INDEX TO CONTENTS OF 1941 YEARBOOK NUMBER

New Features in the 1941 Yearbook

	Page
Havana Treaty Assignments by Call Letters	50
Havana Treaty Assignments by Frequencies	64
Havana Treaty Assignments by States and Provinces	103
Havana Treaty Assignments (Canadian)	80
Defense Communications Board: Organization-Function	81
Highlights and Headlines: 1940	88
Station Representatives and Their Stations	92
Success Stories: Summary-Index of Articles on Commercial Successes Carried in 'Broadcasting'	196
NAB Code: Text and Analysis of Rulings	313
Rules and Standards Governing FM	374
Log of FM Stations	386
Television Rules and Regulations	387
New Rules and Regulations Governing Broadcasting	390
Radio Income-Investment-Employment-Payroll Data	444

A

Accounts—
- Network, ranked by gross billings, 1940 — 20-22
- Network, gross sales, 1927-40 — 18
- U. S. Agencies handling — 264-283
- Canadian agencies handling — 284-285

Act—
- Communications, 1934, amended — 410-417

Administrative Board, FCC — 456

Advertisers—
- Billings by industries, 1940 — 20
- Billings on NBC networks, 1940 — 20
- Billings on CBS network, 1940 — 20
- Billings on Mutual network, 1940 — 20
- Program popularity in 1940 — 24-28; 30-38; 460-462
- National and regional and their agencies — 224-237
- Program ideas, index of — 204-209
- Success stories of — 96-198
- Using networks — 238-263
- Index of, in 1941 Yearbook Number — 475

Advertisers, using in 1940—
- Canadian Bcstg. Corp. Networks — 262-263
- Colonial Network — 257
- CBS Network — 20-22; 238-243
- Don Lee Network — 258-259
- International Stations — 311
- Michigan Radio Network — 261
- Mutual Network — 20-22; 252-253
- NBC Blue Network — 20-22; 249-250
- NBC Red Network — 20-22; 244-248
- Texas Quality Network — 260
- Yankee Network — 254-256

Advertising—
- Agency billings of NBC accounts, 1940 — 22
- Agency billings of CBS accounts, 1940 — 22
- Agency billings of Mutual network accounts, 1940 — 22
- Agencies, handling radio accounts, directory — 264-283
- Agencies of national and regional sponsors — 224-263
- Agencies, Canadian, radio executives of — 284-285
- Agencies, ranked by 1940 gross network billings — 22
- Associations, directory — 464
- Broadcast advertising in 1940 by Dr. Herman S. Hettinger — 11-14
- Combined billings on major networks, 1927-40 — 18
- Network rates, personnel — 288-303
- Types unacceptable — 313

Agencies, advertising, handling radio accounts, directory — 264-283

Agencies, Government, dealing with radio — 443

Agencies, talent and booking — 201-202

Agreement, text of North American Regional Broadcasting — 398-407

Agricultural directors of stations — 221

Alabama—
- Alabama Network — 308
- Broadcasting stations — 103

Alaska, stations of — 176

Alberta, stations of — 179
- Radio homes by counties — 286

Allocations—
- Canadian Havana Treaty — 80
- Havana Treaty, by call letters — 50-62
- Havana Treaty, by frequencies — 64-78
- Havana Treaty, text — 398-407
- Of call letters to countries — 287
- Of stations by years — 11

American Broadcasting Corp. — 308

Announcers' award, Sidney Garfinkel — 461

Arizona—
- Arizona Broadcasting Co. Network — 308
- Arizona Network — 308
- Broadcasting stations — 103-104

Arkansas—
- Arkansas Network — 308
- Broadcasting stations — 104

Arrowhead Network — 308

Artists, talent and booking agencies — 201-202

ASCAP, board of directors — 458

ASCAP, station income, 1923-1940 — 20

Associated Press, subscribers — 324-326

Associations—
- American Assn. Advertising Agencies — 464
- Foreign Broadcasting — 471
- National Assn. Broadcasters — 313-317; 465
- National Retail Dry Goods Assn., promotional guide for 1940 — 40-44

