	20 Kc.	30 Kc.	10 Kc.	20 Kc.	30 Kc.	
<b>Class IV</b>																						
0.1 Kw.	73	37	32	82	45	40	86	47	42	94	55	50	105	68	58	133	84	79	149	98	93	
0.25 Kw.	82	45	40	90	48	41	94	50	43	102	58	51	113	66	59	141	87	80	157	101	94	
<b>Classes II &amp; III</b>																						
0.25 Kw.	86	47	42	94	50	43	96	51	43	104	59	51	115	67	59	143	88	80	159	102	94	
0.5 Kw.	94	55	50	102	58	51	104	59	51	113	62	52	123	70	60	151	91	81	167	105	95	
1 Kw.	105	68	58	113	66	59	115	67	59	123	70	60	131	73	62	159	94	83	175	108	97	
5 Kw.	133	84	79	141	87	80	143	88	80	151	91	81	159	94	83	180	104	87	196	118	101	
10 Kw.	149	98	93	157	101	94	159	102	94	167	105	95	175	108	97	196	118	101	210	123	104	
25 Kw.	172	115	110	180	118	111	182	119	111	190	122	112	198	125	114	219	135	118	238	140	121	
50 Kw.	190	131	126	198	134	127	200	135	127	208	138	128	216	141	130	237	151	134	251	156	137	
<b>Class I</b>																						
10 Kw.	162	107	102	170	110	103	172	111	103	180	114	104	188	117	106	209	127	118	223	132	113	
25 Kw.	183	126	121	191	129	122	193	130	122	201	133	123	209	136	125	230	146	129	244	151	132	
50 Kw.	203	144	139	211	147	140	212	148	140	221	151	141	229	154	143	250	164	147	264	169	150	
500 Kw.	277	211	206	285	214	207	287	216	207	295	218	208	303	221	210	324	231	214	338	236	217	

Class and Power	Class II						Class I												
	25 Kw.			50 Kw.			10 Kw.			25 Kw.			50 Kw.			500 Kw.			
	10 Kc.	20 Kc.	30 Kc.	10 Kc.	20 Kc.	30 Kc.	10 Kc.	20 Kc.	30 Kc.	10 Kc.	20 Kc.	30 Kc.	10 Kc.	20 Kc.	30 Kc.	10 Kc.	20 Kc.	30 Kc.	
<b>Class IV</b>																			
0.1 Kw.	172	115	110	190	131	126	162	107	102	183	126	121	203	144	139	277	211	206	
0.25 Kw.	180	118	111	198	134	127	170	110	103	191	129	122	211	147	140	285	214	207	
<b>Classes II and III</b>																			
0.25 Kw.	182	119	111	200	135	127	172	111	103	193	130	122	213	148	140	287	215	207	
0.5 Kw.	190	122	112	208	138	128	180	114	104	201	133	123	221	151	141	295	218	208	
1 Kw.	198	125	114	216	141	130	188	117	106	209	136	125	229	154	143	303	221	210	
5 Kw.	219	135	118	237	151	134	209	127	110	230	146	129	250	164	147	324	231	214	
10 Kw.	233	140	121	251	156	137	223	132	113	244	151	132	264	169	150	338	236	217	
25 Kw.	250	149	125	268	165	141	242	145	123	261	160	136	281	178	154	355	245	221	
50 Kw.	268	165	141	284	172	145	260	161	139	279	163	144	297	185	158	371	252	225	
<b>Class I</b>																			
10 Kw.	242	145	123	260	161	139	232	137	115	253	156	134	273	174	152	347	241	219	
25 Kw.	261	160	136	279	168	144	253	156	134	272	163	139	292	181	157	366	248	224	
50 Kw.	281	178	154	297	185	158	273	174	152	292	181	157	310	190	161	384	257	227	
500 Kw.	355	245	221	371	252	225	347	241	219	366	248	224	384	257	227	451	291	247	

**TABLE IV**  
Required Night Separation in Miles Between Broadcast Stations on the Same Channels

The following tables indicate the mileage protection each class must give all other classes.

Class I-A	Class I-A	Not required to protect Class II stations on same channel at night.
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**TABLE IV A**

Class I-B	Class I-B	Must protect other Class I-B stations as shown below.			
<i>Class I-B</i>		<i>5 kw.</i>	<i>10 kw.</i>	<i>25 kw.</i>	<i>50 kw.</i>
10 kw.		2665	3010	3280	
25 kw.		3010	3243	3500	
50 kw.		3280	3500	3660	

**TABLE IV-C**  
CLASS III-Aa MUST PROTECT OTHER CLASSES AS SHOWN BELOW

Class III-A	1 Kw.	5 Kw.	.5 Kw.	1 Kw.
1 Kw.	789	1025	550	553
5 Kw.	1025	1089	847	851

aSee Appendix VII for protection Class III stations should give Class II stations on regional channels.

**TABLE IV D**  
Class III B b Must protect other classes as shown below.

Class III B	Class III A				Class III B	
<i>Class III B</i>	<i>1 kw.</i>	<i>5 kw.</i>	<i>.5 kw.</i>	<i>1 kw.</i>	<i>5 kw.</i>	<i>1 kw.</i>
.5 kw.	735	1020	383	550	550	550
1. kw.	739	1025	550	550	553	553

**TABLE IV-B**  
CLASS II--MUST PROTECT OTHER CLASSES AS SHOWN BELOW

Class II	Class II Stations						Class I-B Stations			Class I-A Stations Distance from Nearest Border of Country in Which Class I-A Station is Located	
	.25 Kw.	.5 Kw.	1 Kw.	5 Kw.	10 Kw.	25 Kw.	50 Kw.	10 Kw.	25 Kw.		50 Kw.
.25 Kw.	451	602	732	1018	1136	1271	1529	1378	1610	1760	1038
.5 Kw.	602	606	736	1022	1140	1275	1533	1508	1735	1890	1180
1 Kw.	732	736	739	1025	1143	1280	1535	1658	1885	2080	1385
5 Kw.	1018	1022	1025	1039	1157	1292	1547	2165	2395	2550	1830
10 Kw.	1136	1140	1143	1157	1162	1298	1553	2450	2680	2830	2122
25 Kw.	1271	1275	1280	1292	1298	1310	1560	2880	3120	3260	2575
50 Kw.	1529	1533	1535	1547	1553	1660	1570	3090	3380	3480	2780

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**TABLE IV E**

Class IV—Must protect other classes as shown below.

Class IV	Class III A 1 kw.	5 kw.	Class III B 5 kw. 1 kw.	Class IV
.1 kw.	300	300	Daytime separation determines	Daytime separation determines
.25 kw.	305	407		

b See Note a, Table IV-c

**TABLE IV F**

Distance Class II Stations must be from Class I A and I B Stations to obtain recommended protection to Class II Station (2.5 mv/m ground wave contour).

Class II (a)	10 kw.	Class I A and I B Stations		500 kw.
		25 kw.	50 kw.	
.25 kw.	1248	1402	1520	2767
.5 kw.	1252	1470	1523	2771
1. kw.	1256	1473	1528	2775
5. kw.	1270	1484	1541	2780
10. kw.	1275	1490	1546	2793
25. kw.	1285	1498	1743	2803
50. kw.	1293	1510	1750	2812

Note (a): Must use directional antenna to protect dominant station or stations with these separations.

**TABLE IV G**

Distance Class IV Stations must be from Class III-A and III-B Station to obtain recommended protection to Class IV Station (4.0 mv/m ground wave contour).

Class IV Power	Class III-A or III-B		
	.5	1.0	5.0
.10	377	547	847
.25	381	551	851

**APPENDIX VII**

Engineering Requirements for the Use of Regional Channels by Class II Station under the Provisions of Section C 5 c.

A Class II station assigned to a regional channel in accordance with Section C 5 c shall use a directional antenna or other means to limit the interfering signal within the protected service area of any Class II station on the channel to the value set forth in Appendix II, Table I. The interfering signal in case of projected operation shall be determined from the characteristics of the antenna and appropriate curve in Appendix V. In case of actual operation the interfering signal shall be determined by the method described in Section E 4.

Class III stations, operating on a channel to which a Class II station is assigned, should limit the interference to the Class II station in conformity with the provisions of Appendix II, Table I.

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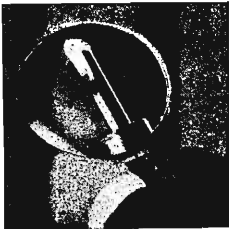
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# Frequency Allocations to Services in Bands from 10 to 300,000 KC.

(FCC Orders Nos. 18 and 19, Promulgated Oct. 13, 1937, to be Effective Oct. 13, 1938)

## NOTES

- a Available for non-government assignments.
- b Available for non-government assignments in Alaska.
- c Available for non-government stations for assignment to Merchant Fleet Corporation vessels for communication with government stations.
- e Available for non-government assignments provided no interference is caused with government assignments.
- f Not to be used by the government in the vicinity of the Great Lakes.
- g Available for government use on basis of no interference to any fixed service.
- h Available for government use provided no interference is caused to any other existing service.
- i Available for use by government station provided no interference is caused to non-government operation.
- j Not to be used within 300 miles of the Canadian border.
- k Available for use during daylight hours (2 hours after local sunrise until 2 hours before local sunset) provided no interference is caused to the

- service of any other country.
- # Not to be used within 500 miles of the Canadian border.
- \*\* In use continually for the protection of life and property.
- \*\* All frequencies allocated as general experimental frequencies are available for assignment to broadcast service on an experimental basis.
- r Available for assignment in Alaska under Rule 419.
- s Available for assignment in accordance with Article 7, Paragraph 1 of the General Radio Regulations Annexed to the International Telecommunication Convention, Madrid, 1932, provided no interference is caused to the international mobile service.
- t Available for assignment in accordance with Article 7, Paragraph 1 of the General Radio Regulations Annexed to the International Telecommunication Convention, Madrid, 1932, provided no interference is caused to the international fixed service.
- z Assigned for low power fixed service in Hawaii.

## ABBREVIATIONS

Exp. Vis. B/C—Experimental Visual  
 Broadcstng  
 Exp.—Experimental  
 Gen.—General  
 Govt.—Government  
 Teleg.—Telegraph

Ship Phone—Ship Radiotelephone  
 Int. Broadcast—International Broadcast  
 Emerg.—Emergency  
 Relay B/C—Relay Broadcast  
 Temp.—Temporary

## Docket No. 3929; Commission Order No. 18; Effective October 13, 1938.

At a regular meeting of the Federal Communications Commission held at its offices in Washington, D. C., on the 13th day of October, 1937:

The Commission having under consideration the provisions of Section 303 (c), (f) and (g) of the Communications Act of 1934, and Rule 229 of its Rules and Regulations; and

A public informal hearing having been conducted at the offices of the Commission from June 15 to June 29, 1936 at which time persons representing the departments of the Federal Government, the agencies of state and municipal governments interested in radio, and persons representing all radio services and all important phases of the radio industry, presented testimony; and

The record of the hearing, having been made available to the interdepartment Radio Advisory Committee, and said Committee having made certain recommendations with respect to the allocation of frequencies to Federal Government agencies; and

The Commission having considered the recommendations of the Interdepartment Radio Advisory Committee, and being fully advised in the premises, found, as a result of its investigation and hearing, that public convenience, interest or necessity require that Rule 229 of its Rules and Regulations be revised;

It is ORDERED, That Rule 229 of the Rules and Regulations of the Commission in so far as it allocates the frequencies from 25,000 kc. to 28,000 kc. be and the same is hereby amended, effective at 3:00 a. m., E.S.T., October 13, 1938, in accordance with the table identified as Part I of Rule 229 attached hereto and made a part of this Order; and *Provided, however*, that the Commission may make assignments in accordance with the allocation given in said table prior to October 13, 1938.

It is FURTHER ORDERED, That any holder of, or applicant for, an instrument of authorization, whose frequency or frequencies heretofore assigned or applied for may be changed by the provisions of this Order, who objects to such change may within ninety (90) days from the date of this Order, file with this Commission his objections in writing and request a hearing.

It is FURTHER ORDERED, That the holder of, or an applicant for, an instrument of authorization who, prior to ninety (90) days from this date, fails to file written objections and a request for hearing as hereinabove set out, shall be deemed to have consented to such change.

It is FURTHER ORDERED, That any applicant who, after the date of this Order requests an instrument of authorization or an authorization renewal for a frequency or frequencies which will be changed after 3:00 a. m., E.S.T., October 13, 1938, will without further notice be deemed to have consented to the effective time and date of such change of the frequency or frequencies requested.

Rule 229. Subject to the foregoing provisions, the center frequencies of communication bands that center frequencies are as follows:

Allocations are indicated for information purposes. Indented frequencies indicate assignments which have been made up to October 6, 1937 in accordance with the proviso in Rule 228. For more detailed information regarding restrictions on the use of frequencies, consult the charter of the Rules and Regulations of this Commission dealing with the service to which the frequency is allocated.

Frequency (kilocycles)	Allocation
10.05	Fixed
10.20	"
10.35	"
10.50	"
10.65	"
10.80	"
10.95	"
11.10	"
11.25	"
11.40	"
11.55	"
11.70	"
11.85	"
12.00	"
12.15	"
12.30	"
12.45	"
12.60	"
12.75	"
12.90	"
18.05	"
18.20	"
18.35	"
18.50	"
18.65	"
18.80	"
18.95	"
14.10	"
14.25	"
14.40	"
14.55	"
14.70	"
14.85	"
15.00	"
15.20	"
15.40	"
15.60	"
15.80	"
16.00	"
16.20	"

Frequency (kilocycles)	Allocation
16.40	Fixed
16.60	"
16.80	"
17.00	"
17.20	"
17.40	"
17.60	"
17.80	Government
18.00	"
18.20	Fixed
18.40	"
18.60	Government
18.80	Fixed
19.00	"
19.20	"
19.40	"
19.60	"
19.80	Government
20.00	Fixed
20.25	"
20.50	"
20.75	"
21.00	"
21.25	"
21.50	"
21.75	"
21.80	"
22.00	"
22.10	"
22.25	"
22.35	"
22.50	"
22.60	"
22.75	"
22.90	Government
23.00	"
23.25	Fixed
23.50	"
23.75	"
24.00	Government
24.25	Fixed
24.50	"
24.75	"
25.00	"
25.50	"
25.80	"
25.90	"
26.10	Government
26.20	"
26.50	Fixed
26.80	"
27.10	"
27.40	"

Frequency (kilocycles)	Allocation
27.70	Fixed
28.00	"
28.30	"
28.50	Government
28.60	"
28.90	Fixed
29.20	"
29.50	"
29.80	"
30.20	"
30.60	Government
31.00	Fixed
31.40	"
31.80	"
32.20	"
32.60	"
32.80	Government
33.00	"
33.40	Fixed
33.80	Government
34.20	Fixed
34.50	"
34.60	"
35.00	"
35.40	"
35.80	"
36.20	"
36.60	"
37.00	"
37.40	"
37.80	"
38.00	Government
38.20	"
38.60	Fixed
39.00	"
39.39	"
39.40	"
39.80	"
40.20	"
40.70	"
41.20	"
41.70	"
42.20	"
42.70	Government
42.80	"
43.20	Fixed
43.70	"
44.20	"
44.70	"
45.20	"
45.70	"
45.70	Government
46.20	"
46.70	Fixed

Frequency (kilocycles)	Allocation
47.20	Fixed
47.50	"
47.70	"
48.20	"
48.70	"
49.20	"
49.70	"
50.20	"
50.80	"
51.40	"
51.68	"
52.00	"
52.50	"
53.20	"
53.80	Government
54.00	"
54.40	Fixed
55.00	"
55.36	"
56.60	"
56.00	Government
56.20	"
56.80	Fixed
57.40	"
58.00	Government
58.50	"
59.20	"
59.80	"
60.00	Fixed
61.20	"
61.50	"
62.00	"
62.80	"
63.18	"
63.60	"
64.00	Government
64.40	"
65.20	Fixed
66.00	Government
66.50	"
66.80	"
67.60	68.00 Fixed
68.40	"
68.90	"
69.20	"
69.50	"
70.00	"
70.80	"
71.26	"
71.60	"
72.40	"
73.20	"

Frequency (kilocycles)	Allocation	Frequency (kilocycles)	Allocation	Frequency (kilocycles)	Allocation	Frequency (kilocycles)	Allocation
74.00	Fixed	185	Government	293	Government	424	Guard Band
74.80	Government	r186	Fixed & Coastal Teleg.	*294		a 425	Coastal Teleg., Ship Teleg., Interamb Phone, & Govt.
75.00	"	r187	"	295	"		
75.60	Fixed	b/r188	Govt., Fixed & Coastal Teleg.	*296 296	"	426	Guard Band
76.40	"		"	297	"	428	Government
77.20	"	r189	Fixed & Coastal Teleg.	*298	"	430	Coastal Teleg.
78.00	"	a190	State Police & Gvt.	299	"	432	"
78.80	"	191	Fixed & Coastal Teleg.	299	"	434	Government
79.58.82	"	br192	Govt. & Fixed	*300	"	436	Coastal Teleg.
80.40	"	r193	Fixed & Coastal Teleg.	301	"	438	"
80.60	"	194	Govt., Fixed & Coastal Teleg.	*302 302	"	440	Government
81.20	"	195	Government	803	"	442	Coastal Teleg.
82.00	"	196	"	*304	"	444	Government
82.80	Government	197	"	305	"	446	"
83.00	"	198	"	305	"	448	Coastal Teleg.
83.60	Fixed	199	"	*306	"	450	Government
83.86	"	200	"	307	"	452	Coastal Teleg.
84.40	"	201	"	*308 308	"	a454	Coastal Teleg., Ship Teleg., & Govt.
85.20	"	202	"	*310	"	456	Guard Band
86.00	"	h203	"	311	"	457	Aircraft
86.80	"	204	"	311	"	458	Guard Band
87.60	"	205	Gen. Communication	*312	"	460	Coastal Teleg.
88.40	"	h206	Government	313	"	462	"
89.20	"	207	"	*314 314	"	h464	Government
90.00	"	208	"	315	"	466	Coastal Teleg.
90.80	"	h209 209	"	316	"	468	Ship Teleg.
91.60	"	br210	"	317	"	470	Government
92.40	"	211	"	318	"	472	Coastal Teleg.
92.76	"	bh212	"	318	"	474	"
93.20	"	213	Gen. Communication	319	"	a476	Coastal Teleg., & Govt.
94.00	Government	br214	Government	320 320	"	478	Coastal Teleg.
94.80	Fixed	215	"	321	"	480	Government
95.00	"	216	"	322	"	482	Coastal Teleg.
95.60	"	217	"	323 323	"	484	"
96.40	"	218	"	324	"	486	Guard Band
97.20	"	219 219	"	325	"	488	"
97.50	"	220	"	326 326	"	490	"
98.00	"	221	"	327	"	492	"
98.80	"	222	"	328	"	494	"
99.00	"	221	"	329	"	496	"
100	Government	222	"	329	"	498	"
101	Fixed	223	"	330	"	a500	Maritime Calling & Govt.
102	Government	224 224	"	331	"	502	Guard Band
103	Fixed	br225	"	832 332	"	504	"
104	Government	226	"	a333	Govt. & Aircraft	506	"
105	Coastal Teleg.	br227	"	334	"	508	"
106	Government	227	"	335	"	510	"
107	Coastal Teleg.	228	"	335	"	512	"
108	Government	229	"	335	"	514	"
109	Coastal Teleg.	230 230	"	336	"	515	Government
110	"	231	"	337	"	516	"
111	"	232	"	338 338	Government	518	"
112	"	233	"	339	"	520	"
113	Government	233	"	340	"	522	"
114	Coastal Teleg.	234	"	341	"	524	"
115	Government	235	"	342	"	526	"
116	Coastal Teleg.	h236 236	"	343	"	528	"
117	"	237	"	344 344	"	530	"
118	"	238	"	345	"	532	"
119	"	239	"	346	"	534	"
a120	Coastal Teleg. & Govt.	240	"	347	"	536	"
121	Coastal Teleg.	240	"	347	"	538	"
122	Government	241	"	347	"	540	"
123	Coastal Teleg.	242 242	Government	348	"	542	"
124	Coastal Teleg.	243	"	349	"	544	"
125	"	244	"	350 350	Government	546	"
126	"	245	"	351	"	548	Guard Band
127	"	245	"	352	"	548	"
128	Government	br246	"	353	"	550	"
129	Coastal Teleg.	247	"	354	Guard Band	a 550	Government
130	"	248 248	"	a355	Government	1500	"
131	"	249	"	356	"	550	Broadcast
132	Government	250	"	357	"	560	"
a133	Coastal Teleg. & Govt.	251	"	358	"	570	"
134	Coastal Teleg.	251	"	359 359	"	580	"
135	"	br252	"	h360	"	590	"
136	"	253	"	361	"	600	"
137	"	254 254	"	362	"	610	"
138	"	255	"	362	"	620	"
139	"	br256	"	363	"	630	"
140	"	257	"	363	"	640	"
141	"	257	"	364	"	650	"
142	"	258	"	h365 365	"	660	"
143	Guard Band	259	"	366	"	670	"
144	Maritime Calling	260 260	"	367	"	680	"
145	Guard Band	261	"	368	"	690	Government
146	Coastal Teleg.	br262	"	369	Guard Band	Broadcast	"
147	"	263	"	370	"	700	"
148	"	263	"	h371	Government	710	"
149	"	264	"	372	Guard Band	720	"
150	"	265	"	373	"	740	"
151	Ship Teleg.	266 266	"	374	"	750	"
152	"	267	"	a375	Direction Finding	760	"
153	"	br268	"	376	Guard Band	770	"
154	"	269	"	377	"	780	"
a155	Ship Teleg. & Govt.	269	"	378	"	790	"
156	Ship Teleg.	270	"	h379	Government	800	"
157	"	271	"	380	Guard Band	810	"
158	"	br272	"	381	"	820	"
159	Government	273	"	382	"	830	"
160	Ship Teleg.	br274	"	383	"	840	"
161	Fixed & Coastal Teleg.	275	"	384	"	850	"
162	"	276	"	h385	Government	860	"
163	"	276	"	386	Gen. Communication	870	"
164	"	277	"	387	"	880	"
165	"	a278 278	Govt. & Airport	h388	Government	890	"
h166	Govt., Fixed & Coastal Teleg.	280	"	389	Gen. Communication	900	"
167	Fixed & Coastal Teleg.	281	"	390	"	910	"
168	"	281	"	h 391	Government	920	"
169	"	282	"	392	Coastal Teleg.	930	"
170	"	283	"	h394	Coastal Teleg. & Ship Teleg.	940	"
171	"	283	Government	394	"	950	"
br172	Govt. & Fixed	284 284	"	396 396	Government	960	"
173	Fixed & Coastal Teleg.	285	"	398	Guard Band	970	"
174	"	*286	"	400	Ship Teleg.	980	"
h175	Government	287	"	402	Guard Band	990	"
176	Fixed & Coastal Teleg.	*288	"	404	Government	1000	"
177	"	289	"	406	Coastal Teleg.	1010	"
h/r178	Govt., Fixed & Coastal Teleg.	*290 290	"	408	"	1020	"
179	Fixed & Coastal Teleg.	291	"	a410	Coastal Teleg., Ship Teleg., & Govt.	1040	"
a180	Govt., Fixed & Coastal Teleg.	*292	"	412	Guard Band	1050	"
181	Fixed & Coastal Teleg.	293	"	414	Aircraft	1060	"
r182	"	293	"	416	Guard Band	1070	"
r183	"	"	"	418	Coastal Teleg.	1080	"
184	"	"	"	420	"	1080	"
				422	"		

\*Authorized for non-government use in Puerto Rico.

(Continued on page 328)

# Frequency Allocations to Services in Bands from 10 to 300,000 KC.

(FCC Orders Nos. 18 and 19, Promulgated Oct. 13, 1937, to be Effective Oct. 13, 1938)  
(Continued from Page 327)

Frequency (kilocycles)	Allocation	Frequency (kilocycles)	Allocation	Frequency (kilocycles)	Allocation	Frequency (kilocycles)	Allocation
1090	Broadcast	1768	Amateur	2172		i2512	
1100	"	1772	"	i2174	Ship Harbor	i2514	Coastal Harbor & Govt. Government
1110	"	1776	"	2176	"	h2516	"
1120	"	1780	"	2180	"	i2520	"
1130	"	1784	"	i2182	Ship Harbor & Govt.	i2522	Coastal Harbor & Govt.
1140	"	1788	"	2184	"	i2524	"
1150	"	1792	"	2188	"	2528	"
1160	"	1796	"	i2190	Relay Broadcast	i2530	Coastal Harbor
1170	"	1800	"	2192	"	2532	"
1180	"	1804	"	a2196	Government	2536	"
1190	"	1808	"	i2198	Ship Harbor	r2538	"
1200	"	1812	"	2200	"	i2540	Government
1210	"	1816	"	ik2204	"	2544	"
1220	"	1820	"	hik2206	Ship Harbor & Govt.	2548	"
1230	"	1824	"	ik2208	"	2552	"
1240	"	1828	"	2212	Gen. Communication	2556	"
1250	"	1832	"	i2216	Government	hi2558	Coastal Harbor & Govt.
1260	"	1836	"	i2220	"	2560	"
1270	"	1840	"	fh2222	"	i2564	"
1280	"	1844	"	2224	"	ir2566	"
1290	"	1848	"	2228	Gen. Communication	i2568	"
1300	"	1852	"	#2232	Government	h2572	Government
1310	"	1856	"	2236	Gen. Communication	h2576	"
1320	"	1860	"	j2240	Government	i2580	"
1330	"	1864	"	2244	Gen. Communication	i2582	Coastal Harbor & Govt.
1340	"	1868	"	j2248	Government	2584	"
1350	"	1872	"	a2252	Fixed & Govt.	2588	"
1360	"	1876	"	k2256	"	i2590	Coastal Harbor
1370	"	1880	"	i2258	Government	2592	"
1380	"	1884	"	k2260	"	2596	"
1390	"	1888	"	2264	Fixed	i2598	"
1400	"	1892	"	j2268	Government	2600	"
1410	"	1896	"	#2272	"	2604	Government
1420	"	1900	"	2276	Gen. Communication	2608	Aviation
1430	"	1904	"	j2280	Government	2612	"
1440	"	1908	"	j2284	"	r2616	"
1450	"	1912	"	j2288	"	i2618	Aviation & Govt.
1460	"	1916	"	2292	Gen. Communication	i2620	Aviation
1470	"	1920	"	j2296	Government	h2624	Aviation & Govt.
1480	"	1924	"	2300	Gen. Communication	a2628	Aviation
1490	"	1928	"	2304	Government	at2630	Aviation & Govt.
1500	"	1932	"	ik2308	"	air2632	Aviation
1510	"	1936	"	hik2312	Police & Govt.	2636	"
1520	"	1940	"	2316	"	2640	"
1530	"	1944	"	i2318	Police	2644	"
1540	"	1948	"	j2320	Government	2648	"
1550	"	1952	"	2324	"	h2652	Aviation & Govt.
1560	"	1956	"	i2326	Police	ah2656	Government
1570	"	1960	"	2328	"	2660	"
1580	Government	1964	Amateur	2332	"	i2662	"
h1584	"	1968	"	i2334	"	2664	"
1588	"	1972	"	2336	Government	2668	"
1590	"	1976	"	j2340	Government	h2670	"
r1592	Alaska (Rule 419)	1980	"	2344	Police	2672	"
1596	State Police (temp.)	1984	"	2348	"	2676	"
1600	Broadcast	1988	"	i2350	"	2680	"
1602	Geophysical	1992	"	2352	"	2684	"
1604	"	1996	"	2356	"	2688	"
r1606	Relay Broadcast	2000	"	i2358	Government	2692	"
1608	"	a2004	Govt. & Exp. Vis. B/C	2364	"	2696	"
i1610	Police	h2008	Exp. Vis. B/C	i2366	Police	h2698	"
1612	"	2012	"	2368	"	2700	"
h**1614	Gen. Exp. & Govt.	2016	"	i2372	Police & Govt.	at2704	Aviation
1616	"	2020	"	i2374	"	at2710	Aviation & Govt.
1620	"	a2024	Relay B/C & Exp. Vis. B/C	2376	"	ai2712	Aviation
r1622	Relay Broadcast	i2026	Govt. & Exp. Vis. B/C	2380	"	hik2716	Government
1624	"	2028	"	2384	"	2720	Aviation
i1626	Police & Govt.	i2032	"	h2388	Government	2724	"
1628	Geophysical	2036	"	2392	"	2728	Special Emergency
i1630	Marine Fire	2040	"	2396	"	2732	Aviation
1632	"	2044	"	**2398	Gen. Exp.	a2738	Coastal Harbor, Ship Har- bor, Intership & Govt.
i1634	Police	i2048	Govt. & Exp. Vis. B/C	2400	"	2744	Government
1636	"	a2052	"	2404	Police	2748	Aviation
i1638	Aviation	2056	"	2408	"	2752	"
1640	"	2060	"	2412	"	a2754	Government
i1642	Police & Govt.	2064	"	2416	"	i2756	Relay Broadcast
r1644	Relay Broadcast	2068	"	2420	"	2760	Government
1648	"	h2072	"	2424	"	i2764	"
h1652	Motion Picture, Geophysical & Govt.	i2076	"	2428	"	i2768	"
1656	"	2080	"	2432	"	hi2770	"
i1658	Police	h2084	"	2436	"	ahi2772	"
r1660	"	2088	"	2440	"	2776	Fixed
h1664	Police & Govt.	i2090	Relay B/C & Exp. Vis. B/C	2444	"	2780	"
1668	"	a2096	Govt. & Exp. Vis. B/C	2448	"	2784	"
1672	"	2100	"	2452	"	2788	"
i1674	Police	i2102	Relay Broadcast	2456	"	2790	Relay Broadcast
1676	Geophysical	2104	"	2460	"	a2796	Government
1680	"	2108	"	2464	"	h2800	"
h1682	Police & Govt.	a2110	Ship Harbor & Govt.	i2466	Police & Govt.	2804	Police
1684	"	2112	"	2468	"	2808	"
1688	"	2116	"	2472	"	h2816	Government
i1690	Police	i2118	"	2476	"	hi2820	Government
1692	"	2120	"	2480	"	i2822	"
1696	"	2124	"	2484	"	i2824	"
i1698	Police	2128	Ship Harbor	2488	"	2828	"
1700	Geophysical	i2132	"	2492	"	2832	Relay Broadcast
i1704	Police	2136	"	2496	"	2836	Fixed
r1708	Police & Govt.	i2134	"	2500	"	2840	Fixed
h1712	Amateur	2138	"	2504	"	ahi2844	Government
1716	"	i2142	"	2508	"	2848	Fixed
1720	"	2144	"	2512	"	h2852	Government
1724	"	a2148	Government	2516	"	2856	Aviation
1728	"	2152	Relay Broadcast	2520	"	2860	"
1732	"	2156	"	2524	"	k2864	Aviation & Govt.
1736	"	i2158	Ship Harbor	2528	"		
1740	"	2160	"	2532	"		
1744	"	2164	"	2536	"		
1748	"	2168	"	2540	"		
1752	"			2544	"		
1756	"			2548	"		
1760	"			2552	"		
1764	"			2556	"		
				2560	Coastal Harbor		

Frequency (kilocycles)	Allocation	Frequency (kilocycles)	Allocation	Frequency (kilocycles)	Allocation	Frequency (kilocycles)	Allocation
2868		k3305		3850	Amateur	k4425	
2870	Aviation	k3307.5	Fixed & Govt.	3855	"	h4427.5	Government
2872	"	k3310	Fixed	3860	"	k4430	"
2876	"	3815	"	c3865	Amateur & Govt.	4435	"
2880		3820		3870	Amateur	4440	"
2884	Government	3825	13322.5 Aviation	3875	"	4445	"
k2888		hk3330	Fixed	3880	"	4450	Gen. Communication
l2890	Aviation & Govt.	hk3335	Fixed & Govt.	3885	"	4465	"
k2892		hk3340	Fixed	3890	"	h4467.5	Ship Phone
2896		3340	Government	8895	"	4460	Government
2898	Aviation	3345	"	h4465	"	h4467.5	Government
2900	"	3350	"	3900	"	k4470	"
2904	"	3355	"	3910	Amateur	k4475	"
2906	"	3360	"	3915	"	h4477.5	"
2908	"	3365	"	3920	"	h4480	Aviation
2912	"	3370	"	3925	"	4485	"
2916	Government	3375	"	c3935	Amateur & Govt.	h4487.5	Government
2920	"	3380	"	8940	Amateur	k4490	"
2922	Aviation	hh3385	"	3945	"	h4495	Aviation
2924	"	8390	"	8950	"	h4497.5	Government
2928	"	8395	"	3955	"	h4500	"
2930	"	h3397.5	"	3960	"	4505	Gen. Communication
2932	"	3400	"	c3965	Amateur & Govt.	4510	"
2936	"	3405	"	3970	Amateur	h4515	Government
2938	"	3410	"	3975	"	4520	Fixed
2940	"	3415	"	3980	"	4525	Government
2944	"	e3415	Aviation & Govt.	c3985	Amateur & Govt.	4530	Fixed
2948	"	hk3420	"	3990	Amateur	4535	"
h2952	Government	hk3425	13422.5	3995	"	4540	"
2956	Aviation	hk3425	"	4000	"	4545	"
h2960	Government	h4005	Government	h4005	Government	4550	"
2964	Aviation	h4010	"	h4010	"	4555	"
2968	Government	3435	13427.5 Aviation & Govt.	4015	"	4560	Gen. Communication
h2970	"	3435	"	4020	"	4565	Government
2972	"	3440	13437.5 Aviation & Govt.	4025	"	4570	Fixed
2976	"	e3445	Government	4030	"	4575	"
h2980	"	3445	13447.5 Aviation	h4035	"	h4580	Government
2984	"	3450	"	h4040	"	4585	Gen. Communication
2988	"	3455	"	4045	"	h4590	Government
2992	"	3460	"	4050	"	h4595	"
ah2994	Aviation & Govt.	3465	"	4055	"	h4600	"
2996	"	3470	"	4060	"	4605	Gen. Communication
3000	"	3475	Government	4065	"	h4610	Government
3002.5	Aviation	3480	"	4070	"	4615	"
c3005	Government	3485	13467.5	h4075	"	h4617.5	"
3010	Gen. Communication	3490	"	4080	"	4620	"
k3015	"	e3475	Government	4085	"	ah4625	"
k3017.5	Government	3480	13477.5 Aviation	4090	"	h4630	"
k3020	"	3485	"	4095	"	4635	Gen. Communication
3025	Fixed	h3485	Aviation & Govt.	4100	"	4640	Gen. Communication
3030	Gen. Communication	3490	"	4105	Government	4645	Fixed
e3035	Government	**3492.5	Gen. Experimental	4110	Aviation	4650	Aviation
ik3037.5	"	3495	"	4115	"	4655	Fixed
ik3040	"	3500	3497.5 Government	4120	"	4660	"
3045	Fixed	c3505	Amateur	4125	"	4665	"
3050	Gen. Communication	3510	Amateur & Govt.	h4130	Government	4670	"
3055	"	3515	"	4135	"	4675	"
3060	"	3520	"	4140	"	4680	"
3062.5	Aviation	8525	"	4145	Maritime Calling	4685	"
e3065	Government	3530	"	4150	Ship Teleg. & Govt.	4690	Aviation
c3070	"	c3535	Amateur & Govt.	4155	Government	4695	Gen. Communication
3075	"	3540	"	h4160	Ship Teleg. & Govt.	4700	Fixed
3080	"	3545	"	c4165	"	4705	Mobile Press
3082.5	Aviation & Govt.	3550	"	4170	Ship Teleg.	4710	Fixed
3085	Government	3555	"	4175	"	4715	"
3088	Aviation	3560	"	4180	"	4720	"
3090	"	3565	"	4185	"	4725	"
3092.5	"	3570	"	4190	Coastal Teleg.	4730	"
3095	"	3575	"	4195	"	4735	"
3100	Government	3580	"	4200	Coastal Teleg.	4740	Aviation
h3105	Maritime Calling, Aircraft & Govt.	c3585	Amateur & Govt.	4205	Government	4745	14742.5
3110	Ship Teleg. & Coastal Teleg.	3590	"	4210	"	4750	"
ah3120	Ship Teleg., Coastal Teleg., Aircraft & Govt.	3595	"	h4215	"	h4752.5	Coastal Phone
3125	"	3600	"	h4220	"	4755	"
3127.5	Aviation	3605	"	h4225	"	4760	Gen. Communication
3130	"	3610	"	4230	"	4765	Government
3135	"	c3615	Amateur & Govt.	4235	"	4770	Gen. Communication
3140	"	3620	Amateur	4240	"	4775	"
3145	"	3625	"	4245	"	4780	Coastal Teleg.
3147.5	"	3630	"	4250	"	4785	"
3150	"	3635	"	4255	Agriculture	4790	"
eh3155	Aviation & Govt.	3640	"	4260	Gen. Communication	4795	"
3160	"	3645	"	4265	Government	**4797.5	Gen. Experimental
3162.5	Aviation	3650	"	4270	"	4800	Fixed
3165	"	3655	"	4275	Coastal Phone	4805	Gen. Communication
3170	"	c3665	Amateur & Govt.	h4280	Coastal Phone & Govt.	4810	"
3172.5	Aviation	3670	Amateur	h4282.5	Coastal Phone & Govt.	4815	"
3175	"	3675	"	h4285	"	4820	"
3180	"	3680	"	h4287.5	"	4825	"
3182.5	"	3685	"	h4290	Government	h4830	Government
3185	"	3690	"	4295	"	4835	Gen. Communication
3190	Special Emergency	c3695	Amateur & Govt.	4300	"	4840	"
eh3195	Aviation & Govt.	3700	"	4305	"	4845	"
3200	"	3705	"	4310	"	4850	Government
3202.5	"	3710	"	4315	"	4855	"
3205	"	3715	"	4320	"	h4870	Government
3210	"	3720	"	4325	"	4875	Gen. Communication
3212.5	"	c3725	Amateur & Govt.	4330	"	4880	"
3215	"	3730	Amateur	h4325	"	4885	"
3220	"	3735	"	h4327.5	"	h4890	Government
3222.5	Aviation & Govt.	3740	"	h4330	"	4895	Gen. Communication
3225	"	3745	"	4335	Aviation	4900	"
3228	"	3750	"	4340	Gen. Communication	4905	"
3235	Aviation	c3755	Amateur & Govt.	4345	"	h4910	Government
3238	Government	3760	Amateur	4350	"	4915	"
3240	"	3765	"	4355	"	4917.5	Aviation
3242.5	Aviation	3770	"	h4360	Government	4920	"
3245	"	3775	"	4365	"	4925	"
3250	Agriculture	3780	"	4370	"	4930	14927.5 Government
3255	"	c3785	Amateur & Govt.	4375	"	4935	"
3257.5	Aviation	3790	Amateur	4380	"	4940	14937.5 Aviation
3260	"	3795	"	4385	"	4945	"
3265	"	3800	"	4390	Gen. Communication	4950	14947.5
3270	"	3805	"	4395	"	4955	"
3275	Aviation & Govt.	3810	"	4400	"	4960	Gen. Communication
3280	Fixed	c3815	Amateur & Govt.	4402.5	Ship Phone	4965	"
3285	"	3820	Amateur	4405	"	4970	"
3290	"	3825	"	4410	"	4975	14952.5 Aviation
3295	"	3830	"	4415	"	4980	"
3299	"	3835	"	4420	"	4985	"
3300	Fixed & Govt. Fixed	3840	"	4422.5	"	4990	"
		c3845	Amateur & Govt.	4425	"	4995	"

(Continued on page 330)

# Frequency Allocations to Services in Bands from 10 to 300,000 KC.

(FCC Orders Nos. 18 and 19, Promulgated Oct. 13, 1937, to be Effective Oct. 13, 1938)  
(Continued from Page 329)

Frequency (kilocycles)	Allocation	Frequency (kilocycles)	Allocation	Frequency (kilocycles)	Allocation	Frequency (kilocycles)	Allocation
4965		5480	Gen. Communication	5970	Gen. Communication	6820	Fixed
4970	4967.5 Aviation	5485	"	5975	Fixed	6830	"
4975	Government	5490	"	5980	"	6840	"
4980	Fixed	5495	"	5985	"	6845	"
4985	"	5500	"	5990	"	6850	"
4990	"	a5505	Ship. Teleg. & Govt.	5995	Government	6852.5	"
4995	"	5510	Ship Teleg.	6000	Guard Band	6860	"
5000	Government	5515	"	6010	"	6870	"
5005	Gen. Communication	5520	Maritime Calling	6020	6020 Int. Broadcast	6875	"
5010	Fixed	5525	Ship Teleg.	6030	"	6880	"
5015	Gen. Communication	5530	"	6040	6040	6890	"
5020	Government	5535	"	6050	"	6900	"
5025	Gen. Communication	a5540	Coastal Teleg. & Govt.	6060	6060	ph6910	Fixed & Govt.
5030	Government	5545	Coastal Teleg.	6070	"	6920	Fixed
5035	5032.5 Aviation	5550	"	6080	6080	6925	5032.5
5040	"	5555	"	6090	"	6930	"
5045	5042.5 Aviation	5560	"	6100	6100	6935	"
5050	"	5565	"	6110	"	6940	Fixed & Govt.
5055	5052.5 Fixed	5570	"	6120	6120	6945	Fixed
5060	Gen. Communication	5575	5572.5 Aviation	6130	"	6950	"
5065	Government	5580	"	6140	6140	6955	"
5070	5067.5 Fixed	5585	"	6150	Government	6960	"
5075	"	5590	"	6160	"	6965	"
5080	5077.5	5595	5592.5	6170	6170	6970	"
5085	Fixed	a5600	Government	6180	Ship Teleg. & Govt.	6975	Fixed & Govt.
5090	Government	5605	Aviation	6190	"	6980	Fixed
5095	Fixed	5610	"	6200	Ship Teleg.	6990	Government
5100	"	5615	"	6210	Maritime Calling, Aircraft, & Govt.	7000	Amateur
5105	"	5620	"	6220	"	7010	"
5110	Gen. Communication	5625	5622.5	6230	Ship Teleg. & Govt.	7020	"
5115	"	5630	"	6240	Ship Teleg. & Govt.	7030	"
5120	5122.5 Aviation	5635	"	a6250	Coastal Teleg. & Govt.	7040	"
5125	Gen. Communication	5640	"	6260	Coastal Teleg.	7050	"
5130	Gen. Communication	5645	5642.5	6270	"	7060	"
5135	Police	5650	"	6280	"	7070	"
5140	5137.5 Alaska (Rule 419-B) Police	5655	5652.5	e6290	Coastal Teleg. & Govt.	7080	"
5145	Gen. Communication	5660	"	6300	Coastal Teleg.	7090	"
5150	"	5665	"	6310	"	7100	"
5155	"	5670	5662.5	6320	"	7110	"
5160	"	5675	"	h6330	Coastal Teleg. & Govt.	7120	"
5165	5167.5 Aviation Alaska (Rule 419-B)	5680	5672.5	6340	Coastal Teleg.	7130	"
5170	Gen. Communication	5685	"	6350	"	7140	"
5175	Fixed	5690	"	h 6355	Government	7150	"
5180	Fixed	5695	5682.5	6360	Coastal Teleg.	7160	"
5185	"	5700	"	6370	"	7170	"
5190	"	5705	"	e 6380	Government	7180	"
5195	Police	5710	5692.5 Aviation	e 6385	Coastal Teleg. & Govt.	7190	"
5200	Government	5715	"	6400	Coastal Teleg.	7200	"
5205	5207.5 Alaska (Rule 419-B)	5720	5697.5	e 6405	Government	7210	"
5210	Gen. Communication	5725	"	6410	Coastal Teleg.	7220	"
5215	"	5730	"	a6420	Government	7230	"
5220	Fixed	5735	5707.5	a** 6425	Gen. Exp. & Govt.	7240	"
5225	"	5740	"	6430	Government	7250	"
5230	"	5745	Gen. Communication	6440	Mobile Press	7260	"
5235	"	5750	Fixed	h 6445	Government	7270	"
5240	"	5755	Gen. Communication	6450	Mobile Press	7280	"
5245	"	5760	"	a6460	Coastal Phone & Govt.	7290	"
5250	"	5765	Government	e 6465	Government	7300	"
5255	Gen. Communication	h 5770	5737.5	a6470	Coastal Phone & Govt.	g 7305	Government
5260	Fixed	5775	"	e 6475	Government	7310	Fixed
5265	"	5780	"	h6480	Coastal Phone & Govt.	7320	"
5270	"	5785	Fixed	6490	Aviation	7330	"
5275	Gen. Communication	5790	Gen. Communication	e6500	Aviation & Govt.	7340	"
5280	Government	5795	"	6510	Aviation	7350	"
5285	Fixed	5800	"	6520	"	7360	"
5290	"	5805	"	6530	"	7370	"
5295	Fixed & Govt.	5810	"	h6540	Aviation & Govt.	7380	Government
5300	Fixed	h5775	Government	6550	Aviation	7390	Fixed
5305	Aviation	5780	Gen. Communication	6560	"	7400	"
5310	Fixed	5785	"	6570	"	7410	"
5315	"	5790	"	6580	"	7420	"
5320	"	5795	"	6590	"	7430	"
5325	"	5800	"	a6600	Aviation & Govt.	7440	"
5330	"	5805	"	h6610	Government	7450	"
5335	"	5810	"	h 6615	Aviation & Govt.	g 7455	Government
5340	5327.5 Government	h5815	Government	e 6620	Government	7460	Fixed & Govt.
5345	Fixed	5820	Gen. Communication	e6630	"	7470	Fixed
5350	"	5825	"	e 6635	Aviation & Govt.	7480	"
5355	"	h5835	Government	e6640	Government	7490	"
5360	"	5840	Gen. Communication	e 6645	Aviation & Govt.	g 7500	Fixed & Govt.
5365	"	5845	Fixed	a6650	Government	7510	Fixed
5370	"	5850	"	e 6655	Ship Phone & Govt.	7520	"
5375	5362.5	5855	"	a6660	Government	g 7530	Fixed & Govt.
5380	Agriculture	5860	"	e 6665	Ship Phone & Govt.	7540	Government
5385	Fixed	5865	"	a6670	Government	7550	Fixed
5390	5377.5 Government	5870	Gen. Communication	6680	Ship Phone & Govt.	7560	"
5395	Aviation	h5875	Government	6690	Fixed	7570	"
5400	"	5880	Gen. Communication	6700	Government	7580	"
5405	"	5885	"	6710	Fixed	7590	"
5410	Aviation	5890	"	6720	"	7600	"
5415	Gen. Communication	5895	5887.5 Aviation	6730	"	7610	"
5420	"	5900	"	6740	"	7615	"
5425	"	5905	"	6750	"	7620	"
5430	"	5910	"	g 6747	Government	7625	"
5435	"	5915	"	6760	Fixed	7630	"
5440	"	h5920	Government	6770	"	7640	"
5445	"	5925	"	6780	"	g 7645	Government
5450	"	5930	"	6790	"	7650	Fixed
5455	"	5935	"	6800	"	7655	"
5460	"	h5940	"	6810	"	7660	"
5465	"	5945	"	6820	"	7665	"
5470	"	5950	"	6830	"	7670	"
5475	Government	h5960	"	6840	"	7675	"
		5965	"	6850	"	7680	"
						7685	"
						7690	Fixed & Govt.
						7695	Fixed
						7700	Aviation
						7710	Fixed
						7715	"
						7720	"
						7730	"
						7737.5	"

Frequency (kilocycles)	Allocation	Frequency (kilocycles)	Allocation	Frequency (kilocycles)	Allocation	Frequency (kilocycles)	Allocation
7740	Fixed	8920	Government	10040	Fixed	11870	Coastal Phone
7745	"	8930	Fixed	10050	"	11885	"
7750	"	8940	"	10060	"	11400	"
7762.5	"	8950	"	10070	"	11415	Fixed
7760	"	8960	"	10080	"	11430	"
7770	"	8970	"	10090	"	k11445	Fixed & Govt.
7775	"	8980	"	10100	"	11460	Fixed
7780	"	8990	"	10110	"	11470	Aviation
7790	"	9000	"	10120	Aviation	11475	Government
7800	"	9010	"	10125	"	11490	Fixed
7810	"	9020	"	10130	"	11605	"
7820	"	9030	Fixed & Govt.	k10140	Fixed & Govt.	11510	"
7830	"	9040	Government	10150	Fixed	11620	"
7840	"	9050	"	10160	"	11525	"
7850	"	9060	Fixed	10170	"	11535	"
7860	Fixed & Govt.	9070	"	10180	"	11650	Government
7870	Fixed	9080	"	10190	Aviation	11665	Fixed
7880	"	A9090	Government	10200	Fixed	11680	Government
7890	"	A9100	Fixed & Govt.	10210	"	11695	Fixed
7900	"	9110	Fixed	10220	"	k11610	Fixed & Govt.
7910	"	A9120	Fixed & Govt.	10230	"	11625	Fixed
A7920	Fixed & Govt.	9130	Fixed	10240	"	11640	"
7930	Fixed	9140	"	10250	"	11655	"
7940	"	9150	"	10255	Government	11670	"
7950	"	9160	"	10260	Fixed	11680	"
7955	"	9170	"	10270	"	11685	"
7960	"	9180	Fixed & Govt.	10280	"	11710	Int. Broadcast
7970	"	9190	Fixed	10290	Government	11730	Government
7980	"	9200	"	10300	"	11750	Int. Broadcast
7990	"	9210	"	10310	"	11770	"
A7995	Government	9220	"	10320	"	11790	"
8000	Fixed	9230	"	10330	"	11810	"
A8010	Government	9240	"	10340	"	11830	"
a 8015	Aviation & Govt.	9250	Government	10350	"	11850	"
8020	"	9260	Fixed	10360	"	11870	"
8030	Government	9270	"	10370	"	11890	"
8040	"	9280	"	10380	"	11910	"
8050	"	h 9285	Government	10390	"	11925	Aviation
8060	"	9290	Fixed	10400	"	11940	Fixed
r8070	Fixed & Aviation	A9300	Fixed & Govt.	10410	"	11950	Government
8075	Fixed	9310	Aviation	10420	"	11965	Fixed
A8080	Government	9320	Government	10430	"	11970	Aviation
8090	"	9330	Fixed	10440	"	11985	Fixed
8100	"	9340	"	10450	"	11995	"
8110	"	9350	"	10460	"	12000	"
8120	"	9355	"	10470	"	A12015	Fixed & Govt.
e8130	Aviation & Govt.	9360	"	10480	"	12030	Fixed
8140	Government	9365	"	10490	"	12045	Government
8150	"	9370	"	10500	"	12060	"
8160	"	9380	"	10510	"	12075	"
8170	"	9390	"	10520	"	12090	"
8180	"	9400	"	10530	"	12105	Fixed
8190	Fixed	9410	"	10540	"	12120	"
k8200	Fixed & Govt.	9420	Fixed	10550	"	12135	Government
8210	Government	h 9425	Government	10560	"	12150	"
8220	Aviation	9430	Fixed	10570	"	12165	"
8230	Ship Teleg.	9440	"	10580	"	12180	"
8240	Ship Teleg. & Aviation	9450	"	10590	"	12195	"
8250	Ship Teleg.	9460	"	10600	"	12210	"
8260	"	9470	"	10610	"	12225	"
8270	Government	9480	"	10620	"	12240	"
8280	Maritime Calling	9490	"	10630	"	12255	"
8290	Ship Teleg.	9500	"	10640	"	12270	Fixed
e8300	Ship Teleg. & Govt.	9510 9510	Int. Broadcast	10650	"	12285	"
8310	Government	9520	"	10660	"	12300	"
A8320	Ship Teleg. & Govt.	9530	"	10670	"	12315	Government
e8330	"	9540 9530	"	10680	10675	A12330	Aviation & Govt.
8340	Ship Teleg.	9540	"	10690	"	12345	Ship Teleg.
8350	Mobile Press	9550 9550	Government	10700	"	12360	"
8360	"	9560	"	10710	"	12375	"
8370	Coastal Telegraph	9560	"	10720	"	h 12380	Government
8380	"	9570 9570	Int. Broadcast	10730	"	12390	Ship Teleg.
8390	"	9580	"	10740	Fixed & Govt.	12405	Government
8400	Government	9580	"	i10740	Fixed	12420	Maritime Calling
8410	"	9590 9590	"	10750	"	12435	Ship Teleg.
8420	Coastal Teleg.	9600	"	10760	"	a12450	Ship Teleg. & Govt.
8430	"	9610	Fixed	10770	"	12465	Government
8440	"	9620	"	10780	"	A12480	Ship Teleg. & Govt.
8450	"	9630	"	10790	"	12495	Coastal Teleg.
8460	Government	9640	"	10800	"	a12510	Coastal Teleg. & Govt.
8470	"	9650	"	10810	"	12525	Coastal Teleg.
8480	Coastal Teleg.	i9660	Fixed & Govt.	10820	"	12540	Government
8490	"	9670	Fixed	10830	"	12550	Coastal Teleg.
e8500	Coastal Teleg. & Govt.	9680	"	10840	"	12570	"
8510	Government	9690	"	10850	"	12585	"
k8520	Coastal Teleg. & Govt.	9700	"	10860 10855	Aviation	12600	Government
8530	Government	9710	Government	10870	Fixed	12615	"
8540	Coastal Phone	9720	Fixed	10880	"	i12630	Coastal Teleg. & Govt.
8550	"	9730	"	10890	"	12645	Coastal Teleg.
8560	"	9740	Government	10900	"	12660	"
8570	Coastal Teleg.	9750	Fixed	10910	"	12675	"
8580	"	9760	"	10920	"	12690	Government
8590	Government	9770	"	10930	"	12705	"
8600	"	9780	"	10940	"	12720	Coastal Teleg.
8610	"	9790	"	10950	Aviation	12735	"
8620	"	9800	"	10960 10955	"	12750	"
8630	Coastal Teleg.	9810	"	10970	"	12765	Government
8640	"	9820	"	10980	"	A12780	Coastal Teleg. & Govt.
8650	"	9830	"	10990	Fixed	12795	Government
** 8655	Gen. Experimental	9840	"	11000	"	12810	Coastal Phone
8660	"	9850	"	11010	"	12825	"
8670	Coastal Teleg.	9860	"	11020	"	12840	"
8680	"	9870	"	11030	"	12855	"
8690	"	9880	"	a11010	Ship Teleg. & Govt.	** 12862.5	Gen. Experimental
8700	Fixed	9890	"	11025	Ship Teleg.	12870	Government
8710	"	9900	"	11040	Maritime Calling	12885	"
8720	"	9910	"	11055	Ship Teleg.	12900	"
8730	Government	9905	"	11070	"	A12915	Fixed & Govt.
8740	"	9910	"	11085	"	12930	Fixed
8750	"	9920	Government	11100	"	12940	"
8760	"	9930	Fixed	11115	Coastal Teleg.	12945	"
8770	"	9940	"	11130	"	12955	"
8780	"	9950	"	11145	"	12960	"
8790	Fixed	9960	"	11160	"	12970	"
8800	"	9970	"	11175	"	12975	"
8810	Ship Phone & Fixed	9980	"	11190	"	12990	"
8820	Ship Phone	9990	Government	11205	"	13000	"
8830	"	10000	Fixed	11220	"	13005	"
8840	"	10010	"	11235	"	13015	"
8850	Ship Phone & Fixed	10020	"	11250	"		
8860	Fixed & Govt.	h 10030	Government	11265	"		
8870	Government			11280	"		
8880	"			11295	"		
a 8885	"			11310	"		
8890	"			11325	"		
8900	Fixed			11340	Coastal Teleg.		
8905	"			11355	Mobile Press		
8910	"						

\*Available for non-government assignments to International Broadcast Stations on a temporary basis and subject to cancellation at the discretion of the Commission without advance notice or hearing.

\*Available for non-government assignments to International Broadcast Stations on a temporary basis and subject to cancellation at the discretion of the Commission without advance notice or hearing.

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# Frequency Allocations to Services in Bands from 10 to 300,000 KC.

(FCC Orders Nos. 18 and 19, Promulgated Oct. 13, 1937, to be Effective Oct. 13, 1938)

(Continued from Page 331)

Frequency (kilocycles)	Allocation	Frequency (kilocycles)	Allocation	Frequency (kilocycles)	Allocation	Frequency (kilocycles)	Allocation
13020	Fixed	14650	Fixed	16315	Fixed	18520	Fixed
13030	"	14665	"	16320	Government	18540	"
13035	"	14680	"	16330	Fixed	18560	"
13050	Coastal Teleg.	14695	"	16340	Government	18580	"
13065	"	14710	"	16345	Fixed	18600	"
13080	"	14725	"	16360	"	18620	"
13095	Government	14740	"	16370	"	18640	"
13110	"	14755	"	16375	"	18660	"
13125	"	14770	"	16380	"	18680	"
13140	"	14785	"	16405	Ship Teleg.	18700	"
13155	"	14800	"	16420	Government	18720	"
13170	Coastal Teleg.	14815	"	16440	Aviation	18740	"
13185	Fixed	14830	"	16460	Ship Teleg.	18760	"
13200	Ship Phone	14845	"	16480	"	18780	"
13210	"	14860	"	16500	"	18800	"
13225	"	14875	"	16520	"	18820	"
13230	"	14890	"	16540	Government	18840	"
13245	"	14905	"	16560	Maritime Calling	18860	"
13260	"	14920	"	16580	Ship Teleg.	18880	"
13275	"	14935	"	16600	Ship Teleg. & Govt.	18900	"
13290	Government	14950	"	16620	Government	18920	"
13305	"	14965	"	16640	Ship Teleg. & Govt.	18940	"
13320	"	14980	"	16660	Ship Teleg.	18960	"
13335	"	14995	"	16680	"	18980	"
13350	"	15000	Government	16700	Mobile Press	19000	"
13365	Fixed	15010	Fixed	16720	"	19020	"
13380	"	15025	"	16740	Coastal Teleg.	19040	"
13390	"	15040	"	16760	Coastal Teleg.	19060	"
13375	"	15055	"	16780	"	19080	"
13380	Government	15070	"	16800	"	19100	"
13390	Fixed	15085	"	16820	Government	19120	"
13405	"	15110	Int. Broadcast	16840	Coastal Teleg.	19140	"
13410	"	15130	Government	16860	"	19160	"
13420	"	15150	Int. Broadcast	16880	"	19180	"
13435	"	15170	"	16900	"	19200	"
13450	"	15190	"	16920	Coastal Teleg. & Govt.	19220	"
13465	"	15210	"	16940	Government	19240	"
13480	"	15230	"	16960	Coastal Teleg. & Govt.	19260	"
13495	"	15250	"	16980	Coastal Teleg.	19280	"
13510	"	15270	"	17000	Coastal Teleg. & Aviation	19300	"
13525	"	15290	"	17020	Government	19320	"
13540	"	15310	"	17040	Coastal Teleg.	19340	"
h 13545	Government	15330	"	17060	Government	19360	"
13555	Fixed	15355	Fixed	17080	Coastal Phone	19380	"
13570	"	15370	"	17100	"	19400	"
13575	Government	15385	"	17120	"	19420	"
13585	Fixed	15400	"	17140	Fixed	19440	"
13600	"	15415	"	17160	"	19460	"
13615	"	15430	"	17180	Government	19480	"
13630	"	15445	"	17200	"	19500	"
13645	"	15460	"	17220	Fixed	19520	"
13660	"	15475	"	17240	Government	19540	"
13675	"	15490	"	17260	Fixed	19560	"
13690	"	15505	"	17280	"	19580	"
13705	"	15520	"	17300	"	19600	"
13720	"	15535	"	* 17310	Gen. Experimental	19620	"
13735	"	15550	"	17320	"	19640	"
13750	"	15565	"	17340	Fixed	19660	"
13765	"	15580	"	17360	"	19680	"
13780	"	15595	"	17380	"	19700	"
13790	"	15610	"	17400	"	19720	"
13795	"	15625	"	17420	"	19740	"
13810	"	15640	"	17440	"	19760	"
13825	"	15655	"	17460	Government	19780	"
13840	"	15670	"	17480	"	19800	"
13855	"	15675	"	17500	"	19820	"
13870	"	15685	"	17510	"	19840	"
13885	"	15700	"	17520	Fixed	19860	"
13900	"	15715	"	17540	Government	19880	"
13915	"	15730	"	17560	Fixed	19900	"
13930	"	15745	"	17580	"	19920	"
13945	"	15760	"	17600	Ship Phone	19940	"
13960	"	15775	"	17610	"	19960	"
13975	"	15790	"	17620	"	19980	"
13990	"	15805	"	17640	"	20000	Government
14005	Amateur	15820	"	17660	"	20020	Fixed
14020	"	15835	"	17680	"	20040	Government
14035	"	15850	"	17700	Fixed	20060	Fixed
14050	"	15865	"	17720	Government	20080	Government
14065	"	15880	"	17740	"	20100	Fixed
14080	"	15895	"	17760	"	20120	"
14095	"	15910	"	17780	Int. Broadcast	20125	Government
14110	"	15925	"	17800	"	20140	Fixed
14125	"	15940	"	17820	"	20150	Government
14140	"	15955	"	17840	Fixed	20160	Fixed
14155	"	15970	"	17860	"	20180	"
14170	"	15985	"	17880	"	20200	"
14185	"	16000	"	17900	"	20220	"
14200	"	16015	"	17920	"	20225	Government
14215	"	h 16020	Government	17940	"	20240	Fixed
14230	"	16030	Fixed	17960	"	20260	"
14245	"	16045	"	17980	"	20280	"
14260	"	16060	Government	18000	"	20300	"
14275	"	16075	Fixed	18020	"	20320	"
14290	"	16090	Government	18040	"	20340	"
14305	"	16105	Fixed	h18060	Fixed & Govt.	20360	"
14320	"	16120	Government	18080	Fixed	20380	"
14335	"	16135	Fixed	18100	Government	20400	"
14350	"	16150	Fixed	18120	Government	20420	"
14365	"	16160	Government	18140	Fixed	20440	"
14380	"	16175	"	18160	"	20460	"
14395	"	16190	"	18180	"	20480	"
14410	Fixed	16155	Fixed	18200	"	20500	"
14425	"	16180	Government	18220	"	20520	"
14440	"	16195	Fixed	18240	"	20540	Government
14455	"	16210	"	18260	"	20560	Fixed
14470	"	16225	Government	18280	"	20580	"
14485	"	16240	Aviation	18300	"	20600	"
14500	"	16255	Fixed	18320	"	20620	"
14515	"	16270	"	18340	"	20640	"
14530	"	16285	"	18360	Aviation	20660	"
14545	"	16300	Government	18380	Fixed	20680	Government
14560	"			18400	"	20700	Fixed
14575	"			18420	"		
14590	"			18440	"		
14605	"			18460	"		
14620	"			18480	"		
14635	"			18500	"		

<sup>1</sup> Available for non-government assignments to International Broadcast Stations on a temporary basis and subject to cancellation at the discretion of the Commission without advance notice or hearing.





# Frequency Allocations to Services in Bands from 10 to 300,000 KC.

(FCC Orders Nos. 18 and 19, Promulgated Oct. 13, 1937, to be Effective Oct. 13, 1938)

(Continued from Page 333)

Frequency (kilocycles)	Allocation	Frequency (kilocycles)	Allocation	Frequency (kilocycles)	Allocation	Frequency (kilocycles)	Allocation
35860	Intership	40340	Government	60220	Government	64740	Government
900	Police	380	"	260	"	780	"
940	Forestry	420	"	800	"	820	"
980	Mobile Press	460	"	840	"	860	"
		500	"	380	"	900	"
36020	Government	540	"	420	"	940	"
060	"	580	"	460	"	980	"
100	"	620	"	500	"		
140	"	660	"	540	"	65020	Government
180	"	700	"	580	"	060	"
220	"	740	"	620	"	100	"
260	"	780	"	660	"	140	"
300	"	820	"	700	"	180	"
340	"	860	"	740	"	220	"
380	"	900	"	780	"	260	"
420	"	940	"	820	"	300	"
460	"	980	"	860	"	340	"
500	"			900	"	380	"
540	"	41020	Broadcasting	940	"	420	"
580	"	060	"	980	"	460	"
620	"	100	"			500	"
660	"	140	"	61020	Government	540	"
700	"	180	"	060	"	580	"
740	"	220	"	100	"	620	"
780	"	260	"	140	"	660	"
820	"	300	"	180	"	700	"
860	"	340	"	220	"	740	"
900	"	380	"	260	"	780	"
940	"	420	"	300	"	820	"
980	"	460	"	340	"	860	"
		500	"	380	"	900	"
37020	Relay Broadcast	540	"	420	"	940	"
060	Fixed	580	"	460	"	980	"
100	Police	620	"	500	"		
140	Special Services	660	"	540	"	66000	Television
180	Special Emergency	700	"	580	"	72000	
220	Police	740	"	620	"		
260	Coastal and Ship Harbor	780	"	660	"	72040	Government
300	Government	820	"	700	"	120	"
340	Relay Broadcast	860	"	740	"		
380*	Police	900	"	780	"	72200	Government
420	Mobile Press	940	"	820	"	280	"
460	Fixed	980	"	860	"	360	"
500	Police			900	"	440	"
540	Experimental	42020	Broadcasting	940	"	520	"
580	Coastal and Ship Harbor	060	"	980	"	600	"
620	Relay Broadcast	100	"			680	"
660	Intership	140	"	62020	Government	760	"
700	Government	180	"	060	"	840	"
740	Marine Fire	220	"	100	"	920	"
780	Police	260	"	140	"		
820	Special Emergency	300	"	180	"	73000	Government
860	Aviation	340	"	220	"	080	"
900	Police	380	"	260	"	160	"
940	Coastal and Ship Harbor	420	"	300	"	240	"
980	Relay Broadcast	460	"	340	"	320	"
		500	"	380	"	400	"
38020	Government	540	"	420	"	480	"
060	"	580	"	460	"	560	"
100	"	620	"	500	"	640	"
140	"	660	"	540	"	720	"
180	"	700	"	580	"	800	"
220	"	740	"	620	"	880	"
260	"	780	"	660	"	960	"
300	"	820	"	700	"		
340	"	860	"	740	"	74040	Government
380	"	900	"	780	"	120	"
420	"	940	"	820	"	200	"
460	"			860	"	280	"
500	"	42980	Broadcasting	900	"	360	"
540	"			940	"	440	"
580	"	43020	Broadcasting	980	"	520	"
620	"	060	"			600	"
660	"	100	"	63020	Government	680	"
700	"	140	"	060	"	760	"
740	"	180	"	100	"	840	"
780	"	220	"	140	"	920	"
820	"	260	"	180	"		
860	"	300	"	220	"	75000	Government
900	"	340	"	260	"	080	"
940	"	380	"	300	"	160	"
980	"	420	"	340	"	240	"
		460	"	380	"	320	"
39020	Mobile Press	500	"	420	"	400	"
060	Aviation	540	"	460	"	480	"
100	Police	580	"	500	"	560	"
140	Special Services	620	"	540	"	640	"
180	Police	660	"	580	"	720	"
220	Coastal and Ship Harbor	700	"	620	"	800	"
260	Relay Broadcast	740	"	660	"	880	"
300	Government	780	"	700	"	960	"
340	Special Emergency	820	"	740	"		
380	Police	860	"	780	"	76040	Government
420	Forestry	900	"	820	"	120	"
460	Experimental	940	"	860	"	200	"
500	Police	980	"	900	"	280	"
540	Special Services			940	"	360	"
580*	Coastal and Ship Harbor	44000	Television*	980	"	440	"
620	Relay Broadcast	50000					520
660	Special Emergency			64020	Government	600	"
700	Government	50000		060	"	680	"
740	Forestry			100	"	760	"
780	Police	56000	Television	140	"	840	"
820	Relay Broadcast			180	"	920	"
860	Special Emergency	56000		220	"		
900	Police			260	"	77000	Government
940	Forestry	60000	Amateur	300	"	080	"
980	Mobile Press			340	"	160	"
		60020	Government	380	"	240	"
40020	Government	060	"	420	"	320	"
080	"	100	"	460	"	400	"
100	"	140	"	500	"	480	"
140	"	180	"	540	"	560	"
180	"			580	"	640	"
220	"			620	"	720	"
260	"			660	"	800	"
300	"			700	"	880	"
340	"			740	"	960	"
380	"			780	"		
420	"			820	"		
460	"			860	"		
500	"			900	"		
540	"			940	"		
580	"			980	"		
620	"						
660	"						
700	"						
740	"						
780	"						
820	"						
860	"						
900	"						
940	"						
980	"						

\*Existing authorizations for low powered fixed service in the Territory of Hawaii to remain unchanged for the present.

