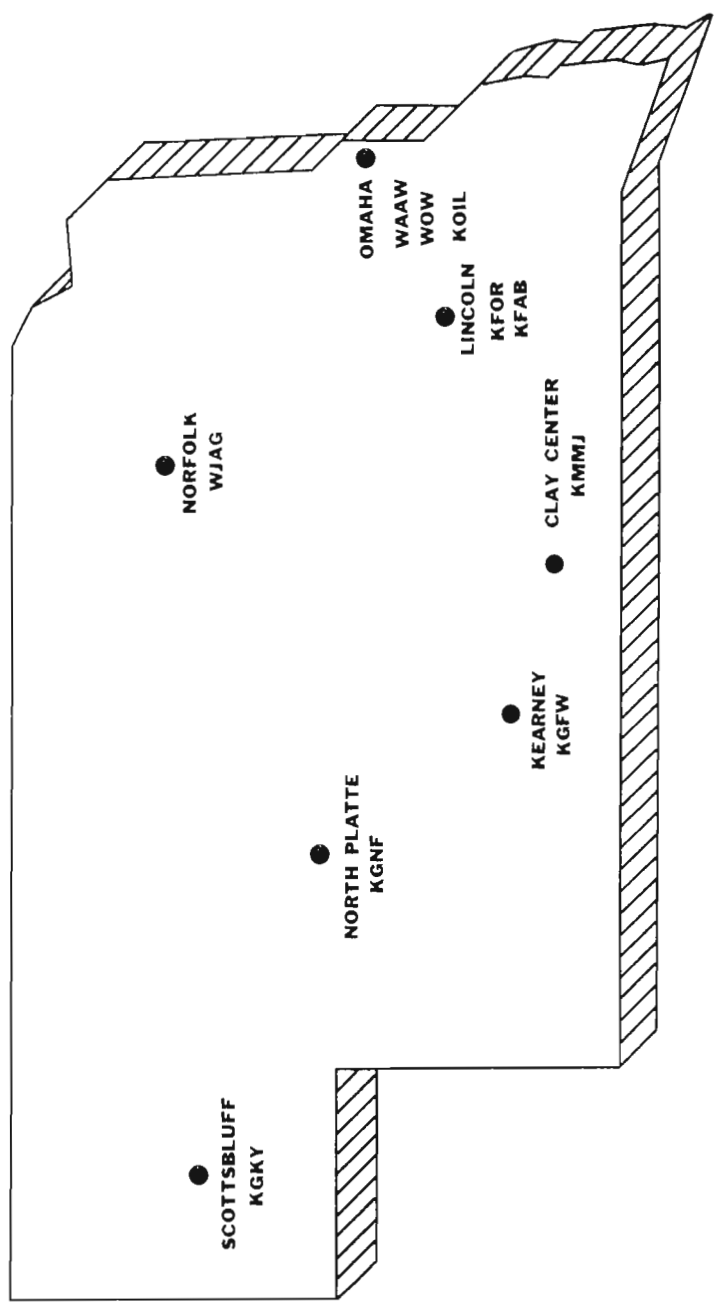


# NEBRASKA



## STATIONS—Continued

Loup .....	200	Pierce .....	1,600	Sherman .....	1,100
McPherson .....	100	Platte .....	4,200	Sioux .....	400
Madison .....	5,800	Polk .....	1,900	Stanton .....	1,100
Merrick .....	1,900	Redwillow .....	3,300	Thayer .....	2,500
Morrill .....	1,400	Richardson .....	3,900	Thomas .....	200
Nance .....	1,400	Rock .....	500	Thurston .....	1,300
Nemaha .....	2,300	Saline .....	2,900	Valley .....	1,700
Nuckolls .....	2,100	Sarpy .....	1,400	Washington .....	1,900
Otoe .....	4,100	Saunders .....	3,400	Wayne .....	2,000
Pawnee .....	1,400	Scotts Bluff .....	6,300	Webster .....	1,900
Perkins .....	800	Seward .....	2,900	Wheeler .....	230
Phelps .....	2,400	Sheridan .....	1,900	York .....	3,900

### KMMJ, CLAY CENTER

*Operator:* KMMJ, Inc. *Power:* 1,000 watts on 740 kc (operates to sunset). *Affiliation:* None. *Opened:* 1925.

*General manager:* Randall Ryan.

*Rep:* Furgason & Aston, Inc. *News:* UP; station also has direct wire to Washington, D. C., for market reports. *Seating facilities:* Largest studio seats about 400. *Merchandising:* Service rendered; station is affiliated with the Old Trusty (general) stores, totalling 135, and has ready-made contacts here. *Foreign language programs:* Not accepted. *Stock:* Owners of the station are Randall Ryan, Don Searle (of WIBW), and Herb Hollister (of KANS). *Base rate:* \$80.

*Copy restrictions:* Accept beer; no wine or hard liquor; all copy subject to approval of station.

(Note: While this information was not furnished by the station, it comes from reliable sources).

### KGFV, KEARNEY

*Operator:* Central Nebraska Broadcasting Corp., Box 14. *Phone:* 31551. *Power:* 100 watts on 1310 kc. *Affiliation:* None.

*Manager, president, station manager:* Clark Standiford. *Commercial manager:* Clark Standiford. *Chief engineer:* Robert F. Turner.

*Rep:* Walter Biddick Co. *News:* None; gathers own locally. *Seating facilities:* About 25 persons. *Merchandising:* No services listed. *Foreign language programs:* Will accept; none on station currently. *Artists bureau:* None. *Base rate:* \$20.

*Copy restrictions:* No alcoholic beverages; all programs and announcements subject to FCC approval.

### KFAB, LINCOLN

*Operator:* Central States Broadcasting System, Hotel Lincoln (Lincoln); Omaha National Bank Building (Omaha). *Phone:* B3214 (Lincoln); Jackson 7626 (Omaha). *Power:* 10,000 watts on 770 kc. *Affiliation:* CBS. *Opened:* 1924. (Note: KFAB is affiliated with the Lincoln Star and the

State Journal, under same operator as KOIL and KFOR.)

*General manager:* John Henry. *Station manager:* Reggie Martin. *Commercial manager:* Buryl Lottridge. *Program director, musical director:* Lyle DeMoss. *Chief engineer:* Harry Harvey. *Publicity director:* Jack Hanssen.

*Rep:* Free, Johns & Field, Inc. *News:* INS; Universal. *Seating facilities:* Studio, 250 persons; Hotel Lincoln ballroom, 650 capacity. *Merchandising:* Currently setting up a service. *Foreign language programs:* Accepted; station at present has no such programs, however. *Artists bureau:* None; current plans include setting up production department and artists bureau. *Base rate:* \$230.

*Copy restrictions:* Accept beer; no wines or hard liquors; patent medicines are carefully scrutinized before they are accepted.

### KFOR, LINCOLN

*Operator:* Central States Broadcasting System, Hotel Lincoln. *Phone:* B 3214. *Power:* 250 and 100 watts on 1210 kc. *Affiliation:* Mutual Broadcasting System. *Opened:* 1927. (Note: KFOR is affiliated with the State Journal and Lincoln Star under same operator as KFAB and KOIL; Lee Newspaper Syndicate which also operates KGLO, Mason City, Ia.)

*General manager:* John Henry. *Station manager:* Reggie Martin. *Commercial manager:* Buryl Lottridge. *Program director, musical director:* Lyle DeMoss. *Chief engineer:* Harry Harvey. *Publicity director:* Jack Hanssen.

*Rep:* Weed & Co. *News:* INS; Universal. *Seating facilities:* Studios, 300; Hotel Lincoln Ballroom, 650 capacity. *Merchandising:* Service currently being set up. *Foreign language programs:* Accepted; none running currently, however. *Artists bureau:* None. *Base rate:* \$56.

*Copy restrictions:* Accept beer; no wines or hard liquors; patent medicines carefully checked.

# Millions Produced

From

# Nebraska Soil

## 1937 Crop Prospects Bright

If you have any old maps showing Nebraska in a drouth district, throw them away. Don't plan for the next season as you did for 1936. By the time this book is printed, Nebraska farmers will be harvesting over 42,620,000 bushels of winter wheat (the prevailing price is \$1.25 a bushel) and millions of tons of hay. (The prevailing price is \$17.50 per ton.)

Nebraska leads all states in the production of hay, second in production of live stock and winter wheat, third in corn, fourth in butter and rye, and fifth in oats.

Mother Nature has been good to Nebraska this year and the sooner we all forget 1936, the better it will be for all of us.

If you want the latest figures on Nebraska 1937 live stock and agricultural production, write any member of the

## NEBRASKA BROADCASTERS ASSOCIATION

**KFAB, Lincoln**

**KFOR, Lincoln**

**KGFW, Kearney**

**KGKY, Scottsbluff**

**KGNE, North Platte**

**KOIL, Omaha**

**WJAG, Norfolk**

**WOW, Omaha**

**WJAG, NORFOLK**

*Operator:* Norfolk Daily News, 116 N. Fourth St. *Phone:* 20. *Power:* 1,000 watts on 1060 kc. *Affiliation:* None. *Opened:* July 15, 1922.

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

*Rep:* Wilson-Robertson. *News:* AP. *Seating facilities:* None. *Merchandising:* Free in Norfolk; at cost elsewhere. *Base rate:* \$60.

*Copy restrictions:* No announcements with sound effects; no announcements between news items; competitive announcements and programs to be separated by at least three minutes; cannot guarantee reading of announcements at any particular minute—10 minute leeway necessary; beer and liquor advertising not accepted Sunday noons or close to children's and devotional programs; do not mention programs of other stations on air at same time as WJAG; announcements must be written in the third person (never the first person); announcements must conform with FCC rules and NAB code of ethics; no announcements accepted which begin with "S.O.S." or "Calling all Cars,"

etc.; announcements not accepted from advertisers under investigation by the FTC, Food and Drugs Administration, or Post Office Dept.; announcements "objectionable to listeners while eating" not accepted at noon or between 6 and 7 p.m.

**KGNF, NORTH PLATTE**

*Operator:* Great Plains Broadcasting Co., 1521 W. 12th St. *Phone:* 132. *Power:* 1,000 watts on 1430 kc. (operates to sunset). *Affiliation:* None. *Opened:* July 5, 1930.

*President, station manager:* W. I. Le Barron. *Commercial manager:* Ralph Jones. *Program director:* John Alexander. *Chief engineer:* J. B. Eaves. *Publicity director:* V. J. LeBarron.

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

*Copy restrictions:* "Good taste" mandatory; beer accepted; medicines of all kinds must have Federal Trade Commission approval.

## To "H----" with the Classes, Give Us the Masses !

- Programmed for the mass audience.
- A responsive audience—not just listeners.
- A frequency that gives *extensive* coverage without *expensive* power.
- An independent station devoted to serving the spot advertiser.

# WAAW

Owned and Operated by  
OMAHA GRAIN EXCHANGE

# OMAHA

660 kc—500 Watts

National Representatives:  
WILSON-ROBERTSON



# A Short, Short Presentation of Radio Station WOW

(Reading Time: 40 seconds)

- ★ **COVERAGE:** WOW is the radio capital of Nebriowa, an immensely wealthy trade territory composed of parts of six middlewestern states.
- ★ **POWER:** 5,000 watts, 590 kilocycles, on a regional cleared channel, is a combination that gives maximum coverage of this area.
- ★ **MAIL PROOF:** Power alone is not enough. Advertisers want results. WOW mail-proof maps tell the story.
- ★ **SHOWMANSHIP:** Unbiased and fearless VARIETY has given WOW first rating in showmanship in this area for many years.
- ★ **ACCEPTANCE:** High-class locally-built shows, and outstanding programs of the N.B.C. Red network, have created thousands of *habitual* WOW listeners.
- ★ **RESPONSIBILITY:** WOW is owned and operated by the world's strongest fraternal benefit society, the Sovereign Camp of the Woodmen of the World.
- ★ **COMPARE:** Check WOW by any yardstick you wish . . . its coverage, power, mail proof, showmanship, acceptance and responsibility all point to WOW as the No. 1 radio medium of the middlewest.

John Gillin, Jr.,  
Mgr.  
590 K.C.  
5,000 Watts  
On the NBC  
Red Network

# WOW

Omaha, Nebraska

Represented by  
John Blair Co.,  
New York  
Chicago  
Detroit  
San Francisco

## STATIONS—Continued

### KOIL, OMAHA

*Operator:* Central States Broadcasting Co., 17th and Farnum. *Phone:* Jackson 7626. *Power:* 5,000 and 1,000 watts on 1260 kc. *Affiliation:* NBC Basic Blue; Mutual Broadcasting System. *Opened:* July 5, 1925. (Note: KOIL is under same operator as KFAB and KFOR, Lincoln; affiliation with Lincoln Star and State Journal.)

*General manager:* John M. Henry. *Commercial manager:* Gene Willoughby. *Program director:* Bob Cunningham. *Chief engineer:* Mark Bullock. *Musical director:* Eddie Butler. *Merchandising manager:* Paul Hammon. *Promotion and Publicity manager:* R. Bruce Wallace.

*Rep:* Free & Peters, Inc. *News:* INS. *Seating facilities:* None. *Merchandising:* Program pictures on two dozen display boards in downtown windows of Omaha, Council Bluffs, Lincoln; news releases; tie-in material placed in stores; surveys and telephone calls; special promotion letters to dealers if lists and expenses are furnished; pre-show plugs and announcements; occasional ads used in Omaha Bee-News and Lincoln Star and Journal. *Foreign language programs:* No set policy; depends on program, time of day, etc. for acceptance. *Artists bureau:* Maintained nominally only. *Base rate:* \$200.

*Copy restrictions:* Beer accepted; no wines and liquors; patent medicine commercials must be approved by KOIL executive committee; "good taste" and "public acceptance" angles emphasized.

### WAAW, OMAHA

*Operator:* Omaha Grain Exchange, Grain Exchange Bldg., 19th and Harvey Sts. *Phone:* Atlantic 2228. *Power:* 500 watts on 660 kc. (operates to local sunset). *Affiliation:* Nebraska Network. *Opened:* 1922.

*General manager and director:* Frank P. Manchester. *Assistant station manager, program and publicity director:* James C. Douglass. *Commercial manager:* W. K. Bailey. *Chief engineer:* Walter Myers. *Artists bureau head:* Hiram Higsby.

*Rep:* Wilson-Robertson. *News:* UP.

*Seating facilities:* Limited audience; capacity not listed. *Merchandising:* Supply publicity, window displays, dealer tie-ups, etc., at cost. *Foreign language programs:* Accepted; English translation must be furnished. *Artists bureau:* Yes. *Base rate:* \$56.25.

*Copy restrictions:* Accept beer and light wines; no hard liquor; medical accounts subject to station approval.

### WOW, OMAHA

*Operator:* Sovereign Camp of the Woodmen of the World, Insurance Bldg. *Phone:* Jackson 6844. *Power:* 5,000 watts on 590 kc. *Affiliation:* NBC Basic Red. *Opened:* April 2, 1923. (Note: Sovereign Camp of the Woodmen of the World is a fraternal insurance association.)

*Personnel director:* William Ruess. *Station manager:* John J. Gillin, Jr. *Promotion manager, publicity director:* Howard O. Peterson. *Program manager:* Harry Burke. *Chief engineer:* Wm. J. Kotera.

*Rep:* John Blair & Co. *News:* UP. *Seating facilities:* Studio, 50 persons; auditoriums and theatres with bigger capacities available. *Merchandising:* Have publication, Radio News Tower; assist in sales meetings; letters to dealers; in case of counter cards and similar activities, service is rendered at cost. *Foreign language programs:* Not accepted. *Artists bureau:* None; can, however, supply talent, latter receiving actual price charged by station. *Base rate:* \$300.

*Copy restrictions:* Beer accepted; no wines or hard liquors; patent medicines subject to thorough examination of product and copy; "good taste" demanded, with three days' cancellation notice on violations.

### KGKY, SCOTTSBLUFF

*Operator:* Hilliard Co., Inc. *Power:* 250 and 100 watts on 1500 kc. *Affiliation:* None. *Opened:* 1930.

*Rep:* None. *Base rate:* \$30.

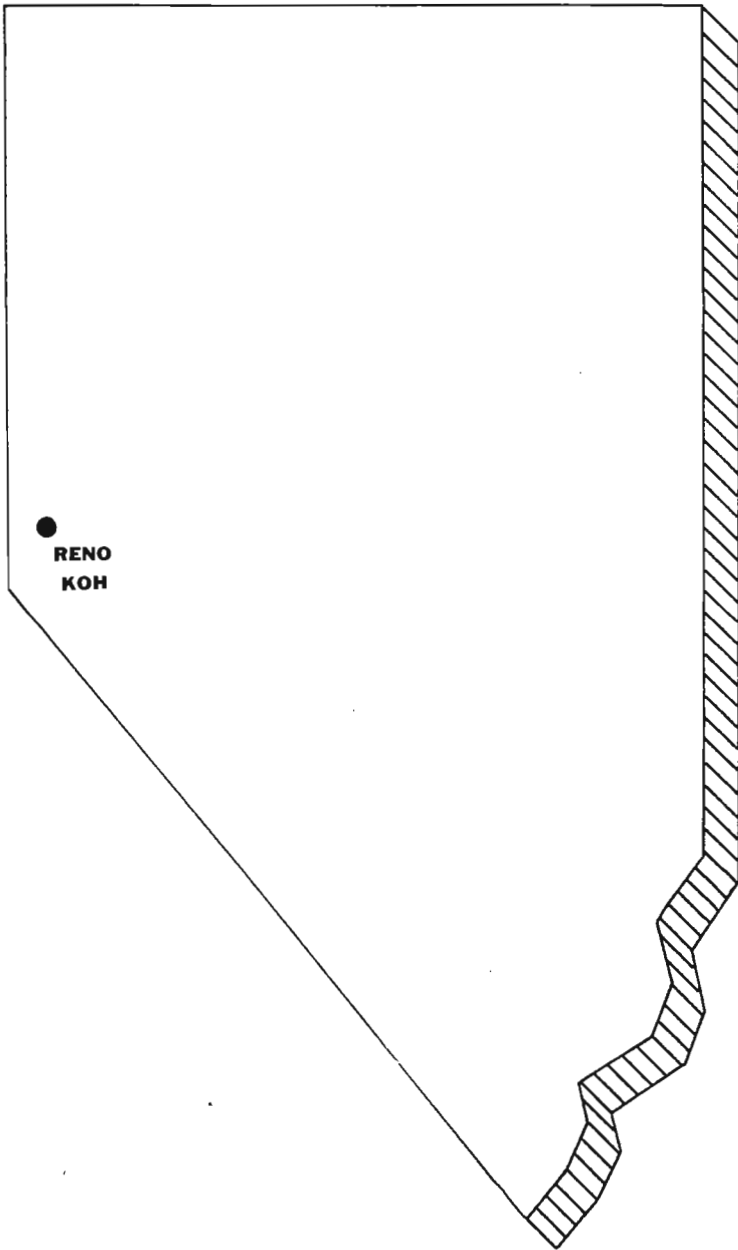
No further information available after several requests.

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## STATION REPRESENTATIVES' ROUNDTABLE

After numerous attempts at establishing a station representatives' trade association, a Roundtable Group was founded on Oct. 16, 1936, for the purpose of dealing with station and station representative problems. Four representative houses belong to the group. A suggestion has been framed by this trade association for standardizing discounts according to uniform percentages.

# NEVADA





## NEVADA

(21,700 radio homes)

## Radio Homes by Counties

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

## KOH, RENO

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

*Manager:* Joy True.

*Rep:* Joseph Hershey McGillvra; Walter

*Biddick Co. News:* None listed. *Seating facilities:* None listed. *Merchandising:* No information given. *Foreign language programs:* No information given. *Artists bureau:* None listed. *Base rate:* \$75.

*Copy restrictions:* Accept beer and wine, but no hard liquor advertising; all copy subject to station approval and government regulations.

## NEW HAMPSHIRE

(99,700 radio homes)

## Radio Homes by Counties

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

## WLNH, LACONIA

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

*Owners:* C. S. and M. Jenney. *Station manager, commercial manager, publicity:* Hugh M. Hescock. *Program director:* Sherwin Greenlaw. *Chief engineer:* Ken Taylor. *Musical director:* Claude C. Marquis.

*Rep:* None. *News:* Yankee Network News Service. *Seating facilities:* About 100 persons. *Merchandising:* No information given. *Foreign language programs:* No information given. *Artists bureau:* None. *Base rate:* \$40.

*Copy restrictions:* Beer, wine and liquors accepted; station states "we go easy on patent medicines."

## WFEA, MANCHESTER

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

*Owner:* Henry Rines. *Manager:* Charles Evans.

*Rep:* Weed & Co. *News:* Yankee Net-

*work News Service. Seating facilities:* Largest studio has a capacity of about 35. *Merchandising:* Send letters to the trade and make personal calls on wholesalers. *Foreign language programs:* Accepted, but in French only. *Artists bureau:* None. *Base rate:* \$70.

*Copy restrictions:* Accept wine and beer advertising; no hard liquors.

(Note: While this information was not furnished by the station, it comes from authentic sources.)

## WHEB, PORTSMOUTH

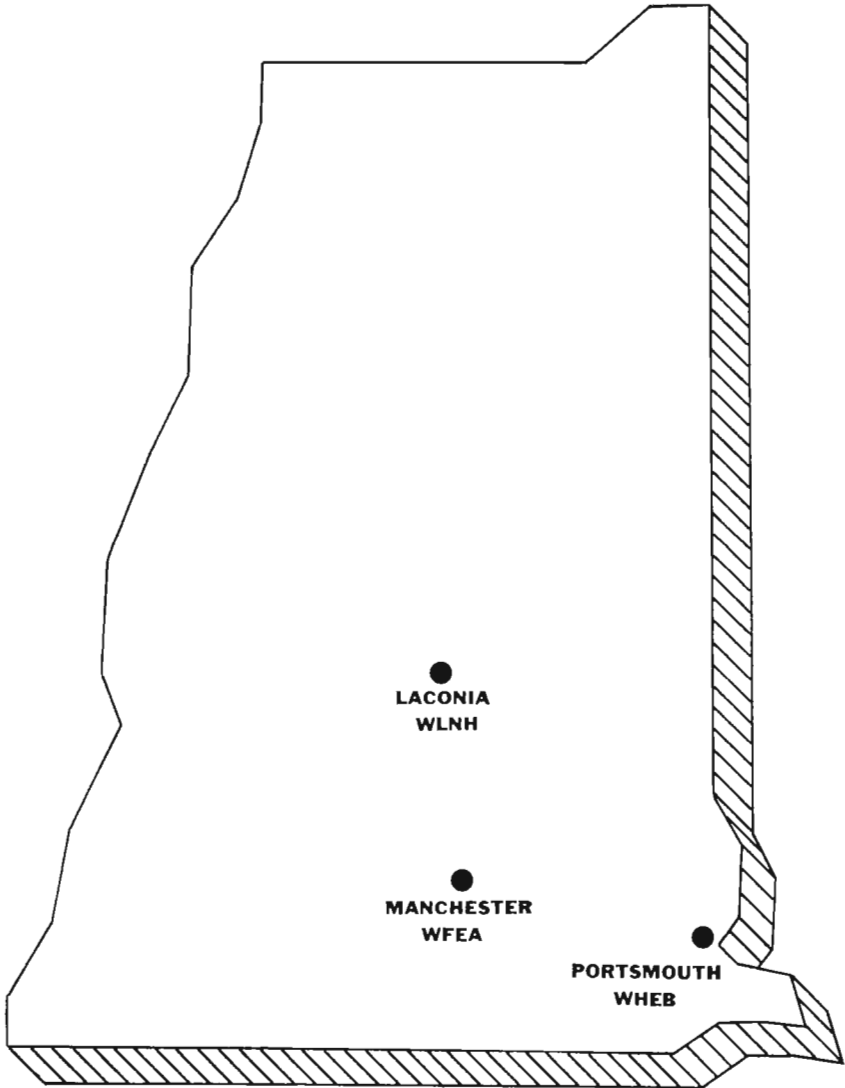
*Operator:* Granite State Broadcasting Co., 39 Congress St., P. O. Box 746. *Phone:* 2670-1. *Power:* 250 watts on 740 kc, 8 a.m. to sunset at Atlanta, Georgia; no Sunday schedule. *Affiliation:* None. *Opened:* Aug. 8, 1932. (Note: WHEB operates on a non-profit basis, serving charitable, fraternal and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

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

*Rep:* Cox and Tanz. *News:* AP; also



# NEW HAMPSHIRE



## STATIONS—Continued

gathers local news. *Seating facilities:* None. *Merchandising:* None. *Foreign language programs:* Accepted. *Artists bureau:* No talent listed, though setup is nominally

maintained by station. *Base rate:* \$100. *Copy restrictions:* No alcoholic beverages, beer or wines; charitable organizations in the area given time gratis.

## NEW JERSEY

(897,500 radio homes)

### Radio Homes by Counties

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

### WCAP, ASBURY PARK

*Operator:* Radio Industries Broadcast Co., Convention Hall. *Phone:* 1911. *Power:* 500 watts on 1280 kc (divides time with WCAM and WTNJ). *Affiliation:* None. *Opened:* 1927.

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

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

*Copy restrictions:* Beer and wine accepted; no hard liquor advertising; all copy must conform to station standards and FCC regulations.

### WPG, ATLANTIC CITY

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

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

*Rep:* Sears and Ayer. *News:* Transradio. *Seating facilities:* Two studios; larger seats 300; smaller accommodates 60. *Merchandising:* Arranges displays for sponsors on the Atlantic City boardwalk and in the pier studios. *Foreign language programs:* Carries Italian and Jewish programs currently; English translation must be submitted in advance. *Artists bureau:* None. *Base rate:* \$125.

*Copy restrictions:* Copy must be free of objectionable references, or extravagant claims, and subject to editing by station;

wine, beer, liquor okay; medicines must pass scrutiny of local medical society.

### WSNJ, BRIDGETON

*Operator:* Eastern States Broadcasting Corp. *Power:* 100 watts on 1210 kc (daytime).

*At press time this station had a construction permit only.*

### WCAM, CAMDEN

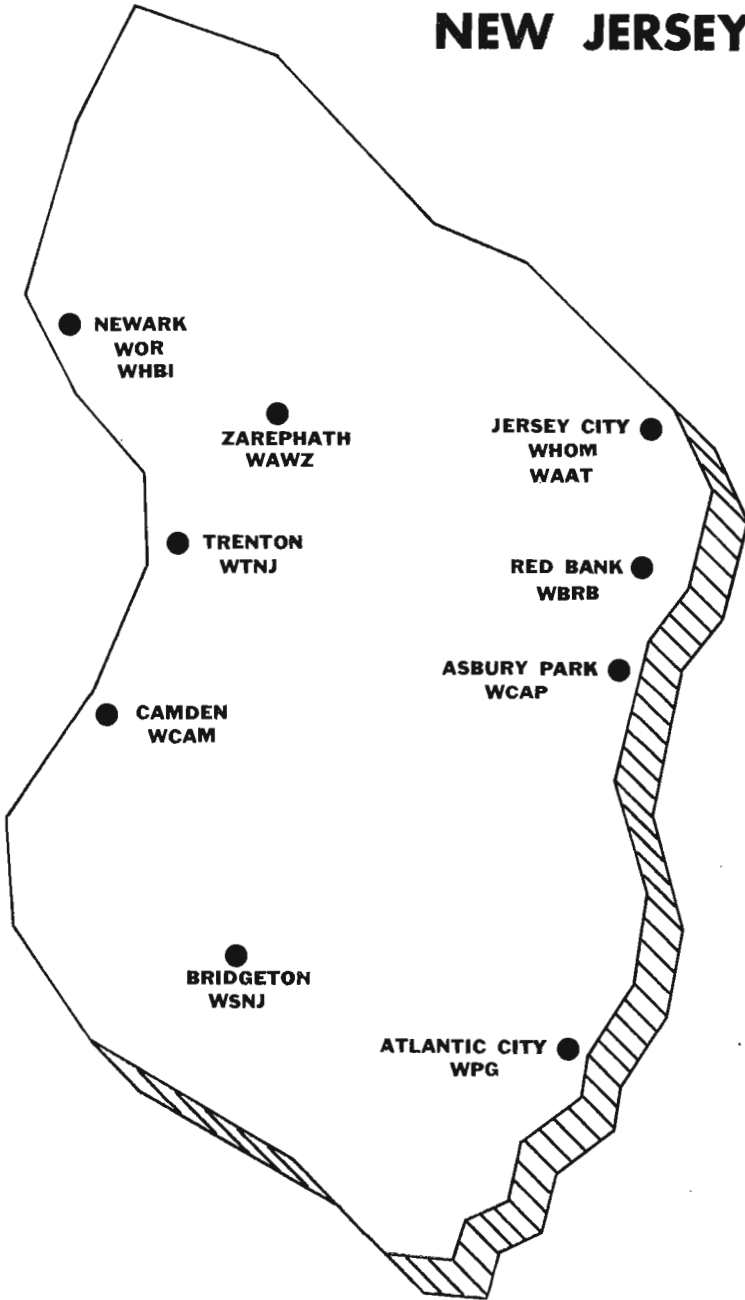
*Operator:* Broadcast Advertising Co., City Hall. *Phone:* 9000. *Power:* 500 watts on 1280 kc (divides time with WTNJ and WCAP). *Affiliation:* None. *Opened:* October, 1926. (Note: the licensee for this station is the City of Camden; supervisor of the station is Mayor George E. Brunner.)

*President of operating company:* Henrietta M. Preisendanz. *Station manager:* Frederick Caperoon. *Commercial manager:* L. M. Maxwell. *Program director:* Mary J. Costanza. *Chief engineer:* C. E. Onens. *Musical director:* Chas. L. Bowen. *Publicity director:* William Markward.

*Rep:* None. *News:* Transradio. *Seating facilities:* Studio, 35. *Merchandising:* Co-operative city and county newspaper advertising; billboards; trailers. *Foreign language programs:* Yes; all material must be submitted in English in advance; time for these broadcasts is limited. *Artists bureau:* None. *Stock:* Owner of Broadcast Advertising Co. is Henrietta M. Preisendanz, heir (wife) to estate of Rud Preisendanz; no other stock outstanding or otherwise held in station or operating company. *Base rate:* \$120.

*Copy restrictions:* Beer, wines, alcoholic beverages and patent medicines must meet laws of state and conform to Federal Trade Commission rulings; no advertising contrary to any government regulations or which is not "in the best interests of the station or the public"; company will not assume any liability for statements made by the advertiser.

# NEW JERSEY



**WAAT, JERSEY CITY**

*Operator:* Bremer Broadcasting Corp., 50 Journal Square. *Phone:* Journal Square 2-0716. *Power:* 500 watts on 940 kc (day-time). *Affiliation:* None. *Opened:* November, 1926.

*President, station and commercial manager, artists bureau head:* Paul H. La Stayo. *Program director:* Gabrielle C. Haas. *Chief engineer:* Anthony Castellani. *Musical director:* Tabe Nicholson.

*Rep:* None. *News:* None. *Seating facilities:* Use hotel ballroom for audience programs; capacity not listed. *Merchandising:* None. *Foreign language programs:* Not accepted. *Artists bureau:* Yes; lists about 20 artists. *Stock:* Principally held by A. H. Pollack and Paul H. La Stayo. *Base rate:* \$210.

*Copy restrictions:* Accept beer; no wine, liquor or patent medicine advertising; all copy subject to station approval.