Attorneys practicing before FCC — 456-457

Audience polls, 1940 — 460-462

Audience, population figures, 1940 — 46

Automotive, advertisers' success stories — 196

Auto-radio ownership — 14

B

Beverages and foods, advertisers' success stories — 197

Bands, agencies handling — 201-202

Bibliography of literature pertaining to broadcasting — 432-438
- Broadcast advertising, general — 432
- Broadcast advertising, statistical services — 432-433
- Broadcast technique — 433
- Education — 434-435
- Foreign — 437
- General — 437
- Legal — 436
- Listener and market data — 433-434
- Miscellaneous — 437
- Periodicals, general — 437
- Periodicals, technical — 437-438
- Publishers, list of — 438
- Related subjects — 435-436
- Review of 1940 — 88
- Technical — 435-436
- Television — 436
- Users and Uses — 433

Billings, clients and agencies on major networks, 1940 — 20-22

Booking agencies handling talent — 201-202

British Columbia, stations of — 197
- Radio homes by counties — 286

Broadcast Advertising—
- General literature of — 432
- In 1940, by Herman S. Hettinger — 11-14

Broadcast data, 1939, statistical — 444-453
- Combined income statement — 444
- Plant investment — 445
- Employment and payroll rata — 446
- Income, by class and network affiliations — 447-448
- Income breakdown net outlets — 449
- Revenue analysis, by regions and states — 450-451
- Station income, by community size and number of stations — 452-453

Broadcast equipment—
- Manufacturers of — 330-350
- Types accepted by FCC rules — 397
- Used in U. S. and Canadian stations, types of — 354-370

Broadcast Music, Inc.—
- Organization and aims — 458
- Personnel — 458

Broadcast stations—
- Authorized by FCC in 1940 — 86-87
- By years, 1922-1940 — 11
- Call letters — 50-62
- Licensed in U. S., international — 178
- Newspaper ownership and control of, U. S. and Canada — 318-322

Broadcasting activities of colleges and universities, instructors of — 429-431

Broadcasting associations, foreign — 462

Broadcasting Magazine, golf trophy awards — 461

Broadcasting representatives, U. S. and Canada — 92-98

Broadcasting, spot — 11-14

Broadcasting, text of North American Regional Broadcast Agreement — 398-407

Broadcasting stations, United States—
- By call letters — 50-62
- By frequencies — 64-78
- By States — 103-174
  - Alabama — 103
  - Arizona — 103-104
  - Arkansas — 104
  - California — 104-108
  - Colorado — 108-110
  - Connecticut — 110
  - Delaware — 110
  - District of Columbia — 112
  - Florida — 112-114
  - Georgia — 114-116
  - Idaho — 116
  - Illinois — 116-120
  - Indiana — 120
  - Iowa — 122
  - Kansas — 122-124
  - Kentucky — 124
  - Louisiana — 126
  - Maine — 126
  - Maryland — 126-128
  - Massachusetts — 128-130
  - Michigan — 130-132
  - Minnesota — 132-134
  - Mississippi — 134
  - Missouri — 134-136
  - Montana — 136
  - Nebraska — 138
  - Nevada — 138
  - New Hampshire — 138
  - New Jersey — 139
  - New Mexico — 139
  - New York — 139-144
  - North Carolina — 146
  - North Dakota — 146-148
  - Ohio — 148-150
  - Oklahoma — 150-152
  - Oregon — 152
  - Pennsylvania — 154-156
  - Rhode Island — 156
  - South Carolina — 156
  - South Dakota — 158
  - Tennessee — 158-160
  - Texas — 160-166
  - Utah — 166
  - Vermont — 166
  - Virginia — 168
  - Washington — 168-170
  - West Virginia — 170-172
  - Wisconsin — 172-174
  - Wyoming — 174