Frequency (kilocycles)	Allocation	Frequency (kilocycles)	Allocation	Frequency (kilocycles)	Allocation	Frequency (kilocycles)	Allocation
7780	Government	110040	Government	127980	Government (Airport Traffic Control)	142060	Broadcast
960	"	120	"	200	"	200	"
78000	Television	200	"	340	"	840	"
84000	"	280	"	460	Government (Airport Traffic Control)	480	"
84000	"	860	"	220	"	620	"
84000	Television	110440	Government	340	"	900	"
90000	"	520	"	580	Government (Airport Traffic Control)	148040	Broadcast
90040	Government	600	"	700	"	180	"
120	"	680	"	820	"	320	"
200	"	760	"	940	Government (Airport Traffic Control)	460	"
280	"	840	"	129000	Guard Band	600	"
360	"	920	"	180	"	740	"
440	"	111000	Government	300	Aviation (Airport Traffic Control)	880	"
520	"	080	"	420	Guard Band	144080	Government
600	"	160	"	540	"	220	"
680	"	240	"	660	"	360	"
760	"	320	"	780	Aviation (Airport Traffic Control)	500	"
840	"	400	"	900	Guard Band	640	"
920	"	480	"	130020	Guard Band	780	"
91000	Government	560	"	160	"	920	"
080	"	640	"	300	Aviation (Airport Traffic Control)	146040	Government
160	"	720	"	440	"	180	"
240	"	800	"	580	"	320	"
320	"	880	"	720	"	460	"
400	"	960	"	860	Aviation (Airport Traffic Control)	600	"
480	"	112000	Amateur	131000	Guard Band	740	"
560	"	118000	"	140	"	880	"
640	"	118060	Government	280	"	147020	Government
720	"	180	"	420	Aviation (Airport Traffic Control)	160	"
800	"	300	"	560	Guard Band	300	"
880	"	420	"	700	"	440	"
960	"	540	"	840	Aviation (Airport Traffic Control)	800	"
92040	Government	660	"	980	Guard Band	580	"
120	"	780	"	182120	Aviation Broadcast Special Services Coastal and Ship Harbor Experimental	720	"
200	"	900	"	260	Broadcast Special Services	860	"
280	"	119020	Government	400	Police	148000	Government
360	"	140	"	540	Broadcast	140	"
440	"	260	"	680	Experimental	280	"
520	"	380	"	820	Police	420	"
600	"	500	"	960	Broadcast	560	"
680	"	620	"	183100	Broadcast	700	"
760	"	740	"	240	Fixed	840	"
840	"	860	"	380	Special Services	980	"
920	"	980	"	520	Police	149120	Government
98000	Government	120100	Government	660	Special Emergency	260	"
080	"	220	"	800	Fixed	400	"
160	"	340	"	940	Aviation	540	"
240	"	460	"	134080	Broadcast	680	"
320	"	580	"	220	Mobile Press	820	"
400	"	700	"	360	Experimental	960	"
480	"	820	"	500	Police	150120	Government
560	"	940	"	640	Fixed	280	"
640	"	121060	Government	780	Broadcast	440	"
720	"	180	"	920	"	600	"
800	"	300	"	135060	Police	760	"
880	"	420	"	200	Aviation	920	"
960	"	540	"	340	Special Services	151080	Government
94040	Government	660	"	480	Coastal and Ship Harbor	240	"
120	"	780	"	620	Special Services	400	"
200	"	900	"	760	Broadcast	560	"
280	"	122020	Government	900	Mobile Press	720	"
360	"	140	"	186040	Fixed	880	"
440	"	260	"	180	Police	152040	Government
520	"	380	"	136320	Aviation	200	"
600	"	500	"	460	Special Emergency	360	"
680	"	620	"	600	Fixed	520	"
760	"	740	"	740	Broadcast	680	"
840	"	860	"	880	"	840	"
920	"	980	"	137020	Aviation	153000	Government
95000	Government	123100	Government	160	Coastal and Ship Harbor	160	"
080	"	220	"	300	Police	320	"
160	"	340	"	440	Special Services	480	"
240	"	460	"	580	Marine Fire	640	"
320	"	580	"	720	Fixed	800	"
400	"	700	"	860	Special Services	960	"
480	"	820	"	138000	Mobile Press	154120	Government
560	"	940	"	140	Experimental	280	"
640	"	124060	Government	280	Aviation	440	"
720	"	180	"	420	Police	600	"
800	"	300	"	560	Broadcast	760	"
880	"	420	"	700	"	920	"
960	"	540	"	840	Special Services	155080	Government
96000	Television	660	"	980	Aviation	240	"
102000	"	780	"	139120	Police	400	"
102000	"	900	"	260	Special Emergency	560	"
102000	Television	125020	Government	400	Fixed	720	"
108000	"	140	"	540	Special Services	880	"
108000	"	260	"	680	Mobile Press	156000	Government
108040	Government	380	"	820	Aviation	240	"
120	"	500	"	960	Experimental	400	"
200	"	620	"	140100	Marine Fire	560	"
280	"	740	"	240	Fixed	720	"
360	"	860	"	380	Special Emergency	880	"
440	"	980	"	520	Aviation	156000	Broadcast (Television)
520	"	126100	Government	660	Broadcast	162000	Broadcast (Television)
600	"	180	"	800	Special Services	168000	Government
680	"	300	"	940	Police	200	"
760	"	420	"	141080	Fixed	360	"
840	"	540	"	220	Aviation	520	"
920	"	660	"	360	Experimental	680	"
109000	Government	780	"	500	Fixed	840	"
080	"	900	"	620	Special Emergency		
160	"	127020	Government (Airport Traffic Control)	740	Aviation		
240	"	140	Government	860	Special Services		
320	"	280	"	920	Police		
400	"	380	"				
480	"	500	Government (Airport Traffic Control)				
560	"	620	"				
640	"	740	Government				
720	"	860	"				
800	"						
880	"						
960	"						

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# Frequency Allocations to Services in Bands from 10 to 300,000 KC.

(FCC Orders Nos. 18 and 19, Promulgated Oct. 13, 1937, to be Effective Oct. 13, 1938)  
(Continued from Page 335)

Frequency (kilocycles)	Allocation	Frequency (kilocycles)	Allocation	Frequency (kilocycles)	Allocation	Frequency (kilocycles)	Allocation
169000	Government	198140	Government	240000	Broadcast (Television)	272260	Government
160	"	940	"	246000		540	"
320	"	540	"	246120	Government	273100	Government
480	"	740	"	360	"	380	"
640	"	940	"	600	"	660	"
800	"	199140	Government	840	"	940	"
960	"	340	"	247080	Government	274220	Government
170140	Government	540	"	320	"	500	"
320	"	740	"	560	"	780	"
500	"	940	"	800	"	275060	Government
680	"	200140	Government	248040	Government	340	"
860	"	340	"	280	"	620	"
171040	Government	540	"	760	"	900	"
220	"	740	"	249000	"	276180	Government
400	"	940	"	280	"	460	"
580	"	201140	Government	480	"	740	"
760	"	340	"	249240	Government	277020	Government
940	"	540	"	480	"	300	"
172120	Government	740	"	960	"	580	"
300	"	940	"	260220	Government	860	"
480	"	202140	Government	420	"	278140	Government
660	"	540	"	480	"	700	"
840	"	740	"	740	"	980	"
178020	Government	940	"	251000	Government	279260	Government
200	"	203140	Government	260	"	540	"
178380	Government	240	"	520	"	820	"
560	"	340	"	780	"	280100	Government
740	"	540	"	252040	Government	880	"
920	"	740	"	300	"	660	"
174100	Government	940	"	560	"	940	"
280	"	204000	Broadcast (Television)	820	"	253080	Government
460	"	210000		340	"	600	"
640	"	210000	Broadcast (Television)	860	"	780	"
820	"	216000		340	"	500	"
175000	Government	216110	Government	254120	Government	281220	Government
180	"	320	"	380	"	700	"
360	"	550	"	640	"	860	"
540	"	770	"	900	"	282000	Broadcast (Television)
720	"	990	"	255160	Government	288000	
900	"	217210	Government	420	"	288000	Broadcast (Television)
176080	Government	450	"	680	"	294150	
260	"	650	"	940	"	450	"
440	"	870	"	256200	Government	760	"
620	"	218090	Government	460	"	295050	Government
800	"	310	"	720	"	350	"
980	"	530	"	980	"	650	"
177160	Government	750	"	257240	Government	950	"
340	"	970	"	500	"	296250	"
520	"	219190	Government	760	"	550	"
700	"	410	"	258000	Broadcast (Television)	850	"
880	"	630	"	264000		297150	Government
178060	Government	860	"	264000	Broadcast (Television)	450	"
240	"	220070	Government	270000		298050	Government
420	"	290	"	271140	Government	350	"
600	"	510	"	420	"	650	"
780	"	730	"	700	"	950	"
960	"	950	"	980	"	299250	Government
179140	Government	221170	Government	222650	Government	550	"
500	"	390	"	270	"	850	"
680	"	610	"	490	"	297150	Government
860	"	830	"	710	"	450	"
180000	Broadcast (Television)	222650	Government	930	"	760	"
186000		223150	Government	290	"	298050	Government
186000	Broadcast (Television)	370	"	223150	Government	350	"
192000		490	"	540	"	650	"
192140	Government	710	"	740	"	950	"
340	"	810	"	940	"	299250	Government
540	"	224000	Amateur	180000	Broadcast (Television)	550	"
740	"	230000		290	"	850	"
940	"	230120	Government	450	"	297150	Government
193140	Government	360	"	760	"	450	"
340	"	600	"	258000	Broadcast (Television)	760	"
540	"	840	"	264000		298050	Government
740	"	231080	Government	270000	350	"	
940	"	320	"	271140	Government	650	"
194140	Government	560	"	420	"	950	"
340	"	800	"	700	"	299250	Government
540	"	232040	Government	980	"	550	"
740	"	250	"	222650	Government	850	"
940	"	520	"	270	"	297150	Government
195140	Government	760	"	490	"	450	"
340	"	233000	Government	710	"	760	"
540	"	230120	Government	930	"	298050	Government
740	"	360	"	223150	Government	350	"
940	"	600	"	370	"	650	"
196140	Government	840	"	590	"	950	"
340	"	231080	Government	810	"	299250	Government
540	"	320	"	224000	Amateur	550	"
740	"	560	"	230000		290	"
940	"	800	"	230120	Government	850	"
196140	Government	232040	Government	360	"	297150	Government
340	"	250	"	600	"	450	"
540	"	520	"	840	"	760	"
740	"	760	"	231080	Government	950	"
940	"	233000	Government	320	"	299250	Government
197140	Government	240	"	560	"	550	"
340	"	480	"	800	"	850	"
540	"	720	"	232040	Government	297150	Government
740	"	234000	Broadcast (Television)	250	"	450	"
940	"	240000		280	"	760	"
		240000	Broadcast (Television)	520	"	950	"

## Paul F. Godley

*Consulting Radio Engineer*

Phone

**Montclair (N. J.) 2-7859**

# Experimental Television Broadcast Stations in the United States

(Authorized by FCC as of January 1, 1938)

Call Letters	Licensee and Location	Power in Watts	Call Letters	Licensee and Location	Power in Watts
<b>2,000-2,100 Kilocycles</b>					
W9XK <sup>1</sup>	University of Iowa, Iowa City, Ia.	100	W9XAK <sup>2</sup>	Kansas State College of Agriculture & Applied Science, Manhattan, Kan.	125
W9XG <sup>3</sup>	Purdue University, W. LaFayette, Ind.	1,500			
<b>42,000-56,000 and 60,000-86,000 Kilocycles</b>					
W2XAX	Columbia Broadcasting System, Inc., New York City	50	W8XAN	Sparks-Withington Co., Jackson, Mich.	100
W6XAO <sup>4</sup>	Don Lee Broadcasting System, Los Angeles	150	W9XAT <sup>5</sup>	Dr. George W. Young, Minneapolis, Minn.	500
W9XD <sup>6</sup>	The Journal Co., Milwaukee, Wis.	500	W1XG	General Television Corp., Boston	500
W3XE	Philco Radio & Television Corp., Philadelphia	10,000	W9XAL <sup>7</sup>	First National Television Corp., Kansas City	300
W3XP	RCA Mfg. Co., Camden, N. J.	30,000	W9XUT <sup>8</sup>	University of Iowa, Iowa City, Ia.	100
W10XX	RCA Mfg. Co., Camden, N. J. (portable-mobile)	50	W2XBS	National Broadcasting Co., New York City	12,000
W2XDR <sup>9</sup>	Radio Pictures, Inc., Long Island City, N. Y.	1,000	W3XP (CP)	Farnsworth Television Inc., Philadelphia	4,000
<b>92,000 and 175,000-180,000 Kilocycles</b>					
W2XBT (CP)	National Broadcasting Co., New York City	400			
<b>204,000-210,000 Kilocycles</b>					
			W3XP (CP)	Philco Radio & Television Corp., Philadelphia	15
<b>Any 6,000 Kc. Band Above 110,000 Kc. Excluding 400,000-401,000 Kc.</b>					
W3XAD	RCA Mfg. Co., Camden, N. J. (portable)	500			

CP—Construction Permit only as of Jan. 1, 1938.

<sup>1</sup> Also licensee of station WSUI, Iowa City, Iowa.  
<sup>2</sup> Also licensee of station KSAC, Manhattan, Kan.  
<sup>3</sup> Also licensee of station KHJ, Los Angeles  
<sup>4</sup> Also licensee of station WTMJ, Milwaukee

<sup>5</sup> Also licensee of station WQXR, New York City.  
<sup>6</sup> Also licensee of station WGDY, Minneapolis  
<sup>7</sup> Also licensee of station KXBY, Kansas City, Mo.  
<sup>8</sup> Also licensee of station WBAW, W. LaFayette, Ind.

## U. S. and Foreign Television Laboratories and Experimental Services

(See log of U. S. experimental stations above)

**United States**  
**RCA MANUFACTURING Co.**—Camden, N. J. Telephone: Camden 9000. Vice President in Charge of Research and Engineering: L. M. Clement. Director of General Research: E. W. Engstrom. Television Scientist: Vladimir Zworykin. (Experimental stations).

**PHILCO RADIO & TELEVISION Co.**—Tioga & C Streets, Philadelphia, Pa. Telephone: Nebraska 5100. Chief Television Engineer: A. F. Murray. (Experimental station).

**FARNSWORTH TELEVISION Inc.**—127 E. Mermaid Lane, Philadelphia, Pa. Telephone: Chestnut Hill 5966. Director: Philo T. Farnsworth. Chief Engineer: A. H. Brally. (Experimental station).

**BELL TELEPHONE LABORATORIES**—463 West St., New York City. (Visual transmission and coaxial cable experimentation).

**FIRST NATIONAL TELEVISION Corp.**—Fidelity Bldg., Kansas City, Mo. Telephone: Harrison 5818. Director: Sidney Q. Noel. (Experimental station and school).

**DON LEE BROADCASTING SYSTEM**—Television division, 7th & Bixel St., Los Angeles, Cal. Telephone: Vaudike 7111. Director: Harry Lubcke. (Experimental station).

**COLUMBIA BROADCASTING SYSTEM**—485 Madison Ave., New York City. Telephone: Wickersham 2-2000. Executives in Charge: Paul W. Kesten, Adrian Murphy. Chief Television Engineer: Peter C. Goldmark. (Experimental station and research).

**NATIONAL BROADCASTING Co.**—RCA Bldg., New York City. Telephone: Circle 7-8300. Television Coordinator: C. W. Farrier, Manager. Television Program Division: Thomas H. Hutchinson. Chief Engineer: O. B. Hanson. Development Engineer: Robert M. Morris. (Experimental station).

**INTERNATIONAL TELEVISION RADIO Corp.**—71 W. 23rd St., New York City. Telephone: Stuyvesant 9-2410. President: William H. Priest.

**MIDLAND TELEVISION Inc.**—Power & Light Bldg., Kansas City. Telephone: Harrison 5852. President: G. L. Taylor. (School and television research).

**THE MILWAUKEE JOURNAL**—333 W. State St., Milwaukee, Wis. Telephone: Marquette 6000. Director: Walter J. Damm. (Experimental station).

**PURDUE UNIVERSITY**—West Lafayette, Ind. Telephone: 2917. Directors: Dr. C. F. Harding, Prof. R. H. George, H. J. Heim. (Experimental station).

**UNIVERSITY OF IOWA**—Iowa City, Ia. Directors of Television: Prof. E. B. Kurtz, J. L. Potter. (Experimental station).

**KANSAS STATE COLLEGE OF AGRICULTURE**—Manhattan, Kan. Director: R. G. Kloeffler. (Experimental station).

**DR. GEORGE W. YOUNG**—Radio Station WGDY, Minneapolis, Minn. Telephone: Cherry 3377. Technical Director: George K. Jacobson. (Experimental station).

**GENERAL ELECTRIC Co.**—Schenectady, N. Y. Telephone: Schenectady 4-2211. Manager of Broadcasting: C. H. Lang. Assistant Manager of Broadcasting: B. W. Bullock. (Television research).

### Foreign

**BRITISH BROADCASTING Corp.**—Broadcasting House, London W-1, England. Telephone: Welbeck 4468. Director of Television: Gerald Cook. Assistant Director of Television: R. A. Rendall. Television Executive: L. Schuster. (Operates television broadcasting service, all others either producing, transmitting or receiving equipment, or both).

**ELECTRIC & MUSICAL INDUSTRIES Ltd. (EMI)**—Blythe Road, Hayes, Middlesex, England. Telephone: Southall 2468. Technical Director: I. Schoenberg. Affiliated with Marconi-E.M.I. Television Co. Ltd., the Marconiphone Co., and H.M.V. (the Gramophone Co.).

**BAIRD TELEVISION Ltd.**—60 Haymarket, London, England. Telephone: Whitehall 5454. Chairman: Sir Harry Greer. Joint Managing Directors: John Logie Baird, H. Clayton. (Associated with Gaumont British Films, which also owns Bush Radio Ltd.).

**MARCONIPHONE Co. Ltd.**—210 Tottenham Court Road, London, England. Telephone: Museum 4144. Executive in Charge: J. H. Williams. (Manufacturers HMV receivers).

**THE GRAMOPHONE Co. Ltd.**—Hayes, Middlesex, England. Telephone: Southall 2468.

**EDISON SWAN ELECTRIC Co. Ltd.**—155 Charing Cross Road, London WC-2, England. Telephone: Gerard 8960. Manager of Radio Division: W. W. Burnham.

**SCOPHONY Ltd.**—Thornwood Lodge, Campbell Hill, London W-8, England. Telephone: Park 8181. Director: Solomon Sagall. (Television transmitting and receiving apparatus).

**BUSH RADIO Ltd.**—Woodger Road, Shepherds Bush, London, England. Telephone: Shepherds Bush 5341-4. (Manufacturers Baird receivers).

**GENERAL ELECTRIC Co. Ltd.**—Magnet House, Kingsway, London, England. Telephone: Temple Bar 8000. Director of Research: C. C. Paterson.

**FERRANTI Ltd.**—Radio Works, Moston, Manchester 10, England. Telephone: Fallsworth 2271. Manager of Television Department: M. K. Taylor.

**PYE Ltd.**—Radio Works, Cambridge, England. Telephone: Cambridge 3434. General Manager: W. L. Tregoning.

**A. C. COSSOR Ltd.**—Cossor Works, Highbury Grove, London, England. Telephone: Canonbury 1234. Chief of Television Department: L. H. Bedford.

**HALCYON RADIO Ltd.**—Sterling Works, Dagenham, Essex, England. Telephone: Seven Kings 3466.

**FERNSEH A. G.**—Berlin Zehlendorf Goerzallee, Berlin, Germany. Telephone: 84-00-11. Directors: Dr. Paul Goerz, Dr. Georg Schubert.

**TELEFUNKEN G m.b. H.**—(Affiliated with RCA), Berlin, Germany. Director: Dr. Rukop.

**DR. ARTHUR KORN**—Grunewald Wagenheimstrasse, Berlin-Charlottenberg, Germany. Telephone: 97-25-95.

**REICHSPOSTMINISTERIUM**—Collaborating with Reichs-Rundfunk-Gesellschaft, Leipzig Strasse, Berlin W-66, Germany. Telephone: 12-00-42. Director: Dr. H. Gess.

**RADIO AKTIENGESELLSCHAFT**—Weissenweg 10, Berlin, Germany. Telephone: Berlin Albrecht 1111. Director: Dr. Sigmund Loewe.

**REICHS-RUNDFUNK-GESELLSCHAFT**—German Broadcasting Co., Rundfunk Haus, Berlin, Germany. Telephone: Berlin 93-69-51. Director: Dr. H. Glasmeier.

**N. V. PHILIPS' GLOEILAMPEN-FABRIEKEN**—(Philips Works) Eindhoven, Holland. President: Dr. A. F. Philips. Director: Dr. Balh van der Pol.

**EMYRADIO**—19 Rue de l'Ancienne Comedie, Paris, France. Telephone: Danton 49-78. Directors: M. Barthelémy, M. Jean Genet.

**LA TELEVISION (SARL)**—29 Avenue des Champs Elysees, Paris. Telephone: Balzac 50-48. Directors: M. Jean Genet, M. Barthelemy.

**ENTE ITALIANO AUDIZIONI RADIOFINICHI**—(EIAR), Italian Broadcasting Co., Turin, Italy. Director of Television: Allensandro Banfi.

**JAPAN BROADCASTING Corp.**—Television laboratory, Kinuta, near Tokyo. Director: Dr. Kenjiro Takayanagi, on leave from Hamamatsu Engineering College.

## PAUL F. GODLEY

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# Digest of FCC Decisions Involving Broadcast Program Service

(Excerpted from *FCC Reports*, Volume II, July 1935-June 1936)

## ADVERTISING.

While the Commission recognizes that United States broadcast stations are for the most part partially supported by advertising, nevertheless privileges granted said stations by the Government are primarily for benefit of the public and benefit derived to advertisers must be incidental and secondary thereto. *U. S. Broadcasting Corporation et al.*, 208 (224). (*Second Annual Report of the Federal Radio Commission to the U. S. Congress (1928)*, at page 108).

## ADVERTISING CONTINUITY.

Under the Communications Act of 1934 licensees have duty of examining into propriety of advertising to be broadcast. *McGlashan et al.*, 145 (152).

## ADVERTISING MATERIAL.

**MISREPRESENTATIONS:** Evidence that applicant made careful check of all advertising material broadcast in order to eliminate misrepresentations considered by Commission in determining that granting of application would serve public interest. *WCAE, Inc.*, 72 (73).

**IN GENERAL:** *Held*, under Sec. 11 of Radio Act of 1927 the Radio Commission was necessarily called upon to consider the character and quality of the service to be rendered and, in considering an application for renewal, the past conduct of the applicant is an important consideration. *McGlashan et al.*, 145 (149).

*Held*, a primary consideration in determining the need for additional service in a given area is the nature and extent of the service already rendered therein. *The Journal Company*, 180 (181).

*Held*, the question as to the need for additional broadcast service in the area proposed to be served depends in large part on the public need for the particular service the applicant proposes to render. *The Journal Co.*, 180 (182).

The familiar rule that past conduct may be taken into account in the consideration of applications for broadcasting privileges found to have a cogent application in this case. *Yount*, 200 (201).

*Held*, complete supervision of and control over programs, including careful examination of their content directly affects the rendition of a public service. *United States Broadcasting Corp. et al.*, 208 (225).

*Held*, the Congress having specifically found by the enactment of the postal fraud statutes that for the protection of our citizens generally the mails may not be used to hoodwink and defraud, affords grounds for this Commission to find that the radio should not be used for such purposes, and any licensee who permits the use of its facilities in that manner acts contrary to the public interest. *Hammond-Calumet Broadcasting Corp.*, 321 (325).

*Held*, in awarding broadcast facilities, where there are conflicting applications, public interest, convenience, and necessity will best be served by awarding the facilities to those who can or will likely render the best service to the area involved. *Glass and Kirkland et al.*, 365 (372).

*Held*, it is an essential element in granting applications that the Commission find that there is a need for the particular service proposed, and where the record discloses only a general plan, the Commission cannot determine the question of public interest. *East Texas Broadcasting Co. et al.*, 402 (409).

*Held*, Section 307(b) of the Communications Act of 1934 contemplates as an element of "public interest, convenience, and necessity" that stations will render a needed service and that mere addition to the number of existing stations, when no need is shown, does not serve public interest, convenience and necessity. *East Texas Broadcasting Co. et al.*, 402 (409).

Evidence that program service afforded little substance in determining whether the listeners in the area involved would derive benefit from the service proposed, considered, in denying application for new station. *Cramer and Anderson*, 418 (420).

*Held*, Parties applying for broadcast facilities should familiarize themselves with the conditions prevailing in the community, so that they may testify accordingly concerning the commercial, economic, and social conditions prevailing in such community in order that the Commission, when passing upon the whole record, may be able to determine that the proposed enterprise will likely be sustained by the community, and unless an applicant is conversant with the matters indicated, he is not in a position to render the type of service required by the statute. *DeBogory*, 422 (425).

*Held*, in considering the renewal of license of an established station, the Commission will take into consideration the service of the station as a whole and determine whether or not that service is of such character as to outweigh the station's dereliction in the broadcasting of programs, such as those enumerated, which cannot be said to be in the public interest. *Farmers and Bankers Life Insurance Co.*, 455 (457); *The Journal Co.*, 609 (612); *Don Lee Broadcasting System*, 642 (646).

*Held*, in order to determine whether the future operation of a broadcast station will serve public interest, convenience, and necessity the Commission must be able to ascertain the nature and character of the program service intended to be rendered. *Theliman*, 548 (550).

Failure of applicant for new broadcast station to make a sufficient showing as to need for proposed service, not already met by existing facilities, considered by Commission in denying application. *Olifford*, 573 (575).

The fact that applicant for new station was committed against any station policy that would tend to over-emphasize or advance the private interests of the applicant at the expense of the public service considered in approving proposed program service of applicant. *Fountain of Youth Properties, Inc.*, 617 (619).

*Held*, the Commission conceives it to be its duty in the public interest to assist existing licensees, who are making a real effort to render a meritorious service to the listening public, to improve that service wherever possible. *Portland Broadcasting System, Inc. et al.*, 656 (664).

Comparison of services rendered by applicant requesting facilities of an existing station with the services rendered by such existing station found not to warrant depriving existing station of part of the hours of operation now assigned to it. *Portland Broadcasting System, Inc. et al.*, 656 (677-679).

**APPLICANT FOR AUTHORITY TO TRANSMIT PROGRAMS TO FOREIGN STATIONS:** Application for authority to transmit programs to foreign radio stations denied when (1) applicant was inextricably tied up with the management of the licensee of a foreign station whose past program service was found to have been highly undesirable; (2) evidence of proposed program service was unsatisfactory; (3) the character of the programs likely to be arranged and transmitted from the proposed studio did not appear to be such as would promote better international relations or to serve the public interest in any of the other ways suggested in the application. *Yount*, 200.

Evidence that proposed program service appeared to be of the same type as that broadcast by station whose renewal application had been previously denied by Commission because not found to be in public interest, considered, in denying authority to transmit programs to a foreign station. *Morris et al.*, 269 (271).

**APPLICANT FOR NEW BROADCAST STATION:** New broadcast station authorized when program service proposed appeared suited to meet the needs of the area to be served and included sustaining programs of civic and religious interest as well as the use of local talent. *Weich, Keller, and Frizzell*, 107 (108); etc.

Lack of evidence sufficient to enable the Commission to determine with certainty the type of program service which would be offered by the applicant, considered, in denying application for new station. *U. S. Broadcasting Corp. et al.*, 208 (231, 232).

Evidence that new broadcast station proposed to conduct a purely local service and applicant, a non-resident, was not shown to be conversant with the needs of the community, the talent available, nor the possibilities of a new station there, considered, in denying application for new station there. *Kennett*, 273 (275).

New broadcast station authorized when it appeared from the testimony that the plans of the applicant were to provide a regional station which would devote itself to the interests of the area sought to be served with an available outlet for local programs and a need for same was shown. *Brackett, Bred and LaPort*, 326 (328).

Lack of evidence to show that proposed new station would receive sufficient commercial support to enable it to render a service which would be in the interest of the public considered, in denying application. *DeBogory et al.*, 336 (340).

Failure to adduce evidence as to character of the service applicants proposed to offer, further than general offer of establishing a local station, considered, in denying application for new station. *East Texas Broadcasting Co. et al.*, 402 (409).

Application for new broadcast station denied when no sufficient showing was made of the quality and nature of the programs applicant proposed to broadcast and no substantial proof was made of the availability of live talent qualified for broadcasting. *Helena Broadcasting Company et al.*, 507 (510).

Failure of applicant for new station to show adequate program plan, considered, in denying application. *Carter, Wolfe, and Knight*, 544 (546); *Theliman*, 548 (550).

Application for new broadcast station denied when no adequate program plan was submitted by the applicant and no conclusive evidence was submitted as to the availability of live talent to produce programs in the public interest. *Clifford*, 573 (575).

Application for new broadcast station denied when, even though there was some evidence introduced intended to show that the applicant would have the cooperation of certain civic and religious organizations, the record did not disclose how the applicant intended to utilize the organizations in connection with his program service or that the existing service with respect to civic and religious programs was either inadequate or unsatisfactory. *Goff*, 585 (587).

New broadcast station authorized when diversified programs were proposed which would be different from those presently broadcast by stations in the same area and a need for same was shown. *National Battery Broadcast Co. et al.*, 594 (400).

New broadcast station authorized when the applicant proposed to broadcast programs of general interest and the facts shown concerning the applicant's qualifications and character afforded substantial assurance that a meritorious program service of general interest would be provided for the public and a need for same was shown. *Fountain of Youth Properties, Inc.*, 617 (619).

Evidence that applicant proposed to offer a diversified service of particular interest to citizens of the area sought to be served, considered, in granting application for new station. *Patterson*, 647 (649).

New broadcast station authorized when the record disclosed that applicant proposed to render a service which would cater to local interests, and had made extensive plans for a well-balanced and varied program service which would find interest among all members and classes of the listening public and a need appeared therefor. *Portland Broadcasting System, Inc. et al.*, 656 (670).

Evidence of tentative programs of the proposed station which indicated that applicant expected to render a suitable local broadcast service, considered, in granting application for new broadcast station. *Big Spring Herald Broadcasting Co. et al.*, 694 (697).

Evidence that enough time was available over existing radio facilities for all local programs, both sustaining and commercial, and for the employment of most of the available first-class local talent, considered, in denying application for new station. *Florida West-Coast Broadcasting Co., Inc.*, 728 (730).

**CHAINS:** Evidence that there was no other station carrying Columbia programs which rendered consistently satisfactory service to that area served by applicant, considered, in granting increased power to broadcast station. *WDRG, Inc.*, 121 (122).

**COMMERCIAL:** *Held*, when the matters presented over a broadcast station are commercial, for the financial gain of the business of the organization, they should be presented as commercial and not cloaked under the guise of religious talks. *United States Broadcasting Corp. et al.*, 208 (219).

**DUPLICATION OF EXISTING SERVICE:** Evidence that program service rendered by applicant was duplicated by other stations in that area, considered, in denying increased power to broadcast station. *McGlashan*, 142 (143).

Evidence that applicant proposed to add another service similar to that already offered; that the program schedule was similar in arrangement to that of an existing station owned by applicant and applicant's failure to show that nothing new or different was proposed which would reflect a different point of view in the community would be made available through the new service, considered, in denying application for new broadcast station. *The Journal Co.*, 180 (182).

Evidence that program service proposed by applicants would be largely a duplication of existing service, considered, in denying applications for new stations. *Hartford Broadcasting Co. et al.*, 330 (334).

**EDUCATIONAL STATION:** Evidence that station had been operating solely for the purpose of disseminating knowledge and information to the public, considered, in granting modification of broadcast license. *Michigan State College*, 302 (303).

(Continued on Page 340)

# 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.

Modern 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.

If acoustical conditions in *your* studios are not all that they should be, a check-up by a Johns-Manville Acoustical Engineer may help you improve materially the quality of your broadcasts. For complete details, write Johns-Manville, 22 E. 40th St., New York, N. Y.

## 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.       |
| KTBS—Shreveport, La.    | WEBC—Duluth, Minn.     | WNAX—Yankton, S. D.      |
| KWKH—Shreveport, La.    | WENR—Chicago, Ill.     | WOR—Newark, N. J.        |
| WABC—New York, N. Y.    | WGN—Chicago, Ill.      | WOW—Omaha, Nebraska      |
| WBBM—Chicago, Ill.      | WHAS—Louisville, Ky.   | WOWO—Ft. Wayne, Ind.     |
| WCCO—Minneapolis, Minn. | WJSV—Washington, D. C. | WTAM—Cleveland, Ohio     |
| WCHS—Charleston, W. Va. | WJZ—New York, N. Y.    | WWJ—Detroit, Mich.       |
|                         | WKRC—Cincinnati, Ohio  |                          |



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

# Digest of FCC Decisions Involving Broadcast Program Service

(Continued from page 388)

Increased facilities granted University station when the Commission was of the opinion that the continuation and enlargement of a program service of the class rendered by applicant was in the public interest. *University of Illinois*, 511 (513).

**EXISTING BROADCAST STATION:** Increased facilities granted broadcast station when its program service was found to have been meritorious. *Enid Radiophone Co.*, 61 (62); *WJW, Inc.*, et al., 110 (113); etc.

Renewal of broadcast license granted, when except for certain programs found by the Commission not to be in the public interest, the program service offered by the applicant had been diversified and generally meritorious. *Knickerbocker Broadcasting Co., Inc.*, 76 (77); etc.

Evidence that educational programs of the University which had theretofore been given over the station would continue for a period of three years and at the expiration of that time a new arrangement would be entered into, considered, in approving assignment of broadcast license. *Parmer et al.*, 172 (175).

Evidence that broadcast licensees had been rendering a meritorious service, considered, in granting renewals. *Stenger, Jr., et al.*, 51 (54); *Parmer et al.*, 172 (175); *U. S. Broadcasting Corp. et al.*, 208 (222); *Portland Broadcasting System, Inc.*, et al., 656 (679).

Renewal application of broadcast station denied when applicant failed to establish that it had rendered an acceptable public service. *U. S. Broadcasting Corp. et al.*, 208 (221).

Evidence that program service which had been rendered by the station in the past had been decidedly mediocre considered in denying application for renewal of broadcast license. *U. S. Broadcasting Corp. et al.*, 208 (228).

Renewal application of broadcast license denied when it was clearly evident that the financial condition of the station was such as to preclude it from rendering a satisfactory service in the public interest. *U. S. Broadcasting Corp. et al.*, 208 (228).

Evidence that station had been used to maintain an open forum for discussion of social and economic questions as well as the encouragement of education generally considered in granting renewal of broadcast license. *United States Broadcasting Corp. et al.*, 208 (232, 233).

Renewal of broadcast licenses granted when it was conceded by counsel for applicant requesting their facilities that the operation of the stations had been in the public interest and the Commission found that their applications for renewal should be granted. *United States Broadcasting Corp. et al.*, 208 (234).

Failure to make a satisfactory showing with regard to program service considered in denying application for change of operating assignment of broadcast station. *Pape Broadcasting Corp., Inc.*, et al., 286 (291); *Wynne*, 447 (449).

**OBJECTIONABLE MATERIAL:** Practice of licensee in carefully guarding all classes of programs against objectionable material considered in approving application for increase of broadcast facilities. *WOAE, Inc.*, 72 (73).

**REMOVAL OF BROADCAST STATION FROM ONE TOWN TO ANOTHER:** Evidence that a well-balanced program schedule would be maintained by the station considered in granting application to remove broadcast station from one town to another. *Gillette Rubber Co. et al.*, 127 (130).

Evidence that the area from which a station requested permission to move would continue to receive service from one local station and several others considered in granting application for removal of broadcast station from one city to another. *Lancaster Broadcasting Service, Inc.*, et al., 164 (167).

**AGRICULTURAL:** Applicant's inclusion of agricultural broadcasts considered by the Commission in approving program service proposed for new broadcast station. *Glass and Kirkland et al.*, 365 (373, 374); *Golden Empire Broadcasting Co.*, 478 (480); *Champaign News-Gazette, Inc.*, 629 (631); *Big Spring Herald Broadcasting Co. et al.*, 656 (697).

Licensee's inclusion of agricultural broadcasts considered by the Commission in approving program service of broadcast station. *Stenger, Jr., et al.*, 51 (53); etc.; *This*, 711 (713).

**ALHAMBRA ELECTRONIC INSTITUTE:** Certain programs sponsored by the Alhambra Electronic Institute or the California Electronic Institute, being the trade names of one Fred Bezuzi and Stephen T. Mayes, advertising the alleged diagnostic efficacies of an "Electronometer," found to be inimical to public welfare and not in the public interest when (1) they contained false representations as to prices usually charged; (2) one member of the partnership was not a licensed medic of any sort and had been found guilty of violating the California State Medical Act; (3) promises made in broadcast advertisements were not sustained by the advertiser; (4) expert testimony showed the impossibility of the claims made by the broadcaster for the instrument in question. *McGlashan et al.*, 145 (149, 152).

**AMERICANIZATION:** Applicant's inclusion of "Americanization" broadcasts considered by the Commission in approving program service of broadcast station which had a large foreign element in its service area. *Johnson-Kennedy Radio Corp.*, 139 (140).

**ASTROLOGICAL:** A certain program pertaining to astrology presented by a "Doctor" or "Professor" Rood, under a division of profits arrangement, found not to be in the public interest. *Yount*, 200 (206).

Certain programs sponsored by one "Koran" consisting of advice on problems of domestic life, love, happiness, employment, buying and selling property, vocations, etc., coupled with an offer of sale of an astrological chart found not to be in the public interest. *Farmers and Bankers Life Insurance Co.*, 455 (458).

**BAKER HOSPITAL:** Authorization to transmit programs to foreign stations denied when proposed program service included Baker Hospital programs, found not to be in the public interest. *Yount*, 200 (205).

**"BANK NIGHT":** Certain programs advertising "Bank Night" found not to be in the public interest and contrary to Section 316 of the Communications Act of 1934, when such scheme was held to be a lottery. *WRBL Radio Station, Inc.*, 687 (692).

**BETTER HOUSING EXPOSITION:** A certain program sponsored by the Better Housing Exposition held to constitute a lottery in violation of Section 316 of the Communications Act. *WRBL Radio Station, Inc.*, 687 (689, 691).

**"BIRCONJEL":** Certain programs advertising this product, containing advice that through the use of particular medical or chemical compound the consequence either of child birth or moral impropriety might be avoided, found not to be in the public interest. *Knickerbocker Broadcasting Co., Inc.*, 76 (77).

**"BLOOD AND THUNDER":** Licensee's practice in banning "blood and thunder" entertainment for children considered by the Commission in approving the program service of a broadcast station. *Hammond-Calumet Broadcasting Corp.*, 321 (323).

**BRINKLEY, DR.:** Authority to transmit programs to a foreign station denied when proposed program service included talks by Dr. John R. Brinkley, found not to be in the public interest and it was shown that this applicant was a former licensee of broadcast station whose renewal had been denied because of unfavorable program service. *Morris et al.*, 269 (271).

Certain programs, sponsored by one Dr. Brinkley, medical in character, covering discussions of various ailments, including the reading of testimonials and claims of cures, advertising a "Doctor's Book," etc., found not to be in the public interest. *Farmers & Bankers Life Insurance Co.*, 455 (457).

**BURRUS MOTOR COMPANY:** A certain program sponsored by the Burrus Motor Company held to constitute a lottery in violation of Section 316 of the Communications Act. *WRBL Radio Station, Inc.*, 687 (689, 691).

**CANCER CURES:** Program service proposed by applicant including programs sponsored by one Norman Baker on "cancer cures" found not to be in the public interest. *Yount*, 200 (207).

**CHAIN:** Applicant's plans to carry the programs of a national chain system considered by the Commission in approving program service proposed for new broadcast station. *Glass & Kirkland et al.*, 365 (373, 374).

Evidence that proposed station planned a "three station hook-up" to assure diversified programs, considered, in granting application for new station. *Head of the Lakes Broadcasting Co.*, 176 (178).

Licensee's affiliation with a national chain system, programs of which were shown to be meritorious and of interest to the listening public considered in approving program service of broadcast station. *Central New York Broadcasting Corp.*, 263 (265); *Pape Broadcasting Corp., Inc.*, et al., 286 (288); *Pittsburgh Radio Supply House*, 451 (452); *The Outlet Co.*, 464 (465); *Indianapolis Power & Light Co. et al.*, 469 (471) *Tampa Times Co.*, 613 (615).

**CHANCELLOR COMPANY:** A certain program sponsored by the Chancellor Company held to constitute a lottery in violation of Section 316 of the Communications Act. *WRBL Radio Station, Inc.*, 687 (689, 691).

**CHARITABLE:** Evidence that ample time would be made available for the broadcast of charitable programs, considered, in granting applications for broadcast stations. *Daughy & Welch Electric Co., Inc.*, 243 (244); *Georgia School of Technology*, 378 (380); *East Texas Broadcasting Co. et al.*, 402 (406); *Pittsburgh Radio Supply House*, 451 (453); *Patterson*, 647 (649).

**CHILD WELFARE:** Applicant's inclusion of child welfare broadcasts considered by the Commission in approving program service proposed for new broadcast station. *Reporter Broadcasting Co. et al.*, 518 (523); *National Battery Broadcast Co. et al.*, 334 (400).

**CHILDREN'S:** Licensee's inclusion of children's broadcasts considered by the Commission in approving program service of broadcast station. *KID Broadcasting Co.*, 537 (539).

**CIVIC:** Licensee's inclusion of civic broadcasts considered by the Commission in approving program service of broadcast station. *Stenger, Jr.*, et al., 51 (53); etc.

Applicant's inclusion of civic broadcasts considered by the Commission in approving program service proposed for new broadcast station. *U. S. Broadcasting Corp. et al.*, 208 (230); *Oklahoma Publishing Co.*, 317 (319); *Hartford Broadcasting Co. et al.*, 330 (333); *North Side Broadcasting Corp.*, 580 (583); *Blye*, 732 (733).

**COLL, DR.:** Certain programs presented by one Dr. Coll and his associates consisting of "health discussions" containing false and misleading promises of free consultation and examination and cure without pain or surgery found to be contrary to the public interest. *Bremer Broadcasting Co.*, 79 (81, 82).

**"COMMANDERS":** Certain programs advertising a product known as "Commanders" which, although harmless, had no special beneficiary benefits, containing statements calculated to mislead the public, found to be not in the public interest. *The Journal Co.*, 609 (611, 612).

**COMMERCIAL:** Licensee's inclusion of commercial broadcasts considered by the Commission in approving program service of broadcast station. *Stenger, Jr.*, et al., 51 (54); *Racine Broadcasting Corporation*, 169 (170); *U. S. Broadcasting Corp. et al.*, 208 (222, 233); *Central New York Broadcasting Corp.*, 263 (265); *Rockford Broadcasters, Inc.*, 384 (386); *Arkansas Radio & Equipment Co.*, 389 (391); *Simmons*, 605 (607).

held, when the matters presented over a broadcast station are commercial for the financial gain of the business of the organization, they should be presented as commercial and not cloaked under the guise of religious talks. *U. S. Broadcasting Corp. et al.*, 208 (219).

Applicant's inclusion of commercial broadcasts considered by the Commission in approving program service proposed for new broadcast station. *Oklahoma Publishing Co.*, 317 (319).

**"CONGOIN":** Certain programs advertising a product known as "Congoin" falsely claiming its medicinal properties, and against which a fraud order had been issued by the Postal authorities found not to be in the public interest. *Don Lee Broadcasting System*, 642 (645).

**CROP REPORTS:** Licensee's inclusion of crop reports considered by the Commission in approving program service of broadcast station. *Racine Broadcasting Corporation*, 169 (170); *May Seed and Nursery Co. et al.*, 559 (563).

Applicant's inclusion of crop reports considered by the Commission in approving program service proposed for new broadcast station. *Big Spring Herald Broadcasting Co. et al.*, 694 (697).

**CULTURAL:** Applicant's inclusion of cultural broadcasts considered by the Commission in approving program service proposed for new broadcast station. *Brackett, Breed and La Port*, 326 (328); *Hartford Broadcasting Co. et al.*, 330 (333).



Licensee's inclusion of cultural broadcasts considered by the Commission in approving program service of broadcast station. *U. S. Broadcasting Corp. et al.*, 208 (232, 233); *the Journal Co.*, 609 (612).

**DIVORCE ADVICE:** Programs in which were included offers to give divorce advice found not in the public interest. *Yount*, 200 (207).

**DRAMATIC PRESENTATIONS:** Licensee's inclusion of dramatic presentations considered by the Commission in approving program service of broadcast station. *Stenger, Jr., et al.*, 51 (54); *Evening News Association et al.*, 185 (190).

**EDUCATIONAL:** Licensee's inclusion of educational broadcasts considered by the Commission in approving program service of broadcast station. *Stenger, Jr., et al.*, 51 (53); etc.

Applicant's inclusion of educational broadcasts considered by the Commission in approving program service proposed for new broadcast station. *U. S. Broadcasting Corp. et al.*, 208 (230); *Blve*, 732 (733).

**ELECTRICAL TRANSCRIPTIONS:** Licensee's use of electrical transcriptions considered by the Commission in approving program service of broadcast station. *Stenger, Jr., et al.*, 51 (53).

Applicant's plans to use electrical transcriptions considered by the Commission in approving program service proposed for new broadcast station. *Brackett, Breed & La Port*, 326 (328).

**ELECTRO MAGNETIC TREATMENT:** Programs sponsored by one Dr. Shyman advertising free electro magnetic treatments along with an herb tonic found not to be in the public interest. *WSBO, Inc.*, 293 (296).

**EMERGENCY ASSISTANCE:** Applicant's plans to render emergency assistance through broadcasts of flood warnings, etc., considered by the Commission in approving program service proposed for new broadcast station. *Northside Broadcasting Corp.*, 580 (583).

Licensee's inclusion of emergency assistance broadcasts considered by the Commission in approving program service of broadcast station. *Redwood Broadcasting Co.*, 192 (194); *Meyer Broadcasting Co.*, 432 (439); *Alaska Radio & Service Co., Inc.*, 502 (503); *KID Broadcasting Co.*, 537 (539); *Tampa Times Co.*, 613 (615).

Licensee's inclusion of broadcasts of farm news and farm information considered by the Commission in approving program service of broadcast station. *Johnson-Kennedy Radio Corp.*, 139 (140); *Evening News Association et al.*, 185 (188); *Oklahoma Publishing Co.*, 317 (319); *Portland Broadcasting System, Inc.*, et al., 656 (670).

**FORD'S DR. REDUCING TEA:** Certain programs containing announcements that Dr. Ford's tea would reduce weight without harm to the patient during the course of which listeners were offered free membership in a Reducing Club as an inducement to buy the tea found not to be in the public interest. *Farmers and Bankers Life Insurance Co.*, 455 (458); *May Seed and Nursery Co. et al.*, 559 (569).

**FOREIGN LANGUAGE:** Licensee's use of foreign language programs considered by the Commission in approving program service of broadcast station which had a large foreign element among its listening audience. *Stenger, Jr., et al.*, 51 (53); *U. S. Broadcasting Corp. et al.*, 208 (223); *Doughty & Welch Electric Co., Inc.*, 243 (245); *Hammond-Calumet Broadcasting Corp.*, 321 (322).

Evidence that program service had included a large portion of foreign language programs shown to be almost entirely of a commercial nature designed for the purpose of selling merchandise by direct advertising, and were not intended to educate or assist the foreign populace in becoming better citizens or to familiarize them with American principles and ideals considered, in denying renewal of broadcast license. *U. S. Broadcasting Corp. et al.*, 208 (218, 223, 224).

Held, foreign language programs cannot be said to serve public interest merely because they are given in a foreign language. *U. S. Broadcasting Corp. et al.*, 208 (224).

**FORTUNE TELLING:** Certain programs broadcast by one "Omar" consisting of the reading of questions and answers in connection with an offer of sale of pamphlets and booklets found to be of the ordinary fortune-telling type, and not in the public interest. *Farmers and Bankers Life Insurance Co.*, 455 (457).

**FRATERNAL:** Licensee's donation of broadcast time to fraternal organizations considered by the Commission in approving program service of broadcast station. *Central New York Broadcasting Corp.*, 263 (265); *Tampa Times Co.*, 613 (615).

**GRAIN AND LIVESTOCK QUOTATIONS:** Licensee's broadcasts of grain and livestock quotations considered by the Commission in approving program service of broadcast station. *May Seed and Nursery Co. et al.*, 559 (563).

**GOVERNMENTAL:** Applicant's inclusion of governmental broadcasts considered by the Commission in approving program service proposed for new broadcast station. *Evening News Association et al.*, 185 (188); *Hammond-Calumet Broadcasting Corp.*, 321 (323); *Hartford Broadcasting Co. et al.*, 330 (333); *Pittsburgh Radio Supply House*, 451 (453); *Don Lee Broadcasting System*, 642 (646); *Portland Broadcasting System, Inc., et al.*, 656 (670, 674).

Licensee's inclusion of governmental broadcasts considered by the Commission in approving program service of broadcast station. *Farmers & Bankers Life Insurance Co.*, 455 (457); *May Seed & Nursery Company et al.*, 559 (563).

**HEALTH BROADCASTS:** Licensee's inclusion of health broadcasts by responsible organizations considered by the Commission in approving program service of broadcast station. *Doughty & Welch Electric Co., Inc.*, 243 (245); *National Battery Broadcast Co. et al.*, 394 (400); *North Side Broadcasting Corp.*, 580 (583).

**HERB TEA, Z-G HERBS, No. 17:** A certain program advertising the product known as "Herb Tea, Z-G Herbs, No. 17" found not to be in the public interest. *Oak Leaves Broadcasting Station, Inc.*, 298 (299, 301).

**HERB TONICS:** A certain series of programs including continuity advertising products of "Dr. Michael's All Herb Laboratories," sponsored by one convicted of practicing medicine without a license found not to be in the public interest. *WSBC, Inc.*, 293 (295, 296); *Oak Leaves Broadcast Station, Inc.*, 298 (301); *Emil Denmark, Inc.*, 474 (476).

A certain series of programs advertising the Pure Herb Tonic of "Dr. Schyman" found to be not in the public interest when the sponsor with two associates had pleaded guilty to violation of the Federal Food and Drug Act when prosecuted on charges that the alleged curative effects of products advertised over applicant's station were false and fraudulent; and the sponsor with certain of his companies had been cited by the Post Office Department

to show cause why a fraud order should not be issued against them for using the mails for sale of the products and services advertised over applicant's station. *WSBC, Inc.*, 295 (296); *Oak Leaves Broadcasting Station, Inc.*, 298 (300); *Hammond-Calumet Broadcasting Corp.*, 321 (323, 325).

**HOME ECONOMICS:** Licensee's broadcasts of home economics programs considered by the Commission in approving program service of broadcast station. *Evening News Association et al.*, 185 (188); *Rockford Broadcasters, Inc.*, 384 (386); *Reporter Broadcasting Co. et al.*, 518 (523).

**HORSE RACING BROADCASTS:** Certain programs using a code system in broadcasting horse-race results which was intelligible only to a particular group which had subscribed to a so-called "scratch sheet" found to be a violation of the Commission's Regulations and the station's license, which authorized disseminations to the general public and not particular individuals or classes thereof. *Bremer Broadcasting Co.*, 79 (83).

**HOUSEHOLD PROBLEMS:** Program Service of broadcast station including three programs each week devoted to household problems, the material for which was obtained from the U. S. Department of Agriculture, the Rhode Island College Extension Service and the local Farm Bureau considered in granting application for modification of broadcast license. *The Outlet Co.*, 464 (466).

**"JACK POT" PRIZE SCHEMES:** "Jack Pot" prize schemes as evidenced herein held to constitute a lottery, and the broadcasting of advertisements thereof a violation of Section 316 of the Communications Act of 1934. *WRBL Radio Station, Inc.*, 687 (691).

**KATRO-LEK:** Certain programs advertising a product known as "Katro-Lek" found not to be in the public interest. *Oak Leaves Broadcasting Station, Inc.*, 298 (301).

**"KORAN":** Certain programs presented by one "Koran" during the course of which the announcer undertook to give advice to members of the listening audience on problems of domestic life, love affairs, employment, buying and selling of property, and the vocation one should choose based upon inquiry by letter and in connection with which a character analysis was offered for sale found not to be in the public interest. *Farmers & Bankers Life Insurance Co.*, 455 (458).

**LITTLE ARTIST RADIO SCHOOL:** Program known as "Little Artist Radio School" wherein announcement was made that all those who enrolled in the school would be given opportunities to appear in broadcasts although the evidence did not indicate that anyone had ever been permitted to broadcast as a result of enrollment in the school, found, not to be in the public interest. *U. S. Broadcasting Corp. et al.*, 208 (218).

**LIVESTOCK REPORTS:** Licensee's inclusion of live stock reports considered by the Commission in approving program service of broadcast station. *Evening News Association et al.*, 185 (190).

**LOCAL:** Applicant's inclusion of local broadcasts considered by the Commission in approving program service proposed for new broadcast station. *Glass & Kirkland et al.*, 365 (370); *Golden Empire Broadcasting Co.*, 478 (480).

Licensee's inclusion of local broadcasts considered by the Commission in approving program service of broadcast station. *Newton*, 281 (283); *Evening News Association et al.*, 185 (188); *Central New York Broadcasting Corp.*, 263 (265); *Breed and La Port*, 326 (328); *Tampa Times Co.*, 613 (615).

(Continued on Page 342)



# EVEN IN THE HUDDLE!

Final quarter . . . Turkey Day classic  
. . . . University of Richmond's ball  
. . . College of William and Mary holding  
on their ten yard line . . .

Actual words of the quarterback . . .  
on the air . . . on WRVA . . . from the  
huddle!

Not missing any bets is what makes  
WRVA "Virginia's Premier Radio  
Station."

# WRVA

# RICHMOND VIRGINIA

# Digest of FCC Decisions Involving Broadcast Program Service

(Continued from Page 341)

**LOTTERIES:** Broadcasting of certain programs containing information relative to lotteries held to constitute violations of Section 316 of the Communications Act of 1934. *WRBL Radio Station, Inc.*, 687 (689, 691).

**MARKET REPORTS:** Applicant's inclusion of market reports considered by the Commission in approving program service proposed for new broadcast station. *Glass & Kirkland et al.*, 305 (373, 374); *Wciss*, 375 (377); *Golden Empire Broadcasting Co.*, 478 (480); *Reporter Broadcasting Co. et al.*, 518 (532); *North Side Broadcasting Corp.*, 580 (583).

Licensee's inclusion of market reports considered by the Commission in approving program service of broadcast station. *Pape Broadcasting Corp., Inc.*, et al., 286 (288); *Myer Broadcasting Co.*, 432 (438); *The Outlet Co.*, 464 (466); *KID Broadcasting Company*, 537 (539).

**"MARMOLA":** Certain programs advertising a product called "Marmola" against which a Cease and Desist Order had been issued by the Federal Trade Commission and claims for which were greatly exaggerated, found not to be in the public interest. *The Journal Co.*, 609 (610, 611); *Don Lee Broadcasting System*, 642 (644).

**MEDICAL:** Practice of licensee in having all medical programs supervised in advance by a responsible physician and following his recommendations with respect to the same considered by the Commission in approving program service of broadcast station. *Mayor Broadcasting Co.*, 432 (438).

Program of the licensee of foreign radio station proposed to be broadcast by applicant for studio in the United States describing remedy for cancer cure, cross-eyes, etc., found not to be in the public interest. *Yount*, 200 (207).

**MEDICAL EDUCATIONAL:** Licensee's inclusion of medical educational broadcasts considered by the Commission in approving program service of broadcast station. *Bremer Broadcasting Co.*, 79 (80).

**MEDICINAL:** Held continuities advertising medicinal beverages which, although harmless, contain no useful properties, in connection with which statements calculated to mislead the public are made, are not in the public interest; and it is a duty on the part of broadcast stations diligently to inquire into the representations made as to the product and the reputation and standing of the manufacturers. *Don Lee Broadcasting System*, 642 (645).

**MICHAEL, DR.:** A certain series of programs including continuity advertising products of "Dr. Michael's All Herb Laboratories", sponsored by one convicted of practicing medicine without a license found not to be in the public interest. *WSBC, Inc.*, 293 (295, 296); *Oak Leaves Broadcasting Station, Inc.*, 298 (301); *Hammond-Calumet Broadcasting Corp.*, 321 (323, 325); *Emil Denmark, Inc.*, 474 (476).

**MILLER, DR. GEORGE R.:** Certain advertising programs promoting the sale of stock in extremely questionable business enterprises in which the president of the licensee corporation participated found to be highly detrimental to public interest. *May Seed and Nursery Company et al.*, 559 (569, 572).

**"MODERN WOMEN'S SERENADE":** Certain programs advertising this product containing advice that through the use of a particular medical or chemical compound the consequence either of childbirth or moral impropriety might be avoided, held not to be in the public interest. *Knickerbocker Broadcasting Co., Inc.*, 76 (77).

**MUNICIPAL:** Applicant's inclusion of municipal broadcasts considered by the Commission in approving program service proposed for new broadcast station. *Patterson*, 647 (649).

Licensee's inclusion of municipal broadcasts considered by the Commission in approving program service of broadcast station. *Johnson-Kennedy Radio Corp.*, 139 (140).

**NEWS:** Applicant's inclusion of news broadcasts considered by the Commission in approving program service proposed for new broadcast station. *Oklahoma Publishing Co.*, 317 (319); *Hartford Broadcasting Co. et al.*, 330 (332).

**"OMAR":** Certain programs broadcast by one "Omar", consisting of the reading of questions and answers in connection with an offer of sale of pamphlets and booklets, found to be of the ordinary fortune telling type, and not in the public interest. *Farmers and Bankers Life Insurance Co.*, 455 (457).

**PACK, LLOYD:** Certain programs, presented by one Lloyd Pack, a public entertainer, who was given free time, consisting in part of representations as to the "cure all" effect of a product known as "Texas Crystals" found to be false, fraudulent, misleading, and not in the public interest. *May Seed and Nursery Company et al.*, 559 (569).

**PAS, DR. W.:** Application for renewal of license designated for hearing to determine whether certain programs sponsored by Dr. W. Pas was in the public interest. *Hammond-Calumet Broadcasting Corp.*, 321 (323).

**PATRIOTIC:** Licensee's inclusion of patriotic broadcasts considered by the Commission in approving program service of broadcast station. *Stenger, Jr. et al.*, 51 (53); *Hammond-Calumet Broadcasting Corp.*, 321 (323); *Hummer and Dee*, 411 (413).

**PHILANTHROPIC:** Licensee's inclusion of philanthropic broadcasts considered by the Commission in approving program service of broadcast station. *The Journal Co.*, 609 (612); *Don Lee Broadcasting System*, 642 (646).

**PHONOGRAPH RECORDS:** Licensee's use of phonograph records considered by the Commission in approving program service of broadcast station. *Stenger, Jr. et al.*, 51 (53); *Enid Radiophone Co.*, 61 (62); *Evening News Association et al.*, 185 (190); *Burton et al.*, 247 (248, 249); *Hammond-Calumet Broadcasting Corp.*, 321 (322); *Arkansas Radio and Equipment Co.*, 389 (391).

Expectation of applicant that he would avoid the use of phonograph records and electrical transcriptions considered by the Commission in approving program service proposed for new broadcast station. *Hartford Broadcasting Co. et al.*, 330 (332).

Evidence that licensee used a substantial portion of its station's time in the broadcasting of recordings considered by the Commission in finding that applicant's showing with respect to program service was not impressive. *Pape Broadcasting Corp., Inc. et al.*, 286 (290).

**POLICE:** Licensee's inclusion of broadcasts for the Police Department considered by the Commission in approving program service of broadcast station. *Rockford Broadcasters, Inc.*, 384 (386); *Farmers and Bankers Life Insurance Co.*, 455 (457).

**POLITICAL** (see also GOVERNMENTAL [this title]): Licensee's inclusion of political broadcasts considered by the Commission in approving program service of broadcast station. *Stenger, Jr. et al.*, 51 (53).

**PUBLIC FORUM:** Licensee's maintenance of public forum for the discussions of both social and economic questions as well as the encouragement of education generally, considered by the Commission in approving program service of broadcast station. *United States Broadcasting Corp. et al.*, 208 (232, 233).

**PUBLIC SERVICE:** Licensee's inclusion of public service broadcasts considered by the Commission in approving program service of broadcast station. *Tampa Times Co.*, 613 (615).

**PUBLIC WELFARE:** Licensee's inclusion of public welfare broadcasts considered by the Commission in approving program service of broadcast station. *Stenger, Jr. et al.*, 51 (53).

**PUR-DRUG LABORATORIES:** A certain program sponsored by Pur-Drug Laboratories containing allegations as to the therapeutic and curative effects of the products advertised found to be not in the public interest, when the 3 persons associated with the sponsor had pleaded guilty to a violation of the Federal Food and Drug Act in connection with the same products advertised over applicant's station, and the sponsor had been cited by the Post Office to show cause why a fraud order should not be issued for using the mails to sell and advertise the product advertised over applicant's station, and had entered a stipulation to discontinue the use of the mails. *Hammond-Calumet Broadcasting Corp.*, 321 (323-325); *Emil Denmark, Inc.*, 474 (476, 477).

**RITHOLZ OPTICAL Co.:** Application for renewal of license designated for hearing to determine whether certain programs sponsored by Ritholz Optical Co. was in the public interest. *Hammond-Calumet Broadcasting Corp.*, 321 (323).

**SINO LABORATORIES:** Application for renewal of license designated for hearing to determine whether certain programs sponsored by Sino Laboratories was in the public interest. *Hammond-Calumet Broadcasting Corp.*, 321 (323).

**UNION DENTISTS:** Application for renewal of license set for hearing to determine whether certain programs sponsored by Union Dentists were in public interest. *Hammond-Calumet Broadcasting Corp.*, 321 (323).

**VARICUR INSTITUTE:** Application for renewal of license set for hearing to determine whether certain programs sponsored by Varicur Institute were in public interest. *Hammond-Calumet Broadcasting Corp.*, 321 (323).

**QUESTION BOX:** Proposal of applicant to broadcast a program known as the "question box" in which the sponsor offered to answer three questions of any nature for one dollar, considered by the Commission in disapproving program service proposed by applicant for authority to transmit programs to foreign radio stations. *Yount*, 200 (207).

**RABOID:** Program sponsored by one "Raja Raboid" offering mystery books pertaining to astrology to the public, and the sponsor made what he termed "psychological deductions" in answer to questions asked, considered in denying application. *Yount*, 200 (206).

**RAY-DIO SALVE:** A certain program advertising a program known as "Ray-Dio Salve" alleged to be a cure for rheumatism, neuralgia and similar pains found not to be in the public interest. *Oak Leaves Broadcasting Station, Inc.*, 298 (299, 301).

**REBROADCASTING:** Certain programs involving a restating of the broadcast of a world series baseball game found to be deceptive to the public upon the whole, and contrary to the interests thereof. *Newton*, 281 (284).

**RELIGIOUS:** Held, when the matters presented over a broadcast station are commercial, for the financial gain of the business of the organization, they should be presented as commercial and not cloaked under the guise of religious talks. *U. S. Broadcasting Corp. et al.*, 208 (219).

Applicant's inclusion of religious programs considered by the Commission in approving program service proposed for new broadcast station. *U. S. Broadcasting Corp. et al.*, 208 (230); *Oklahoma Publishing Co.*, 317 (319); *Brackett, Breed and LaPort*, 326 (328); *National Battery Broadcast Co. et al.*, 394 (400).

Licensee's inclusion of religious broadcasts considered by the Commission in approving program service of broadcast station. *Stenger, Jr. et al.*, 51 (53, 54).

**REMOTE CONTROL:** Licensee's inclusion of remote control broadcasts considered by the Commission in approving program service of broadcast station. *Racine Broadcasting Corp.*, 169 (170); *Redwood Broadcasting Co.*, 192 (194); *Doughty & Welch Electric Co., Inc.*, 243 (244).

**ROAD INFORMATION:** Licensee's inclusion of road information broadcasts considered by the Commission in approving program service of broadcast station. *Rockford Broadcasters, Inc.*, 384 (386).

**ROOD, "DOCTOR" OR "PROFESSOR":** A certain program pertaining to astrology presented by a "Doctor" or "Professor" Rood, under a division of profits arrangements, considered in denying application. *Yount*, 200 (206).

**SAFETY:** Licensee's inclusion of safety broadcasts considered by the Commission in approving program service of broadcast station. *Hammond-Calumet Broadcasting Corp.*, 321 (323).

**SCHOOL:** Licensee's inclusion of school broadcasts considered by the Commission in approving program service of broadcast station. *Johnson-Kennedy Radio Corp.*, 139 (140); *Press Publishing Co.*, 426 (428).

**"SCHOOL OF THE AIR":** Applicant's plans to inaugurate a "school of the air" employing outstanding educators considered by the Commission in approving program service proposed for new broadcast station. *North Side Broadcasting Corp.*, 580 (583).

**SCHYMAN, DR. PETER B.:** Certain series of programs advertising the pur-erb tonic of Dr. Schyman found not to be in the public interest. *WSBC, Inc.*, 293 (296); *Oak Leaves Broadcasting Station, Inc.*, 298 (300).

**SPECIAL FEATURE:** Licensee's inclusion of special feature broadcasts considered by the Commission in approving program service of broadcast station. *Redwood Broadcasting Co.*, 192 (194).

**SPORTS:** Applicant's inclusion of sports broadcasts considered by the Commission in approving program service proposed for new broadcast station. *Oklahoma Publishing Co.*, 317 (319); *Reporter Broadcasting Co. et al.*, 518 (523); *Portland Broadcasting System, Inc. et al.*, 656 (670).

Licensee's inclusion of sports broadcasts considered by the Commission in approving program service of broadcast station. *WCAE, Inc.*, 72 (73); *Evening News Association et al.*, 185 (188).

**STERLING CO.:** In connection with certain programs consisting of announcements regarding a contest being conducted by the Sterling Co. offering prizes to those submitting the best names for a new tooth paste preparation being marketed by the sponsor it was held that the evidence was insufficient to establish the fact that the carrying of this program constituted a departure from the obligations of the station in serving the public interest under the law. *Don Lee Broadcasting System*, 642 (645).

**STOCK MARKET REPORTS:** Licensee's inclusion of stock market reports considered by the Commission in approving program service of broadcast station. *Redwood Broadcasting Co.*, 192 (194); *Burton et al.*, 247 (249).

**SUSTAINING:** Licensee's inclusion of sustaining broadcasts considered by the Commission in approving program service of broadcast station. *Stenger, Jr., et al.*, 51 (54); *Racine Broadcasting Corp.*, 169 (170); *U. S. Broadcasting Corp.*, et al., 208 (222, 235); *Central New York Broadcasting Corp.*, 263 (265); *Rockford Broadcasters, Inc.*, 384 (386); *Arkansas Radio & Equipment Co.*, 389 (391); *Simmons*, 605 (607).

**TEXAS CRYSTALS:** A certain program advertising "Texas Crystals" consisting in part of representations as to the "cure-all" effect of such product found to be false, fraudulent, misleading and not in the public interest. *May Seed and Nursery Company et al.*, 559 (567-571).

**TIME SIGNALS:** Licensee's inclusion of time signals considered by the Commission in approving program service of broadcast station. *Stenger, Jr., et al.*, 51 (55).

Applicant's inclusion of time signals considered by the Commission in approving program service proposed for new broadcast station. *Hughes et al.*, 85 (87); *Redwood Broadcasting Co.*, 192 (194); *North Side Broadcasting Corp.*, 580 (583).

**VAN-NAE HERB TEA:** A certain program advertising "Van-Nae Herb Tea" consisting in part of representations as to the "cure-all" effect of such product found to be false, fraudulent, misleading and not in the public interest. *May Seed and Nursery Company et al.*, 559 (567-571).

**VAN NAE REDUCING TEA:** Certain programs containing announcements that Dr. Ford's tea would reduce weight without harm to the patient, during the course of which listeners were offered free membership in a Reducing Club as an inducement to buy the tea, found not to be in the public interest. *Farmers and Bankers Life Insurance Co.*, 455 (458).

**WEATHER REPORTS:** Applicant's inclusion of weather reports considered by the Commission in approving program service proposed for new broadcast station. *Glass & Kirkland et al.*, 365 (373, 374); *Golden Empire Broadcasting Co.*, 478 (480); *North Side Broadcasting Corp.*, 580 (583); *Big Spring Herald Broadcasting Co. et al.*, 694 (697).

Licensee's inclusion of weather reports considered by the Commission in approving program service of broadcast station. *Hughes et al.*, 85 (87); *Johnson-Kennedy Radio Corp.*, 139 (140); *Racine Broadcasting Corporation*, 169 (170); *Redwood Broadcasting Co.*, 192 (194); *Pape Broadcasting Corp., Inc.*, et al., 286 (288); *Rockford Broadcasters, Inc.*, 384 (386); *Meyer Broadcasting Co.*, 482 (488); *The Outlet Co.*, 464 (466); *KID Broadcasting Company*, 537 (539).

#### ADDITIONAL DIGESTS

Additional excerpts on broadcast station operations from FCC decisions as digested by its Law Department:

#### COMMERCIAL SUPPORT FOR BROADCAST STATION.

**IN GENERAL:** Application for new broadcast station denied when record disclosed that a radio station which had been at one time operating in the same town had not proved successful from a financial viewpoint either while operated by the original licensee or while leased to another party, and it appeared that his station had not received the commercial support of that area. *De Bogory et al.*, 336 (339).

#### CONTRIBUTION BY LISTENERS.

Application for new broadcast station denied when applicant proposed to support the station, in part, by appeals to his listeners for voluntary contributions. *Whitesell*, 118 (119).

#### CONTROL OVER PROGRAMS BROADCAST.

Renewal of broadcast license denied when evidence indicated that licensee, by virtue of certain arrangements, had lost control over its programs. *United States Broadcasting Corp. et al.*, 208 (218).

Authority to transmit programs to a foreign station denied when it appeared that the applicants would have no control over the programs to be transmitted. *Morris et al.*, 269 (272).

Renewal of broadcast license denied when evidence indicated that licensee had completely divested itself of its control over certain programs, in violation of Section 12 of the Radio Act of 1927. *United States Broadcasting Corp. et al.*, 208 (224).

Application by broadcast station for experimental authorization to install new equipment, increase power, and change hours of operation on a clear channel frequency denied. *Young et al.*, 704.

#### FINANCIAL QUALIFICATIONS.

**IN GENERAL:** Financial showing found to be unacceptable when applicant did not possess the necessary finances to construct the station and he proposed to obtain over 50% of his operating revenues through contributions to be solicited from listeners. *Whitesell*, 118 (119).

**Held,** the burden of proof is on the applicant to show that he is in a position financially to make the contemplated changes to operate the station as proposed. *Wyunc*, 447 (448).

Financial showing of applicant for new broadcast station considered insufficient when it was proposed to raise cash through local subscriptions as, when, and if the construction permit were granted. *Mathews*, 576 (578).

**Held,** an indispensable requirement upon any application for the construction or operation of a radio broadcast station in the public interest, convenience, and necessity is a competent showing of adequate finances on the part of the applicant. *KWIL Broadcasting Co.*, 625 (627); *Heilmeyer et al.*, 637 (640).

Motion to substitute name of a corporation for the name of an individual who made application for new broadcast station denied on the ground that the proposed change constituted a substantial amendment and it was found that such amendment would be prejudicial since the respondents had come prepared to rebut the showing of finances made as to an individual and not a corporation. *Portland Broadcasting System, Inc.*, 656 (672, 673).

**APPLICANT FOR AUTHORITY TO TRANSMIT PROGRAMS TO FOREIGN RADIO STATIONS:** Application for authority to transmit programs to foreign radio stations denied when the financial status of the applicant was not disclosed. *Yount*, 200 (204).