**WHOM, JERSEY CITY**

*Operator:* New Jersey Broadcasting Corp., 2866 Hudson Blvd. *Phone:* Journal Square 2-2929. *Power:* 250 watts on 1450 kc. *Affiliation:* None. *Opened:* 1930.

*President, station manager:* Paul F. Harron. *Commercial manager:* Joseph Lang. *Program director, artists bureau head:* West W. Willcox. *Chief engineer:* Allison W. Burnham. *Musical director:* Alfred Fasano. *Publicity director:* Don Larkin.

*Rep:* None. *News:* None. *Seating facilities:* None listed. *Merchandising:* None. *Foreign language programs:* Station specializes in same; currently carrying German, Jewish, Polish, Syrian, Greek, Italian and Irish programs; translation must be submitted in advance. *Artists bureau:* Yes; artists not listed. *Base rate:* \$90.

*Copy restrictions:* Accept beer, wine and liquor advertising; all copy must be approved by management and conform to state and federal laws.

**WHBI, NEWARK**

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

*Rep:* None. *Base rate:* \$250.

No other data available after repeated requests.

**WOR, NEWARK**

For information on this station, see New York City. Although WOR is licensed for Newark, N. J., it maintains studios and general offices in New York City through its affiliation with the Radio Quality Group Service.

**WBRB, RED BANK**

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

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

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

*Copy restrictions:* Beer and wine accepted; no hard liquor; all copy subject to station approval and FCC rules and regulations.

**WTNJ, TRENTON**

*Operator:* WOAX, Inc., Hotel Hildebrecht. *Phone:* 5876. *Power:* 500 watts on 1280 kc (divides time with WCAM and WCAP). *Affiliation:* None. *Opened:* 1922.

*President:* Paul F. Harron. *Station and commercial manager:* Edward D. Clery. *Program director:* Harry E. McIlvain. *Chief engineer:* Edward P. Knowles. *Musical director:* William H. Van Doren. *Publicity director:* Rupe Werling.

*Rep:* None. *News:* Transradio. *Seating facilities:* Hotel Hildebrecht ballroom, seating 800 persons. *Merchandising:* Services, including advance spot announcements, display publicity, etc., offered free of charge. *Foreign language programs:* Will accept; Polish, Italian, German and Hungarian programs current. *Artists bureau:* None. *Base rate:* \$75.

*Copy restrictions:* Accept beer, wine and hard liquor; no patent medicines; all copy subject to station standards and government regulations.

**WAWZ, ZAREPHATH**

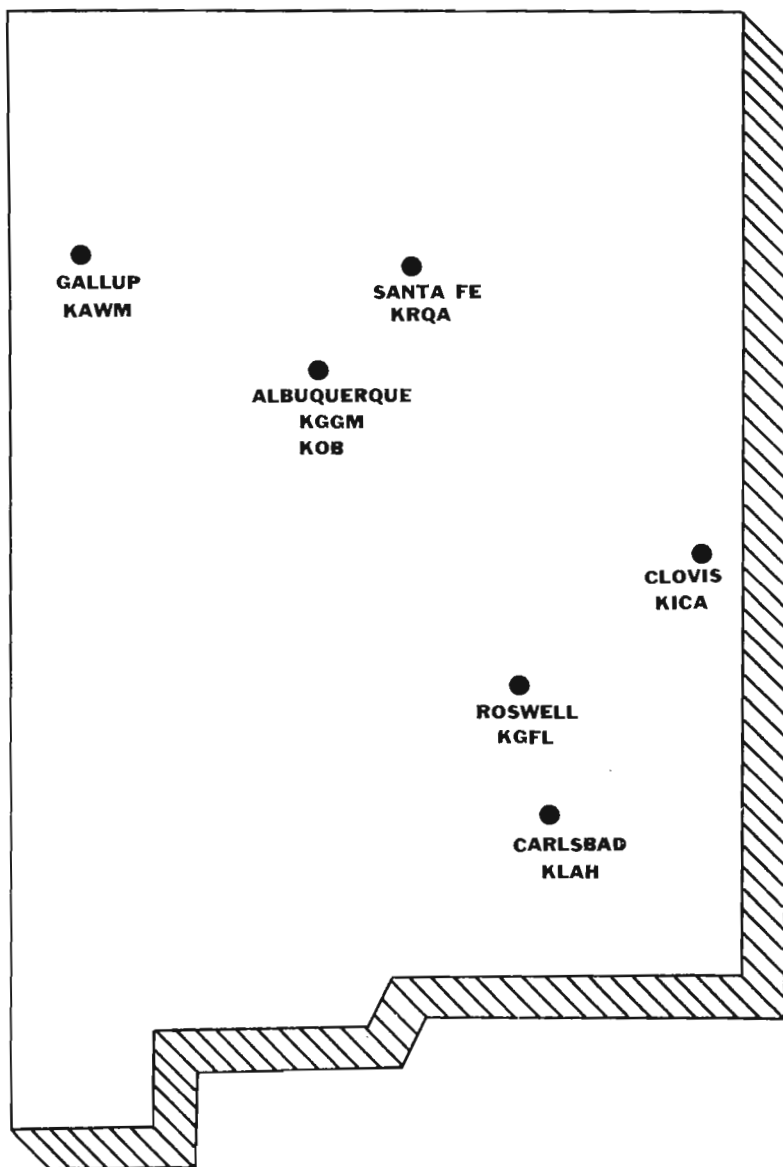
*Operator:* Pillar of Fire. *Phone:* Bound Brook 223. *Power:* 1,000 and 500 watts on 1350 kc. (divides time with WBNX). *Opened:* March 15, 1931.

*President:* Bishop Alma White. *Vice-president:* Bishop Arthur K. White. *Vice-president, station manager, program director:* Rev. Ray B. White. *Chief engineer:* N. L. Wilson. *Musical director:* Orland Wolfram.

*Seating facilities:* 1,000 persons.

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

# NEW MEXICO



**NEW MEXICO**

(48,300 radio homes)

**Radio Homes by Counties**

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

**KGGM, ALBUQUERQUE**

*Operator:* New Mexico Broadcasting Co., Inc., Kimo Bldg. *Phone:* 929. *Power:* 1,000 watts on 1230 kc. *Affiliation:* None. *Opened:* No date given.

*Station manager, commercial manager:* Mike Hollander. *Program director:* Elmer Fondren. *Musical director:* J. B. Matthews. *Chief engineer:* Leonard Dodds.

*Rep:* Wilson-Robertson, Inc. *News:* Christian Science Monitor. *Seating facilities:* About 100 persons. *Merchandising:* No information given. *Foreign language programs:* Accepted at regular station rates; bi-lingual announcer available at no extra cost. *Artists bureau:* None. *Stock:* Principally held by A. R. Hebenstreit and S. P. Vidal. *Base rate:* \$90.

*Copy restrictions:* Accept beer and wine copy; no hard liquors; patent medicines subject to Federal Trade Commission regulations.

**KOB, ALBUQUERQUE**

*Operator:* Albuquerque Broadcasting Co., 424 West Gold Ave. *Phone:* 1180. *Power:* 10,000 watts on 1180 kc. (up to 9 p.m., divides time with KEX thereafter). *Affiliation:* NBC (station is available with Pacific Red or Blue as an optional). *Opened:* June 3, 1920. (Note: prior to August, 1936, KOB was owned by the New Mexico College of Agriculture and Mechanical Arts; subsequently it has become a commercial station.)

*President:* T. M. Pepperday. *Commercial manager, program director:* J. C. McGrane. *Chief engineer:* George S. Johnson. *Musical director:* Mary Hickox.

*Rep:* John Blair & Co. *News:* Transradio. *Seating facilities:* None; planned studios call for 150 capacity. *Merchandising:* Any service desired is rendered at cost. *Foreign language programs:* Announcements and programs taken in Spanish; additional charge made for announcer. *Artists bureau:* None. *Base rate:* \$120.

*Copy restrictions:* Beer and wine accepted; no hard liquors; only restrictions on copy are that copy must be within the law, and "in good taste."

**KLAH, CARLSBAD**

*Operator:* Jack Hawkins and Barney H. Hubbs, Crawford Hotel. *Phone:* 244. *Power:* 100 watts on 1210 kc. *Affiliation:* None. *Opened:* December 20, 1936. (Note: This station is newspaper affiliated with the Pecos, Tex., Enterprise).

*Station and commercial manager:* Jack Hawkins. *Program director:* Wray Guye. *Chief engineer:* Harry Boehnemann.

*Rep:* Cox and Tanz, Philadelphia. *News:* None. *Seating facilities:* None. *Merchandising:* Furnish window displays, publicity; contact dealers and retailers. *Foreign language programs:* Accept Spanish programs; script subject to station approval. *Artists bureau:* None. *Base rate:* \$50.

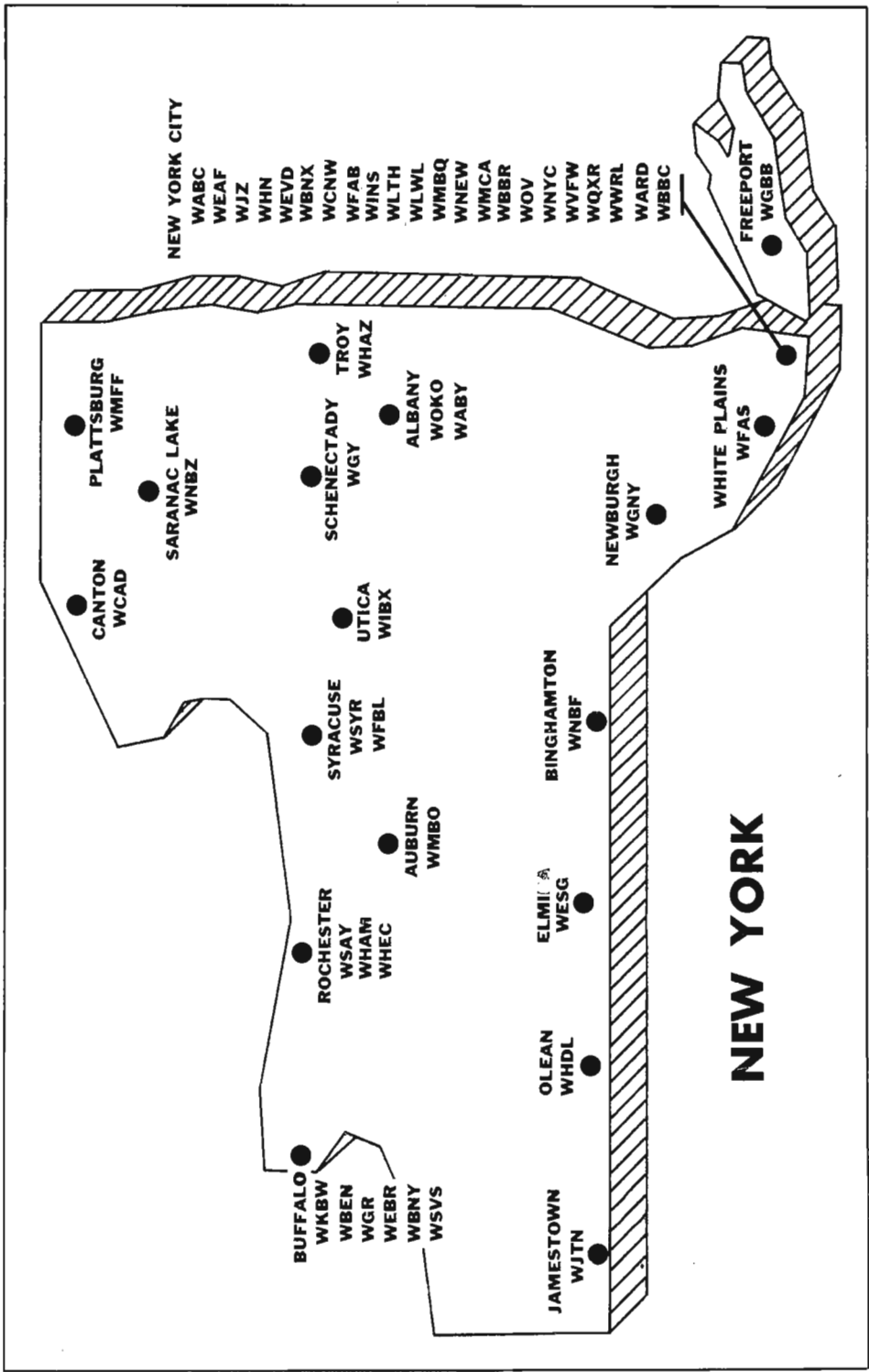
*Copy restrictions:* Accept beer, wine and patent medicines; no hard liquor; all copy subject to station approval and FCC rules and regulations.

**KICA, CLOVIS**

*Operator:* Western Broadcasters, Inc., Hotel Clovis Bldg. *Phone:* 3. *Power:* 100 watts on 1370 kc. (shares hours nighttime with KGFL). *Affiliation:* None. *Opened:* 1929.

*General manager:* Charles C. Alsop. *Commercial manager:* Leon Womack. *Program director:* Ed Safford, Jr. *Chief engineer:* Jack Lund. *Musical director:* Mrs. J. E. Alsop.

*Rep:* Cox & Tanz. *News:* RNA (Transradio). *Seating facilities:* Rainbow Ballroom, Clovis Hotel, seating 350 persons. *Merchandising:* Contact merchants throughout entire trade territory; cooperate in arranging window displays and promotional material; no charge on "reasonable contract." *Foreign language programs:* Accept



# NEW YORK



## STATIONS—Continued

Spanish programs. *Artists bureau:* None. *Base rate:* \$25.

*Copy restrictions:* Accept beer, wine and liquor advertising; all copy subject to FCC rules and regulations.

### KAWN, GALLUP

*Operator:* A. W. Mills. *Power:* 100 watts on 1500 kc.

No other data available.

### KRQA, SANTA FE

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

*General, station and commercial manager, publicity director:* J. Laurance Mar-

tin. *Assistant station manager:* A. F. Schultz. *Chief engineer:* J. Laurance Martin. *Artists bureau head and musical director:* George O. Thorne. *Spanish program director:* T. R. Rivera.

*Rep:* Cox & Tanz. *News:* Transradio. *Seating facilities:* None. *Merchandising:* None. *Foreign language programs:* Spanish programs daily except Sunday. *Artists bureau:* Yes. *Base rate:* \$45.

*Copy restrictions:* Accept beer, wine and hard liquor; all copy subject to station standards and government regulations.

### KGFL, ROSWELL

*Operator:* KGFL, Inc. *Power:* 100 watts on 1370 kc (specified hours with KICA). No other data available.

## NEW YORK

(2,993,100 radio homes)

### Radio Homes by Counties

Albany .....	53,500	Herkimer .....	13,600	Rensselaer .....	30,700
Allegany .....	7,900	Jefferson .....	20,700	Richmond .....	35,000
Bronx .....	317,000	Kings .....	608,000	Rockland .....	12,900
Broome .....	34,900	Lewis .....	4,300	St. Lawrence .....	17,800
Cattaraugus .....	17,500	Livingston .....	7,900	Saratoga .....	14,500
Cayuga .....	16,400	Madison .....	9,600	Schenectady .....	30,800
Chautauqua .....	30,500	Monroe .....	103,500	Schoharie .....	4,500
Chemung .....	18,100	Montgomery .....	13,500	Schuyler .....	2,600
Chenango .....	8,000			Seneca .....	5,100
Clinton .....	9,800	Nassau .....	72,700	Steuben .....	19,700
Columbia .....	10,400	New York .....	427,000	Suffolk .....	36,900
Cortland .....	8,300	Niagara .....	33,300	Sullivan .....	8,900
Delaware .....	9,200	Oneida .....	45,300	Tioga .....	6,100
Dutchess .....	23,400	Onondaga .....	71,200	Tompkins .....	11,000
Erie .....	178,200	Ontario .....	12,400	Ulster .....	20,500
Essex .....	7,200	Orange .....	31,300	Warren .....	8,900
Franklin .....	9,900	Orleans .....	5,300	Washington .....	9,200
Fulton .....	12,700	Oswego .....	15,700	Wayne .....	11,200
Genesee .....	9,900	Otsego .....	12,000	Westchester .....	120,400
Greene .....	6,000	Putnam .....	3,300	Wyoming .....	6,300
Hamilton .....	800	Queens .....	276,000	Yates .....	3,900

### WABY, ALBANY

*Operator:* Adirondack Broadcasting Co., Inc., 110 N. Pearl St. *Phone:* 4-4194. *Power:* 100 watts on 1370 kc. *Affiliation:* NBC Blue Optional Basic Service. *Opened:* 1934. (Note: WABY is affiliated with, but not controlled by, the Albany Knickerbocker Press and Albany News.)

*President and general manager:* Harold E. Smith.

*Rep:* Weed and Co. *News:* UP. *Seating facilities:* Studio, 25; also arrangement with Strand Theatre, Warner Bros., for programs from stage; no admission charge. *Merchandising:* Spot announcements to build up program; cooperation in obtaining newspaper publicity; letters in limited quantities to dealers and distributors.

*Foreign language programs:* No restrictions against acceptance. *Artists bureau:* None. *Base rate:* \$120.

*Copy restrictions:* Accept alcoholic beverages, beer, wines, liquors, patent medicines subject to investigation of product and strict supervision of copy; exaggerated claims or mis-statements not tolerated.

### WOKO, ALBANY

*Operator:* WOKO, Inc., Hotel Ten Eyck. *Phone:* 4-4193. *Power:* 1,000 and 500 watts on 1430 kc. *Affiliation:* CBS. *Opened:* 1924. (Note: WOKO is affiliated with, but not controlled by, The Albany Knickerbocker Press and The Albany News, both Gannett papers.)

*General manager:* Harold E. Smith.

**WOKO**

**A SIX-YEAR HABIT**

With

**CAPITAL DISTRICT LISTENERS**

---

For Results Write

**WOKO**

Hotel Ten Eyck, Albany, N. Y.

---

**WABY** OFFERS

**COVERAGE IN 3 MAJOR CITIES**

**ALBANY – TROY – SCHENECTADY**

---

The Only NBC Blue Network Service in the Area

---

**WABY**

ALBANY, N. Y.

*Rep:* Craig & Hollingbery, Inc. *News:* UP. *Seating facilities:* Studio, 25 persons; also arrangements with Warner Bros. Strand and Madison theatres; no admission charge. *Merchandising:* Courtesy announcements to build up program; letters to a limited number of dealers and distributors; attempts to obtain newspaper publicity. *Foreign language programs:* Accepted. *Artists bureau:* None. *Base rate:* \$170.

*Copy restrictions:* Beer and wines accepted; no hard liquors; no superlatives or exaggerated claims; patent medicines subject to investigation of product and strict supervision of copy.

**WMBO, AUBURN**

*Operator:* WMBO, Inc., Metcalf Bldg., 141 Genesee Street. *Phone:* 433. *Power:* 250 and 100 watts on 1310 kc. *Affiliation:* New York Broadcasting System. *Opened:* January, 1926.

*President:* Roy L. Albertson. *Station and commercial manager:* Frederick L. Keesee. *Program director:* Edward Campbell. *Chief engineer:* Herbert House. *Publicity director:* Dorothy Bolin.

*Rep:* None. *News:* New York Broadcasting System; local. *Seating facilities:* 50 persons. *Merchandising:* Supply publicity gratis; rates upon request for special services. *Foreign language programs:* Will accept; translation must be furnished two days prior to broadcast. *Artists bureau:* Yes. *Base rate:* \$70.

*Copy restrictions:* Accept beer and wine, no hard liquor; patent medicines accepted if approved by Food & Drugs Act; all copy subject to station approval and government regulations.

**WNBF, BINGHAMTON**

*Operator:* Howitt-Wood Radio Co., Inc., 136 Chenango Street. *Phone:* 2-3461. *Power:* 250 and 100 watts on 1500 kc. *Affiliation:* CBS. *Opened:* February 7, 1927.

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

*Rep:* Joseph Hershey McGillvra. *News:* Transradio. *Seating facilities:* None. *Merchandising:* Supply lists of wholesalers and retailers, supervise distribution of window and show cards, mail letters to retail outlets advising of new program, free of charge; mailing pieces to local distributors at cost of postage; personally conducted or coincidental telephone surveys at actual cost. *Foreign language programs:* Accept Slavic programs; for eight months of the year carry three such commercial pro-

grams. *Artists bureau:* None. *Base rate:* \$125.

*Copy restrictions:* Accept limited number of beer accounts; no wine or hard liquor; limited number of patent medicines accepted after strict investigation; all copy subject to station approval and government regulations.

**WBEN, BUFFALO**

*Operator:* WBEN, Inc., Hotel Statler. *Phone:* Cleveland 6400. *Power:* 5,000 and 1,000 watts on 900 kc. *Affiliation:* NBC Basic Red. *Opened:* Sept. 8, 1930. (Note: This station is owned by the same stockholders owning the Buffalo Evening News; also WEBR, Buffalo.)

*President:* Edward H. Butler. *Station manager, program director:* Edgar H. Twamley. *Commercial manager:* Clifford M. Taylor. *Chief engineer:* Ralph J. Kingsley. *Musical director:* Erwin Glucksman. *Publicity director:* Joe Haeffner.

*Rep:* Edward Petry & Co., Inc. *News:* locally from Buffalo Evening News. *Seating facilities:* 400 in one room; 2,000 in the Hotel Statler ballroom. *Merchandising:* No information given. *Foreign language programs:* None. *Artists bureau:* None. *Base rate:* \$130 (½ hr.).

*Copy restrictions:* No announcements accepted on beer, wine or liquor; full-length programs accepted for beer, but not for wine or liquor.

**WBNY, BUFFALO**

*Operator:* Roy L. Albertson, 485 Main Street. *Phone:* Cleveland 3365. *Power:* 250 and 100 watts on 1370 kc. *Affiliation:* New York Broadcasting System. *Opened:* March 4, 1936.

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

*Rep:* None. *News:* Transradio. *Seating facilities:* 25 persons. *Merchandising:* Complete service; no charge except for special and costly services. *Foreign language programs:* Accept, with no restrictions; daily Polish and German programs current. *Artists bureau:* None. *Base rate:* \$100.

*Copy restrictions:* Accept beer and wine any time; hard liquor after 10 p.m. only; drug and medicinal advertising must comply with FCC and Federal Trade Commission rules and regulations, and all copy is subject to station approval or revision; use of word "free" prohibited except where samples of a product are offered gratis.

# *How About Buffalo?*

When a station's commercial renewals — month in and month out — remain around 97 per cent. it can mean only one thing . . . we are getting highly satisfactory results for all types of advertisers.

## **W B N Y**

Owned and Operated by Roy L. Albertson

### **B U F F A L O**

Studios—485 Main Street

Telephone Cleveland 3365

*Full Transradio Press Service!*

## STATIONS—Continued

### WEBR, BUFFALO

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

*President:* Edward H. Butler. *Station manager:* Louis W. Kaiser. *Commercial manager:* William Doerr, Jr. *Chief engineer:* Lawrence Bailey. *Musical director:* Erwin Gluckman. *Publicity director:* Joe Betzer.

*Rep:* Edward Petry & Co., Inc. *News:* No service listed. *Seating facilities:* None. *Merchandising:* No information given. *Foreign language programs:* None. *Artists bureau:* None. *Base rate:* \$72 (½ hr.).

*Copy restrictions:* Beer and wine accepted; no hard liquors; copy must comply with FCC and Federal Trade Commission regulations and be in good taste.

### WGR, BUFFALO

*Operator:* Buffalo Broadcasting Corp., Rand Bldg. Phone: WA 3100. *Power:* 5,000 and 1,000 watts on 550 kc. *Affiliation:* CBS.

*Opened:* 1922. (Note: Same owners control WKBW, also of Buffalo.)

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

*Rep:* Free & Peters, Inc. *News:* UP; local. *Seating facilities:* 250 persons (shared with WKBW). *Merchandising:* Complete service available at actual cost. *Foreign language programs:* No information given. *Artists bureau:* No information given. *Base rate:* \$275.

*Copy restrictions:* All copy subject to station approval.

### WKBW, BUFFALO

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

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

## ARTIST'S MANAGEMENT BUREAU, Inc.

17 E. 45th St., New York  
MU. 2-1888

### Personal Representative

PAUL WHITEMAN  
JIMMY BRIERLY  
JIMMY LOU ELLIS  
JOHNNY MERCER  
KING'S MEN  
BOB LAWRENCE  
VIVIENNE SEGAL  
HARRY ROSENTHAL

## ● The Salesway To The Rich Chautauqua Region

NEW POWER! NEW  
STUDIOS! NBC BLUE  
NETWORK AFFILIA-  
TION! The only station  
in the Chautauqua area ...  
Now serving nearly a half  
million "Willing to Spend"  
listeners in New York and  
Pennsylvania. Tap this  
rich market at low cost!

For Information on Coverage, Results,  
Rates and Complete Information . . .  
Write, Wire or Phone.



JAMESTOWN, N.Y.

# “Showmanship” . . .

When Roger Baker leases a line to broadcast direct from the Buffalo Bison training camp in Florida—that’s showmanship!

When BBC opens the Joint Charities and Community Fund Campaign with a mammoth all-star three and one-half hour broadcast—that’s showmanship!

When the tourist from Canada is met at the Peace Bridge with a BBC microphone and a cordial welcome to Buffalo—that’s showmanship!

When 3,000 University of Buffalo graduates stage a monster parade and BBC’s ultra-short-wave equipped truck brings a “play-by-play” description—that’s showmanship!

BBC Showmanship means BBC local dominance in the rich Western New York market. Let us prove it.

# WGR . . . WKBW

*. . . The Ends of the Dial . . .*

---

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

*Rep:* Free & Peters, Inc. *News:* UP; local. *Seating facilities:* 250 persons (shared with WGR). *Merchandising:* Complete service available at actual cost. *Foreign language programs:* No information given. *Artists bureau:* No information given. *Base rate:* \$275.

*Copy restrictions:* All copy subject to station approval.

**WSVS, BUFFALO**

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

**WCAD, CANTON**

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

*Station head:* Richard C. Ellsworth, secretary to the University. *Station manager:* Harold K. Bergman. *Program director, publicity director:* Ruth Willard. *Musical director:* Prof. H. Wellington Stewart. *Chief engineer:* Dr. Ward C. Priest.

*News:* Christian Science Monitor News.

This station is non-commercial; university-owned.

**WESG, ELMIRA**

*Operator:* Elmira Star-Gazette, Inc., Mark Twain Hotel. *Phone:* 5959; 5181. *Power:* 1,000 watts on 850 kc (daytime). *Affiliation:* CBS. *Opened:* 1921; present operation since Oct. 2, 1932. (Note: this station is operated commercially under lease by the Elmira Star-Gazette; it is owned by Cornell University, and there are additional studios in Ithaca on the University campus.)

*Station manager:* Dale L. Taylor. *Program director:* Harold M. Wagner. *Chief engineer:* True McLane. *Musical director:* Harry Springer. *Publicity director:* Glenn Williams.

*Rep:* J. P. McKinney & Son. *News:* AP; UP. *Seating facilities:* Studio, 45 persons; Mark Twain Hotel ballroom, 200. *Merchandising:* Make personal calls; direct mail; newspaper cooperation. *Foreign language programs:* None currently carried; acceptable with limitations. *Artists bureau:* Yes; have several bands, string groups, vocalists and other musicians. *Base rate:* \$100.

*Copy restrictions:* No copy advertising products aiding bodily functions; no beer, wines or alcoholic beverages; no promotion schemes, astrological, or fortune-telling programs.

**WGBB, FREEPORT**

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

*Rep:* None. *Base rate:* \$60.

No other data available after several requests.

**WJTN, JAMESTOWN**

*Operator:* James Broadcasting Co., Inc., Wellman Bldg. *Phone:* 7-151. *Power:* 250 and 100 watts on 1210 kc. *Affiliation:* NBC Optional Blue. *Opened:* 1924. (Note: in October, 1936, this station was purchased by H. C. Wilder of WSyr, Syracuse.)

*President:* H. C. Wilder. *Station manager:* Charles Denny. *Commercial manager:* Simon Goldman. *Program director:* J. Costley. *Chief engineer:* H. K. Kratzent.

*Rep:* Lists none exclusively. *News:* UP. *Seating facilities:* 1,600 in an auditorium by remote. *Merchandising:* Yes; specific policies not listed. *Foreign language programs:* Accepted. *Artists bureau:* Yes; has no specific list of talent on hand, but will supply performers on request. *Base rate:* \$120.

*Copy restrictions:* Station reserves right to censor copy in accordance with "good practice," no restrictions on alcoholic beverages; patent medicines restricted in accordance with Federal Trade Commission procedure.

**WGNV, NEWBURGH**

*Operator:* Peter Goelet. *Power:* 100 watts on 1210 kc (shares time with WBRB, WFAS, and WGBB). *Affiliation:* None.

*Director:* Peter Goelet.

*Rep:* None. *Base rate:* \$40.

**WABC, NEW YORK CITY**

*Operator:* Columbia Broadcasting System, Inc., 485 Madison Ave. *Phone:* Wickersham 2-2000. *Power:* 50,000 watts on 860 kc. *Affiliation:* This is the key station of the Columbia Broadcasting System (Note: On the FCC records this station is listed as WABC-WBOQ).

For all other information, see the Columbia Broadcasting System.

**WARD, NEW YORK CITY**

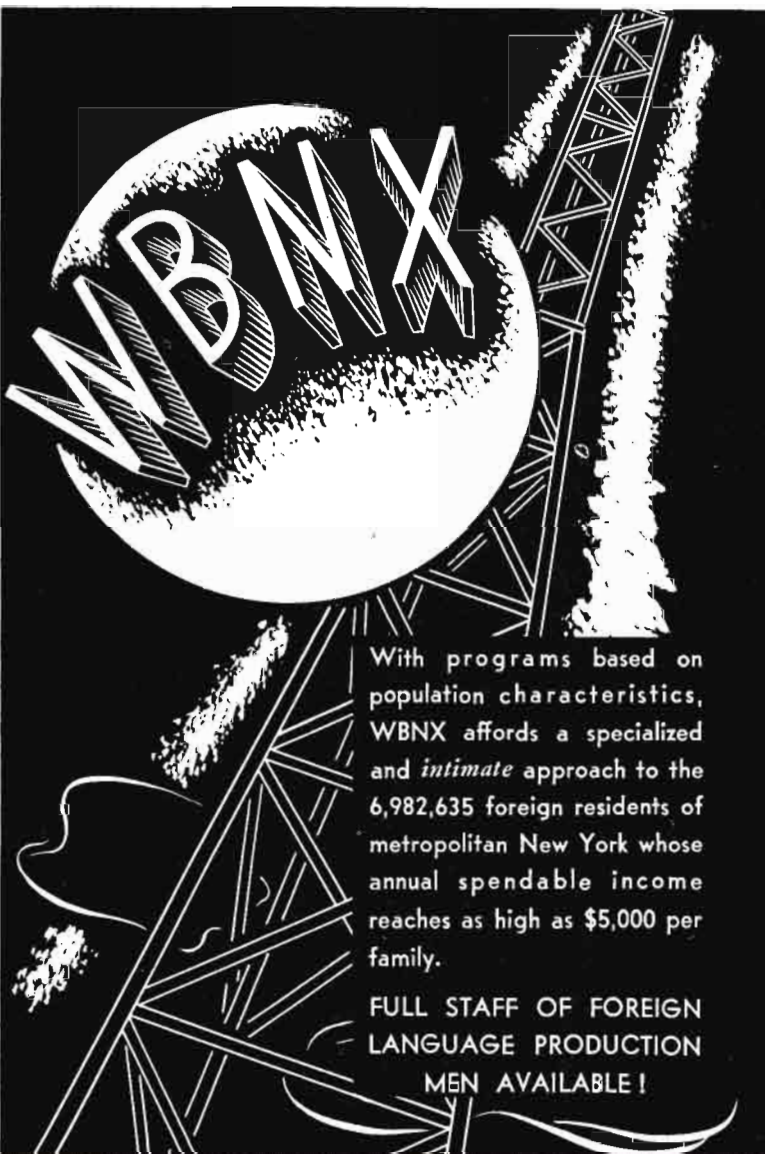
*Operator:* United States Broadcasting Corp., 427 Fulton St. *Phone:* Triangle 5-3301. *Power:* 500 watts on 1400 kc. (divides time with WBBC, WVFW, WLTH). *Affiliation:* None. *Opened:* 1926.