Deletions, 1934-40 — 91

Educational stations — 223

Facsimile stations — 371

FM stations — 386

Municipal stations — 223

New Stations, 1940 — 86-87

Religious stations — 223

Television stations — 389

Broadcasting stations, Canada—
- Log, Havana Treaty Shift — 80
- By call letters — 80
- By frequencies — 80
- By Provinces — 179-183
  - Alberta — 179
  - British Columbia — 179
  - Manitoba — 180
  - New Brunswick — 180
  - Nova Scotia — 181
  - Ontario — 182
  - Prince Edward Island — 183
  - Quebec — 183
  - Saskatchewan — 183

Broadcasting stations, U. S. territories—
- Alaska — 176
- Hawaii — 176
- Philippines — 178
- Puerto Rico — 178

Broadcasting stations, foreign—
- Argentine — 422
- Australia — 427-428
- Bahamas — 418
- Bolivia — 422
- Brazil — 422-423
- British Honduras — 418
- British Guiana — 423
- Chile — 423-424
- Colombia — 424
- Costa Rica — 418
- Crown Colony of Fiji — 428
- Cuba — 418-419
- Curacao — 419
- Dominican Republic — 419
- Ecuador — 425
- El Salvador — 421
- Guatemala — 419
- Haiti — 419
- Honduras — 419
- Mexico — 420-421
- New Zealand — 428
- Newfoundland — 421
- Nicaragua — 421
- Panama — 421
- Paraguay — 425
- Peru — 425
- Philippine Islands — 178
- Tahiti — 428
- Uruguay — 427
- Venezuela — 426

Broadcasting stations, international in U. S. — 178

Business statistics of broadcasting — 11-14; 444-453

C

Calendar and promotional guide for 1941 — 40-41

California—
- Broadcasting stations — 104-108
- California Radio System — 308
- Don Lee Network — 258-259

Call Letters—
- Allocations to countries — 287
- Canadian stations by — 80
- Havana Treaty Shifts — 64-68; 80
- U. S. stations my — 50-62

Canada—
- Advertising agencies and radio executives — 284-285
- Call letters of stations — 80
- Educational stations — 223
- Equipment used — 369-370
- Frequencies of stations — 80
- Group operated stations — 309
- National & regional advertisers & agencies — 224-237
- Newspaper ownership — 322
- Provinces, stations in — 179-183
- Radio editors of newspapers — 329
- Radio homes by localities — 286
- Representatives of stations — 98
- Rules governing Canadian stations — 395-396

Canadian Broadcasting Corp.—
- Advertisers using, in 1940 — 262-263
- Executives and rates — 304-307
- Map of network — 306
- Owned & managed stations — 309

Canadian radio homes by provinces and counties — 286

Carolina Broadcasting System — 308

Central American broadcasting stations — 418-421

Census, population, 1930-1940 comparisons — 46

Central States Broadcasting System — 308

Chart, world time conversion — 428

Chronology of radio's development — 440-443
- Chronology of 1940 — 88

Church-owend stations — 223

Citations, program popularity, 1940 — 460-462

City-owned stations — 223

Clothing, advertisers' success stories — 196

Coal & oil, advertisers' success stories — 198

Code of ethics, NAB — 313-317

Code Compliance Committee, members & interpretations — 314-317

Coefficient crystals, manufacturers of — 397

Colleges and Universities—
- Courses in radio offered by — 429-431
- Stations owned by — 223

(*Continued on page 4*)

www.americanradiohistory.com

INDEX TO CONTENTS OF 1941 YEARBOOK NUMBER

(*Continued from page 2*)