Financial showing of applicant considered sufficient when no detailed statement appeared in the record as to the applicant's financial standing but it appeared they were financially responsible. *Morris et al.*, 269 (270).

**APPLICANT FOR CONSENT TO TRANSFER OF CONTROL OF CORPORATION:** Application for Commission approval of transfer of control of licensee corporation granted when the price to be paid for the purchase of stock would enable the licensee to continue operation of the station on a sound financial basis. *Lancaster Broadcasting Service, Inc., et al.*, 164 (167).

**APPLICANT FOR CONSENT TO VOLUNTARY ASSIGNMENT OF LICENSE:** Application for consent to voluntary assignment of license granted when the record disclosed that the proposed assignee was financially capable of operating the station. *Gillette Rubber Co.*, 127 (129).

Application for consent to voluntary assignment of license granted when it appeared that the sole purpose in seeking the transfer was to correct what was asserted by the applicant to be an impracticable capital structure and the consideration which the assignor was to receive was equivalent to the present appraised value of the physical equipment of the station. *Lancaster Broadcasting Service, Inc., et al.*, 164 (166).

Application for consent to voluntary assignment of license granted when it appeared that the commercial operation of the station by the University licensee had become a source of embarrassment and the proposed assignee was amply able financially to operate the station. *Parmer et al.*, 172 (174).

#### INTERNATIONAL RELATIONS.

Application for authority under Sec. 325 to transmit programs to foreign radio stations denied when the character of the programs likely to be arranged and transmitted from the proposed studio did not appear to be such as would promote better international relations or to serve the public interest in any of the other ways suggested in the application. *Yount*, 200 (207).

#### LEASING OF BROADCAST FACILITIES.

Increased power granted broadcast station when the University licensee had entered into a contract with a commercial concern to operate the station and by the terms of the contract the President of the University had the right to approve and/or disapprove any program proposed to be broadcast by the operating agency and also controlled the policy of the station. *Georgia School of Technology*, 378 (379).

#### SURVEYS.

Evidence that the applicant had made a survey to determine availability of program service in city to which station was to be moved and that it was indicated there were many programs available designed to serve the proposed area considered in granting application to remove broadcast station from one city to another. *Lancaster Broadcasting Service, Inc. et al.*, 164 (168).

#### TALENT.

**COMMERCIAL:** Licensee's use of commercial talent considered in approving program service of broadcast station. *Burton et al.*, 247 (249).

**LIVE:** Assignee's plans to make increased use of and to develop live talent considered by the Commission in approving assignment of broadcast license. *Parmer et al.*, 172 (175).

Applicant's failure to offer proof as to the availability of live talent qualified for broadcasting considered by the Commission in denying application for new broadcast station. *Helena Broadcasting Co. et al.*, 507 (510); *Clifford*, 573 (575).

Licensee's use of live talent considered by the Commission in approving program service of broadcast station. *Stenger, Jr., et al.*, 51 (53, 55); *Euid Radiophone Co.*, 61 (62); *Knickerbocker Broadcasting Co., Inc.*, 76 (77); *WVW et al.*, 110 (113); *Newton*, 281 (283); *East Texas Broadcasting Co. et al.*, 402 (405); *Press Publishing Co.*, 426 (428).

**LOCAL:** Applicant's plans to use local talent, shown to be available, considered by the Commission in approving program service proposed for new broadcast station. *Welch, Keller, and Frizzell*, 107 (108).

Evidence that area to which broadcast station desired to move had ample talent support considered by the Commission in approving removal of broadcast station from one town to another. *Gillette Rubber Co.*, 127 (130).

Evidence that a large part of the local talent which applicant mentioned as being "available" was already being heard over existing facilities considered by the Commission in denying application for new broadcast station. *Goff*, 585 (587); *Florida West Coast Broadcasting Co., Inc.*, 728 (730).

Licensee's use of local talent considered by the Commission in approving program service of broadcast station. *Doughty & Welch Electric Co., Inc.*, 243 (244); *Rockford Broadcasters, Inc.*, 384 (386); *Hummer and Dee*, 411 (413); *Tampa Times Co.*, 613 (615).

**SUSTAINING:** Licensee's use of sustaining talent considered by the Commission in approving program service of broadcast station. *Burton, et al.*, 247 (249).

#### TIME BROKERS.

Evidence that licensee had surrendered control over its programs by means of arrangements whereby payments by sponsors for talent used on programs were made to the salesmen who negotiated the sales of time, arranged programs, selected the artists and paid them, considered, in denying application for renewal of broadcast license. *U. S. Broadcasting Corp. et al.*, 208 (218).

#### TRANSCRIPTION SERVICE.

Licensee's use of a nationally known transcription service considered by the Commission in approving program service of broadcast station. *Arkansas Radio and Equipment Co.*, 389 (391); *Alaska Radio & Service Co., Inc.*, 502 (504).

#### UNLAWFUL OPERATION OF RADIO FACILITIES.

**Held,** operator has duty of acquainting himself with the laws and regulations governing his operations. *Wilbur*, 306 (307).

**USE OF BROADCAST OPERATING ASSIGNMENT.** See also EFFICIENT USE OF BROADCAST FACILITIES.

**IN GENERAL:** **Held,** in view of the limited facilities available for broadcasting in the United States, public interest, convenience and necessity requires that a station make efficient use of the facilities already assigned to it before making application for additional facilities. *Florida Broadcasting Company*, 49 (50).

# The Communications Act of 1934

(Provisions Relating to Broadcasting and Allied Services, With Sections Dealing Exclusively With Public Utility Common Carriers Omitted)

Passed by 73rd Congress; Approved June 19, 1934; With Amendments

## TITLE I—GENERAL PROVISIONS

### PURPOSES OF ACT; CREATION OF FEDERAL COMMUNICATIONS COMMISSION

SECTION 1. For the purpose of regulating interstate and foreign commerce in communication by wire and radio so as to make available, so far as possible, to all people of the United States a rapid, efficient, Nation-wide, and world-wide wire and radio communication service with adequate facilities at reasonable charges, for the purpose of the national defense, for the purpose of promoting safety of life and property through the use of wire and radio communication, and for the purpose of securing a more effective execution of this policy by centralizing authority heretofore granted by law to several agencies and by granting additional authority with respect to interstate and foreign commerce in wire and radio communication, there is hereby created a commission to be known as the "Federal Communications Commission," which shall be constituted as hereinafter provided, and which shall execute and enforce the provisions of this Act.<sup>1</sup>

### APPLICATION OF ACT

SEC. 2. (a) The provisions of this Act shall apply to all interstate and foreign communication by wire or radio and all interstate and foreign transmission of energy by radio, which originate and/or is received within the United States, and to all persons engaged within the United States in such communication or such transmission of energy by radio, and to the licensing and regulating of all radio stations as hereinafter provided; but it shall not apply to persons engaged in wire or radio communication or transmission in the Philippine Islands or the Canal Zone, or to wire or radio communication or transmission wholly within the Philippine Islands or the Canal Zone.

(b) Subject to the provisions of section 301, nothing in this Act shall be construed to apply or to give the Commission jurisdiction with respect to (1) charges, classifications, practices, services, facilities, or regulations for or in connection with intrastate communication service of any carrier, or (2) any carrier engaged in interstate or foreign communication solely through physical connection with the facilities of another carrier not directly or indirectly controlling or controlled by, or under direct or indirect common control with, such carrier; except that sections 201 to 205 of this Act, both inclusive, shall, except as otherwise provided therein, apply to carriers described in clause (2).

### DEFINITIONS

SEC. 3. For the purposes of this Act, unless the context otherwise requires—

(a) "Wire communication" or "communication by wire" means the transmission of writing, signs, signals, pictures, and sounds of all kinds by aid of wire, cable, or other like connection between the points of origin and reception of such transmission, including all instrumentalities, facilities, apparatus, and services (among other things, the receipt, forwarding, and delivery of communications) incidental to such transmission.

(b) "Radio communication" or "communication by radio" means the transmission by radio of writing, signs, signals, pictures, and sounds of all kinds, including all instrumentalities, facilities, apparatus, and services (among other things, the receipt, forwarding, and delivery of communications) incidental to such transmission.

(c) "Licensee" means the holder of a radio station license granted or continued in force under authority of this Act.

(d) "Transmission of energy by radio" or "radio transmission of energy" includes both such transmission and all instrumentalities, facilities, and services incidental to such transmission.

(e) "Interstate communication" or "interstate transmission" means communication or transmission (1) from any State, Territory, or possession of the United States (other than the Philippine Islands and the Canal Zone), or the District of Columbia, to any other State, Territory, or possession of the United States (other than the Philippine Islands and the Canal Zone), or the District of Columbia, (2) from or to the United States to or from the Philippine Islands or the Canal Zone, insofar as such communication or transmission takes place within the United States, or (3) between points within the United States but through a foreign country; but shall not include wire communication between points within the same State, Territory, or possession of the United States, or the District of Columbia, through any place outside thereof, if such communication is regulated by a State commission.

(f) "Foreign communication" or "foreign transmission" means communication or transmission from or to any place in the United States to or from a foreign country, or between a station in the United States and a mobile station located outside the United States.

(g) "United States" means the several States and Territories, the District of Columbia, and the possessions of the United States, but does not include the Philippine Islands or the Canal Zone.

(h) "Common carrier" or "carrier" means any person engaged as a common carrier for hire, in interstate or foreign communication by wire or radio or in interstate or foreign radio transmission of energy, except where reference is made to common carriers not subject to this Act; but a person engaged in radio broadcasting shall not, insofar as such person is so engaged, be deemed a common carrier.

(i) "Person" includes an individual, partnership, association, joint-stock company, trust, or corporation.

(j) "Corporation" includes any corporation, joint-stock company, or association.

(k) "Radio station" or "station" means a station equipped to engage in radio communication or radio transmission of energy.

(l) "Mobile station" means a radio-communication station capable of being moved and which ordinarily does move.

(m) "Land station" means a station, other than a mobile station, used for radio communication with mobile stations.

(n) "Mobile service" means the radio-communication service carried on between mobile stations and land stations, and by mobile stations communicating among themselves.

(o) "Broadcasting" means the dissemination of radio communications intended to be received by the public, directly or by the intermediary of relay stations.

(p) "Chain broadcasting" means simultaneous broadcasting of an identical program by two or more connected stations.

(q) "Amateur station" means a radio station operated by a duly authorized person interested in radio technique solely with a personal aim and without pecuniary interest.

(r) "Telephone exchange service" means service within a telephone exchange, or within a connected system of telephone exchanges within the same exchange area operated to furnish to subscribers intercommunicating service of the character ordinarily furnished by a single exchange, and which is covered by the exchange service charge.

(s) "Telephone toll service" means telephone service between stations in different exchange areas for which there is made a separate charge not included in contracts with subscribers for exchange service.

(t) "State commission" means the commission, board, or official (by whatever name designated) which under the laws of any State has regulatory jurisdiction with respect to intrastate operations of carriers.

(u) "Connecting carrier" means a carrier described in clause (2) of section 2 (b).

(v) "State" includes the District of Columbia and the Territories and possessions.

### PROVISIONS RELATING TO THE COMMISSION

SEC. 4. (a) The Federal Communications Commission (in this Act referred to as the "Commission") shall be composed of seven commissioners appointed by the President, by and with the advice and consent of the Senate, one of whom the President shall designate as chairman.

(b) Each member of the Commission shall be a citizen of the United States. No member of the Commission or person in its employ shall be financially interested in the manufacture or sale of radio apparatus or of apparatus for wire or radio communication; in communication by wire or radio or in radio transmission of energy; in any company furnishing services or such apparatus to any company engaged in communication by wire or radio or to any company manufacturing or selling apparatus used for communication by wire or radio; or in any company owning stocks, bonds, or other securities of any such company; nor be in the employ of or hold any official relation to any person subject to any of the provisions of this Act, nor own stocks, bonds, or other securities of any corporation subject to any of the provisions of this Act. Such commissioners shall not engage in any other business, vocation, or employment. Not more than four commissioners shall be members of the same political party.

(c) The commissioners first appointed under this Act shall continue in office for the terms of one, two, three, four, five, six, and seven years, respectively, from the date of the taking effect of this Act, the term of each to be designated by the President, but their successors shall be appointed for terms of seven years; except that any person chosen to fill a vacancy shall be appointed only for the unexpired term of the commissioner whom he succeeds. No vacancy in the Commission shall impair the right of the remaining commissioners to exercise all the powers of the Commission.

(d) Each commissioner shall receive an annual salary of \$10,000, payable in monthly installments.

(e) The principal office of the Commission shall be in the District of Columbia, where its general sessions shall be held; but whenever the convenience of the public or of the parties may be promoted or delay or expense prevented thereby, the Commission may hold special sessions in any part of the United States.

(f) Without regard to the civil-service laws or the Classification Act of 1923, as amended, (1) the Commission may appoint and prescribe the duties and fix the salaries of a secretary, a director for each division, a chief engineer and not more than three assistants, a chief accountant and not more than three assistants,<sup>2</sup> a general counsel and not more than three assistants, and temporary counsel designated by the Commission for the performance of special services, and (2) each commissioner may appoint and prescribe the duties of a secretary at an annual salary not to exceed \$4,000. The general counsel and the chief engineer and the chief accountant<sup>2</sup> shall each receive an annual salary of not to exceed \$9,000; the secretary shall receive an annual salary of not to exceed \$7,500; the director of each division shall receive an annual salary of not to exceed \$7,500; and no assistant shall receive an annual salary in excess of \$7,500. The Commission shall have authority, subject to the

<sup>1</sup> The provision relating to safety of life and property was added by "An Act to amend the Communications Act of 1934, approved June 19, 1934, for the purpose of promoting safety of life and property at sea through the use of wire and radio communications, to make more effective the International Convention for the Safety of Life at Sea, 1929, and for other purposes." Public—No. 97—75th Congress, 1st Session, approved May 20, 1937.

# The Communications Act of 1934

(Provisions Relating to Broadcasting and Allied Services, With Sections Dealing Exclusively With Public Utility Common Carriers Omitted)

Passed by 73rd Congress; Approved June 19, 1934; With Amendments

provisions of the civil-service laws and the Classification Act of 1923, as amended, to appoint such other officers, engineers, accountants,<sup>2</sup> inspectors, attorneys, examiners, and other employees as are necessary in the execution of its functions.

(g) The Commission may make such expenditures (including expenditures for rent and personal services at the seat of government and elsewhere, for office supplies, law books, periodicals, and books of reference, and for printing and binding) as may be necessary for the execution of the functions vested in the Commission and as from time to time may be appropriated for by Congress. All expenditures of the Commission, including all necessary expenses for transportation incurred by the commissioners or by their employes, under their orders, in making any investigation or upon any official business in any other places than in the city of Washington, shall be allowed and paid on the presentation of itemized vouchers therefor approved by the chairman of the Commission or by such other member or officer thereof as may be designated by the Commission for that purpose.

(h) Four members of the Commission shall constitute a quorum thereof. The Commission shall have an official seal which shall be judicially noticed.

(i) The Commission may perform any and all acts, make such rules and regulations, and issue such orders, not inconsistent with this Act, as may be necessary in the execution of its functions.

(j) The Commission may conduct its proceedings in such manner as will best conduce to the proper dispatch of business and to the ends of justice. No commissioner shall participate in any hearing or proceeding in which he has a pecuniary interest. Any party may appear before the Commission and be heard in person or by attorney. Every vote and official act of the Commission shall be entered of record, and its proceedings shall be public upon the request of any party interested. The Commission is authorized to withhold publication of records or proceedings containing secret information affecting the national defense.

(k) The Commission shall make an annual report to Congress, copies of which shall be distributed as are other reports transmitted to Congress. Such report shall contain such information and data collected by the Commission as may be considered of value in the determination of questions connected with the regulation of interstate and foreign wire and radio communication and radio transmission of energy, together with such recommendations as to additional legislation relating thereto as the Commission may deem necessary. *Provided*, That the Commission shall make a special report not later than February 1, 1935, recommending such amendments to this Act as it deems desirable in the public interest: *Provided further*, That each year, at the beginning of the session of the Congress, the Commission shall report to the Congress whether or not any new wire or radio communication legislation is required better to insure safety of life and property. If any such new legislation is considered necessary the Commission shall make specific recommendations thereof to the Congress.<sup>3</sup>

(l) All reports of investigations made by the Commission shall be entered of record, and a copy thereof shall be furnished to the party who may have complained, and to any common carrier or licensee that may have been complained of.

(m) The Commission shall provide for the publication of its reports and decisions in such form and manner as may be best adapted for public information and use, and such authorized publications shall be competent evidence of the reports and decisions of the Commission therein contained in all courts of the United States and of the several States without any further proof or authentication thereof.

(n) Rates of compensation of persons appointed under this section shall be subject to the reduction applicable to officers and employes of the Federal Government generally.

(o) For the purpose of obtaining maximum effectiveness from the use of radio and wire communications in connection with safety of life and property, the Commission shall investigate and study all phases of the problem and the best methods of obtaining the cooperation and coordination of these systems.

## DIVISIONS OF THE COMMISSION

SEC. 5. (a) The Commission is hereby authorized by its order to divide the members thereof into not more than three divisions, each to consist of not less than three members. Any commissioner may be assigned to and may serve upon such division or divisions as the Commission may direct, and each division shall choose its own chairman. In case of a vacancy in any division, or of absence or inability to serve thereon of any commissioner thereto assigned, the chairman of the Commission or any commissioner designated by him for that purpose may temporarily serve on said division until the Commission shall otherwise order.

(b) The Commission may by order direct that any of its work, business, or functions arising under this Act, or under any other Act of Congress, or in respect of any matter which has been or may be referred to the Commission by Congress or by either branch thereof, be assigned or referred to any of said divisions for action thereon, and may by order at any time amend, modify, supplement, or rescind such direction. All such orders shall take effect forthwith and remain in effect until otherwise ordered by the Commission.

(c) In conformity with and subject to the order or orders of the Commission in the premises, each division so constituted shall have power and authority by a majority thereof to hear and determine, order, certify, report, or otherwise act as to any of said work, business, or functions so assigned or referred to

it for action by the Commission, and in respect thereof the division shall have all the jurisdiction and powers now or then conferred by law upon the Commission, and be subject to the same duties and obligations. Any order, decision, or report made or other action taken by any of said divisions in respect of any matters so assigned or referred to it shall have the same force and effect, and may be made, evidenced, and enforced in the same manner as if made, or taken by the Commission, subject to rehearing by the Commission as provided in section 405 of this Act for rehearing cases decided by the Commission. The secretary and seal of the Commission shall be the secretary and seal of each division thereof.

(d) Nothing in this section contained, or done pursuant thereto, shall be deemed to divest the Commission of any of its powers.

(e) The Commission is hereby authorized by its order to assign or refer any portion of its work, business, or functions arising under this or any other Act of Congress or referred to it by Congress, or either branch thereof, to an individual commissioner, or to a board composed of an employe or employes of the Commission, to be designated by such order, for action thereon, and by its order at any time to amend, modify, supplement, or rescind any such assignment or reference: *Provided, however*, That this authority shall not extend to investigations instituted upon the Commission's own motion or, without the consent of the parties thereto, to contested proceedings involving the taking of testimony at public hearings, or to investigations specifically required by this Act. All such orders shall take effect forthwith and remain in effect until otherwise ordered by the Commission. In case of the absence or inability for any other reason to act of any such individual commissioner or employe designated to serve upon any such board, the chairman of the Commission may designate another commissioner or employe, as the case may be, to serve temporarily until the Commission shall otherwise order. In conformity with and subject to the order or orders of the Commission in the premises, any such individual commissioner, or board acting by a majority thereof, shall have power and authority to hear and determine, order, certify, report, or otherwise act as to any of said work, business, or functions so assigned or referred to him or it for action by the Commission and in respect thereof shall have all the jurisdiction and powers now or then conferred by law upon the Commission and be subject to the same duties and obligations. Any order, decision, or report made or other action taken by any such individual commissioner or board in respect of any matters so assigned or referred shall have the same force and effect, and may be made, evidenced, and enforced in the same manner as if made or taken by the Commission. Any party affected by any order, decision, or report of any such individual commissioner or board may file a petition for rehearing by the Commission or a division thereof and every such petition shall be passed upon by the Commission or a division thereof. Any action by a division upon such a petition shall itself be subject to rehearing by the Commission, as provided in section 405 of this Act and in subsection (c). The Commission may make and amend rules for the conduct of proceedings before such individual commissioner or board and for the rehearing of such action before a division of the Commission or the Commission. The secretary and seal of the Commission shall be the secretary and seal of such individual commissioner or board.

## TITLE III—PROVISIONS RELATING TO RADIO PART I—GENERAL PROVISIONS

### LICENSE FOR RADIO COMMUNICATION OR TRANSMISSION OF ENERGY

SECTION 301. It is the purpose of this Act, among other things, to maintain the control of the United States over all the channels of interstate and foreign radio transmission; and to provide for the use of such channels, but not the ownership thereof, by persons for limited periods of time, under licenses granted by Federal authority, and no such license shall be considered to create any right, beyond the terms, conditions, and periods of the license. No person shall use or operate any apparatus for the transmission of energy or communications or signals by radio (a) from one place in any Territory or possession of the United States or in the District of Columbia to another place in the same Territory, possession, or District; or (b) from any State, Territory, or possession of the United States, or from the District of Columbia to any other State, Territory, or possession of the United States; or (c) from any place in any State, Territory, or possession of the United States, or in the District of Columbia, to any place in any foreign country or to any vessel; or (d) within any State when the effects of such use extend beyond the borders of said State, or when interference is caused by such use or operation with the transmission of such energy, communications, or signals from within said State to any place beyond its borders, or from any place beyond its borders to any place within said State, or with the transmission or reception of such energy, communications, or signals from and/or to places beyond the borders of said State; or (e) upon any vessel or aircraft of the United States; or (f) upon any other mobile stations within the jurisdiction of the United States, except under and in accordance with this Act and with a license in that behalf granted under the provisions of this Act.

### ZONES<sup>4</sup>

### GENERAL POWERS OF COMMISSION

SEC. 303. Except as otherwise provided in this Act, the Commission from time to time, as public convenience, interest, or necessity requires, shall—

(a) Classify radio stations;

<sup>4</sup> Sec. 302 was repealed by "AN ACT relating to the allocation of radio facilities," Public No. 652—74th Congress, approved, June 5, 1936. The text of Sec. 302 was as follows:

<sup>2</sup> The provisions relating to accountants were added by "An Act to amend paragraph (f) of Sec. 4 of the Communications Act of 1934," Public No. 423, 74th Congress, approved, Jan. 22, 1936.

<sup>3</sup> The second proviso was added by Public—No. 97—75th Congress, 1st Session, approved May 20, 1937.

<sup>4</sup> Subsection (a) of section 4 was added by "An Act to amend the Communications Act of 1934," Public—No. 97—75th Congress, approved May 20, 1937.

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Passed by 73rd Congress; Approved June 19, 1934; With Amendments

(b) Prescribe the nature of the service to be rendered by each class of licensed stations and each station within any class;

(c) Assign bands of frequencies to the various classes of stations, and assign frequencies for each individual station and determine the power which each station shall use and the time during which it may operate;

(d) Determine the location of classes of stations or individual stations;

(e) Regulate the kind of apparatus to be used with respect to its external effects and the purity and sharpness of the emissions from each station and from the apparatus therein;

(f) Make such regulations not inconsistent with law as it may deem necessary to prevent interference between stations and to carry out the provisions of this Act: *Provided, however,* That changes in the frequencies, authorized power, or in the time of operation of any station, shall not be made without the consent of the station licensee unless, after a public hearing, the Commission shall determine that such changes will promote public convenience or interest or will serve public necessity, or the provisions of this Act will be more fully complied with;

(g) Study new uses for radio, provide for experimental uses of frequencies, and generally encourage the larger and more effective use of radio in the public interest;

(h) Have authority to establish areas or zones to be served by any station;

(i) Have authority to make special regulations applicable to radio stations engaged in chain broadcasting;

(j) Have authority to make general rules and regulations requiring stations to keep such records of programs, transmissions of energy, communications, or signals as it may deem desirable;

(k) Have authority to exclude from the requirements of any regulations in whole or in part any radio station upon railroad rolling stock, or to modify such regulations in its discretion;

(l) Have authority to prescribe the qualifications of station operators, to classify them according to the duties to be performed, to fix the forms of such licenses, and to issue them to such citizens of the United States as the Commission finds qualified;

(m) (1) Have authority to suspend the license of any operator upon proof sufficient to satisfy the Commission that the licensee—

(A) has violated any provision of any Act, treaty, or convention binding on the United States, which the Commission is authorized to administer, or any regulation made by the Commission under any such Act, treaty, or convention; or

(B) has failed to carry out a lawful order of the master or person lawfully in charge of the ship or aircraft on which he is employed; or

(C) has willfully damaged or permitted radio apparatus or installations to be damaged; or

(D) has transmitted superfluous radio communications or signals or communications containing profane or obscene words, language, or meaning, or has knowingly transmitted—

(1) false or deceptive signals or communications, or

(2) a call signal or letter which has not been assigned by proper authority to the station he is operating; or

(E) has willfully or maliciously interfered with any other radio communications or signals; or

(F) has obtained or attempted to obtain, or has assisted another to obtain or attempt to obtain, an operator's license by fraudulent means.

(2) No order of suspension of any operator's license shall take effect until fifteen days' notice in writing thereof, stating the cause for the proposed suspension, has been given to the operator licensee who may make written application to the Commission at any time within said fifteen days for a hearing upon such order. The notice to the operator licensee shall not be effective until actually received by him, and from that time he shall have fifteen days in which to mail the said application. In the event that physical conditions prevent mailing of the application at the expiration of the fifteen-day period, the application shall then be mailed as soon as possible thereafter, accompanied by a satisfactory explanation of the delay. Upon receipt by the Commission of such application for hearing, said order of suspension shall be held in abeyance until the conclusion of the hearing which shall be conducted under such rules as the Commission may prescribe. Upon the conclusion of said hearing the Commission may affirm, modify, or revoke said order of suspension.<sup>6</sup>

(n) Have authority to inspect all radio installations associated with stations required to be licensed by any Act or which are subject to the provisions of any Act, treaty, or convention binding on the United States, to ascertain whether in construction, installation, and operation they conform to the requirements of the rules and regulations of the Commission, the provisions of any Act, the terms of any treaty or convention binding on the United States, and the conditions of the license or other instrument of authorization under which they are constructed, installed, or operated.<sup>6</sup>

Sec. 302. (a) For the purposes of this title the United States is divided into five zones, as follows: The first zone shall embrace the States of Maine, New Hampshire, Vermont, Massachusetts, Connecticut, Rhode Island, New York, New Jersey, Delaware, Maryland, and the District of Columbia; the second zone shall embrace the States of Pennsylvania, Virginia, West Virginia, Ohio, Michigan, and Kentucky; the third zone shall embrace the States of North Carolina, South Carolina, Georgia, Florida, Alabama, Tennessee, Mississippi, Arkansas, Louisiana, Texas, and Oklahoma; the fourth zone shall embrace the States of Indiana, Illinois, Wisconsin, Minnesota, North Dakota, South Dakota, Iowa, Nebraska, Kansas, and Missouri; and the fifth zone shall embrace the States of Montana, Idaho, Wyoming, Colorado, New Mexico, Arizona, Utah, Nevada, Washington, Oregon, and California.

(b) The Virgin Islands, Puerto Rico, Alaska, Guam, American Samoa, and the Territory of Hawaii are expressly excluded from the zones herein established.

(o) Have authority to designate call letters of all stations;

(p) Have authority to cause to be published such call letters and such

other announcements and data as in the judgment of the Commission may be required for the efficient operation of radio stations subject to the jurisdiction of the United States and for the proper enforcement of this Act;

(g) Have authority to require the painting and/or illumination of radio towers if and when in its judgment such towers constitute, or there is a reasonable possibility that they may constitute, a menace to air navigation.

(r) Make such rules and regulations and prescribe such restrictions and conditions, not inconsistent with law, as may be necessary to carry out the provisions of this Act, or any international radio or wire communications treaty or convention, or regulations annexed thereto, including any treaty or convention insofar as it relates to the use of radio, to which the United States is or may hereafter become a party.<sup>7</sup>

## WAIVER BY LICENSEE

SEC. 304. No station license shall be granted by the Commission until the applicant therefor shall have signed a waiver of any claim to the use of any particular frequency or of the ether as against the regulatory power of the United States because of the previous use of the same, whether by license or otherwise.

## GOVERNMENT-OWNED STATIONS

SEC. 305. (a) Radio stations belonging to and operated by the United States shall not be subject to the provisions of sections 301 and 303 of this Act. All such Government stations shall use such frequencies as shall be assigned to each or to each class by the President. All such stations, except stations on board naval and other Government vessels while at sea or beyond the limits of the continental United States, when transmitting any radio communication or signal other than a communication or signal relating to Government business, shall conform to such rules and regulations designated to prevent interference with other radio stations and the rights of others as the Commission may prescribe.

(b) Radio stations on board vessels of the United States Shipping Board Bureau or the United States Shipping Board Merchant Fleet Corporation or the Inland and Coastwise Waterways Service shall be subject to the provisions of this title.

(c) All stations owned and operated by the United States, except mobile stations of the Army of the United States, and all other stations on land and sea, shall have special call letters designated by the Commission.

## FOREIGN SHIPS

SEC. 306. Section 301 of this Act shall not apply to any person sending radio communications or signals on a foreign ship while the same is within the jurisdiction of the United States, but such communications or signals shall be transmitted only in accordance with such regulations designed to prevent interference as may be promulgated under the authority of this Act.

## ALLOCATION OF FACILITIES; TERMS OF LICENSES

SEC. 307. (a) The Commission, if public convenience, interest, or necessity will be served thereby, subject to the limitations of this Act, shall grant to any applicant therefor a station license provided for by this Act.

(b) In considering applications for licenses, and modifications and renewals thereof, when and insofar as there is demand for the same the Commission shall make such distribution of licenses, frequencies, hours of operation, and of power among the several States and communities as to provide a fair, efficient, and equitable distribution of radio service to each of the same.<sup>8</sup>

(c) The Commission shall study the proposal that Congress by statute allocate fixed percentages of radio broadcasting facilities to particular types or kinds of non-profit radio programs or to persons identified with particular types or kinds of non-profit activities, and shall report to Congress, not later than February 1, 1935, its recommendations together with the reasons for the same.

(d) No license granted for the operation of a broadcasting station shall be for a longer term than three years and no license so granted for any other class of station shall be for a longer term than five years, and any license granted may be revoked as hereinafter provided. Upon the expiration of any license, upon application therefor, a renewal of such license may be granted from time to time for a term of not to exceed three years in the case of broadcasting licenses and not to exceed five years in the case of other licenses, but action of the Commission with reference to the granting of such application for the renewal of a license shall be limited to and governed by the same considerations and practice which affect the granting of original applications.

(e) No renewal of an existing station license shall be granted more than thirty days prior to the expiration of the original license.

## APPLICATIONS FOR LICENSES; CONDITIONS IN LICENSE FOR FOREIGN COMMUNICATION

SEC. 308. (a) The Commission may grant licenses, renewal of licenses, and modification of licenses only upon written application therefor received by it: *Provided, however,* That in cases of emergency found by the Commission, licenses, renewals of licenses, and modifications of licenses, for stations on vessels or aircraft of the United States, may be issued under such conditions as the Commission may impose, without such formal application. Such licenses, however, shall in no case be for a longer term than three months: *Provided further,* That the Commission may issue by cable, telegraph, or radio a permit for the operation of a station on a vessel of the United States at sea, effective in lieu of a license until said vessel shall return to a port of the continental United States.

<sup>6</sup> Subsections (m) and (n) of section 303 were amended and subsection (r) of section 303 was added by Public—No. 97—75th Congress, 1st Session, approved May 20, 1937.

<sup>7</sup> Subsection (b) of section 307 was amended by Public—No. 652—74th Congress, approved June 5, 1936.

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(b) All such applications shall set forth such facts as the Commission by regulation may prescribe as to the citizenship, character and financial, technical, and other qualifications of the applicant to operate the station; the ownership and location of the proposed station and of the stations, if any, with which it is proposed to communicate; the frequencies and the power desired to be used; the hours of the day or other periods of time during which it is proposed to operate the station; the purposes for which the station is to be used; and such other information as it may require. The Commission, at any time after the filing of such original application and during the term of any such license, may require from an applicant or licensee further written statements of fact to enable it to determine whether such original application should be granted or denied or such license revoked. Such application and/or such statement of fact shall be signed by the applicant and/or licensee under oath or affirmation.

(c) The Commission in granting any license for a station intended or used for commercial communication between the United States or any Territory or possession, continental or insular, subject to the jurisdiction of the United States, and any foreign country, may impose any terms, conditions, or restrictions authorized to be imposed with respect to submarine-cable licenses by section 2 of an Act entitled "An Act relating to the landing and the operation of submarine cables in the United States," approved May 24, 1921.

## HEARINGS ON APPLICATIONS FOR LICENSES; FORM OF LICENSES; CONDITIONS ATTACHED TO LICENSES

SEC. 309. (a) If upon examination of any application for a station license or for the renewal or modification of a station license the Commission shall determine that public interest, convenience, or necessity would be served by the granting thereof, it shall authorize the issuance, renewal, or modification thereof in accordance with said finding. In the event the Commission upon examination of any such application does not reach such decision with respect thereto, it shall notify the applicant thereof, shall fix and give notice of a time and place for hearing thereon, and shall afford such applicant an opportunity to be heard under such rules and regulations as it may prescribe.

(b) Such station licenses as the Commission may grant shall be in such general form as it may prescribe, but each license shall contain, in addition to other provisions, a statement of the following conditions to which such license shall be subject:

(1) The station license shall not vest in the licensee any right to operate the station nor any right in the use of the frequencies designated in the license beyond the term thereof nor in any other manner than authorized therein.

(2) Neither the license nor the right granted thereunder shall be assigned or otherwise transferred in violation of this Act.

(3) Every license issued under this Act shall be subject in terms to the right of use or control conferred by section 606 hereof.

## LIMITATION ON HOLDING AND TRANSFER OF LICENSES

SEC. 310. (a) The station license required hereby shall not be granted to or held by—

- (1) Any alien or the representative of any alien;
- (2) Any foreign government or the representative thereof;
- (3) Any corporation organized under the laws of any foreign government;
- (4) Any corporation of which any officer or director is an alien or of which more than one-fifth of the capital stock is owned of record or voted by aliens or their representatives or by a foreign government or representative thereof, or by any corporation organized under the laws of a foreign country;
- (5) Any corporation directly or indirectly controlled by any other corporation of which any officer or more than one-fourth of the directors are aliens, or of which more than one-fourth of the capital stock is owned of record or voted, after June 1, 1935, by aliens, their representatives, or by a foreign government or representative thereof, or by any corporation organized under the laws of a foreign country, if the Commission finds that the public interest will be served by the refusal or the revocation of such license.

Nothing in this subsection shall prevent the licensing of radio apparatus on board any vessel, aircraft, or other mobile station of the United States when the installation and use of such apparatus is required by Act of Congress or any treaty to which the United States is a party.

(b) The station license required hereby, the frequencies authorized to be used by the licensee, and the rights therein granted shall not be transferred, assigned, or in any manner either voluntarily or involuntarily disposed of, or indirectly by transfer of control of any corporation holding such license, to any person, unless the Commission shall, after securing full information, decide that said transfer is in the public interest, and shall give its consent in writing.

## REFUSAL OF LICENSES AND PERMITS IN CERTAIN CASES

SEC. 311. The Commission is hereby directed to refuse a station license and/or the permit hereinafter required for the construction of a station to any person (or to any person directly or indirectly controlled by such person) whose license has been revoked by a court under section 313, and is hereby authorized to refuse such station license and/or permit to any other person (or to any person directly or indirectly controlled by such person) which has been finally adjudged guilty by a Federal court of unlawfully monopolizing or attempting unlawfully to monopolize, radio communication, directly or indirectly, through the control of the manufacture or sale of radio apparatus, through exclusive traffic arrangements, or by any other means, or to have been using unfair methods of competition. The granting of a license shall not stop the United States or any person aggrieved from proceeding against such person for violating the law against unfair methods of competition or for a violation of the law against unlawful restraints and monopolies and/or combinations, contracts, or agreements in restraint of trade, or from instituting proceedings for the dissolution of such corporation.

## REVOCACTION OF LICENSES

SEC. 312. (a) Any station license may be revoked for false statements either in the application or in the statement of fact which may be required by section 308 hereof, or because of conditions revealed by such statements of fact as may be required from time to time which would warrant the Commission in refusing to grant a license on an original application, or for failure to operate substantially as set forth in the license, or for violation of or failure to observe any of the restrictions and conditions of this Act or of any regulation of the Commission authorized by this Act or by a treaty ratified by the United States: *Provided, however,* That no such order of revocation shall take effect until fifteen days' notice in writing thereof, stating the cause for the proposed revocation, has been given to the licensee. Such licensee may make written application to the Commission at any time within said fifteen days for a hearing upon such order, and upon the filing of such written application said order of revocation shall stand suspended until the conclusion of the hearing conducted under such rules as the Commission may prescribe. Upon the conclusion of said hearing the Commission may affirm, modify, or revoke said order of revocation.

(b) Any station license hereafter granted under the provisions of this Act or the construction permit required hereby and hereafter issued, may be modified by the Commission either for a limited time or for the duration of the term thereof, if in the judgment of the Commission such action will promote the public interest, convenience, and necessity, or the provisions of this Act or of any treaty ratified by the United States will be more fully complied with: *Provided, however,* That no such order of modification shall become final until the holder of such outstanding license or permit shall have been notified in writing of the proposed action and the grounds or reasons therefor and shall have been given reasonable opportunity to show cause why such an order of modification should not issue.

## APPLICATION OF ANTI-TRUST LAWS

SEC. 313. All laws of the United States relating to unlawful restraints and monopolies and to combinations, contracts, or agreements in restraint of trade are hereby declared to be applicable to the manufacture and sale of and to trade in radio apparatus and devices entering into or affecting interstate or foreign commerce and to interstate or foreign radio communications. Whenever in any suit, action, or proceeding, civil or criminal, brought under the provisions of any said laws or in any proceedings brought to enforce or to review findings and orders of the Federal Trade Commission or other governmental agency in respect of any matters as to which said Commission or other governmental agency is by law authorized to act, any licensee shall be found guilty of the violation of the provisions of such laws or any of them, the court, in addition to the penalties imposed by said laws, may adjudge, order, and/or decree that the license of such licensee shall, as of the date the decree or judgment becomes finally effective or as of such date as the said decree shall fix, be revoked and that all rights under such license shall thereupon cease: *Provided, however,* That such licensee shall have the same right of appeal or review as is provided by law in respect of other decrees and judgments of said court.

## PRESERVATION OF COMPETITION IN COMMERCE

SEC. 314. After the effective date of this Act no person engaged directly, or indirectly through any person directly or indirectly controlling or controlled by, or under direct or indirect common control with, such person, or through an agent, or otherwise, in the business of transmitting and/or receiving for hire energy, communications, or signals by radio in accordance with the terms of the license issued under this Act, shall by purchase, lease, construction, or otherwise, directly or indirectly, acquire, own, control, or operate any cable or wire telegraph or telephone line or system between any place in any State, Territory, or possession of the United States or in the District of Columbia, and any place in any foreign country, or shall acquire, own, or control any part of the stock or other capital share or any interest in the physical property and/or other assets of any such cable, wire, telegraph, or telephone line or system, if in either case the purpose is and/or the effect thereof may be to substantially lessen competition or to restrain commerce between any place in any State, Territory, or possession of the United States, or in the District of Columbia, and any place in any foreign country, or unlawfully to create monopoly in any line of commerce; nor shall any person engaged directly, or indirectly through any person directly or indirectly controlling or controlled by, or under direct or indirect common control with, such person, or through an agent, or otherwise, in the business of transmitting and/or receiving for hire messages by any cable, wire, telegraph, or telephone line or system (a) between any place in any State, Territory, or possession of the United States, or in the District of Columbia, and any place in any other State, Territory, or possession of the United States; or (b) between any place in any State, Territory, or possession of the United States, or the District of Columbia, and any place in any foreign country, by purchase, lease, construction, or otherwise, directly or indirectly acquire, own, control, or operate any station or the apparatus therein, or any system for transmitting and/or receiving radio communications or signals between any place in any State, Territory, or possession of the United States, or in the District of Columbia, and any place in any foreign country, or shall acquire, own, or control any part of the stock or other capital share or any interest in the physical property and/or other assets of any such radio station, apparatus, or system, if in either case the purpose is and/or the effect thereof may be to substantially lessen competition or to restrain commerce between any place in any State, Territory, or possession of the United States, or in the District of Columbia, and any place in any foreign country, or unlawfully to create monopoly in any line of commerce.

# The Communications Act of 1934

(Provisions Relating to Broadcasting and Allied Services, With Sections Dealing Exclusively With Public Utility Common Carriers Omitted)

Passed by 73rd Congress; Approved June 19, 1934; With Amendments

## FACILITIES FOR CANDIDATES FOR PUBLIC OFFICE

SEC. 315. If any licensee shall permit any person who is a legally qualified candidate for any public office to use a broadcasting station, he shall afford equal opportunities to all other such candidates for that office in the use of such broadcasting station, and the Commission shall make rules and regulations to carry this provision into effect: *Provided*, That such licensee shall have no power of censorship over the material broadcast under the provisions of this section. No obligation is hereby imposed upon any licensee to allow the use of its station by any such candidate.

## LOTTERIES AND OTHER SIMILAR SCHEMES

SEC. 316. No person shall broadcast by means of any radio station for which a license is required by any law of the United States, and no person operating any such station shall knowingly permit the broadcasting of, any advertisement or information concerning any lottery, gift enterprise, or similar scheme, offering prizes dependent in whole or in part upon lot or chance, or any list of the prizes drawn or awarded by means of any such lottery, gift enterprise, or scheme, whether said list contains any part or all of such prizes. Any person violating any provision of this section shall, upon conviction thereof be fined not more than \$1,000 or imprisoned not more than one year, or both for each and every day during which such offense occurs.

## ANNOUNCEMENT THAT MATTER IS PAID FOR

SEC. 317. All matter broadcast by any radio station for which service, money, or any other valuable consideration is directly or indirectly paid, or promised to or charged or accepted by, the station so broadcasting, from any person shall, at the time the same is so broadcast, be announced as paid for or furnished, as the case may be, by such person.

## OPERATION OF TRANSMITTING APPARATUS

SEC. 318. The actual operation of all transmitting apparatus in any radio station for which a station license is required by this Act shall be carried on only by a person holding an operator's license issued hereunder, and no person shall operate any such apparatus in such station except under and in accordance with an operator's license issued to him by the Commission: *Provided*, however, That the Commission if it shall find that the public interest, convenience, or necessity will be served thereby may waive or modify the foregoing provisions of this section for the operation of any station except (1) stations for which licensed operators are required by international agreement, (2) stations for which licensed operators are required for safety purposes, (3) stations engaged in broadcasting, and (4) stations operated as common carriers on frequencies below thirty thousand kilocycles: *Provided further*, That the Commission shall have power to make special regulations governing the granting of licenses for the use of automatic radio devices and for the operation of such devices.\*

## CONSTRUCTION PERMITS

SEC. 319. (a) No license shall be issued under the authority of this Act for the operation of any station the construction of which is begun or is continued after this Act takes effect, unless a permit for its construction has been granted by the Commission upon written application therefor. The Commission may grant such permit if public convenience, interest, or necessity will be served by the construction of the station. This application shall set forth such facts as the Commission by regulation may prescribe as to the citizenship, character, and the financial, technical, and other ability of the applicant to construct and operate the station, the ownership and location of the proposed station and of the station or stations with which it is proposed to communicate, the frequencies desired to be used, the hours of the day or other periods of time during which it is proposed to operate the station, the purpose for which the station is to be used, the type of transmitting apparatus to be used, the power to be used, the date upon which the station is expected to be completed and in operation, and such other information as the Commission may require. Such application shall be signed by the applicant under oath or affirmation.

(b) Such permit for construction shall show specifically the earliest and latest dates between which the actual operation of such station is expected to begin, and shall provide that said permit will be automatically forfeited if the station is not ready for operation within the time specified or within such further time as the Commission may allow, unless prevented by causes not under the control of the grantee. The rights under any such permit shall not be assigned or otherwise transferred to any person without the approval of the Commission. A permit for construction shall not be required for Government stations, amateur stations, or stations upon mobile vessels, railroad rolling stock, or aircraft. Upon the completion of any station for the construction or continued construction of which a permit has been granted, and upon it being made to appear to the Commission that all the terms, conditions, and obligations set forth in the application and permit have been fully met, and that no cause or circumstance arising or first coming to the knowledge of the Commission since the granting of the permit would, in the judgment of the Commission, make the operation of such station against the public interest, the Commission shall issue a license to the lawful holder of said permit for the operation of said station. Said license shall conform generally to the terms of said permit.

\* The provisions in section 318 were added by "An Act to amend section 318 of the Communications Act of 1934." Public—No. 26—75th Congress, 1st Session, approved March 29, 1937.

## DESIGNATION OF STATIONS LIABLE TO INTERFERE WITH DISTRESS SIGNALS

SEC. 320. The Commission is authorized to designate from time to time radio stations the communications or signals of which, in its opinion, are liable to interfere with the transmission or reception of distress signals of ships. Such stations are required to keep a licensed radio operator listening in on the frequencies designated for signals of distress and radio communications relating thereto during the entire period the transmitter of such station is in operation.

## DISTRESS SIGNALS AND COMMUNICATIONS

SEC. 321\*. (a) The transmitting set in a radio station on shipboard may be adjusted in such a manner as to produce a maximum of radiation, irrespective of the amount of interference which may thus be caused, when such station is sending radio communications or signals of distress and radio communications relating thereto.\*

(b) All radio stations, including Government stations and stations on board foreign vessels when within the territorial waters of the United States, shall give absolute priority to radio communications or signals relating to ships in distress; shall cease all sending on frequencies which will interfere with hearing a radio communication or signal of distress, and, except when engaged in answering or aiding the ship in distress, shall refrain from sending any radio communications or signals until there is assurance that no interference will be caused with the radio communications or signals relating thereto, and shall assist the vessel in distress, so far as possible, by complying with its instructions.

## INTERCOMMUNICATION IN MOBILE SERVICE

SEC. 322.\* Every land station open to general public service between the coast and vessels or aircraft at sea shall, within the scope of its normal operations, be bound to exchange radio communications or signals with any ship or aircraft station at sea; and each station on shipboard or aircraft at sea shall, within the scope of its normal operations, be bound to exchange radio communications or signals with any other station on shipboard or aircraft at sea or with any land station open to general public service between the coast and vessels or aircraft at sea: *Provided*, That such exchange of radio communication shall be without distinction as to radio systems or instruments adopted by each station.\*

## INTERFERENCE BETWEEN GOVERNMENT AND COMMERCIAL STATIONS

SEC. 323. (a) At all places where Government and private or commercial radio stations on land operate in such close proximity that interference with the work of Government stations cannot be avoided when they are operating simultaneously, such private or commercial stations as do interfere with the transmission or reception of radio communications or signals by the Government stations concerned shall not use their transmitters during the first fifteen minutes of each hour, local standard time.

(b) The Government stations for which the above-mentioned division of time is established shall transmit radio communications or signals only during the first fifteen minutes of each hour, local standard time, except in case of signals or radio communications relating to vessels in distress and vessel requests for information as to course, location, or compass direction.

## USE OF MINIMUM POWER

SEC. 324. In all circumstances, except in case of radio communications or signals relating to vessels in distress, all radio stations, including those owned and operated by the United States, shall use the minimum amount of power necessary to carry out the communication desired.

## FALSE DISTRESS SIGNALS; REBROADCASTING; STUDIOS OF FOREIGN STATIONS

SEC. 325. (a) No person within the jurisdiction of the United States shall knowingly utter or transmit, or cause to be uttered or transmitted, any false or fraudulent signal of distress, or communication relating thereto, nor shall any broadcasting station rebroadcast the program or any part thereof of another broadcasting station without the express authority of the originating station.

(b) No person shall be permitted to locate, use, or maintain a radio broadcast studio or other place or apparatus from which or whereby sound waves are converted into electrical energy, or mechanical or physical reproduction of sound waves produced, and caused to be transmitted or delivered to a radio station in a foreign country for the purpose of being broadcast from any radio station there having a power output of sufficient intensity and/or being so located geographically that its emissions may be received consistently in the United States, without first obtaining a permit from the Commission upon proper application therefor.

(c) Such application shall contain such information as the Commission may by regulation prescribe, and the granting or refusal thereof shall be subject to the requirements of section 309 hereof with respect to applications for station licenses or renewal or modification thereof, and the license or permission so granted shall be revocable for false statements in the application so required or when the Commission, after hearings, shall find its continuation no longer in the public interest.

\* Sections 321, 322 and 329 were amended by Public—No. 97—75th Congress, 1st Session, approved May 20, 1937.



# The Communications Act of 1934

(Provisions Relating to Broadcasting and Allied Services, With Sections Dealing Exclusively With Public Utility Common Carriers Omitted)

Passed by 78rd Congress; Approved June 10, 1934; With Amendments

## CENSORSHIP; INDECENT LANGUAGE

SEC. 326. Nothing in this Act shall be understood or construed to give the Commission the power of censorship over the radio communications or signals transmitted by any radio station, and no regulation or condition shall be promulgated or fixed by the Commission which shall interfere with the right of free speech by means of radio communication. No person within the jurisdiction of the United States shall utter any obscene, indecent, or profane language by means of radio communication.

## USE OF NAVAL STATIONS FOR COMMERCIAL MESSAGES

SEC. 327. The Secretary of the Navy is hereby authorized, unless restrained by international agreement, under the terms and conditions and at rates prescribed by him, which rates shall be just and reasonable, and which, upon complaint, shall be subject to review and revision by the Commission, to use all radio stations and apparatus, wherever located, owned by the United States and under the control of the Navy Department, (a) for the reception and transmission of press messages offered by any newspaper published in the United States, its Territories or possessions, or published by citizens of the United States in foreign countries, or by any press association of the United States, and (b) for the reception and transmission of private commercial messages between ships, between ship and shore, between localities in Alaska and between Alaska and the continental United States: *Provided*, That the rates fixed for the reception and transmission of all such messages, other than press messages between the Pacific coast of the United States, Hawaii, Alaska, Guam, American Samoa, the Philippine Islands, and the Orient, and between the United States and the Virgin Islands, shall not be less than the rates charged by privately owned and operated stations for like messages and service: *Provided further*, That the right to use such stations for any of the purposes named in this section shall terminate and cease as between any countries or localities or between any locality and privately operated ships whenever privately owned and operated stations are capable of meeting the normal communication requirements between such countries or localities or between any locality and privately operated ships, and the Commission shall have notified the Secretary of the Navy thereof.

## SPECIAL PROVISION AS TO PHILIPPINE ISLANDS AND CANAL ZONE

SEC. 328. This title shall not apply to the Philippine Islands or to the Canal Zone. In international radio matters the Philippine Islands and the Canal Zone shall be represented by the Secretary of State.

## ADMINISTRATION OF RADIO LAWS IN TERRITORIES AND POSSESSIONS

SEC. 329.\* The Commission is authorized to designate any officer or employee of any other department of the Government on duty in any Territory or possession of the United States to render therein such service in connection with the administration of this Act as the Commission may prescribe and also to designate any officer or employee of any other department of the Government to render such services at any place within the United States in connection with the administration of title III of this Act as may be necessary: *Provided*, That such designation shall be approved by the head of the department in which such person is employed.

## TITLE IV—PROCEDURAL AND ADMINISTRATIVE PROVISIONS

### JURISDICTION TO ENFORCE ACT AND ORDERS OF COMMISSION

SECTION 401. (a) The district courts of the United States shall have jurisdiction, upon application of the Attorney General of the United States at the request of the Commission, alleging a failure to comply with or a violation of any of the provisions of this Act by any person, to issue a writ or writs of mandamus commanding such person to comply with the provisions of this Act.

(b) If any person fails or neglects to obey any order of the Commission other than for the payment of money, while the same is in effect, the Commission or any party injured thereby, or the United States, by its Attorney General, may apply to the appropriate district court of the United States for the enforcement of such order. If after hearing, that court determines that the order was regularly made and duly served, and that the person is in disobedience of the same, the court shall enforce obedience to such order by a writ of injunction or other proper process, mandatory or otherwise, to restrain such person or the officers, agents, or representatives of such person, from further disobedience of such order, or to enjoin upon it or them obedience to the same.

(c) Upon the request of the Commission it shall be the duty of any district attorney of the United States to whom the Commission may apply to institute in the proper court and to prosecute under the direction of the Attorney General of the United States all necessary proceedings for the enforcement of the provisions of this Act and for the punishment of all violations thereof, and the costs and expenses of such prosecutions shall be paid out of the appropriations for the expenses of the courts of the United States.

(d) The provisions of the Expediting Act, approved February 11, 1903, as amended, and of section 238 (1) of the Judicial Code, as amended, shall be held to apply to any suit in equity arising under Title II of this Act, wherein the United States is complainant.

### PROCEEDINGS TO ENFORCE OR SET ASIDE THE COMMISSION'S ORDERS—APPEAL IN CERTAIN CASES

SEC. 402. (a) The provisions of the Act of October 22, 1913 (38 Stat. 219), relating to the enforcing or setting aside of the orders of the Interstate Commerce Commission, are hereby made applicable to suits to enforce, enjoin, set aside, annul, or suspend any order of the Commission under this Act (except any order of the Commission granting or refusing an application for a construction permit for a radio station, or for a radio station license, or for renewal of an existing radio station license, or for modification of an existing radio station license, or suspending a radio operator's license<sup>10</sup>), and such suits are hereby authorized to be brought as provided in that Act.

(b) An appeal may be taken, in the manner hereinafter provided, from decisions of the Commission to the Court of Appeals of the District of Columbia in any of the following cases:

(1) By any applicant for a construction permit for a radio station, or for a radio station license, or for renewal of an existing radio station license, or for modification of an existing radio station license, whose application is refused by the Commission.

(2) By any other person aggrieved or whose interests are adversely affected by any decision of the Commission granting or refusing any such application.

(3) By any radio operator whose license has been suspended by the Commission.<sup>10</sup>

(c) Such appeal shall be taken by filing with said court within twenty days after the decision complained of is effective, notice in writing of said appeal and a statement of the reasons therefor, together with proof of service of a true copy of said notice and statement upon the Commission. Unless a later date is specified by the Commission as part of its decision, the decision complained of shall be considered to be effective as of the date on which public announcement of the decision is made at the office of the Commission in the city of Washington. The Commission shall thereupon immediately, and in any event not later than five days from the date of such service upon it, mail or otherwise deliver a copy of said notice of appeal to each person shown by the records of the Commission to be interested in such appeal and to have a right to intervene therein under the provisions of this section, and shall at all times thereafter permit any such person to inspect and make copies of the appellant's statement of reasons for said appeal at the office of the Commission in the city of Washington. Within thirty days after the filing of said appeal the Commission shall file with the court the originals or certified copies of all papers and evidence presented to it upon the application or order<sup>11</sup> involved, and also a like copy of its decision thereon, and shall within thirty days thereafter file a full statement in writing of the facts and grounds for its decision as found and given by it, and a list of all interested persons to whom it has mailed or otherwise delivered a copy of said notice of appeal.

(d) Within thirty days after the filing of said appeal any interested person may intervene and participate in the proceedings had upon said appeal by filing with the court a notice of intention to intervene and a verified statement showing the nature of the interest of such party, together with proof of service of true copies of said notice and statement, both upon appellant and upon the Commission. Any person who would be aggrieved or whose interests would be adversely affected by a reversal or modification of the decision of the Commission complained of shall be considered an interested party.

(e) At the earliest convenient time the court shall hear and determine the appeal upon the record before it, and shall have power, upon such record, to enter a judgment affirming or reversing the decision of the Commission, and in event the court shall render a decision and enter an order reversing the decision of the Commission, it shall remain the case of the Commission to carry out the judgment of the court: *Provided, however*, That the review by the court shall be limited to questions of law and that findings of fact by the Commission, if supported by substantial evidence, shall be conclusive unless it shall clearly appear that the findings of the Commission are arbitrary or capricious. The court judgment shall be final, subject, however, to review by the Supreme Court of the United States upon writ of certiorari on petition therefor under section 240 of the Judicial Code, as amended, by appellant, by the Commission, or by any interested party intervening in the appeal.

(f) The court may, in its discretion, enter judgment for costs in favor of or against an appellant, and/or other interested parties intervening in said appeal, but not against the Commission, depending upon the nature of the issues involved upon said appeal and the outcome thereof.

### INQUIRY BY COMMISSION ON ITS OWN MOTION

SEC. 403. The Commission shall have full authority and power at any time to institute an inquiry, on its own motion, in any case and as to any matter or thing concerning which complaint is authorized to be made, to or before the Commission by any provision of this Act, or concerning which any question may arise under any of the provisions of this Act, or relating to the enforcement of any of the provisions of this Act. The Commission shall have the same powers and authority to proceed with any inquiry instituted on its own motion as though it had been appealed to by complaint or petition under any of the provisions of this Act, including the power to make and enforce any order or orders in the case, or relating to the matter or thing concerning which the inquiry is had, excepting orders for the payment of money.

<sup>10</sup> The provisions in sections 402 (a) and (b) (3) relating to suspension of a radio operator's license were added by Public—No. 97—75th Congress, 1st Session, approved May 20, 1937.

<sup>11</sup> The words "or order" were added by Public—No. 97—75th Congress, 1st Session, approved May 20, 1937.

# The Communications Act of 1934

(Provisions Relating to Broadcasting and Allied Services, With Sections Dealing Exclusively With Public Utility Common Carriers Omitted)

Passed by 73rd Congress; Approved June 19, 1934; With Amendments

## REPORTS OF INVESTIGATIONS

SEC. 404. Whenever an investigation shall be made by the Commission it shall be its duty to make a report in writing in respect thereto, which shall state the conclusions of the Commission, together with its decision, order, or requirement in the premises; and in case damages are awarded such report shall include the findings of fact on which the award is made.

## REHEARING BEFORE COMMISSION

SEC. 405. After a decision, order, or requirement has been made by the Commission in any proceeding, any party thereto may at any time make application for rehearing of the same, or any matter determined therein, and it shall be lawful for the Commission in its discretion to grant such a rehearing if sufficient reason therefor be made to appear: *Provided, however*, That in the case of a decision, order, or requirement made under Title III, the time within which application for rehearing may be made shall be limited to twenty days after the effective date thereof, and such application may be made by any party or any person aggrieved or whose interests are adversely affected thereby. Applications for rehearing shall be governed by such general rules as the Commission may establish. No such application shall excuse any person from complying with or obeying any decision, order, or requirement of the Commission, or operate in any manner to stay or postpone the enforcement thereof, without the special order of the Commission. In case a rehearing is granted, the proceedings thereupon shall conform as nearly as may be to the proceedings in an original hearing, except as the Commission may otherwise direct; and if, in its judgment, after such rehearing and the consideration of all facts, including those arising since the former hearing, it shall appear that the original decision, order, or requirement is in any respect unjust or unwarranted, the Commission may reverse, change, or modify the same accordingly. Any decision, order, or requirement made after such rehearing, reversing, changing, or modifying the original determination, shall be subject to the same provisions as an original order.

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## GENERAL PROVISIONS RELATING TO PROCEEDINGS—WITNESSES AND DEPOSITIONS

SEC. 409. (a) Any member or examiner of the Commission, or the director of any division, when duly designated by the Commission for such purpose, may hold hearings, sign and issue subpoenas, administer oaths, examine witnesses, and receive evidence at any place in the United States designated by the Commission; except that in the administration of Title III an examiner may not be authorized to exercise such powers with respect to a matter involving (1) a change of policy by the Commission, (2) the revocation of a station license, (3) new devices or developments in radio, or (4) a new kind of use of frequencies. In all cases heard by an examiner the Commission shall hear oral arguments on request of either party.

(b) For the purposes of this Act the Commission shall have the power to require by subpoena the attendance and testimony of witnesses and the production of all books, papers, schedules of charges, contracts, agreements, and documents relating to any matter under investigation. Witnesses summoned before the Commission shall be paid the same fees and mileage that are paid witnesses in the court of the United States.

(c) Such attendance of witnesses, and the production of such documentary evidence, may be required from any place in the United States, at any designated place of hearing. And in case of disobedience to a subpoena the Commission, or any party to a proceeding before the Commission, may invoke the aid of any court of the United States in requiring the attendance and testimony of witnesses and the production of books, papers, and documents under the provisions of this section.

(d) Any of the district courts of the United States within the jurisdiction of which such inquiry is carried on may, in case of contumacy or refusal to obey a subpoena issued to any common carrier or licensee or other person, issue an order requiring such common carrier, licensee, or other person to appear before the Commission (and produce books and papers if so ordered) and give evidence touching the matter in question; and any failure to obey such order of the court may be punished by such court as a contempt thereof.

(e) The testimony of any witness may be taken, at the instance of a party, in any proceeding or investigation pending before the Commission, by deposition, at any time after a cause or proceeding is at issue on petition and answer. The Commission may also order testimony to be taken by deposition in any proceeding or investigation pending before it, at any stage of such proceeding or investigation. Such depositions may be taken before any judge of any court of the United States, or any United States commissioner, or any clerk of a district court, or any chancellor, justice, or judge of a supreme or superior court, mayor, or chief magistrate of a city, judge of a county court, or court of common pleas of any of the United States, or any notary public, not being of counsel or attorney to either of the parties, nor interested in the event of the proceeding or investigation. Reasonable notice must first be given in writing by the party or his attorney proposing to take such deposition to the opposite party or his attorney of record, as either may be nearest, which notice shall state the name of the witness and the time and place of the taking of his deposition. Any person may be compelled to appear and depose, and to produce documentary evidence, in the same manner as witnesses may be compelled to appear and testify and produce documentary evidence before the Commission, as hereinbefore provided.

(f) Every person deposing as herein provided shall be cautioned and

sworn (or affirm, if he so request) to testify the whole truth, and shall be carefully examined. His testimony shall be reduced to writing by the magistrate taking the deposition, or under his direction, and shall, after it has been reduced to writing, be subscribed by the deponent.

(g) If a witness whose testimony may be desired to be taken by deposition in a foreign country, the deposition may be taken before an officer or person designated by the Commission, or agreed upon by the parties by stipulation in writing to be filed with the Commission. All depositions must be promptly filed with the Commission.

(h) Witnesses whose depositions are taken as authorized in this Act, and the magistrate or other officer taking the same, shall severally be entitled to the same fees as are paid for like services in the courts of the United States.

(i) No person shall be excused from attending and testifying or from producing books, papers, schedules of charges, contracts, agreements, and documents before the Commission, or in obedience to the subpoena of the Commission, whether such subpoena be signed or issued by one or more commissioners, or in any cause or proceeding, criminal or otherwise, based upon or growing out of any alleged violation of this Act, or of any amendments thereto, on the ground or for the reason that the testimony or evidence, documentary or otherwise, required of him may tend to incriminate him or subject him to a penalty or forfeiture; but no individual shall be prosecuted or subjected to any penalty or forfeiture for or on account of any transaction, matter, or thing concerning which he is compelled, after having claimed his privilege against self-incrimination, to testify or produce evidence, documentary or otherwise, except that any individual so testifying shall not be exempt from prosecution and punishment for perjury committed in so testifying.

(j) Any person who shall neglect or refuse to attend and testify, or to answer any lawful inquiry, or to produce books, papers, schedules of charges, contracts, agreements, and documents, if in his power to do so, in obedience to the subpoena or lawful requirement of the Commission, shall be guilty of a misdemeanor and upon conviction thereof by a court of competent jurisdiction shall be punished by a fine of not less than \$100 nor more than \$5,000, or by imprisonment for not more than one year, or by both such fine and imprisonment.

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## TITLE V—PENAL PROVISIONS—FORFEITURES

### GENERAL PENALTY

SECTION 501. Any person who willfully and knowingly does or causes or suffers to be done any act, matter, or thing, in this Act prohibited or declared to be unlawful, or who willfully and knowingly omits or fails to do any act, matter, or thing in this Act required to be done, or willfully and knowingly causes or suffers such omission or failure, shall, upon conviction thereof, be punished for such offense, for which no penalty (other than a forfeiture) is provided herein, by a fine of not more than \$10,000 or by imprisonment for a term of not more than two years, or both.

### VIOLATIONS OF RULES, REGULATIONS, AND SO FORTH

SEC. 502. Any person who willfully and knowingly violates any rule, regulation, restriction or condition made or imposed by the Commission under authority of this Act, or any rule, regulation, restriction, or condition made or imposed by any international radio or wire communications treaty or convention, or regulations annexed thereto, to which the United States is or may hereafter become a party, shall, in addition to any other penalties provided by law, be punished, upon conviction thereof, by a fine of not more than \$500 for each and every day during which such offense occurs.

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### VENUE OF OFFENSES

SEC. 505. The trial of any offense under this Act shall be in the district in which it is committed; or if the offense is committed upon the high seas, or out of the jurisdiction of any particular State or district, the trial shall be in the district where the offender may be found or into which he shall be first brought. Whenever the offense is begun in one jurisdiction and completed in another it may be dealt with, inquired of, tried, determined, and punished in either jurisdiction in the same manner as if the offense had been actually and wholly committed therein.

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## TITLE VI—MISCELLANEOUS PROVISIONS

### UNAUTHORIZED PUBLICATION OF COMMUNICATIONS

SEC. 605. No person receiving or assisting in receiving, or transmitting, or assisting in transmitting, any interstate or foreign communication by wire or radio shall divulge or publish the existence, contents, substance, purport, effect, or meaning thereof, except through authorized channels of transmission or reception, to any person other than the addressee, his agent, or attorney, or to a person employed or authorized to forward such communication to its destination, or to proper accounting or distributing officers of the various communicating centers over which the communication may be passed, or to the master of a ship under whom he is serving, or in response to a subpoena issued by a court of competent jurisdiction, or on demand of other lawful authority; and no person not being authorized by the sender shall intercept any communication and divulge or publish the existence, contents, substance, purport, effect, or meaning of such intercepted communication to any person; and no person not being entitled thereto shall receive or assist in receiving any interstate or foreign communication by wire or radio and use the same or any information therein contained for his own benefit or for the benefit of another not entitled thereto; and no person having received such intercepted

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Passed by 73rd Congress; Approved June 19, 1934; With Amendments

communication or having become acquainted with the contents, substance, purport, effect, or meaning of the same or any part thereof, knowing that such information was so obtained, shall divulge or publish the existence, contents, substance, purport, effect, or meaning of the same or any part thereof, or use the same or any information therein contained for his own benefit or for the benefit of another not entitled thereto: *Provided*, That this section shall not apply to the receiving, divulging, publishing, or utilizing the contents of any radio communication broadcast, or transmitted by amateurs or others for the use of the general public, or relating to ships in distress.

## WAR EMERGENCY—POWERS OF PRESIDENT

SEC. 606. (a) During the continuance of a war in which the United States is engaged, the President is authorized, if he finds it necessary for the national defense and security, to direct that such communications as in his judgment may be essential to the national defense and security shall have preference or priority with any carrier subject to this Act. He may give these directions at and for such times as he may determine, and may modify, change, suspend, or annul them and for any such purpose he is hereby authorized to issue orders directly, or through such person or persons as he designates for the purpose, or through the Commission. Any carrier complying with any such order or direction for preference or priority herein authorized shall be exempt from any and all provisions in existing law imposing civil or criminal penalties, obligations, or liabilities upon carriers by reason of giving preference or priority in compliance with such order or direction.

(b) It shall be unlawful for any person during any war in which the United States is engaged to knowingly or willfully, by physical force or intimidation by threats of physical force, obstruct or retard or aid in obstructing or retarding interstate or foreign communication by radio or wire. The President is hereby authorized, whenever in his judgment the public interest requires, to employ the armed forces of the United States to prevent any such obstruction or retardation of communication: *Provided*, That nothing in this section shall be construed to repeal, modify, or affect either section 6 or section 20 of an Act entitled "An Act to supplement existing laws against unlawful

restraints and monopolies, and for other purposes," approved October 15, 1914.

(c) Upon proclamation by the President that there exists war or a threat of war or a state of public peril or disaster or other national emergency, or in order to preserve the neutrality of the United States, the President may suspend or amend, for such time as he may see fit, the rules and regulations applicable to any or all stations within the jurisdiction of the United States as prescribed by the Commission, and may cause the closing of any station for radio communication and the removal therefrom of its apparatus and equipment, or he may authorize the use or control of any such station and/or its apparatus and equipment by any department of the Government under such regulations as he may prescribe, upon just compensation to the owners.

(d) The President shall ascertain the just compensation for such use or control and certify the amount ascertained to Congress for appropriation and payment to the person entitled thereto. If the amount so certified is unsatisfactory to the person entitled thereto, such person shall be paid only 75 per centum of the amount and shall be entitled to sue the United States to recover such further sum as added to such payment of 75 per centum will make such amount as will be just compensation for the use and control. Such suit shall be brought in the manner provided by paragraph 20 of section 24, or by section 145, of the Judicial Code, as amended.

## EFFECTIVE DATE OF ACT

SEC. 607. This Act shall take effect upon the organization of the Commission, except that this section and sections 1 and 4 shall take effect July 1, 1934. The Commission shall be deemed to be organized upon such date as four members of the Commission have taken office.

## SEPARABILITY CLAUSE

SEC. 608. If any provision of this Act or the application thereof to any person or circumstance is held invalid, the remainder of the Act and the application of such provision to other persons or circumstances shall not be affected thereby.

## EDUCATIONAL AND RELIGIOUS STATIONS IN UNITED STATES AND CANADA

### College, Church and Publicly Owned Stations

Asterisk (\*) Indicates time is sold commercially.

### EDUCATIONAL INSTITUTIONS

\*WAPI, Birmingham, Ala.—Owned by University of Alabama, Alabama Polytechnic Institute and Alabama College; leased to WAPI Broadcasting Corp. Director: Thad Holt.

WBAA, West Lafayette, Ind.—Purdue University. Program Director: Gilbert D. Williams.

WCAD, Canton, N. Y.—St. Lawrence University; under lease option to *Watertown* (N. Y.) *Times*, to be moved to Watertown and operated commercially.

WCAL, Northfield, Minn.—St. Olaf College. Director: M. C. Jensen.