*Secretary, treasurer, station manager:* Aaron Kronenberg. *Commercial manager:* Oscar Kronenberg. *Chief engineer:* A. Hass.



# A *NEW* APPROACH TO THE

# NEW YORK MARKET



With programs based on population characteristics, WBNX affords a specialized and *intimate* approach to the 6,982,635 foreign residents of metropolitan New York whose annual spendable income reaches as high as \$5,000 per family.

FULL STAFF OF FOREIGN LANGUAGE PRODUCTION MEN AVAILABLE!

*VARIETY'S* FIRST CHOICE FOR FOREIGN LANGUAGE STATION  
*Speaks the Language of Your Prospect*

## STATIONS—Continued

*Rep:* None. *News:* None. *Seating facilities:* None. *Merchandising:* None. *Foreign language programs:* WARD specializes in this type of program; has Yiddish, Spanish and Irish programs; translation of programs must be furnished in advance. *Artists bureau:* Yes; has talent available. *Base rate:* \$200.

*Copy restrictions:* Accept beer; no other alcoholic beverages.

### WBBC, NEW YORK CITY

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

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

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

*Copy restrictions:* Accept beer any time; wine for sacramental purposes only; no liquor advertising; patent medicines accepted if approved by Medical Society of Kings County; all copy subject to station approval and FCC rules and regulations.

### WBRR, NEW YORK CITY

*Operator:* Peoples Pulpit Assn. *Power:* 1,000 watts on 1300 kc. (shares time with WHAZ, WFAB and WEVD).

This station does not sell time; church-owned.

### WBNX, NEW YORK CITY

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

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

*Rep:* Van Cronkhite Associates. *News:* None. *Seating facilities:* 100. *Merchandising:* No regular service; helps with produc-

tion of foreign language programs; offers information on buying habits, and statistics. *Foreign language programs:* Specializes in these. *Artists bureau:* None. *Base rate:* \$225.

*Copy restrictions:* No set rules.

### WGNW, NEW YORK CITY

*Operator:* Arthur Faske. *Power:* 250 and 100 watts on 1500 kc (shares hours with WMBQ and WWRL). *Affiliation:* None.

*Base rate:* \$160.

No other data available.

### WEAF, NEW YORK CITY

*Operator:* The National Broadcasting Co., Inc., 30 Rockefeller Plaza. *Phone:* Circle 7-8300. *Power:* 50,000 watts on 660 kc. *Affiliation:* NBC Basic Red—key station.

For all other information, see the National Broadcasting Co.

### WEVD, NEW YORK CITY

*Operator:* Debs Memorial Radio Fund, Inc., 160 W. 44th St. *Phone:* Bryant 9-2360. *Power:* 1,000 watts on 1300 kc (shares time with WBRR, WFAB, WHAZ). *Affiliation:* None. *Opened:* July, 1931 (reorganized).

*Managing director:* Henry Greenfield. *Director in charge of programs:* Morris S. Novik. *Musical director:* Nicholas L. Saslowsky. *Publicity director:* George Field.

*Rep:* None. *News:* None. *Seating facilities:* About 30 persons. *Merchandising:* None. *Foreign language programs:* Will accept; commercials limited to 100 words for any one announcement; medical copy subject to approval of Academy of Medicine; such copy also checked for "good taste." *Artists bureau:* None. *Base rate:* \$200.

*Copy restrictions:* No set rules; prefer announcements to be limited to one minute and kept within "realm of good taste."

### WFAB, NEW YORK CITY

*Operator:* Fifth Avenue Broadcasting Corp. *Power:* 1,000 watts on 1300 kc (shares time with WBRR, WEVD, and WHAZ). *Affiliation:* None.

*Director:* Joseph Lang.

*Rep:* None. *Base rate:* \$200.

*Copy restrictions:* Accept beer, wine and hard liquors.

### WHN, NEW YORK CITY

*Operator:* Marcus Loew Booking Agency, 1540 Broadway. *Phone:* Bryant 9-7800. *Power:* 5,000 and 1,000 watts on 1010 kc. *Affiliation:* Yankee Network; Colonial Network; WLW Line; New York Broadcasting System. *Opened:* March 18, 1922.

*Managing director:* Louis K. Sidney.

THERE IS A *New*  
*Easy to Cover*

**WON**

**WRAX**

**WREN**



# RICH MARKET.....

## *Easy to Sell*

1000 WATTS

DAY  
500 WATTS

NIGHT  
250 WATTS

There is a new market, 50% of the Italian Market of America, concentrated between New York and Philadelphia. We can put this market in the palm of your hand through WOV in New York and WRAX-WPEN in Philadelphia.

There are more than 1,750,000 Italo-Americans in the New York Metropolitan Area, and 350,000 Italo-Americans in Greater Philadelphia served by 8,000 grocery stores, 1,500 drug stores and numberless outlets for practically every product you wish to sell.

For the last six years WOV and WRAX-WPEN have done a remarkably good job: In 1936 and 1937 95% of WOV advertisers renewed their contracts; 20% of WOV and WRAX-WPEN programs are now running without interruption for more than four years.

### *Write Today!*

If you wish more information about the Italian Market of America, please write today. We are equipped to serve you. A representative of our merchandising department will call at your convenience. No obligation on your part.

# WOV

132 West 43rd St., New York, N. Y.

# WRAX • WPEN

22nd and Walnut Sts., Philadelphia, Pa.

# *Over 2 Million Italo - Americans in New York, New Jersey & Philadelphia*

*Associate director, commercial manager:* Herbert L. Pettey. *Station manager:* Frank Roehrenbeck. *Program director:* Fred Raphael. *Chief engineer:* Gordon Windham. *Artists bureau head:* Leo Cohen. *Musical directors:* Don Albert, Irving Aaronson. *Production manager:* Mort Harris. *Publicity director:* Abraham L. Simon.

*Rep:* E. Katz Special Advertising Agency. *News:* UP. *Seating facilities:* Studio A, 150; studio B, 100; studio C, 100; studio No. 1403, 50. *Merchandising:* None. *Foreign language programs:* No. *Artists bureau:* Complete service; artists booked directly, while there are booking tie-ups through Loew's Theatres and Metro-Goldwyn-Mayer pictures. *Stock:* WHN has no outstanding stock; it is affiliated with the Metro-Goldwyn-Mayer interests including the Loew's Theatres, Marcus Loew Booking Agency, etc. *Base rate:* \$400.

*Copy restrictions:* Commercials restricted to three minutes per quarter-hour of broadcast; will accept alcoholic beverages and patent medicines, acceptance depending on approval of product and copy.

#### WINS, NEW YORK CITY

*Operator:* Hearst Radio, Inc., 110 East 58th Street. *Phone:* Eldorado 5-6100. *Power:* 1,000 watts on 1180 kc. *Affiliation:* New York Broadcasting System. *Opened:* 1924. (Note: This station is newspaper-owned by the New York Journal and American—Hearst Newspapers.)

*Station manager:* Burt Squire. *Commercial manager:* Carl Calman. *Program director:* A. A. Grobe. *Chief engineer:* C. H. Pease. *Musical director:* Louis Katzman. *Publicity director:* Sylvia Press.

*Rep:* Hearst Radio, Inc. *News:* INS. *Seating facilities:* 50 persons. *Merchandising:* Complete service available at actual cost. *Foreign language programs:* Not accepted. *Artists bureau:* None. *Base rate:* \$250.

*Copy restrictions:* Accept beer and wine, but no hard liquors; all copy subject to station approval and government regulations.

#### WJZ, NEW YORK CITY

*Operator:* National Broadcasting Co., Inc. *Phone:* Circle 7-8300. *Power:* 50,000 watts on 760 kc. *Affiliation:* NBC Basic Blue—key station.

For all other information, see the National Broadcasting Co.

#### WLTH, NEW YORK CITY

*Operator:* Voice of Brooklyn, Inc., 105 Second Ave., New York City. *Phone:* Orchard 4-1203. *Power:* 500 watts on 1400

kc (divides time with WBBC, WARD, WVFW). *Affiliation:* None. *Opened:* September, 1925.

*President, commercial manager:* Samuel Gellard. *Program director:* Stanley Field. *Chief engineer:* Norwood Bradshaw. *Musical director:* Sholom Secunda. *Publicity director:* Norman H. Warembud.

*Rep:* Van Cronkhite Associates. *News:* Yiddish Telegraphic Agency. *Seating facilities:* WLTH Radio Theatre seats 100. *Merchandising:* Station has mailing list of listeners consistently patronizing advertisers which may be used by clients for follow-ups; has organized a Grocer's Association to aid advertisers in merchandising. *Foreign language programs:* Yes; in Jewish, Italian, German, Irish, Polish, Spanish, Norwegian, Arabic. *Artists bureau:* None. *Base rate:* \$175.

*Copy restrictions:* Beer, wines, liquor, patent medicines accepted if copy does not violate code of ethics of NAB; with patent medicines, copy and hour of broadcast is also supervised by station.

#### WLWL, NEW YORK CITY

*Operator:* Universal Broadcasting Corp., 415 West 59th Street. *Power:* 5,000 watts on 1100 kc. (specified hours with WPG.)

*Base rate:* \$300.

No other information available after repeated requests.

(Note: At press time this station was reported as sold to Arde Bulova. Call letters will be changed to WBIL.)

#### WMBQ, NEW YORK CITY

*Operator:* Metropolitan Broadcasting Corp., special temporary authorization authorized to Joseph Husid, receiver for the Metropolitan Broadcasting Corp. *Power:* 100 watts on 1500 kc (shares hours with WCNW and WWRL).

No other data available.

#### WMCA, NEW YORK CITY

*Operator:* Knickerbocker Broadcasting Co., 1697 Broadway. *Phone:* Circle 6-2200. *Power:* 1,000 watts on 570 kc. *Affiliation:* Inter-City Broadcasting System. *Opened:* Feb. 6, 1925.

*President, station manager:* Donald Flamm. *Commercial manager:* Bertram Lebharr, Jr. *Program director:* Alfred A. Hall. *Chief engineer:* Frank Marx. *Artists bureau head:* Charles Wilshin. *Musical director:* Carl Fenton. *Publicity director:* Leon Goldstein.

*Rep:* Ray Linton (Chicago). *News:* INS. *Seating facilities:* Studios, 250 persons. *Merchandising:* Sales promotion depart-



On the screen  
*it's M-G-M*

In the theatre  
*it's LOEW'S*



On the AIR—*it's*  
**WHN**  
DIAL  
1010



No wonder *Variety* named WHN as New York's Number One Showmanship Station! Our affiliation with Metro-Goldwyn-Mayer Studios and Loew's chain of theatres, our accomplished staff of experienced showmen, our wide range of talented artists, combine to give our advertisers the best possible setting for their sales message . . . And besides, there isn't a more economical or more effective way to reach the World's Richest Market—New York!

**"THE STATION OF THE STARS"**



# first by a large margin!

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

*Take your choice ✓ check at will*

✓  
Total number of local  
accounts on the air . . .

first by a large  
margin!

✓  
Total number of local  
accounts that repeat  
year after year—season  
in, season out—

first by a large  
margin!

✓  
Total number of national  
accounts using programs  
of no less than fifteen  
minutes—

first by a large  
margin!

✓  
Total number of hours  
on the air—with the  
highest percent of listen-  
ing audience among the  
local stations (Clark-  
Hooper)—

first by a large  
margin!

✓  
Total number of program  
features that belong to  
New York—that are New  
York—that rank first in  
listening audience—

first by a large  
margin!

✓  
... Best  
equipped to  
move your goods  
at the lowest cost  
per buyer . . .

first by a large  
margin!

## W·N·E·W

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

1250 KILOCYCLES

2500 WATTS BY DAY 1000 WATTS BY NIGHT



## STATIONS—Continued

ment prepares copy for posters, displays, signs, advertisements, etc. *Foreign language programs:* No. *Artists bureau:* Yes; complete roster with about 65 artists available for booking. *Base rate:* \$550.

*Copy restrictions:* Beer and wine accepted, subject to rules of Federal Control Board; patent medicines subject to rules of Federal Trade Commission; advertiser must agree to indemnify Knickerbocker from any and all liability suits, damages, costs, expenses and lawyers' fees.

### WNEW, NEW YORK CITY

*Operator:* Wodaam Corp. is licensee, while WBO Broadcasting Co. is operating company; 501 Madison Ave. *Phone:* Plaza 3-3300. *Power:* 2,500 and 1,000 watts on 1250 kc. (shares time with WHBI). *Affiliation:* None. *Opened:* Feb. 13, 1934.

*President:* Milton H. Biow. *Station manager, artists bureau head:* Bernice Judis. *Commercial manager:* Herman Bess. *Program director:* Has a program board. *Chief engineer:* Max Weiner. *Musical director:* Merle Pitt. *Publicity director:* Sid Schwartz.

*Rep:* None. *News:* Press-Radio (also tie-up with N. Y. Evening Journal). *Seating facilities:* Studios, 200 persons. *Merchandising:* Maintains such a department. *Foreign language programs:* None. *Artists bureau:* Yes; has about 45 artists. *Base rate:* \$350.

*Copy restrictions:* Accepts beer, wine and patent medicines; rejects laxatives, reducing medicines, diathermy and radio schools; reasonable advertising liberties allowed to all others; guided by code of ethics of FCC.

### WNYC, NEW YORK CITY

*Operator:* City of New York, 2500 Municipal Bldg. *Phone:* Worth 2-4740. *Power:* 1,000 watts on 810 kc. *Opened:* July 2, 1924.

*Station head:* K. J. H. Kracke (Commissioner of Plant & Structures). *Program director:* Seymour N. Siegel. *Chief engineer:* Isaac Brimberg. *Artists bureau head:* Bert Dixon. *Musical director:* Herman Newman. *Publicity director:* J. J. Auerhaan. *Studio manager:* T. H. Cowan.

*News:* Press Radio. *Seating facilities:* Studio, 100 persons; Brooklyn Museum auditorium, 2,000; American Museum of Natural History auditorium, 2,000. *Artists bureau:* Currently being launched.

This station is non-commercial.

### WOR, NEW YORK CITY

*Operator:* Bamberger Broadcasting Service, Inc., 1440 Broadway. *Phone:* Penn-

sylvania 6-8383. *Power:* 50,000 watts on 710 kc. *Affiliation:* Mutual Broadcasting System. *Opened:* February 22, 1922. (Note: This station is licensed as Newark, N. J., but through its affiliation with Radio Quality Group Service maintains studios and general offices in New York City.)

*President:* Alfred J. McCosker. *Vice-president, general manager:* Theodore C. Streibert. *Sales manager:* William B. Gellatly. *Director of program operations:* Julius F. Seebach, Jr. *Chief engineer:* Jack R. Poppele. *Artists bureau head:* Nat Abramson. *Musical director:* Alfred Wallenstein. *Director of public relations and special features:* G. W. Johnstone.

*Rep:* Maintain own offices in Chicago. *News:* Transradio. *Seating facilities:* Two studios, seating 75 persons; WOR-Mutual Playhouse also available to clients for slight extra charge. *Merchandising:* None. *Foreign language programs:* Not accepted. *Artists bureau:* WOR Artists Service. *Base rate:* \$925.

*Copy restrictions:* Accept beer, wine and liquor; minimum length of period—5 minutes; announcements accepted, with restrictions on time of broadcast; reserve right to eliminate all or parts of programs considered contrary to policy or interest, without notice or consent.

### WOV, NEW YORK CITY

*Operator:* International Broadcasting Corp., 132 W. 43d St. *Phone:* Bryant 9-6080. *Power:* 1,000 watts on 1130 kc. (to 6 p.m.). *Affiliation:* None; has had occasional hookups with WOR, WAAB, WRAX, WICC, WEAN, WSPR, New York Broadcasting System. *Opened:* December, 1926.

*President, station manager, commercial manager:* John Iraci. *Program director:* John Schramm. *Chief engineer:* Robert E. Study. *Musical director:* Julio Occhiboi. *Publicity director:* Charles Berry.

*Rep:* None. *News:* None. *Seating facilities:* None. *Merchandising:* Regular department; give clients ideas and suggestions for promotional campaigns. *Foreign language programs:* Accept Italian only; own staff of announcers writes copy. *Artists bureau:* None. *Base rate:* \$200.

*Copy restrictions:* Only supportable copy claims allowed; competitive products cannot be criticized; beers and wines accepted; no hard liquors.

### WQXR, NEW YORK CITY

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

*President:* John V. L. Hogan. *Station*

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# THE W H A M EMPIRE COVERS

**1**  
/  
**4**

**The Vast Empire  
State Population!**

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

**3**  
/  
**4**

**The Rich Empire  
State's Area!**

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

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

**ROCHESTER, N. Y.**

Owned and Operated by the  
STROMBERG-CARLSON  
TELEPHONE MFG. CO.

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

**ASSOCIATED WITH N. B. C.**

manager, commercial manager: Elliott M. Sanger. Chief engineer: Russell Valentine. Musical director: Eddy Brown. Publicity director: Dorothea Beckman.

Rep: None. News: Press-Radio. Seating facilities: Studio, 50 persons. Merchandising: Services rendered at cost. Foreign language programs: Not accepted. Artists bureau: Yes. Base rate: \$250.

Copy restrictions: All programs must appeal to "quality" audience; accounts are solicited on this basis, and the station reserves the right to refuse, discontinue, or modify any sponsored programs conflicting with this policy; accept beer and wines; patent medicines accepted if approved by medical authorities; no hard liquors.

#### WVFW, NEW YORK CITY

Operator: Paramount Broadcasting Corp. Power: 500 watts on 1400 kc (operates specified hours with WARD, WBBC, and WLTH). Affiliation: None.

Manager: S. J. D'Angelo.

Rep: None. Foreign language programs: Accepted. Base rate: \$175.

No other data available.

#### WWRL, NEW YORK CITY

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

President, general and station manager, chief engineer: W. H. Reuman. Commercial manager: Frank R. Clarke. Program director: Lou Cole. Musical director: Edward Feimer. Publicity director: Edith Dick.

Rep: None. News: Local. Seating facilities: None. Merchandising: Co-operate in any service requested, free of charge. Foreign language programs: Will accept; German, Polish, Czechoslovak, Hungarian, Italian and Greek programs current; translation must be furnished in advance for station approval. Artists bureau: None. Base rate: \$60.

Copy restrictions: Accept beer and wine, no hard liquor; recognized patent medicines accepted if copy conforms to station standards; all copy subject to approval of management.

#### WHDL, OLEAN

Operator: WHDL, Inc., Exchange National Bank Bldg. Phone: 3300. Power: 250 watts on 1400 kc. (daytime). Affiliation: None. Opened: Nov. 4, 1934.

Station manager: Leonard L. Hofmann. Program director: David W. Jefferies. Chief engineer: Hubert M. Hathaway.

Rep: Radio Markets, Inc. News: Supplied by Olean Times-Herald from editorial room. Seating facilities: Have studios in both Olean, N. Y., and Bradford, Pa.; capacities not listed. Merchandising: Have a maintenance merchandising department. Foreign language programs: Not accepted. Artists bureau: None. Base rate: \$50.

Copy restrictions: Do not accept beer, wine or hard liquors; no laxatives.

Note: station has studios in Bradford, Pa., and St. Bonaventure College.

#### WMFF, PLATTSBURG

Operator: Plattsburg Broadcasting Corp., Hotel Cumberland. Phone: 802. Power: 250 and 100 watts on 1310 kc. Affiliation: New York Broadcasting System. Opened: Feb. 3, 1935.

Treasurer, station manager: George F. Bissell. Commercial manager: Earl Baker. Program and publicity director: Burnham Adams. Chief engineer: Ray Ainsworth. Artists bureau head: Malcolm Weaver. Musical director: Gordon Redding.

Rep: Weed & Co. News: Transradio. Seating facilities: None. Merchandising: None. Foreign language programs: Will accept. Artists bureau: Yes; lists about 30 artists. Base rate: \$75.

Copy restrictions: Beer, wine and liquor advertising accepted; all continuity subject to station's approval.

#### WHAM, ROCHESTER

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

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

Rep: Craig & Hollingbery, Inc. News: UP. Seating facilities: Auditorium studio, 300 capacity. Merchandising: Give pre-announcements, mail dealer letters, and direct program publicity; other services rendered via outside organizations at cost. Foreign language programs: No announcements accepted; programs accepted if talent passes muster and if announcements are short, with repeats in English. Artists bureau: None. Base rate: \$360.

Copy restrictions: No beer, wine, whiskeys or other alcoholic beverages; all copy must pass requirements of good taste, truthfulness and "public good."

#### WHEC, ROCHESTER

Operator: WHEC, Inc., 40 Franklin St. Phone: Stone 1320. Power: 1,000 and 500

watts on 1430 kc. *Affiliation:* CBS. *Opened:* Feb. 1, 1922. (Note: WHEC is affiliated with, but not completely owned by, the Rochester Democrat and Chronicle, and the Rochester Times-Union—Gannett.)

*Vice-president:* Clarence Wheeler. *Station manager:* Gunnar O. Wiig. *Commercial manager:* LeMoine C. Wheeler. *Program director:* Morden Buck. *Chief engineer:* Maurice H. Clarke. *Musical director:* J. Gordon Baldwin. *Publicity director:* Ross Woodbridge.

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

*Copy restrictions:* Alcoholic beverages of any kind not accepted; all programs dealing with internal products or proprietaries

will be judged on the basis of good taste and public value; maximum of three and a half minutes of copy in a quarter-hour program; five minute maximum for half-hours; one minute announcements limited to 120 words, or, if transcribed, to 55 seconds playing time; flash announcements can't exceed 35 words; all programs must be in keeping with ethical standards.

#### WSAY, ROCHESTER

*Operator:* Brown Radio Service and Laboratory, Taylor Bldg. *Phone:* Stone 702. *Power:* 100 watts on 1210 kc. (to local sunset). *Affiliation:* New York State Broadcasting System. *Opened:* Sept. 26, 1936.

*General manager, chief engineer:* Gordon P. Brown. *Commercial manager:* E. K. Johnson. *Program director, musical director:* Ken Sparnon.

*Rep:* None. *News:* None. *Seating facilities:* Studio, seats about 100 persons. *Merchandising:* Service, as desired by the sponsor, is rendered at cost. *Foreign language programs:* Accepted, providing that copy is in two days in advance, and that any material broadcast in a foreign language be immediately followed by the Eng-



## SYRACUSE

*Nationally recognized as the leader  
in a nationally-recognized*

## "TEST" MARKET

Syracuse—a city of 221,785 population in which no single industrial or commercial interest holds dominant sway . . . a city with 56 separate industries, situated in the heart of a thriving agricultural section.

Measured by per-capita income, by home ownership, by auto registrations, residence phones or radio-equipped homes, Syracuse presents an ideal picture of the average American community.

And by every check . . . by advertising volume and sales records . . . by personal and telephone interviews . . . Syracusans are influenced most by one radio station. That station is WFBL—member of the basic Columbia network.

For complete data regarding Syracuse as a market . . . for further details of the station and program preferences of Syracuse listeners . . . for WFBL rates and time available . . . phone or write to

### ONONDAGA RADIO BROADCASTING COMPANY

ONONDAGA HOTEL Phone 2-1147 SYRACUSE, N. Y.

Member Basic Network Columbia Broadcasting System

*National Representatives, FREE & PETERS, INC.*

110 East 42nd Street  
NEW YORK CITY

180 North Michigan Ave.  
CHICAGO

403 New Center Bldg.  
DETROIT

111 Sutter Street  
SAN FRANCISCO

Chamber of Commerce Bldg.  
LOS ANGELES

## STATIONS—Continued

lish translation. *Artists bureau:* None. *Base rate:* \$66.

*Copy restrictions:* Beer and wines accepted; no hard liquors; programs subject to approval of management.

### WNBZ, SARANAC LAKE

*Operator:* Earl J. Smith and Wm. Mace, doing business as Smith & Mace. *Power:* 100 watts on 1290 kc (daytime).

No further data available.

### WGY, SCHENECTADY

*Operator:* National Broadcasting Co., Inc. (licensee is the General Electric Co.), 1 River Road. *Phone:* 4-2211. *Power:* 50,000 watts on 790 kc. *Affiliation:* NBC Basic Red. *Opened:* Feb. 20, 1922.

*Station manager:* Kolin Hager. *Commercial manager:* Ralph Nordberg. *Program director:* A. O. Coggeshall. *Chief engineer:* W. J. Purcell. *Artists bureau head:* Kolin Hager. *Musical director:* Frank Glenn. *Publicity director:* W. T. Meenam.

*Rep:* National Broadcasting Co., Inc. *News:* UP. *Seating facilities:* three studios, about 40 apiece; General Electric Rice Hall, 400; hotel studio, 300; Albany studio,

40. *Merchandising:* None listed. *Foreign language programs:* None listed. *Artists bureau:* Yes; complete roster of artists available. *Base rate:* \$400.

*Copy restrictions:* Lectures and educational talks not accepted between 6 p.m. and midnight, except by special arrangement; time of broadcast subject to change to other periods on 28 days' notice to accommodate network broadcasts, excepting in the case of independent announcements, which may be moved to other periods if available, and as arranged by station manager on 24 hours' notice; closing date is two weeks in advance of initial program and program material must be arranged one week in advance of broadcast date—no change within two days preceding broadcast; all programs subject to station approval; beer is accepted; no other alcoholic beverages; no patent medicines except well known proprietaries, or those acceptable to the American Medical Association, and then only if the copy meets complete station approval.

### WFBL, SYRACUSE

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

# ● TOPS!—IN THE CENTER of THE EMPIRE STATE . . . .

Four-Fold Power Increase. New—Modern—Progressive! Preferred by Local Advertisers by a Wider Margin. 1,000 Watts—Day and Night—on 570 K. C.—“The Sweet End of the Dial.” For years—the Fastest Growing Medium in Syracuse.

15 OUT OF 16 COUNTIES SAY WSYR  
SEND FOR PROOF



SYRACUSE, N. Y.



## STATIONS—Continued

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

President: Samuel H. Cook. Station manager: Samuel Woodworth. Commercial manager: Charles F. Phillips. Program director, artists bureau head: George M. Perkins. Musical director: Thelma Jean MacNeil. Publicity director: Carolyn Briggs.

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

Copy restrictions: All copy for beer, wine, liquor and patent medicines subject to approval and government regulations.

### WSYR, SYRACUSE

Operator: Central New York Broadcasting Corp., Starrett Syracuse Bldg., 204 Harrison St. Phone: 3-0158. Power: 1,000 watts on 570 kc. Affiliation: NBC Basic Blue Network. Opened: 1923.

President: H. C. Wilder. Station manager: H. C. Barth. Commercial manager: William T. Lane. Program director: Fred R. Ripley. Chief engineer: Armand Belle Isle. Artists bureau head: Fred Jeske. Musical director: Margaret Kimball. Publicity director: Enoch Squires.

Rep: Paul H. Raymer Co. News: UP. Seating facilities: Studio, seating 900 persons; also have use of two auditoriums, one seating 900, the other 500. Merchandising: Check sales, supply publicity, window displays, counter cards, etc., free of charge; special services rendered at actual cost. Foreign language programs: Will accept, with restrictions. Artists bureau: Yes; lists about 25 artists. Base rate: \$200.

Copy restrictions: Accept beer and wine programs (no announcements); no hard liquor; abides by rules of Syracuse Advertiser's Association, NAB Code of Ethics and recommendations of Proprietary Association.

# THREE LITTLE WORDS . Utica, New York FOUR BIG LETTERS . . . . . **WIBX** FIVE IMPORTANT FACTS:

First in CBS commercials of all basic supplementary stations.  
85% of day and night listeners—a proven fact.  
Among the first in per capita ability to buy.  
One-half million trading area.

PLUS

New Western Electric Transmitter.  
204-foot vertical radiator.

# WIBX

UTICA, N. Y.

C.B.S.  
N.Y.B.S.

Representatives  
CRAIG & HOLLINGBERY, INC.  
N. Y., Chicago, Detroit

**WSYU, SYRACUSE**

*Operator:* Central New York Broadcasting Corp., Starrett-Syracuse Bldg.

*Director:* Professor Kenneth G. Bartlett.

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

**WHAZ, TROY**

*Operator:* Rensselaer Polytechnic Institute, 110 Eighth St. *Phone:* 6810. *Power:* 500 watts on 1300 kc. (divides time with WBBR, WFAB and WEVD). *Affiliation:* None. *Opened:* August, 1922. (Note: This station is college-owned—Rensselaer Polytechnic Institute.)

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

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

*Copy restrictions:* Beer, wine, liquor and patent medicine advertising not accepted; all copy must conform to station standards and government regulations.

**WIBX, UTICA**

*Operator:* WIBX, Inc., 187 Genesee Street. *Phone:* 2-2101. *Power:* 250 and 100 watts on 1200 kc. *Affiliation:* CBS; New York Broadcasting System. *Opened:* 1926.

*President:* Scott Howe Bowen. *Station and commercial manager:* Dale Robertson. *Program director:* A. W. Triggs. *Chief engineer:* David Foote. *Musical director:* Walter Griswold. *Publicity director:* John Garfield.

*Rep:* Craig & Hollingbery, Inc. *News:* UP. *Seating facilities:* None. *Merchandising:* Cooperate in arranging window displays, counter displays, distribution of window cards, letters to the trade; personal calls on jobbers and retailers; all services rendered at actual cost. *Foreign language programs:* Will accept; subject to station standards. *Artists bureau:* Yes; Elliott Stewart, director. *Base rate:* \$105.

*Copy restrictions:* Accept beer, wine and liquor advertising any day except Sunday; no patent medicines; all copy subject to station approval.