Colonial Network—
Advertisers using in 1940 257
Stations and personnel 308
Colorado, stations 108-110
Columbia Broadcasting System—
Advertisers in 1940 238 243
Account billings 1940 20-22
Executives 297
Map of network 298
Monthly time sales, 1927-40 18
Owned and operated stations 297, 308
Program policies of 312
Rates 299
Commentators, news, sports, women 210-220
Committees of Congress dealing with radio legislation 91
Committees and associations 464-468
Committees of Defense Communications Board 81
Committees of National Assn. of Broadcasters 459
Communications Act, 1934 amended 410-417
Communications Commission, see *Federal Communications Commission*
Communications, Defense Board 81
Congress, committees dealing with radio legislation 91
Radio correspondents 323
Connecticut, stations 110
Consolidations of stations, 1934-40 91
Consulting radio engineers 470
Consulting services 463-471
Contests, services 471
Conversion chart, world time 428
Conversion table, kilocycle-meter 372
Cooperative Analysis of Broadcasting, Program Popularity in 1940 24-28
Copyright, ASCAP station income 1928-1940 20
Copyright, music licensing groups 458
Copyright, protection of program ideas 222
Corn Belt Wireless Group, stations & personnel 308
Correspondents, in Congress galleries 323
Count of stations by years 14
Courses in radio technique, colleges offering 429-431
Cowles, The Stations 308
Crystals, coefficient, manufacturers 397

D

Data—
Crossley Analysis, Program Popularity in 1940 24-28
FCC industry analysis 444-453
Hooper, C. E., audience analysis 30-38
Listener 24-38
Market 24-38; 460-462
Audience 24-38; 460-462
Davis, H. P., memorial awards 461
Days, special weeks and, 1941 index of 40-44
Defense Communications Board 81
Delaware, stations 110
Deletions of stations, 1934-40 91
Department stores, advertisers' success stories 196
Development of radio, a chronology 440-443
District of Columbia, stations 112
Don Lee Broadcasting System—
Advertisers using in 1940 258-259
Stations of 308
Drugs & toilet goods, advertisers' success stories 196
Dry Goods, National Retail Assn., 1941 promotional guide 40-44

E

Education—
Bibliography of literature pertaining to radio 432-438
Colleges and universities offering radio courses 429-431
Farm program directors 221
Institute for, by radio, program awards 460
Instructors in 429-431
Educational groups, radio 223
Education, religious and municipal stations in U. S. and Canada 223; 438
Employment, FCC 1939 industry analysis 446
Engineers, consulting 470
Engineers, Institute of Radio, medal of honor awards 462
Equipment—
Used in U. S. and Canadian stations 354-370
Broadcast, manufacturers of 330-350
Receiving equipment, sales of, 1922-40, and totals 14
Recording, manufacturers of 352
Types accepted by FCC 397
Ethics, NAB code of 313-317
Europe, time conversion chart for 428
Executive and staff personnel of FCC 472-474
Experimental services and television laboratories, U. S. and foreign 388

F

Facsimile stations in U. S. 371
Farm editors and directors of stations 221
Federal Communications Commission—
Act of 1934, as amended 410-417
Administrative Board 456
Attorneys practicing before 456-457
Defense Communications Board 81
Deletions of stations, 1934-40 91
Equipment, types accepted 397
Field offices 474
Frequency monitors approved by 397
Modulation monitors approved by 397
New stations authorized during 1940 86-87
North American Regional Agreement 50-78; 398-407
Personnel, executive and staff 472-474
Rules covering FM 374-386
Rules covering standard broadcast 390-394
Television rules 387
Federal Radio Commission, former members of 472
Field offices of FCC 474
Financial & insurance, advertisers' success stories 196-197
Florida, stations 112-114
Foods & beverages, advertisers' success stories 197
Foothills Group (Canada)—
Stations and personnel 309
Foreign—
Associations 471
Literature pertaining to radio 437
Representatives in U. S. 223
Stations 418-428
Television laboratories 388
Frequencies—
Canadian stations by 80
Conversion table of 372
Havana Treaty Shifts, U. S. & Canada 50-78; 80
U. S. stations by 82-85
Frequency measuring services 471
FM (frequency modulation) 374-386
Engineering standards 379-383
Stations authorized 386
Text of rules 374-378
Frequency monitors approved by FCC 397
Fuels & lubricants, advertisers' success stories 198

G

Georgia, stations 114-116
Georgia Broadcasting System, stations and personnel 308
Georgia, Major Market Trio 308
Government agencies dealing with radio 441
Group Operated Stations 308-309
Group Ownership, U. S. Stations 90
Guide, promotional, National Retail Dry Goods Assn. for 1941 40-44