WCAT, Rapid City, S. D.—South Dakota State School of Mines. Director: C. M. Rowe.

\*WESG, Elmira, N. Y.—Licensed to Cornell University, Ithaca, N. Y. Operated under lease to *Elmira Star-Gazette*. Director: Dale Taylor.

\*WEW, St. Louis, Mo.—St. Louis University. Director: Rev. W. A. Burk, S.J.

\*WGST, Atlanta, Ga.—Licensed to Georgia School of Technology; operated commercially under lease. Director: W. H. Summerville.

WHA, Madison, Wis.—University of Wisconsin. Director: H. B. McCarty.

\*WHAZ, Troy, N. Y.—Rensselaer Polytechnic Institute. Director: W. J. Williams.

WILL, Urbana, Ill.—University of Illinois. Director: Joseph F. Wright.

WKAR, East Lansing, Mich.—Michigan State College. Director: Robert J. Coleman.

\*WHBY and WTAQ, Green Bay, Wis.—St. Norbert's College. Director: Father James A. Wagner.

WLB, Minneapolis, Minn.—University of Minnesota. Program Director: H. B. Gislason.

WLMU, Middleboro, Ky.—Construction permit issued for new station to Lincoln Memorial University, Harrogate, Tenn.

WNAD, Norman, Okla.—University of Oklahoma. Director: Homer Heck.

WOI, Ames, Ia.—Iowa State College of Agriculture & Mechanic Arts. Director: W. I. Griffith.

WOSU, Columbus, O.—Ohio State University. Director: R. C. Higgy.

\*WRUF, Gainesville, Ga.—University of Florida. Director: Garland Powell.

WSAJ, Grove City, Pa.—Grove City College. Director: Dr. A. J. Calderwood.

WSUI, Iowa City, Ia.—University of Iowa. Director: Carl Menzer.

WSVS, Buffalo, N. Y.—Seneca Vocational High School. Director: Lowell C. Kitchin.

WTAW, College Station, Tex.—Agricultural & Mechanical College of Texas. Director: E. P. Humbert.

\*WWL, New Orleans, La.—Loyola University. Director: Vincent P. Callahan.

KBPS, Portland, Ore.—Benson Polytechnical School. Director: William Allingham.

KFDY, Brookings, S. D.—South Dakota State College. Director: S. W. Jones.

\*KPFM, Grand Forks, N. D.—University of North Dakota. Director: D. LeMasurier.

KFKU, Lawrence, Kan.—University of Kansas. Director: H. G. Ingham.

\*KFXR, Oklahoma City, Okla.—Exchange Ave. Baptist Church. Director: B. C. Thomason.

KOAC, Corvallis, Ore.—Oregon State System of Higher Education (State Agricultural College, operator). Director: Luke L. Roberts.

\*KPAC, Port Arthur, Tex.—Port Arthur College. Director: Glenn Hewitt.

KSAC, Manhattan, Kan.—Kansas State College of Agriculture & Applied Sciences.

KUSD, Vermillion, S. D.—University of South Dakota. Director: B. B. Brackett.

\*KUOA, Siloam Springs, Ark.—John Brown University. Director: C. M. Books.

KWLC, Decatur, Ia.—Luther College. Director: Dr. W. L. Strunk.

KWSC, Pullman, Wash.—Washington State College. Director: Kenneth E. Yeend.

### CANADIAN

\*CFRC, Kingston, Ont.—Queens University. Director: James Annuud.

CKIC, Wolfville, N. S.—Acadia University. Director: Frances M. Patterson.

CKUA, Edmonton, Alta.—University of Alberta. Director: Donald Cameron.

### RELIGIOUS INSTITUTIONS

WAWZ, Zarahphath, N. J.—Pillar of Fire. Director: Ray B. White.

WBBL, Richmond, Va.—Grace Covenant Presbyterian Church. Director: M. A. Sifton.

WBRR, Brooklyn, N. Y.—Peoples Pulpit Association. Director: M. A. Howlett.

\*WBNO, New Orleans, La.—Coliseum Place Baptist Church. Director: Edward R. Musso.

WMBI, Chicago, Ill.—Moody Bible Institute. Director: Henry C. Crowell.

WMPC, Lapeer, Mich.—First Methodist Protestant Church. Director: F. S. Hemingway.

KFGQ, Boone, Ia.—Boone Biblical College. Director: Lois Crawford.

KFSG, Los Angeles, Cal.—Echo Park Evangelical Association. (Aimie Semple McPherson.)

KFUO, St. Louis, Mo.—Evangelical Lutheran Synod of Missouri, Ohio and Other States. Director: H. H. Hohenstein.

KPOF, Denver, Colo.—Pillar of Fire. Director: Arthur K. White.

KPPC, Pasadena, Cal.—Pasadena Presbyterian Church. Director: David Black.

\*KSL, Salt Lake City—Licensed to Radio Service Corp. of Utah, controlling interest in which is owned by Latter Day Saints (Mormon) Church. Director: Earl J. Glade.

KTW, Seattle, Wash.—First Presbyterian Church. Director: M. A. Matthews.

### MUNICIPAL STATIONS

\*WCAM, Camden, N. J.—City of Camden. Director: F. S. Caperoom.

\*WJAX, Jacksonville, Fla.—City of Jacksonville. Director: Thomas C. Imeson.

WLBL, Stevens Point, Wis.—State of Wisconsin. Director: F. R. Calvert.

WNYC, New York City—City of New York. Director: F. J. H. Kracke.

\*WPG, Atlantic City, N. J.—City of Atlantic City. Director: Norman Reed.

\*WRR, Dallas, Tex.—City of Dallas. Director: John Thorwald.

\*WSUN, St. Petersburg, Fla.—St. Petersburg Chamber of Commerce. Director: Harold H. Meyer.

\*KTHS, Hot Springs, Ark.—Hot Springs Chamber of Commerce. Director: S. A. Cislser.

# RADIO SET AND OTHER RECEIVING EQUIPMENT MANUFACTURERS

(Official Membership of Radio Manufacturers Association as of January 1, 1938)

**ADLER MFG. CO.**—29th & Chestnut Sts., Louisville, Ky. Products: radio cabinets, cabinets for electrical and music trades, card tables, carpet sweepers. Trade Name: *Adler-Royal*.

**ADROVEX CORP.**—70 Washington St., Brooklyn, N. Y. Products: fixed condensers, resistors, such as electrolytic condensers, mica condensers, fixed paper condensers, both oil and wax, padder condensers, carbon resistors, fixed and adjustable vitreous enamel resistors. Trade Names: *Aerovox, Hi-Parad, Metalohms, Resistoformer, Pyrohms*.

**ALLEN-BRADLEY CO.**—1326 S. Second St., Milwaukee, Wis. Products: bradleyometers, bradleyunits, bradleystats, radioteles. Trade Name: *Bradley*.

**AMERICAN ELECTRO METAL CORP.**—Lisbon St., Lewiston, Me. Products: molybdenum wires and molybdenum-tungsten alloy wires. Trade Name: *Elmet*.

**AMERICAN STEEL PACKAGE CO.**—Squire Ave., Defiance, O. Products: variable gang condensers. Trade Name: *Defiance*.

**AMPERITE CORP.**—561 Broadway, New York City. Products: amperite current voltage regulators, velocity microphones, microphone stands, microphone transformers, pre-amplifiers. Trade Name: *Amperite*.

**ARCTURUS RADIO TUBE CO.**—720 Frelinghuysen Ave., Newark, N. J. Products: radio receiving tubes. Trade Name: *Arcturus*.

**AUTOMATIC RADIO MFG. CO., INC.**—122 Brookline Ave., Boston, Mass. Products: receiving sets—midget, table, console, automobile. Trade Names: *Automatic, Auto Rola, Tom Thumb, Automaster, Airmaster*.

**BEAD CHAIN MFG. CO.**—110 Mountain Grove St., Bridgeport, Conn. Products: radio tube contact pins.

**BELMONT RADIO CORP.**—1257 Fullerton Ave., Chicago, Ill. Products: receiving sets—consoles, midgets, automobile. Trade Names: *Belmont, Freshman*.

**BENDIX RADIO CORP.**—9th & Kearny Sts., N. E., Washington, D. C. Products: aviation radio equipment for commercial and military service.

**BENTLEY, HARRIS MFG. CO.**—Hector & Lime Sts., Conshohocken, Pa. Products: varnished tubing and sleeving. Trade Name: *B.H.*

**BIRNBACH RADIO CO., INC.**—145 Hudson St., New York City. Products: aerial wire, hook-up wires, lead-in wires, aerial accessories, stand-off insulators, aerial kits, double antenna systems, automotive radio accessories, short-wave parts, rubber-covered colored wires, etc. Trade Name: *Brintex*.

**BLILEY ELECTRIC CO.**—Union Station Bldg., Erie, Pa. Products: crystals, crystal holders and crystal ovens. Trade Name: *Bliley*.

**WILLIAM BRAND & CO.**—276 Fourth Ave., New York City. Products: varnished tubing, saturated sleeving, mica condenser films and fabricated parts, varnished cambric, paper in rolls, tape, etc., sheet and fabricated bakelite, fibre, etc. Trade Name: *Turbo*.

**WALTER C. BRAUN, INC.**—601 W. Randolph St., Chicago, Ill. Products: amplifiers. Trade Names: *Radolek, Ozarka, Pioneer*.

**C. F. CANNON CO.**—MAIN St., Springwater, N. Y. Products: headsets. Trade Name: *Cannon-Ball*.

**CAPEHART INC.**—E. Pontiac St., Fort Wayne, Ind. Products: combination automatic phonograph-radios and automatic phonographs. Trade Name: *Capchart*.

**CENTRALAB**—900 E. Keefe Ave., Milwaukee, Wis. Products: rheostats and potentiometer resistances, plain and with switch for volume and tone control, fixed resistors, suppressor resistors, wave change switches. Trade Name: *Centralab*.

**CHAMPION RADIO WORKS**—88 Holden St., Danvers, Mass. Products: radio tubes, resistance tubes. Trade Name: *Champion*.

**CHICAGO TELEPHONE SUPPLY CO.**—1142-1228 W. Beardsley Ave., Elkhart, Ind. Products: volume controls, tone controls, switches, fixed resistances, head phones, etc. Trade Names: *Frost-Radio, Chipone*.

**CHICAGO TRANSFORMER CORP.**—3501 Addison St., Chicago, Ill. Products: small transformers and reactors.

**CINAUDAGRAPH CORP.**—2 Selleck St., Stamford, Conn. Products: speakers for radio and public address systems. Trade Name: *Cinaudagraph Corp.*

**CINCH MFG. CORP.**—2335 W. Van Buren St., Chicago, Ill. Products: tube sockets, soldering lugs, terminal strips, connector plugs, etc. Trade Name: *Cinch*.

**CLAROSTAT MFG. CO., INC.**—285 N. Sixth St., Brooklyn, N. Y. Products: fixed resistors, variable resistors, wire and carbon. Trade Name: *Clarostat*.

**COLONIAL RADIO CORP.**—254 Rano St., Buffalo, N. Y. Products: receiving sets—midget, table, console, battery, automobile, combination radio-phonograph. Trade Names: *Colonial, King*.

**CONTINENTAL CARBON INC.**—13900 Lorain Ave., Cleveland, O. Products: resistors, suppressors, resistor kits and paper dielectric condensers, *Filternoys*, to eliminate radio interference. Trade Name: *Continental*.

**CORNELL-DUBILIER ELECTRIC CORP.**—1000 Hamilton Blvd., South Plainfield, N. J. Products: capacitors. Trade Names: *Micadon, Ducon, Tubular, C-D, Cub, Tigers, Hi-Mike, Dykanol*.

**CORNING GLASS WORKS**—Walnut St., Corning, N. Y. Products: bulbs and tubing for radio and television tubes, insulators.

**CORNISH WIRE CO. INC.**—30 Church St., New York City. Products: radio hook-up wires, antenna accessories, antenna kits, shielded auto radio wires. Trade Names: *Coruico, Cor-Lac, Nu-Cor, Super-Cor, Braiddite, Flexibus*.

**CORONA RADIO & TELEVISION CORP.**—420 N. Sacramento Blvd., Chicago, Ill. Products: receiving sets—table, console, automobile, combination radio-phonograph. Trade Name: *Corona*.

**CROSLEY RADIO CORP.**—1329 Arlington St., Cincinnati, O. Products: receiving sets—midget, table, console, combination radio-phonograph, battery, automobile, duplex antennae. Trade Name: *Crosley*.

**CROWE NAME PLATE & MFG. CO.**—3701 Ravenswood Ave., Chicago, Ill. Products: tuning units for household and automobile radios; dials, scales on glass, metal, pyralin and bakelite; in embossed, etched, or lithographed escutcheons and nameplates;

controls and decorated panels for sound equipment and analyzers, metal grilles and cabinets. Trade Name: *Crowe*.

**DEJUR-AMSCO CORP.**—6 Bridge St., Shelton, Conn. Products: variable condensers, trimmer and padding condensers, rheostats, dials and remote controls. Trade Name: *DeJur-Amsco*.

**JAMES W. DOYLE, INC.**—311 N. Desplaines St., Chicago, Ill. Products: coils and transformers. Trade Name: *Robertson-Davis Co., Inc.*

**DRAKE ELECTRIC WORKS INC.**—3656 Lincoln Ave., Chicago, Ill. Products: electric soldering irons and electric solder pots.

**DRIVER-HARRIS CO.**—201 Middlesex St., Harrison, N. J. Products: resistance wire, ribbon, pure nickel wire and strip, special alloys. Trade Names: *Nichrome-Nichrome, V-Radiohm-Ohmaw*.

**WILBUR B. DRIVER CO.**—150 Riverside Ave., Newark, N. J. Products: filament wire, support wire, grid wire, bare and carbonized nickel ribbon, bare and enameled resistance wire, silk and cotton (covered) resistance wire. Trade Names: *Tophet A, Tophet C, Tophet D, Cupron, Cromin D, Feecralog, Hilo Radiocarb, Polcarb*.

**HUGH H. EBY, INC.**—2066 Hunting Park Ave., Philadelphia, Pa. Products: binding posts, switches, plugs, jacks, terminal strips, sockets, metal and bakelite punchings, electric eyes, radio and electrical specialties. Trade Name: *Eby*.

**ELECTRICAL RESEARCH LABORATORIES, INC.**—2222 Diversey Parkway, Chicago, Ill. Products: receiving sets—midget, table, console, combination radio-phonograph, battery, automobile. Trade Names: *Erla, Sentinel*.

**ELECTRO MOTIVE MFG. CO., INC.**—797 East 140th St., New York City. Products: carbon resistors, all types of wire wound resistors, fixed bakelite condensers, padders and trimmers, automobile suppressors. Trade Name: *Elmenco*.

**EMERSON RADIO & PHONOGRAPH CORP.**—111 Eighth Ave., New York City. Products: receiving sets—midget, table, console, combination radio-phonograph, battery, automobile. Trade Name: *Emerson*.

**ERIE RESISTOR CORP.**—644 W. 12th St., Erie, Pa. Products: resistors and automobile suppressors, radio knobs, dials, bezels, escutcheons, coil forms, insulators, etc. Trade Name: *Erie*.

**ESSEX WIRE CORP.**—14310 Woodward Ave., Detroit, Mich. Products: radio wires, magnet wire and cord sets. Trade Names: *Ilewill, Paramite, S-X*.

**FAIRBANKS, MORSE & CO.**—Home Appliance Division, Indianapolis, Ind. Products: receiving sets—midget, table, console, battery. Trade Name: *Fairbanks-Morse*.

**JOHN E. FAST & CO.**—3123 N. Crawford Ave., Chicago, Ill. Products: fixed electrical condensers. Trade Name: *Fast*.

**FROST-MINTON CORP.**—12 E. 41st St., New York City. Products: receiving sets—midgets. Trade Name: *Frost-Minton*.

**GALVIN MFG. CORP.**—4545 Augusta Blvd., Chicago, Ill. Products: receiving sets—console, table, midget, automobile, battery. Trade Name: *Motorola*.

**GENERAL ELECTRIC CO.**—1285 Boston Ave., Bridgeport, Conn. Products: receiving sets—console, table, midget, combination radio-phonograph, automobile, battery, *Handy Phone*, radio tubes. Trade Name: *GE*.

**GENERAL HOUSEHOLD UTILITIES CO.**—2638 N. Pulaski Rd., Chicago, Ill. Products: receiving sets—console, table, midget, battery, automobile; antennas. Trade Name: *Grano*.

**GENERAL INSTRUMENT CORP.**—829 Newark Ave., Elizabeth, N. J. Products: multiple variable condensers. Trade Name: *G.I.*

**GENERAL RADIO CO.**—30 State St., Cambridge A., Mass. Products: laboratory and production test equipment and apparatus, radio parts for general experimental purposes. Trade Name: *General Radio*.

**GENERAL TRANSFORMER CORP.**—500 S. Throop St., Chicago, Ill. Products: transformers and chokes. Trade Names: *GTO, Stenorian, Multi-tap*.

**EDWIN I. GUTHEMAN & CO.**—400 S. Peoria St., Chicago, Ill. Products: r.f. coils, chokes, oscillators, i.f. transformers, padder and trimmer condensers, textile covered and Litzendraht wire, radio cabinets, coil winding machinery. Trade Name: *Guthman, Super Q*.

**HAMMARLUND MFG. CO., INC.**—424 W. 33rd St., New York City. Products: variable condensers, trimmers, short-wave parts, receiving sets. Trade Names: *Hammarlund, Comet, Pro, Super-Pro*.

**HAWLEY PRODUCTS CO.**—201 N. First Ave., St. Charles, Ill. Products: moulded fibre diaphragms for radio loud speakers, housings, acoustical adapters, etc.

**HAZELTINE CORP.**—15 Exchange Pl., Jersey City, N. J. Products: patents and engineering service to manufacturers.

**HYGRADE SYLVANIA CORP.**—500 Fifth Ave., New York City. Products: radio receiving tubes. Trade Names: *Sylvania, Hygrade*.

**HYTRON CORP.**—76 Lafayette St., Salem, Mass. Products: radio tubes. Trade Name: *Hytron*.

**INTERNATIONAL RADIO CORP.**—Fourth & William Sts., Ann Arbor, Mich. Products: receiving sets—midgets, short wave, automobile. Trade Names: *Kadette, International*.

**INTERNATIONAL RESISTANCE CO.**—401 N. Broad St., Philadelphia, Pa. Products: resistors—fixed and variable, metallized, precision, power wire wound, voltage dividers, volume controls and tone controls. Trade Names: *I.R.C. Metallized*.

**IRVINGTON VARNISH & INSULATOR CO.**—6 Argyle Terrace, Irvington, N. J. Products: insulating materials used in the manufacture of radio parts, such as varnished cambric, varnished paper, irvo-slot insulation and saturated and varnished tubing. Trade Names: *Irvington Insulation, Standard of the World*.

**JEFFERSON ELECTRIC CO.**—25th Ave. & Madison St., Bellwood, Ill. Products: radio, electric and automotive transformers, chokes, coils, fuses and switches. Trade Names: *Jefferson, Gem, Union*.

**JENSEN RADIO MFG. CO.**—6601 So. Laramie Ave., Chicago, Ill. Products: loud speakers. Trade Name: *Jensen*.

**KEN-RAD TUBE AND LAMP CORP.**—Owensboro, Ky. Products: radio tubes and incandescent electric lamps. Trade Name: *Ken-Rad*.

**KESTER SOLDER CO.**—4201 Wrightwood Ave., Chicago, Ill. Products: solder, plastic resin flux filled solder, special flux solders for radio and electric work. Trade Name: *Kester*.

**LENZ ELECTRIC MFG. CO.**—1751 N. Western Ave., Chicago, Ill. Products: cords, wires and cables for radio.

**P. R. MALLORY & CO., INC.**—3029 E. Washington St., Indianapolis, Ind. Products: dry electrolytic condensers for AC and DC auto-radio vibrators, all-wave switches, volume controls, power rheostats, heavy duty and flexible resistors, dial light assemblies, grid bias cells, jacks, jack switches, push button switches, plugs, cable connectors, radio convenience outlets, dry disc rectifiers, battery chargers, resistance welding electrodes, electrical contacts. Trade Names: *Mallory, Yale*.

**MAGNAVOX CO.**—2131 Bueter Rd., Fort Wayne, Ind. Products: radio loud speakers, wet and dry types electrolytic filter and by-pass capacitors, etched and printed dials. Trade Names: *Magnavox, Mervon*.

**MICAMOLD RADIO CORP.**—1087 Flushing Ave., Brooklyn, N. Y. Products: mica, paper, electrolytic condensers; carbon resistors, wirewound resistors, ballast tubes. Trade Name: *Micamold*.

**MUTER CO.**—1255 S. Mich. Ave., Chicago, Ill. Products: candohm resistors, aerial accessories, voltage regulators, switches, hygrometers, etc. Trade Names: *Candohm, Compo, Muter*.

**NATIONAL CARBON CO.**—30 E. 42nd St., New York City. Products: radio A, B, and C batteries. Trade Name: *Eveready*.

**NATIONAL CO., INC.**—61 Sherman St., Malden, Mass. Products: converters, dials, eliminators, choke coils, transformers, condensers, couplings, amplifiers, grid grips. Trade Name: *National*.

**NATIONAL UNION RADIO CORP.**—570 Lexington Ave., New York City. Products: radio tubes. Trade Names: *National Union, Sonatron*.

**NOBLITT-SPARKS INDUSTRIES, INC.**—Columbus, Ind. Products: receiving sets—table, console, battery, automobile. Trade Name: *Arvin*.

**OAK MFG. CO.**—711 W. Lake St., Chicago, Ill. Products: switches, range, rotor, tap, vibrators, synchronous and non synchronous. Trade Name: *Oak*.

**THE OHIO CARBON CO.**—12508 Berea Rd., Lakewood, O. Products: carbon resistors. Trade Name: *Ohiohm*.

**OPERADIO MFG. CO.**—St. Charles, Ill. Products: loud speakers, amplifiers, public address equipment, theatre sound systems. Trade Name: *Operadio*.

**PHILADELPHIA STORAGE BATTERY CO.**—Ontario & C Sts., Philadelphia, Pa. Products: receiving sets—midget, table, console, combination radio-phonograph, battery; automobile, police, short wave; tubes, amplifiers and sound distribution equipment. Trade Names: *Philco, Philco-Transitone*.

**PHILMORE MFG. CO., INC.**—113 University Pl., New York City. Products: receiving sets—midget, battery; microphones, amplifiers, aerial eliminators, headphones, fixed crystals, crystal sets. Trade Names: *Philmore, Selective, Ajax, Deluze, Supertone, Bluebird, Little Wonder, Kompakt Radio*.

**PIERCE AIRO, INC.** (United Scientific Lab.)—510 Sixth Ave., New York City. Products: receiving sets—

midget, table, console, combination radio-phonograph, battery, automobile. Trade Names: *Pierce Airo, Devald*.

**PILOT RADIO CORP.**—3706 36th St., Long Island City, N. Y. Products: receiving sets—table, console, combination radio-phonograph, battery; aerial kits. Trade Name: *Pilot*.

**QUALITY HARDWARE & MACHINE CORP.**—5831 Ravenswood Ave., Chicago, Ill. Products: all types of metal stampings and light manufacture.

**QUAM-NICHOLS CO.**—33rd Pl. & Cottage Grove, Chicago, Ill. Products: quam chromatic and dynamic speakers, quam aerial kits, private brand kits, permanent magnet dynamic speakers, toy telephones. Trade Name: *Quam-Nichols Company, Quam Speakers*.

**RADIART CORP.**—Shaw Ave. at E. 133rd St., Cleveland, O. Products: auto radio vibrators, auto radio aerials, relays. Trade Name: *Radiart*.

**RADIO CONDENSER CO.**—Davis St. & Copewood Ave., Camden, N. J. Products: variable air condensers. Trade Name: *Radio Condenser Company*.

**RADIO SPEAKERS, INC.**—1338 S. Mich. Ave., Chicago, Ill. Products: radio loud speakers. Trade Name: *Radio Speakers*.

**RAYTHEON PRODUCTION CORP.**—55 Chapel St., Newton, Mass. Products: radio tubes. Trade Name: *Raytheon*.

**RCA MFG. CO., INC.**—201 N. Front St., Camden, N. J.

**RCA VICTOR DIVISION**, Camden, N. J. Products: receiving sets—midget, table, console, combination radio-phonograph, battery, automobile, police; broadcasting and transmitting equipment; photophone equipment.

**RCA RADIOTRON DIVISION**, Harrison, N. J. Products: vacuum tubes, including radio receiving tubes, transmitting tubes, and parts therefor. Trade Names: *RCA Victor, RCA Radiotron*.

**REA MAGNET WIRE CO., INC.**—East Pontiac St., Extended, Fort Wayne, Ind. Product: enameled magnet wire. Trade Name: *REA*.

**RELIANCE DYE & STAMPING CO.**—1260 Clybourn Ave., Chicago, Ill. Products: variable condensers.

**REMLER CO., LTD.**—2101 Bryant St., San Francisco, Cal. Products: receiving sets—midget, table console, battery, automobile, police; public address and broadcast speech amplifier and control equipment, microphones, etc. Trade Name: *Remler*.

**ROLA CO.**—2530 Superior Ave., Cleveland, O. Products: loud speakers for radio receiving sets and public address equipment. Trade Name: *Rola*.

**F. W. SICKLES CO.**—300 Main St., Springfield, Mass. Products: radio coils.

**SOLAR MFG. CORP.**—599 Broadway, New York City. Products: dry and wet electrolytics, paper bypass condensers, trimmer, molded mica condensers, elim-o-stats, capacitor analyzers. Trade Names: *Solar, Sealdite, Duravolt, Elim-O-Stat, Little Giant, Star Midget, Perma-Set, Minicap*.

**SPARKS-WITHINGTON CO.**—2400 E. Ganson St., Jackson, Mich. Products: receiving sets—midget, table, console, combination radio-phonograph, battery, automobile. Trade Name: *Sparton*.

**SPAULDING FIBRE CO., INC.**—310 Wheeler St., Tonawanda, N. Y. Products: vulcanized fibre and laminated phenolic insulation, armitite in sheets, rolls and coils; spider stock, coil form tubing, finished coil forms, fibre grommets, fibre solenoid coil bobbins; punching and fabricated parts. Trade Names: *Spauldite, Armitite, Spaulding, Spauldo*.

**SPEER RESISTOR CORP.**—Saint Marys, Pa. Products: radio resistors and suppressors. Trade Name: *Speer*.

**STACKPOLE CARBON CO.**—Tannery St., Saint Marys, Pa. Products: variable resistors, fixed carbon resistors (insulated and uninsulated), snap switches—tone switches, contacts, graphite anodes for radio transmitting and power tubes. Trade Name: *Stackpole*.

**STANDARD TRANSFORMER CORP.**—850 Blackhawk St., Chicago, Ill. Products: transformers to manufacturers, specifications, amateur transmitting sound, replacement and electrical specialties. Trade Name: *Stanco*.

**STEWART-WARNER CORP.**—1826 Diversy Parkway, Chicago, Ill. Products: receiving sets—consoles, table, midget, combination radio-phonograph, battery, automobile; reproducers. Trade Name: *Stewart-Warner*.

**STROMBERG-CARLSON TELEPHONE MFG. CO.**—100 Carlson Rd., Rochester, N. Y. Products: receiving sets—consoles, short wave, automobile, police, radio-phonograph combinations and aircraft radio sets. Loud speakers in cabinets, centralized radio systems, paging systems, etc. Trade Names: *Stromberg-Carlson, Te-Lok-Tor, Duratec, Mine-A-Phone*.

**SUPREME INSTRUMENTS CORP.**—Greenwood, Miss. Products: radio testing instruments. Trade Name: *Supreme Testing Instruments*.

**SYNTHANE CORP.**—Oaks, Pa. Products: synthane laminated bakelite sheets, rods and tubes, plain and printed panels, sub-panels, terminal blocks, synthographic dials, pierced and threaded coil forms, speaker spiders and voice coil bobbins, punchings and machined parts. Trade Names: *Synthane, Synthographic*.

**TRIAD MFG. CO. INC.**—Middle & Fountain Sts., Pawtucket, R. I. Products: radio tubes. Trade Name: *Triad*.

**TUNG-SOL LAMP WORKS, INC.** (Radio Tube Division)—95 Eighth Ave., Newark, N. J. Products: radio tubes, radio panelbulbs. Trade Name: *Tung-Sol*.

**UNITED AMERICAN BOSCH CORP.**—N. Main St., Springfield, Mass. Products: receiving sets—midget, table, console, battery, automobile, police. Trade Name: *American-Bosch*.

**UTAH RADIO PRODUCTS CO.**—820 Orleans St., Chicago, Ill. Products: speakers, vibrators, transformers, chokes, resistors, jacks, volume controls, tone controls, jack switches, push button switches, and plugs. Trade Name: *Utah*.

**WEBSTER CO.**—5622 Bloomingdale Ave., Chicago, Ill. Products: amplifiers and accessories. Trade Name: *Webster-Chicago*.

**WELLS-GARDNER & CO.**—2701 N. Kildare Ave., Chicago, Ill. Products: receiving sets—table, console, combination radio-phonograph, battery, automobile. Trade Name: *Wells-Gardner*.

**WESTON ELECTRICAL INSTRUMENT CORP.**—614 Frelinghuysen Ave., Newark, N. J. Products: electrical measuring instruments, sensitive relays and associated devices, radio servicing and tube testing equipment, electrical speed measuring equipment, photoelectric devices and photographic exposure meters, west-o-therm bi-metallic thermometers. Trade Names: *Weston, Photronic, Jovell, West-O-Therm*.

**ZENITH RADIO CORP.**—6001 Dickens Ave., Chicago, Ill. Products: receiving sets—automobile, home, boat and trailer.—A. C., AC/DC and farm, consoles, midgets, broadcast, short and long wave radio phonograph combinations. Trade Name: *Zenith*.

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# REGULATIONS GOVERNING CANADIAN BROADCASTING STATIONS

Made Under Canadian Broadcasting Act, 1936

(As Promulgated by Canadian Broadcasting Corporation, Effective November 1, 1937)

**Authority.** The attached regulations, numbered 1 to 23, were passed at a meeting of the Canadian Broadcasting Corporation held at Toronto, in the Province of Ontario, on the 8th day of September, 1937, as and for the regulations of the Canadian Broadcasting Corporation, and were made under authority of subsection one of section twenty-two of The Canadian Broadcasting Act, chapter twenty-four of the Statutes of 1936, which reads as follows:—

"The Corporation may make regulations

- (a) to control the establishment and operation of chains or networks of stations in Canada;
- (b) to prescribe the periods to be reserved periodically by any private station for the broadcasting of programs of the Corporation;
- (c) to control the character of any and all programs broadcast by Corporation or private stations;
- (d) to determine the proportion of time which may be devoted to advertising in any programs broadcast by the stations of the Corporation or by private stations and to control the character of such advertising;
- (e) to prescribe the proportion of time which may be devoted to political broadcasts by the stations of the Corporation and by private stations, and to assign such time on an equitable basis to all parties and rival candidates."

**Definitions.** 1. In these regulations, unless the context otherwise requires, (a) The "Act" means The Canadian Broadcasting Act, chapter twenty-four of the Statutes of 1936;

- (b) "Corporation" means the Canadian Broadcasting Corporation;
- (c) "licence" means a licence issued to a broadcasting station under the Radiotelegraph Act; and "licensee" means the holder of such licence;
- (d) "private station" means any broadcasting station licensed to a person other than the Corporation;
- (e) "regulations" means these regulations;
- (f) "representatives of the Corporation" means the General Manager of the Corporation, the Assistant General Manager of the Corporation or persons authorized in writing by the General Manager of the Corporation;
- (g) "station" refers to stations owned or operated by the Corporation as well as by others and it may also refer to the owner or licensee of a station.

**Scope of Regulations.** 2. These regulations apply to all stations in Canada and to all matter broadcast by such stations.

**Program Log.** 3. (1) Each station shall maintain a program log in a form acceptable to the Corporation and shall cause entries to be made therein as follows:—

- (a) date, call letters, location, frequency;
- (b) the time at which each station identification announcement is made;
- (c) the title and brief description of each program broadcast, with the time of the beginning and ending so as to give a continuous record of each day's broadcast. If a mechanical reproduction is used, that fact shall be noted, together with a statement whether or not announcement thereof was made. In the case of a talk or speech, the name of the speaker and the auspices under which the talk or speech was given shall be entered. If the speech is made by a political candidate or on behalf of a political candidate or political party, the political affiliation of the candidate or party shall also be entered;
- (d) the duration of each spot or other similar announcement and the broadcast hour during which it was transmitted;
- (e) the name of the sponsor of any program or announcement for which the station is paid.

(2) Key letters or abbreviations may be used if the explanation of each is plainly given in the log. The logs shall be produced for the inspection of the representatives of the Corporation upon the request of such representatives.

- (3) Each station shall keep on file a copy of
  - (a) the continuity used for any program;
  - (b) all program or other announcements containing advertising matter;
  - (c) the manuscript of addresses or talks.

(4) In the case of chain broadcasts these records shall be kept by the originating station.

(5) Such records shall be retained by the station for a period of one year and shall be open for inspection by representatives of the Corporation upon request of such representatives.

**Time.** 4. The time mentioned in all program logs and contracts used in connection with broadcasting shall be local standard time (or local daylight-saving time if that is in force) unless otherwise specified or agreed.

**Program Schedules.** 5. Each station shall, each week, file with the Corporation in a form acceptable to the Corporation an advance copy of its program schedule for the following week, showing the exact hours and how they are to be occupied each day.

**Station Identification.** 6. Each station shall announce its call letters not less than once nor more than four times an hour, during hours of operation.

**Programs in General.** \*7. No one shall broadcast

- (a) anything contrary to law;
- (b) the actual proceeding at any trial in a Canadian Court;
- (c) abusive comment on any race, religion or creed;
- (d) obscene, indecent or profane language;
- (e) malicious, scandalous, or defamatory matter;
- (f) advertising matter containing false or deceptive statements;
- (g) false or misleading news;
- (h) upon the subject of birth control;
- (i) upon the subject of venereal disease, or other subjects relating to public health which the Corporation may from time to time designate, unless such subjects be presented in a manner and at a time approved by the General Manager as appropriate to the medium of broadcasting;
- (j) (i) programs presenting a person who claims supernatural or psychic powers, or a fortune-teller, character analyst, crystal-gazer or the like, or programs which lead or may lead the listening public to believe that the person presented claims to possess or possesses supernatural or psychic powers or is or claims to be a fortune-teller, character analyst, crystal-gazer or the like.

(ii) programs in which a person answers or solves or purports to answer or solve questions or problems submitted by listeners or members of the public unless such programs prior to being broadcast shall have been approved in writing by a representative of the Corporation.

**Political broadcasts.** 8. (1) Political broadcasts are governed by subsections (3), (4) and (5) of section 22 of The Canadian Broadcasting Act, 1936, which read as follows:—

"(3) Dramatized political broadcasts are prohibited.

"(4) The names of the sponsor or sponsors and the political party, if any, upon whose behalf any political speech or address is broadcast shall be announced immediately preceding and immediately after such broadcasts.

"(5) Political broadcasts on any Dominion, Provincial or Municipal election day and on the two days immediately preceding any such election day are prohibited."

(2) Each station shall allocate time for political broadcasts as fairly as possible between the different parties or candidates desiring to purchase or obtain time for such broadcasts.

**Advertising Content.** 9. (1) The advertising content of any program shall not exceed in time ten per cent of any program period.

(2) Notwithstanding the provisions of subsection (1) any station shall upon instruction in writing from the Corporation reduce the total daily advertising content of its programs if the said total daily advertising content in the opinion of the Corporation occupies an undue proportion of the daily broadcast time.

(3) Upon notice in writing from the Corporation any station shall change the quality or nature of its advertising broadcasts.

10. Notwithstanding the provisions of these regulations the Corporation may, upon satisfactory evidence being submitted to it of a contract or contracts for the use of mechanical reproductions outstanding on November 1, 1937, which contain more than the advertising content prescribed in section 9 (1) or which relate to the subjects mentioned in section 7 (j) permit the continued use of the said mechanical reproductions until, but not beyond December 31, 1937.

**Advertising programs in general.** 11. (1) In any program no one shall advertise

- (a) any act or thing prohibited by law;
  - (b) the prices of goods or services, except the prices of publications auxiliary to the information services of the Corporation;
  - (c) any insurance corporation not registered to do business in Canada;
  - (d) bonds, shares, or other securities or mining or oil properties or royalties or other interests in mining or oil properties other than the securities of the Dominion or Provincial governments or municipalities or other public authorities, provided nothing herein shall prevent anyone from sponsoring a program giving quotations of market prices without comment;
  - (e) spirituous liquors;
  - (f) wine and beer in any province of Canada wherein the provincial law prohibits the direct advertisement of wine and beer, nor in any other province unless immediately prior to the coming into force of these Regulations wine and beer have in fact been directly advertised in such province through the facilities of radio.
- (2) Whenever wine and beer are advertised through radio facilities, the following special regulations shall apply:—
- (a) no spot announcements shall be used for the direct or indirect advertisement of wine or beer;
  - (b) all continuities in programs directly or indirectly advertising wine or beer shall, prior to their broadcast, be approved by the Corporation as to the continuity and the form, quantity and quality of the advertising content thereof.

**Spot Announcements.** 12. (1) "Spot" announcements shall not exceed two minutes for each broadcasting hour, subject always to the provisions of subsection (2) of this regulation.

(2) No "spot" announcement shall be broadcast on week-days between 7:30 p. m. and 11 p. m. or on Sundays at any time, provided that where exceptional conditions prevail owing to the geographical situation stations may be given during the hours prohibited to broadcast "spot" announcements on week-days.

(3) Subsections (1) and (2) of this regulation shall not apply to time signals or weather reports, provided that no advertising other than the name of the sponsor is mentioned.

**Foods and Drugs; Proprietary or Patent Medicines.** 13. (1) No continuity advertising an article marketed under the Proprietary or Patent Medicine Act or the Food and Drugs Act may be broadcast until it has been approved by the Department of Pensions and National Health.

Continuities submitted for approval shall be forwarded, in duplicate, to the Canadian Broadcasting Corporation, Ottawa, at least two weeks in advance of intended use. The formula for any article bearing a distinctive or trade name distinguishing it from any other product, and marketed under the Food and Drugs Act, shall be submitted with each pertinent continuity.

(2) No electrical transcription advertising an article marketed under the Proprietary or Patent Medicine Act or the Food and Drugs Act shall be broadcast by any station unless certified by an affidavit that the advertising continuity has been approved by the Department of Pensions and National Health.

(3) No announcer may broadcast any statement concerning any article marketed under the Food and Drugs Act or the Proprietary or Patent Medicine Act that is not contained in the continuity approved by the Department of Pensions and National Health.

(4) Testimonials referring to an article marketed under the Food and Drugs Act or the Proprietary or Patent Medicine Act shall be regarded as constituting a part of the advertising continuity.

(5) No continuity recommending any treatment for any ailment shall be broadcast until it has been approved by the Department of Pensions and National Health.

\* NOTE TO SECTION 7. It is not the intention of the Corporation to restrict freedom of speech nor the fair presentation of controversial material. On the contrary, the policy of the Corporation is to encourage the fair presentation of controversial questions. At the same time, it should be realized that the message of broadcasting is received at a freetime in the relatively unguarded atmosphere of the home, reaching old and young not necessarily suitable for this intimate medium.

(6) Inspectors of Food and Drugs, Department of Pensions and National Health, are authorized to act as representatives of the Corporation for the purpose of enforcing this regulation.

**News Broadcasts.** 14. Stations shall not transmit any news or information of any kind published in any newspaper or obtained, collected, collated, or coordinated by any newspaper or association of newspapers or any news agency or service, except the following:—

- (a) Such news bulletins as are released regularly from the various bureaus of The Canadian Press for the express use of broadcasting stations in Canada;
- (b) Local news under arrangements to be made by each station individually with its local newspaper or newspapers, or such news as it may collect through its own employees;
- (c) News from sources other than those provided for in subsections (a) and (b) herein, shall not be broadcast unless the express permission in writing of the Corporation through its General Manager is secured in advance.

**Material to be submitted.** 15. Representatives of the Corporation may require the production of material to be broadcast before any broadcast is arranged to take place.

**Corporation Programs.** 16. Time reserved for the broadcasting of Corporation programs shall be used only for such programs unless approval to the contrary has been received in writing from the Corporation in each specific case.

**Priority for Programs.** 17. Stations shall upon request of the Corporation give right of way to such Corporation or other programs as the Corporation shall designate. In such event neither the station nor the Corporation shall incur any liability for compensation or damages.

**Re-broadcasting of programs.** 18. No station shall "pick up" and re-broadcast any program unless permission in writing has first been obtained from the Corporation.

**Mechanical Reproductions.** 19. (1) No station shall use a mechanical reproduction (except when its use is merely incidental as for an identification or background) between the hours of 7:30 p. m. and 11:00 p. m. except with the previous consent of the Corporation in writing.

(2) A mechanical reproduction shall be announced as such immediately before and after the program concerned, except when its use is merely incidental as for an identification or background. The exact form of announcement is not prescribed, but the language shall be clear and in terms commonly used and understood. The following are examples of statements sufficient for the purpose:—

(a) "This is a recorded program."

(b) "This is a program of electrical transcription."

(3) No program of mechanical reproductions shall contain any reference to the name of any person, firm or corporation connected with the manufacture, sale, hire or ownership of the said mechanical reproductions used in the said program.

**Chain Broadcasting.** 20. Unless permission in writing is first obtained from the Corporation

- (a) no station shall continue to be a part or shall form a part of a chain or network originating outside of Canada;
- (b) no chain or network of two or more stations shall continue to be operated within Canada or shall be set up or operated within Canada;
- (c) no station shall continue to be or become an outlet for any station, chain or network existing or originating outside of Canada;
- (d) no station shall continue to be or become an associate station of or with any station, chain or network existing or originating outside of Canada.

**Station Contracts.** 21. Every station shall file with the Corporation a copy of the forms of contract used by it and a statement of its charges. Every such contract shall expressly make the enjoyment of the privilege to broadcast conditional upon the observance of these regulations. The licensee of each station shall see that a copy of these regulations is available at the station and that the station employees and persons broadcasting are familiar with them.

**Violation of Regulations.** 22. The Corporation may send a written or telegraph notice to the licensee of any station informing him of any alleged violation of these regulations and he shall have a delay of six days within which to answer in writing, giving in full his reply to the notice. The Corporation may make such investigation of the facts as it shall consider appropriate and for this purpose its representatives may examine the records and question the employees of any station.

**Repeal.** 23. These regulations shall have full force and effect as of the 1st day of November, 1937, and on and after that date all regulations inconsistent therewith shall be deemed to have been repealed.

**NOTE:** The penalty for violation of these regulations is provided for under section 22 (6) of the Act which reads:

"(6) In case of any violation or non-observance by a private station of the regulations made by the Corporation under this section, the Corporation may order that the license of such private station be suspended for a period not exceeding three months and any such order shall be forwarded to the Minister who shall forthwith communicate the same to the licensee of the station and shall take such steps as may be necessary to carry out the terms of such order."

## 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

# MAJOR SHORT WAVE BROADCASTING STATIONS OF THE WORLD

(Compiled as of Dec. 24, 1937, by World-Radio of London)

Frequency in Kc.	Power in Watts	Call Letters	Location
5150	1,000	PMY	Bandoeng, Java
5800	1,000	YV6RC	Caracas, Venezuela
5830	500	TIGPH	San Jose, Costa Rica
5850	250	YV1RB	Maracaibo, Venezuela
5970	15,000	HVJ	Vatican City, Italy
6000	20,000	RW59	Moscow, Russia
6000	1,000	XEBT	Mexico City, Mexico
6000	100	CFCX	Montreal, Canada
6010	2,500	COCO	Havana, Cuba
6010	30,000	OLR2A	Podebrady, Czechoslovakia
6010	1,000	CJGX	Sydney, Nova Scotia
6010	1,000	HJ3ABH	Bogota, Colombia
6010	5,000-40,000	DJC	Zeesen, Germany
6030	200	HP5B	Panama, Panama Republic
6040	10,000	W1XAL	Boston, Mass.
6040	5,000	W4XB	Miami, Fla.
6040	1,000	HJ1ABG	Barranquilla, Colombia
6050	10,000-50,000	GSA	Daventry, England
6060	10,000	W5XAL	Cincinnati, Ohio
6060	10,000	W3XAU	Philadelphia, Pa.
6060	750	SBO	Motala, Sweden
6070	200	VP3MR	Georgetown, British Guiana
6070	1,000	HJ3ABD	Call, Colombia
6070	1,500	OER2	Vienna, Austria
6080	15,000	OAX4Z	Lima, Peru
6080	50	ZHJ	Penang, Straits Settlements
6080	500	W9XAA	Chicago, Ill.
6080	500	VQ7LO	Nairobi, Kenya
6080			Delhi, India
6090	500	CFRX	Toronto, Canada
6090	2,500	ZBW2	Hong Kong, China
6100	5,000	ZTJ	Johannesburg, South Africa
6100	15,000-35,000	W3XAL	Bound Brook, N. J.
6100	10,000	W9XF	Chicago, Ill.
6100	1,000	YUA	Belgrade, Yugoslavia
6110	1,000	HJ4ABH	Manizales, Colombia
6110	10,000-50,000	GSL	Daventry, England
6110	500	VUC	Calcutta, India
6120	1,000	LKJ	Jeloy, Norway
6130	1,000	COCB	Havana, Cuba
6130	500	VE9EX	Halifax, Nova Scotia
6140	30,000	W5XK	Pittsburgh, Pa.
6150	2,000	CJRO	Winnipeg, Canada
6240	750	HIN	Trujillo City, Dominican Republic
6320	100	HIZ	Trujillo City, Dominican Republic
6410	1,000	TIPG	San Jose, Costa Rica
6610	2,000	PRADO	Riobamba, Ecuador
6630	100	HIT	Trujillo City, Dominican Republic
6660	200	HC2RL	Guayaquil, Ecuador
7500		EAJ1	Barcelona, Spain
7540	25,000	RKI	Moscow, Russia
7800	20,000	HBP	Radio-Nations, Geneva, Switzerland
8830	150	HCJB	Quito, Ecuador
9120	6,000	HAT4	Budapest, Hungary
9340	20,000	HBL	Radio-Nations, Geneva, Switzerland
9430	10,000	COCH	Havana, Cuba
9480	10,000	EAR	Madrid, Spain
9500	12,000	PRF5	Rio de Janeiro, Brazil
9500	1,500	VK3ME	Melbourne, Australia
9510	5,000	H5SPJ	Bangkok, Siam
9510	10,000-50,000	GSB	Daventry, England
9520	6,000	OZF	Skamlehaek, Denmark
9520	2,500	ZBW3	Hong Kong, China
9520		ZRX	Johannesburg, South Africa
9530	1,000	LKC	Jeloy, Norway
9530	25,000	W2XAF	Schenectady, N. Y.
9540	2,000	VPD2	Suva, Fiji Islands
9540	50,000	JZI	Tokyo, Japan
9540	5,000-40,000	DJN	Zeesen, Germany
9550	30,000	OLR3A	Podebrady, Czechoslovakia
9550	1,000	YDB	Sourabaya, Java
9560	5,000-40,000	DJA	Zeesen, Germany
9560	10,000	OAX4T	Lima, Peru
9560	4,500	VUB	Bombay, India
9570	10,000	W1XK	Mills, Mass.
9570	6,000	KZRM	Manila, Philippine Islands
9580	10,000-50,000	GSC	Daventry, England
9580	1,000	WJR	Lyndhurst, Australia
9590	10,000	W3XAU	Philadelphia, Pa.
9590	20,000	VK2ME	Sydney, Australia
9590	2,000	VK6ME	Perth, West Australia
9590	60,000	PCJ	Huizen, Holland
9600	20,000	RAN	Moscow, Russia
9610	1,000	YDB	Sourabaya, Java
9630	25,000	I2RO3	Rome, Italy
9650	2,000	CS2WA	Lisbon, Portugal
9660	10,000	LTX	Buenos Aires, Argentina
9740	1,000	COCQ	Havana, Cuba
9830	10,000	EAQI	Madrid, Spain
9830		COCM	Havana, Cuba
9940	5,000	CSW3	Lisbon, Portugal
10260	1,500	PMN	Bandoeng, Java
10270		PSH	Rio de Janeiro, Brazil
10330	9,000	ORK	Ruyssedele, Belgium
10350	12,000	LSX	Buenos Aires, Argentina
10360	4,000	EAJ43	Tenerife Radio Club, Canary Islands
11000	1,500	PLP	Bandoeng, Java
11040	5,000	CSW2	Lisbon, Portugal
11400	20,000	HBO	Radio-Nations, Geneva, Switzerland
11490	1,000	COCX	Havana, Cuba

Frequency in Kc.	Power in Watts	Call Letters	Location
11530	10,000	SPD	Warsaw, Poland
11700	750	SBP	Motala, Sweden
11700		CH1170	Santiago, Chile
11700		CJRX	Winnipeg, Canada
11720	2,000	TPA4	Radio-Colonial, Paris, France
11720	12,000	PHI	Huizen, Holland
11730	25,000	GSD	Daventry, England
11750	10,000-50,000	DJD	Zeesen, Germany
11770	5,000-40,000	W1XAL	Boston, Mass.
11790	10,000	JZJ	Tokyo, Japan
11800	50,000	OER3	Vienna, Austria (Experimental)
11800	1,500	I2RO4	Rome, Italy
11810	25,000	GSN	Daventry, England
11820	10,000-50,000	W9XAA	Chicago, Ill.
11830	500	W2XE	Wayne, N. J.
11830	10,000	OLR4A	Podebrady, Czechoslovakia
11840	30,000	CWS4	Lisbon, Portugal
11840	5,000	DJP	Zeesen, Germany
11850	5,000-40,000	GSE	Daventry, England
11860	10,000-50,000	WSXK	Pittsburgh, Pa.
11870	24,000	RNA3	Radio-Colonial, Paris, France
11890	12,000	TRP	Moscow, Russia
12000	20,000	TFJ	Reykjavik, Iceland
12230	7,500	SPW	Warsaw, Poland
13630	10,000	LZA	Sofia, Bulgaria
14920	1,500	EAJ1	Barcelona, Spain
15000		DJL	Zeesen, Germany
15110	5,000-40,000	HVJ	Vatican City, Italy
15120	10,000	GSF	Daventry, England
15140	10,000-50,000	SM5SX	Stockholm Tech. University
15150	1,500	YDC	Bandoeng, Java
15180	10,000-50,000	GSO	Daventry, England
15190	2,600	ZBW4	Hong Kong, China
15200	5,000-40,000	DJB	Zeesen, Germany
15210	18,000	WSXK	Pittsburgh, Pa.
15220	60,000	PCJ	Huizen, Holland
15230	30,000	OLR5A	Podebrady, Czechoslovakia
15240	12,000	TPA2	Radio-Colonial, Paris, France
15250	10,000	W1XAL	Boston, Mass.
15260	10,000-50,000	GSI	Daventry, England
15270	10,000	W2XE	Wayne, New Jersey
15280	5,000-40,000	DJQ	Zeesen, Germany
15290	7,000	LRU	Buenos Aires, Argentina
15300	10,000-50,000	GSP	Daventry, England
15330	18,000	W2XAD	Schenectady, N. Y.
15340	5,000-40,000	DJR	Zeesen, Germany
15370	6,000	HAS3	Budapest, Hungary
15710	5,000	W2XGB	Hicksville, N. Y.
17750	2,500	ZBW5	Hong Kong, China
17760	5,000-40,000	DJE	Zeesen, Germany
17760	10,000	W2XE	Wayne, N. J.
17770	25,000	PHI	Huizen, Holland
17780	15,000-35,000	W3XAL	Bound Brook, N. J.
17790	10,000-50,000	GSG	Daventry, England
18110	5,000	LSY	Buenos Aires, Argentina
19020	5,000	H5SPJ	Bangkok, Siam
21470	10,000-50,000	GSH	Daventry, England
21520	10,000	W2XE	Wayne, N. J.
21530	10,000-50,000	GSJ	Daventry, England
21540	6,000	WSXK	Pittsburgh, Pa.
21550	10,000-50,000	GST	Daventry, England

## FOREIGN BROADCASTING ASSOCIATIONS

ASOCIACION DE BROADCASTERS ARGENTINOS—(Argentine Broadcasters Association), Diagonal R. S. Pena 760-3 Erpsio-D, Buenos Aires, Argentina. Telephone: M.T. 35-4285.

AUSTRALIAN FEDERATION OF COMMERCIAL BROADCASTING STATIONS—29 Bligh St., Sydney, N. S. W., Australia. Telephone: B-7876. President: A. E. Bennett.

COMITE INTERNATIONAL DE LA RADIOELECTRICITE—(International Committee on Radio), 30 Rue du General Foy, Paris, France. VIII-E. Secretary-General: Robert Homburg. Telephone: Laborde 25-28.

SOUTH AMERICAN BROADCASTING UNION—Palacio Salvo 5, Piso Escrib 3, 7 & 11, Montevideo, Uruguay. Telephone: U.T.E. 8-4456. Cable Address: USARD-Montevideo. Director: Rafael J. Abella.

UNION INTERNATIONALE DE RADIODIFFUSION—(International Broadcasting Union), 51 Quai Wilson, Geneva, Switzerland. Telephone: Geneva 29-055. Cable Address: Inter-radio-Geneve. Secretary-General: Arthur R. Burrows. President: Antoine Dubois, Utrecht, Holland.

New Improved

Radio Outline

# MAP

Same as inserted in this issue . . . Delivered flat.

See page 398

For Prices



# DIRECTORY OF CENTRAL AMERICAN BROADCASTING STATIONS

(Including the West Indies)

(From Latest Data Available at U. S. Department of Commerce and Other Official Sources)

\*Denotes time is sold for advertising, according to best available information.  
(Corrected to December 1, 1937, but accuracy not guaranteed due to frequent changing)

## COSTA RICA

[Receiving Sets, 15,000†. No Set Tax]

City	Call Letters	Operator	Frequency in Kilocycles	Power in Watts
Alajuela	TI5CV	*Carlos Videche Aguilar	575	100
Cartago	TI3TS	*Tobias Solano A.	900	100
"	TIRA	Compania Radiografica Internacional	560	....
Heredia	TI4NRH	*Armando Cespedes M.	980	750
"	TI4WX	*Guillermo Gonzalez	690	250
San Jose	TICA	*Jose Manuel Herrera	1120	75
"	TICR	Gobierno de Costa Rica	911	75
"	TICSM	*Celino Sanchez M.	1070	450
"	TIEP	*Eduardo Pinto H.	830	3,000
"	TIFA	*Francisco Arie	600	250
"	TIGPH	*Gonzalo Pinto H.	1090 650	1,300 1,000
"	TIGZR	*Guillermo Zuniga R.	1030	....
"	TILJ	*Lola Monge Peralta	775	450
"	TILS	*Luis Saenz Mata	880	500
"	TIMC	*Mariano Coronado	560	100
"	TIPG	*Perry Girton	625	1,000
"	TIRCC	*Carlos Borge (Frbo)	1200	500
"	TIRH	*Ruben Hoffman	950	1,800
"	TIRM	*Rafael Merino	750	500
"	TIRS	*Rogelio Sotela	925	100
"	TIVCA	*Gonzalo Pinto H.	1225	500
"	TIVL	*Vicente Lines	860	50
"	TIXD	*John Gilbert Daly	800	100
"	TI4GH	*Gonzalo Garcia	730	1,000

### SHORT WAVE STATIONS

Cartago	TIRA	Compania Radiografica Internacional	6080 9590	....
San Jose	TIEP	*Eduardo Pinto H.	6710	....
"	TIGPH	*Gonzalo Pinto H.	5820	2,000
"	TIPG	*Perry Girton	6410	1,500
"	TIRCC	*Carlos Borge (Frbo)	6550	500

†As of Dec. 15, 1937.

## CUBA†

[Receiving Sets, 150,000†. No Set Tax]

City	Call Letters	Operator	Frequency in Kilocycles	Power in Watts
Caibarien	CMHD	*Manuel Alvarez	1270	250
Camaguey	CMJA	*Rafael Valdes Jimenez	1010	250
"	CMJC	*Miguel Guillen Perez	1390	200
"	CMJE	*Primo Alonso Casares	1220	75
"	CMJF	*John L. Stowers	1150	200
"	CMJK	*Cia Cubana Nac. Radio S.A.	1290	200
Cardenas	CMGE	*Genaro Sabater	1370	200
Ciego Avila	CMJH	*Luis Marauri	1360	200
"	CMJI	*Gilberto Gessa	1130	50
"	CMJO	*Bonifacio Ildelfonso	1180	50
Cienfuegos	CMHJ	*Romualdo Ugalde	1160	100
"	QMHM	*Jose R. Femenias	1450	150
"	CMHX	*Francisco Chavarry Fuster	1300	120
Cruces	CMHK	*Virgilio Villanueva	1330	250
Guantanamo	CMKS	*Cancido Savon	960	60

†As reported by the Ministry of Communications, Dec. 10, 1937. A sweeping reallocation of facilities was scheduled for early in 1938, which will considerably alter the foregoing.

## CUBA—(Continued)

City	Call Letters	Operator	Frequency in Kilocycles	Power in Watts
Havana	CMBC	*Domingo Fernandez Cruz	950	1,700
"	CMBD	*Luis Perez Garcia	1170	250
"	CMBF	*J. C. Rumbaut	770	5,000
"	CMBG	*John L. Stowers	1440	150
"	CMBL	*Cambo y Gabriel S.A.	750	2,800
"	CMBQ	*Rufino Pazos	680	5,000
"	CMBS	*Enrique Artalejo	770	250
"	CMBX	*Vicente Espinosa	1070	200
"	CMBY	*Joaquin Estefani	970	250
"	CMBZ	*Manuel y Guillermo Salas	1000	500
"	CMC	*Rafael Valdes	1260	500
"	CMCA	*Augusto Testar	1350	200
"	CMCB	*Antonio Capablanca	1230	200
"	CMCD	*La Voz del Aire S.A.	630	1,000
"	CMCF	*Dr. Oscar Gutierrez	810	250
"	CMCG	*La Onda S.A.	680	300
"	CMCH	*Leonardo Cano	1110	5,000
"	CMCI	*Rafael Rodriguez	1110	250
"	CMCK	*Luis Casas Romero	1030	5,000
"	CMCL	*Radio City S.A.	730	10,000
"	CMCM	*Cia Transradio Columbia S.A.	850	300
"	CMCO	*Enrique Lasanta	1200	150
"	CMCQ	*Andres Martinez	1410	200
"	CMCR	*Aurelio Hernandez	1380	150
"	CMCU	*Jorge Garcia Serra	1290	200
"	CMCW	*Jose Vilarino	1140	150
"	CMCX	*Juan de Dios Carreno	1380	250
"	CMCY	*Manuel D. Autran	570	10,000
"	CMK	*Fausto Montiel	720	500
"	CMOA	*Juan Fernandez Duran	1440	400
"	CMOX	*Perez y Chisholm	1320	200
"	CMQ	*Cambo y Gabriel S.A.	600	21,000
"	CMW	*Troncoso y Gil	880	500
"	CMX	*Francisco Lavin	920	1,200
"	†	*Ejercito Constitucional	1500	5,000
"	†	*Marina de Guerra Constitucional	1470	5,000
"	†	*Alberto A. Ferrera	880	5,000
"	†	*La Voz del Aire, S.A.	630	10,000
Holguin	CMKF	*Manuel J. de Gongora	1460	250
"	CMKO	*Manuel Angulo Farran	1230	200
Manzanillo	CMCM	*Raimundo Comas Soler	1120	100
Matanzas	CMGC	*Oscar S. Mechoso	1400	200
"	CMGF	*Bernabe R. de la Torre	1120	75
"	CMGH	*Manuel Garcia Alvarez	790	250
Moron	CMJP	*Cesar Canals	1430	75
Pinar del Rio	CMAB	*Francisco Martinez	1340	100
Sagua Grande	CMHA	*Abelardo Menocal	1070	50
Santa Clara	CMHI	*Laviz y Paz	1210	250
"	CMHW	*Guillermo D. Calichs	820	100
Santiago de Cuba	CMKD	*Emilsora Orinetal	1050	250
"	CMKG	*Emilio Grau Medina	1160	100
"	CMKR	*Jaime Nadal	1400	250
"	CMKW	*Claudio Alvarez Soriano	1350	200
"	CMKX	*Oscar Vidal Benitez	1190	75
Sti-Spiritus	CMHB	*V. E. Welles y O. Ramirez	1240	50

†New stations authorized to be constructed in Havana.

(Continued on page 358)

# DIRECTORY OF CENTRAL AMERICAN BROADCASTING STATIONS

(Including the West Indies)  
(From Latest Data Available at U. S. Department of Commerce and Other Official Sources)

\* Denotes time is sold for advertising, according to best available information.  
(Corrected to December 1, 1937, but accuracy not guaranteed due to frequent changing)  
(Continued from page 357)

## CUBA—(Continued)

City	Call Letters	Operator	Frequency in Kilocycles	Power in Watts
<b>SHORT WAVE STATIONS</b>				
Havana	COCD	*La Voz del Aire S.A.	6130	250
"	COCH	*General Broadcasting Co.	9428	1,000
"	COCM	*Transradio Columbia S.A.	9883	1,000
"	COCO	*Luis Casas Romero	6010	1,000
"	COCQ	*Cambo y Gabriel	9740	1,000
"	COCX	*Francisco Lavin	11650	1,000

## DOMINICAN REPUBLIC

[Receiving Sets, 7,000 †. No Set Tax]

City	Call Letters	Operator	Frequency in Kilocycles	Power in Watts
Ciudad Trujillo	HIG	*Andres Cordero	900	100
"	HIJ	*Frank Hatton	1190	25
"	HIL	*J. C. Teixido	1111	20
"	HIT	*F. A. Sanabia	1050	100
"	HIX	*Gobierno Dominicano	800	800
"	HIZ	*Frank Hatton	1370	100
"	HI4D	*Dr. L. Santamaria	1010	20
"	HI4M	*Jorge L. Rodriguez	1150	20
"	HI5E	*Chavez Hermanos	1220	10
"	HI6Y	*Alfonso Cuervo	1400	25
"	HI7P	*J. M. Roques Roman	1300	25
"	HI8Q	*Abbes & Garcia	1475	100
Moca	HI5N	*J. Belisario Curiel	1440	250
San Fco. Macoris	HI4V	*Luis Raul Betances	850	100
San P. Macoris	HIH	*Domingo Dominguez	1391	75
"	HI1J	*F. M. Donastorg	930	40
Santiago	HI1A	*Rafael Western	1410	75

### SHORT WAVE STATIONS

City	Call Letters	Operator	Frequency in Kilocycles	Power in Watts
Ciudad Trujillo	HIG	*Andres Cordero	6280	100
"	HIL	*J. C. Teixido	6500	20
"	HIN	*Guido Alessandro	{ 6243 11260	700
"	HIT	*F. A. Sanabia	6330	100
"	HIZ	*Frank Hatton	6316	100
"	HI1X	*Gobierno Dominicano	6340	900
"	HI2D	*Accion Catolica Dom.	6900	100
"	HI2X	*Gobierno Dominicano	11960	900
"	HI3X	"	15380	900
"	HI4D	*Dr. L. Santamaria	6555	20
"	HI5E	*Chavez Hermanos	9550	10
"	HI6H	*Luis A. Prince, Sr.	6600	25
"	HI7P	*J. M. Roques Roman	6800	25
"	HI8Q	*Abbes & Garcia	6240	100
La Romana	HI3C	*Moises Garip	6105	30
La Vega	HI5G	*Jose J. Secin	6660	30
"	HI8J	*Antonio Batista	6383	30
Moca	HI6N	*J. Belisario Curiel	6150	250
San Fco. Macoris	HI4V	*Luis Raul Betances	6450	100
San P. Macoris	HIH	*Domingo Dominguez	6814	75
"	HI1J	*F. M. Donastorg	5865	40
Santiago	HI1A	*Rafael Western	6182	75
"	HI1L	*Maria Josefa Tavarez	6480	100
"	HI1S	*Generoso Sarnelli	6420	20
"	HI3U	*Fernando Beltran	6015	100
"	HI9B	*Jacinto L. Sanchez	6050	100

†As of Nov. 1, 1937.

## EL SALVADOR

[Receiving Sets, 8,000-10,000 †. Set Tax, 5 colones]

City	Call Letters	Operator	Frequency in Kilocycles	Power in Watts
San Salvador	YSS	*Government	640	500
<b>SHORT WAVE STATIONS</b>				
San Salvador	YSM	Government	11710	400
"	YSD	"	7894	400

†As of Nov. 10, 1937.

## GUATEMALA

[Receiving Sets, 12,000 †. Set Tax, \$3.00 Per Annum]

City	Call Letters	Operator	Frequency in Kilocycles	Power in Watts
Guatemala	TG1	Direccion General de Telegrafos	1510	100
"	TGW	*Ministerio de Fomento	1210	10,000
"	TGX	*Periodico "Liberal Progresista"	1400	50
<b>SHORT WAVE STATIONS</b>				
Guatemala	TG2	Direccion General de Telegrafos	6310	200
"	TG2X	Policia Nacional	5940	260
"	TGS	Casa Presidencial	5713	100
"	TGWA	*Ministerio de Fomento	9450	10,000

†As of Oct. 5, 1937.

## HAITI

[Receiving Sets, 2,500 †. Set Tax, 20c per tube]

City	Call Letters	Operator	Frequency in Kilocycles	Power in Watts
Port au Prince	HHK	Government (Temporarily off air as of Dec. 1, 1937)	1200	1,000
"	HHW	*Ricardo C. Widmaier, Jr.	1230	100
<b>SHORT WAVE STATIONS</b>				
Port au Prince	HH2S	*Societe Haitienne de Radiofusion	5915	100
"	HH3W	*Ricardo C. Widmaier, Jr.	9645	100

†As of Sept. 30, 1937.

## HONDURAS

[Receiving Sets, 15,000 †. No Set Tax]

City	Call Letters	Operator	Frequency in Kilocycles	Power in Watts
Tegucigalpa	HRN	*Rafael Ferrari, Paul John	1340	50
<b>SHORT WAVE STATIONS</b>				
La Ceiba	HRD	*Emilio Crespo	6235	200
San Pedro Sula	HRP1	*Filiberto Diaz Zelaya.	6351	75
Tegucigalpa	HRN	*Rafael Ferrari, Paul John	5875	500

†As of Oct. 15, 1937.