**WFAS, WHITE PLAINS**

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

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

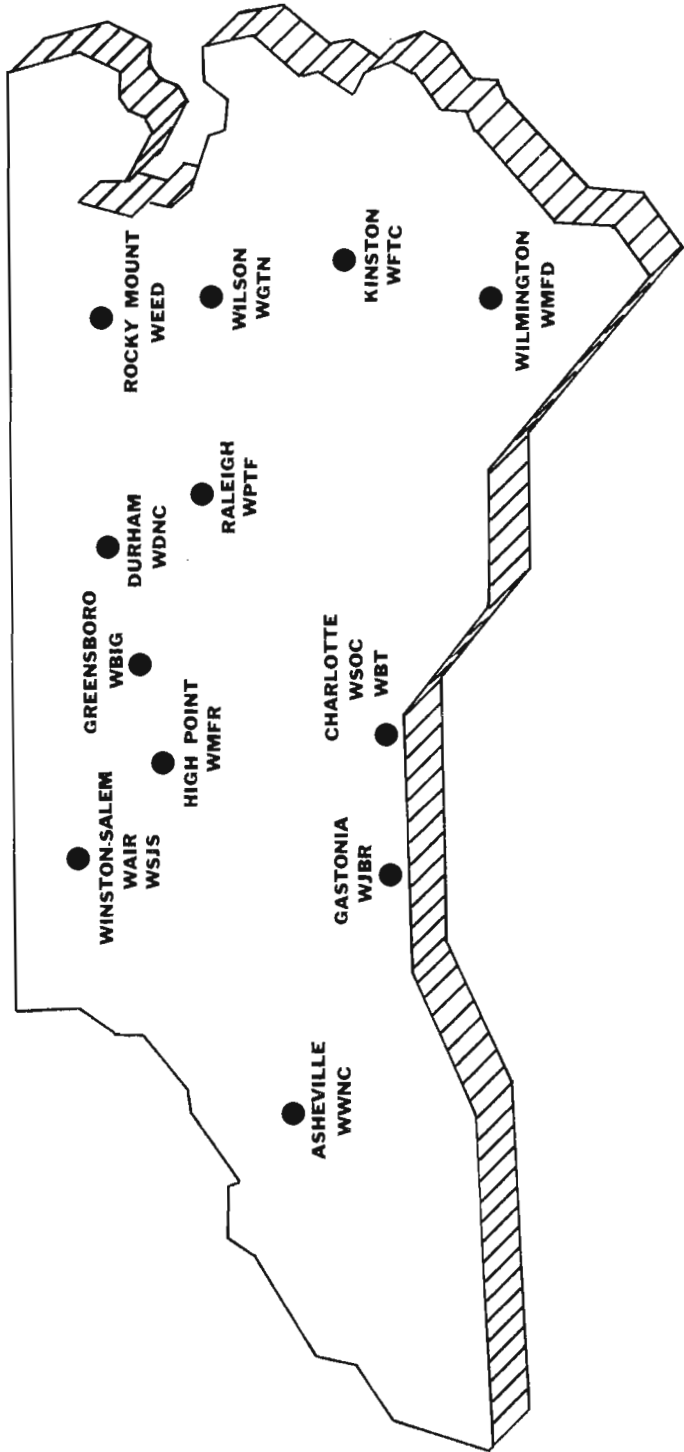
*Rep:* Cox and Tanz; Associated Broadcast Adv. Co. in Greater New York; Northwest Radio Advertising Co. in Seattle. *News:* Christian Science Monitor. *Seating facilities:* About 300; studio audiences not encouraged for general run of programs. *Merchandising:* Furnish lists at \$5 per thousand names; make lay-outs for client's display material; mailings for cost of printing, postage and stationery. *Foreign language programs:* limited acceptance; have German hour currently; plan no expansion. *Artists bureau:* Yes; complete roster. *Base rate:* \$100.

*Copy restrictions:* Take beer, wines and hard liquors; copy must be in "good usage and truthful."





# NORTH CAROLINA



## NORTH CAROLINA

(341,800 radio homes)

## Radio Homes by Counties

Alamance .....	6,100	Franklin .....	2,000	Pamlico .....	600
Alexander .....	900	Gaston .....	8,700	Pasquotank .....	2,800
Alleghany .....	500	Gates .....	600	Pender .....	900
Anson .....	2,300	Graham .....	300	Perquimans .....	700
Ashe .....	1,200	Granville .....	2,400	Person .....	1,500
Avery .....	700	Greene .....	1,100	Pitt .....	6,300
Beaufort .....	3,800	Guilford .....	22,300	Polk .....	1,000
Bertie .....	1,700	Halifax .....	5,100	Randolph .....	3,000
Bladen .....	1,500	Harnett .....	3,400	Richmond .....	3,600
Brunswick .....	800	Haywood .....	2,900	Robeson .....	6,200
Buncombe .....	15,200	Henderson .....	2,700	Rockingham .....	5,500
Burke .....	2,700	Hertford .....	1,300	Rowan .....	7,600
Cabarrus .....	5,400	Hoke .....	1,000	Rutherford .....	3,600
Caldwell .....	2,700	Hyde .....	500	Sampson .....	2,800
Camden .....	300	Iredell .....	4,500	Scotland .....	1,800
Carteret .....	1,700	Jackson .....	1,300	Stanly .....	3,200
Caswell .....	900	Johnston .....	4,400	Stokes .....	1,100
Catawba .....	4,900	Jones .....	600	Surry .....	3,700
Chatham .....	1,700	Lee .....	1,700	Swain .....	800
Cherokee .....	1,100	Lenoir .....	4,600	Transylvania .....	900
Chowan .....	1,100	Lincoln .....	2,100	Tyrrell .....	300
Clay .....	400	McDowell .....	1,900	Union .....	3,400
Cleveland .....	5,000	Macon .....	1,000	Vance .....	3,200
Columbus .....	3,000	Madison .....	1,300	Wake .....	14,500
Craven .....	3,500	Martin .....	2,400	Warren .....	1,700
Cumberland .....	5,200	Mecklenburg .....	24,600	Washington .....	1,100
Currituck .....	400	Mitchell .....	1,100	Watauga .....	1,100
Dare .....	500	Montgomery .....	1,500	Wayne .....	5,800
Davidson .....	5,100	Moore .....	3,000	Wilkes .....	2,700
Davie .....	1,000	Nash .....	4,900	Wilson .....	5,200
Duplin .....	2,500	New Hanover .....	7,400	Yadkin .....	900
Durham .....	11,900	Northampton .....	1,800	Yancey .....	800
Edgecombe .....	5,400	Onslow .....	900		
Forsyth .....	15,200	Orange .....	1,900		

## WWNC, ASHEVILLE

Operator: Asheville Citizen-Times Company, Battery Park Place. Phone: 6240; 850. Power: 1,000 watts on 570 kc. Affiliation: NBC Optional Southeastern Service. Opened: February 22, 1927. (Note: This station is newspaper-owned by the Asheville Citizen and Times.)

Vice-president, general and station manager: Don S. Elias. Commercial manager: J. W. McIver. Program and musical director: Ezra McIntosh. Chief engineer: Cecil B. Hoskins. Publicity director: Bob Birmingham.

Rep: Hibbard Ayer. News: UP; AP. Seating facilities: None. Merchandising: Cooperate in usual services, including listings and publicity in the Citizen and Times, free of charge; special services rendered at actual cost. Foreign language programs: No set rules; requests have never been received, as foreign population is very small. Artists bureau: None. Base rate: \$125.

Copy restrictions: Accept beer; no wine or hard liquor; abide by NAB Code of Ethics and Federal Trade Commission regulations.

## WBT, CHARLOTTE

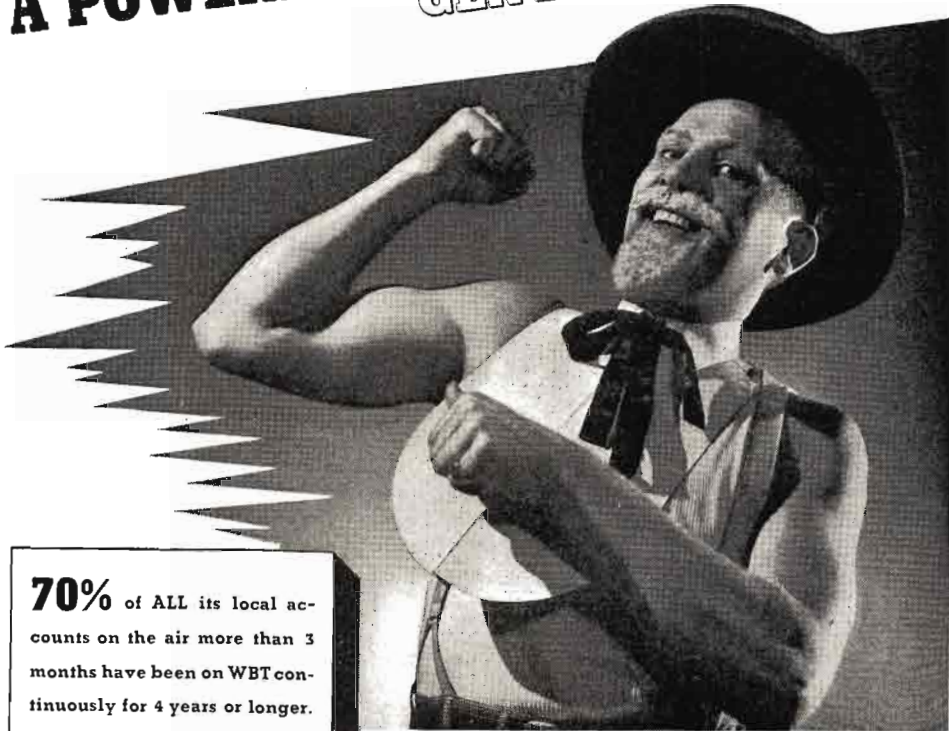
Operator: Columbia Broadcasting System, Inc., Wilder Bldg. Phone: 3-7107. Power: 50,000 watts on 1080 kc. Affiliation: CBS. Opened: 1921.

General manager: William A. Schudt, Jr. Sales manager: D. H. Long. Program director: C. H. Crutchfield. Chief engineer: J. J. Belouney. Publicity director: C. C. Carmichael.

Rep: Radio Sales. News: UP. Seating facilities: Studio, 200; can secure Charlotte City Auditorium, capacity 5,000. Merchandising: Same as Columbia Broadcasting System, Inc. Foreign language programs: Not accepted. Artists bureau: None; however, agreements have been made with 60 artists and musicians for service to the sponsor. Stock: Station is wholly owned

**A POWERFUL**

**SOUTHERN  
GENTLEMAN**



**70%** of ALL its local accounts on the air more than 3 months have been on WBT continuously for 4 years or longer.

When you mention radio in the Carolinas, everybody thinks *first* of WBT. Those who *buy* goods and those who *sell* them. For WBT is an aristocrat—and a mighty power—in the South.

Situated in almost the exact geographical center of the Carolinas (Charlotte is the big distributing point for both states) WBT, within 100 miles serves a larger population than the city of Detroit.

There isn't another station within 200 miles with more than one-tenth WBT's 50,000-watt power.

But watts hardly tell the story. They never do. VARIETY annually ranks WBT *first* in "Showmanship". The last Price-Waterhouse audience-audit credited WBT with a regular audience rating of 96.4%—one of the very highest in the country. On every count, WBT is a *power* in the South.

**WBT**—CHARLOTTE—50,000 WATTS—"THE PIONEER RADIO VOICE OF THE SOUTH".  
Owned and operated by the Columbia Broadcasting System. Represented  
by RADIO SALES: New York, Chicago, Detroit, Los Angeles, San Francisco.

570

by CBS, Inc. *Base rate:* \$300.

*Copy restrictions:* See rules of Columbia Broadcasting System.

#### WSOC, CHARLOTTE

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

*President, station manager, chief engineer:* Earle J. Gluck. *Commercial manager:* William C. Irwin. *Program director, artists bureau head:* Paul W. Norris. *Musical director:* Boe Norris. *Publicity director:* Dick Faulkner.

*Rep:* Sears & Ayer. *News:* Transradio. *Seating facilities:* 100 persons. *Merchandising:* Free plugs; direct mail, with postage paid by client; distribute window and display cards, contact dealers and distributors for actual expenses. *Foreign language programs:* Do not accept. *Artists bureau:* Yes; lists about 75 artists. *Base rate:* \$120.

*Copy restrictions:* Beer and wine accepted; no liquor advertising; questionable copy submitted through attorney to Federal Trade Commission and FCC for approval or rejection.

#### WDNC, DURHAM

*Operator:* Herald-Sun Papers, Washington Duke Hotel. *Phone:* J-1001. *Power:* 100 watts on 1500 kc. *Affiliation:* CBS. *Opened:* April 9, 1934. (Note: This station is newspaper-owned by the Durham Morning Herald and Sun.)

*President:* C. C. Council. *Station manager:* J. Frank Jarman, Jr. *Commercial manager:* Woody Woodhouse. *Program and publicity director, artists bureau head:* Lee E. Vickers. *Chief engineer:* R. A. Dalton. *Musical director:* Al Harding.

*Rep:* E. Katz Special Advertising Agency. *News:* AP. *Seating facilities:* Two studios for small audience; specific capacity not given. *Merchandising:* Weekly publicity and program releases; annual remote studios at local expositions; other services through E. Katz Special Advertising Agency. *Foreign language programs:* Not accepted. *Artists bureau:* Yes; lists about 40 artists. *Base rate:* \$70.

*Copy restrictions:* Beer and wine accepted; no liquor advertising; "discretionary restrictions" on commercial copy.

#### WJBR, GASTONIA

*Operator:* J. B. Roberts. *Power:* 100 watts on 1420 kc.

*At press time this station had a construction permit only.*

#### WBIG, GREENSBORO

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

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

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

*Copy restrictions:* No alcoholic beverages except beer; no laxatives, or any product claiming laxative properties; no depilatories, deodorants, and products presenting question of "good taste"; after 6 p.m. commercials may consume 10% of total time, with allowance of additional 40 seconds on 15-minute programs; daytime programs allowed 15% commercial leeway, with 40 extra seconds for 15-minute periods.

#### WMFR, HIGH POINT

*Operator:* Radio Station WMFR, Inc. *Power:* 100 watts on 1200 kc (daytime). *Affiliation:* None.

*Rep:* None. *Base rate:* \$35.

No other information available after repeated requests.

#### WFTC, KINSTON

*Operator:* Jones Weiland. *Power:* 250 and 100 watts on 1200 kc.

*At press time this station's construction permit had only recently been covered by a license; no further data available.*

#### WPTF, RALEIGH

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

*President:* J. R. Weatherspoon. *Station manager:* Richard H. Mason. *Commercial manager:* R. E. Penny. *Program director:* Graham B. Poyner. *Chief engineer:* Henry Hulick. *Musical director:* Raymond Cosby. *Publicity director:* J. B. Clark.

*Rep:* Free, Johns & Field. *News:* UP, Transradio. *Seating facilities:* 40 persons. *Merchandising:* Limited service offered;

letters to dealers, use of studio window display, and personal calls on dealers. *Foreign language programs:* Foreign population so small that no rules were ever set. *Artists bureau:* None. *Base rate:* \$160.

*Copy restrictions:* Copy must be in good taste and brief; beer accepted; no other alcoholic beverages; all medical accounts subject to approval of medical director.

**WEED, ROCKY MOUNT**

*Operator:* W. Avera Wynne, Box 221. *Phone:* 1420. *Power:* 250 and 100 watts on 1,420 kc. (shares night time with WCHV). *Affiliation:* none. *Opened:* September, 1933.

*Station head:* W. Avera Wynne. *Station and commercial manager:* B. W. Frank. *Program director:* Don O'Connor. *Chief engineer:* Paul Dillon. *Artists bureau head:* Bernard Proctor. *Musical director:* Ed Burwell.

*Rep:* none. *News:* none. *Seating facilities:* none. *Merchandising:* none. *Foreign language programs:* not accepted. *Artists bureau:* yes; list about 20 artists. *Base rate:* \$45.

*Copy restrictions:* beer and wine accepted; no liquor advertising; patent medicine copy subject to station censorship.

**WMFD, WILMINGTON**

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

*Station manager:* R. A. Dunlea. *Commercial manager:* W. H. Hancammon, Jr. *Program director:* J. M. Johnston. *Chief engineer:* J. E. McCormick.

*Rep:* Cox and Tanz. *News:* Transradio. *Seating facilities:* None. *Merchandising:* None. *Foreign language programs:* Not accepted; population is 98% native born. *Artists bureau:* None. *Base rate:* \$30.

*Copy restrictions:* Accept beer and wine; no hard liquor.

**WGTN, WILSON**

*Operator:* H. W. Wilson and Ben Farmer. *Power:* 100 watts on 1310 kc (daytime).

*At press time this station had a construction permit only.*

**WAIR, WINSTON-SALEM**

*Operator:* C. G. Hill, George D. Walker and Susan H. Walker. *Power:* 250 watts on 1250 kc (daytime).

*At press time this station's construction permit had only recently been covered by a license; no other data available.*

**WSOC**  
**Charlotte, N. C.**  
**NBC Affiliate**

A Friendly Station  
in a Friendly City

WSOC consistently covers the Charlotte retail trade area. Recent surveys and census information show that this Charlotte retail trade area stands first in the two Carolinas in both population and retail sales. In fact, it is one of the South's finest and best markets.

**Earle J. Gluck**  
**Manager**  
**W. C. Irwin**  
**Commercial Manager**  
**Sears & Ayer**  
**National Representative**

**Showmanship ?**  
**Naw ! Just Being**  
**A Good Fellow !**

When the health department has a message . . .  
When a car is stolen . . .  
When the National Guard is to be hurriedly mobilized . . .  
When the hospitals need volunteers for blood transfusions . . . and when hundreds of other day-to-day jobs must be done quickly and expertly . . .

**WBIG is called . . .**  
And that's why we are known as  
**'THE FAVORITE STATION**  
**IN THE FAVORED REGION'**

**WBIG**  
**in Greensboro, N.C.**

## STATIONS—Continued

### WSJS, WINSTON-SALEM

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

*General, station and commercial manager:* Norris L. O'Neil. *Program director:* John Miller. *Chief engineer:* Douglas J. Lee. *Musical director:* Elsie C. Tuttle. *Pub-*

*licity director:* Ralph Burgin.

*Rep:* Kelly-Smith Co. *News:* UP. *Seating facilities:* 40 persons. *Merchandising:* Complete free service including publicity through affiliated newspapers; regular sales surveys. *Foreign language programs:* Policy has been not to accept; but no set policy against such programs. *Artists bureau:* None. *Base rate:* \$100.

*Copy restrictions:* Accept beer and wine; no hard liquor advertising permissible under state laws.

## NORTH DAKOTA

(100,500 radio homes)

### Radio Homes by Counties

Adams .....	1,000	Grant .....	800	Ransom .....	1,600
Barnes .....	3,400	Griggs .....	900	Renville .....	1,000
Benson .....	1,500	Hettinger .....	1,400	Richland .....	3,400
Billings .....	200	Kidder .....	700	Rollette .....	1,100
Bottineau .....	1,800	La Moure .....	1,600	Sargent .....	1,100
Bowman .....	900	Logan .....	700	Sheridan .....	800
Burke .....	1,200	McHenry .....	1,900	Sioux .....	400
Burleigh .....	3,100	McIntosh .....	800	Slope .....	500
Cass .....	8,900	McKenzie .....	900	Stark .....	2,700
Cavalier .....	1,400	McLean .....	2,000	Steele .....	700
Dickey .....	1,600	Mercer .....	1,000	Stutsman .....	4,100
Divide .....	1,300	Morton .....	3,600	Towner .....	1,000
Dunn .....	900	Mountrail .....	1,700	Trail .....	2,300
Eddy .....	1,000	Nelson .....	1,500	Walsh .....	3,200
Emmons .....	1,200	Oliver .....	400	Ward .....	7,100
Foster .....	1,200	Pembina .....	2,000	Wells .....	1,700
Golden Valley .....	600	Pierce .....	1,100	Williams .....	3,400
Grand Forks .....	6,900	Ramsey .....	3,300		

### KFYR, BISMARCK

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

*President:* P. J. Meyer. *Station manager, commercial manager:* F. E. Fitzsimonds. *Program director, musical director:* R. E. Burris. *Chief engineer:* Ivar Nelson. *Publicity director:* Roy H. Brant.

*Rep:* Furgason & Aston, Inc. *News:* Transradio. *Merchandising:* Window displays; call on sponsor's dealers wherever possible; notify wholesalers by mail of new programs; length of contract governs amount of merchandising. *Foreign language programs:* Accepted, provided they are accompanied by an English translation. *Artists bureau:* None. *Base rate:* \$200.

*Copy restrictions:* Beer advertising accepted; no other alcoholic beverages; accept restricted list of patent medicines; copy on all commercials must be in accord "with sound broadcasting practices."

### KDLR, DEVILS LAKE

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

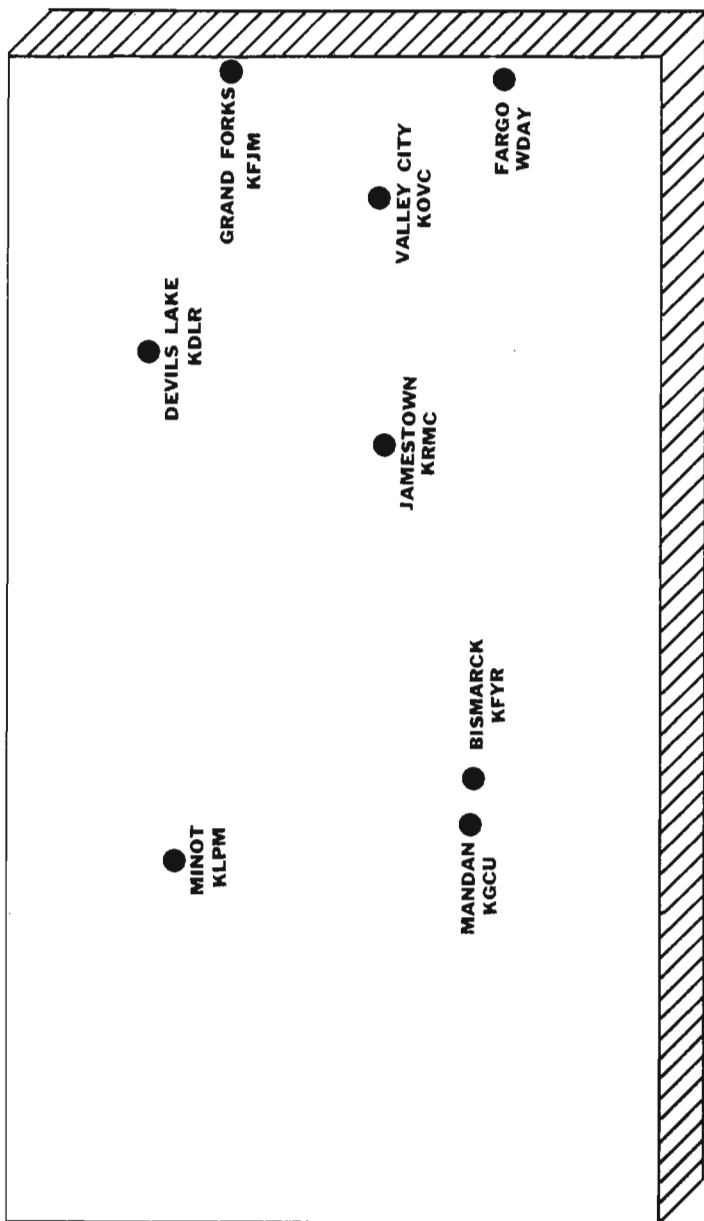
*Director, station manager:* Bert Wick. *Program director:* LaVell Waltman. *Chief engineer:* Richard Moritz.

*Rep:* Cox and Tanz (Philadelphia and Chicago); Northwest Radio Advertising (Seattle). *News:* None. *Seating facilities:* Theatre seating 990 persons; 25c. admission. *Merchandising:* Service offered at cost plus 10% for card distribution; tie-in trailers at theatres at cost plus 10%; window displays and general publicity included when available at no extra cost. *Foreign language programs:* Accepted; copy in English must be submitted, and program conform to standards of good taste. *Artists bureau:* None. *Stock:* Principally held by Bert Wick and Hildur Marie Wick. *Base rate:* \$35.

*Copy restrictions:* Accept beer; no wine or liquor advertising; no "cure-all;" copy must be in good taste and conform to station standards.



# NORTH DAKOTA



**WDAY, FARGO**

*Operator:* WDAY, Inc., Black Bldg. Phone: 6800. *Power:* 5,000 and 1,000 watts on 940 kc. *Affiliation:* NBC (Northwest). *Opened:* May 22, 1922. (Note: station is affiliated with Fargo Forum.)

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

*Rep:* Free & Peters, Inc. *News:* UP. *Seating facilities:* Studio, 150 persons. *Merchandising:* Yes; pre-announce new programs, plus ads in Fargo Forum and an air preview; notify all Fargo and Moorhead dealers of program. *Foreign language programs:* Will accept one-minute transcribed announcements in Scandinavian languages. *Artists bureau:* None. *Stock:* Principal holders are E. C. Reineke, C. H. Reineke, Jenny C. Black, Norman D. Black, H. D. Paulson. *Base rate:* \$150.

*Copy restrictions:* Take wine, beer, liquor; minute announcements limited strictly to 100 words.

**KFJM, GRAND FORKS**

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

*General and station manager:* Dalton Le Masurier. *Commercial manager:* Elmer Hanson. *Program director:* Mrs. Fred Voedisch. *Chief engineer:* Elwin J. O'Brien.

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

*Copy restrictions:* Beer and light wines accepted; no hard liquor or patent medicine advertising; only restriction on copy is that it be in good taste.

**KEYR****THE BIGGEST BUY IN THE NORTHWEST!****COMPLETE COVERAGE OF  
3,500,000 POTENTIAL LISTENERS!****UNUSUAL LOW COST PER INQUIRY!****MEYER BROADCASTING COMPANY**

BISMARCK, N. D.

FURGASTON &amp; ASTON, National Representatives



## "HE'S BIG, ALL RIGHT- BUT HE'S WHITE!"

If you judge **WDAY** by power and number of people covered, we'll probably seem pretty small pickin's by comparison with big stations in populous centers.

But judged by the complexion of results to advertisers, it's another matter . . . **WDAY** doesn't have to reach out over millions of slum-tenants in order to get a few hundred thousand listeners who live on the American plan. We serve a rich area where everybody is a prospect for what you make. The result is that **WDAY** sells a lot more goods, per watt and per radio family. May we send you the **PROOF?**

**FREE &  
PETERS, INC.**  
National  
Representatives

# **WDAY, INC.**

940 KILOCYCLES  
5000 WATTS DAY  
1000 WATTS NIGHT

  
N. B. C.

**FARGO, N. D.**  
Affiliated with the Fargo Forum

## STATIONS—Continued

### KRMC, JAMESTOWN

*Operator:* Roberts MacNab Co. (Arthur L. Roberts, R. B. MacNab and A. J. Breitbach, general manager.) *Power:* 250 and 100 watts on 1310 kc (simultaneous daytime operation, and nighttime sharing with KVOX). *Affiliation:* None.

*Base rate:* \$60.

### KGCU, MANDAN

*Operator:* Mandan Radio Association, Inc., 111 First Ave., N. W. *Phone:* 631 *Power:* 250 watts on 1240 kc (divides time with KLPM). *Affiliation:* None. *Opened:* 1925.

*General manager:* J. K. Kennelly. *Program director:* Morton Wiebers. *Chief engineer:* James E. Gilfoy.

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

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

### KLPM, MINOT

*Operator:* John B. Cooley, Leland-Parker Hotel. *Phone:* 1267. *Power:* 250 watts on 1240 kc (divides time with KGCU). *Affiliation:* None. *Opened:* October 1, 1929.

*General and commercial manager:* E. H. Cooley. *Station manager, publicity director:* R. J. Schmidt. *Program director:* Floyd Wynn. *Chief engineer:* C. W. Baker. *Artists bureau head:* J. A. Solga. *Musical director:* J. B. Cooley.

*Rep:* Transamerican Broadcasting and Television Corp.; Sears & Ayer. *News:* Transradio. *Seating facilities:* 50 persons. *Merchandising:* Cooperate with advertisers upon request; services worked out between station and individual accounts. *Foreign language programs:* Accept Scandinavian, German and Russian programs. *Artists bureau:* Setup nominal only. *Base rate:* \$30.

*Copy restrictions:* Beer and wine accepted; no liquor or patent medicine advertising; copy censored for misleading claims, and commercials restricted to maximum of 3 minutes.

### KOVV, VALLEY CITY

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

*Station director:* George B. Bairey. *Program director:* Robert Ingstad. *Musical director:* Belle May. *Chief engineer:* Ernest G. Hendrickson. *Publicity director:* Alfred Monkkonen.

*Rep:* Cox and Tanz. *News:* Transradio. *Seating facilities:* 1,000 persons. *Merchandising:* Partial; has two display windows for sponsor use. *Foreign language programs:* No restrictions on this type of business. *Artists bureau:* Nominally maintained. *Base rate:* \$40.

*Copy restrictions:* Will accept beer; no wines or other alcoholic beverages.

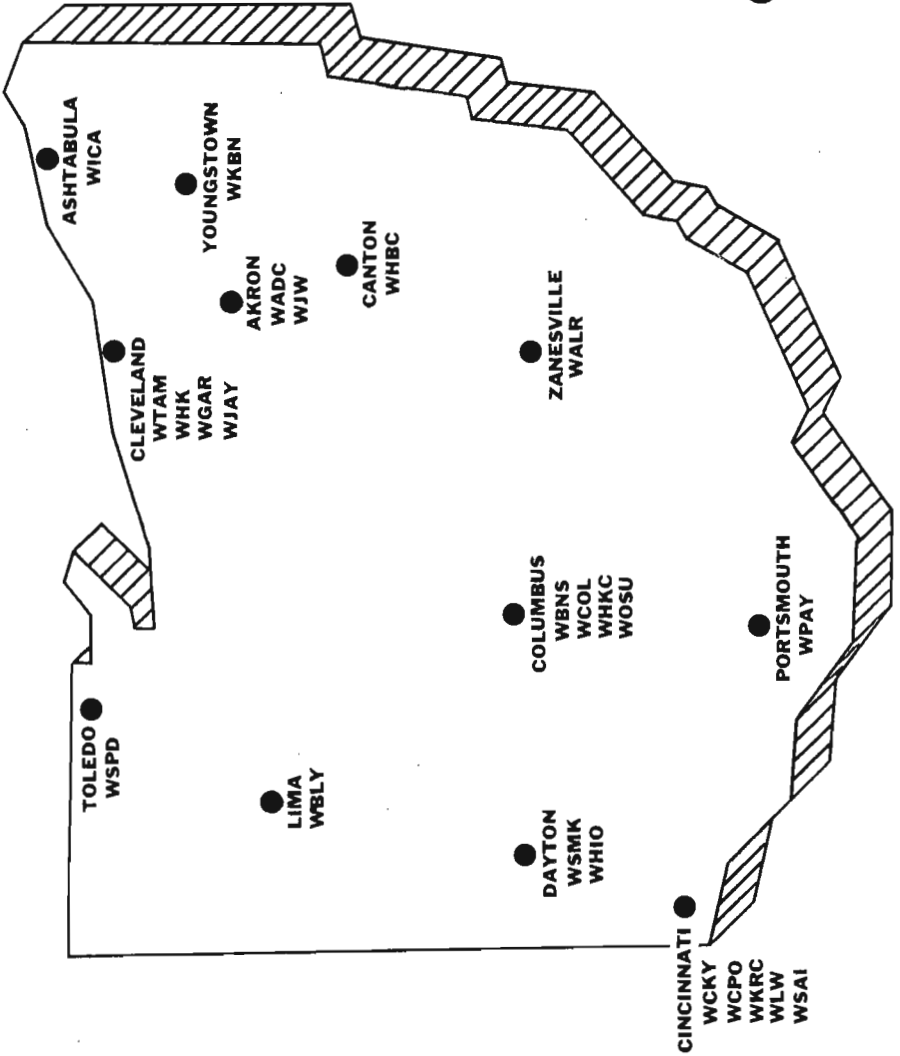
## OHIO

(1,396,900 radio homes)

### Radio Homes by Counties

Adams .....	2,300	Delaware .....	4,600	Jefferson .....	17,400
Allen .....	17,000	Erie .....	9,700	Knox .....	5,800
Ashland .....	7,000	Fairfield .....	8,100	Lake .....	9,400
Ashtabula .....	14,900	Fayette .....	3,700	Lawrence .....	6,200
Athens .....	8,400	Franklin .....	89,100	Licking .....	12,700
Auglaize .....	5,600	Fulton .....	4,800	Logan .....	6,100
Belmont .....	18,000	Gallia .....	3,200	Lorain .....	23,500
Brown .....	3,200	Geauga .....	2,900	Lucas .....	78,200
Butler .....	24,200	Greene .....	5,800	Madison .....	3,600
Carroll .....	2,000	Guernsey .....	7,300	Mahoning .....	47,000
Champaign .....	4,600	Hamilton .....	141,100	Marion .....	9,800
Clark .....	18,100	Hancock .....	7,600	Medina .....	6,400
Clermont .....	5,600	Hardin .....	5,000	Meigs .....	4,100
Clinton .....	4,800	Harrison .....	2,800	Mercer .....	4,200
Columbiana .....	18,000	Henry .....	4,300	Miami .....	10,100
Coshocton .....	5,000	Highland .....	4,700	Monroe .....	2,400
Crawford .....	7,600	Hocking .....	2,800	Montgomery .....	63,500
Cuyahoga .....	272,200	Holmes .....	2,300	Morgan .....	2,400
Darke .....	6,400	Huron .....	8,000	Morrow .....	1,900
Defiance .....	4,500	Jackson .....	3,300	Muskingum .....	13,900

# OHIO



## STATIONS—Continued

Noble .....	2,500	Ross .....	8,700	Union .....	2,900
Ottawa .....	4,100	Sandusky .....	8,200	Van Wert .....	4,800
Paulding .....	2,400	Scioto .....	14,800	Vinton .....	1,000
Perry .....	4,600	Seneca .....	9,400	Warren .....	3,900
Pickaway .....	4,000	Shelby .....	4,500	Washington .....	7,800
Pike .....	1,800	Stark .....	46,200	Wayne .....	10,000
Portage .....	7,500	Summit .....	76,900	Williams .....	5,200
Preble .....	3,800	Trumbull .....	21,700	Wood .....	7,100
Putnam .....	4,400	Tuscarawas .....	12,000	Wyandot .....	3,600
Richland .....	14,000				

### WADC, AKRON

*Operator:* Allen T. Simmons, P. O. Box 830. *Phone:* Hemlock 5151-2-3. *Power:* 5,000 and 1,000 watts on 1320 kc. *Affiliation:* CBS. *Opened:* April 8, 1925.