H

Havana Treaty 56-78; 80; 398-407
Hawaii, stations 176
Headlines of 1940 88
Hearst Radio Inc. 308
Hettinger, Dr. Herman S., broadcast advertising in 1940 11-14
History of radio development 88; 440-443
Holidays, calendar of 40-44
Home economists, list of 210-220
Homes in U. S. with radio 14
Hooper, C. E., program popularity, 1940 30-38
Houde Group, Canadian Stations of 309
Hours, conversion chart of 428
House furnishings & housing, advertisers' success stories 198

I

Idaho, stations 116
Ideas, protection of radio program 222
Ideas, titles of successful programs 204-209
Illinois, stations 116-120
Indiana, stations 120
Income, FCC industry figures 444-453
Index of advertisers in 1941 Yearbook Number 475
Index, alphabetical of special weeks and days, 1941 40-44
Index of program ideas and titles 204-209
Industries, account billings, 1940 20
Instructors in college courses in radio 429-431
Insurance & financial advertisers' success stories 196-197
Intermountain Network 308
International News Service, subscribers 324-326
International stations licensed in U. S. 178
Sponsors on 311
Investment, FCC station analysis 444-445
Iowa—
Broadcasting stations 122
Cowles Stations—
Stations and personnel 308

K

Kansas, stations 122-124
Kansas State Network 308
Kentucky, stations 124
Kilocycle-meter conversion table 372
Kirby, E. M., NAB code interpretations 314-317
Kaufman, Henry J., announcers' awards 462

L

Labor groups and unions in radio 417
Laboratories, television 388
Lake Superior Radio Group 309
Lawyers practicing before FCC 456-457
Legal literature 436
Legal trends, Paul M. Segal 454-455
Legislation, Committees of Congress dealing with radio 91
Lehman, A. W., program popularity in 1940 24-28
Libraries, transcription program, subscribers 191-195
Licenses, ASCAP income 20
Licensing groups, music 458
Liebmann, Morris, IRE memorial prize 462
Listener and market data, literature 432-438
Literature pertaining to broadcasting 432-438
Litigation, 1940 454-455
Lone Star Chain 309
Louisiana, stations 126
Lubricants & fuel, advertisers' success stories 198

M

McClatchy Broadcasting System 309
Maine, stations 126
Manitoba, stations 180
Radio homes by counties 286
Telephone-owned stations 309
Manufacturers of—
Broadcasting equipment 330-350
Equipment types accepted by FCC 397
Low temperature coefficient crystals 397
Receiving equipment 408-409
Recording equipment 352
Maps—
Canadian Broadcasting Corp. 306
CBS network 298
Mutual network 303
NBC—
Red network 289
Blue network 295
U. S. Stations (inserted)
Market and listener data, literature 432-438
Market research and marketing groups 466
Maryland, stations 126-128
Mason-Dixon Radio Group, stations 309
Massachusetts, stations 128-130
Hiram Maxim amateur awards 461
Motion Picture Daily poll 461
Measuring services, frequency 471
Members of FCC 472
Members of former Federal Radio Commission 472
Mergers & deletions of stations, 1934-40 91
Meters to kilocycles, conversion table 372
Mexican stations 420-421
Michigan, stations 130-132
Michigan Radio Network—
Advertisers using in 1940 261
Stations and personnel 309
Minnesota, stations 132-134
Minnesota Radio Network 309
Miscellaneous services and organizations 468
Mississippi, stations 134
Missouri, stations 134-136
Monitors, frequency and modulation, approved by FCC 397
Montana, stations 136
Multiple ownership, U. S. stations 90
Municipal stations in U. S. 223
Music, ASCAP income, 1923-1940 40
Music licensing groups 458
Mutual Broadcasting System—
Advertisers using in 1940 252-253
Account billings, 1940 20-22
Executives and rates 300-302
Map of 303
Monthly times sales, 1927-40 18