## MEXICO

[Receiving Sets 300,000-350,000 †. No Set Tax]

City	Call Letters	Operator	Frequency in Kilocycles	Power in Watts
Aguascalientes	XEBI	*Pedro C. Rivas	1000	25
Cananea	XEFQ	*Pedro L. Diaz	1010	50
Chihuahua	XEBU	*Feliciano Lopez Islas	1200	50
"	XEFI	*Feliciano Lopez Islas	1440	250
Cordoba	XEAG	*Diodoro Zuniga	1810	10
Durango	XEBP	*Manual Cano Maldonado	1150	250
"	XEE	*Alejandro O. Stevenson, Jr.	1210	50

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(Continued from page 358)

## MEXICO—(Continued)

City	Call Letters	Operator	Frequency in Kilocycles	Power in Watts
Guadalajara	XEA	*Alberto Palos Sauza	1060	125
"	XED	*Cia Radiofonografica, S. A.	1160	500
General Anaya	XEDA	*Augusto Garcia Diaz	1220	200
Guzman	XEBA	*Javier Velasco	1080	20
Hermosillo	XEBH	*Carlos Balderrama	930	500
Hidalgo del Parral	XEAT	*David G. Cervantes	1210	250
Irapueto	XEBO	*Alfonso Martinez	1310	25
Juarez	XEF	*Gilberto Gil	1450	100
"	XEFV	*Dario Cordoba	1210	100
"	XEJ	*Pedros Meneses, Jr.	1020	1,000
"	XEP	*Esteban Parra	1160	500
Leon	XEFM	*Raul Ortiz Gonzalez	1160	20
"	XEKL	*Hemmer y Romero S.	1240	500
Matamoros	XEAM	*Manuel L. Salinas	750	25
Mazatlan	XEBL	*Ignacio L. Sais	1220	50
Merida	XEFC	*Julio Molina Font	550	100
"	XEME	*Perfecto Villamil Cisero	1240	50
"	XEZ	*Jorge L. Palomeque	630	500
Mexicali	XEAA	*Rosendo Herrera	750	200
"	XEAO	*Luis L. Castro	660	250
Mexico City	XEAI	*Carmen Gutierrez	1250	500
"	XEAL	*Cia. Pan-American de Radio	660	1,000
"	XEAP	*Emilio Manzanilla	1340	50
"	XEB	*El Buen Tono S. A.	1030	10,000
"	XEBS	*Maria Remedios Delgado	1340	200
"	XEBZ	*Refugio Esparza Vda. de Valezzi	810	100
"	XEFO	*Partido Nacional Revolucionario	940	5,000
"	XEJP	*Salvador Monterrubio R.	1130	100
"	XEJW	*Dr. Jose Luis Garza G.	870	500
"	XEK	*Arturo Martinez	990	100
"	XEL	*Financiera de Inversiones, S. A.	1100	250
"	XELZ	*Maria Cardona de Zetina	1370	100
"	XEMX	*Alfonso Traolosheros Avalos	1280	100
"	XEN	*Guillermina P. de del Conde	780	1,000
"	XENC	*Cooperativa de Trabajadores	860	50
"	XEW	*Cadena Radiodif. Mexicana, S. A.	890	50,000
Minatitlan	XEDW	*Hector Silva Canto	1150	20
Monterrey	XEFB	*Jesus Quintanilla	870	200
"	XEG	*Rudolfo Junco de la Vega	1230	250
"	XEH	*Constantino de Tarnava	720	100
"	XET	*El Pregonero del Norte, S. A.	690	5,000
"	XEX	*Luis F. Petit Jean	1310	125
Morelia	XEI	*Carlos Gutierrez	1370	125
Nogales	XEAF	*Francisco G. Elias	990	750
Nuevo Laredo	XEBK	*G. Guajardo y M. M. Cortes	1080	100
"	XEDF	*Ruperto Villarreal	810	100
"	XEFE	*Rafael T. Carranza	850	20
"	XENT	*Cia Industrial Universal, S. A.	910	50,000 CP-150,000
Piedras Negras	XELO	*Cia Radio Difusora de Piedras Negras, S. A.	1110	10,000 CP-50,000
"	XEMU	*Radiodif. de Piedras Negras	580	250
"	XEPN	*Cia Radio Difusora de Piedras Negras, S. A.	{580 780}	{50,000 CP-100,000}

## MEXICO—(Continued)

City	Call Letters	Operator	Frequency in Kilocycles	Power in Watts
Puebla	XETH	*Ramon Huerta	1210	100
Reynosa	XEAW	*Cia Internacional Difusora de Reynosa	960	100,000
Sabinas	XEBX	*Benito Garza Ortegón	640	250
Saltillo	XEAS	*Manuel R. Rodriguez	1160	1,000
San Luis Potosi	XECZ	*Zelerino Z. Jimenez	1370	100
Tampico	XEFW	*Jose Expedito Martinez	1310	300
"	XES	*Fernando Sada	990	100
Tia Juana	XEAC	*Jorge I. Rivera	980	1,000
"	XEBG	*Angel B. Fernandez	820	1,000
"	XEC	*Luis E. Enciso	1150	100
"	XEMO	*Fernando Federico Ferreira	860	5,000
"	XEOK	*Carlos de la Sierra	760	200
Toluca	XEAB	*Dario Jorge Alva	1060	250
Torreón	XETB	*Aurelia G. Zaragoza	1310	125
Vera Cruz	XETF	*Jose Rodriguez Lopez	1220	12
"	XEU	*Fernando Pazos	1010	250
Villa Acuna	XERA	*Cia Mex. Radiodifusora Fronteriza, S. A.	840	180,000 CP-850,000
Zucatecas	XEAZ	*Eduardo Thompson	1080	20
<b>SHORT WAVE STATIONS</b>				
Guadalajara	XECU	*Ramon Loreto	6075	45
"	XEDQ	*Radiofonografica de Guadalajara	9520	100
Hermosillo	XEBR	*Carlos Bolderrama	11820	150
Jalapa	XEBF	*Pedro Coronel Aburto	6090	100
Mexico City	XEBT	*El Buen Tono, S. A.	6000	500
"	XEGW	*Jose G. Garza Fox	6110	250
"	XEWW	*Codena Radiodifusora Mexicano	15160	10,000
Tampico	XETW	*Flores y Martinez	6045	100
Vera Cruz	KEFT	*Jose Rodriguez Lopez	9550	12
"	XEUW	*Fernando Pasos Sosa	6020	20
<b>CULTURAL STATIONS</b>				
Guadalajara	XEWB	Camara de Proprietarios	11710	15
Mexico City	XEWI	Institucion Mundial de la V. I.	{6015 11900}	400
Saltillo	XELA	Enrique Gomez	1240	50
<b>OFFICIAL STATIONS</b>				
Jalapa	XEXB	Gobierno del Estado de Veracruz	1270	250
"	XEXD	Gobierno del Estado de Veracruz	1340	350
Mexico City	XECR	Secretaria de Relaciones Exteriores	610	500
"	XEDP	Dept. de Publicidad y Propagando	{7380 1080}	20,000
"	XEXS	Dept. de Salubridad Publica	{1310 6200}	100
"	XER	Secretaria de Educacion Publica	11896	100
"	XEYO	Partido Nacional Revolucionario	610	500
"	XEXA	Secretaria de Educacion Publica	{6133 11880}	100
"	XEXM	Secretaria de Educacion Publica	610	500
"	XEXX	Universidad Nacional de Mexico	1170	1,000
Monterrey	XEXP	Presidencia Municipal Monterrey	2500	30
San Luis Potosi	XEXH	Ayuntamiento de San Luis Potosi	1250	250
Texcoco	XEXE	M. Ayuntamiento de Texcoco	1270	17

(Continued on page 360)

# DIRECTORY OF CENTRAL AMERICAN BROADCASTING STATIONS

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(Continued from page 358)

## MEXICO—(Continued)

City	Call Letters	Operator	Frequency in Kilocycles	Power in Watts
Guadalajara	XEA	*Alberto Palos Sauza	1060	125
"	XED	*Cia Radiofonografica, S. A.	1160	500
General Anaya	XEDA	*Augusto Garcia Diaz	1220	200
Guzman	NEBA	*Javier Velasco	1080	20
Hermosillo	XEBH	*Carlos Balderrama	930	500
Hidalgo del Parral	XEAT	*David G. Cervantes	1210	250
Irapueto	XEBO	*Alfonso Martinez	1310	25
Juarez	XEF	*Gilberto Gil	1450	100
"	XEFV	*Dario Cordoba	1210	100
"	XEJ	*Pedros Meneses, Jr.	1020	1,000
"	XEP	*Esteban Parra	1160	500
Leon	XEFM	*Raul Ortiz Gonzalez	1160	20
"	XEKL	*Hemmer y Romero S.	1240	500
Matamoros	XEAM	*Manuel L. Salinas	750	25
Mazatlan	XEBL	*Ignacio L. Sais	1220	50
Merida	XEFC	*Julio Molina Font	550	100
"	XEME	*Perfecto Villamil Cisero	1240	50
"	XEZ	*Jorge L. Palomeque	680	500
Mexicali	XEAA	*Rosendo Herrera	750	200
"	XEAO	*Luis L. Castro	660	250
Mexico City	XEAI	*Carmen Gutierrez	1250	500
"	XEAL	*Cia. Pan-American de Radio	660	1,000
"	XEAP	*Emilio Manzanilla	1340	50
"	XEB	*El Buen Tono S. A.	1030	10,000
"	XEBS	*Maria Remedios Delgado	1340	200
"	XEBZ	*Refugio Esparza Vda. de Valezzi	810	100
"	XEFO	*Partido Nacional Revolucionario	940	5,000
"	XEJP	*Salvador Monterrubio R.	1130	100
"	XEJW	*Dr. Jose Luis Garza G.	870	500
"	XEK	*Arturo Martinez	990	100
"	XEL	*Financiera de Inversiones, S. A.	1100	250
"	XELZ	*Maria Cardona de Zetina	1370	100
"	XEMX	*Alfonso Traslosheros Avalos	1280	100
"	XEN	*Guillermina P. de del Conde	780	1,000
"	XENC	*Cooperativa de Trabajadores	860	50
"	XEW	*Cadena Radiodif. Mexicana, S. A.	890	50,000
Minatitlan	XEDW	*Hector Silva Canto	1150	20
Monterrey	XEFB	*Jesus Quintanilla	870	200
"	XEG	*Rudolfo Junco de la Vega	1230	250
"	XEH	*Constantino de Tarnava	720	100
"	XET	*El Pregonero del Norte, S. A.	690	5,000
"	XEX	*Luis F. Petit Jean	1310	125
Morelia	XEI	*Carlos Gutierrez	1370	125
Nogales	XEAF	*Francisco G. Elias	990	750
Nuevo Laredo	XEBK	*G. Guajardo y M. M. Cortes	1080	100
"	XEDF	*Ruperto Villarreal	810	100
"	XEFE	*Rafael T. Carranza	850	20
"	XENT	*Cia Industrial Universal, S. A.	910	50,000 CP-150,000
Piedras Negras	XELO	*Cia Radio Difusora de Piedras Negras, S. A.	1110	10,000 CP-50,000
"	XEMU	*Radiodif. de Piedras Negras	580	250
"	XEPN	*Cia Radio Difusora de Piedras Negras, S. A.	580 730	50,000 CP-100,000

## MEXICO—(Continued)

City	Call Letters	Operator	Frequency in Kilocycles	Power in Watts
Puebla	XETH	*Ramon Huerta	1210	100
Reynosa	XEAW	*Cia Internacional Difusora de Reynosa	960	100,000
Sabinas	XEBX	*Benito Garza Ortegon	640	250
Saltillo	XEAS	*Manuel R. Rodriguez	1160	1,000
San Luis Potosi	XECZ	*Zeferino Z. Jimenez	1370	100
Tampico	XEFW	*Jose Expedito Martinez	1310	300
"	XES	*Fernando Sada	990	100
Tia Juana	XEAC	*Jorge I. Rivera	980	1,000
"	XEBG	*Angel B. Fernandez	820	1,000
"	XEC	*Luis E. Enciso	1150	100
"	XEMO	*Fernando Federico Ferreira	860	5,000
"	XEOK	*Carlos de la Sierra	760	200
Toluca	XEAB	*Dario Jorge Alva	1060	250
Torreón	XETB	*Aurelia G. Zaragoza	1310	125
Veracruz	XETF	*Jose Rodriguez Lopez	1220	12
"	XEU	*Fernando Pazos	1010	250
Villa Acuna	XERA	*Cia Mex. Radiodifusora Fronteriza, S. A.	840	180,000 CP-850,000
Zacatecas	XEAZ	*Eduardo Thompson	1080	20
<b>SHORT WAVE STATIONS</b>				
Guadalajara	XECU	*Ramon Loreto	6075	45
"	XEDQ	*Radiofonografica de Guadalajara	9520	100
Hermosillo	XEBR	*Carlos Balderrama	11820	150
Jalapa	XEBF	*Pedro Coronel Aburto	6090	100
Mexico City	XEBT	*El Buen Tono, S. A.	6000	500
"	XEGW	*Jose G. Garza Fox	6110	250
"	XEWW	*Codena Radiodifusora Mexicano	15160	10,000
Tampico	XETW	*Flores y Martinez	6045	100
Veracruz	KEFT	*Jose Rodriguez Lopez	9550	12
"	XEUW	*Fernando Pasos Sosa	6020	20
<b>CULTURAL STATIONS</b>				
Guadalajara	XEWB	Camara de Proprietarios	11710	15
Mexico City	XEWI	Institucion Mundial de la V. I.	{ 6015 11800 }	400
Saltillo	XELA	Enrique Gomez	1240	50
<b>OFFICIAL STATIONS</b>				
Jalapa	XEXB	Gobierno del Estado de Veracruz	1270	250
"	XEXD	Gobierno del Estado de Veracruz	1340	350
Mexico City	XECR	Secretaria de Relaciones Exteriores	610	500
"	XEDP	Dept. de Publicidad y Propagando	{ 7380 1080 }	20,000
"	XEXS	Dept. de Salubridad Publica	{ 1810 6200 }	100
"	XER	Secretaria de Educacion Publica	11896	100
"	XEYO	Partido Nacional Revolucionario	610	500
"	XEXA	Secretaria de Educacion Publica	{ 6188 11880 }	100
"	XEXM	Secretaria de Educacion Publica	610	500
"	XEXX	Universidad Nacional de Mexico	1170	1,000
Monterrey	XEXP	Presidencia Municipal Monterrey	2500	30
San Luis Potosi	XEXH	Ayuntamiento de San Luis Potosi	1250	250
Texcoco	XEXE	M. Ayuntamiento de Texcoco	1270	17

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# CENTRAL AMERICAN STATIONS

(From Latest Data Available at U. S. Department of Commerce and Other Sources)

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(Continued from page 359)

## NICARAGUA

[Receiving Sets, 4,000 †. No Set Tax]

City	Call Letters	Operator	Frequency in Kilocycles	Power in Watts
Managua	YNLF	*La voz de Nicaragua, Moises Lefranc	1275	50
"	YNOP	*Radio Bayer, Edmundo Tefel & Ernesto Andrea	1280	1,000
<b>SHORT WAVE STATIONS</b>				
Granada	YNLAT	Leonidas Tenorio	7500	15
Managua	YNGU	*Alma Nica, Matilde Aydee Diaz	9800	80
"	YNLF	*La voz de Nicaragua, Moises Lefranc	9650	80
"	YNLG	*Ruben Dario, Constantino Lacayo and Benjamin Guerra	4640	100
"	YNLGG	*La voz de los Lagos, Justo Garcia Saldana	6540	80
"	YNOP	*Radio Bayer, Edmundo Tefel & Ernesto Andrea	5758	200
"	YNPR	*Pilot, Rodolfo Sengelmann	8580 7700 7900 8400 8200	500
"	YNIHS	Humberto Salvo	15000	500
"	YN1RH	R. Herrera Celis	15000 7500	50
"	YN1X	Carlos Malespin	7500	10

†As of Oct. 15, 1937.

## PANAMA

[Receiving Sets, 8,500 †. No Set Tax]

Colon	HP50	*La Voz de la Victor	1440	25
Panama City	HP5C	*Estacion Miramar	730	100
"	HP6J	*Servicio Publico de Radio S.A.	1358	200
<b>SHORT WAVE STATIONS</b>				
Agudulce	HP5I	*La Voz del Interior	11895	25
Colon	HP5F	*La Voz de Colon	6080	200
"	HP5K	*La Voz de la Victor	6005	200
Panama City	HP5A	*Radio-Teatro Estrella de Panama	11700	300
"	HP5B	*Estacion Miramar	6030	100
"	HP5H	*Voice of the People	6122	200
"	HP5J	*La Voz de Panama	9590	200

†As of Nov. 1, 1937.

## NEWFOUNDLAND

[Receiving Sets, 10,000 †. Set Tax, \$2.00 Annually]

St. Johns	VOWR	Wesley United Church	675	500
"	VOGY	*Dominion Broadcasting Co., Ltd.	840	100
"	VONF	*Dominion Broadcasting Co., Ltd.	1195	100
"	VOCM	*Colonial Broadcasting System	1006	100
"	VOAC	Seventh Day Adventists.	1300	20

### ST. PIERRE-MIQUELON

[Receiving Sets, 500 †. Set Tax, 25 Francs Annually]

St. Pierre	FQN	St. Pierre Radio Club	609	500
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†As of Nov. 15, 1937.

## PHILIPPINE ISLANDS

[Receiving Sets 25,000]

Manila	KZRM	*Erlanger & Galinger Inc.	618.5	25,000
"	KZEG	" " " "	780	1,000
"	KZIB	*I. Beck Inc.	900	1,000
<b>SHORT WAVE STATION</b>				
Manila	KZRM	*Erlanger & Galinger Inc.	9570	1,000

# PAN AMERICAN RADIO PRODUCTIONS Inc.

6305 Yucca St.  
HOLLYWOOD, CALIFORNIA

"Chandu, The Magician"

"Radio Dramas"

"The Adventures of Charlie Chan"

"Famous Jury Trials"

"One Gaucho in Hollywood"

Outstanding

Spanish

Radio

Program

Producers

Exclusive Representatives in the United States for the Following Latin American Broadcasting Stations:

PRA5	Radio Sao Paulo	Sao Paulo, Brazil
CPX	Radio Nacional	La Paz, Bolivia
CB73	Estacion "El Mercurio"	Santiago, Chile
HJ3ABX	"La Voz de Colombia"	Bogota, Colombia
HC2JSB	Radio Ecuador	Guayaquil, Ecuador
CX18	Difusoras "El Espectador Ltda."	Montevideo, Uruguay
HP50	"La Voz de la Victor"	Colon, Panama
YV5RI	"La Voz de la Esfera"	Caracas, Venezuela

Representing Also Radio Stations in Argentina, Peru, Mexico, Cuba and Puerto Rico.

# The War's on . . . but---



## WHY FIGHT

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# DIRECTORY OF SOUTH AMERICAN BROADCASTING STATIONS

(From Latest Data Available at U. S. Department of Commerce and Other Official Sources)

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## ARGENTINE

[Receiving Sets, 1,000,000 †. No Set Tax]

City	Call Letters	Operator	Frequency in Kilocycles	Power in Watts
Bahia Blanca	LU2	*Radio Bahia Blanca (Camillo V. Bertorini)	900	500
" "	LU7	*Radio General San Martin (Voluturno Gennari)	1240	1,400
Buenos Aires	LR1	*Radio El Mundo (Empresa Edit. Haynes Ltda. S.A.)	1070	66,400
" "	LR2	*Radio Argentina (Alfredo Schroeder)	910	11,000
" "	LR3	*Radio Belgrano (Jaime Yankelevich)	960	31,700
" "	LR4	*Radio Splendid (Antonio C. Devoto)	990	15,900
" "	LR5	*Radio Excelsior (Alfredo B. Dougall)	830	29,250
" "	LR6	*Radio Mitre (S.A. La Nacion)	870	24,000
" "	LR8	*Radio Paris (C. R. Scherrer y Cia.)	1150	6,200
" "	LR9	*Radio Fenix (Gregorio Echavarria)	1030	4,300
" "	LR10	*Radio Cultura (Alberto de Bary y Cia)	790	11,100
" "	LRA	*Radio del Estado (Direccion General de Correos y Telegrafos)	760	10,000
" "	LS1	*Radio Municipal (Municipalidad de la ciudad de Buenos Aires)	710	5,600
" "	LS2	*Radio Prieto (Teodoro Prieto)	1190	30,000
" "	LS3	*Radio Ultra (S.A. Radiodifusora Ultra)	630	5,100
" "	LS4	*Radio Portena (Juan G. Gonzalez Speroni)	670	7,100
" "	LS5	*Radio Rivadavia (Enrique Caride)	1110	5,100
" "	LS6	*Radio del Pueblo (Ricardo A. Bernotti)	1350	4,000
" "	LS8	*Radio Stentor (S. A. Stentor, Publicidad y Radiodifusion)	1230	14,200
" "	LS9	*Radio La Voz del Aire (S.A. La Voz del Aire)	1270	4,500
" "	LS10	*Radio Callao (Victor J. Ruano)	590	5,800
Com. Rivadavia	LU4	*Radio ..... (Cia Broadcasting de la Patagonia)	680	1,000
Cordoba	LV2	*Radio Central (Luis Maunier)	960	1,600
" "	LV3	*.....	620	2,000
Corrientes	LT7	*Radio Provincia Corrientes (Gobierno Prov. Corrientes)	1340	500
Mendoza	LV10	*Radio de Cuyo (Marcelino Aparicio)	1210	500
Mar del Plata	LU6	*Radio Atlantica (Jose Zaccagnini)	1300	500
La Plata	LR11	Radio Universidad Nacional de La Plata (Universidad Nacional de La Plata)	1390	700
" "	LS11	*Radio Provincia de Buenos Aires (Gobierno Prov. Bs. Aires)	1440	700
La Rioja	LV14	Radio Prov. La Rioja (Gobierno La Rioja)	1240	250
Resistencia	LT5	*Radio Chaco (Jose M. Noveri)	1160	500
Rio Gallegos	LU12	*Radio ..... (Cia Broadcasting de la Patagonia)	640	1,000
Rosario	LT1	*Radio del Litoral (Fernando Maliandi)	780	5,000
" "	LT3	*Radio Soc. Rural Cerealistas (Soc. Rural de Cerealistas)	1080	5,100
" "	LT8	*Radio Rosario (Alfredo B. Dougall)	840	500
" "	LT8	*Radio Rosario (Alfredo B. Dougall)	730	1,000
San Juan	LV1	*Radio Gralligan (S. A. Gralligan Ltda.)	1120	500
" "	LV5	*Radio Los Andes (Soc. C. Rodriguez Vila y Cia.)	1120	500

## ARGENTINE—(Continued)

City	Call Letters	Operator	Frequency in Kilocycles	Power in Watts
San Rafael	LV4	*Radio La Capital (Julio Silva)	1930	1,000
Santa Fe	LT9	*Radio Roca Solor (Roca Hnos y Cia.)	1200	500
" "	LT10	Radio del Inst. Social de la Universidad Litoral	1300	500
Stgo. del Estero	LV11	*Radio del Norte (S.A. El Liberal)	1170	1,000
Tucuman	LV7	*Radio Tucuman (Munoz y Cia)	820	2,500
" "	LV12	*Radio Aconquija (Soc. Resp. Lda. Radio Aconquija)	580	2,500
<b>SHORT WAVE STATIONS</b>				
Buenos Aires	LRU	*Radio El Mundo (Empresa Editorial Haynes Ltda.)	15290	5,000
" "	LRX	*Radio El Mundo (Empresa Editorial Haynes Ltda.)	9690	5,000

†As of Nov. 20, 1937.

## BOLIVIA

[Receiving Sets, 20,000 †. No Set Tax]

City	Call Letters	Operator	Frequency in Kilocycles	Power in Watts
La Paz	CP4	*National Department of Propaganda	1040	10,000
" "	CPX	*Radio Nacional	1300	100
" "	CP10	*Senor Gonzalo Munoz Ascarruns	1150	10
<b>SHORT WAVE STATIONS</b>				
La Paz	CP5	Government	{15300D} {6080N}	1,000
Oruro	CPQ	"	5550	200

†As of Feb. 15, 1937.

## BRAZIL

[Receiving Sets, 420,000 †. No Set Tax]

City	Call Letters	Operator	Frequency in Kilocycles	Power in Watts
Araraquara	PRD4	*Radio Cultura de Araraquara	1090	500
Belem	PRC5	*Radio Club de Para	670	2,000
Bello Horizonte	PRH6	*Sociedade Radio Guarany	1300	3,000
" "	PR18	*M. Geraes	880	22,800
Blumenau	PRC4	*Radio Club de Blumenau	1370	1,500
Campinas	PRC9	*Sociedade Radio Educadora de Campinas	1170	500
Campos	PRF7	*Radio Cultura de Campos	1450	2,000
Cruzeiro	PRG6	*Radio Sociedade Mantiqueira	1500	1,000
Curityba	PRB2	*Radio Club Paranaense	1480	5,000
Fortaleza	PRE9	*Ceara Radio Club	1920	2,000
Franca	PRB5	*Radio Club Hertz	1410	500
Juiz de Fora	PRB3	*Radio Sociedade de Juiz de Fora	620	500
Nittheroy	PRE6	*Radio Sociedade Fluminense	1170	2,000
" "	PRD8	*Radio Club Fluminense	1320	1,000
Pelotas	PRH4	*Sociedade Radiocultura de Pelotas	1330	.....
Pernambuco	PRA8	*Radio Club Pernambuco	720	25,000
Petropolis	PRD3	*Petropolis Radio Difusora S.A.	1480	1,000
Pocos de Caldas	PRH5	*R. Cultura de Pocos de Caldas	1330	500
Porto Alegre	PRH2	*Radio Sociedade Farroupilha Ltda.	600	20,000
" "	PRC2	*Radio Sociedade Gaucha	1170	5,000
" "	PRF9	*Radio Difusora Porto Alegrense	1440	5,000
Recife	PRA8	*Radio Club do Pernambuco	720	25,500

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# DIRECTORY OF SOUTH AMERICAN BROADCASTING STATIONS

(From Latest Data Available at U. S. Department of Commerce and Other Official Sources)

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(Corrected to December 1, 1937, but accuracy not guaranteed due to frequent changing)  
(Continued from page 361)

## BRAZIL—(Continued)

City	Call Letters	Operator	Frequency in Kilocycles	Power in Watts
Ribeirao Preto	PRA7	*Radio Club de Ribeirao Preto	670	1,000
"	PRH7	*Louzada Bueno & Cia	....	5,000
Rio Claro	PRF2	*Radio Club de Rio Claro	1460	500
Rio Preto	PRB8	*Radio Rio Preto S.A.	690	1,000
Santos	PRG5	*Sociedade Radio Atlantica	720	750
"	PRB4	*Radio Club de Santos	1450	1,000
Sao Paulo	PRA5	*Radio Sao Paulo	1260	5,000
"	PRA6	*Sociedade Radio Educadora Paulista	800	10,000
"	PRB6	*Sociedade Radio Cruzeiro de Sul	1200	10,000
"	PRB9	*Radio Sociedade Record	1000	20,000
"	PRE7	*Sociedade Radio Cosmos	1410	1,000
"	PRF3	*Radio Difusora Sao Paulo	960	7,500
"	PRG2	*Radio Tupy S.A.	1040	25,000
"	PRG9	*Radio Excelsoir	1100	20,000
"	PRH3	*Radio Piratininga	1120	10,000
"	PRH9	*S. Bandeirante de R. Diffusao	840	5,000
Sao Salvador	PRA4	*Radio Sociedade da Bahia	740	10,000
Sorocaba	PRD7	*Radio Club de Sorocaba	1320	600
"	PRD9	*Radio Sociedade de Sorocaba	690	1,000
Rio de Janeiro	PRA2	*Ministerio da Ecucacao	780	1,500
"	PRA3	*Radio Club de Brasil	860	10,000
"	PRA9	*Radio Sociedade Mayrink Veiga	1220	22,000
"	PRB7	*Sociedade Radio Educadora de Brasil	900	5,000
"	PRC8	*Radio Sociedade Guanabara	1360	5,000
"	PRD2	*Sociedade Radio Cruzeiro de Sul	1240	5,000
"	PRD5	*Institutot de Educacao	1470	1,000
"	PRE2	*Radio Vera Cruz	1430	5,000
"	PRE3	*Radio Transmissora Brasileira	1180	10,000
"	PRE8	*Sociedade Radio Nacional	980	22,000
"	PRF4	*S. A. Jornal de Brasil	940	13,000
"	PRG3	*Radio Tupy S.A.	1280	10,000
"	PRH8	*Radio Ipanema S.A.	1080	5,000
<b>SHORT WAVE STATION</b>				
Pernambuco	PRA8	Radio Club Pernambuco	6010	5,000

†As of Nov. 15, 1937.

## CHILE

[Receiving Sets, 75,000†. No Set Tax]

City	Call Letters	Operator	Frequency in Kilocycles	Power in Watts
Antofagasta	CA127	*Raquel Palma	1270	100
"	CA141	*Angel Garcia y Cia	1410	1,000
Chillan	CC127	*Rafael Barrios	1270	100
"	CC135	*Miguel Arrau	1380	100
Concepcion	CC64	Hucke y Cia Ltd.	640	100
"	CC117	*Frederico Sanchez	1170	100
"	CC141	*Pedro Lopez de Heredia	1410	100
Coquimbo	CB96	*Puerta Roldan Hnos	960	200
Curico	CC96	*Alberto Guerra	960	100
Iquique	CA63	*Antonio Cajiao	630	250
Magallanes	CD103	*Ramon Verde	1030	100
"	CD111	*Emilio Turina	1110	100
"	CD136	*Inez Diaz Paz	1360	100

## CHILE—(Continued)

City	Call Letters	Operator	Frequency in Kilocycles	Power in Watts
Osorno	CD112	*David Arriagada	1120	100
Puerto Montt	CD147	*Temas Ginart	1470	100
Quillota	CB113	*Abdon Salinas	1130	100
Rancagua	CC109	*Jorge Romero	1090	100
"	CC145	*Guillermo Espinoza	1450	100
Santiago	CB57	*Soc. Nac. de Agricultura	570	10,000
"	CB62	*International Machinery Co.	620	1,000
"	CB73	*Luis E. Brain	730	1,000
"	CB78	*Cooperativa Vitalicia	780	1,000
"	CB82	*Soc. Per El Diario Ilustrado	820	1,000
"	CB89	*Otto Becker	890	1,000
"	CB93	*Orlandini y Raggio Ltd.	930	10,000
"	CB97	*Soc. Industrial de Maquinarias	970	1,000
"	CB101	*Heriberto Bewais	1010	1,000
"	CB106	*Manuel Casabianca	1060	5,000
"	CB114	*Spencer y Vivado Ltd.	1140	5,000
"	CB118	*Markoff Brothers Ltd.	1180	10,000
"	CB126	*Felix Vasquez	1260	1,000
"	CB130	*Enrique Becker Germain	1300	1,000
"	CB134	*German Holtehuier	1340	1,000
"	CB138	*Empresa Per. El Mercurio	1380	5,000
"	CB144B	*Spitz y Cia	1140	100
"	CB144C	*Luis Desmaras	1440	150
"	CB150	*Markoff Hnos. Ltd.	1500	10,000
San Antonio	CB140	*Luis Galindo	1400	100
Talca	CC67	*Raul Grez	670	100
"	CC143	*Enrique Garcia	1430	100
Talcahuano	CC84	*Francisco Morales	840	100
Temuco	CC58	*Luis E. Brain	580	500
"	CC125	*Carlos Kaehler	1250	100
Tocopilla	CA90	*Hilda Cuellar	900	100
Valdivia	CD69	*Alberto Carrasco	690	1,000
"	CD132	*Carlos Cockbaime	1320	100
"	CD1190	*Alberto Carrasco	1190	250
Valparaiso	CB68†	*R. y Garcia Tello Ltd.	680	1,000
"	CB76	*Cooperative Vitalicia	760	10,000
"	CB84	*Spencer y Vivado Ltd.	840	1,000
"	CB90	*Emp. Per. El Mercurio	900	1,000
"	CB103	*Fundacion Santa Maria	1030	400
"	CB116	*Oscar Cornejo Harker	1160	1,000
"	CB120	*Spencer y Vivado	1200	1,000
"	CB124	*Ramon y Fernando Garcia y Cia	1240	250
"	CB132	*David Wallace	1320	1,000
"	CB139	*Calcagno y Widow Ltd.	1390	1,000
"	CB147	*Calcagno y Widow Ltd.	1470	1,000
Vina del Mar	CB64	*Adriano Iz	640	1,000
"	CB68	*Renard y Garcia	680	1,000
"	CB111	*Joaquin Venegas	1110	1,000
<b>SHORT WAVE STATIONS</b>				
Santiago	CB960	*Enrique Humeres	9600	100
"	CB1170	*Otto Becker	11700	150
"	CB1174†	*Orlandini y Raggio	11740	4,000

†As of Nov. 30, 1937.  
‡Under construction.

# DIRECTORY OF SOUTH AMERICAN BROADCASTING STATIONS

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## COLOMBIA

[Receiving Sets, 58,000†. No Set Tax]

City	Call Letters	Operator	Frequency In Kilocycles	Power in Watts
Barranquilla	HJ1ABA	*Voz de Barranquilla, Elias Pellet B.	1330	251
"	HJ1ABI	*Emisora Atlantico, Andres G. Jimeno	1080	251
"	HJ1ABK	*Voz de la Patria, Mario Luis Hernandez	1310	251
Bogota	HJ3ABB	*Emisora Nueva Granada, Roberto Ramirez	1120	960
"	HJ3ABE	*Voz de Bogota, Gustavo Uribe	1220	5,000
"	HJ3ABI	*Voz de la Victor Manuel J. Gaitan	1160	501
"	HJ3ABK	*Ecos del Tequendama, Pedro P. Martinez Q.	1290	251
"	HJ3ABN	Colombian Government	1200	5,000
"	HJ3ABZ	*Voz de Colombia, S.A. Cipriano Rios Hoyos	1040	1,128
Bucaramanga	HJ7ABA	*Radio Santander, Francisco Bueno	1280	280
"	HJ7ABE	*Radio Bucaramanga, Emilio Montoya	1130	251
Cali	HJ5ABB	*Voz del Valle, Eduardo Cordoba	1150	251
"	HJ5ABC	*Voz de Colombia, Rafael Angulo	1300	251
"	HJ5ABE	*Radio Cali, Jose T. Calderon N.	1090	251
"	HJ5ABF	*Voz de Higuieronia, Oscar Mallerino	1340	251
Cartagena	HJ1ABF	*Laboratorios Fuentes, Rafael Fuentes L.	1240	251
"	HJ1ABR	*Radio Cartagena, R. Lequerica G.	1400	262
Cucuta	HJ2ABC	*Voz de Cucuta, Pomplilio Sanchez	1270	251
Manizales	HJ6ABC	*Radio Manizales, Alberto Hoyos	1390	251
"	HJ6ABX	*Emisora Electra, Antonio Pinzon	1260	251
Medellin	HJ4ABA	*Voz de la Montana, Francisco A. Cuartas	1360	251
"	HJ4ABK	*Voz de Antioquia Carlos Escobar P.	1250	1,000
"	HJ4ABQ	*Emisora Claridad, Alberto Estrada	1320	1,800
"	HJ4ABR	*Voz del Triunfo, Luis Eduardo Ramirez	1380	251
"	HJ4ABT	*Emisora Indo-America Marco Tulio Ospina	1370	251
Pasto	HJ8ABA	*Radio Narino, Jorge Rosero Rivera	1350	251
<b>SHORT WAVE STATIONS</b>				
Armenia	HJ6ABH	*Voz de Armenia, Hoyos & Gutierrez	9516.6	600
Barranquilla	HJ1ABB	*Voz de Barranquilla Elias Pellet B.	4780	600
"	HJ1ABG	*Emisora Atlantico, Andres G. Jimeno	6042.3	600
Bogota	HJ3ABA	Colombian Government	4800 9574.6	2,000
"	HJ3ABD	*Emisora Nuevo Granada, Roberto Ramirez	4841	720
"	HJ3ABF	*Voz de Bogota, Gustavo Uribe	6070.5	501
"	HJ3ABH	*Voz de la Victor, Manuel J. Gaitan	4900	720
"	HJ3ABX	*Voz de Colombia, S.A., Cipriano Rios Hoyos	6122	750
Bucaramanga	HJ7ABB	*Radio Santander, Francisco A. Bueno	4820	750
"	HJ7ABD	*Radio Bucaramanga, Emilio Montoya	9680	650

## COLOMBIA—(Continued)

City	Call Letters	Operator	Frequency in Kilocycles	Power in Watts
Cali	HJ5ABD	*Voz del Valle, Eduardo Cordoba	6085.7	720
Cartagena	HJ1ABE	*Laboratorios Fuentes, Rafael Fuentes L.	4860	525
"	HJ1ABP	*Radio Cartagena, R. Lequerica G.	9616	608
Ibague	HJ6ABC	*Ecos del Combeima, Lamus & Rivera y Barrios	4740	501
Manizales	HJ6ABB	*Radio Manizales, Alberto Hoyos	6105.1	720
Medellin	HJ4ABE	*Voz de Antioquia, Carlos Escobar P.	6145	1,000
"	HJ4ABP	*Emisora Claridad Alberto Estrada	4880	501
"	HJ4ABU	University of Antioquia, Clodomiro Ramirez, Rector	8650	259
Pereira	HJ6ABA	*Voz de Pereira, Cesar y Mario Arango M.	6054.3	501
Quibdo	HJ4ABG	Government of the National Intendency of Choco	5984	150
Santa Marta	HJ2ABJ	*Voz de Santa Marta, Julio Sanchez T.	4660	501

†As of Nov. 15, 1937.

## ECUADOR

[Receiving Sets, 6,500†. Set Tax 10.00 Sucres]

City	Call Letters	Operator	Frequency in Kilocycles	Power in Watts
Guayaquil	HC2CW	*Ondas del Pacifico	1000	40
"	HC2ET	*El Telegrafo	1160	40
"	HC2JSB	*Ecuador Radio	1100	200
"	HC2RB	*Erick Williams	1250	150
Quito	HCJB	*La Voz de los Andes	978	50
<b>SHORT WAVE STATIONS</b>				
Ambato	HC1VT	*La Voz del Tunguragua	6550	....
Guayaquil	HCODA	*La Voz del Alma	9447	200
"	HCT	Government	5003	300
"	HC2CW	*Ondas del Pacifico	8400	30
"	HC2ET	*El Telegrafo	4600	300
"	HC2FA	Radio Paris	26500	50
"	HC2RL	Quinta Piedad	6668	150
"	HC2JSB	*Ecuador Radio	7854	200
"	HC2ROZ	*Radio Ortiz	7200	100
Portoviejo	HCJB4	*La Voz de Manabi	7416	25
Quito	HCETC	*Teatre Bolivar	9351	100
"	HCJB	*La Voz de los Andes	4107 8831	200
"	HC1EC	*El Comercio	8600	....
"	HC1PM	*El Palomar	9419	150
Riobamba	PRADO	Carlos Cordovez	6618	200
Zaruma	.....	*La Voz de Zaruma	5600	....

†As of Nov. 15, 1937.

## PARAGUAY

[Receiving Sets, 10,000†. No Set Tax]

City	Call Letters	Operator	Frequency in Kilocycles	Power in Watts
Asuncion	ZP1	*Artaza Hermanos	970	100
"	ZP4	*Isern & Sacarello	730	100
"	ZP5	*Alfonso Sa	1360	100
"	ZP6	*Jornal Livieres y Copi	1300	100
"	ZP9	*Artaza Hermanos	920	1,500
"	ZP11	*Juventud Antoniana	1200	100
"	ZP13	*Julio Pieozzi Villagra	1430	100
Encarnacion	ZP3	*Julio Coriolot	900	100
Villarrica	ZP15	*Friedmann Hermanos	700	1,000

†As of Oct. 15, 1937.

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## PERU

[Receiving Sets, 39,000†. No Set Tax]

City	Call Letters	Operator	Frequency in Kilocycles	Power in Watts
Arequipa	OAX6B	*Maximo J. Landa	1405	60
Ica	OAX5B	*Macchiavello & Umbert	1280	150
Lima	OAX4A	*Cia Nacional de Radiodifusion	854	10,000
"	OAX4B	*Roberto Grellaud & Son	1200	350
"	OAX4C	*Difusora Universal	1800	60
"	OAX4E	*Ing. Juan P. Goicochea	960	200
"	OAX4H	*Samuel Davila	1150	60
"	OAX4J	*Radio Internacional	1100	250
"	OAX4L	*Radio Miraflores	1250	60
"	OAX4O	Gildred Corp.	1000	100
<b>SHORT WAVE STATIONS</b>				
Arequipa	OAX6A	*Eduardo L. Caceres	6122	100
Chiclayo	OAX1A	*J. Carlos Montjoy D.	6150	200
Cuzco	OAX7A	*Carlos Lizarraga F.	6128	100
Huancayo	OAX4P	J.Alberto Madueno	6122	250
Ica	OAX5C	*Macchiavello & Umbert	9590	200
Lima	OAX4G	*Roberto Grellaud y Cia	6230	400
"	OAX4I	*Radio Internacional	9520	125
"	OAX4T	*Government	9562	10,000
"	OAX4Z	* "	6092	15,000

†As of Nov. 30, 1937.

## URUGUAY

[Receiving Sets, 125,000†. No Set Tax]

City	Call Letters	Operator	Frequency in Kilocycles	Power in Watts
Canelones	CW47	*Rafael J. Espiga	1480	250
Colonia	CW37	*R. Bernotti	1400	4,500
Durazno	CW25	*Artola, Evangelista Cia.	1430	500
Florida	CW33	*O. F. Barreiro	1200	75
Lavalleja	CW43	*Volante y Harispiru	1470	100
Montevideo	CX4	Direccion Agronomia	610	1,000
"	CX6	Government Station	650	10,000
"	CX8	*Ramon Duval	690	500
"	CX10	Ferrera Gestoso y Cia.	730	1,000
"	CX12	*Luis A. Artola	770	1,000
"	CX14	*"El Espectador"	810	5,000
"	CX16	*S. A. D. R. E. P.	850	10,000
"	CX18	*"El Espectador"	890	1,000
"	CX20	*Carlos L. Romay	930	2,000
"	CX22	*Harispiru Hnos.	970	250
"	CX24	*S. A. D. R. E. P.	1010	2,500
"	CX26	*Figuera, Canepa y Cia.	1050	2,000
"	CX28	*Miguel Biere	1090	3,000
"	CX30	*Barlecco, Silva y Larrea	1130	500
"	CX32	*Bianchi y Patron	1170	500
"	CX34	*Figuera, Canepa y Cia.	1210	500
"	CX36	*Vasquez y Walder	1250	250
"	CX38	‡S.O.D.R.E.	1290	5,000
"	CX40	*Julio J. Rabassa	1330	500
"	CX42	*Hector Vernazza	1370	500
"	CX44	‡S.A.D.R.E.P.	1410	500
"	CX46	*Vitale y Bertacchi	1450	1,500
"	CX48	*Vasquez y Cia.	1490	1,500
"	CX50	Dr. B. Ayala	1530	300
Paysondu	CW35	*S.A.D.R.E.P.	1240	250
"	CW39	*Miguel Pena	1320	100
Rivera	CW19A	*J. D. Garcia	1340	50
Rocha	CW19	*Harispiru y Machado	1340	50
Salto	CW23	*Domingo y Giordano	820	250
"	CW27	*Ernesto Popolka	680	250
"	CW31	*Salvador E. Pera	1120	250

## URUGUAY—(Continued)

City	Call Letters	Operator	Frequency in Kilocycles	Power in Watts
San Jose	CW41	*Harispiru y Bruccoleri	1360	50
"	CW47	*Passola Hnos. y Munoz	1400	100
Soriano	CW29	*Pedro Telesca	1080	50
<b>SHORT WAVE STATIONS</b>				
Montevideo	CXA1	‡S.A.D.R.E.P.	11945	2,500
"	CXA2	*Racine y Cassiols	6000	2,500
"	CXA3	‡H.L.A. Landeira	6075	2,500
"	CXA4	Government Station	6125	1,500
"	CXA5	‡Figueira Canapa y Cia.	9485	2,500
"	CXA6	‡S.O.D.R.E.	9550	2,500
"	CXA7	‡Figueira Canapa y Cia.	11735	2,500
"	CXA8	*Isaac Raisenvitz	9625	2,500
"	CXA9	‡"El Espectador"	9440	2,500
"	CXA10	‡S.O.D.R.E.	11895	2,500
"	CXA11	‡Francisco Gomez Cibils Cia.	5920	2,500
"	CXA12	‡Francisco Gomez Cibils Cia.	11945	2,500
"	CXA13	‡Jaime Yanelevich	6155	2,500
"	CXA14	‡Isaac Raisenvitch	15160	2,500
"	CXA15	‡Jaime Yankevitch	9735	2,500
"	CXA16	‡Figueira Canapa y Cia.	16380	2,500
"	CXA17	‡Figueira Canapa y Cia.	17800	2,500
"	CXA18	‡S.O.D.R.E.	15300	2,500
"	CXA19	‡"El Espectador"	11695	2,500
"	CXA20	‡S.A.D.R.E.P.	9700	2,500
"	CXA21	‡S.O.D.R.E.	26500	2,500
"	CXA22	‡S.O.D.R.E.	29500	2,500
"	CXA23	‡S.O.D.R.E.	43500	2,500
"	CXA24	‡S.O.D.R.E.	58000	2,500

†As of Nov. 15, 1937.

‡Under construction as of Nov. 15, 1937.

## VENEZUELA

[Receiving Sets, 80,000†. No Set Tax]

City	Call Letters	Operator	Frequency in Kilocycles	Power in Watts
Bolivar	YV6RA	*Enrique Torres	1400	250
Caracas	YV5RA	*Almacen Americano	960	5,000
"	YV5RB	*Herman Degwitz	1200	1,200
"	YV5RE	*Santiago Martin Vegas	1110	300
"	YV5RG	*Gonzalo Veloz Mancera	1100	250
Maracaibo	YV1RA	*Luis Garcia	1500	200
"	YV1RD	*Luis Mantellini	1153	75
"	YV1RF	*Valle Quintero	1120	250
Maracay	YV4RG	*Luis Croquer	1153	100
Valencia	YV4RA	*Herman Degwitz	1350	600
<b>SHORT WAVE STATIONS</b>				
Barquisimeto	YV3RA	*Arturo Ramos Maggi	5880	250
Bolivar	YV6RB	*Enrique Torres	6545	250
Caracas	YV6RC	*Almacen Americano	5800	1,000
"	YV6RD	*Herman Degwitz	6150	1,000
"	YV6RF	*Santiago Martin Vegas	6170	300
"	YV6RH	*Gonzalo Veloz Mancera	6400	250
Coro	YV1RI	*Roger Leyba	6210	150
Maracaibo	YV1RB	*Luis Garcia	5850	250
"	YV1RE	*Luis Mantellini	5810	150
"	YV1RH	*Valle Quintero	6360	250
Maracay	YVQ	Government	6445	10,000
"	YV4RD	*Luis Croquer	6300	100
San Cristobal	YV2RA	*L. Diaz Gonzalez	5720	200
Valencia	YV4RB	*Herman Degwitz	6520	300
Valera	YV1RG	*L. Jelambi	6345	200

†As of May 31, 1937.

# DIRECTORY OF OCEANIC BROADCASTING STATIONS

(From Latest Data Available from Australian and New Zealand Governments)

\* Denotes time is sold for advertising, according to best available information.

(Corrected to December 1, 1937)

## AUSTRALIA

(Receiving Sets, 985,983 † Annual License Fee £1/1/-)

City	Call Letters	Operator	Frequency in Kilocycles	Power In Watts
Aelaide	5CL	Government	780	4,000
"	5AD	*Advertiser Newspapers Ltd.	1810	500
"	5DN	*Hume Broadcasters Ltd.	960	500
"	5KA	*Sport Radio Broadcasting Co. Ltd.	1200	500
Albury	2AY	*Amalgamated Wireless (A'asia) Ltd.	1480	100
Armidale	2AD	*New England Broadcasters Ltd.	1080	100
Ayr	4AY	*Ayr Broadcasters Pty. Ltd.	860	500
Ballarat	3BA	*Ballarat Broadcasters Pty. Ltd.	1320	500
Bathurst	2BS	*Bathurst Broadcasters Ltd.	1500	200
Bega	2BE	*Bega & Far South Coast Bestdg. Ltd.	1490	100
Bendigo	3BO	*Amalgamated Wireless (A'asia) Ltd.	970	500
Birchip	3MB	*Mallee Broadcasters Pty. Ltd.	1490	100
Brisbane	4QG	Government	800	2,500
"	4BC	*Commonwealth Broadcasting Corp. Ltd.	1120	1,000
"	4BH	*Broadcasters (Aust.) Ltd.	1380	1,000
"	4BK	*Brisbane Broadcasting Pty. Ltd.	1290	500
Broken Hill	2BH	*Radio Silver City Ltd.	1060	100
Bundaberg	4BU	*Bundaberg Broadcasters Pty. Ltd.	1480	100
Burnie	7BU	*Findlays Broadcasting Service	660	100
Cairns	4CA	*Amalgamated Wireless (A'asia) Ltd.	1390	200
Canberra	2CA	*A. J. Ryan Broadcasters Ltd.	1050	500
Charleville	4VL	*Charleville Broadcasting Service Pty. Ltd.	1480	50
Cooma	2XL	*Cooma Broadcasters Pty. Ltd.	880	100
Corowa	2CO	Government	670	7,500
Crystal Brook	5CK	Government	640	7,500
"	5PI	*Midlands Broadcasting Services Ltd.	1040	2,000
Cumnock	2CR	Government	550	10,000
Deniliquin	2QN	*Deniliquin Broadcasting Co. Ltd.	1440	100
Dubbo	2DU	*Central Western Radio Services Ltd.	660	100
Fremantle	6PM	*6PM Broadcasters Ltd.	1390	100
"	6PR	*Nicholson Ltd.	880	500
Geelong	3GL	*Geelong Broadcasters Pty. Ltd.	1350	100
Geraldton	6GE	*Great Northern Broadcasters Ltd.	.....	.....
Goulburn	2GN	*Goulburn Broadcasting Co. Pty. Ltd.	1390	200
Grafton	2GF	*Grafton Broadcasting Co. Pty. Ltd.	1210	100
"	2NR	Government	700	7,000
Griffith	2RG	*Irrigation Area Newspapers Ltd.	1470	50
Gunnedah	2MO	*2MO Gunnedah Ltd.	1870	100
Hamilton	3HA	*Western Province Radio Pty. Ltd.	1010	750
Horsham	3WV	Government	580	10,000
Hobart	7ZL	Government	600	1,000
"	7HO	*Commercial Broadcasters Pty. Ltd.	860	100
"	7HT	*Metropolitan Broadcasters Pty. Ltd.	1080	300
Ipswich	4IP	*Ipswich Broadcasting Co. Pty. Ltd.	1440	100
Kalgoorlie	6KG	*Goldfields Broadcasters 1933 Ltd.	1210	500
"	6GF	Government	720	2,000
Katanning	6WB	*W. A. Broadcasters Ltd.	1070	2,000
Katoomba	2KA	*Radio Katoomba Ltd.	1160	100
Kempsey	2KM	*Radio Kempsey Ltd.	980	100
Launceston	7NT	Government	710	7,000
"	7LA	*Findlay & Wills Broadcasters Pty. Ltd.	1100	300
Lismore	2LM	*Richmond River Broadcasters Ltd.	900	500
Little Plain	2ZN	*Northern Broadcasters Ltd.	1170	2,000
Longreach	4LG	*Central Western Broadcasting Co. Pty. Ltd.	1100	500
Lubeck	3LK	*3DB Broadcasting Co. Pty. Ltd.	1090	2,000
Mackay	4MK	*Mackay Broadcasting Service	1080	100
Maryborough	4MB	*Maryborough Broadcasting Co. Ltd.	1400	100

## AUSTRALIA—(Continued)

City	Call Letters	Operator	Frequency in Kilocycles	Power in Watts
Melbourne	3AR	Government	620	4,500
"	3LO	Government	770	3,500
"	3AK	*Melbourne Broadcasters Pty. Ltd.	1500	200
"	3AW	*3AW Broadcasting Co. Pty. Ltd.	1280	600
"	3DB	*3DB Broadcasting Co. Pty. Ltd.	1030	600
"	3KZ	*3KZ Advertising Service Pty. Ltd.	1180	600
"	3UZ	*Nilsen's Broadcasting Service Pty. Ltd.	980	600
"	3XY	*Station 3XY Pty. Ltd.	1420	600
Mildura	3MA	*Sunraysia Broadcasters Pty. Ltd.	1360	100
Mount Gambier	5SE	*Advertiser Broadcasting Services	1340	100
Murray Bridge	5MU	*Murray Bridge Broadcasting Co. Ltd.	1450	100
Murwillumbah	2MW	*Tweed Radio & Broadcasting Co. Ltd.	1470	100
Newcastle	2NC	Government	1230	2,000
"	2HD	*Airsales Broadcasting Co.	1140	500
"	2KO	*Newcastle Broadcasting Co. Ltd.	1410	500
Northam	6AM	*6AM Broadcasters Ltd.	980	2,000
Oakey	4AK	*Brisbane Broadcasting Pty. Ltd.	1220	2,000
Orange	2GZ	*Country Broadcasting Services	990	2,000
Perth	6WF	Government	690	3,500
"	6IX	*W. A. Newspapers Ltd.	1240	500
"	6ML	*W. A. Broadcasters Ltd.	1130	500
Port Moresby (Papua)	4PM	*Amalgamated Wireless (A'asia) Ltd.	1360	100
Queenstown	7QT	*West Coast Broadcasters Pty. Ltd.	900	100
Renmark	5RM	*River Murray Broadcasters Ltd.	850	1,000
Rockhampton	4RK	Government	910	2,000
"	4RO	*Rockhampton Broadcasting Co. Pty. Ltd.	1330	50
Roma	4ZR	*Maranoa Broadcasting Co. Ltd.	1450	100
Sale	3TR	*Gippsland Publicity Pty. Ltd.	1240	1,000
"	3GI	Government	880	7,000
Shepparton	3SR	*The Argus Broadcasting Services Pty. Ltd.	1260	2,000
Singleton	2HR	*Hunter River Broadcasters Pty. Ltd.	680	300
Swan Hill	3SH	*Swan Hill Broadcasting Co.	1330	100
Sydney	2BL	Government	740	3,000
"	2FC	Government	610	3,500
"	2CH	*Amalgamated Wireless (A'asia) Ltd.	1190	1,000
"	2GB	*Theosophical Broadcasting Station Ltd.	370	1,000
"	2KY	*2KY Broadcasting Station	1020	1,000
"	2SM	*Catholic Broadcasting Co.	1270	1,000
"	2UE	*Radio 2UE Sydney Ltd.	950	1,000
"	2UW	*Commonwealth Broadcasting Corp. Ltd.	1110	750
Tamworth	2TM	*Tamworth Radio Development Co.	1300	2,000
Toowoomba	4GR	*Gold Radio Service Pty. Ltd.	1000	500
Townsville	4TO	*Amalgamated Wireless (A'asia) Ltd.	1160	200
"	4QN	Government	630	7,000
Ulverstone	7UV	*Northern Tasmania Broadcasters Ltd.	1460	300
Wagga	2WG	*Riverina Radio Broadcasting Co. Pty. Ltd.	1150	2,000
Wagin	6WA	Government	560	10,000
Warwick	4WK	*Warwick Broadcasting Co. Pty. Ltd.	1340	100
Wollongong	2WL	*Wollongong Broadcasting Pty. Ltd.	1430	300
Warragul	3UL	*Argus Broadcasting Services Pty. Ltd.	1000	200
Warrnambool	3YB	*Argus Broadcasting Services Pty. Ltd.	1210	100
SHORT WAVE STATIONS				
Braybrook	VK8ME	Amalgamated Wireless (A'asia) Ltd.	9510	5,000
Lyndhurst	VK3LR	Government	9580	1,000
Perth	VK6ME	Amalgamated Wireless (A'asia) Ltd.	9590	2,000
Sydney	VK2ME	Amalgamated Wireless (A'asia) Ltd.	9588	12,000

†Sets licensed as of September 1, 1937.  
Number in call letters indicates state where station is located. Key: 2—New South Wales.  
3—Victoria. 4—Queensland. 5—South Australia. 6—Western Australia. 7—Tasmania.

(Continued on page 366)

# DIRECTORY OF OCEANIC BROADCASTING STATIONS

(From Latest Data Available from Australian and New Zealand Governments)

*\* Denotes time is sold for advertising, according to best available information.*

(Corrected to December 1, 1937)

## NEW ZEALAND

(Receiving Sets, 274,911 †. Annual License Fee £11/5/-)

City	Call Letters	Operator	Frequency in Kilocycles	Power in Watts
Auckland	1YA	Government	650	10,000
"	1YX	Government	880	100
"	1ZB	*Government	1090	1,000
"	1ZJ	Johns Ltd.	1310	65
"	1ZM	Government	1250	1,000
Christchurch	3YA	Government	720	10,000
"	3YL	Government	1200	250
"	3ZB	*Government	1430	1,000
Cromwell	4ZC	Government	1280	45
Dunedin	4YA	Government	790	10,000
"	4ZB	*Government	1220	1,000
"	4ZD	Radio Club	1010	20
"	4ZM	McCracken & Walls	1010	100
"	4YO	Government	1140	200
Gisborne	2ZJ	Government	980	250
"	2ZM	Atwater Kent Radio Service	1150	15
Greymouth	3ZR	Government	940	175

## NEW ZEALAND—(Continued)

City	Call Letters	Operator	Frequency in Kilocycles	Power in Watts
Invercargill	4YZ	Government	680	5,000
Napier	2ZH	Government	820	65
Nelson	2ZR	"	920	30
New Plymouth	2YB	"	760	100
Wairoa	2ZP	Government	900	15
Wellington	2YA	Government	570	60,000
"	2YC	Government	840	5,000
"	2YD	"	990	200
"	2ZB	*Government	1120	1,000

†Sets licensed as of Sept. 30, 1937.

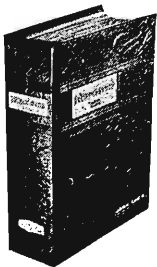
## CROWN COLONY OF FIJI

City	Call Letters	Operator	Frequency in Kilocycles	Power in Watts
Suva	ZJV	*Fiji Broadcasting Co. Ltd.	920	400
<b>SHORT WAVE</b>				
Suva	VPD2	*Amalgamated Wireless (A'sia) Ltd.	9540	10,000

# Allocations of Call Letters to Countries

(As Contained in the International Radio Convention Drawn Up at World Telecommunications Conference, Madrid, 1932)

COUNTRY	CALL SIGNAL	COUNTRY	CALL SIGNAL	COUNTRY	CALL SIGNAL	COUNTRY	CALL SIGNAL
Chile.....	CAA-CEZ	Republic of Colombia	HJA-HKZ	Curacao.....	PJA-PJZ	British India.....	VTA-VWZ
Canada.....	CFA-CKZ	Republic of Panama.	HPA-HPZ	Dutch East Indies.....	PKA-POZ	Canada.....	VXA-VYZ
Cuba.....	CLA-CMZ	Republic of Honduras	HRA-HRZ	Brazil.....	PPA-PYZ	United States of America.....	W
Morocco.....	CNA-CNZ	Siam.....	HSA-HSZ	Surinam.....	PZA-PZZ	Mexico.....	XAA-XFZ
Cuba.....	COA-COZ	Vatican City State...	HVA-HVZ	(Abbreviations).....	Q	China.....	XGA-XUZ
Bolivia.....	CPA-CPZ	Hedjaz.....	HZA-HZZ	Union of Socialist Soviet Republics...	R	British India.....	XYA-XZZ
Portuguese Colonies...	CQA-CRZ	Italy and Colonies...	I	Sweden.....	SAA-SMZ	Afghanistan.....	YAA-YAZ
Portugal.....	CSA-CUZ	Japan.....	J	Poland.....	SOA-SRZ	Dutch East Indies...	YBA-YHZ
Uruguay.....	CVA-CXZ	United States of America.....	K	Egypt.....	STA-SUZ	Iraq.....	YIA-YIZ
Canada.....	CYZ-CZZ	Norway.....	LAA-LNZ	Greece.....	SVA-SZZ	New Hebrides.....	YJA-YJZ
Germany.....	D	Republic of Argentina.....	LOA-LWZ	Turkey.....	TAA-TCZ	Latvia.....	YLA-YLZ
Spain.....	EAA-EHZ	Luxembourg.....	LXA-LXZ	Iceland.....	TFA-TFZ	Free City of Danzig.	YMA-YMZ
Irish Free State.....	EIA-EIZ	Lithuania.....	LYA-LYZ	Guatemala.....	TGA-TGZ	Nicaragua.....	YNA-YNZ
Republic of Liberia...	ELA-ELZ	Bulgaria.....	LZA-LZZ	Costa Rica.....	TIA-TIZ	Rumania.....	YOA-YRZ
Persia.....	EPA-EQZ	Great Britain.....	M	France and Colonies and Protectorates.	TKA-TZZ	Republic of El Salvador.....	YSA-YSZ
Estonia.....	ESA-ESZ	United States of America.....	N	Union of Socialist Soviet Republics...	U	Yugoslavia.....	YTA-YUZ
Ethiopia.....	ETA-ETZ	Peru.....	OAA-OCZ	Canada.....	VAA-VGZ	Venezuela.....	YVA-YWZ
Sarre Territory.....	EZA-EZZ	Austria.....	OEA-OEZ	Australian Commonwealth.....	VHA-VMZ	Albania.....	ZAA-ZAZ
France and Colonies and Protectorates..	F	Finland.....	OFA-OHZ	Newfoundland.....	VOA-VOZ	British Colonies and Protectorates....	ZBA-ZJZ
Great Britain.....	G	Czechoslovakia.....	OKA-OKZ	British Colonies and Protectorates.....	VPA-VSZ	New Zealand.....	ZKA-ZMZ
Hungary.....	HAA-HAZ	Belgium and Colonies	ONA-OTZ			Paraguay.....	ZPA-ZPZ
Swiss Confederation...	HBA-HBZ	Denmark.....	OUA-OZZ			Union of South Africa	ZSA-ZUZ
Ecuador.....	HCA-HCZ	Netherlands.....	PAA-PIZ				
Republic of Haiti...	HHA-HHZ						
Dominican Republic..	HIA-HIZ						



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## BROADCASTING



National Press Bldg.,  
Washington, D. C.

# DIRECTORY OF EUROPEAN BROADCASTING STATIONS

(From Latest Data Available at U. S. Department of Commerce and Other Official Sources)

\* Denotes time is sold for advertising, according to best available information.  
(Corrected to December 1, 1937, but Accuracy not guaranteed due to constant changing)

## AUSTRIA

[Receiving Sets, 612,142 †. Registering Tax, 24 Shillings]

City	Call Letters	Operator	Frequency in Kilocycles	Power in Watts
Graz	.....	Oesterr. Radio Verkehrs A.G. (Government)	886	15,000
Innsbruck	.....	"	519	1,000
Klagenfurt	.....	"	1294	5,000
Linz, Donau	.....	"	886	15,000
Salzburg	.....	"	1348	2,000
Vorarlberg	.....	"	1294	5,000
Vienna	.....	"	592	100,000

### SHORT WAVE STATIONS

Vienna	OER2	Oesterr. Radio Verkehrs A.G. (Government)	6072	1,500
"	OER2	"	11801	1,500

†As of Oct. 31, 1937.

## AZORES

[Receiving Sets, 1,200. Set Tax, 6 Escudos Monthly]

City	Call Letters	Operator	Frequency in Kilocycles	Power in Watts
Ponta Delgada	CT2AJ	.....	4000	50

## BELGIUM

[Receiving Sets, 976,343 †. Annual License Fee, 60 Francs]

City	Call Letters	Operator	Frequency in Kilocycles	Power in Watts
Antwerp	ON4EB	*M. Decaluwe	[1465] [1492] [1483]	65
Binche	.....	*M. Laveine	1492	65
Brussels	I.N.R.	Institut National Belge de Radiodiffusion	620	15,000
"	.....	" " " "	932	15,000
"	ON4RC	*M. Rombauts	1122	100
Chatelineau	ON4CE	*M. Lucas	1465	65
Cointe	ON4FC	*M. Lamboray	1500	65
Courtrai	.....	*West-Vlaamsche Radio-Omroep	[1465] [1483] [1492]	65
Gent	.....	Radio Vlaanderen	[1483] [1122]	65
Liege	ON4RW	*M. Delvigne	1492	65
"	ON4EX	*M. Habran	1492	65
Ottomont	.....	*M. Houben	1500	65
Schaerbeek	.....	*M. Mestag	1122	65
Seraing	.....	*M. Henrion	1492	65
Verviers	.....	*M. Masson	[1492] [1500]	65
Wallonia	.....	*M. Tricote	1492	65

### SHORT WAVE STATION

Ruyssedele	ORK	Institut National Belge de Radiodiffusion	10330	9,000
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†As of Aug. 31, 1937.

## BULGARIA

[Receiving Sets, 35,000 †. Annual Set Tax, 60 to 600 Levas]

City	Call Letters	Operator	Frequency in Kilocycles	Power in Watts
Sofia	.....	Administration des P.T.T. (Government)	850	750
†	.....	"	850	100,000
Stara-Zagora	.....	"	1402	2,000
Varna	.....	"	1267	2,000

### SHORT WAVE STATION

Sofia	LZA	Administration des P.T.T. (Government)	14970	1,500
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†As of Nov. 15, 1937.  
‡Completed Nov. 15, 1937.

## CZECHOSLOVAKIA

[Receiving Sets, 985,500 †. Set Tax, 120 Crowns]

City	Call Letters	Operator	Frequency in Kilocycles	Power in Watts
Banska Bystrica	.....	Government	392	30,000
Bratislava	.....	"	1004	13,500
Brno	.....	"	922	32,000
Kosice	.....	"	1152	10,000
Moravska-Ostrava	.....	"	1113	11,200
Prague I	.....	"	638	120,000
Prague II	.....	"	1204	5,000

### SHORT WAVE STATIONS

Prague	OLR2A	Government	6010	24,000
	OLR3A	"	9551	to 34,000
	OLR4A	"	11839	

†As of Oct. 1, 1937.

## DENMARK

[Receiving Sets, 689,389 †. Set Tax, 10 Crowns]

City	Call Letters	Operator	Frequency in Kilocycles	Power in Watts
Copenhagen	OXQ	Radioraadet (Government)	1176	10,000
Kalundborg	OKP	" "	238	60,000
Skamlebaek	OXO	" "	238	2,000

### SHORT WAVE STATION

Skamlebaek	OZF	Radioraadet (Government)	9520	6,000
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†As of Nov. 30, 1937.

## ESTONIA

[Receiving Sets, 44,941. Ekr. 9.00 to Ekr. 15.00]

City	Call Letters	Operator	Frequency in Kilocycles	Power in Watts
Tallinn	.....	*Riigi Ringhaaling (Government)	†731	12,000
Tartu	.....	* " " " "	512	500
Turi	.....	* " " " "	731	50,000

†May be changed to 1462 kc. in 1938.

## FINLAND

[Receiving Sets, 210,000 †. Set Tax, 100 Finnish Marks]

City	Call Letters	Operator	Frequency in Kilocycles	Power in Watt
Helainski	.....	Suomen Yleisradio (Government)	895	10,000
Kuopio	.....	" " "	253	1,000
Lahti	.....	" " "	166	220,000
Oulu	.....	" " "	481	10,000
Pietarsaari	.....	" " "	1500	200
Pori	.....	" " "	749	1,000
Sortavala	.....	" " "	776	150
Tampere	.....	" " "	1348	500
Turku	.....	" " "	1429	500
Vaasa	.....	" " "	1420	500
Viiipuri	.....	" " "	527	10,000

### SHORT WAVE STATION

Helsinki†	.....	Suomen Yleisradio (Government)	6120	150
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†As of Nov. 15, 1937.  
‡Experimental.

(Continued on page 368)

# DIRECTORY OF EUROPEAN BROADCASTING STATIONS

(From Latest Data Available at U. S. Department of Commerce and Other Official Sources)

\* Denotes time is sold for advertising, according to best available information.  
(Corrected to December 1, 1937, but Accuracy not guaranteed due to frequent changing)

(Continued from page 367)

## FRANCE

[Receiving Sets, 4,018,992†. Set Tax, 50-200 Francs]

City	Call Letters	Operator	Frequency in Kilocycles	Power in Watts
<b>GOVERNMENT STATIONS</b>				
Alpes Grenoble	.....	1 Rue Hauquelin Grenoble	593	15,000
Bordeaux-Lafayette	.....	Hotel des Postes, Bordeaux	1077	25,000
Limoges P.T.T.	.....	Rue des Anglais, Limoges	895	1,500
Lyon-P.T.T.	.....	47 Cours Gambetta, Lyon	648	90,000
Marseille-Provence	.....	32 Rue Croix-de-Regnier, Marseille	749	100,000
Montpellier-Languedoc	.....	9 Blvd. General Sarraill, Montpellier	1339	1,200
Nice-Cote d'Azur	.....	Nice	1185	60,000
Paris, P.T.T.	.....	103 Rue de Grenelle, Paris	695	120,000
Radio P.T.T. Nord	.....	36 Blvd. de la Liberte, Lille	1213	60,000
Radio-Paris	.....	11 Rue Francois Ier, Paris	182	120,000
Rennes-Bretagne	.....	Hotel des Postes, Rennes	1040	120,000
Strasbourg-Brumath	.....	30 Rue du 22 Novembre, Strasbourg	859	120,000
Toulouse-Pyrenees	.....	50 Rue Gambetta, Toulouse	776	120,000
Tour Eiffel	.....	Grand Palais, Porte C., Paris	1456	20,000
<b>PRIVATE STATIONS</b>				
*Bordeaux Sud Ouest	.....	2 Cours Tournon, Bordeaux	968	30,000
*Ile-de-France	.....	11 Rue Christophe Colomb, Paris	1366	2,000
*Poste Parisien	.....	116 bis Av. des Champs-Elysees, Paris	959	60,000
*Radio Agen	.....	Rue Amoureux, Agen	832	1,000
*Radio-Cite	.....	1 Blvd. Haussmann, Paris	1097	2,500
*Radio Lyon	.....	1 Rue du Plat, Lyons	1393	90,000
*Radio Mediterranee	.....	Les Plateaux Fleuris, Antibes	1276	15,000
*Radio Nimes	.....	4 Rue Cremieux, Nimes	1492	100
*Radio Normandie	.....	Villa la Grandiere, Fecamp	1113	5,000
*Radio Toulouse	.....	51 Rue Alsace-Lorraine, Toulouse	913	60,000
*Rueil-Malmaison ‡	.....	Rueil	835	.....
<b>SHORT WAVE STATIONS</b>				
Radio Coloniale (Station d'Etat)	.....	103 Rue de Grenelle, Paris	11720 11885 15243	20,000

†As of Sept. 30, 1937.  
‡Experimental Station.

## GERMANY

[Receiving Sets, 8,285,193†. Set Tax, 2 Reichmark per month]

City	Call Letters	Operator	Frequency in Kilocycles	Power in Watts
Berlin	.....	Reichs-Rundfunk-Gesellschaft (Government)	841	100,000
Bremen	.....	"	1330	2,000
Breslau	.....	"	950	100,000
Dresden	.....	"	1285	250
" ‡	.....	"	1465	5,000
Flensburg	.....	"	1330	2,000
Frankfurt Main	.....	"	1195	25,000
Frieburg	.....	"	1195	5,000
Gleiwitz	.....	"	1231	5,000
Goerlitz	.....	"	1231	5,000
Hamburg	.....	"	904	100,000
Hanover	.....	"	1330	2,000
Helsberg	.....	"	1031	100,000
Kaiserslautern	.....	"	1429	500
Kassel	.....	"	1195	500

## GERMANY—(Continued)

City	Call Letters	Operator	Frequency in Kilocycles	Power in Watts
Koeln	.....	"	658	100,000
Koblenz	.....	"	1195	2,000
Koenigswusterhausen	.....	"	1195	60,000
Koenigsberg	.....	"	1348	2,000
Leipzig	.....	"	785	120,000
Magdeburg	.....	"	1330	500
Munich	.....	"	740	100,000
Nuernberg	.....	"	1267	2,000
Stettin	.....	"	1330	2,000
Stuttgart	.....	"	574	100,000
Stolp ‡	.....	"	1330	.....
Trier	.....	"	1195	2,000
Saarbruecken	.....	"	1249	17,000
<b>SHORT WAVE STATIONS</b>				
Zeesen	DJA	Reichs-Rundfunk-Gesellschaft (Government)	9560	40,000
"	DJB	"	15200	40,000
"	DJC	"	6020	40,000
"	DJD	"	11770	40,000
"	DJE	"	17760	40,000
"	DJL	"	15110	40,000
"	DJM	"	6079	40,000
"	DJN	"	9540	40,000
"	DJO	"	11795	40,000
"	DJP	"	11855	40,000
"	DJQ	"	15280	40,000
"	DJR	"	15340	40,000

†As of Sept. 30, 1937.

‡In course of construction, Nov. 1, 1937.

## FREE CITY OF DANZIG †

City	Call Letters	Operator	Frequency in Kilocycles	Power in Watts
Danzig	.....	Freie Stadt Danzig	1308	500

†Receiving Sets included in total for Germany.