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

*Rep:* None. *News:* Transradio. *Seating facilities:* O'Neil's Auditorium—seats 1,000. *Merchandising:* Complete service; also devotes certain space in local paper under WADC signature relative to advertisers' programs. *Foreign language programs:* No restrictions on acceptance. *Artists bureau:* No talent listed, though nominally there is an artists setup. *Base rate:* \$195.

*Copy restrictions:* Federal Trade Commission rulings and regulations observed; copy must be in "good taste"; alcoholic beverages accepted.

### WJW, AKRON

*Operator:* WJW, Inc., 41 S. High St. *Phone:* Jefferson 6111. *Power:* 250 and 100 watts on 1210 kc. *Affiliation:* None. *Opened:* October, 1932.

*President:* John F. Weimer. *Station manager:* S. W. Townsend. *Commercial manager:* E. J. Palmer. *Program director, artists bureau head, musical director:* Arthur W. Graham. *Chief engineer:* Gerald Roberts. *Publicity director:* J. A. Griffith.

*Rep:* None. *News:* None. *Seating facilities:* None. *Merchandising:* None listed. *Foreign language programs:* Accepts announcements; extra charge of \$1 per announcement if station announcer is used. *Artists bureau:* No talent listed, although a setup is nominally maintained. *Stock:* Held by John F. Weimer, W. F. Jones, S. W. Townsend. *Base rate:* \$75.

*Copy restrictions:* Commercials for beer, wines and alcoholic beverages accepted only after 9 p.m.

### WICA, ASHTABULA

*Operator:* C. A. Rowley. *Power:* 250 watts on 940 kc (daytime).

*At press time this station had a construction permit only.*

### WHBC, CANTON

*Operator:* Edward P. Graham, 319 W. Tuscarawa Street. *Phone:* 5385. *Power:* 100 watts on 1200 kc. *Affiliation:* None. *Opened:* May 1, 1925.

*General and station manager:* C. W. Hayes. *Commercial manager:* Ralph Bruce. *Program director, artists bureau head:* George Beebut. *Chief engineer:* Kenneth Sliker.

*Rep:* None. *News:* None. *Seating facilities:* None. *Merchandising:* Complete service rendered at actual cost. *Foreign language programs:* Will accept; translation must be submitted for approval. *Artists bureau:* Setup nominal only. *Base rate:* \$27.50 (½ hr.).

*Copy restrictions:* Beer and wine accepted; no hard liquor; patent medicine copy must be worded in a manner acceptable to average listener, and is subject to station approval.

### WCKY, CINCINNATI

*Operator:* L. B. Wilson, Inc., Sixth and Madison, Covington, Ky. *Phone:* Hemlock 7655. *Power:* 10,000 watts on 1490 kc. *Affiliation:* NBC Basic Blue. *Opened:* Sept. 16, 1929. (Note: FCC license issued for Covington, Ky.).

*President, general manager, station manager:* L. B. Wilson. *Director of sales and merchandising:* Lloyd George Venard. *Commercial manager:* G. H. Moore. *Program director:* Lee Goldsmith. *Chief engineer:* Charles Topmiller. *Musical director:* Mabel Fields. *Publicity director:* Elmer H. Dressman.

*Rep:* None. *News:* INS; Universal. *Seating facilities:* Studio, 75 persons. *Merchandising:* Available at no cost to clients using 26 or more quarter-hours; distribute displays, write letters to dealers and jobbers; make comparative surveys. *Foreign language programs:* No. *Artists bureau:* None. *Base rate:* \$425.

*Copy restrictions:* All commercial copy must be okayed by continuity department; accept beer and wine; no whiskey; medical copy passed on by continuity department.



# What ?

The Flood's Still Rising in Akron ? ?

AKRON

CANTON



# WADC

AKRON, OHIO

ALLEN T. SIMMONS

Owner and Operator

CLEVELAND

YOUNGSTOWN

Correct! The flood of radio waves from WADC is now entering 96% of the radio homes in the huge Akron territory, and still rising!—as indicated in a recent Price-Waterhouse Survey.

This Columbia outlet (5,000 day-1,000 night) gives the advertiser four markets for the price of one — Akron, Youngstown, Canton, Cleveland—nearly two million listeners in the primary area alone!

# WADC

**Akron  
Ohio**

**5,000 w. Day  
1,000 w. Night**

BASIC STATION

COLUMBIA BROADCASTING SYSTEM

**WCPO, CINCINNATI**

*Operator:* Scripps-Howard Radio, Inc., Hotel Sinton. *Phone:* Parkway 1111. *Power:* 250 and 100 watts on 1200 kc. *Affiliation:* None. *Opened:* Oct. 1, 1935. (Note: operator is a division of the Scripps-Howard Newspapers; local S-H paper is The Cincinnati Post.)

*Production manager:* William Kirken-dale. *Sales production manager:* George B. Hart. *Chief engineer:* Glen A. Davis.

*Rep:* None. *News:* 14 periods daily. *Seating facilities:* Three studios, capacity about 75. *Merchandising:* Maintains complete department; also ties in with merchandising facilities of The Cincinnati Post. *Foreign language programs:* Accepted; no controversial subjects allowed. *Artists bureau:* Yes. *Base rate:* \$85.

*Copy restrictions:* All continuity subject to station approval; beer and wine advertising accepted.

**WKRC, CINCINNATI**

*Operator:* Columbia Broadcasting System, Inc., Hotel Alms. *Phone:* Woodburn 7640. *Power:* 5,000 and 1,000 watts on 550 kc. *Affiliation:* CBS. *Opened:* May 4, 1924.

*General manager:* John McCormick. *Production manager,* Ruth Lyons. *Commercial manager:* Wm. J. Williamson. *Program and musical director:* Ruth Lyons. *Chief engineer:* Frank Dieringer. *Publicity director:* Margaret Maloney.

*Rep:* Radio Sales, Inc. *News:* UP. *Seating facilities:* Auditorium studio seating 125 persons. *Merchandising:* No special service; sales department will contact dealers by mail, if advertiser pays postage. *Foreign language programs:* No rules. *Artists bureau:* None. *Base rate:* \$300.

*Copy restrictions:* See CBS program policies.

**WLW, CINCINNATI**

*Operator:* Crosley Radio Corp., 1329 Arlington Street. *Phone:* Kirby 4800. *Power:* 500,000 watts on 700 kc. *Affiliation:* NBC Optional Basic Service, Red or Blue; Mutual Broadcasting System; WLW Line. *Opened:* 1921.

*President:* Powel Crosley, Jr. *Vice-president, general manager:* William S. Hedges. *Commercial manager:* Frank M. Smith. *Program director:* Robert L. Kennett. *Chief engineer:* R. J. Rockwell. *Artists bureau head:* Alvin Plough. *Musical director:* William Stoess. *Publicity director:* Bill Bailey.

*Rep:* Transamerican Broadcasting & Television Corp.; J. Ralph Corbett, Inc. *News:* UP; INS. *Seating facilities:* Two auditorium studios, one seating 300 per-

sons, the other 400 (shared with WSAI). *Merchandising:* Supply publicity in newspapers, radio publications and trade journals; work out window displays, etc.; all services free. *Foreign language programs:* Not accepted. *Artists bureau:* Yes. *Base rate:* \$1,200.

*Copy restrictions:* Accept beer; no other alcoholic beverages; some patent medicines accepted after investigation of products; commercials must be limited to minimum number of words and conform to standards of good taste; all copy subject to station approval.

**WSAI, CINCINNATI**

*Operator:* Crosley Radio Corp., Union Central Annex. *Phone:* Parkway 4500. *Power:* 2,500 and 1,000 watts on 1330 kc. *Affiliation:* NBC Basic Red; Mutual Broadcasting System; WLW Line. *Opened:* 1921. (Note: Same ownership as WLW, also of Cincinnati.)

*President:* Powel Crosley, Jr. *Vice-president, general manager:* William S. Hedges. *Station and commercial manager, program director:* Robert G. Jennings. *Chief engineer:* R. J. Rockwell. *Artists bureau head:* Alvin R. Plough. *Musical director:* William C. Stoess. *Publicity director:* Bill Bailey.

*Rep:* Transamerican. *News:* INS, UP. *Seating facilities:* Two auditorium studios, one seating 300 persons, the other 400. *Merchandising:* Supply publicity in newspapers, radio publications and trade journals; work out window displays, etc.; all services free. *Foreign language programs:* Not accepted. *Artists bureau:* Yes. *Base rate:* \$240.

*Copy restrictions:* Accept beer; no other alcoholic beverages; some patent medicines accepted after investigation of products; commercials must be limited to minimum number of words and conform to standards of good taste; all copy subject to station approval.

**WGAR, CLEVELAND**

*Operator:* WGAR Broadcasting Co., Hotel Statler. *Phone:* Prospect 0200. *Power:* 1,000 and 500 watts on 1450 kc. *Affiliation:* CBS. *Opened:* Dec. 15, 1930.

*President:* G. A. Richards. *General manager:* John F. Patt. *Assistant manager:* Eugene Carr. *Commercial manager:* Ellis Vanderpyl. *Program director, artists bureau head:* Worth Kramer. *Production manager:* Carl George. *Chief engineer:* R. Morris Pierce. *Musical director:* Walberg Brown. *Publicity director:* Graves Taylor.

*Rep:* Edward Petry & Co., Inc. *News:* INS; Universal. *Seating facilities:* Ball-

**MORE**

## Radio Homes in America Because of WLW

Pioneering throughout the years in power increases has brought radio to thousands of homes which might otherwise have been denied its benefits.

Constant experimentation in the field of program improvements has attracted the attention of others whose interest in radio could not have been aroused otherwise.

★

*PUBLIC INTEREST* in WLW programs, and the

*CONVENIENCE* afforded through a clear signal projected by high power make WLW service a daily

*NECESSITY* to millions of radio listeners and . . .

**WLW — THE NATION'S STATION**

# • THE OLD REFRAIN

No matter what words are chosen to tell the story of WLW's high place in the radio firmament, they lead to the inevitable conclusion that WLW's power, service, showmanship, program resources give it the well deserved distinction of being . . .

# THE NATION'S STATION

# THE STATION THEY'RE TALKING ABOUT

Programed to the taste of over one million people in the second largest market in the fourth largest state. WSAI has corralled a major portion of this wealthy audience through its civic, baseball, and network features.

WSAI is the Cincinnati buy.

- Basic Red Network, N. B. C.
- Mutual Broadcasting System
- The WLW Line

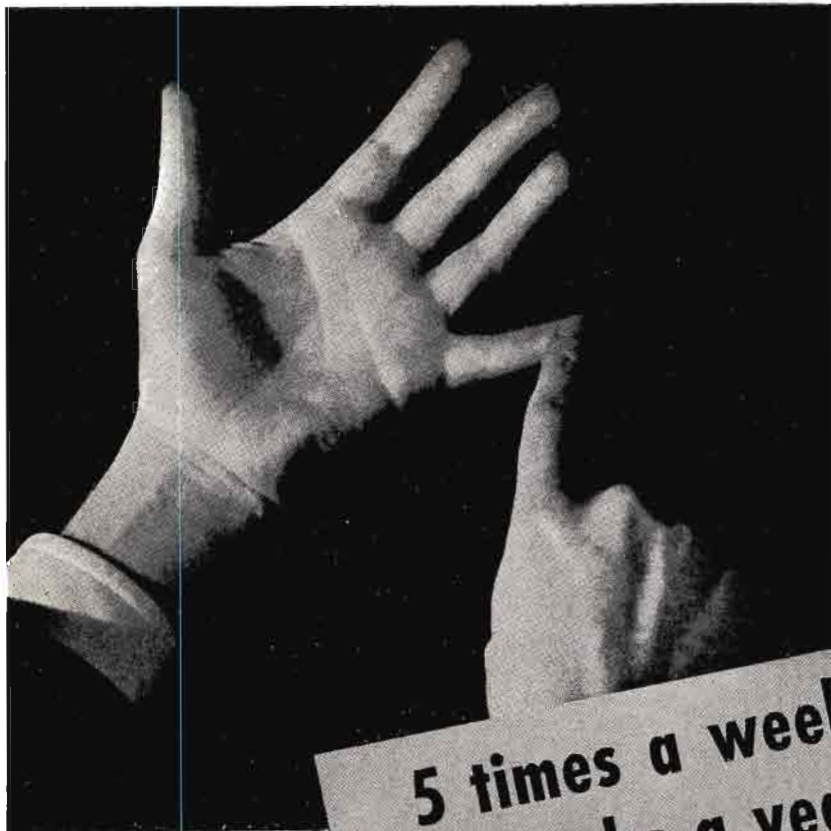
Robert G. Jennings, in Charge of Programs and Sales, Cincinnati.

Representatives: Transamerican—J. Ralph Corbett  
Chicago and New York

CINCINNATI'S OWN STATION

# WSAI

THE CROSLY RADIO CORPORATION



**5 times a week  
52 weeks a year**

**That's what Cincinnati advertisers think of WKRC**

WKRC has more local advertisers than any other Cincinnati station.

More than half of them use WKRC *five times every week*.

Sixty-nine per cent of them use WKRC *fifty-two weeks a year*.

Upon such facts as these WKRC has built its reputation as Cincinnati's *first* local station. If you want more facts, consult WKRC or any office of RADIO SALES.

"FIRST ON YOUR DIAL" — IN CINCINNATI

**WKRC**

CINCINNATI, 5000 Watts, Day; 1000 Watts, Night.

Owned and operated by Columbia Broadcasting System. Represented by Radio Sales: New York • Chicago • Detroit • Los Angeles • San Francisco



room Hotel Statler, 1,000; studio A, 100; studio B, 75; Carnegie Hall auditorium, 400; Public Auditorium, 15,000; Music Hall, Public Auditorium, 2,500. *Merchandising*: Complete service; keep lists and mail announcements of new air campaigns; circularize retail outlets for cost; send speakers to sales meetings; help introduce products; check product sales; for cost of printing, will deliver street cars cards and get them placed; send talent for retail store gatherings; preview air shows for dealers; etc. *Foreign language programs*: Will accept without restrictions as to day or evening hours; also announcements. *Artists bureau*: Yes; with complete talent roster. *Stock*: Privately held by G. A. Richards, Leo Fitzpatrick, P. M. Thomas, and John F. Patt. *Base rate*: \$300.

*Copy restrictions*: Beer accepted at any time; liquor and wine taken only after 10 p.m., with commercials limited to brand name and manufacturer; patent medicine acceptance limited insofar as restricted by government agencies; all copy subject to station approval and governmental regulations.

#### WHK, CLEVELAND

*Operator*: Radio Air Service Corp., 1311 Terminal Tower. *Phone*: Prospect 5800. *Power*: 2,500 and 1,000 watts on 1390 kc. *Affiliation*: NBC Basic Blue. *Opened*: July 26, 1921 as 8ACS; March 5, 1922 as WHK. (Note: WHK is newspaper-owned: The Cleveland Plain Dealer.)

*Vice-president, general manager*: H. K. Carpenter. *Commercial manager*: C. A. McLaughlin. *Production manager*: John T. Vorpe. *Chief engineer*: E. L. Gove. *Program director*: Mendel Jones. *Artists bureau head, musical director*: Louis Rich. *Publicity director*: Bev Dean

*Rep*: Free & Peters, Inc. *News*: UP. *Seating facilities*: Two largest studios seat 350-400 apiece. *Merchandising*: Supply lists of retailers and wholesalers; mail out letters and/or printed matter, station to furnish letter heads and labor, advertiser paying for postage and furnished printing matter; make surveys by phone or personal contact (advertiser to pay traveling expense on personal calls if more than 20 miles from station); introduce salesmen to key buyers; arrange for window display space; distribute displays; arrange audition of program for important local outlets (advertiser to pay for talent); personal calls informing dealers, etc. of campaign. *Foreign language programs*: Accepted provided literal English translation is furnished in advance to Stanley Altschuler, foreign program director. *Artists bureau*: Yes; all station personalities under its con-

trol for outside appearance. *Stock*: All stock held by the United Broadcasting Co.; this company also holds all stock of WJAY, Cleveland; WHK holds all stock of WHKC, Columbus; WKBN, Youngstown, is a UBC affiliate. *Base rate*: \$300.

*Copy restrictions*: Spot announcements limited to 100 words; chain breaks limited to 40 words; commercial continuity on daytime quarter-hours is limited to 550 words; daytime half-hours, 800 words; daytime hours, 1350 words; evening quarter-hours, 425 words; evening half-hours, 700 words; evening hours, 900 words; no false or misleading advertising (cooperate with Better Business Bureau); no disparagement of competitors or their products; no words such as "halitosis, poisonous, or body odor," or any violation of good taste; no fortune telling, numerology, etc.; beer and wines okay if copy does not intend to spread further use of these beverages; no hard liquors.

#### WJAY, CLEVELAND

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

*Vice-president, general manager*: H. K. Carpenter. *Commercial manager*: C. A. McLaughlin. *Production manager*: John T. Vorpe. *Program director*: Mendel Jones. *Chief engineer*: E. L. Gove. *Artists bureau head, musical director*: Louis Rich. *Publicity director*: Bev Dean.

*Rep*: Free & Peters, Inc. *News*: UP. *Seating facilities*: Two largest studios seat 350-400 apiece. *Merchandising*: See description of WHK, Cleveland. *Foreign language programs*: See WHK, Cleveland. *Artists bureau*: See WHK, Cleveland. *Stock*: See WHK, Cleveland. *Base rate*: \$112.50.

*Copy restrictions*: Spot announcements limited to 100 words; chain breaks limited to 40 words; commercial continuity on daytime quarter-hours is limited to 550 words; daytime half-hours, 800 words; daytime hours, 1350 words; evening quarter-hours, 425 words; evening half-hours, 700 words; evening hours, 900 words; no false or misleading advertising (cooperate with Better Business Bureau); no disparagement of competitors or their products; no words such as "halitosis, poisonous, or body odor," or any violation of good taste; no fortune telling, numerology, etc.; beer and wines okay if copy does not intend to spread further use of these beverages; no hard liquors.

## STATIONS—Continued

### WTAM, CLEVELAND

*Operator:* National Broadcasting Co. (under lease from WTAM, Inc.), NBC Building. *Phone:* Cherry 0942. *Power:* 50,000 watts on 1070 kc. *Affiliation:* NBC Basic Red. *Opened:* September, 1923.

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

*Rep:* National Broadcasting Co. *News:* UP. *Seating facilities:* Studio A, 300 persons. *Merchandising:* None listed. *Foreign language programs:* None listed. *Artists bureau:* Yes; complete roster of talent is listed. *Base rate:* \$400.

*Copy restrictions:* Lectures and educational talks not accepted between 6 p.m. and midnight except by special arrangement; time of broadcast subject to change to other periods on 28 days' notice to accommodate network broadcasts, excepting in the case of independent announcements which may be moved to other periods if available, and as arranged by station manager 'on 24 hours' notice; closing date is two weeks in advance of initial program and program material must be arranged

one week in advance of broadcast date—no change within two days preceding broadcast; all programs subject to station approval; beer is accepted; no other alcoholic beverages; patent medicines subject to NBC rules.

### WBNS, COLUMBUS

*Operator:* WBNS, Inc., 33 N. High St. *Phone:* Adams 9265. *Power:* 1,000 and 500 watts on 1430 kc. *Affiliation:* CBS. *Opened:* 1921. (Note: affiliated with Ohio State Journal and Columbus Dispatch.)

*General manager, station manager:* Richard A. Borel. *Commercial manager:* W. I. Orr. *Program director:* Jack Price. *Chief engineer:* Lester Nafzger. *Musical director:* John McGeary. *Promotion director:* Jim Yerian.

*Rep:* John Blair & Co. *News:* Transradio. *Seating facilities:* Homemakers Club Studio seats 300 (organizations invited to use facilities for parties free). *Merchandising:* Have working agreement with Columbus Dispatch giving WBNS and clients access to news and radio columns with frequent editorials on public service rendered; full-time merchandising staff; installation of window posters and counter displays; call



L.B. Wilson  
PRESENTS . . . .

## STATIONS—Continued

letters and time stickers supplied by station; mails informative letters on new programs, contests, etc., to distributors; tear-sheet service, complete exploitation files maintained; personal contacts; special efforts advised by clients will be made. *Foreign language programs*: Will accept; but has none running currently. *Artists bureau*: None. *Base rate*: \$175.

*Copy restrictions*: Beer advertising accepted; no wines or alcoholic beverages; patent medicine ads accepted only after station approves copy; no rules in print; "good taste angle carefully guarded."

### WCOL, COLUMBUS

*Operator*: WCOL, Inc., 33 North High St. *Phone*: Adams 8207. *Power*: 100 watts on 1210 kc. *Affiliation*: NBC (Red and Blue). *Opened*: September, 1934. (Note: original call letters were WMAN; in 1929 the station was sold, and the letters changed to WSEN; another change was made in 1934.)

*President*: Kenneth B. Johnston. *Station manager*: C. Robert Thompson. *Commercial manager*: Neal A. Smith. *National sales manager*: Jack Kelly. *Program and publicity director*: Ed Bronson. *Continuity*

*and production manager*: Bob Seal. *Chief engineer*: Lester Nafzger.

*Rep*: Joseph Hershey McGillvra. *News*: INS. *Seating facilities*: 40 persons. *Merchandising*: Has a department equipped for this service; mail sent out; displays set up; inspection of goods on counters. *Foreign language programs*: None. *Artists bureau*: None. *Base rate*: \$125.

*Copy restrictions*: Must comply with FCC restrictions; Better Business Bureau of Columbus consulted on copy claims; beer acceptable any time; wines and liquors only after 10 p.m.; patent medicines accepted after approval by Ohio Medical Assn. as to merits or demerits of product in question.

### WHKC, COLUMBUS

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

*General and station manager*: Carl M.

The **NEW..GREATER** and **MORE POWERFUL..**

# WCKY

To an AUDIENCE OF MORE  
THAN TWO MILLION  
LISTENERS IN THE  
RICH OHIO VALLEY

# 10,000 watts

# WGAR ~~has~~ IS

## showmanship in Cleveland

Radio Free-for-All  
Planned by Lewis  
for **WGAR** Dialers

Sportscaster to Start Question Series Tomorrow; Fanny Brice Will Attend Opening of Expo Aquacade

### VOX POP Jr.

WGAR's new program for children; or how to die young though a radio announcer.

Ideas for children's programs are rarer than pearls. Either they're based on comic strips (Little Orphan Annie, Popeye, Dick Tracy) or they're straight Frank Merriwell blood and thunder (Bobby Benson, Jack Armstrong).

That's why radio men last month anxiously eyed a new wrinkle in radio kid-appeal—Curtiss Candy's Vox Pop Jr.

The idea is a brain child of **WGAR's** (Cleveland) Vice-President & General Manager John F. Patt. He spent the last few months sounding out members of Cleveland's Board of Education, school principals & teachers. They nodded approval. WGAR promptly sold Curtiss Candy on the idea. And last month "Vox Pop Jr." literally got moving. WGAR trotted their brand

### THE AD CLUB SHOW

A FEW years ago a young fellow came to town to take over the management of Station **WGAR**.

In that brief period of time he has become a very conspicuous citizen of Cleveland, both by virtue of his business position and by his interest in civic affairs.

John F. Royal used to be Cleveland's showman par excellence. After yesterday's show put on before the joint meeting of the Cleveland Advertising and Rotary clubs in connection with the Ad Club's 35th anniversary, we nominate John F. Patt to take an rank along with John F. Royal.

To those who assisted Mr. Patt including Walberg Brown, Harper Garcia Smyth and others, appreciation is also due.

John Patt's "Parade of the Years," composed of movies, running comment, orchestral music, singing and lighting and other sound effects, was one of the best performances we've seen hereabouts on any stage.

The whole Ad Club anniversary meeting yesterday noon was lively and most ingeniously arranged. It will be long remembered.

Cleveland Press

# WGAR

CLEVELAND'S FRIENDLY STATION

Bob Feller's Graduation  
on WGAR

JOHN F. PATT,  
Vice Pres. & Gen. Mgr.  
EDWARD PETRY & CO.,  
Nat'l Rep.

From Dusty Garret  
WGAR Will Draw  
"Morgue of Music"

And That Should Make Possible New Type  
of Popular Program for Station's  
Commercial Anniversary Broadcasts

A memorial program for the late John D. Rockefeller will be broadcast by **WGAR** tomorrow night at 9. Dr. D. R. Sharpe, executive secretary of the Cleveland Baptist Association, and Dr. Charles F. Thwing, president emeritus of Western Reserve University, will eulogize Rockefeller. The Euclid Avenue Baptist Church Choir, under the direction of George Krueger, and Walberg Brown's Ensemble will also be heard on the program.

By JACK WARFEL  
Have you ever considered the financial value of music? Neither have I. But John Patt of **WGAR** has.



# "Time Marches On"

Just a few short years ago, when radio was in its infancy, a handful of broadcasting stations served the entire country. Localized advertising was impossible then.

But today all this is changed. Every community has its own station and the measure of each station's influence is the number of listeners who set their dials to it, confident that programs will be worthwhile, hour after hour.

It is such listener confidence that has made the four stations of the United Broadcasting Company outstanding in Cleveland, Columbus and Youngstown.

If you want to reach any or all of these rich markets your first choice is WHK or WJAY in Cleveland, WHKC in Columbus and WKBN in Youngstown.

*"United for Service"*

<p><b>WHK - WJAY</b> CLEVELAND</p> <p>*****</p> <p><small>C. A. McLaughlin, Sales Mgr. J. T. Yorge, Production Manager</small></p>	<p><b>UNITED</b> BROADCASTING COMPANY</p> <p><b>H. K. CARPENTER</b> Vice President</p>	<p><b>WHKC WKBN</b> Columbus Youngstown</p> <p>*****</p> <p><small>C. M. Everson, Gen. Mgr. H. H. Horschig, Sales Mgr.</small>      <small>W. P. Williamson, Pres. &amp; Gen. Mgr. L. E. Evans, Sales Mgr.</small></p>
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**FREE & PETERS, Inc.**

National Representatives - New York - Chicago - Detroit



Columbia "net"  
**WBNS**

**COLUMBUS OHIO**

The ONLY CBS Outlet  
in Central Ohio

**THE MARKET**

As of Jan. 1, 1937

POPULATION

1,377,207

FAMILIES

359,964

RADIO HOMES

331,100

RETAIL SALES

.368,969,000

NBC Red & Blue  
**WCIO**

**COLUMBUS OHIO**

The ONLY Red and Blue NBC  
Outlet in Central Ohio

**THE MARKET**

As of Jan. 1, 1937

POPULATION

416,152

FAMILIES

106,433

RADIO HOMES

98,240

RETAIL SALES

\$134,269,000

Everson. *Commercial manager:* Harry H. Hoessly. *Program and publicity director:* Robert S. French. *Chief engineer:* J. E. Anderson. *Musical director:* John K. Agnew.

*Rep:* Free & Peters, Inc. *News:* UP. *Seating facilities:* None. *Merchandising:* Newspaper ads on new programs for two-week period, gratis; work out direct mail campaigns, window cards, truck posters, window displays, at actual cost; distribution is handled free. *Foreign language programs:* Will accept, but seldom requested as foreign element is very small; translation must accompany copy. *Artists bureau:* None. *Stock:* Owned entirely by Radio Air Service Corp., Cleveland. *Base rate:* \$110.

*Copy restrictions:* Beer and wine accepted; no hard liquor; medical copy must meet specifications of Federal Trade Commission and all copy is subject to station approval.

### WOSU, COLUMBUS

*Operator:* Ohio State University. *Power:* 1,000 and 750 watts on 570 kc. (shares time with WKBN).

This station is non-commercial; university-owned.

### WHIO, DAYTON

*Operator:* Miami Valley Broadcasting Corp., 39 S. Ludlow. *Phone:* Adams 2261. *Power:* 5,000 and 1,000 watts on 1260 kc. *Affiliation:* CBS. *Opened:* Feb. 9, 1935. (Note: this station is newspaper owned—The Dayton Daily News, which also owns the Springfield News and Sun.)

*President:* J. M. Cox, Jr. *Station manager:* J. Leonard Reinsch. *Commercial manager:* D. A. Brown. *Program director:* A. H. Robb. *Chief engineer:* Ernest L. Adams. *Musical director:* Thomas Dunkelberger. *Publicity director:* Chuck Gay.

*Rep:* John Blair & Co. *News:* AP. *Seating facilities:* None; do not approve of audiences seeing broadcast. *Merchandising:* Has a man whose sole job is to contact wholesale and retail trade in the station territory; check on sales, etc. *Foreign language programs:* None. *Artists bureau:* None. *Base rate:* \$180.

*Copy restrictions:* No wines or alcoholic beverages, but will take beer advertising; patent medicines carefully checked; all copy must be in "good taste."