N

National and regional advertisers and agencies 224-237
National Assn. of Broadcasters—
Code of ethics 313-317
Code interpretations 314-317
Code compliance committee 314
Committees of 459
Districts 459
Officers 459
National Broadcasting Company—
Advertisers on NBC—Blue in 1940 249-250
Advertisers on NBC—Red in 1940 244-248
Account billings, 1940 20-22
Executives and staff 288
Maps of networks 289, 295
Monthly time sales, 1927-40 18
Owned, operated and programmed stations 288; 309
Program policies of 310-311
Rates 292-296
National Headliners' Club awards 461
National representatives of stations 92-98
National Retail Dry Goods Assn., guide for 1941 40-44
Nebraska, stations 138
Networks and Groups—
Alabama Network 308
American Broadcasting Corp. 308
Arizona Broadcasting Co., Network 308
Arizona Network 308
Arkansas Network 308
Arrowhead Network 308
California Radio System 308
Canadian Broadcasting Corp. 262-263; 304-307
Owned and managed stations 304-309
Carolina Broadcasting System 308
Central States Broadcasting System 308
Colonial Network 257, 308
Columbia Broadcasting System 20-22; 238-243; 297-299
Owned and operated stations 297, 308
Corn Belt Wireless Group 308
The Cowles Stations 308
Don Lee Broadcasting System 258-259; 308
Foothills Network 309
Georgia Broadcasting System 308
Georgia Major Market Trio 308
Hearst Radio Inc. 308
Houde Group 309
Intermountain Network 308
Kansas State Network 308
Lake Superior Radio Group 309
Lone Star Chain 309
Manitoba Telephone Stations 309
Mason-Dixon Radio Group 309
McClatchy Broadcasting System 309
Michigan Radio Network 261, 309
Minnesota Radio Network 309
Mutual Broadcasting System 20,-22; 252-253; 300-303
National Broadcasting Company 20-22; 244-250; 288-296
Owned and managed stations 288, 309
New York Broadcasting System 309

(*Continued on page 6*)

www.americanradiohistory.com

INDEX TO CONTENTS OF 1941 YEARBOOK NUMBER

(*Continued from page 4*)

Networks and Groups (Continued)
Northern Broadcasting & Publishing Ltd. 309
North Central Broadcasting System 309
Northland Network 309
Oklahoma Network Inc. 309
Pacific Broadcasting Co. 309
Quaker Network 309
Scripps-Howard Radio Inc. 309
Southern Network 309
South Central Quality Network 309
Texas Quality Network 260, 309
Texas State Network 309
Trans-Canada Communications 309
Group 309
Tri-City Group 309
West Virginia Network 309
Westinghouse Radio Stations Inc. 309
Wisconsin Broadcasting System Inc. 309
Yankee Network 254-256; 309
Z-Bar Network 309
Nevada, stations 138
New Brunswick, stations 180
Radio home by counties 281
Newfoundland, stations 421
New Hampshire, stations 138
New Jersey, stations 139
New Mexico, stations 139
New stations authorized in 1940 86-87
New York, stations 139-144
News commentators, list of 210-220
News Services—
Directory of 324-326
Stations subscribing to 324-326
Newspapers, radio editors, U. S.-Canada 328-329
Newspaper ownership, U. S. and Canada 318-322
North American Regional Broadcasting Agreement, text of 398-407
North Carolina, stations 146
North Dakota, stations 146-148
Nova Scotia, stations 181
Radio home by counties 286

O

Oceanic stations 427-428
Officers of NAB 459
Officers of regional networks 308-309
Offices, FCC field 474
Ohio, stations 148-150
Oklahoma, stations 150-152
Oklahoma Network Inc.—
Stations and personnel 309
Ontario, stations 182
Radio home by counties 286
Orchestras, agencies handling 201-202
Oregon, stations 152
Ownership, Group, U. S. stations 90
Ownership, newspaper, U. S. and Canadian stations 318-322