## GREAT BRITAIN

[Receiving Sets, 8,347,800†. Set Tax, 10 Shillings]

City	Call Letters	Operator	Frequency in Kilocycles	Power in Watts
Aberdeen	.....	British Broadcasting Corporation	1285	1,000
Bournemouth	.....	" " "	1474	1,000
Brookmans Park, National	.....	" " "	1149	20,000
Brookmans Park, Regional	.....	" " "	877	70,000
Burghead	.....	" " "	767	60,000
Droitwich, National	.....	" " "	200	150,000
" Regional	.....	" " "	1013	70,000
Lisnagarvey	.....	" " "	977	100,000
Moorside Edge, National	.....	" " "	1149	20,000
Moorside Edge, Regional	.....	" " "	668	70,000
Penmon	.....	" " "	804	5,000
Plymouth	.....	" " "	1474	300
Stagshaw	.....	" " "	1122	60,000
Washford, National	.....	" " "	804	70,000
" Regional	.....	" " "	1050	50,000
Westerglen, National	.....	" " "	1149	50,000
Westerglen, Regional	.....	" " "	767	70,000

# DIRECTORY OF EUROPEAN BROADCASTING STATIONS

(From Latest Data Available at U. S. Department of Commerce and Other Official Sources)

\* Denotes time is sold for advertising, according to best available information.

(Corrected to December 1, 1937, but Accuracy not guaranteed due to frequent changing)

## GREAT BRITAIN—(Continued)

City	Call Letters	Operator	Frequency in Kilocycles	Power in Watts
<b>SHORT WAVE STATIONS†</b>				
Daventry	GSA	British Broadcasting Corporation	6050	10,000
"	GSB	" " "	9510	10,000
"	GSC	" " "	9580	10,000
"	GSD	" " "	11750	10,000
"	GSE	" " "	11860	10,000
"	GSF	" " "	15140	10,000
"	GSG	" " "	17790	10,000
"	GSH	" " "	21470	10,000
"	GSI	" " "	16260	10,000
"	GSJ	" " "	21530	10,000
"	GSK	" " "	26100	10,000
"	GSL	" " "	6110	10,000
"	GSN	" " "	11820	15,000
"	GSO	" " "	15180	15,000
"	GSP	" " "	15310	15,000
"	GST	" " "	21550	15,000

†As of Sept. 30, 1937.

‡Six transmitters of 10,000 to 50,000 watts are used for these 16 stations.

## GREECE

[Receiving Sets, 20,000†. No Set Tax]

City	Call Letters	Operator	Frequency in Kilocycles	Power in Watts
Athens‡	.....	*Government	601	15,000

†As of July 17, 1937.

‡To begin operation early in 1938.

## HUNGARY

[Receiving Sets, 376,596†. 28.80 Pengo annually]

City	Call Letters	Operator	Frequency in Kilocycles	Power in Watts
Budapest	HAC	Magyar Telefonhíradó és Radio (Government)	546	120,000
"	HAL	"	360	18,000
Magyaróvár	HAE2	"	1321	1,250
Miskolc	HAE3	"	1438	1,250
Nyíregyháza	HAE	"	1122	6,200
Pécs	HAE4	"	1465	1,250
<b>SHORT WAVE STATIONS</b>				
Székesfehérvár	HAS3	Magyar Telefonhíradó és Radio (Government)	15370	6,000
"	HAT4	"	9125	6,000

†As of Nov. 15, 1937.

## ICELAND

[Receiving Sets, 14,000†. Set Tax, 30 Crowns]

City	Call Letters	Operator	Frequency in Kilocycles	Power in Watts
Reykjavik	TFU	Ríkisutvarpid	£ 208	100,000
<b>SHORT WAVE STATIONS</b>				
Reykjavik	TFJ	Ríkisutvarpid	12235	7,000
"	TFK	"	9060	7,000
"	TFT	"	5058	7,000

†As of Nov. 15, 1937.

## IRELAND

[Receiving Sets, 110,190†. Set Tax, 10 Shillings]

City	Call Letters	Operator	Frequency in Kilocycles	Power in Watts
Athlone	.....	*Department of Post & Telegraph	565	100,000
Cork	GCK	" " " " "	1240	1,000
Dublin	ZRN	" " " " "	1348	1,000

\*Advertising from Irish industry only.

†As of Sept. 30, 1937.

## ITALY

[Receiving Sets, 800,000†. Set Tax, 81 Lira]

City	Call Letters	Operator	Frequency in Kilocycles	Power in Watts
Bari I	IBA1	*Ente Italiano per le Audizioni Radiofoniche (E.I.A.R.)	1059	20,000
Bari II	IBA2	"	1357	1,000
Bologna	IBO	"	986	50,000
Bolzano	IBZ	"	536	10,000
Florence I	IF11	"	610	20,000
Florence II	IF12	"	1258	1,000
Genoa I	IGE1	"	1140	10,000
Genoa II	IGE2	"	1357	1,000
Milan I	IMI1	"	814	50,000
Milan II	IMI2	"	1357	4,000
Naples I	INA1	"	1104	10,000
Naples II	INA2	"	1348	1,000
Palermo	IPA	"	565	3,000
Rome I	IRO1	"	713	120,000
Rome II	IRO2	"	1222	60,000
Rome III	IRO3	"	1357	1,000
Trieste	ITS	"	1140	10,000
Turin I	ITO1	"	1140	7,000
Turin II	ITO2	"	1357	200

### SHORT WAVE STATIONS

Rome Prato Smeraldo	I2RO1	*E.I.A.R.	6085	25,000
"	I2RO2	"	7000	25,000
"	I2RO3	"	9635	25,000
"	I2RO4	"	11810	25,000
Vatican City	HVJ	Cite du Vatican	5969†	11,000

†As of Nov. 15, 1937.

## LATVIA

[Receiving Sets, 107,600†. 7-10-20-40 Lats.]

Kuldiga	.....	Ministry of Social and Public Affairs	1104	50,000
Liepaja	.....	" " " " " "	1734	100
Madona	.....	" " " " " "	1583	50,000
Riga	.....	" " " " " "	1258	15,000

†As of Nov. 6, 1937.

## LITHUANIA

[Receiving Sets, 38,962†. Set Tax, Lits 2. to Lits 9.]

Kaunas	LYX	*Direction Generales des Postes	153	7,000
Klaipeda	LYY	* " " " " " "	565	10,000

†As of June 30, 1937.

## LUXEMBURG

[Receiving Sets, 30,000†. No Set Tax]

Luxemburg	.....	*Luxemburg Radio Co.	232	200,000
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†As of Nov. 15, 1937.

## MADEIRA

[Receiving Sets, 1,000†. Set Tax 6 Escudos Monthly]

.....	CT3AQ	Gabriel Ornelas	4000	.....
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## NETHERLANDS

[Receiving Sets, 1,009,973†. No Set Tax]

Bloemendaal	.....	N. V. Philips	1220	100
Hilversum	.....	" " " "	997	{15,000 60,000
Kootwijk	.....	Government	160	{10,000 120,000 150,000

### SHORT WAVE STATIONS

Huizen	PCJ	N. V. Philips	{ 9590 16220	{40,000 50,000
"	PHI	M. V. Philips	{11730 17770	{23,600 23,600

†As of Sept. 30, 1937: Includes 348,804 "wired radio" connections.

(Continued on page 370)

# DIRECTORY OF EUROPEAN BROADCASTING STATIONS

(From Latest Data Available at U. S. Department of Commerce and Other Official Sources)

\* Denotes time in sold for advertising, according to best available information.  
(Corrected to December 1, 1937, but Accuracy not guaranteed due to frequent changing)  
(Continued from page 369)

## NORWAY

[Receiving Sets, 280,383 †. Set Tax, 20 Kronen]

City	Call Letters	Operator	Frequency in Kilocycles	Power in Watts
Bergen	LKB	*Norsk Rigskringkasting (Government)	850	20,000
Bodo	LKD	"	850	10,000
Finnmark	LKI	"	347	10,000
Fredrikstad	LKF	"	776	1,000
Hamar	LKH	"	519	700
Kristiansand	LKK	"	629	20,000
Narvik	LKG	"	1222	300
Notodden	LKN	"	1357	150
Oslo	LKO	"	260	60,000
Porsgrunn	LKP	"	850	1,000
Rjukan	LKR	"	1348	150
Stavanger	LKS	"	850	10,000
Tromso	LKM	"	282	10,000
Trondelag	LKT	"	629	20,000
Vigra	LKA	"	260	10,000

### SHORT WAVE STATIONS

Jeloy	LKJ	*Norsk Rigskringkasting (Government)	6130	1,000
"	LKC	"	9530	1,000
"	LKE	"	9572	1,000
"	LKL	"	6990	1,000

\*Advertising is sold only during a brief evening period.  
†As of Nov. 15, 1937.

## POLAND

[Receiving Sets, 711,646 †. Set Tax, 1 to 3 Zlotys Per Month]

Cracow	.....	Polski Radjo (Government)	1022	2,000
Katowice	.....	"	758	12,000
Lodz	.....	"	1339	2,000
Luck†	.....	"	.....	.....
Lwow	.....	"	795	50,000
Poznan	.....	"	868	16,000
Torun	SP5	"	986	24,000
Warsaw (Raszyn)	SP1	"	224	120,000
Warsaw II. (Mokotow)	SP8	"	1384	7,000
Wilno	SP10	"	536	50,000

### SHORT WAVE STATIONS

Warsaw	SPW	Ministerstwo Poczty i Telegrafow	13635	10,000
"	SPD	"	11535	2,000

†As of Feb. 1, 1937.  
‡Under construction.

## PORTUGAL†

[Receiving Sets, 65,280 †. Set Tax, 6 Escudos Monthly]

Lisbon	Emissora Nacional	Government	629	20,000
"	CS2ZA	*Radio Club Portugues	1031	5,000

### SHORT WAVE STATIONS

Lisbon	CSW	Government	11040 9940	5,000
"	CTIAA	Abilio Nunes dos Santos Junior	9665	1,000

†In addition, there are various stations of power of 250 watts or less.  
‡As of Aug. 31, 1937.

## RUMANIA

[Receiving Sets, 400,000 †. Set Tax, 300-600 Lei]

Brasov	.....	Societatea Romana de Radiodifuziune	160	150,000
Bucharest	.....	"	823	12,000
"	.....	University of Bucharest	1400	200
"	.....	"	9680	250
Chisinau	.....	Societatea Romana de Radiodifuziune	1032	20,000

†As of Nov. 1, 1937.

## SOVIET RUSSIA†

[Set Tax 3-12-24 Roubles]

City	Call Letters	Operator	Frequency in Kilocycles	Power in Watts
Achkhabad	RV19	Narkomsviaz (Soviet Government)	333	4,000
Alma-Ata	RV60	"	310	10,000
Alexandrovsk	RV38	"	662	2,000
Arkhangelsk	RV36	"	586	10,000
Astrakhan	RV35	"	598	10,000
Baku	RV8	"	200	10,000
Chita	RV52	"	556	20,000
Dnepropetrovsk	RV30	"	913	10,000
Engelsk	RV55	"	937	1,000
Erivan	RV21	"	380	10,000
Frunse	RV6	"	608	2,500
Gomel	RV40	"	959	1,000
Gorki	RV42	"	565	10,000
Grosnyi	RV23	"	676	1,000
Igarka	RV85	"	340	2,000
Ijevsk	RV78	"	767	4,000
Ioschkar-Ola	RV61	"	888	1,000
Irkutsk	RV14	"	185	20,000
Ivanovo	RV31	"	668	10,000
Kalinin	RV71	"	959	2,500
Karaganda	RV46	"	686	1,000
Kasan	RV17	"	686	10,000
Khabarovsk	RV54	"	340	10,000
Kharkov	RV4	"	232	10,000
"	RV20	"	1185	10,000
"	RV20	"	1185	10,000
Kiev	RV9	"	722	35,000
Krasnodar	RV33	"	1650	1,000
Krasnoisarsk	RV66	"	333	1,000
Kuibyshev	RV16	"	625	10,000
Kursk	RV58	"	804	2,500
Leningrad Kolpino	RV53	"	232	100,000
Leningrad	RV70	"	1040	10,000
Makhach-Kala	RV27	"	390	4,000
Minsk-Kolodistchi	RV10	"	208	35,000
Moscow	RCZ-RV43	"	271	100,000
Moscow Komintern	RV1	"	172	500,000
Moscow Stchelkovo	WZSPS RV49	"	401	100,000
Moscow	RV39	"	832	100,000
Murmansk	RV79	"	610	10,000
Naltchik	RV51	"	556	1,000
Novosibirsk	RV76	"	218	100,000
Odesa	RV13	"	968	10,000
Oiroi-Toura	RV83	"	390	1,000
Omsk	RV44	"	472	1,000
Ordshonikidse	RV64	"	749	10,000
Orenbourg	RV45	"	461	1,000
Oufa	RV37	"	486	10,000
Oukhta	RV67	"	968	2,000
Penza	RV56	"	640	1,200
Petrosavodsk	RV29	"	648	10,000
Piatigorsk	RV18	"	610	1,000
Rostov Don	RV12	"	355	20,000

# DIRECTORY OF EUROPEAN BROADCASTING STATIONS

(From Latest Data Available at U. S. Department of Commerce and Other Official Sources)

\* Denotes time is sold for advertising, according to best available information.  
(Corrected to December 1, 1937, but Accuracy not guaranteed due to frequent changing)

## SOVIET RUSSIA—(Continued)

City	Call Letters	Operator	Frequency in Kilocycles	Power in Watts
Saransk	RV65	Narkomsviaz (Soviet Government)	734	1, 000
Saratov	RV3	" " "	340	20, 000
Simferopol	RV73	" " "	859	10, 000
Smolensk	RV24	" " "	364	10, 000
Stalinabad	V47	" " "	421	2, 000
Stalingrad	RV34	" " "	522	10, 000
Stalino	RV26	" " "	776	10, 000
Sverdlovsk	RV5	" " "	375	40, 000
Sytkyvkar	RV41	" " "	472	1, 000
Tashkent	RV11	" " "	256	25, 000
Tcheliabinsk	RV72	" " "	577	10, 000
Tchelvoksary	RV74	" " "	472	1, 000
Tchernigov	RV86	" " "	1013	4, 000
Tiflis	RV7	" " "	283	35, 000
Tiraspol	RV57	" " "	1068	4, 000
Turtkul	RV81	" " "	350	2, 000
Ufa	RV37	" " "	436	10, 000
Ulan-Ude	RV63	" " "	350	10, 000
Vinnisa	RV75	" " "	1095	10, 000
Vladivostok	RV32	" " "	635	10, 000
Voronej	RV25	" " "	413	10, 000

### SHORT WAVE STATIONS

Khabarovsk	RV15	Narkomsviaz (Soviet Government)	4273.5	20, 000
Moscow	VZSPS	" " "	{ 6000 12000	.....
"	RW96	" " "	{ 9600 15038	.....

†As of Dec. 22, 1936; latest available data.

## SPAIN†

[Set Tax, 5 Pesetas]

City	Call Letters	Operator	Frequency in Kilocycles	Power in Watts
Barcelona	EAJ	*Union Radio S.A.	795	7, 600
"	EAJ15	*Radio Association	1022	1, 000
Madrid	EAJ7	*Union Radio S.A.	1095	12, 000
"	EAJ2	*Radio Espana	731	3, 000
San Sebastian	EAJ8	*Union Radio	1258	3, 000
Sevilla	EAJ5	*Union Radio	731	5, 000
Valencia	EAJ3	*Union Radio	850	1, 500
"	FC1	Communications	731	1, 000

### SHORT WAVE STATION

Madrid	EAQ	Transradio Espanola	10000	20, 000
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†Because of war in Spain, the above data is incomplete. Among important short wave stations about which no accurate information could be obtained are those at Salamanca and Bilbao.

## SWITZERLAND

[Receiving Sets, 500,000†. Set Tax, 15 Swiss fr.]

City	Call Letters	Operator	Frequency in Kilocycles	Power in Watts
Beromunster	.....	Societe Suisse de Radiodiffusion	556	100, 000
Monte Ceneri	.....	" " "	1167	15, 000
Sottens	.....	" " "	677	100, 000
<b>SHORT WAVE STATIONS</b>				
Prangins	HBL	Societe des Nations	9595	20, 000
"	HBP	" " "	7797	20, 000
"	HBH	" " "	18480	20, 000

†As of Dec. 1, 1937.

## SWEDEN

[Receiving Sets, 1,041,737†. Set Tax, 10 Swedish Kn.]

City	Call Letters	Operator	Frequency in Kilocycles	Power in Watts
Boden	SBE	Direction Generale des Telegraphes	392	600
Boras	SCA	Foreningen Boras Radiostation	1447	200
Eskilstuna	SCB	Eskilstuna Radioklubb	1240	200
Falu	SCC	Falu Radioklubb	1086	2, 000
Gavle	SCD	Gavle Radioklubb	1483	200
Goteborg	SBB	Direction Generale des Telegraphes	941	10, 000
Halmstad	SCE	Halmstads Radioklubb	1411	200
Halsingborg	SBQ	Direction Generale des Telegraphes	1384	500
Horby	SBH	Direction Generale des Telegraphes	1131	10, 000
Hudiksvall	SBM	Direction Generale des Telegraphes	1402	1, 000
Jonkoping	SCH	Jonkoping Radioklubb	1515	200
Kalmar	SCI	Kalmar Radioklubb	1447	200
Karlskrona	SBR	Direction Generale des Telegraphes	1530	500
Karlstad	SBK	Direction Generale des Telegraphes	1312	250
Kiruna	SCL	Kiruna Radioklubb	1258	200
Kristinehamn	SCM	Kristinehamns Radioklubb	500	200
Malmberget	SCN	Malmberget-Gallivare Radioklubb	704	200
Malmo	SBC	Direction Generale des Telegraphes	1312	2, 500
Motala	SBG	Direction Generale des Telegraphes	216	150, 000
Norrkoping	SBI	Direction Generale des Telegraphes	1312	250
Orebro	SCV	Orebro Radioklubb	1240	200
Ornskoldsvik	SBN	Direction Generale des Telegraphes	1402	500
Ostersund	SBF	Direction Generale des Telegraphes	414	600
Saffle	SCP	Saffle Radioklubb	1240	400
Stockholm	SBA	Direction Generale des Telegraphes	704	55, 000
Sundsvall	SBD	Direction Generale des Telegraphes	601	10, 000
Trollhattan	SBJ	Direction Generale des Telegraphes	1312	250
Uddevalla	SCR	Foreningen Uddevalla Rundradio Station	1411	50
Umea	SBL	Direction Generale des Telegraphes	1402	1, 000
Uppsala	SCT	Uppsala Radioklubb	1492	200
Varberg	SCU	Varbergs Radioklubb	1240	200
<b>SHORT WAVE STATIONS</b>				
Motala	SBO	Direction Generale des Telegraphes	6065	500
"	SBP	" " " "	11705	500

†As of Oct. 1, 1937.

## TURKEY

[Receiving Sets, 21,500†]

City	Call Letters	Operator	Frequency in Kilocycles	Power in Watts
Ankara	TAE	Direction Generale des P.T.T. (Government)	230	7, 000
Istanbul	TAL	"	186	5, 000

†As of Nov. 15, 1937.

## YUGOSLAVIA

[Receiving Sets, 104,821†. Set Tax, 300 Dinars]

City	Call Letters	Operator	Frequency in Kilocycles	Power in Watts
Belgrade	.....	*Radio A. D.	686	20, 000
Ljubljana	.....	*Radio Prosvetna Sveza	527	5, 000
Zagreb	.....	*Radiostanica	1086	800
<b>SHORT WAVE STATION</b>				
Belgrade	YUA	Bureau de Presse (Government)	6100	1, 000

†As of Dec. 1, 1937.



# DIRECTORY OF ASIATIC BROADCASTING STATIONS

(From Latest Data Available at U. S. Department of Commerce and Other Official Sources)

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(Corrected to December 1, 1937, but accuracy not guaranteed due to frequent changing)

## BRITISH INDIA

[Receiving Sets, 48,000†. Set Tax, 10 Rupees]

City	Call Letters	Operator	Frequency in Kilocycles	Power in Watts
Allahabad	VUA	Agricultural Institute	1071	100
Bombay	VUB	All-India Radio	1231	1,500
Calcutta	VUC	All-India Radio	810	1,500
Dehra Dun	VUU	Village Assn.	1883	250
Delhi	VUD	All-India Radio	886	20,000
Lahore	VUL	"	1086	5,000
Madras	VUM	Corporation of Madras	769	200
Peshawar	VUP	All-India Radio	1500	250

### SHORT WAVE STATIONS

Bombay	VUB2	All-India Radio	9565	10,000
Calcutta	VUC2	"	6110	10,000
Delhi	VUD2	"	9575	10,000
"	VUD3	"	11870	5,000
"	VUD4	"	15290	5,000
"	VUE	"	6085	10,000

### PROPOSED PLAN SHORTLY TO GO IN EFFECT

Bombay	.....	Government	1231	2,000
Calcutta	.....	"	1276	2,000
Dacca	.....	"	1167	5,000
Delhi	.....	"	886	20,000
Lahore	.....	"	1086	100
Lucknow	.....	"	1022	5,000
Madras	.....	"	1420	250
Peshawar	.....	"	1500	250
Trichinopoly	.....	"	758	.....

### SHORT WAVE

Band A	.....	11700-11900
" B	.....	9500- 9600
" C	.....	6000- 6150
" D	.....	4900- 5000
" E	.....	3300- 3500

†As of Dec. 15, 1937.

## CEYLON

[Receiving Sets, 4,763. Set Tax, Rs. 10 Annually]

Colombo	VPB	Post & Telegraph Department	700	5,000
"	"	"	6160	300

## CHINA†

[No Set Tax]

Nanking	XGOA	Government	600	75,000
Shanghai	XMHD	"	1420	1,000
"	XQHC	"	1300	2,000

### SHORT WAVE STATIONS

Nanking	XGOX	Government	6820	500
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†Due to military occupation and seizure of stations, no complete record of existing stations available as of Jan. 1, 1938; see 1937 Yearbook Number for last list.

## DUTCH EAST INDIES†

[Receiving Sets, 53,268†. Set Tax, 1.50 Florins Monthly]

### SHORT WAVE STATIONS

Bandoeng	PLP	Netherlands Indian Radio Broadcasting Co.	11000	3,000
"	PMH	"	6720	1,500
"	PMN	"	10260	3,000
"	YDC	"	15150	1,500
Batavia	YDA	"	3040 6040	10,000
Soerabaja	YDB	"	9610 15800	1,000

†In addition to the stations listed above there are 8 longwave and 10 shortwave Government stations of less than 1,000 watts and 84 privately owned stations of less than 1,000 watts.  
†As of Dec. 17, 1937.

## HONGKONG

[Receiving Sets, 8,000†. Set Tax, \$3.72 (U. S.)]

City	Call Letters	Operator	Frequency in Kilocycles	Power in Watts
Hong Kong	ZBW	Colonial Government	845	2,000
"	ZEK	"	640	250
<b>SHORT WAVE STATIONS</b>				
Hong Kong	ZBW2	Colonial Government	6090	2,600
"	ZBW3	"	9525	2,500
"	ZBW4	"	15190	2,500
"	ZBW5	"	17755	2,600

†As of Nov. 20, 1937.

## JAPAN

[Receiving Sets, 3,434,172†. Set Tax, 50 Sen Monthly]

JAPAN PROPER, CHOSEN (KOREA) & TAIWAN (FORMOSA)

Akita	JOUK	Nippon Hoso Kyokai (Japan Broadcasting Corp.)	650	300
Asahigawa	JOCQ	"	700	300
Fukui	JOFG	"	1020	300
Fukuoka	JOLK	"	910	500
Fusan, Chosen	JBAK	Chosen Hoso Kyokai	1030	150
Hakodate	JOVK	Nippon Hoso Kyokai	680	500
Hamamatsu	JODG	"	640	500
Heijo	JBBK	Chosen Hoso Kyokai	.....	.....
Hiroshima	JOVK	Nippon Hoso Kyokai	880	10,000
Kagoshima	JOHG	"	1050	500
Kanasawa	JOJK	"	610	3,000
Keijo	JODK	Chosen Hoso Kyokai	{610 900}	10,000
Kochi	JORK	Nippon Hoso Kyokai	720	500
Kokura	JOSK	"	740	1,000
Kumamoto	JOGK	"	790	10,000
Kyoto	JOOK	"	1070	300
Matsuye	JOTK	"	670	500
Mayebashi	JOBG	"	1000	500
Miyazaki	JOMG	"	600	500
Nagano	JONK	"	600	500
Nagasaki	JOAG	"	930	500
Nagoya	JOCK	"	{730 990}	10,000
Niigata	JOQK	"	920	500
Obihiro	JOOG	"	950	500
Okayama	JOKK	"	630	500
Osaka	JOBK	"	{690 940}	10,000
Sapporo	JOIK	"	810	10,000
Sendai	JOHK	"	770	10,000
Shizuoka	JOJK	"	780	500
Taichu, Taiwan	JFCK	Taiwan Sotokufu Kotsukyoku	580	1,000
Taihoku, Taiwan	JFAK	"	670	10,000
Tainan, Taiwan	JFBK	"	720	1,000
Tokyo	JOAK	Nippon Hoso Kyokai	{590 870}	10,000
Tokushima	JOXK	"	980	500
Tottori	JOLG	"	890	500
Toyama	JOIG	"	1060	500
Yamagata	JOJG	"	1080	500
<b>SHORT WAVE STATIONS</b>				
Tokyo	JVH	Nippon Hoso Kyokai	14600	20,000
"	JVM	"	10740	20,000
"	JOAK	"	6750	20,000

†As of Nov. 1, 1937.

†Set Tax in Chosen and Taiwan, 1 Yen Monthly.

(Continued on page 373)

# DIRECTORY OF AFRICAN BROADCASTING STATIONS

(From Latest Data Available at U. S. Department of Commerce and Other Official Sources)

\* Denotes time is sold for advertising, according to best available information.

(Corrected to December 1, 1937, but accuracy not guaranteed due to frequent changing)

## ALGERIA

[Receiving Sets, 71,683†. Set Tax, 15 to 200 Francs]

City	Call Letters	Operator	Frequency in Kilocycles	Power in Watts
Algiers	PTT	Gouvernement General de l'Algerie	944	12,500

†As of Sept. 30, 1937.

## ANGOLA

[Receiving Sets, 800. No Set Tax]

Lobito	CR6AA	.....	7174	500
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## CANARY ISLANDS

[Receiving Sets, 4,000. Set Tax, 5 to 50 Pesetas]

Las Palmas	EAJ50	*Inter-Radio Martin & Co.	1500	200
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## EGYPT

[Receiving Sets, 70,000†. Set Tax, P.T.80 Plus P.T.5 per Tube]

City	Call Letters	Operator	Frequency in Kilocycles	Power in Watts
Alexandria	I	Egyptian State Broadcasting	1120	1,000
"	II	" " "	1420	500
Assiut	....	" " "	731	1,000
Cairo	I	" " "	620	20,000
"	II	" " "	1348	1,000

†As of Nov. 30, 1937.

†Relays Arabic programs only.

## KENYA

[Receiving Sets, 1,152. Set Tax, 30 Shillings]

Nairobi	VQ7LO	Cable & Wireless Ltd.	857	1,500
<b>SHORT WAVE STATIONS</b>				
Nairobi	WQ7LO	Cable & Wireless Ltd.	6082	500

## MADAGASCAR

[Receiving Sets, 623†]

**SHORT WAVE STATIONS**

Tananarive	....	Administration des P.T.T.	6000	400
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†As of Sept. 30, 1937.

## MOROCCO

[Receiving Sets, 35,405†]

**INTERNATIONAL ZONE**

Tanger	....	Radio-Tanger	1455	1,000
<b>SPANISH ZONE</b>				
Ceuta	EAJ46	Government	1492	200
Melilla	EAJ21	"	1500	200

**SHORT WAVE STATIONS**

Ceuta	EA7BA	Government	7134	100
Melilla	EA9ME	"	7200	20,000
"	PET8	"	7202	85
Tetuan	EA9AH	"	3992	500
			6996	

**FRENCH ZONE**

Rabat	....	Government	600	25,000
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†In International and French Zone, as of Nov. 15, 1937.

## REUNION ISLAND

[Receiving Sets, 500†]

City	Call Letters	Operator	Frequency in Kilocycles	Power in Watts
St. Denis	....	Administration des P.T.T.	625	160

†As of Sept. 30, 1937.

## TUNISIA

[Receiving Sets, 18,000. Set Tax, 20 Francs]

Bizerte	FT4AA	*M. Solet	1435	350
Sfax	....	*M. Costa	1410	30
Sousse	FT4AP	*Mlle. Costa	1457	30
Tunis	FT4AQ	*H. de Matteis	1395	200

## UNION OF SOUTH AFRICA

[Receiving Sets, 157,077. Set Tax, £1.0, Od to £1.15 Od]

City	Call Letters	Operator	Frequency in Kilocycles	Power in Watts
Bloemfontein	ZTE	South African Broadcasting Corp.	808.6	500
Capetown	ZTC	" " " "	600	10,000
Durban	ZTD	" " " "	749.6	1,000
Grahamstown	ZTY	" " " "	560	10,000
Johannesburg	ZTJ	" " " "	645	10,000
Pietermaritzburg	ZTM	" " " "	697.7	10,000
Pretoria	ZTP	" " " "	952.38	50

**SHORT WAVE STATIONS**

Durban	ZRD	South African Broadcasting Corp.	6147.5	10
Johannesburg	ZRJ	" " " "	6097.56	200
Kliphevel	ZRK	" " " "	6098 } 9605 }	5,000
Roberts Heights	ZRH	" " " "	9523 } 6007 }	5,000

## SOUTHERN RHODESIA

City	Call Letters	Operator	Frequency in Kilocycles	Power in Watts
Bulawayo	.....	Government	619	570
Salisbury	ZEC	"	682	600
<b>SHORT WAVE STATIONS</b>				
Bulawayo	ZEB	Government	6148	325
Salisbury	ZEA	"	5882	325

(Continued from page 372)

## MANCHUKUO †

Dairen	MQAK	*Manchuria Tel. & Tel. Co.	650	500
Harbin	MTFY	" " " " " "	674	3,000
Heinking	MTCY	" " " " " "	560	10,000
"	MTCY	" " " " " "	180	100,000
Mukden	MTBY	" " " " " "	890	1,000

†Additional stations have been established in Manchukuo but records were unavailable as of Jan. 1, 1938.

## PALESTINE

[Receiving Sets, 26,176†. Set Tax, \$2.50 Annually]

Jerusalem	.....	Palestine Broadcasting Service (Government)	668	20,000
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†As of Sept. 30, 1937.

## SIAM

[Receiving Sets, 28,898†. Set Tax, 5 to 10 Baht]

Bangkok	HS7PJ	*Post & Telegraph Department	750	10,000
<b>SHORT WAVE</b>				
Bangkok	HS8PJ	*Post & Telegraph Department	9500 } 19020 }	20,000

†As of Dec. 15, 1937.

## STRAITS SETTLEMENTS AND FEDERATED MALAY STATES†

Kuala Lumpur	ZGE	Post & Telegraph Dept.	6135	300
Penang	ZHJ	Penang Wireless Society	6080	50
Singapore	ZHL	British Malay Brdctg. Corp.	1338.34	2,000

†British Malay Brdctg. Corp. will erect a shortwave station in Singapore early in 1938 to serve the whole of Malay.

# Bibliography of Literature Pertaining to Broadcasting

## GENERAL

ANNUAL REPORT OF Columbia Broadcasting System for fiscal year ended Dec. 28, 1935. Columbia Broadcasting System. 1936.

BROADCASTING. National Broadcasting Co. 1935. 4 vols.

Radio in the home, and the broadcasting of literature, drama, art, music, religion, education, agriculture, and public affairs.

BROADCASTING AND A CHANGING CIVILISATION. By E. H. Robinson. John Lane, The Bodley Head Ltd. London. 1935.

Broadcasting as it affects the home, music, drama, sports, religion, and propaganda.

BROADCASTING AND BROADCAST ADVERTISING YEARBOOK NUMBER. Broadcasting Publications Inc., Washington, D. C. 1935-date.

Comprehensive reference handbook of directories and information relating to all phases of radio.

BROADCASTING AND PEACE. International Institute of Intellectual Co-operation. Paris. 1933.

Studies and projects for radio in the matter of international agreements.

BROADCASTING AND THE AMERICAN PUBLIC. Columbia Broadcasting System. 1936.

Forum on radio conducted by CBS, with discussions by eminent men. Treats of control, Federal Communications Commission, censorship, news broadcasts, politics.

BROADCASTING IN THE U. S. National Association of Broadcasters. 1933.

Advantages of American system of broadcasting. Includes outline for negative side of debate on question whether U. S. should adopt British system.

BUSINESS CENSUS REPORT ON BROADCAST STATIONS. U. S. Bureau of the Census. 1936.

Sectional reports and U. S. summary of net revenue, employment statistics, and pay rolls of the broadcasting stations in the U. S.

COMMERCIAL RADIO ADVERTISING. U. S. 72nd Congress, 1st Session. Senate Document No. 137. Govt. Printing Office. 1932.

Comprehensive report to the Senate by the Federal Radio Commission relative to use of radio facilities for advertising; also contains data on educational broadcasting, and summary of radio advertising in other countries.

COMMUNICATION AGENCIES AND SOCIAL LIFE. By M. M. Willey and S. A. Rice. McGraw-Hill Book Co. Inc. 1933.

A monograph published under the direction of The President's Research Committee on Social Trends. Chapter on broadcasting presents data on its growth and significance.

THE EDUCATIONAL ROLE OF BROADCASTING. International Institute of Intellectual Co-operation. Paris. 1935.

Studies by experts from many countries. International exchange of programs, recreational broadcasts, news bulletins, politics, history, social questions and music are among subjects discussed.

THE IMPORTANCE OF BROADCASTING. International Broadcasting Union. Geneva. 1932.

A study of the extent and varieties of the functions of radio.

IS AMERICAN RADIO DEMOCRATIC? By S. E. Frost. Jr. Univ. of Chicago Press. 1937.

Present day radio is discussed from the angle of federal regulation, station owners, advertisers, educators and listeners, to determine whether it is leading toward greater democracy.

LISTEN IN. AN AMERICAN MANUAL OF RADIO. By Maurice Lowell. Dodge Publishing Co. 1937.

Explanation for the layman of how radio programs are written, produced, etc. A radio glossary, and short chapters on network organization, audience reaction, and station organization are included. MEN AND RADIO MUSIC. By P. W. Dykema. Radio Institute of the Audible Arts. 1935.

Possibilities of increasing love and appreciation of music in men. MICROPHONE MEMOIRS OF THE HORSE AND BUGGY DAYS OF RADIO. By Credo F. Harris. Bobbs-Merrill Co. 1937.

An entertaining account of early days in radio by the manager of WHAS.

MUSIC AS PRESENTED BY THE RADIO. By P. W. Dykema. Radio Institute of the Audible Arts. 1935.

Suggestions to listeners who desire to gain more from music.

NOT TO BE BROADCAST. By Ruth Brindze. Vanguard Press. 1937.

A volume intended to expose the radio industry. Treats of freedom of the air, monopoly, radio chains, government interference, propaganda, etc.

ON THE AIR. By J. J. Fleeherty. Doubleday, Doran & Co. Inc. 1937.

A well illustrated non-technical book giving theory and practice of both radio broadcasting and communications.

THE PROBLEMS OF BROADCASTING. International Broadcasting Union. Geneva. 1931.

An account of five years of radio study.

THE PSYCHOLOGY OF RADIO. By Hadley Cantril and G. W. Allport. Harper & Bros. 1935.

An exhaustive study by leading psychologists of the "new mental world created by radio." First section is an "analysis of the general psychological and cultural factors that shape radio programs and determine response of listeners." Section 2 concerns experiments: voice and personality, sex differences in radio voices, speaker vs. loud-speaker, listening vs. reading, effective conditions for broadcasting. Part 3 summarizes and applies findings to present problems in radio.

RADIO. Ed. by Irvin Stewart. (The Annals of the American Academy of Political & Social Science. Supp. to vol. 142. 1929.)

A discussion by authorities of leading broadcasting and communication problems.

RADIO AND ITS FUTURE. Ed. by Martin Codel. Harper & Bros. 1930.

Chapters on all phases of radio communication by leaders in their respective fields.

RADIO AND THE FARMER. By E. deS. Brunner. Radio Institute of the Audible Arts. 1935.

Symposium on relation of radio to rural life. Includes list of national and state agricultural programs.

THE RADIO INDUSTRY: The story of its development, as told by leaders of the industry to the students of the Graduate School of Business Administration. Harvard University. A. W. Shaw Co. 1928.

Development of radio broadcasting and communication.

RADIO MUSIC FOR BOYS AND GIRLS. By P. W. Dykema. Radio Institute of the Audible Arts. 1935.

Suggestions for utilizing radio music more completely in development of youth.

RADIO PERSONALITIES. A pictorial and biographical annual. Ed. by Don Rockwell. Press Bureau Inc. 1935.

In addition to artists, it includes sections on radio executives, advertising agency executives, electrical transcription experts, program directors, production managers, script writers, publicity representatives, etc.

RADIO STARS OF TODAY. By Robert Eichberg. L. C. Page & Co. Boston. 1937.

More than 50 radio stars are included. Other chapters are: Behind the scenes; amateur broadcasters; radio police; radio at sea; aviation and radio.

RADIO: THE FIFTH ESTATE. Ed. by Herman S. Hettinger. (Annals of the American Academy of Political & Social Science. v. 177. Jan. 1935.)

Compilation of studies by experts on broadcasting in general. Subject matter includes descriptions of radio in various countries, its services to the public, and its problems, such as advertising, press, freedom of speech, international relations.

RECENT SOCIAL TRENDS IN THE UNITED STATES. Report of the President's Research Committee on Social Trends. McGraw-Hill Book Co. Inc. 1933. 2 vols.

Contains a brief discussion of radio's development and its social significance. One section lists 150 social effects of radio.

REPORTS TO THE ADVISORY COUNCIL of the National Broadcasting Co. together with a summary and detailed analysis of programs. 1927-date.

SOME FUNDAMENTAL ASPECTS OF RADIO BROADCASTING ECONOMICS. By H. S. Hettinger. (Reprint from Harvard Business Review, Autumn, 1935.)

Discussion of the economic problems of broadcasting, which divide themselves into those of structure, trade practice and government regulation.

SOME PUBLIC SERVICE BROADCASTING. By C. M. Koon. National Advisory Council on Radio in Education. Information Series No. 12. 1934.

Survey of radio programs and activities for public service.

THE STORY OF RADIO. By O. E. Dunlap. Dial Press. 1935.

A non-technical account of the rise of radio communication. New edition contains chapters on facsimile, short waves, American vs. European radio.

TELECOMMUNICATIONS: ECONOMICS AND REGULATION. By J. M. Herring and G. C. Gross. McGraw-Hill Book Co. Inc. 1936.

Comprehensive factual discussion of the development of communication agencies, sources of revenue, factors affecting costs, rate-making, etc. Description and analysis of federal and state regulation.

TEN YEARS BEFORE THE MIKE. By Ted Husink. Farrar & Rinehart, Inc. 1936.

His experiences as a radio announcer.

THIS THING CALLED BROADCASTING. By A. N. Goldsmith & A. C. Leach. Henry Holt & Co. 1930.

A review of events, ideas, and personalities in radio make this a most popularly written history of broadcasting.

THE USE OF THE RADIO IN LEISURE TIME. By Lyman Bryson. Radio Institute of the Audible Arts. 1935.

The possible influence of radio for the listener's happiness.

WHO'S WHO IN RADIO: A Quarterly Review of American Broadcasting Personalities. Distinctive Radio Publications, Inc. 1935-36.

Radio artists, executives, directors, writers, and others.

WOMEN AND RADIO MUSIC. By P. W. Dykema. Radio Institute of the Audible Arts. 1935.

Radio music in relation to woman herself, her place in the home, and her influence on tastes of others.

## BROADCAST ADVERTISING: GENERAL

THE ADVERTISER LOOKS AT RADIO. By Crossley Inc. Ass'n of National Advertisers Inc. 1930.

Audience, networks, programs, costs, listening data, etc., from advertiser's point of view.

THE ADVERTISING AGENCY LOOKS AT RADIO. Ed. by Neville O'Neill. D. Appleton & Co. 1932.

A discussion by agency executives of the important phases of radio advertising.

ADVERTISING FOR IMMEDIATE SALES. By John Caples. Harper & Bros. 1936.

Chapter on "Results from Radio" gives experiences of radio advertisers, and a summing up of best procedure for program production, merchandising, etc. Chapters on use of premiums, contests, and testimonials.

ADVERTISING MEDIA. By H. E. Agnew. D. Van Nostrand. 1932.

Evaluating various advertising media. Includes chapter on radio advertising.

ADVERTISING PROCEDURE. By Otto Kleppner. Prentice-Hall. 1933.

Chapter on planning the broadcast advertising campaign is of interest.

BROADCAST ADVERTISING: THE FOURTH DIMENSION. By Frank A. Arnold. John Wiley & Sons, Inc. Television edition. 1933.

Discussion of radio advertising, together with other aspects of broadcasting. Chapters on studios, radio and the law, television. Sample continuities given.

CAREERS IN ADVERTISING. Ed. by Alden James. Macmillan Co. 1932.

Includes chapters on radio advertising, organization of networks, sales staff, program production, station management, electrical transcriptions by authorities in their respective fields.

COMMERCIAL RADIO ADVERTISING. U. S. 72nd Congress, 1st Session. Senate Document No. 137. Govt. Printing Office. 1932.

Comprehensive report to the Senate by the Federal Radio Commission relative to use of radio facilities for advertising. Contains summary of radio advertising in other countries.

**A DECADE OF RADIO ADVERTISING.** By H. S. Hettlinger. University of Chicago Press, 1933.

A comprehensive survey of radio advertising. Detailed analyses of specific branches illustrated by charts and diagrams.

**LET'S LOOK AT RADIO TOGETHER.** National Broadcasting Co. 1935.

Detailed study of radio advertising, its relation to other advertising media, the audience and its responsiveness.

**POISONS, POTIONS AND PROFITS:** the antidote to radio advertising. By Peter Morell. Knight Publications Inc. 1937.

Another of the "guinea pig" variety of books, this time directed against radio advertising.

**PRACTICAL RADIO ADVERTISING.** By Herman S. Hettlinger and W. J. Neff. Prentice Hall, Inc. 1938.

A complete account of radio advertising from the time a program is being considered until it is on the air.

**RADIO ADVERTISING IN AUSTRALIA.** By W. A. McNair. Angus & Robertson Ltd. 1937.

All phases of broadcast advertising are dealt with by Mr. McNair who is director of the Australian interests of J. Walter Thompson Co.

**RADIO IN ADVERTISING.** By O. E. Dunlap. Harper & Bros. 1931.

A full discussion of all aspects of radio advertising.

**RETAIL ADVERTISING AND SALES PROMOTION.** By C. M. Edwards & W. H. Howard. Prentice-Hall Inc. 1936.

Thorough discussion of the subject. Nearly 50 pages devoted to a detailed study of radio advertising in this connection.

**STRAIGHT ACROSS THE BOARD.** National Broadcasting Co. 1936.

No. 2 of the series "Let's Look at Radio Together" showing the growth of broadcast advertising; accompanied by many charts and tables.

**USING RADIO IN SALES PROMOTION.** By E. H. Felix. McGraw-Hill Book Co. Inc. 1927.

A comprehensive account of radio advertising.

**WHAT ABOUT RADIO?** By K. M. Good. Harper & Bros. 1927.

The author has assembled material from countless surveys and records, and has compiled a book of do's and don'ts for radio men.

### BROADCAST ADVERTISING: STATISTICAL SERVICES

**COOPERATIVE ANALYSIS OF BROADCASTING.** Crossley, Inc.

Ratings for commercial network programs.

**NAB REPORTS:** Monthly Reports of Volume of Broadcast Advertising. National Association of Broadcasters.

Contains statistical tables on to-

tal broadcast advertising; advertising by major media; non-network advertising by power of station, geographical districts, type of rendition; radio advertising by type of sponsoring business; retail radio advertising over individual stations. Also a six months summary.

**NATIONAL ADVERTISING RECORDS.** Radio Section, National Advertising Records Inc. 1927-1936.

A monthly service containing records of all expenditures over national networks and spot radio broadcasting by individual companies and by industrial groups. Yearly summaries. (Purchased by, and combined with, Publishers' Information Service. 1936).

**PUBLISHERS' INFORMATION BUREAU:** Radio Section, Publishers' Information Bureau, Inc. 1931-1936.

A monthly service containing records of all expenditures over networks by individual companies and by individual groups.

**PUBLISHERS' INFORMATION BUREAU'S NATIONAL ADVERTISING RECORDS.** Publishers' Information Bureau, Inc. 1936-date.

This Bureau purchased National Advertising Records in the fall of 1936 and is combining the two services.

**RADIO ADVERTISING RATES AND DATA.** Standard Rate and Data Service. 1929-date.

A monthly service containing

rate and other important information regarding networks and all stations in the U. S. and Canada.

### BROADCAST ADVERTISING: USERS AND USES

**BROADCAST MERCHANDISING:** A review, Aug. 1933-Aug. 1936. National Broadcasting Co. 1936.

Experience stories on broadcast merchandising.

**NBC INDUSTRIAL STUDIES.** National Broadcasting Co.

Automotive industry.  
Building industry.  
Clothing and dry goods industry.  
Confectionery and soft drinks industry.

Drug industry.

Financial and insurance industry.

Food industry.

Garden industry.

House furnishings industry.

Jewelry and silverware industry.

Laundry soaps and cleansers industry.

Lubricants and petroleum industry.

Miscellaneous.

Paint and varnish industry.

Radio industry.

Shoe industry.

Tobacco industry.

Travel and hotel industry.

Exhaustive record of all network

(Continued on page 376)

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**ADAMS, R. G., & Co.**—15th Ave. and High St., Columbus, O.

**ADVERTISING FEDERATION OF AMERICA**—330 W. 42nd St., New York City.

**AMERICAN ACADEMY OF POLITICAL AND SOCIAL SCIENCE**—3457 Walnut St., Philadelphia.

**AMERICAN ASSOCIATION FOR ADULT EDUCATION**—60 E. 42nd St., New York City.

**AMERICAN ASSOCIATION OF ADVERTISING AGENCIES**—420 Lexington Ave., New York City.

**AMERICAN BAR ASSOCIATION**—1140 N. Dearborn St., Chicago.

**AMERICAN NEWSPAPER PUBLISHERS ASS'N**—370 Lexington Ave., New York City.

**AMERICAN RADIO RELAY LEAGUE,** Inc.—West Hartford, Conn.

**AMERICAN TECHNICAL SOCIETY**—850 E. 58th St., Chicago.

**AMERICAN TELEPHONE & TELEGRAPH Co.**—195 Broadway, New York City.

**APPLETON, D. CENTURY CO** Inc.—35 W. 32nd St., New York City.

**ARCHER, DENIS, PUBLISHER**—Paternoster House, 32-34 Paternoster Row, London E. C. 4.

**ASSOCIATED RADIO WRITERS** Inc.—137 Newbury St., Boston.

**ASSOCIATION OF NATIONAL ADVERTISERS,** Inc.—330 W. 42nd St., New York City.

**BLACK, A. & C., Ltd.**—4-6 Soho Square, London W. 1.

**BLACKIE & SON, Ltd.**—17 Stanhope St., Glasgow, C. 4.

**BLAKISTON'S, P. Son & Co., Inc.**—1012 Walnut St., Philadelphia.

**BOBBS-MERRILL Co.**—724 N. Meridian St., Indianapolis, Ind.

**BOOKNIGA Corp.**—255 Fifth Ave., New York.

**BROADCASTING PUBLICATIONS, Inc.**—870 National Press Bldg., Washington, D. C.

**THE BROOKINGS INSTITUTION**—711 Jackson Place, N. W., Washington, D. C.

**BUSINESS BOURSE**—80 W. 40th St., New York City.

**CALDWELL-CLEMENTS, Inc.**—480 Lexington Ave., New York City.

**CALLAGHAN & Co.**—401 E. Ohio St., Chicago.

**CENTURY Co.**—See D. Appleton-Century Co., Inc.

**CHAPMAN & HALL, Ltd.**—11 Henrietta St., Covent Garden, London, W. C. 2.

**COLUMBIA UNIVERSITY PRESS**—2960 Broadway, New York City.

**COVICI FRIEDE, Inc.**—432 4th Ave., New York City.

**CROSSLEY, Inc.**—330 W. 42nd St., New York City.

**DARTNELL CORP.**—4660 Ravenswood Ave., Chicago.

**DE PAUL UNIVERSITY**—Chicago, Ill.

**DIAL PRESS, Inc.**—152 W. 13th St., New York City.

**DISTINCTIVE RADIO PUBLICATIONS, Inc.**—11-17 E. 45th St., New York City.

**DODGE PUBLISHING Co.**—116 E. 16th St., New York City.

**DOUBLEDAY, DORAN & Co., Inc.**—75 Franklin Ave., Garden City, N. Y.

**DUN & BRADSTREET, Inc.**—200 Broadway, New York City.

**EDITOR & PUBLISHER Co.**—1475 Broadway, New York City.

**EXPRESSION Co.**—16 Harcourt St., Boston.

**FARRAR & RINEHART, Inc.**—232 Madison Ave., New York City.

**GOODHEART-WILLCOX Co., Inc.**—2009 S. Michigan Ave., Chicago.

**GREENBERG, PUBLISHER, Inc.**—67 W. 44th St., New York City.

**HARCOURT, BRACE & Co., Inc.**—333 Madison Ave., New York City.

**HARPER & BROTHERS**—49 E. 33rd St., New York City.

**HENRY HOLT & CO., Inc.**—257 4th Ave., New York City.

**HOUGHTON MIFFLIN Co.**—386 4th Ave., New York City.

**INTERNATIONAL BROADCASTING Co., Ltd.**—11 Hallam St., London, W. 1.

**INTERNATIONAL BROADCASTING UNION**—Geneva, Switzerland.

**INTERNATIONAL INSTITUTE OF INTELLECTUAL CO-OPERATION**—2 rue de Montpensier, Palais-Royal, Paris.

**KEGAN PAUL, TRENCH, TRUBNER & Co., Ltd.**—Broadway House, 68-74 Carter Lane, London E. C. 4.

**KNIGHT PUBLICATIONS, Inc.**—432-438 Fourth Ave., New York City.

**LANE, JOHN, THE BODLEY HEAD, Ltd.**—Vigo St., London, W. 1.

**LEIGH, RANDOLPH, PUBLISHING Co.**—725 15th St., N. W., Washington, D. C.

**LEWIS, ADDISON, & ASSOCIATES**—Foshay Tower, Minneapolis, Minn.

**LIPPINCOTT, J. B., Co.**—227-231 S. 6th St., Philadelphia.

**LONGMANS, GREEN & CO.**—114 Fifth Ave., New York City.

**LOTHROP, LEE & SHEPARD Co.**—381 4th Ave., New York City.

**MACAULAY Co.**—386 Fourth Ave., New York City.

**MCGRAW-HILL BOOK Co., Inc.**—330 W. 42nd St., New York City.

**McKITTRICK, GEORGE, & Co.**—108 Fulton St., New York City.

**MACMILLAN Co.**—60 Fifth Ave., New York City.

**MANTHORNE, G. C. & Co.**—Publications acquired by: Manthorne & Burack, Inc. Publishers, 8 Arlington St., Boston.

**METROPOLITAN LIFE INSURANCE Co.**—1 Madison Ave., New York City.

**NATIONAL ADVISORY COUNCIL ON RADIO IN EDUCATION,** nc.—60 E. 42nd St., New York City.

**NATIONAL ASSOCIATION OF BROADCASTERS**—National Press Bldg., Washington, D. C.

**NATIONAL COMMITTEE ON EDUCATION BY RADIO**—1 Madison Ave., New York City.

**NATIONAL REGISTER PUBLISHING Co.**—330 West 42nd St., New York City.

**NATIONAL RETAIL DRY GOODS ASS'N**—101 W. 31st St., New York City.

**NELSON, THOMAS, & SONS, Ltd.**—381-385 Fourth Ave., New York City.

**OHIO STATE UNIVERSITY**—University Press, Columbus, O.

**OPEN ROAD FOR BOYS**—Chanin Bldg., 122 E. 42nd St., New York City.

**OXFORD UNIVERSITY PRESS**—114 Fifth Ave., New York City.

**PACIFIC RADIO PUBLISHING Co.**—Pacific Bldg., San Francisco.

**PAGE, L. C., & Co.**—53 Beacon St., Boston.

**PITMAN, SIR ISAAC, & SONS, Ltd.**—Pitman House, Kingsway, London, W. C. 2 or: Pitman Publishing Corp. 2-6 W. 45th St., New York City.

**PLIMPTON PRESS**—Norwood, Mass.

**PRENTICE-HALL, Inc.**—70 Fifth Ave., New York City.

**PRESS BUREAU, Inc.**—143 E. 62nd St., New York City.

**PUBLISHERS' INFORMATION BUREAU, Inc.**—790 Broadway, New York City.

**RCA INSTITUTES TECHNICAL PRESS**—75 Varick St., New York City.

**RADIO INSTITUTE OF AUDIBLEARTS** (Out of business)

**RODIN PUBLISHING Co., Inc.**—200 W. 57th St., New York City.

**SCRIBNER'S, CHARLES, SONS**—597 Fifth Ave., New York City.

**SELWYN & BLOUNT Ltd.**—Paternoster House, 34 Paternoster Row, London E. C. 4.

**SHAW, A. W., Co.**—Publications acquired by: McGraw-Hill Book Co.

**SHERWOOD PRESS, Inc.**—Box 552, Edgewater Branch, Cleveland.

**STANDARD RATE AND DATA SERVICE**—333 N. Michigan Ave., Chicago.

**STOKES, FREDERICK A., Co.**—443-449 Fourth Ave., New York City.

**UNIVERSITY OF CHICAGO PRESS**—5755 Ellis Ave., Hyde Park Station, Chicago.

**UNIVERSITY TUTORIAL PRESS Ltd.**—25 High St., St. Giles's, London, W. C. 2.

**VAN NOSTRAND, D., Co., Inc.**—250 Fourth Ave., New York City.

**VANGUARD PRESS, Inc.**—424 Madison Ave., New York City.

**VARIETY, Inc.**—154 W. 46th St., New York City.

**WEBB BOOK PUBLISHING Co.**—55-70 E. 10th St., St. Paul, Minn.

**WILEY, JOHN, & SONS, Inc.**—440 Fourth Ave., New York City.

**WILSON, H. W., Co.**—950-972 University Ave., New York City.

# Bibliography of Literature Pertaining to Broadcasting

(Continued from page 375)

broadcast advertisers. Charts indicate advertising trends. Case histories give details of broadcasting by individual companies. Revised regularly.

**NEWSPAPER, MAGAZINE AND BROADCAST EXPENDITURES.** American Newspaper Publishers Assn.

Yearly summary, by industry.

**RADIO BROADCASTING MANUAL.** The Radio as a Publicly Medium for Retailers. Comp. by F. W. Spach. National Retail Dry Goods Assn. 1935.

Includes experience stories.

**RADIO IN THE LOCAL MARKET.** American Newspaper Publishers Assn. 1935.

A study of radio in comparison with the newspaper as a retail advertising medium.

**RADIO PROGRAMS FOUND MOST PROFITABLE BY RETAILERS.** Dartnell Corp. 1931.

Retail problem investigation.

**A STATISTICAL SURVEY OF RADIO PUBLICITY.** British Data Service. 1935.

List of British radio advertisers and their expenditures on various foreign radio stations. Summarizes by industry. Rates given.

**A STUDY OF THE RELATIVE EFFECTIVENESS OF MAJOR ADVERTISING MEDIA.** National Broadcasting Co. 1934.

Studies made by the Psychological Corporation among dealers. Summaries of answers given by type of industry.

**A STUDY OF THE USE OF BROADCAST ADVERTISING BY DEPARTMENT STORES.** National Broadcasting Co. 1935.

Case studies and other data on department stores' broadcast advertising.

**A SURVEY OF 299 NATIONAL ADVERTISING BUDGETS.** 1934-35. Association of National Advertisers. 1936.

Shows proportion of total budget used for broadcast advertising by various industries.

**THE USE OF RADIO BY FINANCIAL ORGANIZATIONS.** Metropolitan Life Insurance Co. 1933.

Summary of radio experiences of financial concerns.

## BROADCAST TECHNIQUE

**THE ART OF TEACHING BY RADIO.** By C. M. Koon. Govt. Printing Office 1933.

Discussion of forms of programs, their preparation, technique in presentation.

**BROADCAST ENGLISH, I, II, III, IV, V, VI.** By A. Lloyd James. British Broadcasting Corp. 1928-1937.

Recommendations to BBC announcers regarding words of doubtful pronunciation.

**THE BROADCAST WORD.** By Arthur Lloyd James. Kegan Paul, Trench, Trubner & Co., Ltd. London. 1935.

Author is the Hon. Secretary of the BBC Advisory Committee on Spoken English. Problems involved in broadcasting the English language.

**DOS AND DON'TS OF RADIO WRITING.** By Ralph Rogers. Associated Radio Writers, Inc. 1937.

A usable handbook of instructions in writing, building, broadcasting and selling radio programs. The author is director of radio courses at Boston Univ.

**THE EDUCATIONAL PROGRAM.** By Merrill Denison. Radio Institute of the Audible Arts. 1935.

Technique of broadcasting an educational program.

**THE EVIDENCE REGARDING BROADCAST SPEECH TRAINING.** Central Council for School Broadcasting. British Broadcasting Corp. 1933.

Results and interpretations.

**GATEWAY TO RADIO.** By Ivan Firth & G. S. Erskine. Macaulay Co. 1934.

General account of production of radio programs. Includes chapters on the engineer, press relations, sales department, sponsors.

**A HANDBOOK OF RADIO BROADCASTING.** By Waldo Abbot. McGraw Hill Book Co. 1937.

Prepared for students and teachers of Broadcasting; covers all phases of broadcasting technique.

**HOW TO WRITE FOR RADIO.** By Katharine Seymour & J. T. W. Martin. Longmans, Green & Co. 1931.

Detailed study illustrated by radio continuities. Includes chapters on sound-effects and production.

**LEARN TO WRITE FOR BROADCASTING.** By Claude Hulbert. Denis Archer. London. 1932.

Radio writing, and the British Broadcasting Corp.

**LISTEN IN.** By Maurice Lowell. Dodge Publishing Co. 1937.

Explanation for the layman of how radio programs are written, produced, etc. A radio glossary, and short chapters on network organization, audience reaction, and station organization are included.

**MAKING MICROPHONE FRIENDS.** Columbia Broadcasting System. 1936.

Suggestions for radio speakers.

**PRODUCTION AND ANNOUNCING HANDBOOK.** By Bob Cunningham. Central States Broadcasting System. Omaha. 1937.

Brief chapters on microphone technique, copy, schedules, rehearsals.

**RADIO MANUAL: Suggestions to school and non-professional groups for the production of educational radio programs.** U. S. Office of Education. Educational Radio Project. 1936.

**RADIO SKETCHES AND HOW TO WRITE THEM.** By Peter Dixon. Frederick A. Stokes Co. 1936.

Technique of radio writing. Main part of book devoted to radio scripts.

**RADIO SPEECH.** By S. P. Lawton. Expression Co. 1932.

The technique of radio speaking and writing, and analyses of actual broadcast speeches.

**RADIO WRITING.** By Peter Dixon. Century Co. 1931.

A general account. Includes six scripts which have been successful.

**SO-O-O YOU'RE GOING ON THE AIR!** By Robert West. Rodin Publishing Co. 1934.

A general account of broadcasting technique and production of radio programs.

**TALKING ON THE RADIO.** By O. E. Dunlap. Greenberg, Publisher, Inc. 1936.

How to write and broadcast a speech. Special emphasis on political talks. One chapter on "Practical Do's and Don'ts."

**VOICE AND PERSONALITY AS APPLIED TO RADIO BROADCASTING.** By T. H. Pear. John Wiley & Sons, Inc. 1931.

Study, experiments, and conclusions by an English psychologist.

**WRITING FOR BROADCASTING.** By Cecil Whitaker-Wilson. A. & C. Black, Ltd. London. 1935.

Primarily on radio drama, including examples of plays written for radio. Chapters on talks, rehearsals, etc.

**WRITING FOR THE B.B.C.** By Max Kesler and Edwin Collier. Sir Isaac Pitman & Sons, Ltd. 1937.

Musical comedies, gags, lyrics, dialogue, production ideas are included in this book of practical hints.

## EDUCATION

**AN APPRAISAL OF RADIO BROADCASTING IN THE LAND-GRANT COLLEGES AND STATE UNIVERSITIES.** By T. F. Tyler. National Committee on Education by Radio. 1933.

Way in which broadcasting is administered by these institutions; radio equipment, costs, programs; opinions of 631 persons on radio broadcasting.

**THE BROADCASTER AND THE LIBRARIAN.** By F. K. W. Drury. National Advisory Council on Radio in Education. Information Series No. 3. 1931.

Aims to increase cooperation. Includes short chapter on broadcasting book talks.

**BROADCASTING AND EDUCATION.** By J. H. Whitehouse. Oxford Univ. Press. London. 1936.

A scheme of educational broadcasting which the author believes would be of value to the BBC.

**CHILDREN AND RADIO PROGRAMS.** A Study of More Than Three Thousand Children in the N. Y. Metropolitan Area. By A. L. Eisenberg. Columbia University Press. 1936.

Radio-listening activities, programs, ratings, reactions, etc. Numerous charts.

**CIVIC EDUCATION BY RADIO.** By T. H. Reed. Radio Institute of the Audible Arts. 1936.

The problems and the possibilities of civic education through radio.

**EDUCATION BY RADIO.** Comp. by H. M. Muller. H. W. Wilson Co. 1932.

Detailed handbook including debate outlines, reprints, bibliographies, relating to subject; legislation should be enacted reserving to educational agencies at least 15% of all radio channels.

**EDUCATION BY RADIO.** Vols. 1-7. National Committee on Education by Radio. 1931-37.

News of special interest to education on the air. Excerpts from many sources on all subjects relating to education by radio.

**EDUCATION ON THE AIR.** Ed. by J. H. MacLachy. Ohio State University. 1930-date.

Yearbooks of the Institute for Education by Radio. Although primarily educational, many addresses and discussions treat problems of general interest to broadcasters. The 1935 edition was combined with the Proceedings of the National Advisory Council on Radio in Education.

**EDUCATIONAL BROADCASTING.** 1936. Proceedings of the first National Conference on Educational Broadcasting, held in Washington, D. C., on Dec. 10, 11, and 12, 1936; edited by C. S. Marsh. Univ. of Chicago Press. 1937.

Individual speeches and discussions not only on educational radio, but on other subjects of vital interest to broadcasters.

**EDUCATIONAL BROADCASTING IN JAPAN.** Broadcasting Corp. of Japan. Tokyo. 1937.

Development of educational broadcasting, both social education and school education. (In English)

**EDUCATIONAL RADIO SCRIPT EXCHANGE.** U. S. Office of Education. Washington. 1936.

Catalog of material available from the Office of Education for distribution to educational and non-commercial groups.

**EDUCATIONAL RADIO STATIONS.** National Committee on Education by Radio. 1936.

Brief descriptions of 25 leading educational radio stations in U. S. Illustrated.

**THE EDUCATIONAL ROLE OF BROADCASTING.** International Institute of Intellectual Co-operation. Paris. 1935.

Studies by experts from many countries. International exchange of programs, recreational broadcasts, news, bulletins, politics, history, social questions and music are among subjects discussed.

**EDUCATION'S OWN STATIONS.** The history of broadcasting licenses. By S. E. Frost, Jr. Univ. of Chicago Press. 1937.

A study of the experiences of educational radio stations, giving data on their licenses, and an analysis of reasons for loss of licenses. Tables show length of time licenses were in effect, number of licenses lost, etc. Arranged alphabetically by name of college.

**THE EFFICACY OF BROADCASTS TO SCHOOLS.** By M. E. Thomas. Melbourne Univ. Press. Australia. 1937.

Broadcast and classroom lessons are compared in this Australian radio study.

**4 YEARS OF NETWORK BROADCASTING.** National Advisory Council on Radio in Education. Information Series No. 16. 1937.

A report on educational broadcasting.

**THE FUTURE OF RADIO AND EDUCATIONAL BROADCASTING.** By Lester Tyson & Judith Waller. National Advisory Council on Radio in Education. Information Series No. 14. 1934.

Discussions on the problems of educational radio by people long in the field.

**LISTEN AND LEARN.** By F. E. Hill. American Association for Adult Education. 1937.

An account of "fifteen years of adult education on the air."

**THE PROBLEM OF THE INSTITUTIONALLY OWNED STATION.** By C. M. Jansky Jr., R. C. Higgy, and Morse Salisbury. National Advisory Council on Radio in Education. Information Series No. 10. 1934.

Difficulties encountered and possible solutions.

**RADIO AND CHILDREN.** By S. M. Greenberg. Radio Institute of the Audible Arts. 1935.

Summary of children's reactions to radio, concluding with statement of need for more skilful technique in production as opposed to censorship and negation.

**RADIO AND EDUCATION.** Ed. by Lester Tyson. University of Chicago Press. 1931-date.

Proceedings of the National Advisory Council on Radio in Education Inc. These yearbooks are pri-

marily educational. Include many subjects of general interest to broadcasters. The 1935 edition was combined with the Proceedings of the Institute for Education by Radio.

**RADIO AS A CULTURAL AGENCY.** Ed. by T. P. Tyler. National Committee on Education by Radio. 1934.

Proceedings of the national conference called on this subject.

**RADIO IN THE CLASSROOM.** Objectives, principles and practices. By Margaret Harrison. Prentice-Hall, Inc. 1937.

Practical suggestions which will aid educators in making the best use of radio programs in the schools. Author was formerly Special Investigator in Radio Education, Teachers College, Columbia University.

**RADIO, THE ASSISTANT TEACHER.** By B. H. Darrow. R. G. Adams & Co. 1932.

Founder of the Ohio School of the Air discusses educational broadcasting, its growth, purposes, program presentation, effectiveness, etc.

**RESEARCH PROBLEMS IN RADIO EDUCATION.** By W. W. Charters. National Advisory Council on Radio in Education. Information Series No. 4. 1934.

Specific problems to be solved.

**RETROSPECT AND FORECAST IN RADIO EDUCATION.** By Levering Tyson & W. J. Donovan. National Advisory Council on Radio in Education. Information Series No. 15. 1936.

Two addresses on the history and on the tremendous force education by radio may have in preserving culture and democracy.

**SCHOOL BROADCASTING.** International Institute of Intellectual Co-operation. Paris. 1933.

Comprehensive survey. Major portion devoted to experiments, results, and projects in 25 countries.

**SCHOOL BROADCASTING IN GREAT BRITAIN.** By L. W. Parker. University of Chicago Press. 1937.

Gives results of a survey.

**WIDENING HORIZONS.** By F. A. Willis. National Advisory Council on Radio in Education. Information Series No. 11. 1934.

Opportunities, responsibilities, and problems of education by radio.

**TECHNICAL**

**ACOUSTICS AND ARCHITECTURE.** By P. E. Sabine. McGraw-Hill Book Co. Inc. 1932.

Fundamentals of sound, reverberations, absorption, with chapters on reverberation and acoustics of rooms (including broadcasting studios) auditoriums, etc.

**APPLIED ACOUSTICS.** By H. F. Olson & Frank Massa. P. Blackiston's Son & Co. 1934.

Chapters on fundamental acoustical measurements, microphones, loud speakers, architectural acoustics, etc.

**ARCHITECTURAL ACOUSTICS.** By V. O. Knudsen. John Wiley & Sons Inc. 1932.

Comprehensive treatment. Includes chapters on radio broadcast and sound recording studios, music buildings, theatres, auditoriums.

**BROADCASTING NETWORK SERVICE.** American Telephone & Telegraph Co. 1934.

Bell System's part in developing wire networks for radio. Operation, plant, costs, etc.

**COMMUNICATION ENGINEERING.** By W. L. Everitt. McGraw-Hill Book Co. Inc. 2nd ed. 1937.

Fundamentals of communication by wire and wireless networks.

**ELECTRIC COMMUNICATION AND ELECTRONICS.** Vol. 5 of Electrical Engineers' Handbook. Ed. by Harold Pender and Knox McIlwain. 3rd ed. John Wiley & Sons Inc. 1936.

Comprehensive treatment of all phases of the subject by authorities in the field.

**ELECTRON TUBES AND THEIR APPLICATION.** By J. H. Morecroft. John Wiley & Sons, Inc. rev. ed. 1935.

Practical, authoritative book by the late Professor of Electrical Engineering, Columbia University.

**ELECTRON TUBES IN INDUSTRY.** By Keith Henney. 2nd ed. McGraw-Hill Book Co. Inc. 1937.

Comprehensive study of all types of vacuum tubes and their uses in noncommunication industries.

**ELECTRONICS.** By R. G. Hudson. John Wiley & Sons, Inc. 1933.

Underlying theory, basic facts, and practice.

**ELECTRONICS AND ELECTRON TUBES.** By E. D. McArthur. John Wiley & Sons, Inc. 1936.

Up-to-date treatise on all important phases of theory and application of electron tubes.

**ELEMENTS OF RADIO COMMUNICATION.** By J. H. Morecroft. 2nd ed. John Wiley & Sons, Inc. 1934.

Introductory volume to author's "Principles of Radio Communication". Covers all phases of radio.

**THE EMPIRE SERVICE.** British Broadcasting Corp. 1936.

A technical explanation of B.B.C.'s short-wave transmissions from Davenport to the countries in the British Empire.

**ENGINEERING HANDBOOK OF THE NATIONAL ASSOCIATION OF BROADCASTERS.** Comp. by J. C. McNary. National Association of Broadcasters. 1935.

Curves for following: Wave propagation for CCIR curves, Rolph's graphs for ground-wave propagation—Non-directional antennas—Transmission lines—Directional antenna arrays—Pads and attenuators—FCC empirical standards.

**EXPERIMENTAL RADIO ENGINEERING.** By J. H. Morecroft. John Wiley & Sons, Inc. 1931.

Fifty-one experiments covering facts, theories and principles of radio.

**FOUNDATIONS OF RADIO.** By R. L. Duncann. John Wiley & Sons, Inc. 1931.

Fundamentals of electricity and allied subjects constituting basis of radio.

**FUNDAMENTALS OF VACUUM TUBES.** By A. V. Eastman. McGraw-Hill Book Co. Inc. 1937.

Basic theory and applications of vacuum tubes in radio and industrial uses.

**HANDBOOK OF ENGINEERING FUNDAMENTALS.** By O. W. Eshbach. John Wiley & Sons, Inc. 1936.

Fundamentals of engineering practice. Mathematics, physics, mechanics, materials, electricity, magnetism, light, acoustics, etc. are among subjects.