### WSMK, DAYTON

*Operator:* WSMK, Inc., Loew's Theatre Bldg. *Phone:* AD 3288. *Power:* 200 watts on 1380 kc. *Affiliation:* None. *Opened:* 1922. (Note: This station is newspaper-

affiliated with, but not owned by, the Dayton Herald and Journal).

*President, station manager:* S. M. Krohn, Jr. *Commercial manager:* Chester Hinkle. *Program director:* Helen Blue. *Chief engineer:* Paul Braden. *Artists bureau head, publicity director:* Sid Ten Eyck. *Musical directors:* Helen Blue, Henry Sange.

*Rep:* None. *News:* Transradio. *Seating facilities:* 200 persons. *Merchandising:* No specific set-up; salesmen act as merchandising advisers. *Foreign language programs:* Would accept, though none have been requested to date. *Artists bureau:* Setup nominal only. *Stock:* Principally held by S. M. Krohn, Sr., S. M. Krohn, Jr., and Sidney Ten Eyck; 20% of shares outstanding. *Base rate:* \$90.

*Copy restrictions:* Accept beer, and patent medicines of long standing; no wine or hard liquor; commercials strictly limited to "reasonable" length, and are subject to station standards.

### WBLY, LIMA

*Operator:* Herbert Lee Blye, 117 S. McDonnell St. *Phone:* Main 4632. *Power:* 100 watts on 1210 kc. (daytime). *Affiliation:* None. *Opened:* Dec. 15, 1936.

*Owner:* Herbert Lee Blye. *Commercial manager:* J. R. Payne. *Program director, publicity director:* Nellie Pollack. *Chief engineer:* Andrew L. Shaffer.

*Rep:* None. *News:* INS; also local. *Base rate:* \$25.

No other data available due to the short time this station has been in operation. Policies not completely set at time of query.

### WPAV, PORTSMOUTH

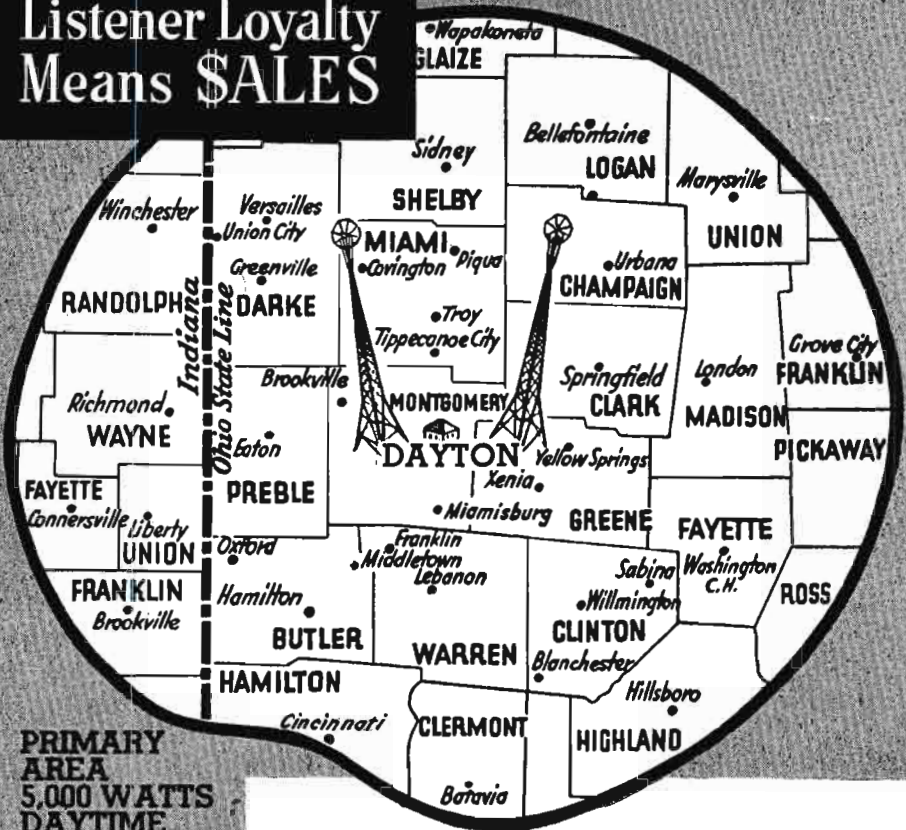
*Operator:* Vee Bee Corp., 821 Chilli-cothe St. *Phone:* 1010. *Power:* 100 watts on 1370 kc. *Affiliation:* Buckeye Network. *Opened:* April 15, 1935.

*General manager, commercial manager:* Marie Vandegrift. *Program director, musical director:* Orville E. Fields. *Chief engineer:* P. J. Eubanks. *Assistant manager:* Gwen Williams.

*Rep:* None. *News:* Christian Science Monitor News. *Seating facilities:* Auditorium, up to 2,000. *Merchandising:* No set service; have sent cards to dealers and made telephone contacts with them for clients. *Foreign language programs:* Accepted, though such business is not solicited. *Artists bureau:* None; there is a nominal setup for procuring talent, however. *Stock:* M. F. Rubin is president of the Vee Bee Corp. *Base rate:* \$75.

*Copy restrictions:* No beer, wine, or other alcoholic beverage advertising; na-

# Where WHIO Listener Loyalty Means \$SALES



**PRIMARY  
AREA  
5,000 WATTS  
DAYTIME**

FOR STATISTICAL INFORMATION  
ON WHIO'S PRODUCTIVE AREA

See Previous Page

**THE TEST STATION  
OF  
THE NATION  
DAYTON, OHIO**

National Representative JOHN BLAIR & CO.



## STATIONS—Continued

tionally advertised patent medicines accepted.

### WSPD, TOLEDO

*Operator:* The Fort Industry Co., Commodore Perry Hotel. *Phone:* Adams 3175. *Power:* 5,000 and 1,000 watts on 1340 kc. *Affiliation:* NBC Basic Blue. *Opened:* 1921.

*President:* George B. Storer. *Vice-president, general manager:* J. Harold Ryan. *Commercial manager:* Edward Y. Flanigan. *Program director, artists bureau head:* Russell A. Gohring. *Chief engineer:* Vern C. Alston. *Publicity director:* G. L. Young.

*Rep:* John Blair & Co. *News:* UP. *Seating facilities:* Studio, 50 persons. *Merchandising:* Any reasonable assistance rendered; market surveys, wholesaler and dealer contacts, distribution of displays, letters to merchants, etc.; other special services rendered at cost. *Foreign language programs:* Accepted, if run during daytime; must be transcriptions; accepted only through Van Cronkhite Associates, foreign language reps. *Artists bureau:* Setup maintained nominally only. *Stock:* Principal holders are George B. Storer, Mary P. Storer, Mabel M. Storer, J. Harold

Ryan, and Frances S. Ryan; stock denotes ownership also in subsidiaries and minority interests. *Base rate:* \$220.

*Copy restrictions:* Beer and light wines at all times; hard liquors only after 10:30 p.m.; patent medicine copy carefully checked.

### WKBN, YOUNGSTOWN

*Operator:* WKBN Broadcasting Corp., 17 N. Champion St. *Power:* 500 watts on 570 kc (operates specified hours with WOSU). *Affiliation:* CBS. *Opened:* 1926. (Note: This station is newspaper-affiliated with the Cleveland Plain Dealer.)

*President:* W. P. Williamson, Jr. *Station manager:* J. Lothaire Bowden.

*Rep:* Free & Peters, Inc. *News:* Transradio. *Seating facilities:* 300. *Foreign language programs:* Accepted if copy is limited. *Merchandising:* Complete service. *Base rate:* \$160.

*Copy restrictions:* Alcoholic beverage advertising accepted, if not broadcast earlier than 10 p.m., while programs must not be of less than five minutes' duration, nor plug anything but institutional angles and brand names.

# "Nothing Succeeds Like Success"

"The Hoofers" . . . "Tarzan" . . . "Once Upon a Time"  
"Charlie Chan" . . . "Unsolved Mysteries"

ALL SUCCESSES

And Now

**THRILLS**—The Great Hit Show on  
NBC Pacific Coast Network

This Tested Show Available to Advertisers  
for Use in All Territory East of Rockies

**NOTE:** Advertisers and Advertising Agencies—The experience and dependability of AMERICAN RADIO FEATURES can be of real service to you in the production of a new show idea, the creation and production of a new show or in doctoring an ailing show.

ALL Production—Personal Supervision

**FREDERICK C. DAHLQUIST**

5658 Wilshire Blvd., Los Angeles, California

To Cover Northwestern  
Ohio and Southern Michigan

Use **WSPD**  
TOLEDO

A BASIC STATION  
of the NBC Blue Network

109 National advertisers used WSPD in 1936. They know from experience that to cover this rich Northwestern Ohio and Southern Michigan market WSPD is the No. 1 station.

5,000 Day — 1,000 Night

**WSPD**

JOHN BLAIR & CO., National Representatives



## STATIONS—Continued

### WALR, ZANESVILLE

*Operator:* WALR Broadcasting Company, 17½ S. 4th Street. *Phone:* Main 5044. *Power:* 100 watts on 1210 kc. *Affiliation:* None. *Opened:* April, 1924.

*Managing director, station and commercial manager:* Don Ioset. *Program and publicity director, artists bureau head:* Wayne Johnson. *Chief engineer:* Gene Alden. *Musical director:* Louise Prior.

*Rep:* None. *News:* UP. *Seating facilities:* None. *Merchandising:* Offer complete service, including publicity, window displays, etc.; cost varies with contract. *Foreign language programs:* Not accepted. *Artists bureau:* Setup nominal only. *Stock:* 250 shares outstanding; principal holders, Frazier Reams, E. B. Graham and S. L. Townsend. *Base rate:* \$50.

*Copy restrictions:* Beer, wine, liquor and patent medicines accepted.

## OKLAHOMA

(335,000 radio homes)

### Radio Homes by Counties

Adair .....	1,100	Grant .....	2,300	Nowata .....	1,500
Alfalfa .....	2,300	Greer .....	2,300	Okfuskee .....	2,600
Atoka .....	1,100	Harmon .....	1,600	Oklahoma .....	50,100
Beaver .....	1,000	Harper .....	1,000	Okmulgee .....	7,400
Beckham .....	3,900	Haskell .....	1,300	Osage .....	5,600
Blaine .....	2,700	Hughes .....	3,100	Ottawa .....	4,100
Bryan .....	3,600	Jackson .....	4,000	Pawnee .....	2,200
Caddo .....	5,800	Jefferson .....	2,000	Payne .....	5,600
Canadian .....	4,200	Johnston .....	1,100	Pittsburg .....	5,400
Carter .....	6,800	Kay .....	9,200	Pontotoc .....	3,800
Cherokee .....	1,400	Kingfisher .....	2,300	Pottawatomie .....	7,900
Choctaw .....	2,200	Kiowa .....	4,100	Pushmataha .....	1,100
Cimarron .....	600	Latimer .....	900	Roger Mills .....	1,200
Cleveland .....	3,700	Le Flore .....	3,600	Rogers .....	2,200
Coal .....	1,100	Lincoln .....	3,800	Seminole .....	7,300
Comanche .....	5,400	Logan .....	4,100	Sequoyah .....	1,400
Cotton .....	1,900	Love .....	900	Stephens .....	4,100
Craig .....	2,000	McClain .....	1,800	Texas .....	1,600
Creek .....	8,200	McCurtain .....	2,900	Tillman .....	3,500
Custer .....	4,200	McIntosh .....	1,900	Tulsa .....	43,400
Delaware .....	800	Major .....	1,500	Wagoner .....	1,700
Dewey .....	1,500	Marshall .....	1,100	Washington .....	5,000
Ellis .....	1,200	Mays .....	1,500	Washita .....	3,200
Garfield .....	9,800	Murray .....	1,400	Woods .....	2,800
Garvin .....	3,300	Muskogee .....	10,100	Woodward .....	2,100
Grady .....	6,500	Noble .....	2,100		

### KADA, ADA

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

*Owner, station head:* C. C. Morris. *Station manager:* Joseph W. Lee. *Commercial manager:* W. H. Bailey. *Program director:* Paul J. Hughes. *Chief engineer:* J. Leiland Seay.

*Rep:* None. *News:* Transradio. *Seating facilities:* Limited; capacity not listed. *Merchandising:* No information given. *Foreign language programs:* No information given. *Artists bureau:* None. *Base rate:* \$45.

*Copy restrictions:* Accept beer, wine and hard liquor advertising; no commercials accepted for Sunday broadcasting.

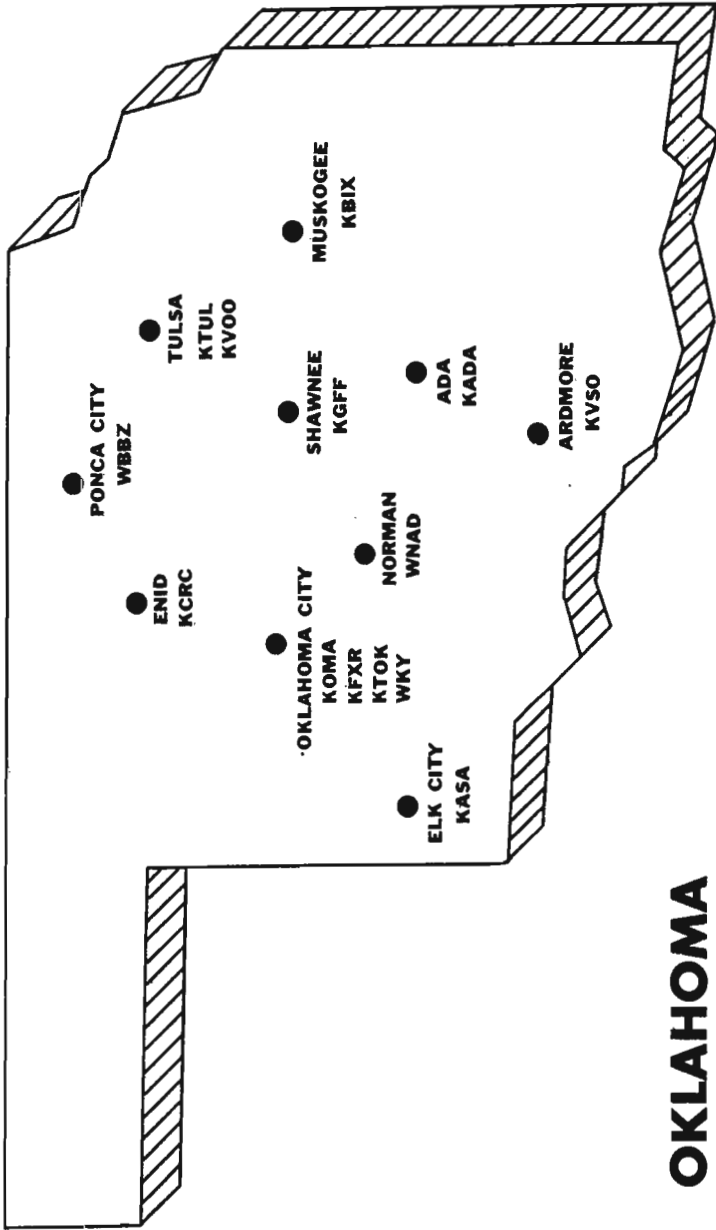
### KVSO, ARDMORE

*Operator:* Ardmoreite Publishing Company, Chickasaw & Northwest Blvd. *Phone:* 3030. *Power:* 100 watts on 1210 kc. *Affiliation:* Mutual Broadcasting System; Oklahoma Network. *Opened:* August 4, 1935. (Note: This station is newspaper-owned by the Ardmore Daily Ardmoreite.)

*General manager:* Albert Riesen. *Station and commercial manager:* Fred Humphrey. *Program director:* Dolly Dutton. *Chief engineer:* Paul Ross. *Artists bureau head:* Paul Duncan. *Musical director:* Weldon Wallace. *Publicity director:* James Griffith.

*Rep:* none. *News:* four broadcasts daily; service not listed. *Seating facilities:* 100 persons. *Merchandising:* publicity in Sunday radio page in Daily Ardmoreite, features on both local and national adver-





# OKLAHOMA

tisers also run daily in connection with program schedule. *Foreign language programs*: no rules; such programs have never been requested. *Artists bureau*: setup nominal only. *Base rate*: \$60.

*Copy restrictions*: beer and wine accepted; no liquor advertising; no soliciting of funds; all copy must be approved by station and conform to government regulations.

**KASA, ELK CITY**

*Operator*: E. M. Woody, Casa Grande Hotel. *Power*: 100 watts on 1210 kc. *Affiliation*: Oklahoma Network; Mutual Broadcasting System.

*Rep*: None. *Base rate*: \$40.

*Copy restrictions*: No alcoholic beverages, except 3.2 beer.

No further data available.

**KCRC, ENID**

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

*Manager-director*: Craig Campbell. *Commercial manager*: Steve Kotapish. *Program director*: Ralph Rogers. *Chief engineer*: A. B. Clopton.

*Rep*: None. *News*: None. *Seating facilities*: Two studios, capacity 250. *Merchandising*: Tie-up with News and Eagle affords program mention in columns; station has billboards and tire covers. *Foreign language programs*: No rules; German programs would best fit foreign audience and would be accepted. *Artists bureau*: None. *Stock*: Closed corporation; only stockholders are Wm. Taylor, president; M. C. Garber, vice-president; Lucy Garber, secretary. *Base rate*: \$60.

*Copy restrictions*: Will accept all beverages or drinks; only approved patent medicines accepted.

**KBIX, MUSKOGEE**

*Operator*: Oklahoma Press Publishing Co., Barnes Bldg. *Phone*: 302. *Power*: 100 watts on 1500 kc. *Affiliation*: Mutual Broadcasting System. *Opened*: May 1, 1936. (Note: This station is newspaper-owned by the Muskogee Daily Phoenix and Times-Democrat.)

*Vice-president*: Tams Bixby, Jr. *Office manager*: Franklin Whitehead. *Assistant program director*: Bill Hillhouse. *Chief engineer*: Wesley Brock.

*Rep*: The Branham Co. *News*: AP. *Seating facilities*: Reception room, seating 50

persons. *Merchandising*: Offered through Radiad Service, Radio Merchandising Service and Vincent Edwards & Co. *Foreign language programs*: No set rules; none currently on station. *Artists bureau*: None. *Base rate*: \$55.

*Copy restrictions*: Accept beer, wine, liquor and some patent medicine advertising; all copy must conform to station standards, federal and state regulations.

**WNAD, NORMAN**

*Operator*: University of Oklahoma. *Phone*: 900, stations 123 and 124. *Power*: 1,000 watts on 1010 kc (divides time with KGGF). *Opened*: 1922.

*Director*: T. M. Beard. *Studio manager*: Jack Wilson. *Program director*: H. R. Heck. *Chief engineer*: Clyde Farrar. *Musical director*: Ruth Davis.

This station is non-commercial; university-owned.

**KFXR, OKLAHOMA CITY**

*Operator*: Exchange Avenue Baptist Church of Oklahoma City, Hightower Bldg. *Phone*: 3-1775; 3-4333; 3-0419. *Power*: 250 and 100 watts on 1310 kc. *Affiliation*: None. *Opened*: 1925. (Note: This station is church-owned.)

*Manager*: B. C. Thomason. *Commercial manager*: Bob Elliston. *Program director*: Mary Louise Thomason. *Chief engineer*: Tom Banks, Jr. *Artists bureau heads*: Velma Evans and F. A. Godsoe. *Musical director*: Loretta Miller. *Publicity director*: Harold Sparks.

*Rep*: Cox and Tanz. *News*: No service listed. *Seating facilities*: No specific information given, although station notes that it has several hundred visitors daily. *Merchandising*: No information given. *Foreign language programs*: Accepted when accompanied by full English translation. *Artists bureau*: Yes; lists several orchestras and singers. *Base rate*: \$50.

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

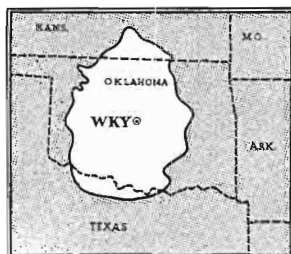
**KTOK, OKLAHOMA CITY**

*Operator*: Oklahoma Broadcasting Company, 1800 W. Main Street. *Phone*: 3-8352. *Power*: 100 watts on 1370 kc. *Affiliation*: Mutual Broadcasting System. *Opened*: April 1, 1937.

*President*: H. V. Hough. *Station manager*: J. R. Wetzel. *Commercial manager*: W. E. Robiseek. *Program and musical director, artists bureau head*: Paul Buening. *Chief engineer*: Clifford Easum.

*Rep*: None. *News*: Local. *Seating facilities*: None listed. *Merchandising*: Have

**GIVE  
YOUR DEALERS  
A FORCE  
THEY CAN  
FEEL**



● Within WKY's 0.5 n.w. contour (daytime) are 63½% of Oklahoma's radio homes and within this area is spent 64½c out of every retail dollar spent in the state.

● Oklahoma dealers know that when your advertising is on WKY you are doing your best to sell *FOR* them what you sell *TO* them.

The customer-influence of WKY in Oklahoma is a force dealers can feel, a force they can see in action every day. So when your salesmen talk WKY in Oklahoma, they're talking business. WKY is a sales argument dealers can understand.

Use WKY to influence more dealers and more customers in Oklahoma. It's the station you and your dealers will feel most forcibly at the sales counter.

# WKY OKLAHOMA CITY



● AFFILIATED WITH THE DAILY OKLAHOMAN, OKLAHOMA CITY TIMES AND THE FARMER-STOCKMAN ● NATIONAL REPRESENTATIVE-E. KATZ SPECIAL ADVERTISING AGENCY

## STATIONS—Continued

tie-up with local window display company. *Foreign language programs:* None. *Artists bureau:* No information given. *Base rate:* \$50.

*Copy restrictions:* Beer advertising accepted, no further information given.

### KOMA, OKLAHOMA CITY

*Operator:* Hearst Radio, Inc., Oklahoma Biltmore Hotel. *Phone:* 2-3291. *Power:* 5,000 watts on 1480 kc. *Affiliation:* CBS. *Opened:* 1923. (Note: This station is owned and operated by Hearst Radio.)

*Station manager:* Neal Barrett. *Assistant manager:* Buryl Lottridge. *Program director:* Waymond Ramsey. *Chief engineer:* P. E. Bostaph. *Artists bureau head, musical director:* Margie Speer. *Publicity director:* W. S. Lukenbill.

*Rep:* Hearst Radio. *News:* INS. *Seating facilities:* 100 persons. *Merchandising:* Offer complete service at actual cost. *Foreign language programs:* No set rules; do not encourage such programs. *Artists bureau:* Setup nominal only. *Base rate:* \$250.

*Copy restrictions:* Beer and light wines accepted; no liquor advertising; all copy subject to station approval or revision.

### WKY, OKLAHOMA CITY

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

*Secretary-treasurer:* Edgar T. Bell. *Station manager:* Gayle V. Grubb. *Commercial manager:* M. H. Bonebrake. *Program director:* Daryl McAllister. *Musical director:* Allan Clark. *Publicity director:* E. C. Sutton.

*Rep:* E. Katz Special Advertising Agency. *News:* AP. *Seating facilities:* Main studio, 275; studio B, 100; Radio Kitchen, 100; auditorium, 1,200. *Merchandising:* Call on "reasonable" amount of tradesmen; assist in distributing sponsor's merchandising material; send out special letters to mailing list for cost of postage; station has a column in the Daily Oklahoman and Oklahoma City Times; two pages of advertising in Saturday afternoon's Times and Sunday's Oklahoman, featuring several programs each issue. *Foreign language programs:* No demand for these in this section. *Artists bureau:* None. *Base rate:* \$240.

*Copy restrictions:* Beer advertising accepted; no wines or hard liquors; "old es-

tablished patent medicines, with copy edited by station, can be accepted."

### WBBZ, PONCA CITY

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

*Managing director, station manager:* Adelaide L. Carrell. *Commercial manager, publicity director:* John Esau. *Program director:* Ted Compton. *Chief engineer:* Don Mitchell.

*Rep:* None. *News:* None. *Seating facilities:* Small studio; capacity not listed. *Merchandising:* Supply publicity and window displays, distribute mailing pieces gratis. *Foreign language programs:* Will accept. *Artists bureau:* None. *Base rate:* \$35 (½ hr., 13 times).

*Copy restrictions:* Accept beer, wine and liquor advertising; no patent medicines accepted; short, concise copy demanded; all copy is subject to station approval.

### KGFF, SHAWNEE

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

*Vice-president, manager:* Ross Porter. *Commercial manager:* Jack Whitney. *Program director:* Edith Page. *Chief engineer:* John Malloy.

*Rep:* None. *News:* AP; UP. *Seating facilities:* Shawnee municipal auditorium, capacity 3,000. *Merchandising:* None. *Foreign language programs:* No rules against such programs, but no demand due to low percentage of foreign born population in trade area. *Artists bureau:* None. *Stock:* Held by Stauffer Publication Co., Arkansas City, Kansas. *Base rate:* \$60.

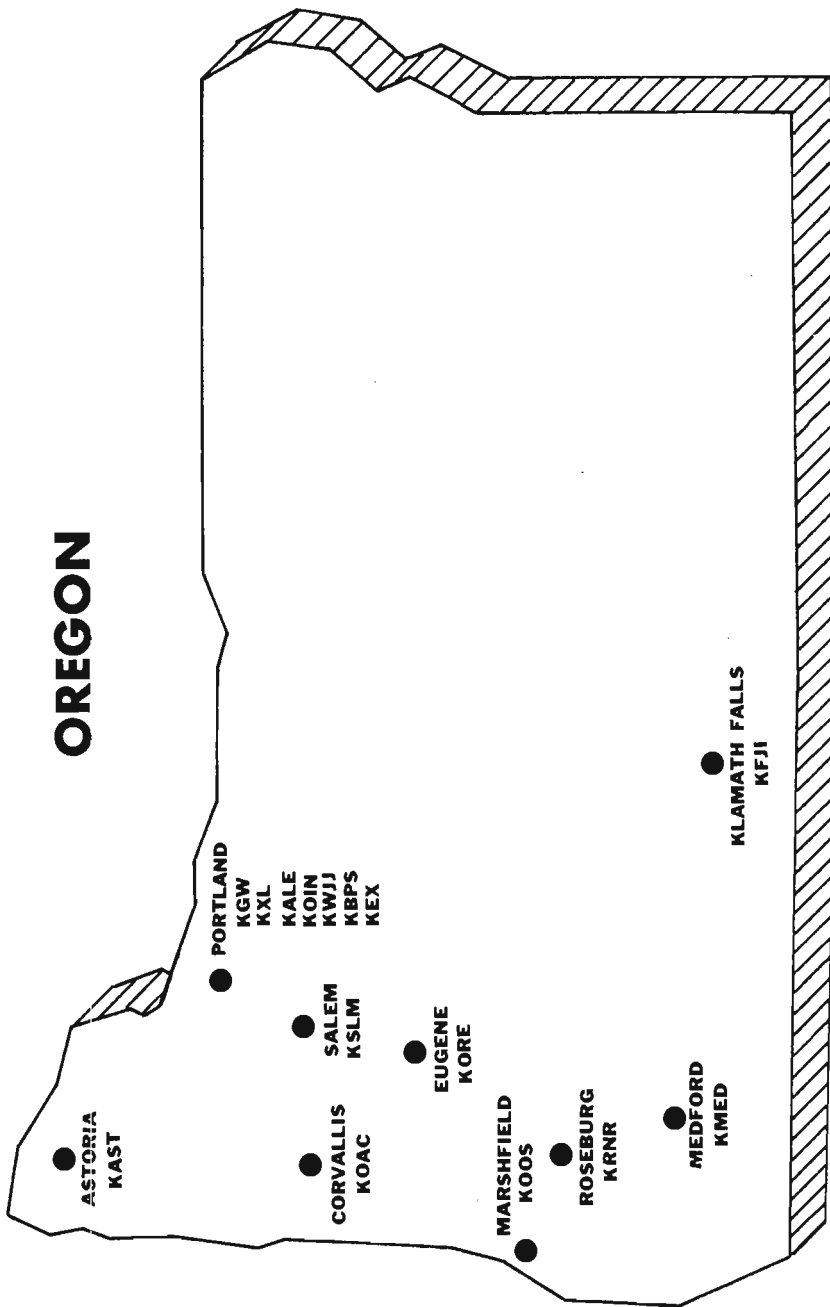
*Copy restrictions:* Beer accepted; no wines or hard liquors; copy considered "in bad taste" or "repulsive" is refused.

### KTUL, TULSA

*Operator:* Tulsa Broadcasting Co., National Bank of Tulsa Bldg. *Phone:* 4-8188. *Power:* 1,000 and 500 watts on 1400 kc. *Affiliation:* CBS. *Opened:* Jan. 22, 1934.

*Vice-president:* William C. Gillespie. *Station manager:* Fenton Jeffers. *Commercial manager:* Lawson Taylor. *Program director:* Robert Holt. *Chief engineer:* Nathan Wilcox. *Artists bureau head, pub-*

# OREGON





## STATIONS—Continued

*licity:* Ervin Lewis. *Musical director:* Ralph Rose, Jr.

*Rep:* Free, Johns and Field, Inc. *News:* UP. *Seating facilities:* Radio theatre at Akdar Temple seats 2,300. *Merchandising:* Maintains a sales and promotion department offering merchandising services; assists in obtaining publicity, window displays, dealer tie-ups; conduct surveys; exploit merchandising "in every possible manner." *Foreign language programs:* None; no population of this type. *Artists bureau:* Currently in process of organization. *Stock:* Principal holders are J. T. Griffin, Bryan Mathes, and William C. Gillespie; the stock is cross-owned with that of the J. T. Griffin Wholesale Grocery Co. *Base rate:* \$75 (½ hr.).

*Copy restrictions:* Allow three minutes of commercial copy per quarter-hour; five minutes per half-hour; beer accepted; no other alcoholic beverages.

### KVOO, TULSA

*Operator:* Southwestern Sales Corp. *Power:* 25,000 watts (simultaneous daytime operation, nighttime sharing with WAPI). *Affiliation:* NBC Southwestern Group. *Opened:* 1925.

*Manager:* William B. Way.

*Rep:* Edward Petry & Co., Inc. *Base rate:* \$140 (½ hr.).

*Copy restrictions:* No alcoholic beverage advertising accepted.

No further data available after repeated requests.

## OREGON

(216,400 radio homes)

### Radio Homes by Counties

Baker .....	3,700	Harney .....	1,000	Morrow .....	900
Benton .....	3,600	Hood River .....	2,100	Multnomah .....	91,400
Clackamas .....	8,100	Jackson .....	7,600	Polk .....	2,400
Clatsop .....	5,200	Jefferson .....	300	Sherman .....	600
Columbia .....	2,800	Josephine .....	2,500	Tillamook .....	2,100
Coos .....	5,800	Klamath .....	7,400	Umatilla .....	5,400
Crook .....	600	Lake .....	1,100	Union .....	3,800
Curry .....	500	Lane .....	11,700	Wallowa .....	1,300
Deschutes .....	3,400	Lincoln .....	1,600	Wasco .....	3,300
Douglas .....	4,500	Linn .....	4,800	Washington .....	5,000
Gilliam .....	800	Malheur .....	2,000	Wheeler .....	500
Grant .....	800	Marion .....	13,300	Yamhill .....	4,500

### KAST, ASTORIA

*Operator:* Astoria Broadcasting Co., Astoria Hotel. *Phone:* 95. *Power:* 100 watts on 1370 kc (daytime). *Affiliation:* None. *Opened:* July 1, 1935. (Note: On Oct. 14, 1936, this station was purchased by the present operators and became affiliated with the Astorian-Budget evening paper.)