P

Pacific Broadcasting Co. 309
Paley, Wm. S., amateur awards 462
Payroll, FCC Broadcast study, 1939 446
Peabody Radio Awards, advisory board 461
Pennsylvania, stations 154-156
Periodicals—
General 432-438
Technical 435-436
Personnel—
FCC 472-474
Network, national 288-297; 300, 304
Network, regional 308-309
Petroleum products, advertisers' success stories 198
Philippine Islands, stations 178
Polls, program popularity, 1940 460-462
Population, Census Bureau totals 46
Premium and contest services 471
Press association news services, stations subscribing 324-326
Press, newspaper ownership of stations 318-322
Press, radio editors, U. S.-Canada 328-329
Press services 463
Prince Edward Island, stations 183
Radio homes by counties 286
Production, program, services 184-190
Production, agencies handling 201-202
Program ideas and titles, index of 204-209
Program libraries 191-195
Program idea protection 222
Program policies 313-317
Program popularity in 1940 24-28; 30-38; 460-462
Program production, transcription, recording services 184-190
Program popularity polls, 1940 460-462
Promotional guide for 1941, NRDGA 40-44
Public relations services 463
Public utilities & transportation, advertisers' success stories 198
Publicity services 463
Publicly owned stations 223
Publishers, list of 438
Puerto Rico, stations 178

Q

Quebec, stations 183
Radio homes by counties 286
Quaker Network
Stations and personnel 309

R

RCA, officers and subsidiaries 439
Radio accounts, agencies handling 20-22; 264-288
Radio advertisers, national, regional and agencies 20-22; 224-263
Radio associations and committees 465
Radio Commission, Federal, former members 472
Radio correspondents, Congress 323
Radio development, a chronology 440-443
Radio editors, U. S.-Canada 328-329
Radio engineers, consulting 470
Radio educational groups 223
Radio Guide popularity poll, 1940 460
Radio homes in Canada by provinces and county 286
Radio legislation, Congressional committees dealing with 91
Radio Manufacturers Assn. 465
Radio news services 324-326
Radio receiving equipment—
Manufacturers of 408-409
Sales of, 1922-40, and totals 14
Radio stations subscribing to news services 324-326
Ranking of program leaders in 1940 24-28; 30-38; 460-462
Rates, network—
CBC 307
CBS 299
MBS 300-302
NBC 292-296
Receiving equipment, manufacturers of 408-409
Receiving set sales, 1922, and totals 14
Recording equipment, manufacturers of 352
Recording services 184-190
Regional and national advertisers and agencies 224-263
Regional networks, stations and officers 308-309
Regulations governing Canadian stations 395-396
Religious stations in U. S. 223
Representatives, station—
Station lists of, U. S. and Canada 92-98
U. S. reps abroad 462
Foreign reps in U. S. 223
Research and marketing groups 466
Retail set sales, 1922-40 14
Retailers Promotional Guide, National Retail Dry Goods Assn. 40-44
Review of 1940 88
Rhode Island, stations 156
Royalties, ASCAP income 20
Rules and Regulations—
Canadian stations 395-396
FM broadcast stations 374-386
International stations 178
Standard broadcast stations 390-394
Television rules 387
Television stations 389