**HIGH-FREQUENCY MEASUREMENTS.** By August Hund. McGraw-Hill Book Co. Inc. 1933.

High-frequency phenomena applied to measurements.

**THE HOUSE THAT RADIO BUILT.** By O. B. Hanson. National Broadcasting Co. 1935.

Technical description of NBC studios in Radio City. Illustrated.

**JONES RADIO HANDBOOK.** Pacific Radio Pub. Co. Inc. 1937.

Technical data on construction, design and operation of all types of receivers and transmitters. Includes cathode ray television discussion. Illustrated.

**THE LOW VOLTAGE CATHODE RAY TUBE, AND ITS APPLICATIONS.** By G. Parr. Chapman & Hall Ltd. 1937.

Technical study. Appendix includes comprehensive bibliography.

**MEASUREMENTS IN RADIO ENGINEERING.** By F. E. Terman. McGraw-Hill Book Co. Inc. 1935.

Comprehensive engineering discussion of measuring problems.

**MODERN COMMUNICATION.** Houghton Mifflin Co. 1932.

Seven lectures given in a Lowell Institute course by executives of A. T. & T. and associated companies.

**MODERN RADIO COMMUNICATION.** 5th ed. By J. H. Reyner. Sir Isaac Pitman & Sons Ltd. London. 1935.

Textbook on theory and practice.

**MODERN RADIO ESSENTIALS.** By K. A. Hathaway. American Technical Society. 1935.

General discussion for the layman as well as for the technician.

**OLD WIRES AND NEW WAVES.** By A. F. Harlow. Appleton-Century. 1936.

Detailed history of communication agencies.

**PHENOMENA IN HIGH-FREQUENCY SYSTEMS.** By August Hund. McGraw-Hill Book Co. Inc. 1936.

Comprehensive, up-to-date treatment of the subject with applications to communication engineering problems.

**THE PHYSICS OF ELECTRON TUBES.** By L. R. Koller. McGraw-Hill Book Co. Inc. 2nd ed. 1937.

Fundamental physical phenomena explained in operation of electron tubes.

**PRACTICAL RADIO COMMUNICATION.** Principles, systems, equipment, operation, including short-wave and ultra-short-wave radio. By A. R. Nilson & J. L. Hornung. McGraw-Hill Book Co. Inc. 1935.

Technical information for the practical radio operator-technician. Includes chapters on studio acoustics and apparatus, control-room equipment and operation.

**PRESIDENT AND IMPENDING APPLICATIONS TO EDUCATION OF RADIO AND ALLIED ARTS.** National Advisory Council on Radio in Education. Information Series No. 5. 1936 ed.

Summary of recent technical developments. Appendix includes capital investment and maintenance costs for stations according to power.

**PRINCIPLES OF RADIO.** By Keith Henney. 3rd ed., 1938. John Wiley & Sons.

Technical treatment of radio communication and apparatus.

**PRINCIPLES OF RADIO COMMUNICATION.** By John H. Morecroft. 3rd ed. John Wiley & Sons Inc. 1933.

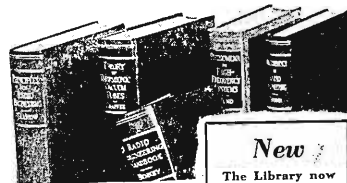
An outstanding text on the subject covering all phases of the art and science of radio communication.

**PRINCIPLES OF RADIO ENGINEERING.** By R. S. Glasgow. McGraw-Hill Book Co. Inc. 1936.

Fundamentals of radio communication and practice. Based upon lectures given at Washington University.

(Continued on page 378)

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(Continued from page 377)

**THE RADIO AMATEUR'S HANDBOOK.** A manual of amateur high-frequency radio communication. American Radio Relay League Inc. 1926-date.

Issued annually, covering new developments in the field.

**RADIO ENGINEERING.** By F. E. Terman. McGraw-Hill Book Co. Inc. 2nd ed. 1937.

Comprehensive engineering treatment of the more important vacuum tube and radio phenomena.

**THE RADIO ENGINEERING HANDBOOK.** Ed. by Keith Henney. 2nd ed. McGraw-Hill Book Co. Inc. 1936.

Complete revision. Chapters on all phases of engineering practice by leading authorities.

**RADIO OPERATING. QUESTIONS AND ANSWERS.** By A. R. Nilson & J. L. Horung. 6th ed. McGraw-Hill Book Co. Inc. 1936.

Written especially for operators about to take the government examination for a radio operator's license.

**RADIO RECEIVING AND TELEVISION TUBES.** By J. A. Moyer & J. F. Wostrel. 3rd ed. McGraw-Hill Book Co. 1936.

Engineering study of vacuum tubes.

**RADIO TELEGRAPHY AND TELEPHONY.** By R. L. Duncan & C. E. Drew. 2nd ed. John Wiley & Sons, Inc. 1931.

Handbook explaining apparatus and its operation, broadcasting, receiving and transmitting.

**RADIO TRAFFIC MANUAL AND OPERATING REGULATIONS.** By R. L. Duncan & C. E. Drew. 1929. John Wiley & Sons, Inc.

Information for the wireless operator; acquiring the code, regulations, operators' licenses, etc.

**RADIO YEAR BOOK AND RADIO TRADE DIRECTORY.** 1937-38. Caldwell-Clements, Inc.

Directory of radio apparatus, manufacturers, products and trade names.

**SHORT WAVE WIRELESS COMMUNICATION.** By A. W. Ladner & C. R. Stoner. 3rd ed. John Wiley & Sons. 1936.

Technical discussion of the principles by English engineers.

**SIGNALS AND SPEECH IN ELECTRICAL COMMUNICATION.** By John Mills. Harcourt, Brace & Co. 1934.

A non-technical account of the general principals of electrical transmission, including radio, television, and picture transmission.

**A TECHNICAL DESCRIPTION OF BROADCASTING HOUSE.** British Broadcasting Corp. 1932.

Description, diagrams, and photographs of studios, control rooms, power supply, and architectural features.

**THEORY OF THERMIONIC VACUUM TUBE CIRCUITS.** By L. J. Peters. McGraw-Hill Book Co. Inc. 1927.

Fundamental theory.

**THEORY OF THERMIONIC VACUUM TUBES.** By E. L. Chaffee. McGraw-Hill Book Co. Inc. 1933.

Technical treatment of fundamental principles.

**THE THERMIONIC VACUUM TUBE AND ITS APPLICATIONS.** By H. J.

Van der Bijl. McGraw-Hill Book Co. Inc. 1920.

Basic theory of the thermionic vacuum tube.

**200 METERS AND DOWN.** The story of amateur radio. By C. B. DeSoto. American Radio Relay League. 1936.

Comprehensive account of part amateur operators have played in radio development.

**WIRELESS ENGINEERING.** By L. S. Palmer. Longmans, Green & Co. 1936.

Technical treatment of all branches of radio engineering. Includes recent advances in microwave technique, directional wireless, wave propagation.

## LISTENER AND MARKET DATA

**THE ADDED INCREMENT.** Columbia Broadcasting System. 1934.

Importance of the time factor in establishing a daily listening habit.

**AN ANALYSIS OF RADIO-LISTENING IN AUTOS.** Columbia Broadcasting System. 1936.

Study and significance of auto radios analyzed by number of listening hours, time, and type of program.

**ARE THEY LISTENING?** American Newspaper Publishers Ass'n. 1932.

A telephone survey of 28,947 homes.

**THE BUFFALO RADIO AUDIENCE.** By Robert Riegel. WBBN, Inc. 1932.

Listening habits by hours, sex, income groups. Results in graphic form.

**DETAILS OF ADDISON LEWIS & ASSOCIATES RADIO SURVEY OF MINNEAPOLIS.** Addison Lewis & Associates. 1935.

Telephone survey of listener habits.

**DOES RADIO SELL GOODS?** By R. F. Elder. Columbia Broadcasting System. 1931.

Concludes that radio advertised products are sold more in radio homes than in non-radio homes.

**EARS AND INCOMES.** By Daniel Starch. Columbia Broadcasting System. 1934.

A study of 4 programs, showing that the class audience is reached.

**ESTIMATED NUMBER OF FAMILIES OWNING RADIO SETS IN THE U. S.** Jan. 1, 1936. Joint Committee on Radio Research. 1936.

Total of 22,869,000 listed by counties.

**EXACT MEASUREMENTS OF THE SPOKEN WORD, 1932-1936.** Columbia Broadcasting System. 1936.

Ear versus eye. Conclusions consistently in favor of the ear.

**THE FLOOD HITS THE VALLEYS.** Columbia Broadcasting System. 1933.

An allocation by states of the 9,000,000 radios sold since the census. Succeeded by the 1934 edition entitled "The Flood Hits the Spillways."

**4 HOURS AND 23 MINUTES BY THE KITCHEN CLOCK AT THE CLANCY'S.** Columbia Broadcasting System. 1934.

Facts on radio listening by income levels.

**THE GOOD NEW SUMMER TIME.** National Broadcasting Co. 1936.

An analysis of the summer listening audience, based on a survey by Anderson, Nichols, Associates, Inc.

**HAS RADIO SOLD GOODS IN 1932?** By R. F. Elder. Columbia Broadcasting System. 1932.

Comparison of sales of radio-advertised products in homes with and without radios. Concludes that more are sold in radio homes.

**A LARGER SUMMER AUDIENCE IN 1934.** Columbia Broadcasting System. 1934.

Estimates as to the number of listeners.

**LOST AND FOUND.** Columbia Broadcasting System. 1935.

Figures on the 1934 radio audience. Gives radio homes and radio sales by states; compares figures with number of automobiles, telephones, automobile radios.

**MARKET AND NEWSPAPER STATISTICS.** 1936. American Ass'n of Advertising Agencies. 1936.

Circulation statistics and analyses.

**MARKETS IN RADIO HOMES BY INCOME LEVELS AND PRICE LEVELS.** Columbia Broadcasting System. 1934.

Shows definite markets for high priced commodities even though they may not be found in all economic classes.

**MEASUREMENT IN RADIO.** By F. H. Lumley. Ohio State University. 1934.

Exhaustive study of the measurement of the radio audience, methods used, results, analysis of sales response, etc. Specific cases given.

**MEMORY FOR ADVERTISING COPY PRESENTED VISUALLY AND ORALLY.** By Frank Stanton. Columbia Broadcasting System. 1934.

Effectiveness of spoken vs. printed advertising copy.

**MONEY AT THE CROSSROADS.** By C. M. Wilson. National Broadcasting Co. 1937.

"An intimate study of radio's influence upon a great market of 60,000,000 people." Radio's place in rural life.

**A NATIONWIDE SURVEY OF LISTENING HABITS.** Conducted by Market Research Corp. of America. National Broadcasting Co. 1935.

Exhaustive survey of listening habits.

**THE NEW AND MOST ACCURATE SURVEY METHOD FOR DETERMINING LISTENER INTEREST IN PROGRAMS.** Devised by R. F. Elder and L. F. Woodruff. Yankee Network. 1935.

Use of machine for recording the stations dialed and the listening time for each program.

**THE NEW PSYCHOLOGY OF SELLING AND ADVERTISING.** By H. C. Link. Macmillan Co. 1932.

Study of methods of consumer research, some of which is applicable to radio.

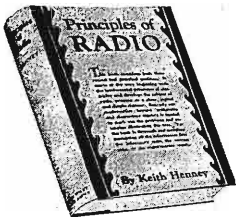
**RADIO AND RADIO PROGRAM SURVEY.** By L. M. McDermott. De Paul University. 1937.

Based on personal interviews in Chicago area. Part I deals with receiving sets; Part II with favorite radio stations and programs.

**RADIO AND THE FARM.** National Broadcasting Co. 1934.

A detailed study of the farm market and of the part radio plays in agricultural districts.

New Edition January 1938!



A book which should be in the working library of every one interested in radio

## PRINCIPLES OF RADIO

By KEITH HENNEY  
Editor, "Electronics"

A revised edition of a well-known radio book for either home or class study. New practical problems have been added, dealing with the circuits and constants with which radio is concerned. Features of present-day receiver design and other recently developed devices, brief treatments of television, facsimile transmission, etc., have been included. The experiments, new and old, are designed to give the "feel" of the apparatus which the experimenter uses. This radio book combines both theoretical and practical qualities. It tells how to do things and why they should be done. It starts at the very beginning, with the fundamental principles of electricity, and develops the subject of radio practice in a clear, logical and simple manner. The book is thorough and complete in every way.

Third Edition      495 pages      311 illus.      5 1/2 by 8      \$3.50

Copies obtainable on approval

John Wiley & Sons, Inc., 440 Fourth Ave., New York

**RADIO BROADCASTING AS A MEDIUM FOR SUMMER ADVERTISING.** By Herman Hettinger & R. R. Mead. Columbia Broadcasting System, 1931.

Data on value of broadcasting during the summer.

**RADIO IN 1937.** Columbia Broadcasting System, 1937.

Detailed statistical data and graphs on radio ownership, distribution, listening habits, and trends.

**RADIO RECEIVING SETS AND BROADCASTERS BY COUNTRIES.** Electrical Division, U. S. Dept. of Commerce, March 18, 1935 ed.

Individual and total figures.

**RADIO TAKES TO THE ROAD.** National Broadcasting Co. 1936.

Statistics on number of automobile sets and listeners.

**REPORT OF A RESEARCH INTO THE ATTITUDES AND HABITS OF RADIO LISTENERS.** By Clifford Kirkpatrick. Webb Book Pub. Co. 1933.

Results of survey showing listener reactions and the trend of those responses.

**SATURDAY MORNING.** National Broadcasting Co. 1936.

An analysis of the potential Saturday morning audience.

**A SUMMARY OF SUMMER RADIO FACTS.** Columbia Broadcasting System. Revised to 1937.

Predictions for the 1937 summer radio audience.

**THE SUMMER RADIO AUDIENCE.** By H. S. Hettinger & R. R. Mead. Universal Broadcasting Co. 1931.

Study of the summer radio habits and preferences in Philadelphia and vicinity.

**THE SUMMER RADIO AUDIENCE.** Average weekday, Saturday, Sunday. Based on a survey conducted by Anderson, Nichols Associates, Inc. for the National Broadcasting Co. 1936.

Gives composition and availability of audience. Charts, tables, and text. Compares summer and winter.

**SURVEY OF RADIO ADVERTISING PENETRATION.** International Broadcasting Co. Ltd. London. 1935.

Results of house-to-house canvas in England, Scotland and Wales determining listeners to English concerts from Continental stations.

**VERTICAL STUDY OF RADIO OWNERSHIP.** Columbia Broadcasting System, 1933.

Comprehensive study of radio homes by income groups.

**THE VERY RICH.** Columbia Broadcasting System, 1936.

A listener survey conducted in wealthy homes in Boston by personal interviews.

**WHAT BOYS DIAL AND RADIOS THEY OWN.** Open Road for Boys, 1936.

"An analysis of 1024 radio questionnaires" on radio sets, radio programs, listening time, etc.

**THE WINTER RADIO AUDIENCE.** Average weekday, Saturday, Sunday. Based on a survey conducted by Anderson, Nichols Associates, Inc. for the National Broadcasting Co. 1937.

Gives composition and availability of audience. Charts, tables, and text.

**YARDSTICKS ON THE AIR.** American Newspaper Publishers Ass'n 1935.

Figures and charts claiming decrease in broadcast advertisers, listeners, etc.

## LEGAL

**AIR LAW: OUTLINE AND GUIDE TO LAW OF RADIO AND AERONAUTICS.** By H. S. LeRoy. Randolph Leigh Publishing Co. 1936 ed.

Concise outline of available legal material on radio law. Lists statutes, ordinances, decisions, etc. No text included.

**ALLOCATION SURVEY.** Federal Communications Commission, 1936.

Rural section includes listener preference by channel according to state, year of manufacture of receivers, number of tubes. Other sections deal with continuous field recordings of clear channel stations, conductivity of earth, inspectors' reports of interviews with listeners.

**AMERICAN VS. BRITISH SYSTEM OF RADIO CONTROL.** Comp. by E. C. Buehler. H. W. Wilson Co. 1933.

Comprehensive study arranged in debate form. Articles by radio authorities used as examples of discussion for affirmative and negative sides.

**ANNUAL REPORT, 1935 to date.** Federal Communications Commission. Govt. Printing Office. 1936-date.

The annual reports of the FCC covering activities of the year.

**ANNUAL REPORT.** Federal Radio Commission. Govt. Printing Office. 1927-1933.

Reports of the various divisions.

**ANNUAL REPORT.** Radio Committee. American Bar Association.

Summaries of legal developments together with data of general interest to broadcasters.

**CASES ON AIR LAW.** By C. F. G. Zollman. 2nd. ed. West Publishing Co. 1932.

Text of some of the court decisions on radio and aviation law.

**THE COMMUNICATIONS ACT OF 1934,** with amendments and index thereto. Revised to May 22, 1937. Govt. Printing Office. 1937.

Text of act.

**COMMUNICATIONS BY WIRE AND RADIO:** A treatise on the law of wire and wireless communications in interstate and foreign commerce. By Tyler Berry. Callaghan & Co. 1937.

Comprehensive study of radio law. Discusses the many legal phases of the problems of radio. One hundred pages of special provisions which relate to radio are included.

**THE CONTROL OF RADIO.** By J. G. Kerwin. University of Chicago Press. 1934.

Recommendations on the subject.

**FEDERAL COMMUNICATIONS COMMISSION REPORTS,** v. 1, July 1934-July 1935. v. 2, July 1935-July 1936. Govt. Printing Office. 1936.

Decisions, reports and orders of the Federal Communications Commission.

**THE FEDERAL RADIO COMMISSION: ITS HISTORY, ACTIVITIES AND ORGANIZATION.** By L. F. Schmeckebier. The Brookings Institution. 1932.

A full discussion of radio regulation up to 1932.

**THE LAW OF RADIO COMMUNICATION.** By S. B. Davis. McGraw-Hill Book Co. 1927.

Although written when radio was in its infancy, this is still an outstanding work on the subject.

**LEGAL RESTRICTIONS ON THE CONTENTS OF BROADCAST PROGRAMS IN THE U. S.** By L. G. Caldwell.

"Report to the Second International Congress on Comparative Law, The Hague, Aug. 4-10, 1937."

## FOREIGN

**NOTE:** Most foreign countries publish radio yearbooks or annual reports in their own language. However, only material written in the English language has been included here. For foreign works on special subjects such as education, broadcast technique, television, etc. see those subdivisions in this bibliography.

**ANNUAL REPORT, 1936.** Canadian Radio Broadcasting Commission. The King's Printer, Ottawa.

Includes list of broadcasting stations.

**AUSTRALIAN BROADCASTING COMMISSION ANNUAL REPORT.**

The official report of the activities of the year.

**B.B.C. HANDBOOKS, 1928-29; B.B.C. YEARBOOKS, 1930-34; B.B.C. ANNUALS, 1935-date.**

Yearbooks covering activities of the British Broadcasting Corporation.

**BEHIND THE MICROPHONE.** By Stuart Chesmore. Thomas Nelson & Sons Ltd. 1935.

A popular account of the British Broadcasting Corp. and its programs.

**BRITISH BROADCASTING CORPORATION ANNUAL REPORT, 1927-date.**

The official report covering activities of the year.

**THE BROADCAST YEAR BOOK AND RADIO LISTENERS' ANNUAL OF AUSTRALIA, 1934.** Ed. by C. C. Faulkner & J. D. Corbett. "The Harbour" Newspaper and Pub. Co. Ltd. Sydney. 1934.

Yearbook of activities in the radio field. Includes brief biographies.

**BROADCASTING ABROAD.** National Advisory Council on Radio in Education. Information Series No. 7. 1934.

Organization and program data of foreign countries.

**BROADCASTING HOUSE.** British Broadcasting Corp. 1932.

Plans, photographs, brief descriptions.

**THE EMPIRE SERVICE.** British Broadcasting Corp. 1936.

A technical explanation of B.B.C.'s short-wave transmissions from Daventry to the countries in the British Empire.

**FOREIGN RADIO BROADCASTING SERVICES.** Electrical Division, U. S. Dept. of Commerce. 1935.

Aug. 15, 1935 list covers middle and long wave bands. Listed by country, and gives call letter, wave length, frequency, power for stations in world.

**RADIO ADVERTISING IN AUSTRALIA.** By W. A. McNair, Angus & Robertson Ltd. Sydney. 1937.

All phases of broadcast advertising are dealt with by Mr. McNair, who is director of the Australian interests of J. Walter Thompson Co.

**RADIO TRADE ANNUAL AND DIRECTORY OF AUSTRALIA.** Australian Radio Publications Ltd. Sydney. 1933-date.

Up-to-date yearbooks on all aspects of Australian broadcasting.

**THE RECENT DEVELOPMENT OF BROADCASTING IN JAPAN.** Broadcasting Corp. of Japan. Tokyo. 1934.

Brief history of all phases of the industry. (In English)

**REPORT OF THE BROADCASTING COMMITTEE.** Great Britain. 1935. (Command Paper 5091) His Majesty's stationery office.

A special report on how the broadcasting and television industry should be conducted after Dec. 31, 1936.

**A STATISTICAL SURVEY OF RADIO PUBLICITY.** British Data Service. 1935.

List of British radio advertisers and their expenditures on various foreign radio stations. Summarizes by industry. Rates given.

**SURVEY OF RADIO ADVERTISING PENETRATION.** International Broadcasting Co. Ltd. London. 1935.

Results of house-to-house canvas in England, Scotland and Wales determining listeners to English concerts from Continental stations.

## TELEVISION

**ELECTRONIC TELEVISION.** By G. H. Eckhardt. Goodheart-Wilcox Co. Inc. 1936.

A not-too-technical treatise on the subject, particularly stressing RCA and Farnsworth systems. Profusely illustrated.

**EXPERIMENTAL TELEVISION.** By A. F. Collins. Lothrop, Lee & Shepard Co. 1932.

Experiments in building transmitters written in popular style.

**THE OUTLOOK FOR TELEVISION.** By O. E. Dunlap. Harper & Bros. 1932.

A non-technical study of television's history, growth, commercial and program possibilities. Appendix contains chronology of wireless-radio-television 640 B.C.-1932 A.D.

**PHOTOCELLS AND THEIR APPLICATION.** By V. K. Zworykin & E. D. Wilson. John Wiley & Sons Inc. 2nd ed. 1934.

Discussion of the origin and rise of the photocell, its behavior and functions.

**PHOTOELECTRIC CELLS.** By N. R. Campbell and Dorothy Ritchie. 3rd ed. Sir Isaac Pitman & Sons Ltd. London. 1936.

Properties, uses, and applications.

**PHOTOELECTRIC PHENOMENA.** By A. L. Hughes and L. A. DuBridge. McGraw-Hill Book Co. Inc. 1932.

A technical study of the whole field of photoelectric phenomena.

**REPORT OF THE TELEVISION COMMITTEE.** Great Britain. Jan. 1935. His Majesty's stationery office. (Command Paper 4793)

Official report.

**TELEVIEWING.** By E. H. Robinson. Selwyn & Blount Ltd. London. 1935.

A non-technical book by an English author on the history, fundamentals, systems in use, and possible effects.

**TELEVISION.** By M. G. Scroggie. Blackie & Son Ltd. London. 1935.

An up-to-date book on television and its systems written for amateurs and non-technical readers.

**TELEVISION.** Collected Addresses and Papers on the Future of the New Art and Its Recent Technical Developments. RCA Institutes Technical Press. Vol. 1. 1936. Vol. 2, 1937.

Compilation of engineering articles by authorities.

**TELEVISION CYCLOPAEDIA.** By A. T. Witts. Chapman & Hall Ltd. London. 1937.

Definitions of terms, together with diagrams.

**TELEVISION ENGINEERING.** By J. C. Wilson. Sir Isaac Pitman & Sons. 1937.

A highly technical treatise on the basic facts and theories of television. Special methods, and modern television equipment are described.

(Continued on page 380)



# Bibliography of Literature Pertaining to Broadcasting

(Continued from page 379)

**TELEVISION, ITS METHODS AND USES.** By E. H. Felix. McGraw-Hill Book Co. Inc. 1931.

Television systems, basic processes, performance, limitations, developments.

**TELEVISION OPTICS.** By L. M. Myers. Sir Isaac Pitman & Sons Ltd. 1936.

An excellent treatise on the optical and electron-optical branches of television. Chapters on: Theory of image formation; Photometry; Kerr effect; Mechanical and electron scanning systems.

**TELEVISION RECEPTION.** By Manfred Van Ardene. Trans. by O. S. Puckle. Chapman & Hall, London. 1936.

A detailed description of a complete television receiver by a German inventor.

**TELEVISION:** technical terms and definitions. By E. J. G. Lewis. Sir Isaac Pitman & Sons Ltd. 1936.

An alphabetical listing of television terms together with their definitions.

**TELEVISION, THEORY AND PRACTICE.** By J. H. Reyner. Sherwood Press. 1935.

Technical study of principles of television, and systems in use.

**TELEVISION TODAY AND TOMORROW.** By S. A. Moseley & H. J. B. Chapple. 4th ed. Sir Isaac Pitman & Sons Ltd. 1934.

Detailed account of the history, types of apparatus, and principles by English authors.

**TELEVISION UP-TO-DATE** By R. W. Hutchinson. University Tutorial Press Ltd. London. 2nd ed. 1937.

Principles and practice of television for the general reader.

**TELEVISION WITH CATHODE RAYS.** By A. H. Halloran. Pacific Radio Publishing Co. 1936.

Text constitutes lecture notes given under the auspices of the Extension Division of the University of California. Loose-leaf edition with supplements.

## RELATED SUBJECTS

**ADVERTISING PRODUCTION METHODS.** By A. W. Dippy. McGraw-Hill Book Co. 1929.

Practical suggestions for planning and ordering are given together with descriptions of methods and processes in advertising production.

**AMERICAN CHAMBER OF HORRORS: THE TRUTH ABOUT FOOD AND DRUGS.** By Ruth deF. Lamb. Farrar & Rinehart, Inc. 1936.

The author, as Chief Educational Officer of the U. S. Food & Drug Administration, has been close to the field and can well tell the story of the Government's war to protect the public against dangerous, fraudulent, adulterated foods and drugs.

**AMERICA'S CAPACITY TO CONSUME.** By Maurice Leven, H. G. Moulton and C. A. Warburton. Brookings Institution. 1934.

A study of the amount, distribution and utilization of the income of the American people. Also their savings, expenditures and consumption.

**BOOKS FOR THE ADVERTISING MAN.** Advertising Federation of America.

General bibliography on advertising and distribution included in the Bulletins of the Federation.

**THE CONSUMER, HIS NATURE AND HIS CHANGING HABITS.** By W. B. Pitkin. McGraw-Hill Book Co. 1932.

A statistical study on the types of consumers in the U. S., their buying habits, incomes and needs.

**CONSUMER MARKET DATA HANDBOOK.** 1936. U. S. Department of Commerce.

Most recent consumer market data available given by counties, cities and rural areas.

**EDITOR AND PUBLISHER MARKET GUIDE.** Editor and Publisher Co.

An annual volume with statistics broken down by city, giving population, retail trading area, analysis of population, buying power indices, location, principal industries, wholesale houses, retail outlets, newspapers, radio stations, and miscellaneous data.

**40,000,000 GUINEA PIG CHILDREN.** By R. L. Palmer and I. M. Alpher. Vanguard Press. 1937.

The effect of advertising directed to children. Includes radio advertising.

**THE HISTORY AND DEVELOPMENT OF ADVERTISING.** By Frank Presbrey. Doubleday, Doran & Co. 1929.

A well-illustrated historical account of advertising from its earliest days.

**HOW TO WRITE ADVERTISING.** By K. M. Goode. Longmans, Green & Co. 1936.

Preparation and writing of copy, specific problems in copy writing, reader reactions, copy tests, are among topics treated.

**LAYOUT IN ADVERTISING.** By W. A. Dwigzins. Harper & Brothers. 1929.

The approach to the problem, the tools with which one works, explanations of processes, together with graphic illustrations are all covered by this nationally known authority.

**McKITTRICK, GEORGE, & CO. DIRECTORY OF ADVERTISERS.**

An annual, with supplements, listing advertisers, giving products, officers, agencies, trade names. Also publish agency list.

**MARKET DATA HANDBOOK OF U. S.** U. S. Department of Commerce. 1929.

Statistical volumes of market data broken down by counties. Is supplemented by: General Consumer Market Statistics. 1932.

**METROPOLITAN DISTRICTS, POPULATION AND AREA.** U. S. Bureau of the Census. 1932.

**MODERN ADVERTISING MAKES MONEY!** By K. M. Goode. Harper & Bros. 1934.

The necessity for understanding and following the underlying principles of advertising, which, in turn, will bring about profits.

**MORE POWER TO ADVERTISING.** By J. R. Adams. Harper & Bros. 1937.

A critical analysis of modern advertising efforts, and suggestions for increasing their effectiveness.

**OUTLINE OF ADVERTISING.** By G. B. Hotchkiss. Macmillan Co. 1933.

A comprehensive survey of advertising. History, market research, layout, media, merchandising, are included.

**THE POPULAR PRACTICE OF FRAUD.** By T. S. Harding. Longmans, Green & Co. 1935.

An examination of various phases of fraud in this country: foods, drugs, patent medicines, cosmetics, real estate, advertising; and the part this fraud plays in degrading advertising and in undermining good business.

**PRINCIPLES OF ADVERTISING.** By H. K. Nixon. McGraw-Hill Book Co. 1937.

An up-to-date comprehensive presentation of the principles and procedure of advertising. One chapter is on effective presentation by radio.

**SELLING MRS. CONSUMER.** By Christine Frederick. The Business Bourse. 1929.

A study of women as consumers.

**SHOWMANSHIP IN BUSINESS.** By K. M. Goode and M. Z. Kaufman. Harper & Bros. 1936.

"Effectiveness of showmanship as a selling aid." Includes hundreds of examples.

**THE STANDARD ADVERTISING REGISTER.** National Register Publishing Co.

An annual, with monthly supplements. Lists advertisers with their addresses, personnel, agency, time of appropriation. The Company also publishes an agency and geographical list.

**STATISTICAL ABSTRACT OF THE U. S.** U. S. Department of Commerce. Govt. Printing Office.

An annual publication of all types of statistical information.

**SURVEY OF CURRENT BUSINESS.** 1936 supplement. U. S. Department of Commerce.

One volume giving back data of statistics carried in the monthly issues.

**TECHNIQUE OF ADVERTISING LAYOUT.** By F. H. Young. Covici Friede, Inc. 1935.

Principles of layout, with reproductions of actual layouts used by important advertisers. Approach to each problem carefully explained and illustrated.

**THE TECHNIQUE OF MARKETING RESEARCH.** By American Marketing Society. McGraw-Hill Book Co. 1937.

A most comprehensive study of marketing research, from analysis of the problem, through procedure, collection, organization, tabulation and interpretation of data. Psychological aspect of questionnaire development is discussed.

**THIS ADVERTISING BUSINESS.** By R. S. Durstine. Charles Scribner's Sons. 1928.

Informative and interesting articles on his profession, by an advertising man.

## MISCELLANEOUS

**DICTIONARY OF RADIO TERMINOLOGY IN THE ENGLISH, GERMAN, FRENCH, AND RUSSIAN LANGUAGES.** By A. S. Litvinenko. Bookniga Corp. 1937.

**ELECTRICAL FOREIGN TRADE NOTES.** Third annual statistical number. Oct. 15, 1937. Electrical Division, U. S. Dept. of Commerce.

Section on radio statistics includes number of receiving sets and stations by countries, radio sales, broadcast advertising revenue (by type of business and rendition), sales and production of sets in Canada, etc.

**FAN MAIL.** By Lowell Thomas. Dodge Publishing Co. 1935.

A cross-section of reactions of the audience as shown in letters received.

**MAKING A LIVING IN RADIO.** By Zeh Bouck. McGraw-Hill Book Co. Inc. 1935.

Suggestions to radio servicemen, operators, engineers, writers, announcers, artists.

**NEW EMPIRES.** By Karl A. Bickel. J. B. Lippincott Co. 1930.

Radio and the press. Appendix contains international broadcasting survey giving brief summaries of radio by country.

**NEWS WHILE IT IS NEWS.** The real story of the radio news. By Leland Bickford and Walter Fogz. G. C. Manthorne & Co. 1935.

Behind the scenes in the work of "The Yankee Network News Service on the Air."

**PARDON MY ACCENT.** By Howard Callinan. Plimpton Press. 1934.

A radio news announcer and his experiences.

**RADIO GLOSSARY.** Prepared by Maurice Lowell. U. S. Office of Education. 1935.

Glossary of terms used in program production.

**RADIO MARKETS.** Electrical Division, U. S. Dept. of Commerce.

Miscellaneous data on radio markets throughout the world. Also data on U. S. radio set exports, radio sales in U. S., world radio set statistics. Numerous revisions.

**RADIO INDUSTRY SURVEY.** Dun & Bradstreet.

Condensed yearly analysis.

**WHAT TO READ ABOUT RADIO.** By Levering Tyson. National Advisory Council on Radio in Education. Information Series No. 2. 1933.

Bibliography, arranged in interview style, for the general reader.

**WORLD SHORT-WAVE RADIOPHONE TRANSMITTERS.** U. S. Bureau of Foreign and Domestic Commerce. 1935.

May 15, 1935 edition gives world stations on frequencies above 1500 kc. Geographical and frequency listing.

## PERIODICALS: GENERAL

**THE ADVERTISER.** Monthly. The Advertiser, 3557 Bogart Ave., Cincinnati.

**ADVERTISING AGE.** Weekly. Advertising Publications Inc., 100 E. Ohio St., Chicago.

**ADVERTISING AGENCY.** Monthly. Agency Publishing Co. Inc., 400 Madison Ave., N. Y.

**ADVERTISING & SELLING.** Bi-weekly. Robbins Publishing Co. Inc., 9 E. 38th St., N. Y.

**AIR LAW REVIEW.** Quarterly. New York University School of Law, N. Y.

**BROADCASTING.** Semi-monthly. Broadcasting Publications Inc., 370 National Press Bldg., Washington, D. C.

**EDUCATION BY RADIO.** Monthly. National Committee on Education by Radio. One Madison Ave., N. Y.

**FOREIGN COMMUNICATION NEWS.** Semi-monthly. U. S. Bureau of Foreign and Domestic Commerce, Washington.

**HEINL RADIO BUSINESS LETTER.** 2400 California St., Washington, D. C.

**THE LISTENER.** Weekly. British Broadcasting Corp., Broadcasting House, W1.

**THE MICROPHONE.** Weekly. The Microphone Inc., 34 Court Square, Boston.

**NAB REPORTS.** Several times a month. National Ass'n of Broadcasters, National Press Bldg., Washington, D. C.

**PERSONNEL-LIST OF ADVERTISING AGENCIES.** Monthly. Standard Rate & Data Service, 333 N. Michigan Ave., Chicago.

**PUBLISHERS' INFORMATION BUREAU'S NATIONAL ADVERTISING RECORDS.** Monthly. Publishers' Information Bureau, 799 Broadway, N. Y.

**RMA NEWS BULLETIN.** Monthly or oftener. Radio Manufacturers Assn. 1317 F Street, N. W., Washington.

**RADEX.** Monthly. The Radex Press, 14717 Detroit Ave., Cleveland, Ohio.

**RADIO ADVERTISING RATES AND DATA.** Monthly. Standard Rate & Data Service, 333 N. Michigan Ave., Chicago.

**RADIO & ELECTRIC APPLIANCE JOURNAL.** Monthly. Henderson Publications Inc., 1270 Sixth Ave., N. Y.

**RADIO ART.** Monthly. Broadcast Publishing Corp., 515 Madison Ave., N. Y.

**RADIO DAILY.** Radio Daily Corp., 1501 Broadway, N. Y.

**RADIO DIGEST.** Bi-monthly. Radio Ltd., 7460 Beverly Blvd., Los Angeles, Cal.

**RADIO GUIDE.** Weekly. Regal Press, Inc., 731 Plymouth Court, Chicago.

**RADIO MIRROR.** Monthly. Macfadden Publications Inc., 205 E. 42d St., N. Y.

**RADIO RETAILING.** Monthly. McGraw-Hill Publishing Co. Inc., 330 W. 42nd St., N. Y.

**RADIO REVIEW.** Monthly. Women's National Radio Committee, 113 W. 57th St., N. Y.

**RADIO STARS.** Monthly. Dell Publishing Co. Inc., 149 Madison Ave., N. Y.

**RADIO TIMES.** Weekly. British Broadcasting Corp., Broadcasting House, London, W. I.

**RADIO TODAY.** Monthly. Caldwell-Clements Inc., 480 Lexington Ave., N. Y.

**RADIO TRADE-BUILDER.** Monthly. Hugh C. MacLean Publications Ltd., 347 Adelaide St. W., Toronto.

**THE RADIO WEEKLY.** Weekly. Phonograph Publications Co. Inc., 99 Hudson St., N. Y.

**RADIO WORLD.** Monthly. Hennessy Radio Publications Corp., 145 W. 45th St., N. Y.

**RADIO DIFFUSION.** Semi-annually. International Broadcasting Union, Geneva, Switzerland.

**SALES MANAGEMENT.** Monthly. Sales Management Inc., 420 Lexington Ave., N. Y.

**TIDE.** Semi-monthly. Tide Publishing Co. Inc., 232 Madison Ave., N. Y.

**VARIETY.** Weekly. Variety Inc., 154 W. 46th St., N. Y.

**WESTERN CANADA RADIO NEWS.** Weekly. Point Grey News-Gazette Ltd., 212 W. 41st Ave., Vancouver, B. C.

**WORLD-RADIO.** Weekly. British Broadcasting Corp., Broadcasting House, London, W. I.

**PERIODICALS: TECHNICAL.**

**ALL-WAVE RADIO.** Monthly. Manson Publications Corp. 16 E. 43rd St., N. Y.

**BELL LABORATORIES RECORD.** Monthly. Bell Telephone Laboratories Inc. 463 West St., N. Y.

**BELL SYSTEM TECHNICAL JOURNAL.** Quarterly. American Telephone & Telegraph Co. 195 Broadway, N. Y.

**BELL TELEPHONE QUARTERLY.** Quarterly. American Telephone & Telegraph Co. 195 Broadway, N. Y.

**BROADCAST NEWS.** Four or five times a year. RCA Mfg. Co. Inc. Camden, N. J.

**COMMUNICATIONS.** Monthly. Bryan Davis Publishing Co. Inc. 19 E. 47th St., N. Y.

**ELECTRICAL COMMUNICATION.** Quarterly. International Standard Electric Corp. 67 Broad St., N. Y.

**ELECTRICAL ENGINEERING.** Monthly. American Institute of Electrical Engineers, 83 W. 39th St., N. Y.

**ELECTRICAL AND RADIO WORLD TRADE NOTES.** Three times a month. Electrical Division, U. S. Dept. of Commerce, Washington, D. C.

**ELECTRONICS.** Monthly. McGraw-Hill Publishing Co. Inc. 330 W. 42nd St., N. Y.

**GENERAL RADIO EXPERIMENTER.** Usually monthly. General Radio Co. 30 State St., Cambridge, Mass.

**INTERNATIONAL SHORT WAVE RADIO.** Monthly. International Short Wave Club, East Liverpool, O.

**JOURNAL OF THE ACOUSTICAL SOCIETY OF AMERICA.** Quarterly. American Institute of Physics, 175 Fifth Ave., N. Y.

**JOURNAL OF THE INSTITUTION OF ELECTRICAL ENGINEERS.** Monthly. E. and F. N. Spon Ltd. 37 Haymarket, London.

**JOURNAL OF THE SOCIETY OF MOTION PICTURE ENGINEERS.** Monthly. Soc. of Motion Picture Engineers, Easton, Pa.

**NATIONAL RADIO NEWS.** Bi-monthly. National Radio Institute, Washington.

**PROCEEDINGS OF THE INSTITUTE OF RADIO ENGINEERS.** Monthly. Inst. of Radio Engineers Inc. 330 W. 42nd St., N. Y.

**PROCEEDINGS OF THE RADIO CLUB OF AMERICA.** Radio Club of America Inc. 11 W. 42nd St., N. Y.

**QST.** Monthly. American Radio Relay League, Inc., West Hartford, Conn.

**RCA REVIEW.** Quarterly. RCA Institutes Technical Press, 75 Varick St., N. Y.

**RADIO.** Monthly. Radio, Ltd. 7460 Beverly Blvd., Los Angeles.

**RADIO AMATEUR CALL BOOK MAGAZINE.** Quarterly. Radio Amateur Call Book, Inc. 608 S. Dearborn St., Chicago.

**RADIO NEWS AND SHORT WAVE RADIO.** Monthly. Teck Publications Inc. 461 Eighth Ave., N. Y.

**RADIO PATENT SERVICE.** Weekly. Radio Manufacturers Ass'n. 1317 F Street, N. W., Washington, D. C.

**RADIO-CRAFT.** Monthly. Radercraft Publications Inc. 99 Hudson St., N. Y.

**REPORT OF RADIO RESEARCH IN JAPAN.** National Research Council of Japan, Imperial Academy House, Ueno Park, Tokyo, 3 times a year. (In English)

**SERVICE.** A monthly digest of radio and allied maintenance. Monthly. Bryan Davis Publishing Co. Inc. 19 E. 47th St., N. Y.

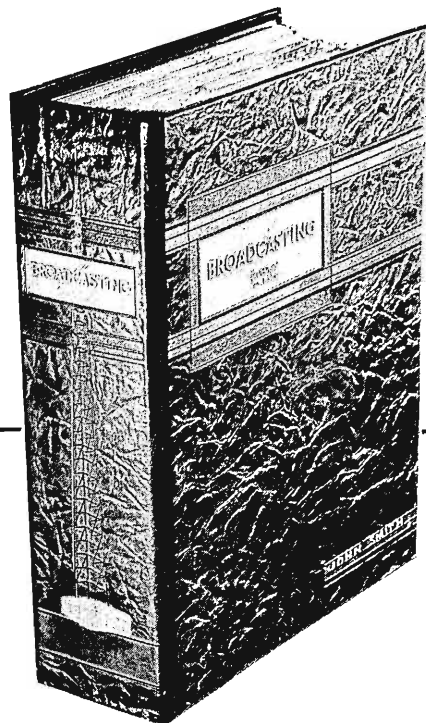
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# OFFERING COURSES IN RADIO BROADCASTING

With Names of Instructors

Compiled by Prof. Waldo Abbot, University of Michigan

In November, 1937, Prof. Waldo Abbot, Director of Broadcasting for the University of Michigan, and author of the "Handbook of Broadcasting" (McGraw Hill Book Co., 1937) mailed a questionnaire to 590 colleges and universities in the United States and Canada asking what instruction they were offering in the field of broadcasting.

Replies were received from all but 36 institutions. A total of 268 institutions reported that they were offering either courses or extracurricular instruction. It is interesting to note that only 17 are presenting courses in radio advertising, despite the fact that advertising is the life-blood of the American system of broadcasting. Schools of Music were not directly addressed by Prof. Abbot, consequently only 19 institutions reported that they were offering instruction for the radio musician. Five announced courses dealing specifically with radio law. Despite the interest of educators in the use of radio for educational purposes only 15 colleges listed instruction specifically in this field. Twenty-six of the following institutions have already adopted Professor Abbot's "Handbook of Broadcasting" as their official class room textbook.

The following code is used in listing the instruction offered: (1) Radio Speech, (2) Radio Writing, (3) Radio Dramatics, (4) Program Production, (5) Radio Advertising, (6) Education by Radio, (7) Radio Law, (8) General Course for the Broadcasters, (9) Instruction for the broadcaster offered in general speech courses, (10) Radio Music, (11) Technical courses, (12) Television.

Ablene Christian College, Abilene, Tex. (1) (2) (3) (4) (5) (6) (8) (10)  
 (11) Instructor: Margaret E. Hremsmann.  
 Akron, University of, Akron, O. (1) (2) (3) (4). Instructor: O. A. Hitchcock.  
 Alabama College, Montevallo, Ala. (1) (2) (3) (9). Instructor: J. H. Henning.  
 Alabama Polytechnic Institute, Auburn, Ala. (11). Instructor: Woodrow Darling.  
 Alabama, University of, University, Ala. (1). Instructor: A. Phillips Beedon.  
 Alaska, University of, College, Alaska (8). Instructor: Ervin H. Brumhall.  
 Albany College, Albany, Oregon (9). Instructor: Mrs. Fred Duncan.  
 Alberta, University of, Edmonton, Alberta, Canada (11).  
 Alfred University, Alfred, N. Y. (11). Instructor: Alfred T. Gobie.  
 Alma College, Alma, Mich. (8). Instructor: R. C. Ditto.  
 Anderson College, Anderson, S. C. (9). Instructor: Mrs. Gertrude Pratt.  
 Asbury College, Wilmore, Ky. (1). Instructor: Daisy Diegel.  
 Arizona, University of, Tucson, Ariz. (11).  
 Arkansas, University of, Fayetteville, Ark. (11). Instructor: A. S. Brown.  
 Augustana College, Rock Island, Ill. (3). Instructor: Theodor LeVander.  
 Bates College, Lewiston, Me. (8). Instructor: Karl S. Woodcock.  
 Battle Creek College, Battle Creek, Mich. (1) (2) (9). Instructor: William V. O'Connell.  
 Baylor University, Waco, Tex. (1) (2) (3) (4) (9). Instructor: Sara Lowery.  
 Bergen Junior College, Teaneck, N. J. (8).  
 Berry College, Mount Berry, Ga. (11). Instructor: L. E. McAllister.  
 Bethany College, Bethany, W. Va. (6). Instructor: R. H. Ellissen.  
 Bethel College, Bethel College, Kan. (8). Instructor: A. P. Friesen.  
 Birmingham-Southern College, Birmingham, Ala. (9). Instructor: M. F. Evans.  
 Bob Jones College, Cleveland, Tenn. (8). Instructor: Elisabeth Adams.  
 Boston University (College of Bus. Ad.), Boston, Mass. (2) (4) (5). Instructor: Ralph Rogers.  
 Boston University (Extension Course), Springfield, Mass. (8). Instructor: Wm. T. Simpson.  
 Bradley Polytechnical Inst., Peoria, Ill. (9). Instructor: Clara E. Krefling.  
 Brigham Young University, Provo, Utah (1) (2) (4) (9) (11). Instructor: T. Earl Pardoe.  
 Bucknell University, Lewisburg, Pa. (9). Instructor: R. T. Oliver.  
 Butler University, Indianapolis, Ind. (1). Instructor: Gray Burdin.  
 California, University of (Extension Division), Berkeley, Cal. (2) (5) (11). Instructors: Andrew Love, Lindsay Spight, L. Reukema.  
 California Institute of Technology, Pasadena, Cal. (11).  
 Canisius College, Buffalo, N. Y. (3) (4). Instructor: Raymond Kenedy.  
 Capital University, Columbus, O. (1). Instructor: Wm. C. Craig.  
 Carleton College, Northfield, Minn. (11). Instructor: A. Culver.  
 Carnegie Institute of Technology, Pittsburgh, Pa. (3) (10) (11). Instructor: Henry Boettcher.  
 Carroll College, Waukesha, Wis. (1). Instructor: Vernon A. Utzinger.  
 Carson-Newman College, Jefferson City, Tenn. (8). Instructor: Alex Chavis.  
 Case School of Applied Science, Cleveland, O. (11). Instructor: J. A. Martin.  
 Catholic University of America, Washington, D. C. (7). Instructor: James J. Hayden.  
 Centenary College of Louisiana, Shreveport, La. (9). Instructors: O. Lincolnton, Igou, John Wray Young.  
 Charleston, College of, Charleston, S. C. (9). Instructor: J. F. Shearer.  
 Chicago Musical College, Chicago, Ill. (1) (3) (10). Instructors: Belle Forbes Culler, H. M. O'Brien.  
 Chicago Theological Seminary, Chicago, Ill. (1). Instructor: Davis Edwards.  
 Chicago, University of, Chicago, Ill. (1) (2) (3). Instructor: James C. Whipple.  
 Cincinnati, University of, Cincinnati, O. (8) (9) (11).  
 Cincinnati, University of, (Evening Engineering & Commerce), Cincinnati, O. (5) (11) (12).  
 Citadel, The, Charleston, S. C. (1) (6).  
 Clarkson College of Tech., Potsdam, N. Y. (8) (11) (12). Instructor: John L. Stiles.  
 Clemson College, Clemson, S. C. (11). Instructor: A. B. Credle.  
 Cleveland College, Cleveland, O. (1) (3) (4) (9). Instructors: Ray and LaVelle.  
 Coe College, Cedar Rapids, Ia. (1) (9). Instructor: J. Dale Welsh.

Colby College, Waterville, Me. (9). Instructor: H. C. Libby.  
 Colorado School of Mines, Golden, Colo. (11). Instructor: Raymond Dickinson.  
 Colorado, University of, Boulder, Colo. (news). Instructor: Vernon Loughran.  
 Columbia University Teachers' College, New York, N. Y. (2) (6). Instructors: Prof. Reed, Prof. Dunn.  
 Columbia University (University Extension), New York, N. Y. (2). Instructor: Erik Barnow.  
 Columbia University, New York, N. Y. (2) (11). Instructors: J. H. Bose, Herschel V. Williams, Jr.  
 Concordia College, Moorhead, Minn. (8) (11). Instructors: Dr. K. D. Lee, Howard Nelson.  
 Connecticut College, New London, Conn. (1) (3). Instructor: Josephine H. Ray.  
 Cornell College, Mt. Vernon, Ia. (1) (2) (3) (4) (5) (9). Instructor: Albert F. Johnson.  
 Cornish School, Seattle, Wash. (1) (3). Instructor: George Jennings.  
 Creighton University, The, Omaha, Neb. (1). Instructor: Edwin Puls.  
 Culver-Stockton, Canton, Mo. (9). Instructor: Cedric Crink.  
 Dakota Wesleyan University, Mitchell, S. D. (9). Instructor: Buren C. Robbins.  
 Davidson College, Davidson, N. C. (11). Instructor: J. M. Douglas.  
 Davis & Elkins College, Elkins, W. Va. (11). Instructor: M. Lewis Vest.  
 Dayton, University of, Dayton, O. (11).  
 Denison University, Granville, O. (11). Instructor: Richard H. Howe.  
 Denver, University of, Denver, Colo. (1) (2) (6) (4) (8) (9). Instructor: Roscoe Stockton.  
 Detroit, University of, Detroit, Mich. (1) (2) (3) (4) (5) (8) (9). Instructor: A. E. O'Konsky.  
 Doane College, Crete, Neb. (11). Instructor: E. Russell Wichtman.  
 Drake University, Des Moines, Ia. (1) (2) (3) (4) (5) (6) (8) (10) (12). Instructor: Edwin G. Barrett.  
 Drexel Institute of Tech., Philadelphia, Pa. (11). Instructor: R. T. Zern.  
 Duquesne, University of, Duquesne, Ia. (11). Instructor: Robert G. Wilson.  
 Duke University, Durham, N. C. (11). Instructors: W. J. Seeley, Russell Ranson.  
 Duquesne University, Pittsburgh (1) (9) (3) (4) (9). Instructor: Madeleine S. Foust.  
 Earlham College, Redmond, Ind. (9). Instructors: Howard C. Morgan, E. Orville Johnson.  
 Elmira College, Elmira, N. Y. (9). Instructor: Geraldine Quintana.  
 Emerson College, Boston, Mass. (1) (2) (3) (8) (9). Instructors: Arthur F. Edes, Roger Wheeler.  
 Emory University, Atlanta, Ga. (2) (3) (4) (5). Instructor: R. B. Nixon.  
 Emporia, College of, Emporia, Kan. (8). Instructor: R. F. Miller.  
 Eureka College, Eureka, Ill. (9). Instructor: L. E. Norton.  
 Flint Junior College, Flint, Mich. (1). Instructor: Jean Caldwell.  
 Florida Southern College, Lakeland, Fla. (8). Instructor: Alma Johnson.  
 Florida, Univ. of, Gainesville, Fla. (1) (2) (3) (4) (6) (8) (9) (11) (12).  
 Friends University, Wichita, Kan. (1) (3) (4) (8) (9) (10) (11). Instructor: Irene Vickers Baker.  
 Gettysburg College, Gettysburg, Pa. (11). Instructor: Prof. W. A. Lanning.  
 Gonzaga University, Spokane, Wash. (11) (12). Richard N. Brown.  
 Grove City College, Grove City, Pa. (1).

Hamline University, St. Paul, Minn. (1) (2) (9). Instructors: Anne Simley, Chris Templer.  
 Hardin-Simmons University, Abilene, Tex. (3) (8) (9). Instructor: Katherine Boyd.  
 Hastings College, Hastings, Neb. (1). Instructor: Dr. Leroy Losee.  
 Haverford College, Haverford, Pa. (11). Instructor: R. M. Dutton.  
 Houghton College, Houghton, N. Y. (11). Instructor: M. J. Pryor.  
 Houston, University of, Houston, Tex. (1). Instructor: Harvey W. Harris.  
 Howard College, Birmingham, Ala. (9). Instructor: Antoinette Sparks.  
 Hunter College of the City of New York, New York City, (2) (11) (12). Instructors: Anna Curtis Chandler, A.B., Albert Boggs, Sc. M.  
 Illinois State Normal University, Normal, Ill. (1). Instructor: Dr. F. L. D. Holmes.  
 Illinois, University of, Urbana, Ill. (11). Instructors: Prof. H. A. Brown, Prof. H. J. Reich.  
 Illinois Wesleyan University, Bloomington, Ill. (1). Instructor: Wilson B. Paul.  
 Indiana State Teachers College, Terre Haute, Ind. Instructor: Clarence Morgan.  
 Indiana University, Bloomington, Ind. (4) (5) (6) (9) (10) (11). Instructor: Frank E. Elliott.  
 Iowa State College, Ames, Ia. (1) (2) (3) (4). Instructors: Guy S. Greene, Richard W. Beckman.  
 Iowa, State University of, Iowa City, Ia. (1) (11) (12). Instructor: Prof. Harshburger.  
 J. B. Stetson University, Deland, Fla. (11). Instructor: Dr. R. I. Allen.  
 John Brown University, Siloam Springs, Ark. (1) (2) (3) (4) (5) (6) (7) (8) (10) (11). Instructor: Harold Frisfoe.  
 John Carroll University, Cleveland, O. (1) (2) (3). Instructor: Wm. A. D. Millson.  
 Johns Hopkins University, Baltimore, Md. (11). Instructor: Dr. F. Hamburger.  
 Kalamazoo College, Kalamazoo, Mich. (9). Instructor: Lyman Spicer Judson.  
 Kansas State College of Agric. & Applied Science, Manhattan, Kan. (1) (2) (3) (4) (5) (10) (news). Instructors: H. B. Summers, C. E. Rogers, Charles Stratton.  
 Kansas, University of, Lawrence, Kansas (1). Instructor: Rolla Nuckles.  
 Kent State University, Kent, O. (1) (8). Instructor: G. Harry Wright.  
 Kentucky, University of, Lexington, Ky. (8).  
 King College, Bristol, Tenn. (5). Instructor: Geo. W. Pierson.  
 Lafayette College, Easton, Pa. (9). Instructor: Prof. A. H. Gilmer.  
 Lake Forest College, Lake Forest, Ill. (9) (11).  
 Lehigh University, Bethlehem, Pa. (11). Instructor: Dr. S. S. Seyfert.  
 Lenoir Rhyne, Hickory, N. C. (11). Instructor: K. Z. Morgan.  
 Lindenwood College, St. Charles, Mo. (1).  
 Linfield College, McMinnville, Ore. (1). Instructor: Prof. R. D. Mahaffey.  
 Long Island University, Brooklyn, N. Y. (9). Instructor: John M. Miller.  
 Louisiana Polytechnic Institute, Ruston, La. (11). Instructor: Prof. P. D. Neilson.  
 Louisiana State University, Baton Rouge, La. (1) (2) (4) (5) (8) (9) (11). Instructor: Dr. Harley Smith.  
 Loyola University, Los Angeles, Cal. (1) (2) (3) (4) (8). Instructor: Martin H. Work.  
 Luther College, Decorah, Ia. (9) (11). Instructors: D. T. Nelson, H. E. Ellingson.

McGill University, Montreal, Que., Canada (1) (2) (3) (6) (11). Instructors: Genevieve Barrie, Prof. John Hughes, Dr. F. S. Howes.  
 McMurry College, Abilene, Tex. (1) (3) (9). Instructor: Hugh P. Fellows.  
 Macomber College, St. Paul, Minn. (11). Instructor: R. B. Hastings.  
 MacPhail School of Music, Minneapolis, Minn. (1) (2) (3) (4) (5) (6) (8) (9) (10) (11). Instructors: Maude Moore, Donald Tuttle.  
 Maine, University of, Orono, Me. (11) (12). Instructor: W. J. Creamer.  
 Manhattan College, New York City (11). Instructor: Donald J. Carty.  
 Marquette University, Milwaukee, Wis. (1) (8). Instructors: Mr. Duffy, Mr. Joseph Cordes.  
 Maryland, University of, Baltimore, Md. (1) (2) (4) (5) (8) (10). Instructor: Dr. Ray Ehrensbarger.  
 Maryland College, Scranton, Pa. (9). Instructor: Sister M. Camillus.  
 Massachusetts Institute of Technology, Cambridge, Mass. (11).  
 Massachusetts State College, Amherst, Mass. (8). Instructor: Wm. L. Macher.  
 Miami University, Oxford, O. (1) (2) (3). Instructor: Loren Gates.  
 Michigan College of Mining & Technology, Houghton, Mich. (8) (11). Instructor: Prof. Geo. Swenson.  
 Michigan State College, East Lansing, Mich. (1) (2) (3) (11). Instructor: R. J. Coleman, Director WKAF.  
 Michigan, University of, Ann Arbor, Mich. (1) (2) (3) (4) (6) (8) (9) (11). Instructor: Waldo Abbot.  
 Millsaps College, Jackson, Miss. (8). Instructor: G. L. Horrell.  
 Minnesota, University of, Minneapolis, Minn. (1) (2) (3) (11). Instructors: E. W. Ziebart, Luther Bryant.  
 Mississippi College, Clinton, Miss. (8). Instructor: Dr. T. J. Lindsey.  
 Mississippi State College, State College, Miss. (11). Instructor: H. M. Trent.  
 Missouri School of Mines, Rolla, Mo. (11). Instructor: G. O. Ranes.  
 Missouri, University of (School of Journalism), Columbia, Mo. (news). Instructor: Vaughn Bryant.  
 Montana State University, Missoula, Mont. (4) (10). Instructor: Marguerite Hood.  
 Montreal, University of, Montreal, Que., Canada (10) (12). Instructors: J. C. Bernier, Alfred Miquanct.  
 Morgan College, Baltimore, Md. (8). Instructor: Mrs. Josephine Wilson.  
 Morrisingside College, Stouffville, Ia. (9). Instructor: Ruth Miller.  
 Mount Holyoke, South Hadley, Mass. (9). Instructor: Alice W. Mills.  
 Mount Mary College, Milwaukee, Wis. (1) (3) (10). Instructors: Sisters M. Charette, Hyacinth, Loues.  
 Muhlenberg College, Allentown, Pa. (1) (2) (6) (8) (9) (10) (11). Instructor: Dr. Carl W. Boyer.  
 Muskingum College, New Concord, O. (8). Instructor: W. H. Ewing.  
 National University (School of Law), Washington, D. C. (7). Instructor: Prof. Howard D. Leroy.  
 Nebraska, University of, Lincoln, Neb. (8). Instructor: J. Gunnar Back.  
 Nebraska Wesleyan University, Lincoln, Neb. (11). Instructor: J. C. Jensen.  
 Newark-College of Engineering, Newark, N. J. (11).  
 New Hampshire, University of, Durham, N. H. (11). Instructor: Prof. F. D. Jackson.  
 New Mexico State College, State College, N. M. (11). Instructor: Harold A. Brown.  
 New Mexico, University of, Albuquerque, N. M. (7) (11). Instructor: H. L. Jones.  
 New Rochelle, College of, New York City (9). Instructor: Allys Doyen.  
 New York State College (Cornell University), Ithaca, N. Y. (4) (8) (9).  
 New York University Division of Gen. Education, New York City (12). Instructor: H. H. Sheldon.  
 North Dakota Agri. College, Fargo, N. D. (11). Instructor: Dr. L. C. Swisher.  
 North Texas State Teachers College, Denton, Tex. (8) (12). Instructor: L. Fred Conell.  
 Northwestern University, Evanston, Ill. (2) (4). Instructor: Albert Crews.  
 Notre Dame, University of, Notre Dame, Ind. (1) (2) (3) (4). Instructor: Eugene Burke.  
 Oglethorpe University, Oglethorpe, Ga. (6) (11). Instructor: James Comer.  
 Ohio State University, Columbus, O. (1) (2) (4) (5) (6) (9) (10) (11).

Ohio University, Athens, O. (2) (3) (4) (9) (11). Instructor: Vincent Jukes.  
Ohio Wesleyan University, Delaware, O. (1). Instructor: R. C. Hunter.  
Oklahoma Baptist University, Shawnee, Okla. (11). Instructor: Orin Cornett.  
Oklahoma College for Women, Chickasha, Okla. (1) (3) (9).  
Oklahoma University of Norman, Okla. (1) (2) (8) (11). Instructors: John W. Dunn, C. R. Green, Clyde Farrar.  
Omaha University of Omaha, Nebr. (8). Instructor: Mr. Cunningham.  
Oregon State College, Corvallis, Ore. (1) (2) (3) (9). Instructor: C. B. Mitchell.  
Oregon University of Eugene, Ore. (4) (8) (9). Instructor: Donald E. Hargis.  
Pacific College of the Stockton, Cal. (1) (2) (3) (4) (9) (11). Instructors: John Crabber, Arthur Farney.  
Pacific Union College, Angwin, Cal. (1) (2) (8) (9). Instructor: Charles E. Weniger.  
Pasadena Junior College, Pasadena, Cal. (9). Instructor: N. V. Parsons.  
Peabody College, Nashville, Tenn. (2) (3) (4) (6). Instructor: A. L. Crabb.  
Pennsylvania University of Philadelphia, Pa. (9). Instructor: John Dolman Jr.  
Phillips University, Enid, Okla. (8). Instructor: F. E. Knowles.  
Purdue University, Lafayette, Ind. (9) (11) (12). Instructors: Dr. C. B. Aiken, G. D. Williams.  
Redlands University of Redlands, Cal. (3) (9). Instructor: E. R. Nichols.  
Reed College, Portland, Ore. (2) (3) (4). Instructor: Dorothy Johansen.  
Rensselaer Polytechnic Institute, Troy, N. Y. (8). Instructor: W. J. Williams.  
Ripon College, Ripon, Wis. (9). Instructor: Bueno E. Jacobs.  
Rollins College, Winter Park, Fla. (9). Instructor: Dr. Harry R. Pierce.  
Rosary College, Oak Park, Ill. (1) (2) (3) (4). Instructors: Maurice Lowell, Sister Mary Paul.  
Salem College, Salem, W. Va. (8). Instructor: Orla A. Davis.  
Seton Hill College, Greensburg, Pa. (1) (3) (4) (6) (9) (10).  
Seventh-Day Adventist Theological Seminary, Takoma Park, Washington, D. C. (8). Instructor: Chas. E. Weniger.  
Simpson College, Indianola, Ia. (9). Instructor: Edith Whitaker.  
South Dakota University of Vermillion, S. D. (1). Instructor: Prof. C. E. Lyon.  
Southeastern University, Washington, D. C. (7). Instructor: Joseph E. Keller.  
Southern California University of University College of Los Angeles, Cal. (1) (2) (4) (11) (12).  
Southern Methodist University, Dallas, Tex. (1) (10). Instructor: David Russell.  
Southwestern University, Georgetown, Tex. (8) (9). Instructor: Thomas H. Marsh.  
State School of Mines, Rapid City, S. D. (9) (11).  
Stanford University, Palo Alto, Cal. (1) (2) (3) (5) (6) (9) (11). Instructor: E. L. Buckingham.  
St. Ambrose College, Davenport, Ia. (9). Instructor: Daniel J. Youngermann.  
St. Bonaventure College, St. Bonaventure, N. Y. (1) (2) (3) (4). Instructors: Claude Kean, James L. Hayes.  
St. Catherine, The College of, St. Paul, Minn. (4). Instructor: Thomas Rishworth.  
St. John's University, Brooklyn, N. Y. (9). Instructor: Walter O. Robinson.  
St. Lawrence University, Canton, N. Y. (8). Instructor: Ruth F. Willard.  
St. Mary of the Springs College, Columbus, O. (9). Instructor: Lona Smith Blocker.  
St. Mary's College, Notre Dame, Ind. (9). Instructor: Susanne Martin.

### Correction

Through copy error, the advertisement of the Nebraska Broadcasters Association

(Page 255)

Misquoted the Nebraska market population

This should read:

"The Nebraska Market With 1,333,000 People

\*\*\*"

St. Mary's University, San Antonio, Tex. (11). Instructor: Louis P. Thein.  
St. Olaf College, Northfield, Minn. (11). Instructor: Milford Jensen.  
St. Thomas College, Scranton, Pa. (1) (2) (10). Instructor: A. J. App.  
St. Thomas College of St. Paul, Minn. (1) (2) (9). Instructor: Owen McElmeel.  
St. Victor College, Bourbonnais, Ill. (1) (9). Instructor: J. W. R. Mazure.  
Stephens College, Columbia, Mo. (1) (2) (3) (4) (6). Instructor: Sherman P. Lawton.  
Syracuse University, Syracuse, N. Y. (2) (8) (9). Instructor: Kenneth Bartlett.  
Temple University, Philadelphia, Pa. (11). Instructors: Charles E. Metzger, Norris C. Kreider.  
Texas A. & M. College of College Station, Tex. (11). Instructor: McHughes.  
Texas Christian University, Fort Worth, Tex. (1) (3) (9) (10). Instructors: Claude Sammis, Katherine Moore.  
Texas Technological College, Lubbock, Tex. (1) (9). Instructors: Ruth Pirke, A. J. Pendleton, Richard Flower.  
Texas University of Austin, Tex. (6) (11). Instructor: L. S. Brown.  
Thiel College, Greenvale, Pa. (11). Instructor: G. R. Bradshaw.  
Transylvania College, Lexington, Ky. (8). Instructor: Seborn Wilhoit.  
Trinity University, Waxahachie, Tex. (1). Instructor: Yetta Mitchell.  
Tufts College, Medford, Mass. (11). Instructor: J. R. Harrison.  
Tuskegee Institute, Tuskegee Institute, Ala. (11). Instructor: W. C. Curtis.  
Union College, Lincoln, Neb. (9). Instructor: Ivamae Small-Hits.  
U. S. Military Academy, West Point, N. Y. (12). J. W. Green, Jr.  
Utah State Agricultural College, Logan, Utah (1) (2) (3) (4) (5) (10) (11). Instructor: S. R. Stock.  
Vassar College, Poughkeepsie, N. Y. (9). Instructor: Christine F. Ramsey.  
Virginia Polytechnic Institute, Blacksburg, Va. (11). Instructor: Webster Richardson.  
Wake Forest College, Wake Forest, N. C. (11). Inspector: Sherwood Githens.  
Walla Walla College, College Place, Wash. (1) (11). Instructors: M. L. Neff, G. G. Kretschmar.  
Washington State College of Pullman, Wash. (1) (2) (3) (6) (9) (10) (11). Instructors: Sloan, Carpenter, Lickey, Ducev, Hinks, Nuncemaker, Kimbrough.  
Washington University of Seattle, Wash. (1) (2) (3) (4) (6) (9). Instructors: Theodore Bell, Karl Windeshian, D. D. Griffith.  
Wayne University, Detroit, Mich. (1) (9) (3) (4) (8) (11) (12). Instructors: G. W. Carter, Garnet Garrison.  
Webster College, St. Louis, Mo. (1) (2) (3). Instructor: A. M. Lankev.  
Wellesley College, Wellesley, Mass. (8). Instructor: Miss McDowell.  
Westminster College, Fulton, Mo. (11). Instructor: A. C. Krueger.  
Westminster College, New Wilmington, Pa. (11). Instructor: J. A. Swindler.  
West Virginia University, Morgantown, W. Va. (8) (11). Instructor: A. W. Friend.  
Whitman College, Walla Walla, Wash. (1). Instructor: John W. Ackley.  
Whittier College, Whittier, Cal. (1) (9). Instructor: Wallace T. Ashby.  
Willamette University, Salem, Ore. (9). Instructor: H. H. Rohe.  
Wisconsin University of Madison, Wis. (1) (8) (9).  
Worcester Polytechnic Institute, Worcester, Mass. (11). Instructor: H. H. Newell.  
Wyoming University of Laramie, Wyo. (6). Instructor: Louis A. Mallory.  
Xavier University, Cincinnati, O. (1). Instructor: James P. Glenn.  
Yankton College, Yankton, S. D. (1) (9). Instructor: William Lang.  
Brooklyn College, Brooklyn, N. Y., has installed complete radio broadcasting equipment designed by NBC engineers in its new campus with David Driscoll as Director.  
Cornell College, Mount Vernon, Iowa, has included in its new theatre a radio and sound recording studio thoroughly sound treated and wired for piping programs to neighboring transmitters.  
With Dr. Levering Tyson as its new president, Muhlenberg College, Allentown, Pa., is laying plans for extensive development in the field of radio education.  
St. Thomas College, Scranton, Pa., includes among its many radio lectures one on "How to overcome 'mike' fright".  
Station WJSV, Washington, D. C., has opened its studios for the use of students of radio at the University of Maryland, College Park, Md.  
The University of Michigan is to have a complete control room, supplied by Station WJR, Detroit, in its campus studio in Ann Arbor.  
A course in RADIO PREACHING has been instituted at the Boston University School of Theology under the direction of Dr. William Stidger.