*Manager:* Ted W. Cooke. *Commercial manager, publicity director:* W. H. Sandiford. *Program director:* Paul A. Harden. *Chief engineer:* Lawrence King.

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

*Copy restrictions:* Beer and wine accepted; no whiskey; patent medicine accepted if copy, product and advertising

claims meet station approval; station reserves right to reject copy.

### KOAC, CORVALLIS

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

This station is non-commercial; college-owned.

### KORE, EUGENE

*Operator:* Frank L. Hill and C. G. Phillips doing business as the Eugene Broadcast Station, 731 Willamette St. *Phone:* 3. *Power:* 100 watts on 1420 kc. *Affiliation:* Oregon Network (composed of KORE, KXL, Portland, and KSLM, Salem). *Opened:* 1927. (Note: Frank L. Hill and C. G. Phillips also own KIDO, Boise. KORE has "friendly connections," but no cross-ownership with the Eugene Register Guard).

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

*Rep:* None exclusively. *News:* Trans-



## STATIONS—Continued

radio; UP. *Seating facilities:* Glass-encased reception room, 200 persons. *Merchandising:* Yes, maintains such a service; details do not conform to any set policy. *Foreign language programs:* Never had any; probably very little demand for. *Artists bureau:* None. *Base rate:* \$40.

*Copy restrictions:* Take wine, beer, whiskey and patent medicines if "legitimate" and conforming to all FCC regulations.

### KFJI, KLAMATH FALLS

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

*Rep:* Cox and Tanz. *Base rate:* \$25.

No further information available after repeated requests.

### KOOS, MARSHFIELD

*Operator:* Pacific Radio Corp., Hall Building. *Phone:* 432. *Power:* 250 watts on 1390 kc (daytime). *Affiliation:* None. *Opened:* July, 1928. (Note: Also maintains studios in North Bend; affiliated with Coos Bay Times, Eugene News and Salem Statesman.)

*President-manager, station manager, publicity director:* Walter L. Read. *Commercial manager:* Ben E. Stone. *Program director, artists bureau head, musical director:* Sylvia L. Chandler. *Chief engineer:* Floyd M. Rush.

*Rep:* Walter Biddick Co. *News:* UP. *Seating facilities:* None (can use local theatre when need arises). *Merchandising:* Full service rendered through commercial department. *Foreign language programs:* Will accept. *Artists bureau:* Yes, but no talent currently listed. *Base rate:* \$40.

*Copy restrictions:* All material subject to Federal Trade Commission and FCC regulations; alcoholic beverages accepted, subject to station supervision.

### KMED, MEDFORD

*Operator;* Mrs. W. J. Virgin, Sparta Bldg. *Phone:* 305. *Power:* 250 and 100 watts on 1310 kc. *Affiliation:* None. *Opened:* September, 1922.

*Owner:* Mrs. W. J. Virgin. *Station manager, publicity:* L. P. Bishop. *Program director, musical director:* Gladys Finch. *Chief engineer:* D. H. Rees.

*Rep:* Walter Biddick Co. (Pacific Coast); Norman Craig (New York). *News:* Transradio. *Seating facilities:* About 50 persons. *Merchandising:* Help manufacturers and distributors in securing new retail outlets for their products. *Foreign language programs:* Not accepted; population less than 2% foreign. *Artists bureau:* None. *Base rate:* \$35.

*Copy restrictions:* Beer and light wines accepted; no hard liquors; all proprietary

copy with a "personal" angle is closely edited; all copy subject to rejection by the management.

### KALE, PORTLAND

*Operator:* KALE, Inc., New Heathman Hotel. *Phone:* Atwater 7209. *Power:* 500 watts on 1300 kc. *Affiliation:* None. (Note: KALE is not owned by, but affiliated with the Oregon Journal, through stock ownership; has purchased KFJR, Portland, and amalgamated it with KALE.)

*President:* Roy Hunt. *Station manager, program director:* Ted Kooreman. *Technical director:* Louis L. Bookwalter. *Publicity director:* Allen Shepperd.

*Rep:* Free & Peters, Inc. *News:* INS. *Seating facilities:* None. *Merchandising:* Give new programs publicity in the "Radio Advertiser," which is circulated to 5,000 retail stores; also advertise new programs in the Oregon Journal. *Foreign language programs:* Accepted if English translations are furnished for scrutiny; controversial subjects not allowed; will refuse whenever justified in doing so. *Artists bureau:* None. *Stock:* Principally held by C. Roy Hunt, C. W. Myers and The Oregon Journal. *Base rate:* \$30 (half hour).

*Copy restrictions:* Quarter-hours have

## UNDISPUTED FIRST IN PORTLAND

### ... in local business

both as to number of accounts and volume of advertising.

### ... in popularity

through years of program selection and public relations activities... plus production leadership, both network and local.

### ... in showmanship

see Variety's 1935 and 1936 surveys.

## K O I N

CBS Key Station for the Pacific Northwest... Free & Peters, Exclusive Representatives.

## STATIONS—Continued

limit of 300 words of commercial; spot announcements have limit of 15 words; beer and wine are only alcoholic beverages accepted, and then only after 9 p.m.; no medicinal advertising of any kind.

### KBPS, PORTLAND

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

No other information available.

### KEX, PORTLAND

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

*General and station manager:* W. Carey Jennings. *Commercial manager:* Chet Blomness. *Program director:* Merton H. Bories. *Chief engineer:* Harold Singleton. *Musical director:* Abe Bercovitz. *Publicity director:* H. Q. Cox.

*Rep:* Edward Petry & Co., Inc. *News:* INS; Transradio. *Seating facilities:* Studio A, seating 225; studio C, 125 persons (facilities shared with KGW). *Merchandising:* Publicity, information, through newspaper affiliate. *Foreign language programs:* Not accepted. *Artists bureau:* None. *Base rate:* \$93.75.

*Copy restrictions:* Beer and light wine accepted for night broadcasts only; no liquor advertising; patent medicines accepted if approved by station management; copy must not exceed 100 words in each five minutes of program.

### KGW, PORTLAND

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

*General and station manager:* W. Carey Jennings. *Commercial manager:* Chet Blomness. *Program director:* Merton H. Bories. *Chief engineer:* Harold Singleton. *Musical director:* Abe Bercovitz. *Publicity director:* H. Q. Cox.

*Rep:* Edward Petry & Co., Inc. *News:* INS; Transradio. *Seating facilities:* Studio A, seating 225 persons; studio C, seating 125 (these studios shared with KEX). *Merchandising:* Publicity and listings through newspaper affiliate. *Foreign lan-*

*guage programs:* Not accepted. *Artists bureau:* None. *Base rate:* \$165.

*Copy restrictions:* Beer and light wine accepted for night broadcasts only; no liquor advertising; patent medicines accepted if approved by station management; copy must not exceed 100 words in each five minutes of program.

### KOIN, PORTLAND

*Operator:* KOIN, Inc., New Heathman Hotel. *Phone:* Atwater 3333. *Power:* 5,000 and 1,000 watts on 940 kc. *Affiliation:* CBS. *Opened:* 1924. (Note: Affiliated with Oregon Journal.)

*President:* Charles W. Myers. *General manager, commercial manager:* C. Roy Hunt. *Sales manager:* Charles Couch. *Production manager, artists bureau head:* Johnnie Walker. *Program director:* H. M. Swartwood, Jr. *Technical director:* Louis Bookwalter. *Musical director:* Joseph Sampietro. *Publicity director:* Lester Halpin.

*Rep:* Free & Peters, Inc. *News:* INS, Universal. *Seating facilities:* 50 persons. *Merchandising:* Publishes "Radio Advertiser" and circulates the publication to 5,000 retail stores; Oregon Journal lists programs with sponsor names. *Foreign language programs:* Acceptance rules strict to the point of prohibition; none currently on station; English translation must be submitted in advance when applying for foreign language time. *Artists bureau:* Yes; has about 10 artists on roster. *Stock:* Control held by C. W. Myers; the Oregon Journal is a minority holder. *Base rate:* \$90 (half hour).

*Copy restrictions:* Commercial continuity limited to network standards of CBS; no medical advertising accepted; no alcoholic beverages, except beer after 9 p.m. only.

### KWJJ, PORTLAND

*Operator:* KWJJ Broadcast Co., Inc. *Power:* 500 watts on 1040 kc (special temporary authorization authorized; operates limited time with dominant station). *Affiliation:* None.

*Rep:* None. *Base rate:* \$30 (½ hr.).

No other information available after repeated requests.

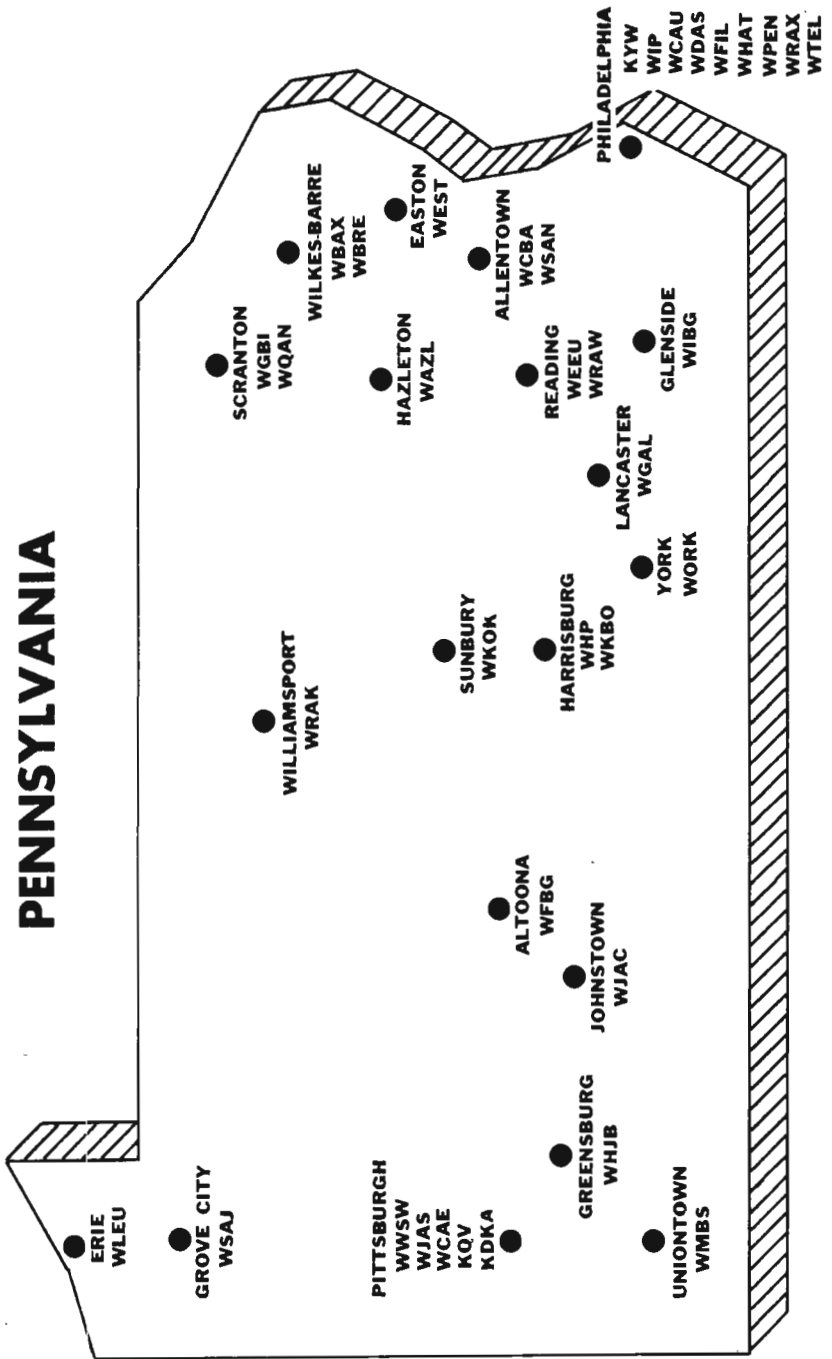
### KXL, PORTLAND

*Operator:* KXL Broadcasters, Multnomah Hotel. *Phone:* Atwater 5124. *Power:* 250 and 100 watts on 1,420 kc. (divides time with KBPS—three hours daytime only). *Affiliation:* with KFPY and KGIR. *Opened:* 1926.

*President, station and commercial manager:* T. W. Symons, Jr. *Program director:* Allyn Roberts.

*Rep:* J. H. McGillvra, New York, Chi-

# PENNSYLVANIA



## STATIONS—Continued

cago; Walter Biddick Co., San Francisco, Los Angeles. *News:* UP. *Seating facilities:* yes; capacity not listed. *Merchandising:* none. *Foreign language programs:* not accepted. *Artists bureau:* none. *Stock:* held by T. W. Symons, Jr., and E. B. Craney. *Base rate:* \$40 (one-half hour).

*Copy restrictions:* Commercial copy may not be over 15% of program time.

### KRNK, ROSEBURG

*Operator:* Roseburg News Review, Umpqua Hotel. *Phone:* 4. *Power:* 250 and 100 watts on 1500 kc. *Affiliation:* None. *Opened:* December, 1935. (Note: This station is newspaper-owned by the Roseburg News Review.)

*Manager, chief engineer:* J. B. Toles. *Commercial manager:* Marshall Pengra.

*Rep:* Walter Biddick Co. (Pacific Coast). *News:* AP. *Seating facilities:* 200 persons. *Merchandising:* Complete service offered, including dealer contacts, publicity and listings through newspaper affiliate. *Foreign language programs:* Not accepted. *Artists bureau:* None. *Base rate:* \$25.

*Copy restrictions:* Beer and wine accepted; no liquor advertising; patent medicines of "high standing" accepted; guided by "rules of common decency and expediency" in checking copy.

### KSLM, SALEM

*Operator:* Oregon Radio, Inc., 343 Court St. *Phone:* 6131. *Power:* 100 watts on 1370 kc. *Affiliation:* Oregon Network (KSLM, KORE, Eugene, and KXL, Portland). *Opened:* Nov. 1, 1934.

*President, manager:* H. B. Read. *Commercial manager:* Dwight Hoxie. *Program director:* Boots Grant. *Chief engineer:* Clyde Wiegand.

*Rep:* None. *News:* Transradio. *Seating facilities:* Yes; capacity not listed. *Merchandising:* None. *Foreign language programs:* No rules listed. *Artists bureau:* None. *Stock:* Principally held by H. B. Read and John C. Kendall. *Base rate:* \$25 (½ hr.).

*Copy restrictions:* Beer and wines accepted; no hard liquors; no patent medicines; 15% of program time is maximum allowed for commercial use.

## PENNSYLVANIA

(1,938,400 radio homes)

### Radio Homes by Counties

Adams .....	5,500	Elk .....	5,200	Montour .....	1,900
Allegheny .....	301,600	Erie .....	38,200	Northampton .....	38,600
Armstrong .....	11,600	Fayette .....	28,200	Northumberland ..	19,600
Beaver .....	26,100	Forest .....	700	Perry .....	3,200
Bedford .....	5,000	Franklin .....	10,600	Philadelphia .....	430,300
Berks .....	54,100	Fulton .....	800	Pike .....	1,300
Blair .....	28,200	Greene .....	6,300	Potter .....	3,500
Bradford .....	11,800	Huntingdon .....	6,200	Schuylkill .....	40,600
Bucks .....	18,000	Indiana .....	11,400	Snyder .....	2,300
Butler .....	15,400	Jefferson .....	9,000	Somerset .....	10,700
Cambria .....	33,200	Juniata .....	1,700	Sullivan .....	1,000
Cameron .....	1,100	Lackawanna .....	65,200	Susquehanna .....	5,600
Carbon .....	9,700	Lancaster .....	43,200	Tioga .....	7,000
Centre .....	9,400	Lawrence .....	18,700	Union .....	3,000
Chester .....	26,500	Lebanon .....	12,400	Venango .....	13,000
Clarion .....	6,100	Lehigh .....	34,400	Warren .....	9,400
Clearfield .....	12,800	Luzerne .....	87,300	Washington .....	35,400
Clinton .....	5,800	Lycoming .....	20,300	Wayne .....	6,400
Columbia .....	8,000	McKean .....	13,000	Westmoreland .....	46,500
Crawford .....	12,400	Mercer .....	17,700	Wyoming .....	3,100
Cumberland .....	12,100	Mifflin .....	6,500	York .....	34,500
Dauphin .....	40,700	Monroe .....	6,900		
Delaware .....	62,500	Montgomery .....	60,000		

### WCBA, ALLENTOWN

This station is affiliated with WSAN of the same city. For all data, see WSAN.

### WSAN, ALLENTOWN

*Operator:* WSAN, Inc., 39-41 N. Tenth St. *Phone:* 9511. *Power:* 500 watts on 1,440 kc. *Affiliation:* NBC Optional Basic

*Service. Opened:* 1925. (Note: This station is newspaper-owned by the Allentown Call; WCBA, of the same city, is affiliated with WSAN).

*President:* Major J. C. Shumberger. *Station manager:* B. Bryan Musselman. *Commercial manager:* J. H. Musselman. *Program director, artists bureau head, mu-*



sical director: George Y. Snyder. *Chief engineer*: Charles S. Sauerwine. *Publicity director*: Charles R. Petrie.

*Rep*: None. *News*: Transradio. *Seating facilities*: studio, 100 persons. *Merchandising*: Maintains a merchandising department; details not listed. *Foreign language programs*: Accepted; complete English translation must be furnished to the station. *Artists bureau*: Yes; lists about 25 on its roster. *Base rate*: \$120.

*Copy restrictions*: Beer and wine accepted; no hard liquor; patent medicines carefully investigated; "sponsors are urged to act upon advice of station continuity director, Charles Petrie, who has carefully surveyed local reaction to all types of copy."

#### WFBG, ALTOONA

*Operator*: The Gable Broadcasting Co. (lessee). *Power*: 100 watts on 1310 kc (shares time with WJAC); (has construction permit for 250 watts until local sunset). *Affiliation*: None.

*Rep*: Cox and Tanz. *Base rate*: \$78.

No further information available after repeated requests.

#### WEST, EASTON

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

*President*: Clair R. McCollough. *Station and commercial manager*: Walter Kirkwood. *Program director*: Wilburt Markle. *Chief engineer*: J. E. Mathiot. *Artists bureau head*: Jane Myers. *Musical director*: Eugene Bethman. *Publicity director*: Richard West.

*Rep*: Paul H. Raymer Co. *News*: Transradio. *Seating facilities*: None. *Merchandising*: Offer usual services, including publicity and listings through newspaper affiliates. *Foreign language programs*: Will accept. *Artists bureau*: Setup nominal only. *Base rate*: \$80.

*Copy restrictions*: Beer, wine and liquor advertising accepted; all copy must conform to station standards.

#### WLEU, ERIE

*Operator*: Leo J. Omelian, Commerce Bldg., 12th and State Streets. *Phone*: 25-229. *Power*: 250 and 100 watts on 1420 kc. *Affiliation*: NBC Optional Basic Blue. *Opened*: April 21, 1935.

*Owner*: Leo J. Omelian. *Station and commercial manager*: V. Hamilton-Weir. *Program director*: Edward Gouran. *Chief engineer*: Harold Roess. *Musical director*: Anthony Conti.

*Rep*: None listed. *News*: Transradio. *Seating facilities*: 50 persons. *Merchandising*: Programs given publicity on the air through the "Merchandise Co-Operative Program." *Foreign language programs*: Will accept; special rates apply, given on request. *Artists bureau*: None. *Base rate*: \$90.

*Copy restrictions*: Beer, wine and patent medicines accepted any time; hard liquor only after 10 p.m.; no set rules regarding copy, other than that it conform with Federal Trade Commission regulations.

#### WIBG, GLENSIDE

*Operator*: Seaboard Radio Broadcasting Corp., Keswick Theatre Bldg. *Phone*: Ogontz 4570. *Power*: 100 watts on 970 kc. (daytime). *Affiliation*: None. *Opened*: 1924.

*President, station manager*: Joseph M. Nassau. *Commercial manager*: T. G. Tinsley. *Program and musical director*: Margaret R. Collins. *Chief engineer*: John H. Henninger. *Publicity director*: James A. Nassau.

*Rep*: None. *News*: Christian Science Monitor. *Seating facilities*: Yes; capacity not listed. *Merchandising*: Will undertake distribution in 600 food stores in area on basis of \$50.00 per week (merchandising is done in units of 200 stores). *Foreign language programs*: Not accepted. *Artists bureau*: None. *Base rate*: \$50.

*Copy restrictions*: Beer and wine accepted; no hard liquor.

#### WHJB, GREENSBURG

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

*Station manager*: Roy H. Verret. *Program director, publicity director*: Carolyn Castrane. *Chief engineer*: Lyle Allen.

*Rep*: Furgason & Aston. *News*: None. *Seating facilities*: None. *Merchandising*: None. *Foreign language programs*: Have Slovak and Polish programs; each case treated on individual merits. *Artists bureau*: None. *Base rate*: \$76.

*Copy restrictions*: All copy subject to owners' approval and FCC regulations; no restrictions mentioned against beer, wines, liquors and patent medicines other than referred to above.

#### WSAJ, GROVE CITY

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

This station is non-commercial; college-owned.

**WHP, HARRISBURG**

*Operator:* WHP, Inc., Telegraph Bldg. *Phone:* 43211. *Power:* 1,000 and 500 watts on 1430 kc. *Affiliation:* CBS. *Opened:* 1924. (Note: This station is affiliated with the Harrisburg Telegraph.)

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

*Rep:* None. *News:* Transradio. *Seating facilities:* Shriner's Zembo Mosque, 3,000 capacity; State Forum, 1,800; Majestic Theatre, 1,000. *Merchandising:* Write letters to dealers informing them of new programs and plugging the product; audition shows for sales organizations, etc.; distribute counter display cards supplied by advertiser; if program runs long enough, station makes showcards; if program has picture stars, tie-ups with theatres, and sometimes trailers, are arranged; publicity given in the Harrisburg Telegraph. *Foreign language programs:* Not accepted. *Artists bureau:* No booking arrangements, but can contact talent for the sponsor. *Base rate:* \$125.

*Copy restrictions:* Beer accepted, providing commercials are in "good taste"; liquors only after 11 p.m.; station reserves right to censor misrepresentations, or products not conforming to federal laws.

**WKBO, HARRISBURG**

*Operator:* Keystone Broadcasting Corp., Penn Harris Hotel. *Phone:* 4-0-1-9-1. *Power:* 250 and 100 watts on 1200 kc (shares time with WEST). *Affiliation:* None. *Opened:* 1927 (as WCOD; changed to WKBO in 1933). (Note: This station is newspaper-owned by the Harrisburg Telegraph.)

*President:* A. H. Stackpole. *Station manager, publicity director:* C. G. Moss. *Commercial manager:* George C. Smith. *Program director, artists bureau head, musical director:* Clyde Moser. *Chief engineer:* Charles G. Myers.

*Rep:* Wellman Service. *News:* Locally from the Harrisburg Telegraph. *Seating facilities:* Victoria Theatre, 1,700; occasional broadcasts from the Chestnut Street Auditorium, seating 500, with an admission fee of 20c. *Merchandising:* None. *Foreign language programs:* Accepted. *Artists bureau:* Lists about 45 artists, directors, orchestras, and announcers. *Base rate:* \$95.

*Copy restrictions:* Beer and wines accepted any time; hard liquors only after 10 p.m.; patent medicines must meet requirements of the Federal Trade Commission; all copy subject to government rules and station approval.

**WAZL, HAZELTON**

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

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

*Rep:* Paul H. Raymer Co. *News:* Transradio. *Seating facilities:* None. *Merchandising:* Offer usual services, including publicity and listings through newspaper affiliates. *Foreign language programs:* Specialize in such programs. *Artists bureau:* Setup nominal only. *Base rate:* \$80.

*Copy restrictions:* Accept beer, wine and liquor advertising; all copy must conform to station standards.

**WJAC, JOHNSTOWN**

*Operator:* WJAC, Inc. *Power:* 250 and 100 watts on 1310 kc. (shares time with WFBG). *Affiliation:* None.

*Rep:* None. *Base rate:* \$60.

No further information available after repeated requests.

**WGAL, LANCASTER**

*Operator:* WGAL, Inc., 8 W. King St. *Phone:* 5252. *Power:* 250 and 100 watts on 1500 kc. *Affiliation:* Mason-Dixon Radio Group; Inter-City Broadcasting System. *Opened:* 1922.

*Vice-president:* Clair R. McCollough. *Station and commercial manager:* Walter O. Miller. *Program and musical director:* Ernest Stanziola. *President, chief engineer:* J. E. Mathiot. *Artists bureau head:* Edward Gundaker. *Publicity director:* Warren Hershey.

*Rep:* Paul H. Raymer Co. *News:* Transradio. *Seating facilities:* None. *Merchandising:* Offer usual services, including publicity and listings in newspaper affiliates. *Foreign language programs:* Will accept. *Artists bureau:* Setup nominal only. *Base rate:* \$91.50.

*Copy restrictions:* Beer, wine and liquor advertising accepted; all copy must conform to station standards.

**KYW, PHILADELPHIA**

*Operator:* Westinghouse Electric & Mfg. Co., 1619 Walnut St. (station is programmed by NBC). *Phone:* Locust 3760. *Power:* 10,000 watts on 1020 kc. *Affiliation:* NBC Basic Red. *Opened:* 1921 (in Chicago); moved to Philadelphia in 1934.





## **The MARKET:**

The 85 counties constituting The WCAU Market contain 2,180,211 families of whom 84% own radios. Average annual retail sales total 2½ billions. These families drive over 1½ million motor cars, spend over 200 million a year for food, over 200 million a year for clothes, over 100 million a year in drug stores plus 200 million a year on their homes. And, speaking of homes, Philadelphia has more single-family residences than any other American City. It's United States' third largest market.

## **The STATION:**

# **WCAU**

**50,000 WATTS**

**PHILADELPHIA**

ROBERT A. STREET, Commercial Manager

Only 50,000 Watt station—and only Columbia network outlet—in Philadelphia. One of Philadelphia's oldest stations—but the youngest in equipment and spirit.

**WCAU DELIVERS MORE LISTENERS PER DOLLAR  
THAN ANY OTHER PHILADELPHIA STATION**

608

*Station manager:* Leslie W. Joy. *Program director:* James P. Begley. *Chief engineer:* Ernest H. Gager. *Artists bureau head:* Ken Hoffman. *Musical director:* Jan Savitt. *Publicity director:* Jas. A. Aull.

*Rep:* National Broadcasting Co. *News:* UP. *Seating facilities:* Auditorium, 350 persons; admission by ticket. *Merchandising:* Services rendered to clients at cost. *Foreign language programs:* Not accepted. *Artists bureau:* Yes; lists a complete roster of talent. *Base rate:* \$440.

*Copy restrictions:* Lectures and educational talks not accepted between 6 p.m. and midnight, except by special arrangement; time of broadcast subject to change to other periods on 28 days' notice to accommodate network broadcasts, excepting in the case of independent announcements, which may be moved to other periods if available, and as arranged by the station manager on 24 hours' notice; closing date is two weeks in advance of initial program and program material must be arranged one week in advance of broadcast date—no change within two days preceding broadcast; all programs subject to station approval; beer is accepted; no other alcoholic beverages; patent medicine acceptance dependent on the approval of NBC program and continuity censorship departments.

#### WCAU, PHILADELPHIA

*Operator:* WCAU Broadcasting Co., 1622 Chestnut St. *Phone:* Locust 7700. *Power:* 50,000 watts on 1170 kc. *Affiliation:* CBS. *Opened:* 1921. (Note: Also operates short wave W3XAU.)

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

*Rep:* Transamerican Broadcasting & Television Corp. (Chicago only). *News:* UP. *Seating facilities:* Auditorium-studio, capacity 260 (has stage and modern kitchen). *Merchandising:* Sales promotion and research department conduct surveys at various times; radio habits checked. *Foreign language programs:* Nothing accepted. *Artists bureau:* None, but talent can be furnished for sponsors. *Stock:* 1,000 shares; held by Dr. Leon Levy and I. D. Levy. *Base rate:* \$500.

*Copy restrictions:* Nothing offensive to the ear; no "intimate" products, such as laxatives, feminine hygiene, bedbug powders, etc.; no product accepted that contains harmful ingredients such as thyroid in weight reducing tablets, or opium in cold remedies; no grossly exaggerated

claims; no non-specific copy, such as claiming that a powder "will cure all headaches," etc.; five-minute periods cannot have more than a 100-word commercial before and after program; before 6 p.m., quarter hours can't have more than three minutes of copy, half hours more than five minutes, and hours more than eight minutes; after 6 p.m., quarter hours can't have more than three minutes of commercial, half hours more than four and one-half minutes, and hours more than six and one-half minutes; beer okay; no hard liquors.

#### WDAS, PHILADELPHIA

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

*President:* Alexander W. Dannenbaum. *Station manager:* P. J. Stanton. *Commercial manager:* A. W. Dannenbaum, Jr. *Program director:* Harold Davis. *Chief engineer:* Frank Unterberger. *Musical director:* Joseph Schreiber. *Publicity:* Jerry Stone.

*Rep:* None. *News:* UP. *Seating facilities:* Studios; capacity 175. *Merchandising:* Under direction of A. W. Dannenbaum, Jr.; foreign language merchandising directed by Nathan Fleischer; no charge for service, which includes tie-ins with direct mail, newspapers and radio; also surveys. *Artists bureau:* None (program department, however, places artists elsewhere). *Stock:* Privately held by A. W. Dannenbaum and the estate of W. Maurice Steppacher. *Base rate:* \$75.

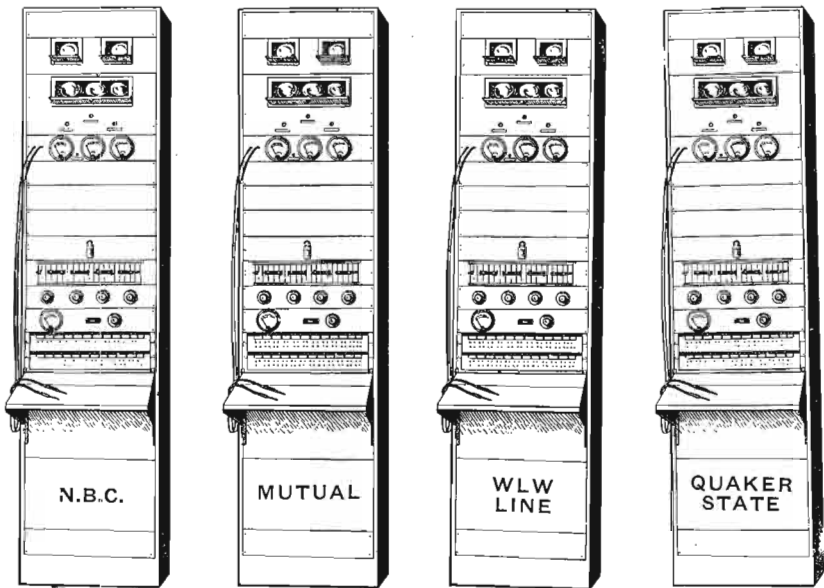
*Copy restrictions:* No definite rules; copy should be brief and "in good taste"; station reserves right to censor all spoken matter; will accept wine, beer and alcoholic advertising; patent medicines must pass County Medical Society and Federal Trade Commission before acceptance.