S

Saskatchewan, stations 183
Radio homes by counties 286
Schools, colleges and universities in U.S., stations owned by 223
Scripps-Howard Radio Inc 309
Script services 184-190
Segal, Paul M., legal trends review 454-455
Services, consulting 463-471
Services, program, transcription 184-190
Set manufacturers 408-409
Sets, retail sales, 1922-40 14
Shortwave stations, U.S. 178
Educational 223
South American stations 422-426
South Carolina, stations 156
South Dakota, stations 158
South Central Quality Network 309
Southern Network 309
Speech input equipment in U.S. 354-370
Sponsors, national and regional with agencies 224-237
Program popularity in 1940 24-28; 30-38
Program ideas, index of 204-209
Network billings and agency rankings, 1940 20-22
Success stories of 196-198
Using international shortwave 311
Sports commentators, list of 210-220
Sporting News baseball announcers' awards 461
Spot broadcasting 11-14
Sprague, Stuart, protecting program ideas 222
Station representatives, and lists 92-98
Stations—
Authorized during 1940 86-87
Broadcast, official count, 1922-1940 11
Canadian, rules governing 395-396
Canadian, by call letters 80
Canadian, by frequencies 80
Deleted by FCC, 1934-40 91
Educational and religious, U. S. and Canada 223; 438
Equipment, used in 354-370
Facsimile 371
Farm directors 221
FM 386
Group operated 308-309
Group ownership, U. S. 90
Havana Treaty shifts 50-78
International in U. S. 178
New stations authorized, 1940 86-87
Newspaper-ownership 318-322
Services, publicity 463
Subscribing to news services 191-195
Subscribing to transcription libraries 324-326
Television, U. S. 389
U. S. by call letters 50-66
U. S. by frequencies 82-85
U. S., by states and territories 103-178
Successful program ideas and titles 204-209
Survey of radio homes 14
Surveys of audience and popularity—
CAB analysis, 1940 24-28
C. E. Hooper analysis, 1940 30-38

T

Table, kilocycle-meter conversion 372
Talent agencies and services 201-202
Technical literature 432-438
Television—
Laboratories and experimental services, U. S. and foreign 388
Literature of 436
Rules 387
National Television Systems Committee 387
Stations in U. S. 389
Temperatures, coefficient crystal 397
Tennessee, stations 158-160
Territories and possessions of U.S., stations 176-178
Texas, stations 160-166
Texas Quality Network—
Advertisers using in 1940 260
Stations and personnel 309
Texas State Network, stations and personnel 309
Time conversion chart 428
Titles of successful program ideas 204-209
Toilet goods and drugs, advertisers' success stories 196
Towers, transmitters used in U.S. 354-370
Trade associations and committees 464-468
Trans-Canada Communications Group 309
Transcription libraries, stations subscribing 191-195
Transcription and program services 184-190
Transcription equipment, manufacturers of 352
Transportation and public utilities, advertisers' success stories 198
Transradio Press Service, subscribers 324-326
Treaty, Havana allocations 50-78; 80; 398-407
Tri-City Group 309

U

Unions and labor groups in radio 417
United Press, subscribers 324-326
United States—
Broadcasting representatives abroad 462
Government agencies dealing with radio 81; 443
International stations licensed in 178
New stations authorized, 1940 86-87
Newspaper ownership of stations 318-322
Population figures, 1930-1940 comparisons 46
Radio Editors 328-329
Stations of—
By call letters 50-56
By frequencies 82-85
By states and territories 103-178
Map of stations (inserted)
Universities and colleges—
Courses in radio offered 429-431
Stations owned by 223
Utah, stations 166

V

Vermont, stations 166
Veteran Wireless Operators' Assn. medals and awards 462
Virginia, stations 168

W

Washington, stations 168-170
Washington attorneys practicing before FCC 456-457
Washington Radio Correspondents 323
Weeks, special days and, 1941 index of 40-41
Westinghouse Radio Stations, Inc. 309
West Virginia, stations 170-172
West Virginia Network, stations and personnel 309
Wisconsin, stations 172-174
Wisconsin Broadcasting System, Inc. 309
Woman's National Radio Committee citations 460
Woman commentators, list of 210-220
World time conversion chart 428
Writers, agencies handling 201-202
Wyoming stations 174

Y

Yankee Network—
Advertisers using in 1940 254-256
Stations and executives 309
Year-end review 88

Z

Z-Bar Network, station and executives 309

KSD

THE DISTINGUISHED BROADCASTING STATION

FIRST IN ST. LOUIS

To Establish a Rigid Protection to Listeners Against the Unworthy

PROVED LISTENER PREFERENCE

In sixteen nation-wide voting contests to determine the most popular programs and stars on the air, KSD has led all other St. Louis stations in the voting for listener preferences. The first of these polls was held in 1935 and the last in 1940.

NBC RED Network Exclusive St. Louis Outlet

The Network Listened to by Most Persons Most of the Time

www.americanradiohistory.com