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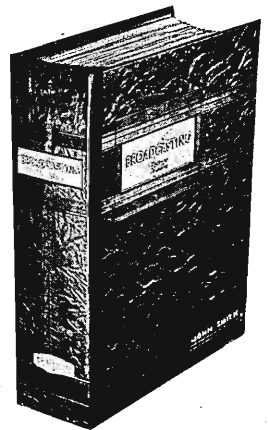
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# A Chronology of

# THE DEVELOPMENT OF RADIO AND BROADCASTING

- 640 B. C.—Thales of Miletus observed that amber after being rubbed acquired the electric property of attracting straws.
- 1650—Otto von Guericke invented the air pump and the first frictional electric machine.
- 1687—Robert Boyle observed that electric attraction may take place through a vacuum.
- 1676—Olaus Roemer discovered that light travels at a finite velocity.
- 1725—Stephen Gray discovered electrical conduction; he observed that electricity could be carried more than 500 feet along a hemp thread.
- 1733—Dufay noted that sealing wax rubbed with cat's fur was electrified, but the electrical effect was different from that produced by rubbing a glass rod with the fur. He named one "vitreous" and the other "resinous". The terms "positive" and "negative" were later introduced by Benjamin Franklin.
- 1745—The principle of the electrostatic condenser was discovered by Muschenbroeck of Leyden.
- 1749—Benjamin Franklin proved by means of his historic kite experiment in a thunder storm that lightning is an electrical phenomenon.
- 1780—Luigi Galvani discovered "animal" electricity or "galvanic" electricity as it was later called.
- 1794—Alessandro Volta invented the voltaic cell.
- 1825—Georg Ohm propounded the law named for him—Ohm's Law.
- 1827—"The term microphone" was coined by Sir Charles Wheatstone as the name of an acoustic device he built to amplify feeble sounds.
- 1831—Michael Faraday formulated the laws of electromagnetic induction, paving the way for the magneto and dynamo.
- 1831—Joseph Henry, of Princeton, N. J., discovered self-induction improved the electromagnet to lift 3,000 pounds and made the first electric bell.
- 1832—The idea of telegraphing was discussed by Samuel F. B. Morse.
- 1838—Professor K. Steinheil, of Munich, discovered the use of the earth-return later utilized in telegraph, telephone and wireless.
- 1847—Thomas Alva Edison was born on February 11 at Milan, O.
- 1848—John Ambrose Fleming was born on Nov. 29 in England.
- 1858—The first transatlantic cable was opened (August 16) with an exchange of greeting between President Buchanan and Queen Victoria.
- 1861—Philipp Reis, of Germany, built a make-and-break platinum contact microphone with which musical sounds but not speech could be transmitted.
- 1865—An induction machine was constructed by Wilhelm Theodor Holtz.
- 1867—James Clerk Maxwell, of Cambridge University, outlined theoretically and predicted the action of electromagnetic waves.
- 1872—The first patent for a system of wireless telegraphy was granted on July 30 in the United States to Dr. Mahlon Loomis, of Washington, D. C. His drawing illustrated how setting up "disturbances in the atmosphere would cause electric waves to travel through the atmosphere and ground".
- 1874—Guglielmo Marconi was born at Bologna, Italy, April 25.
- 1875—The telephone was invented by Alexander Graham Bell.
- 1875—Thomas Alva Edison noted a strange electrical phenomenon he called "etheric force".
- 1877—Emile Berliner, of Washington, D. C., noted that the resistance of a loose electrical contact varies with pressure; he applied the principle to the design of a microphone.
- 1877—Edison patented the button or solid carbon type of voice transmitter for the telephone.
- 1878—Francis Blake designed a telephone transmitter employing a block of hard carbon and a vibrating diaphragm.
- 1878—Hughes, of London, built a sensitive inertia transmitter for the telephone and revived the name "microphone". He discovered the phenomena upon which the action of the coherer depends.
- 1880—J. and P. Curie, of France, discovered the piezo-electric effect of crystals.
- 1882—Professor Amos Dolbear, of Tufts College, was granted a United States patent (March) for a system of wireless telegraphy or as he stated, "electrical communication between two points certainly more than one-half mile apart".
- 1883—Edison discovered "the Edison effect", a phenomenon occurring inside an incandescent lamp. He observed that an electric current could be made to pass through the space between a heated filament and an adjacent cold metallic plate.
- 1884—Paul Nipkow, of Berlin, invented a scanning disk by means of which he hoped to send pictures over wires; it was later used in television.
- 1885—Edison developed an induction system of communication for use between railroad stations and trains. (Marconi Wireless Telegraph Co. purchased the patent in 1903.)
- 1885—Sir William Preece in England demonstrated that telephonic speech could be sent 40 yards by induction.
- 1886—Dolbear patented a wireless system employing two elevated insulated metallic plates.
- 1886—Professor Heinrich Hertz, German physicist, proved experimentally that electromagnetic waves as predicted by Maxwell could actually be sent through space with the speed of light. He demonstrated with the famous Hertz oscillator.
- 1890—Professor Edouard Branly, of Paris, developed the coherer as a detector of electromagnetic waves.
- 1890—C. Francis Jenkins, of Washington, D. C., began a search for new devices needed for success of Nipkow disk as a television scanner.
- 1891—Nikola Tesla experimented with high frequency currents and discovered the principle of the rotary magnetic field. He applied it in practical form to the development of the induction motor.
- 1892—Sir William Preece signaled between two points on the Bristol Channel by a system that employed both the principles of induction and conduction.
- 1892—Sir William Crookes predicted wireless telegraphy without wires would soon be possible.
- 1894—Sir Oliver Lodge at the British Association meeting demonstrated the efficiency of the Branly coherer as a detector of electromagnetic waves up to 150 yards.
- 1895—Guglielmo Marconi sent and received his first wireless signals across his father's estate at Bologna, Italy.
- 1896—Marconi filed application for the first British patent on wireless telegraphy. He sent signals across two miles at Salisbury Plain, England.
- 1897—Marconi receiving on a tug boat picked up wireless messages from Needles on the Isle of Wight, 18 miles distant.
- 1897—The Wireless Telegraph and Signal Co., Ltd., was incorporated in England as the first commercial organization of its kind (July). The name was changed to Marconi Wireless Telegraph Co., Ltd., in 1900.
- 1898—The first paid wireless messages were sent (June 3) from Needles, Isle of Wight.
- 1898 (July 20)—Marconi wireless reported the Kingstown regatta off Irish coast to Dublin newspaper from aboard the *SS Flying Huntress*.
- 1899 (March 27)—Marconi flashed the first wireless signals across the English Channel.
- 1899 (April 28)—Steamer *R. F. Mathews* collided with the East Goodwin Sands Lightship and sent the first wireless call for assistance.
- 1899 (April)—Wireless communication was established by the U. S. Army Signal Corps between Fire Island and Fire Island Lightship, a distance of 12 miles.
- 1899 (July)—Three British warships exchanged wireless messages at sea across 75 miles.
- 1900—Sir Oliver Heaviside and Professor Arthur E. Kennelly, of Harvard, suggested the theory of a "radio ceiling" now referred to as the Heaviside surface, a conducting medium that reflects radio waves from the upper levels of the atmosphere.
- 1900 (Feb. 18)—Germany's first commercial wireless station was opened on Borkum Island.
- 1900 (Feb. 28)—S. S. Kaiser *Wilhelm der Grosse* left port as the first seagoing passenger ship equipped with wireless service.
- 1900—Marconi filed application for his first historic patent No. 7777 covering a "tuned" or synchronized wireless system.
- 1900 (Nov. 2)—Belgium's first wireless station was installed at Lapunne.
- 1901 (Jan. 1)—The bark *Madova* was reported by wireless to be waterlogged on Ratal Bank and assistance was sent.
- 1901 (Feb. 11)—Marconi established wireless communication between Niton, Isle of Wight, and the Lizard station, 196 miles apart.
- 1901 (March)—Wireless service for the public was established between the five main islands of the Hawaiian group.
- 1901 (Sept. 25)—Professor Reginald Fessenden applied for a United States patent for radio-telephony utilizing an alternating current generator having a frequency of 50,000 cycles per second.
- 1901 (Dec. 12)—Marconi at Newfoundland intercepted the first transatlantic signal, the letter "S", transmitted from Poldhu, England.
- 1902 (Feb.)—Marconi on S. S. *Philadelphia* picked up messages from Poldhu, 3,000 miles distant.
- 1902 (June 25)—Marconi introduced the magnetic detector and conducted tests on board the Italian cruiser *Carlo Alberto*.
- 1902—Professor Reginald A. Fessenden introduced the electrolytic detector.
- 1902 (Dec. 17)—Marconi sent first west-coast transatlantic wireless messages from Glouce Bay to England.
- 1903—Electric arc transmitter as a means of propagating wireless waves was introduced by Valdemar Poulsen and William Duddell.
- 1903—President Theodore Roosevelt and King Edward of England exchanged greetings by wireless between Cape Cod and Poldhu.
- 1903—First ocean daily "newspaper" was printed on board S. S. *Campania*, with news supplied by wireless.
- 1903 (Aug. 4)—First International Radio-telegraphic Conference was held at Berlin.
- 1904 (Feb. 1)—CQD was adopted as the wireless distress call by the Marconi Company.
- 1904—Professor John Ambrose Fleming, of England, invented the two-element thermionic valve detector.
- 1904 (Aug. 15)—Great Britain passed a Wireless Telegraph Act.
- 1904—Wireless apparatus was featured at the St. Louis World's Fair.
- 1905—The *New York Times* received evening wireless bulletins of naval battle off Port Arthur in Manchuria.
- 1906—E. Bellini and A. Tosi, of Italy, pioneered in radio direction-finder research.
- 1906—Telefunken arc system of wireless was introduced in Germany and covered 25 miles.
- 1906—Dr. Luc De Forest invented the audion, having a filament, plate and grid.
- 1906—Dunwoody discovered the rectifying properties of carbundum crystals and Greenleaf Pickard noted similar properties of silicon, replacing coherer as a detector of wireless waves.
- 1907 (Oct. 17)—Commercial wireless service was inaugurated between Clifden, Ireland, and Glace Bay, Nova Scotia.
- 1908 (Feb. 2)—S. S. *St. Cuthbert* afire off Sable Island was sighted by steamer *Cymric* from which a newspaper correspondent sent story by wireless to the *New York Times* and *Chicago Tribune*.
- 1908 (Feb. 3)—Marconi transatlantic wireless stations were opened to the public for transmission and reception of Marconigrams between England and Canada.
- 1908—International Radio Telegraphic Conference at Berlin suggested SOS as wireless distress call instead of CQD.
- 1909 (Jan. 23)—S. S. *Republic* collided with S. S. *Florida* off New York harbor, and Jack Binns, *Republic* wireless operator, first CQD that summoned rescuers, proving the value of Marconi apparatus in time of disaster at sea.
- 1909—Marconi was awarded the Nobel Prize in physics.
- 1910 (Jan. 13)—Enrico Caruso and Emmy Destinn singing backstage of the Metropolitan Opera House, broadcast through De Forest radiophone and were heard by operator on S. S. *Avon* at sea and by wireless amateurs in Connecticut.
- 1910—Marconi flashed wireless messages from Ireland to Buenos Aires.
- 1910—S. S. *Principessa Mafalda* intercepted messages from Clifden, Ireland, 4,000 miles by day and 6,700 miles at night.
- 1910 (Apr. 23)—Marconi transatlantic America-Europe service opened.
- 1910 (June 24)—United States approved an Act requiring certain passenger ships to carry wireless equipment and operators.
- 1911 (July 1)—Department of Commerce organized division to enforce the wireless act of June 24, 1910.
- 1911—Radiotelephony spanned 250 miles between Nauzen, Germany, and Vienna, Austria.
- 1912—Frederick A. Kolster, of Bureau of Standards, developed a decimeter to make direct measurements of wireless waves.
- 1912—United Wireless Co. absorbed by American Marconi Co.
- 1912 (Feb.)—Marconi Company acquired the Bellini-Tosi patents, including the direction finder.
- 1912 (April 14)—S. S. *Titanic* disaster proved the value of wireless at sea; 705 lives were saved, Jack Phillips and Harold Bride were the wireless men.
- 1912—United States Naval radio station, NAA, opened at Arlington, Va.
- 1912 (July 5)—International Radio Telegraphic Conference in London approved regulations to secure uniformity of practice in radio communication service.
- 1912 (July 23)—An Act was approved by the United States extending the Act of June 24, 1910, to cover cargo vessels and auxiliary source of power, efficient communication between wireless room and bridge, and two or more skilled wireless operators in charge of apparatus on certain passenger ships.
- 1912 (Aug. 13)—United States approved Act licensing wireless operators and transmitting stations, including amateurs.
- 1913 (June)—Radio Telegraph Act of Canada was passed by Parliament.
- 1913—Station POZ, Nauzen, Germany, flashed a message 1,550 miles.
- 1913 (Sept.)—Prince Albert, ruler of the principality of Monaco, steamed into New York harbor on his yacht *Hermione* equipped with a wireless plant heard by amateurs as far distant as the Great Lakes.
- 1913 (Oct. 11)—S. S. *Volturno* afire at sea flashed an SOS and ten ships rushed to her side.
- 1913 (Nov. 12)—Safety at Sea Conference was held in London; wireless received major consideration.
- 1913 (Nov. 24)—Tests of wireless were conducted on Delaware, Lackawanna & Western Railroad between Hoboken and Buffalo.
- 1914—Direct communication was established between WSL, Sayville, L. I., and POZ, Nauzen, Germany; also between Tuckerton, N. J., and Elvise.
- 1914 (Sept. 24)—California-Honolulu wireless service was opened by Marconi Wireless Telegraph Company of America.
- 1914—Validity and priority of Marconi's patents were upheld in the United States District Court, Eastern District of New York, in a decision handed down by Judge Van Vechten Veeder.
- 1914—Nauen, Germany, flashes warning to *Konprinzessin Cecilie*, 850 miles off the Irish coast, President in neutral port with its cargo of \$10,000,000 in gold. The ship anchored at Bar Harbor a few days later.
- 1914 (Oct. 6)—Edwin H. Armstrong was granted a patent on the regenerative or feedback circuit.
- 1915 (May 22)—Marconi sailing from New York to Rome, summoned by the King because of Italy's entry into World War predicted "visible telephony".
- 1915—Radio compass was developed by Dr. F. A. Kolster of U. S. Bureau of Standards.
- 1915 (July 27)—Wireless communication was established between United States and Japan through relay via Honolulu.
- 1915 (July 28)—Radio telephone successful between Arlington, Va., and Paris, 3,700 miles away. Hawaii also heard the voices in these tests conducted by American Telephone & Telegraph Company.
- 1916 (Nov. 1)—President Wilson and Mikado of Japan exchanged radiograms at opening of transpacific circuit.
- 1916 (Nov.)—De Forest experimental radiophone station was opened at High Bridge, N. Y.
- 1916 (Nov.)—Station 2ZK, New Rochelle, N. Y., established by George C. Cannon and Charles V. Logwood broadcast music between 9 and 10 p. m., daily except Sunday.
- 1917—Dr. E. F. W. Alexanderson designed a 200-kilowatt high frequency alternator, facilitating world-wide wireless.
- 1918—A. Hoxie, General Electric engineer, installed a high-speed wireless recorder to copy messages from France at Otter Cliffs, Maine.
- 1918 (April)—A high power station LCM, was opened at Stavanger, Norway.

- 1918—Between 2,500 and 3,000 vessels in British Merchant Marine were now equipped with wireless transmitters and receivers.
- 1918 (July 31)—United States Government took over all wireless land stations in the country, with exception of a few high power transmitters remaining under control of commercial organizations.
- 1918 (Sept. 2)—Messages from Carnarvon, Wales, were heard at Sydney, Australia, 12,000 miles distant.
- 1918 (Nov.)—Signing of the Armistice ending World War was announced by wireless flashes from Germany and France.
- 1919—The vacuum tube highly developed by World War necessities began to replace the old spark and arc transmitters.
- 1919—President Wilson on way to Peace Conference in Paris maintained contact with America by wireless from S.S. *George Washington*.
- 1919—U. S. Navy's flying NC-boats used radio and direction finders on historic transatlantic flight.
- 1919 (Aug. 24)—United States Signal Corps broadcast service of Trinity Church at Third and D Streets, Washington.
- 1919—British dirigible R-34 crossed Atlantic equipped with a vacuum tube transmitter.
- 1919—England and Canada linked by vacuum tube transmitters.
- 1919—President Wilson returning from Peace Conference on board S.S. *George Washington*, addressed the crew on July 4 and an attempt was made to broadcast his speech to shore, but was unsuccessful.
- 1919—Radio Corporation of America was organized, acquiring the interests of the Marconi Wireless Telegraph Company of America and radio activities of the General Electric Company in plans for an American worldwide radio system.
- 1919—Establishment of U. S. Naval Shore Radio Compass System with 33 stations along Atlantic Coast after tests by U.S.S. *Chicago*, project suggested to apply by Lieut. Comdr. Theobald Appleby in 1918; first system of kind in world.
- 1920 (Feb. 29)—United States government returned the high power stations under its control during the World War, and the first commercial long distance radio communication between the United States and foreign countries was inaugurated by the Radio Corporation of America.
- 1920—A tract of land covering ten square miles was acquired at Rocky Point and Riththead, L. I., for the construction of a Radio Central conceived for worldwide communication under direction of RCA.
- 1920—Installation of 200-kilowatt Alexanderson high frequency alternators for international communication began at Palmdale, Calif., Marion, Mass., and Kahuku, Hawaii.
- 1920 (Aug. 20)—Station WWJ, Detroit, owned by *Detroit News*, operated a radio phone. (Regular broadcasting license issued Oct. 19, 1921.)
- 1920 (Nov.)—Radio broadcasting begins with KDKA, Pittsburgh (Westinghouse Co.), sending out the Harding-Cox election returns.
- 1921—President Harding formally opens Radio Central on Long Island addressing radiogram to national legislators.
- 1921—Paul Godley, American amateur at Androssan, Scotland, intercepted 27 American radio amateurs using power outputs ranging from 10 to 1,000 watts.
- 1921—Alexanderson's 200-kilowatt alternator system installed at Tuckerton, N. J.
- 1921 (July 2)—Dempsey-Carpenter fight was broadcast from Boyle's Thirty Acres in Jersey City through a temporarily installed transmitter at Hoboken, N. J. Major J. Andrew White was the announcer. This event gave broadcasting a tremendous boost.
- 1921—Nobel Prize for physics awarded Professor Edouard Branly for his radio research work and invention of coherent circuit.
- 1921 (Aug. 30)—American Radio Relay League held its first annual convention at Chicago.
- 1921 (Sept. 27)—Station WJZ went on the air at Springfield, Mass.
- 1921 (Oct. 1)—Station WJZ officially opened at Newark, N. J., as first regular broadcaster in metropolitan area featuring World Series bulletins.
- 1921 (Nov. 11)—President Harding's address at burial of the Unknown Soldier at Arlington was broadcast.
- 1921 (Nov. 11)—Station KWY was introduced on the air at Chicago by Westinghouse Co.
- 1921 (Dec. 15)—Station WDY opened at Roselle Park, N. J. (Remained on the air as a broadcaster until merged with WJZ.)
- 1922—Two-way radio conversation, first of its kind, was established between Deal Beach, N. J., and S. S. *America* 400 miles at sea.
- 1922 (Feb. 20)—Station WGY, Schenectady, went on the air.
- 1922 (Feb. 27)—First annual Radio Conference relating to broadcasting was held at Washington, D. C., at call of Secretary of Commerce Herbert Hoover.
- 1922 (June)—Marconi came to America in his yacht *Electra* and at a meeting of the Institute of Radio Engineers demonstrated his short wave radio beam and reflectors.
- 1922 (July 25)—The American Telephone & Telegraph Company abandoned its broadcasting station WBAE.
- 1922 (Aug. 16)—Station WEAJ went on the air atop the Western Electric Bldg., West Street, New York.
- 1922—The superheterodyne as a broadcast receiver was demonstrated by its inventor, Edwin H. Armstrong.
- 1922 (Sept. 7)—Station WEAJ, New York, broadcast the first commercially sponsored program of the Queensboro Corporation, a real estate organization.
- 1922 (Oct. 25)—High-powered vacuum tube transmitters for the first time handled traffic between New York, England and Germany.
- 1922 (Oct. 28)—Princeton-Chicago football game went on the air as the first broadcast from the gridiron.
- 1922 (Nov. 11)—Remote control pickup of opera *Aida* at the Kingsbridge Armory, New York, was the first program of its kind.
- 1922 (Nov. 22)—The New York Philharmonic Orchestra broadcast for the first time.
- 1922—Development of a 20-kilowatt vacuum tube for transmitters was announced by Dr. Irving Langmuir, Schenectady.
- 1923 (Jan. 4)—The first "chain" broadcast featured a telephone tieup between WEAJ, New York, and WNAC, Boston.
- 1923 (March)—Invention of the neodyne circuit was described by Professor L. A. Hazeltine, at Radio Club of New York.
- 1923—A picture of President Harding was sent by the C. Francis Jenkins television system between Washington and Philadelphia.
- 1923 (March 4)—Station KPDM, Cleveland, Ohio, picked up short waves from KDKA, Pittsburgh, and presented the first rebroadcast program.
- 1923 (March 20)—Second Annual Radio Conference was held at Washington, D. C., to discuss broadcasting problems.
- 1923 (May 15)—Station WJZ moved from Newark, N. J., to Aeolian Hall on 42nd Street, New York.
- 1923 (June)—The first multiple station hookup by wire featured WEAJ, New York, WGY, Schenectady; KDKA, Pittsburgh, and KYW, Chicago.
- 1923—President Warren G. Harding spoke from St. Louis as he began a western tour and three stations were in the network—WJZ, New York; WCAP, Washington; and KSD, St. Louis.
- 1923 (Aug. 1)—Station WRC was opened at Washington, D. C., by Radio Corporation of America.
- 1923 (Nov. 11)—Woodrow Wilson's Armistice Day address, his only public address after retiring from the White House, was broadcast by WEAJ, New York.
- 1923 (Dec. 4)—Opening of Congress broadcast for first time.
- 1924 (Jan. 9)—Station KGO, Oakland, California, made its debut on the air, owned by General Electric.
- 1924 (Feb. 5)—English listeners heard a program short-waved from KDKA rebroadcast for first time in London.
- 1924 (Feb. 6)—Woodrow Wilson's funeral services at National Cathedral, Washington, D. C., broadcast with WEAJ as New York outlet.
- 1924 (Feb. 23)—Calcutta, India, eavesdropped on a KDKA program rebroadcast from London.
- 1924 (May 30)—Marconi utilizing short waves talks by radiophone from his yacht *Electra* off England to Australia.
- 1924—National Republican convention at Cleveland and National Democratic convention at New York were first over nation-wide networks.
- 1924 (July)—British government through arrangements with Marconi Company announced plans to link the Empire by a beam radio system.
- 1924—Marconi described his shortwave beam system in a lecture before the Royal Society of Arts in London.
- 1924 (Sept.)—Marconi on his yacht used the 32-meter wave for a radiophone conversation with Syria, 2,100 miles away.
- 1924 (Oct.)—Equipped with a waywardly ZP-9 (later renamed *Los Angeles*) crossed the Atlantic.
- 1924 (Oct.)—Third National Radio Conference pertaining to broadcasting was held in Washington, D. C.
- 1924 (Oct. 21)—Town, Africa, intercepted a program from KDKA with sufficient strength to rebroadcast.
- 1924 (Nov. 30)—Facsimile radio from London to New York carried pictures of President Coolidge's Prize of Wales and Premier Stanley Baldwin across Atlantic in 20 minutes, using the Ranger System.
- 1924—Station WJZ rebroadcast first international program relayed on 1,600 meter wave from Coventry, England, to London, U. S., from where it was fed by wire lines to the New York transmitter.
- 1924 (Dec. 15)—Station KOA, Denver, Colo., went on the air, owned by General Electric Co.
- 1925—Commercial companies applied for short wave licenses as transatlantic traffic was shifted more and more from long waves to 20 to 106 meters.
- 1925—Development of high power broadcast transmitters lead to moving of stations in suburban sections some distance from metropolitan areas. KDKA, Pittsburgh, and WGY, Schenectady, tested 50-kilowatt installations.
- 1925—Coolidge inaugural was broadcast by 24 stations in transcontinental network.
- 1925 (April)—John Logie Baird, Scottish television experimenter, demonstrated radio shadowgraphs at Selfridge store in London.
- 1925 (May 7)—Photoradio developed by Capt. H. Ranger of RCA, transmitted facsimile messages, maps and pictures from New York to Honolulu.
- 1925—Stations WJZ, New York, and WRC, Washington, rebroadcast for the first time the song of Big Ben atop the House of Parliament, London, as it struck midnight.
- 1925—Alternating current tubes were introduced, making possible the all-electric receiver for the home.
- 1925—Heaviside-Kennelly theory of the so-called "ionospheric mirror" was confirmed by the United States Radio Research Laboratories, Bellevue, D. C.
- 1926 (Jan. 1)—John McCormack and Lucrezia Bori made their radio debuts over WJZ in a broadcast that inspired other artists of distinction to go on the air.
- 1926—S.S. *Antinoe* in distress at sea flashed an SOS and the S.S. *President Roosevelt* rushed to the aid through a blinding blizzard guided to the scene by a radio message.
- 1926 (Feb. 23)—President Coolidge signed the Dill-White Radio Bill, that created the Federal Radio Commission and ended chaos caused by a wild growth of broadcasting.
- 1926 (April 20)—Picturegram of a check was flashed by photoradio from London to New York where it was honored and cashed.
- 1926 (May)—Richard E. Byrd and Floyd Bennett in plane *Josephine* flew over North Pole from Spitzbergen equipped with a short-wave transmitter to contact the base.
- 1926 (May)—Dirigible *Norge* soared across the Arctic and broadcast the first message from the North Pole.
- 1926 (Sept. 23)—Dempsey-Tunney fight was broadcast to all parts of the world with Major J. Andrew White announcing.
- 1926—World Series was broadcast for the first time by WJZ's nationwide hookup.
- 1926 (Nov. 1)—National Broadcasting Company was organized, with WEAJ and WJZ as key stations and Merlin Hall Aylesworth, as president. Headquarters were established at 711 Fifth Ave., New York.
- 1926 (Dec. 15)—Dr. E. F. W. Alexanderson demonstrated his multiple light-brush television system and projector at St. Louis.
- 1926 (Jan. 1)—The first regularly established coast-to-coast hookup requiring 4,000 miles of wire was used to broadcast football game in Bowl of Roses, Pasadena, Cal.
- 1927 (Jan. 7)—Radiotelephone circuit or "talk-bridge" of American Telephone & Telegraph Co. was opened between New York and London with Adolph S. Ochs, publisher of the *New York Times*, talking with Geoffrey Dawson, editor of the *Times*.
- 1927 (Jan. 21)—First coast-to-coast broadcast of an opera featured Faust from the Chicago Civic Opera Auditorium.
- 1927 (Feb. 22)—First coast-to-coast President's broadcast from the floor of Congress featured Calvin Coolidge's Washington Birthday address at joint session of Congress.
- 1927 (March 2)—Federal Radio Commission appointed a Federal Circuit Court Rear Admiral W. H. G. Bullard, John F. Dillon, Judge E. O. Sykes, O. H. Caldwell and Henry A. Bellows.
- 1927 (April 7)—Wire television was demonstrated between Washington and New York, and radio-television through Whippany, N. J., and New York, by Bell Telephone Laboratories.
- 1927—Arrival of Charles A. Lindbergh in United States after his historic flight to Paris was broadcast by largest network of stations ever assembled up to this time.
- 1927 (Sept. 18)—Columbia Broadcasting System went on the air with a basic network of 16 stations. Major J. Andrew White was president.
- 1927 (Oct. 17)—Marconi in lecture at Institute of Radio Engineers in New York predicted that short waves were destined to play a vital role in television.
- 1927 (Dec. 30)—Radiomarine Corporation of America was organized to operate a radio service for ships at sea.
- 1928—John Logie Baird televised Mrs. Mia Howe in London and the image was seen at Hartsdale, N. Y., as the first transatlantic television.
- 1928 (March 7)—Passenger on S.S. *Berengaria* saw face of Doris Selvy televised by John L. Baird 1,000 miles away in London.
- 1928 (July 12)—Television of outdoor scenes without the use of artificial lights Laboratories.
- 1928 (Aug. 11)—Herbert Hoover was officially notified of his nomination for the presidency while 101 stations were linked with the microphones at Palo Alto, Cal.
- 1928 (Sept. 11)—*The Queen's Messenger*, a one-act melodrama, was televised at "The House of Magic", Schenectady, N. Y.
- 1929 (Jan. 3)—William S. Paley elected President of the Columbia Broadcasting System.
- 1929 (Feb. 1)—Band concert in Queens Hall, London, was broadcast in the United States as the first scheduled international rebroadcast.
- 1929 (June)—Westminster Abbey Thanksgiving service for recovery of King George was rebroadcast in the United States.
- 1929—Screen grid tubes were developed for radio receiving sets.
- 1929 (June 27)—Television in color was demonstrated by the Bell Telephone Laboratories by wire from one end of a room to the other.
- 1929 (Aug. 15)—Brokerage offices were established on several ocean liners supplied with short wave radio receivers.
- 1929 (Nov. 18)—Dr. V. K. Zworykin demonstrated his kinescope or cathode ray television receiver before a meeting of the Institute of Radio Engineers at Rockefeller Center.
- 1929 (Nov. 29)—A short wave flash from Little America, Antarctica, announced that Byrd and several companions had flown over the South Pole.
- 1929 (Dec. 20)—First international program from Germany was rebroadcast in the United States.
- 1929 (Dec. 25)—Christmas Day was celebrated for the first time by an international exchange of radio messages between the United States, England, Germany and Holland.
- 1930 (Jan. 1)—King George V welcomed delegates to the London Naval Conference which was heard in his first worldwide broadcast.
- 1930 (March 11)—Arrival of Byrd Antarctic Expedition at Dunedin, New Zealand, and two-way conversation between members of expedition extended in New York heard in a rebroadcast throughout the United States.
- 1930 (April 9)—Two-way wire television in which speakers at the ends of a 3-mile circuit saw each other as they conversed was demonstrated by the Bell Telephone Laboratories.
- 1930—The pentode tubes for radio receivers were introduced.
- 1930 (May 1)—Dr. E. F. W. Alexanderson demonstrated television on a 6-foot screen in Proctor's Theater, Schenectady.
- 1930 (June)—S.S. *America* off Fastnet Island, approximately 1,000 miles from New York, intercepted facsimile messages from the United States.
- 1930 (June)—Plans were announced for a \$250,000,000 Radio City to be built on Manhattan Island.
- 1930 (June 10)—John Hays Hammond Jr. announced his invention of a television eye for airplanes enabling pilots to "see" through fog and darkness to make safe landings.
- 1930 (June 30)—First round-the-world broadcast, Schenectady to Holland, relayed to Java, Australia, and back to point of origin in less than a second.
- 1930 (July 30)—Experimental television first broadcast by WJZ in New York by National Broadcasting Company in New York.
- 1930 (Dec. 6)—Direct radio communication established between the United States and China by opening of San Francisco-Shanghai circuit.
- 1930 (Dec. 25)—Premier Hamaguchi, of Japan, was heard in first American rebroadcast from the Orient.
- 1931 (Jan. 1)—Premier Mussolini of Italy, speaking over short waves from Rome, was heard for the first time by American radio audience.
- 1931 (Jan. 11)—Caesium photoelectric cells designed to "see red" were introduced by the Bell Telephone Laboratories clarity television images.
- 1931 (Feb. 12)—Pope Pius XI addressed the world in an international broadcast inaugurating the Vatican City station RVJ, marking the first time the Pope's voice was heard in America.

(Continued on page 386)

# CHRONOLOGY OF THE DEVELOPMENT OF RADIO

(Continued from page 386)

- 1931 (March 31)—Micro-rays (18 cm.) carried voices across the English Channel between Dover and Calais.
- 1931 (April 26)—Television station W2XCR went on the air in New York.
- 1931 (June 3)—English Decca was televised for the first time by John L. Baird at Epsom Downs.
- 1931 (June)—Empire State Building, world's highest skyscraper, was selected as the site for an RCA television station using ultrashort waves.
- 1931 (July 21)—Experimental television station W2XAB opened by Columbia Broadcasting System in New York.
- 1931 (Aug. 21)—Vienna Philharmonic Orchestra was heard in its first American rebroadcast by WJZ.
- 1931 (Sept. 13)—Mahatma Gandhi, "India's man of destiny," explained the political plight in an American rebroadcast from London.
- 1931 (Sept. 24)—U. A. Sanabria demonstrated television on a 10-foot screen at the Radio-Electrical World's Fair in New York.
- 1931 (Oct. 15)—BROADCASTING Magazine founded as trade publication of radio broadcasting industry.
- 1931 (Dec. 12)—Fifteen nations and insular possessions participated in worldwide tribute to Marconi on thirtieth anniversary of first transatlantic signal.
- 1931 (Dec. 25)—Hansel and Gretel was broadcast from the Metropolitan Opera House as the first radio presentation from the stage of that institution. The combined networks of WJZ and WZZ were linked with the microphone.
- 1932 (Feb. 22)—International tributes to George Washington on bicentennial of his birth were heard throughout the United States by radio.
- 1932 (March)—Radio broadcasting facilities were mobilized to aid in search for kidnappers of Charles A. Lindbergh Jr., to flash news bulletins and to appeal to the kidnappers.
- 1932 (March 13)—German Presidential election retransmitted—Paul von Hindenburg vs. Adolph Hitler—were rebroadcast in the United States.
- 1932 (May 14)—Numerous cities and ships at sea joined in radio tributes to Samuel F. B. Morse, inventor of the telegraph.
- 1932 (May 23)—Four stations were linked together by wires in Cuba to form the island's first broadcasting network.
- 1932 (June)—Republican and Democratic National conventions were broadcast, coast-to-coast.
- 1932 (Aug. 17)—Professor Auguste Piccard broadcast to America by short wave before taking off in balloon for his trip into stratosphere, and on his return to earth he described his record-breaking 10-mile ascent from Switzerland.
- 1932 (Sept. 22)—William Beebe in his airtight bathysphere broadcast as he was lowered 2,900 feet into the ocean off Bermuda.
- 1932 (Nov. 9)—Governor Franklin D. Roosevelt made his first radio address as President-elect, thanking the electorate.
- 1932 (Dec. 10)—First program direct from Java was clearly rebroadcast in the United States.
- 1933 (March 4)—President Roosevelt's inaugural broadcast internationally by record-breaking hookup.
- 1933 (March 12)—President Roosevelt broadcast his first "fireside chat" on banking moratorium.
- 1933 (April 4)—Dirigible Akron disaster off New Jersey coast was described on radio by Lieut. Commander Herbert V. Wiley, only surviving officer.
- 1933 (May 7)—President Roosevelt broadcast his second "fireside chat" on progress of his administration.
- 1933 (July 24)—President Roosevelt's third "fireside chat" dealt with his stewardship and farm relief.
- 1933 (Oct. 22)—President Roosevelt's fourth "fireside chat" covered his stewardship to radio.
- 1933 (Nov. 11)—New studios of National Broadcasting Company in Radio City dedicated.
- 1933 (Nov. 20)—Broadcasters maintained two-way communication with U. S. Army stratosphere balloon while listeners throughout the country eavesdropped.
- 1934 (May 1)—WLW, Cincinnati, begins operating with 600,000 watts power, being licensed for 50,000 watts regularly and 450,000 watts experimentally.
- 1934 (July 3)—Federal Communications Commission organized to succeed Federal Radio Commission, and also to regulate wire telephony and telegraphy. Members: Eugene O. Sykes; Thad H. Brown, Paul A. Walker, Norman S. Case, Irvin Stewart, George Henry Page, Hampton Gary.
- 1934 (July 28)—U. S. Army's stratosphere balloons staged a dramatic broadcast by two-way communication until they were forced to throw radio equipment overboard to lighten the load after climb to 61,000 feet.
- 1934 (Sept. 26)—King George and Queen Mary broadcast internationally at launching of S.S. Queen Mary.
- 1934 (Sept. 30)—President Roosevelt's sixth "fireside chat" dealt with progress of his administration and future plans.
- 1934 (Sept. 30)—Mutual Broadcasting System starts its cooperative four-station hookup (WOR, WGN, WLW, WXYZ), carrying first commercial program.
- 1934 (Oct. 9)—Supreme Court of the United States upheld Dr. Lee de Forest as inventor of regenerative or "feedback" circuit.
- 1934 (Nov. 29)—England's royal wedding, Prince George and Princess Marina of Greece, was heard by radio round the earth.
- 1935 (Feb. 1)—Television Committee of British Government after a study of various systems suggested England establish television as a public service without delay.
- 1935 (March 11)—Former Rep. Anning S. Prall appointed chairman of FCC, succeeding E. O. Sykes and replacing Hampton Gary.
- 1935 (April 25)—Guglielmo Marconi's 61st birthday celebrated on radio in a broadcast featuring salutes from ships at sea, from Admiral R. E. Byrd at Antarctica and from Graf Zeppelin over South Atlantic.
- 1935 (April 28)—President Roosevelt's seventh "fireside chat" covered relief problems.
- 1935 (May 7)—Plans to spend \$1,000,000 for field television tests were announced by R. A. President David Sarnoff; tests to start from Empire State Bldg., New York, early in 1935.
- 1935 (May 22)—President Roosevelt delivered his message vetoing Patman bonus bill at joint session of Congress at which radio microphones were permitted.
- 1935 (July 2)—Sound of Mt. Vesuvius, Italy, broadcast to America for first time through microphone extended over the crater's rim.
- 1935 (Sept. 3)—Scripps-Howard Newspapers enter broadcasting field with acquisition of WFE (now WCPO) in Cincinnati, planning to acquire other affiliates.
- 1935 (Sept. 13)—Haile Selassie, Emperor of Ethiopia, broadcast a special message on Italo-Ethiopian situation from Addis Ababa to listeners in the United States.
- 1935 (Oct. 2)—Premier Mussolini's broadcast to Italian nation on Italo-Ethiopian situation was rebroadcast throughout the United States.
- 1935 (Oct. 27)—Most comprehensive international program, "Youth Sings Across Borders," was rebroadcast throughout America with pickups from thirty-one countries.
- 1935 (Nov. 6)—A static-less radio system based on frequency modulation instead of amplitude modulation, was demonstrated on 2½ meter wave by Major E. H. Armstrong at Institute of Radio Engineers, New York.
- 1935 (Nov. 11)—Radio maintained two-way communication with Capt. A. W. Stevens and Capt. Orvil A. Anderson on 72,000 feet climb into stratosphere throughout 8-hour flight, broadcast via NBC.
- 1935 (Dec. 7)—Hollywood studios of NBC dedicated.
- 1935 (Dec. 18)—Federal Radio Education Committee of 40 leaders in broadcasting and educational fields named by FCC to coordinate educational and cultural programs.
- 1935 (Dec. 27)—Lenox Riley Lohr elected president of NBC, succeeding M. H. Aylesworth.
- 1935 (Dec. 31)—Warner Brothers withdraw from ASCAP music pool, resulting in split catalogue and turmoil in broadcasting over music clearance; ASCAP dictates acceptance of five-year contracts to Dec. 31, 1940, on percentage basis.
- 1936 (Jan. 3)—President Roosevelt addressed joint session of Congress called for p. m. in order that nation might get to radio.
- 1936 (Feb. 26)—Hearst expands activities in broadcasting field by purchasing four stations: KTSA, San Antonio; WACO, Waco; KNOW, Austin; KOMA, Oklahoma City. Elliott Roosevelt, son of the President, named vice president of Hearst Radio Inc.
- 1936 (March 1)—King Edward VIII broadcasts first message to British Empire since death of his father King George V on Jan. 21, which also was flashed around world by radio.
- 1936 (March 1)—First television wire circuit, called a "line link," links Berlin and Leipzig; images carried over 186-mile wire opened to public view at "looking in" centers in Germany.
- 1936 (March 19)—KNX, Hollywood, purchased by CBS for \$1,300,000 in biggest station deal in history; transfer subsequently approved by FCC.
- 1936 (March)—Radio stations, networks and amateurs perform meritorious public service in flood disasters hitting eastern and midwestern areas.
- 1936 (March 24)—WFO, Des Moines, files application for FCC for 500,000 watts, the first of numerous such applications later filed.
- 1936 (March 31)—CBS reports record gross income of \$17,637,804 for 1935, with net profit of \$3,228,194.
- 1936 (April 24)—American Newspaper Publishers Association drops fight on radio and adopts cooperative attitude, concluding in report that functions of news-papers and radio are so closely allied that future welfare of country depends upon continuance of both media as "free institutions."
- 1936 (April 24)—Television outdoors demonstrated by RCA at Camden, N. J., with local firemen as actors before Zworykin Icoscope camera. Broadcast was on 6 meters over distance of one mile.
- 1936 (April 27)—NAB board of directors approves plan for Bureau of Copyrights within association to rid industry of dependence upon ASCAP and other copyright groups; approves plan for public domain and transcription library and eventual per piece system of payment of copyright fees.
- 1936 (April 30)—New form of electrical "wave guide" transmission of ultra-high frequency radio waves through a hollow pipe (coaxial cable) reported by Bell Laboratories and Massachusetts Institute of Technology, opening new prospects for network television.
- 1936 (May 1)—Zeppelin Hindenburg broadcasts to United States and Germany on West Atlantic crossing.
- 1936 (May 19)—W. H. Doherty of Bell Laboratories presents paper on high efficiency circuit used in new Western Electric broadcast transmitters before Institute of Broadcast Engineers and in May 1937, received Morris Liebman Memorial Prize for work on this circuit.
- 1936 (May 22)—CBS announces plans to establish headquarters in Hollywood after acquisition of KNX. Subsequently names Donald Thornburgh as vice president in charge.
- 1936 (May 27)—Cooperative radio committee, called Joint Committee on Radio Research, formed by Association of National Advertisers, American Association of Advertising Agencies and National Association of Broadcasters, with Paul Fenar as secretary.
- 1936 (May 27)—British superliner Queen Mary broadcasts schedule of programs to U. S. networks on maiden voyage to United States.
- 1936 (June)—Record-breaking hookups carry political convention: Republicans at Cleveland June 9, Democrats at Philadelphia June 23.
- 1936 (June 4)—Public television demonstrations started in Los Angeles by Don Lee Broadcasting System; system developed by Harry R. Lubcke, director of operation, utilizes 300-line images framed 24 times per second.
- 1936 (June 5)—Davis Amendment to Communications Act, requiring distribution of facilities by quotas, repealed as President Roosevelt signs bill passed by Congress.
- 1936 (June 16)—President Roosevelt reasserts faith in American system of broadcasting and opposes monentary of broadcast in letter to BROADCASTING Magazine on occasion of 14th annual NAB convention in Chicago, July 6-8.
- 1936 (June 15-23)—FCC holds hearings on uses of short and ultra-shortwaves for television, "apex" broadcasting and other services.
- 1936 (June 29)—RCA starts field tests of television from Empire State Bldg., New York City, working under special approval of FCC for purpose. Secret system is first demonstrated, using live artists and films, to radio manufacturers July 7.
- 1936 (July 31)—Warner Brothers return to ASCAP, ending six months of copy-some 200 infringement suits against stations and others seeking about \$4,000,000 in damages.
- 1936 (August)—Olympic Games at Berlin air broadcast internationally through elaborate shortwave system and 40-nation announcers to cover every German attempt to televise games meet with poor results.
- 1936 (Aug. 11)—Philo Radio & Television Corp. demonstrates its television system in Philadelphia, transmitting live subjects and films over seven-mile span with 345-line pictures framed 30 times per second interlaced to produce 60 frames per second; pictures 9½ x 7½ inches in dimension.
- 1936 (Sept. 6)—President Roosevelt in situation.
- 1936 (Sept.-Oct.)—Radio used extensively in Roosevelt-Landon political campaign, for network and station time. Hookups and stations cover elections thoroughly Nov. 2.
- 1936 (Sept. 25)—M. H. Aylesworth resigns as vice chairman of NBC, terminating entire affiliation with network which he had organized and served as first president. On March 1, 1937, joins Scripps-Howard Newspapers.
- 1936 (Oct. 5-21)—FCC holds public hearings on proposals for superpower and changes in broadcast allocations.
- 1936 (Nov. 1-15)—NBC observes tenth anniversary of its founding on Nov. 15, 1926, with gala celebrations featured by demonstrations of RCA television, visit of 36 radio officials from European countries, Nov. 9, banquet with 1,600 attendees and various feature broadcasts. RCA-NBC officials hail television as big development of next decade, after demonstrating Empire State Bldg. transmissions of live and film subjects with 24-line images framed 30 times per second and producing 60 framings. Images shown on 12 and 9 inch Kinescope tubes were 7¼ x 10½ inches and 5½ x 7¼ inches, respectively.
- 1936 (Nov. 2)—Canadian Broadcasting Corporation succeeds Canadian Radio Broadcasting Commission as regulator of radio in Canada. Gladstone Murray, Canadian-born executive of British Broadcasting Corp., named general manager.
- 1936 (Nov. 2)—Television broadcasts start in London on daily except Sunday schedule, 8:24 a. m. to 9:45 a. m., with E. M. I. and Baird systems alternating.
- 1936 (Nov. 7)—Father Charles E. Coughlin announces retirement from radio in final broadcast over independent network due to failure of his National Union for Social Justice to affect elections; had been regular broadcaster since 1929.
- 1936 (Dec. 1)—Field tests of A. T. & T. coaxial cable between New York and Philadelphia tested with success.
- 1936 (Dec. 11)—Former King Edward VIII broadcasts farewell address to world via BBC and Empire Short wave system, and is rebroadcast in United States and rest of world to what is believed to be largest world audience ever to listen to a single speech.
- 1936 (Dec. 29)—Mutual Broadcasting System, after operation as limited network for two years, expands transcontinentally by adding Don Lee Broadcasting System of California and other stations.
- 1937 (Jan.-Feb.)—Radio performs greatest humanitarian role in disastrous Ohio Mississippi floods, winning plaudits of President Roosevelt. Red Cross and station's listeners for its rescue and relief broadcasts which generally were accredited with reducing toll of life.
- 1937 (Jan.)—Engineers of RCA and NBC begin first tests of 441-line television images from new experimental transmitter in Empire State Bldg., New York by replanting 343-line experiments.
- 1937 (Feb. 11)—Philo Radio & Television Corp. demonstrates 441-line television before press.
- 1937 (March 15)—Trend toward origination of movie talent programs from Hollywood as major factor in network operation launched as General Mills Inc., Minneapolis (Bisquick), starts Hollywood in Paris series on NBC network, followed March 28 by Paramount on Parade on NBC-28, followed later by Metro-Goldwyn-Mayer and Warner Bros. tieup on networks for major national advertisers.
- 1937 (March 29)—North American Radio Conference meeting in Havana agrees on technical principles of broadcast allocations, paving way for treaty conference in November.
- 1937 (March 29)—CBS divulges plans for \$500,000 experimental television plant, including RCA transmitter to be located atop Chrysler Bldg., New York. Vice President Paul W. Kesten and General Goldstein, an engineer, placed in charge of development, with Gilbert Seldes later named experimental program director.
- 1937 (April 1)—NAB board of directors approves creation of independent Copyright Bureau to handle production and sale of public domain transcription program library as means of backstoping industry in the event of ASCAP music crisis.
- 1937 (April 5-12)—Organized labor movements make first inroads on broadcasting industry when new announcers' union, American Guild of Radio Announcers and Producers, begins organizing announcing and production departments.
- 1937 (May 6)—Crash of German Dirigible Hindenburg, at Lakehurst, N. J., is recorded by Herb Morrison, announcer, and Charles Nehlsen, engineer, both of WLS, Chicago, who were on the scene as disaster occurred.

# SERVICES RELATING TO BROADCASTING

- 1937 (May 12) — Coronation of King George VI broadcast throughout world over British Empire System; British Broadcasting Corp. televises coronation parade from Hyde Park Corner, marking first outside events pickup to be televised. CBS inaugurates W2XE as international shortwave service.
- 1937 (May 12)—Television projected to motion picture size, 8 x 10 ft., by RCA in demonstration before Institute of Radio Engineers. Engineers R. C. Levy and Vladimir K. Zworykin described development.
- 1937 (June 19)—American Federation of Musicians launches reemployment campaign among broadcasters at annual convention in Louisville, which resulted in formal contracts with stations and networks to become effective Jan. 1, 1938, after some six months of negotiating during which strike was threatened.
- 1937 (June 27) — Dr. James Rowland Angell, upon retirement as president of Yale, becomes educational counselor of NBC. NAB simultaneously announces its participation in a \$250,000 fund, partially endowed by Rockefeller and Carnegie foundations, to advance educational broadcasting.
- 1937 (July 6)—Senator White (R. Me.) introduces resolution (S. Res-149) for sweeping investigation of radio.
- 1937 (July 20)—Guglielmo Marconi, pioneer radio inventor and the first man to span the ocean with a radio signal, died of heart attack in his 63rd year.
- 1937 (July 23)—Anning Smith Prall, 67, chairman of the FCC, died suddenly at his summer home in Boothbay Harbor, Me.
- 1937 (July 30)—American Federation of Radio Artists formed as international union of all radio talent except musicians under AFofR.
- 1937 (Aug. 17) — Frank R. McIninch, chairman of Federal Power Commission, and T. A. M. Craven, chief engineer of FCC appointed by President Roosevelt to FCC with instructions to reorganize.
- 1937 (Sept. 28)—Facsimile tests of regular broadcast frequencies during early-morning hours authorized by FCC in grants to two stations, followed in subsequent weeks to others.
- 1937 (Oct.)—NBC and RCA order mobile television vans to begin outdoor experiments, preparing for time when television will be expected to cover big outdoor events such as sports, parades, etc. Two vans delivered Dec. 12.
- 1937 (Oct. 1)—Senator Hugo L. Black, Supreme Court appointee, makes his first public statement following Ku Klux Klan membership revelations over combined networks upon return from Europe. Refuses to be interviewed for newspapers, saying that by radio his statement would not be edited or interpreted.
- 1937 (Oct. 8) — Pennsylvania Supreme Court rules that performing artists have property right in their recorded performances of musical compositions in sustaining lower court decision in appeal of WDAS, Philadelphia, in case of suit brought by Fred Waring, orchestra leader. Case brought as test two years earlier by National Association of Performing Artists.
- 1937 (Oct. 13)—Special convention of NAB in New York votes sweeping reorganization, authorizing committee to set up plan for "paid president" with broad powers and other bolstering steps. Committee subsequently drafts such plan (Dec. 9, 1937) and ordered regular convention in Washington Feb. 14, 1938, to consider it.
- 1937 (Oct. 13)—Division form of FCC operation abolished on motion of Chairman McIninch, with all seven-men to participate in handling of broadcast telephone and telegraph matters, effective Nov. 15.
- 1937 (Oct. 18)—FCC sets aside bands in ultra-high frequencies for television, aural or apex broadcasting and relay broadcasting, above 30,000 kc.
- 1937 (Dec. 6)—U. S. Court of Appeals for District of Columbia cites radio law in three decisions holding that broadcasting stations are not public utilities; that economic competition should be considered in granting new facilities in given localities, and that FCC should hand down statement of facts and grounds for decision at time of ruling rather than weeks or months later.
- 1937 (Dec. 13) — Inter-American Radio Conference in Havana, following six-week session, adjourns after drafting treaty for distribution of broadcast channels among North American nations, under plan eliminating Mexican border stations, and providing facilities for United States, Canada, Mexico, Cuba, Newfoundland, Dominican Republic and Haiti.

## PREMIUMS AND CONTESTS

A L E S C O PRODUCTS Co.—303 Fourth Ave., New York City. Telephone: Gramercy 5-1264. Manager: A. W. Spitz. (Patented paper premiums.)

CERTIFIED CONTEST SERVICE—122 E. 42nd St., New York City. Telephone: Ashland 4-9388. Manager: Jack Todd. (Contest directors.)

HELEN KING—17 E. 48th St., New York City. Telephone: Wickersham 2-1127. (Contest judge, Consultant.)

NATIONAL CONTEST SERVICE—Division of Mailings Inc., 25 W. 45th St., New York City. Telephone: Longacre 3-2271. President: Lewis Kleid. Radio Response Dept.: Robert B. Ross. (Contest judging, premiums, booklets, etc.)

ANTON PETERSON—173 W. Madison St., Chicago, Ill. Telephone: Franklin 0778. (Advertising premiums, novelties, booklets, etc.)

ALFRED ROBBINS ORGANIZATION—33 W. 42nd St., New York City. Telephone: Lunckawanna 4-5766. (Advertising novelties, premiums.)

STUNTS Inc.—148 Lafayette St., New York City. Telephone: Canal 6-7830. Executive: J. J. Proskauer. (Games, puzzles, etc.)

TREASURE CHEST PUBLICATIONS Inc.—62 W. 45th St., New York City. Telephone: Murray Hill 2-6114. President: William J. Glassmeyer. Vice President-Treasurer: George Shackley. (Premiums, contests, merchandising.)

## CONSULTING SERVICES

FRANK A. ARNOLD—120 Wall St., New York City. Telephone: Whitehall 4-4170.

CARL H. BUTMAN—National Press Bldg., Washington, D. C. Telephone: National 7846.

EDGAR H. FELIX—32 Rockland Place, New Rochelle, N. Y. Telephone: New Rochelle 5475. (Consultant to advertising agencies, networks and stations on matters of coverage and allocation; publisher of *Radio Coverage Reports*.)

ADRIAN JAMES FLANTER—48 West 48th St., New York City. Telephone: Pennsylvania 6-5448. (Promotion Counsel.)

W. E. HENDERSON—45 Laurel Ave., Trenton, N. J. Telephone: Trenton 2-8769. (General consultant on technical, commercial and promotion phases of broadcasting.)

ROBERT S. RAINS & Co.—Munsey Bldg., Washington, D. C. Telephone: Metropolitan 2430. Director: Robert S. Rains. (Consultants in accounting, taxes, engineering.)

THOMAS G. SABIN—30 Rockefeller Plaza, New York City. Telephone: Circle 7-3641. (Radio advertising consultant.)

ALEXANDER SHERWOOD—360 N. Michigan Ave., Chicago, Ill. Telephone: Central 8664.

TRANSATLANTIC RESEARCH AND INFORMATION SERVICE Inc.—420 Lexington Ave., New York City. Telephone: Mohawk 4-7371. President: P. H. Kurz, Chief Engineer; R. K. Hellmann. (Consulting engineers for foreign broadcasting and other stations.)

## PUBLICITY SERVICES

DAVID O. ALBER—1619 Broadway, New York City. Telephone: Circle 6-2389.

FRED BAER & ASSOCIATES—17 E. 49th St., New York City. Telephone: Wickersham 2-8996. Manager: Fred E. Baer.

BRYANT PUBLICITY SERVICE—Carnegie Hall, New York City. Telephone: Columbus 5-7882. Director: Gordon H. Bryant. Associates: Adm J. Yung Jr., May L. Bryant, Mrs. Orpha White, Mathilda E. Blessing.

JERRY CROWLEY ADVERTISING & PUBLICITY AGENCY—Fidelity Bldg., Philadelphia, Pa. Telephone: Pennypacker 4033.

EARLE FERRIS RADIO FEATURE SERVICE Inc.—Taft Bldg., Hollywood, Cal. Telephone: Hillside 8201. President: Earle Ferris. Vice President: Irving Parker.

TOM FIZDALE Inc.—485 Madison Ave., New York City. Telephone: Eldorado 5-5580. Director: Tom Fizdale. Branch Offices: 8532 Sunset Blvd., Hollywood, Cal. Telephone: Woodbury 6-3101. Director: Jerry Farrar, 20 N. Wacker Drive, Chicago, Ill. Telephone: Central 7571. Director: Maye L. Kerr, 102 Shoe Lane, EC-4, London, England. Director: T. J. L. Crane.

KATHLEEN GOLDSMITH—2109 Broadway, New York City. Telephone: Susquehanna 7-3300.

NORMAN W. GREGG, PUBLICITY—121 N. Clark St., Chicago, Ill. Telephone: State 8845. Director: Norman W. Gregg.

AUSTIN C. LESCABOURA & STAFF—Croton-on-Hudson, N. Y. Telephone: Croton 444.

INSTITUTE OF PUBLIC RELATIONS Inc.—Graybar Bldg., New York. Telephone: Mohawk 4-9595. President and Managing Director: Bernard Lichtenberg. Secretary: H. L. Stoneburgh.

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★ ★ ★

HELEN KING, *Graphologist*, has been associated with programs on CBS, NBC, WOR and local stations; is President of the American Graphological Society; has written for numerous magazines, and edited a Magic Slate Handwriting chart now on sale in all chain stores.

★ ★ ★

17 East 48th St. New York WI-2-1127

(P. S. She's radio editor of ALL STORY Magazine too)



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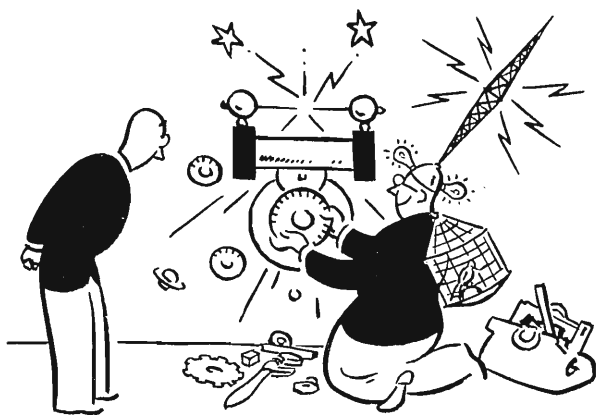


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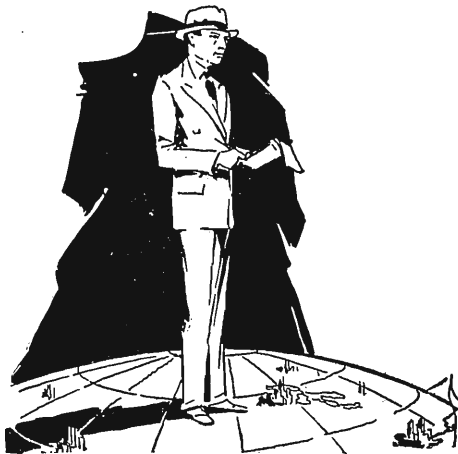
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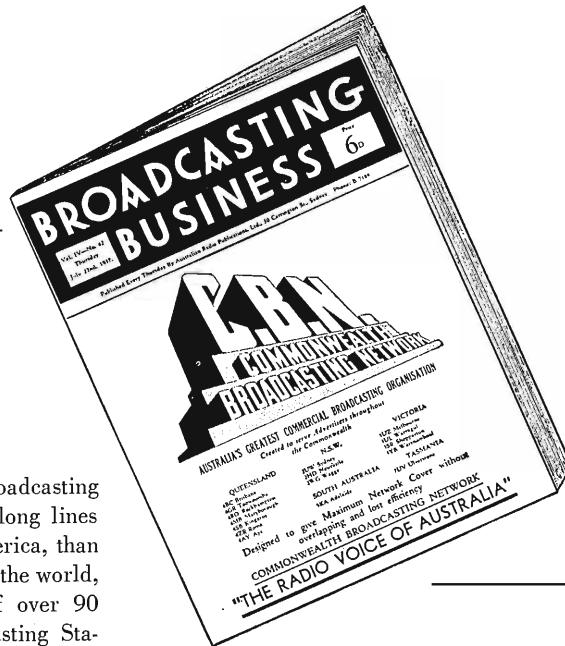
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Davis Advertising Agency	Hinrichsen, Fred A., Advertising Agency	Newell-Emmett Co.	Wolff, Ed & Associates.

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NOT UNLESS  
YOU USE



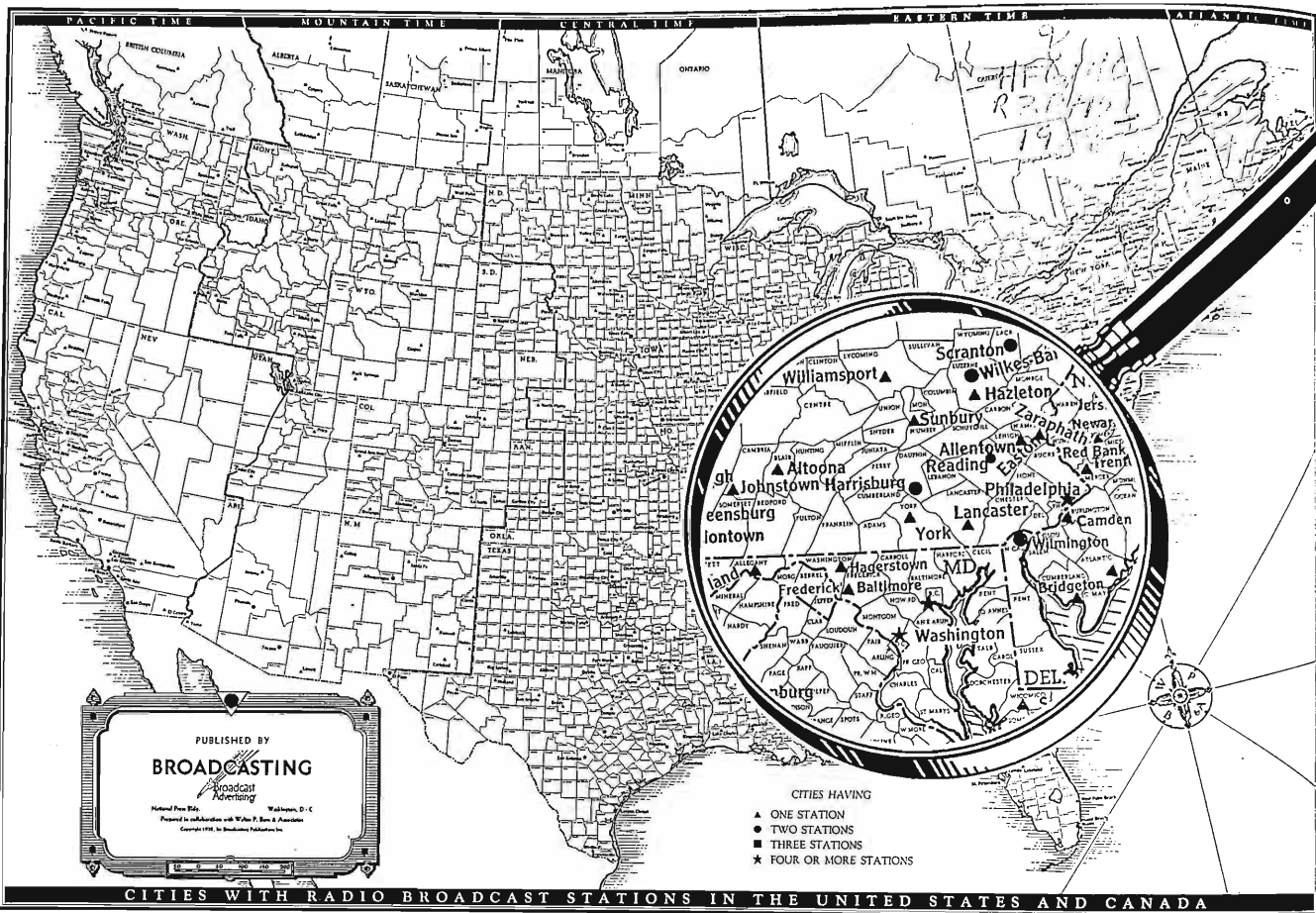
TWO STATES  
VERMONT  
and  
NEW HAMPSHIRE

FOR THE PRICE  
OF ONE  
SMALL CITY

Only CBS Station in  
Vermont and New Hampshire

# A New Improved Radio Outline Map

(Same as inserted this issue—Extra copies mailed flat)



CITIES WITH RADIO BROADCAST STATIONS IN THE UNITED STATES AND CANADA

## Map Features

1. Shows location of all U. S. and Canadian stations.
2. Outlines and names each county, state and province.
3. Shows symbols indicating number of stations per city.
4. Reverse side shows each station by state, city, call letters, frequency and power.
5. Shows time zones.

## Ideal for

- ☆ Advertising Agencies  
In mapping spot and network campaigns
- ☆ Radio Advertisers  
In mapping markets and campaigns
- ☆ Station—Sales and Engineering  
In defining coverage, market and areas
- ☆ Station Representatives  
In mapping stations

Magnified Portion of Map is Actual Size

BROADCASTING publishes a new, improved and larger (31 x 21½ inches) Radio Outline Map of the United States and Canada, showing the location of all broadcast stations. Shown also are county outlines, time zones and the number of stations in each city. The reverse side of the map carries a complete log of U. S. and Canadian broadcast stations, alphabetically by state, city, and call letters, with frequencies and powers shown. *Printed on white ledger paper that permits the use of ink.* Mailed flat.

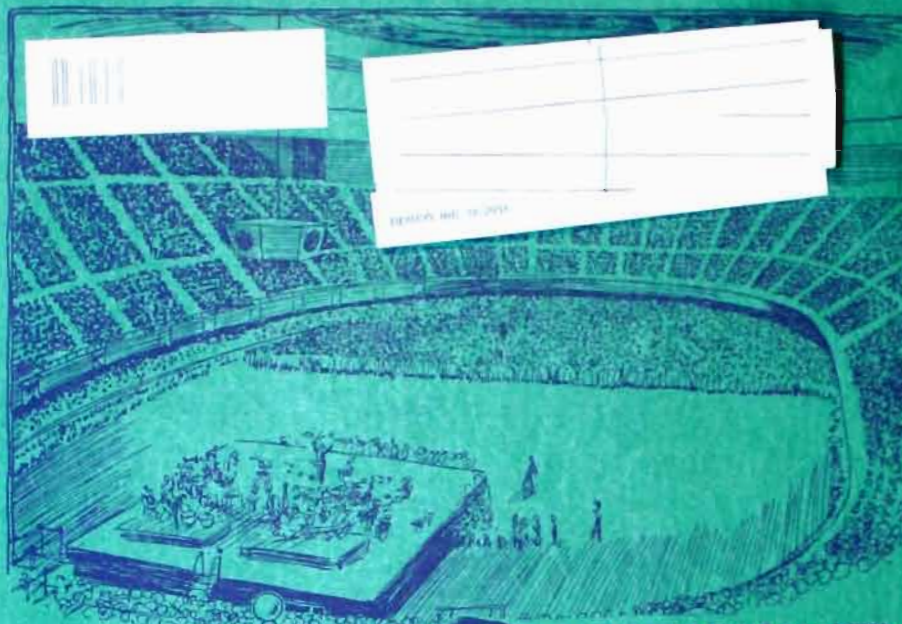
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# BROADCASTING



National Press Bldg.  
Washington, D. C.

# WHB's BELIEVE IT OR NOT TO Ripley



**15,000 PEOPLE**  
 PACKED THE GIANT  
 ARENA OF KANSAS CITY'S  
 MUNICIPAL AUDITORIUM  
 FOR WHB'S  
 15TH ANNIVERSARY  
 PARTY.  
 IT WAS THE ONLY  
 TIME THE HALL  
 HAD BEEN FILLED  
 BY A LOCALLY  
 PRODUCED SHOW—  
**WHB ALONE**  
 PUBLICISED IT.



**A LIFE SAVER—**  
 WHB'S DAILY BROADCASTS  
 FROM K.C.'S NORTHSIDE  
 MUNICIPAL COURT BEGINNING  
 IN FEBRUARY, 1932, WERE  
 FOLLOWED BY A 25% REDUCTION  
 IN MOTOR CAR ACCIDENT FATALITIES  
 FOR 1932 AS COMPARED TO 1931!  
 AND IT'S STILL SAVING LIVES!



IN 1928, DON DAVIS, NOW WHB'S  
 PRESIDENT, WROTE TRAVELOGUES  
 WHICH BILL HAY BROADCAST ON  
 WMAQ. LATER HE HELPED  
 PIONEER TRANSCRIPTION CAMPAIGNS  
 WITH A SERIES BY THE LATE  
 EARL BURTNETT FOR LOOSE-  
 WILES. IN 1931 HE SOLD GOOD-  
 MAN ACE AND "EASYACES" TO  
 THEIR FIRST IMPORTANT SPONSOR.  
 HE RESIGNED AS AN ADVERTISING  
 AGENCY PARTNER TO HEAD WHB.  
 HE IS ALSO PRESIDENT OF

TRAVELUX LTD, AND HIS HOBBY IS TRAVEL.  
 HE ENJOYS HELPING CAPT. BILL MOORE  
 SELL "HOWIE WING", "TORCHY  
 TRAMPSON" & "ANGELS IN BLUE"  
 — HAS "TOMBSTONE" BUZE JOHNSON  
 AND OTHER SHOWS ON TAP!



**HENRY "GOLDIE" & JOHN T. SCHILLING**  
 HAVE BEEN CHIEF ENGINEER  
 AND GENERAL MANAGER OF  
 WHB FOR NEARLY SIXTEEN YEARS.  
 OLDEST RADIO STATION TEAM  
 IN AMERICA.



"WHB'S STAFF FROLIC"—MIDDLE WEST'S OLDEST RADIO  
 PROGRAM, HAS BEEN BROADCAST FOR 2,272 CONSECUTIVE  
 WEEK DAYS. ALMOST EIGHT YEARS! STILL POPULAR!!

## WHB—WHERE HEADLINERS BEGIN!



ACE, OF "EASY ACES", THREE  
 LITTLE WORDS (NOW WITH  
 PHIL SPITALNY), THE  
 SONGCOPIATORS (OF RED  
 NICHOLS' PENNIES), PAUL  
 TREMAINE, LEITH STEVENS,  
 RAMONA, LOUISE WILCHER  
 (NOW AT WOR), VIRG BINGHAM,  
 JESS KIRKPATRICK (NOW  
 AT WGN), HELEN REATH  
 (NOW WITH JIMMIE JOY),  
 HARL SMITH (NOW AT SUN  
 VALLEY, IDAHO), AND DILL  
 MOORE (PRODUCER OF JIMMIE  
 ALLEN, HOWIE WING, ANGELS  
 IN BLUE), AND OTHERS,  
 STARTED AT WHB.



# WHB

860 KILOCYCLES—1000 WATTS  
**KANSAS CITY'S DOMINANT  
 DAYTIME STATION**  
 ON THE AIR DAILY—DAWN TO DUSK  
 John T. Schilling, General Manager  
 Don Davis, President



27,000,000  
**TICKS!**

THE WHB  
 MUSICAL CLOCK  
 METRONOME HAS  
 TICKED 26,967,600  
 TIMES TO KEEP  
 KANSAS CITIANS ON  
 THE DOT IN THE  
 MORNING.

"THIS IS THE MUTUAL BROADCASTING SYSTEM"

**SELLING**

THE WORLD'S GREATEST

**MARKET**

AT THE WORLD'S LOWEST  
COST ...

**WAR**