#### WFIL, PHILADELPHIA

*Operator:* WFIL Broadcasting Co., Widener Bldg. *Phone:* Walnut 5200. *Power:* 1,000 watts on 560 kc. *Affiliation:* NBC Basic Blue; Mutual Broadcasting System; Quaker State Network; WLW-KQV-WHN hookup. *Opened:* 1922.

*President:* Samuel R. Rosenbaum. *General manager:* Donald Withycomb. *Commercial manager:* Jack Stewart. *Business manager:* Roger W. Clipp. *Program director:* John Clark. *Chief engineer:* Frank V. Becker. *Musical director:* Erva Giles. *Publicity director:* Joe Connolly.

*Rep:* Edward Petry & Co., Inc. *News:* INS; Universal. *Seating facilities:* Use Fleisher Auditorium, capacity 1,600. *Merchandising:* Service is headed by Jerry Moore; procure free advertisement for

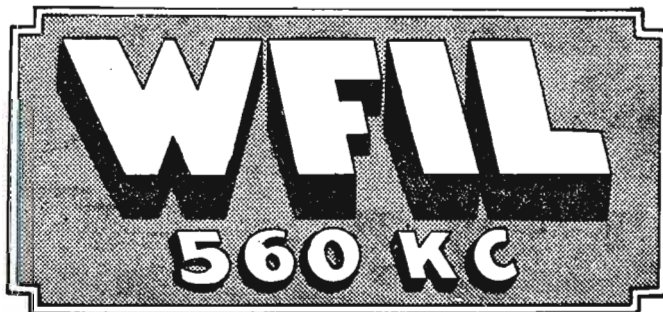


## Four Networks To Over Six Million Listeners

Advertisers are buying WFIL to cover America's Third Market because of the excellent programs offered by these Four Networks.

A recent Ross Federal Research Corporation Survey shows WFIL abreast of No. 1 station in Philadelphia, yet WFIL's rates are lower.

For the greatest coverage at the lowest cost, buy WFIL in Philadelphia.



## STATIONS—Continued

program via time-trading arrangement with the Record, Inquirer and Evening Ledger; arrange window displays and other tie-in media; exploitation; help devise program; push institutional angle. *Foreign language programs:* Not accepted. *Artists bureau:* None. *Base rate:* \$200 (half hour).

*Copy restrictions:* Beer and wines accepted; no hard liquors; no patent medicines; "common sense" rules apply at all times.

### WHAT, PHILADELPHIA

*Operator:* Independence Broadcasting Co., Inc. *Power:* 100 watts on 1310 kc (shares time with WTEL). *Affiliation:* None. (Note: This station is operated by a subsidiary of the Philadelphia Public Ledger.)

*Rep:* None. *Base rate:* \$60.

No further information available after repeated requests.

### WIP, PHILADELPHIA

*Operator:* Pennsylvania Broadcasting Co., 35 S. Ninth St. *Phone:* Walnut 6800. *Power:* 1,000 watts on 610 kc. *Affiliation:* Inter-City Broadcasting System. *Opened:* March 16, 1922.

*President:* Benedict Gimbel, Jr. *General manager, commercial manager:* Albert A. Cormier. *Program director:* James Allan. *Chief engineer:* Clifford Harris. *Musical director:* Clarence Fuhrman. *Publicity director:* Murray Arnold.

*Rep:* None. *News:* Transradio. *Seating facilities:* Studio A, 150 persons; auditorium, 1,200 persons. *Merchandising:* Uses 1,500 lines weekly in the Philadelphia Inquirer, Philadelphia Record, and Public Ledger, for free sponsor plugs. *Foreign language programs:* Not accepted. *Artists bureau:* None. *Base rate:* \$187.50.

*Copy restrictions:* Accept beer, wine, hard liquors; rigid supervision over all copy.

### WPEN, PHILADELPHIA

*Operator:* William Penn Broadcasting Co., Radio Centre, 22nd & Walnut Sts. *Phone:* Rittenhouse 4140. *Power:* 250 watts on 920 kc. (operates from local sunset to 12 midnight). *Affiliation:* None listed; maintains a direct wire to New York. *Opened:* 1929. (Note: WRAX, Philadelphia, is under same control as WPEN.)

*Director:* Charles Stahl.

*Rep:* None listed. *News:* None listed. *Seating facilities:* Auditorium, seating 550 persons (shared with WRAX). *Merchandising:* Special department maintained; information upon request. *Foreign language*

*programs:* Station specializes in such programs, with German, Polish, Italian and Jewish programs current; all programs must be introduced and signed off in English, and music titles given in both the foreign and English language; copy is subject to federal and state laws. *Artists bureau:* None. *Base rate:* \$115 (½ hr.).

*Copy restrictions:* Accept beer, wine and liquor advertising; all copy must conform to station standards, Federal, State and FCC rules and regulations.

### WRAX, PHILADELPHIA

*Operator:* WRAX Broadcasting Company, Radio Centre, 22nd & Walnut Sts. *Phone:* Rittenhouse 4140. *Power:* 500 watts on 920 kc. (operates from 7 a.m. to local sunset). *Affiliation:* None listed; maintains a direct wire to New York. *Opened:* 1922. (Note: WPEN, Philadelphia, is under same ownership as WRAX.)

*Director:* Charles Stahl.

*Rep:* None listed. *News:* None listed. *Seating facilities:* Auditorium, seating 550 persons (shared with WPEN). *Merchandising:* Special department maintained; information upon request. *Foreign language programs:* Station specializes in such programs, with German, Polish, Italian and Jewish programs current; all programs must be introduced and signed off in English, and music titles given in both the foreign and English language; copy is subject to federal and state laws. *Artists bureau:* None. *Base rate:* \$115 (½ hr.).

*Copy restrictions:* Accept beer, wine and liquor advertising; all copy must conform to station standards, Federal, State and FCC rules and regulations.

### WTEL, PHILADELPHIA

*Operator:* Foulkrod Radio Engineering Co. *Power:* 100 watts on 1310 kc (shares time with WHAT). *Affiliation:* None.

*Rep:* None. *Base rate:* \$75.

No further information available after repeated requests.

### KDKA, PITTSBURGH

*Operator:* Westinghouse Electric & Mfg. Co., Grant Bldg. (station is programmed by NBC). *Phone:* Grant 4200. *Power:* 50,000 watts on 980 kc. *Affiliation:* NBC Basic Blue. *Opened:* Nov. 2, 1920.

*Station manager:* H. A. Woodman. *Commercial manager:* W. E. Jackson. *Program director:* John Gihon. *Chief engineer:* Joseph E. Baudino. *Artists bureau head:* Jas. W. McConnell. *Musical director:* Aneurin Bodycombe. *Publicity director:* Lynden Morrow.

*Rep:* National Broadcasting Co. *News:* UP. *Seating facilities:* Two studio observation rooms, 40 persons apiece; if and

# TO COVER PITTSBURGH

Columbia advertisers, to cover Pittsburgh, must use WJAS.

The 4½ million people in the prosperous Pittsburgh trading area must use WJAS to get Columbia programs.

There is no overlapping coverage from outside Columbia stations in Pittsburgh.

That's why WJAS has the AUDIENCE that makes it Pittsburgh's outstanding radio buy.

# W J A S

5000 WATTS - - - PITTSBURGH  
BASIC COLUMBIA NETWORK

★ ★ ★ ★ ★ ★ ★ ★

Representatives :

FURGASON & ASTON  
NEW YORK, CHICAGO, DETROIT



when guests are admitted to studios, the capacity is increased 125 per studio. *Merchandising*: None listed. *Foreign language programs*: None listed. *Artists bureau*: Yes; lists complete roster of talent. *Base rate*: \$500.

*Copy restrictions*: Lectures and educational talks not accepted between 6 p.m. and midnight except by special arrangement; time of broadcast subject to change to other periods on 28 days' notice to accommodate network broadcasts, excepting in the case of independent announcements which may be moved to other periods if available, and as arranged by station manager on 24 hours' notice; closing date is two weeks in advance of initial program and program material must be arranged one week in advance of broadcast date—no change within two days preceding broadcast; all programs subject to station approval; beer is accepted; no other alcoholic beverages; no patent medicines except well known proprietaries, or those acceptable to the American Medical Association, and then only if the copy meets with NBC approval.

#### KQV, PITTSBURGH

*Operator*: KQV Broadcasting Company, Chamber of Commerce Bldg. *Phone*: Grant 4860. *Power*: 500 watts on 1380 kc. *Affiliation*: WLW Hookup. *Opened*: 1919. (Note: This station is under the same ownership as WJAS, Pittsburgh.)

*President*: H. J. Brennen. *Station manager*: John J. Laux. *Commercial manager*: Robert M. Thompson, Sr. *Program director*: Chris Christenson. *Chief engineer*: Walter McCoy. *Publicity director*: Jean Lincoln.

*Rep*: Furgason & Aston, Inc. *News*: UP. *Seating facilities*: Chamber of Commerce Auditorium, seating 700 persons; Moose Temple, seating 1,200. *Merchandising*: No definite service, but will assist in contacting local outlets by mail, announcing new programs, with time, on station letterheads. *Foreign language programs*: Accepted, but allow one minute announcement only in foreign language—rest in English; translation must be furnished in advance. *Artists bureau*: None. *Base rate*: \$250.

*Copy restrictions*: Accept beer anytime; wine and hard liquor only after 10:30 p.m., and must be in program form; patent medicine copy must be approved by legal department; all copy checked for good taste and truthfulness.

#### WCAE, PITTSBURGH

*Operator*: WCAE, Inc., Hotel William Penn. *Phone*: Atlantic 5184. *Power*: 5,000 and 1,000 watts on 1220 kc. *Affiliation*:

NBC Basic Red. *Opened*: May 3, 1922. (Note: This station is affiliated with the Pittsburgh Sun-Telegraph.)

*Station manager*: Leonard Kapner. *Program director*: E. D. Harvey. *Chief engineer*: James Schultz. *Musical director*: Earl Truxell. *Publicity director*: James Murray.

*Rep*: Hearst Radio. *News*: INS. *Seating facilities*: Observation room, seating 25 persons. *Merchandising*: Offer complete service at actual cost. *Foreign language programs*: No set rules; do not encourage such programs. *Artists bureau*: None. *Base rate*: \$475.

*Copy restrictions*: Beer and light wines accepted any time; liquor advertising after 10:30 p.m., and must be live talent show; patent medicines must be approved by Federal Trade Commission; station break announcements limited to 30 words; all copy subject to station approval or revision.

#### WJAS, PITTSBURGH

*Operator*: Pittsburgh Radio Supply House, 411 Seventh Ave. *Phone*: Grant 4860. *Power*: 5,000 and 1,000 watts on 1290 kc. *Affiliation*: CBS. *Opened*: Aug. 4, 1922.

*President*: H. J. Brennen. *Station manager*: Howard E. Clark. *Commercial manager*: Robert M. Thompson, Sr. *Program director*: James Hughes. *Chief engineer*: Walter McCoy. *Musical director*: Ernest Neff. *Publicity director*: Marcella Deverson.

*Rep*: Furgason & Aston, Inc. *News*: Transradio; UP. *Seating facilities*: Playhouse, capacity 1,200. *Merchandising*: Yes; details not listed; appears complete. *Foreign language programs*: Accepted, subject to station's approval. *Artists bureau*: None. *Base rate*: \$384.

*Copy restrictions*: Beer and wine programs taken after 10:30 p.m. if they are of "high quality"; no other liquors; medicines subject to owner's approval; all continuity governed by FCC regulations.

#### WWSW, PITTSBURGH

*Operator*: Walker & Downing Radio Corp., Hotel Keystone. *Phone*: Grant 5200. *Power*: 250 and 100 watts on 1500 kc. *Affiliation*: Mutual Broadcasting System (part-time). *Opened*: May 31, 1931. (Note: This station is newspaper-owned by the Pittsburgh Post Gazette.)

*Station manager*: Frank R. Smith, Jr. *Program and musical director, artists bureau head*: Walter E. Sickles. *Chief engineer*: Ancil A. Lewis. *Publicity director*: Kieran Balfe.

*Rep*: None. *News*: Universal; also Pittsburgh Post Gazette. *Seating facilities*: 100



## STATIONS—Continued

persons. *Merchandising*: Complete service available; details and estimates upon request. *Foreign language programs*: Will accept. *Artists bureau*: Setup nominal only. *Base rate*: \$100.

*Copy restrictions*: Beer, wine and liquor advertising accepted "with restrictions"; all copy must conform to station standards and government regulations.

### WEEU, READING

*Operator*: Berks Broadcasting Co. *Power*: 1,000 watts on 830 kc (daytime). *Affiliation*: None.

*Rep*: Craig & Hollingbery, Inc. *Base rate*: \$100.

*Copy restrictions*: Rate card states "advertising of alcoholic beverages not accepted, excepting beer and wine. Only one price quotation permitted. Station reserves the right to decline to broadcast any price mention which it deems to be contrary to the best interests of the public and the advertiser."

No further information available.

### WRAW, READING

*Operator*: Reading Broadcasting Co.

*Power*: 100 watts on 1310 kc. *Affiliation*: None.

*Rep*: None. *Base rate*: \$55.

*Copy restrictions*: Rate card states "advertising of alcoholic beverages accepted, but liquor advertising permitted only after 10 p.m."

No further information available after repeated requests.

### WGBI, SCRANTON

*Operator*: Scranton Broadcasters, Inc., 1000 Wyoming Ave. *Phone*: 6296. *Power*: 1,000 and 500 watts on 880 kc (divides time with WQAN). *Affiliation*: CBS. *Opened*: Jan. 12, 1925.

*President*: Frank Megargee. *Station manager, commercial manager*: R. E. McDowell. *Chief engineer*: K. R. Cooke.

*Rep*: None. *News*: Transradio. *Seating facilities*: None. *Merchandising*: Letters to dealers; dealer contacts; pre-program announcements. *Foreign language programs*: Accepted; must give audition and review of the script; all copy must comply with the NAB Code of Ethics. *Artists bureau*: None. *Base rate*: \$118.75.

*Copy restrictions*: Accept beer, wine,

# TYRO PRODUCTIONS

1697 Broadway

New York City

## STATIONS—Continued

liquors; all copy must comply with the NAB Code of Ethics and rulings of the Federal Trade Commission.

### WQAN, SCRANTON

*Operator:* The Scranton Times in co-partnership with E. J. Wm. R., and Elizabeth R. Lynett; also Edward J. Lynett, Jr. *Power:* 250 watts on 880 kc. (divides time with WGBI).

This station is non-commercial.

### WKOK, SUNBURY

*Operator:* Sunbury Broadcasting Corp., 1150 N. Front St. *Phone:* 1326. *Power:* 100 watts on 1210 kc (shares time with WBAX). *Affiliation:* Quaker State Network. *Opened:* Sept. 1, 1933. (Note: This station is newspaper-owned by the Sunbury Item).

*General manager:* B. A. Beck. *Station manager, commercial manager:* Melvin Lahr. *Program director, artists bureau head, musical director:* Paul L. Miller. *Chief engineer:* Clifford Kerstetter.

*Rep:* None. *News:* None. *Seating facilities:* None. *Merchandising:* No information given. *Foreign language programs:* No information given. *Artists bureau:* Setup nominal only. *Base rate:* \$45.

*Copy restrictions:* Copy is acceptable if it conforms to FCC regulations.

### WMBS, UNIONTOWN

*Operator:* Fayette Broadcasting Corp. *Power:* 250 watts on 1420 kc (daytime).

*At press time this station had a construction permit only.*

### WBAX, WILKES-BARRE

*Operator:* John H. Stenger, Jr., 141 S. Main St. *Phone:* 22736. *Power:* 250 and 100 watts on 1210 kc (specified hours shared with WKOK). *Affiliation:* None. *Opened:* May 10, 1922.

*Owner, chief engineer:* John H. Stenger, Jr. *Station manager, commercial manager, publicity director:* Hal Seville. *Program director:* Dick Mawson. *Musical director:* William Herbert.

*Rep:* None. *News:* UP. *Seating facilities:* Orondo Ballroom, 2,000; Grant Dancing School, 500. *Merchandising:* None. *Foreign language programs:* Accepted; English copy must be submitted. *Artists bureau:* Yes. *Base rate:* \$60.

*Copy restrictions:* Advertising must be in "good taste"; wine, beer, liquor accepted; patent medicines carefully scrutinized.

### WBRE, WILKES-BARRE

*Operator:* Louis G. Baltimore, 16 N. Main Street. *Phone:* 3-3101. *Power:* 100 watts

on 1310 kc. *Affiliation:* None. *Opened:* 1924.

*General and station manager:* Louis G. Baltimore. *Commercial manager:* S. R. Baltimore. *Program and publicity director:* Franklin D. Coslett. *Chief engineer:* Charles Sakoski. *Artists bureau head:* Jerry Butler. *Musical director:* Louis Savitt.

*Rep:* None. *News:* Transradio. *Seating facilities:* Two studios, seating 80 persons; reception room, seating 200; outside auditorium, seating 500. *Merchandising:* None. *Foreign language programs:* Will accept, but must be limited to as few words as possible; Polish and Italian programs current. *Artists bureau:* Yes; lists about 55 artists. *Base rate:* \$63.

*Copy restrictions:* Accept beer, wine, liquor and legitimate patent medicine advertising; cooperate with "Truth in Advertising" department of local Chamber of Commerce in censoring copy.

### WRAK, WILLIAMSPORT

*Operator:* WRAK, Inc. *Power:* 250 and 100 watts on 1370 kc. *Affiliation:* None. (Note: This station is newspaper-affiliated with the Williamsport Gazette and Bulletin, and the Williamsport Sun).

*Rep:* None. *Base rate:* \$75.25.

*Copy restrictions:* Rate card states "advertising of alcoholic beverages not accepted."

No further information available after repeated requests.

### WORK, YORK

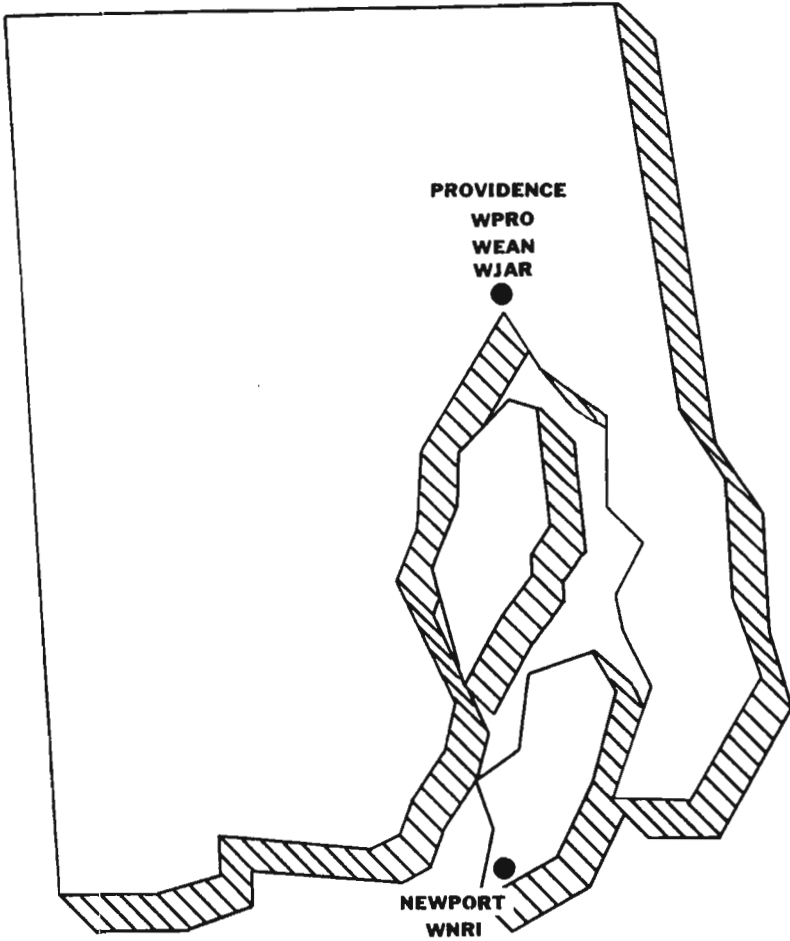
*Operator:* York Broadcasting Co., Inc., 13 S. Beaver St. *Phone:* 6629. *Power:* 1,000 watts on 1320 kc. *Affiliation:* Mason-Dixon Radio Group; NBC Optional Basic Red or Blue; Inter-City Broadcasting System. *Opened:* March 21, 1932.

*President:* Clair R. McCollough. *Station and commercial manager:* J. Robert Gulick. *Program director:* Harold Miller. *Chief engineer:* J. E. Mathiot. *Artists bureau head:* Wilhelmina Hollinger. *Musical director:* Frank Renaut. *Publicity director:* John Neff.

*Rep:* Paul H. Raymer Co. *News:* Transradio. *Seating facilities:* None. *Merchandising:* Offer usual services, including publicity and listings through newspaper affiliates. *Foreign language programs:* Will accept. *Artists bureau:* Setup nominal only. *Base rate:* \$120.

*Copy restrictions:* Beer and wine accepted; no liquor advertising; all copy must conform to station standards.

# RHODE ISLAND



## RHODE ISLAND

(150,000 radio homes)

### Radio Homes by Counties

Bristol .....	3,900	Newport .....	9,800	Washington .....	7,200
Kent .....	8,400	Providence .....	120,700		

#### WNRI, NEWPORT

Operator: S. George Webb. Power: 250 and 100 watts on 1200 kc.

At press time this station had a construction permit only.

#### WEAN, PROVIDENCE

Operator: The Yankee Network, Inc., The Crown Hotel. Phone: Dexter 1500. Power: 1,000 watts on 780 kc. Affiliation: NBC Basic Blue, Yankee Network, Colonial Network. Opened: June 5, 1932.

President: John Shepard III. Station manager, program director: James S. Jennison. Commercial manager: Richard F. Voynow. Chief engineer: Harry H. Tilley. Publicity director: Carlton McVarish (Boston).

Rep: Edward Petry & Co., Inc. News: Yankee Network News Service. Seating facilities: Studio, 40; can supply outside

points with capacity up to 2,000, at cost. Merchandising: Any "reasonable" activity supplied at cost; will send out notices to trade on new programs, cooperate in making buyer contacts, and supply coverage and market data. Foreign language programs: No. Artists bureau: Through the Yankee Network Artists Bureau (Van D. Sheldon) in Boston. Base rate: \$200.

Copy restrictions: Alcoholic beverages accepted if copy does not encourage use, but calls attention to name, purity, etc.; patent medicine copy submitted to Proprietary Assn.

#### WJAR, PROVIDENCE

Operator: The Outlet Co. Power: 1,000 watts on 890 kc. Affiliation: NBC Basic Red. Opened: 1922.

Station manager: John J. Boyle.

Rep: Weed & Co. News: Supplied by

**Preview on Coverage**

"LISTENING AREA SURVEY" brings mail to WPRO from 52 out of the 67 counties in the six New England States. This double checks with Field Intensity Survey.

**MARKET DATA ON ADJOINING PAGES**

For "AUDIENCE" DATA follow the choice of the local advertisers. More Providence local advertisers select WPRO than any other station.

Phone, Wire or Write for established programs available for sponsorship, new program ideas and announcement availabilities. Our prompt, accurate service helps you with your lists and proposals.

**CHERRY & WEBB BROADCASTING CO.**  
Providence, R. I.

National Representatives:  
**PAUL H. RAYMER COMPANY**  
NEW YORK, CHICAGO  
DETROIT, SAN FRANCISCO

**PROGRAMMED FOR PEAK AUDIENCE INTEREST**

From 6:00 A. M. to midnight, full Columbia Network schedule plus outstanding local broadcasts offer mass interest, human interest programs continuously. Rapid-fire hustling production methods give your programs best presentation to peak audiences.

# 1 WPRO

## ST. IN PROVIDENCE

1000 W. DAY      630 KILOCYCLES

500 W. NIGHT

BASIC COLUMBIA STATION

# WEAN

## *Fifteen Years of Leadership in the Rhode Island Market*

**T**HE Yankee Network's Providence station. Basic station of the NBC Blue Network. Official state of Rhode Island station. . . . With Yankee Network exclusive features, including Yankee Network News Service, play-by-play broadcasts of American and National league baseball games, intercollegiate football games and other leading sports events, dance pickups and educational features, WEAN holds its dominant position.

Most popular Providence station, as determined by latest Ross Federal telephone survey. . . . Serves a population of 994,000. . . . Leads in local acceptance as shown by largest volume of local business. WEAN, the dominant sales influence in Rhode Island.

**THE YANKEE NETWORK, INC.**

21 BROOKLINE AVENUE, BOSTON, MASSACHUSETTS

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

NEW YORK

DETROIT

CHICAGO

SAN FRANCISCO

## STATIONS—Continued

local newspaper (Providence Journal and Bulletin). *Seating facilities:* About 200 persons. *Merchandising:* Work out counter and window displays for use in the Outlet Co. (department store, owners of the station). *Foreign language programs:* Not accepted. *Artists bureau:* None. *Base rate:* \$200.

*Copy restrictions:* Beer and wines accepted; no hard liquor.

(Note: While this information was not supplied by the station, it derives from authentic sources.)

### WPRO, PROVIDENCE

*Operator:* Cherry and Webb Broadcasting Co., 15 Chestnut St. *Phone:* GASpee 4237. *Power:* 1,000 and 500 watts on 630 kc. *Affiliation:* CBS. *Opened:* As WLSI in 1919; as WPAW in 1924.

*President:* William S. Cherry, Jr. *Station manager:* S. P. Willis. *Commercial manager:* W. T. Bush. *Program director:* H. W. Koster. *Chief engineer:* H. W. Thornley. *Publicity director:* A. C. Rider.

*Rep:* Paul H. Raymer Co. *News:* UP. *Seating facilities:* Theatre, 3,400. *Merchandising:* Newspaper listings, publicity, and letters acknowledging contracts to company salesmen or distributor salesmen given free; any additional services can be handled at cost. *Foreign language programs:* Accepted Mondays through Fridays, 8:30 to 9 a.m. and 3:30 to 4:30 p.m.; programs must be approved by station, and must be musical programs. *Artists bureau:* None. *Base rate:* \$200.

*Copy restrictions:* Accept beer and wine; no hard liquor; otherwise the station has adopted copy restrictions of CBS.

## SOUTH CAROLINA

(174,600 radio homes)

### Radio Homes by Counties

Abbeville .....	1,800	Dillon .....	2,000	McCormick .....	700
Aiken .....	4,300	Dorchester .....	1,400	Marion .....	2,500
Allendale .....	900	Edgefield .....	1,400	Marlboro .....	2,800
Anderson .....	8,400	Fairfield .....	1,700	Newberry .....	3,300
Bamberg .....	1,600	Florence .....	6,800	Oconee .....	3,000
Barnwell .....	1,600	Georgetown .....	1,800	Orangeburg .....	4,900
Beaufort .....	1,600	Greenville .....	17,300	Pickens .....	2,900
Berkeley .....	1,300	Greenwood .....	4,300	Richland .....	14,100
Calhoun .....	1,100	Hampton .....	1,300	Saluda .....	1,200
Charleston .....	15,600	Horry .....	3,300	Spartanburg .....	13,100
Cherokee .....	2,800	Jasper .....	700	Sumter .....	4,900
Chester .....	3,100	Kershaw .....	2,700	Union .....	3,000
Chesterfield .....	2,700	Lancaster .....	2,600	Williamsburg .....	2,200
Clarendon .....	1,800	Laurens .....	3,800	York .....	5,500
Colleton .....	1,900	Lee .....	1,700		
Darlington .....	4,300	Lexington .....	2,900		

### WAIM, ANDERSON

*Operator:* Wilton E. Hall, Anderson College. *Phone:* 800. *Power:* 100 watts on 1200 kc. *Affiliation:* CBS. *Opened:* April 8, 1935. (Note: this station is owned by the publisher of the Anderson Independent and Daily Mail.)

*Owner:* Wilton E. Hall. *Station and commercial manager:* Ennis Bray. *Program and musical director:* Eddie Vann. *Chief engineer:* John E. Peoples. *Artists bureau head:* Jack Alley. *Publicity director:* James Coggins.

*Rep:* J. J. Devine & Associates, Inc. *News:* Transradio. *Seating facilities:* 50 persons. *Merchandising:* Complete service, including sound car, publicity and listings in Anderson Independent and Daily Mail. *Foreign language programs:* Not accepted.

*Artists bureau:* Yes; lists about 20 artists. *Base rate:* \$40.

*Copy restrictions:* Beer accepted; no wine or liquor advertising; patent medicines must be approved by Federal Trade Commission.

### WCSC, CHARLESTON

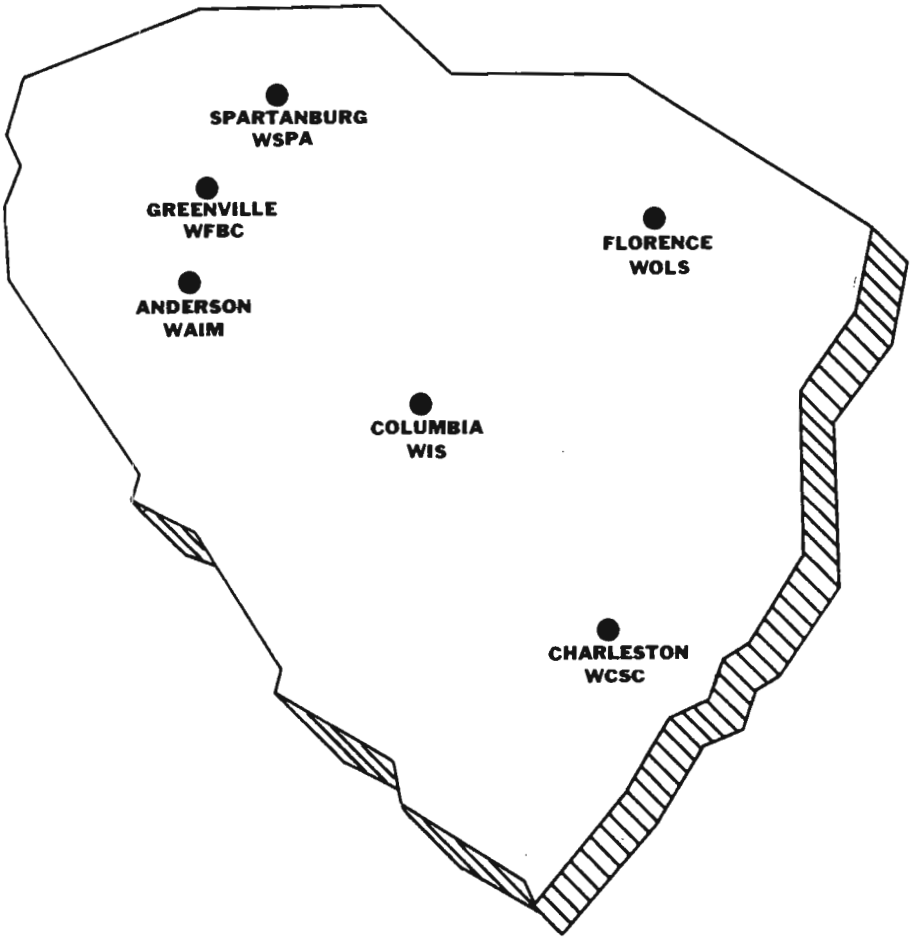
*Operator:* South Carolina Broadcasting Co., Inc., Francis Marion Hotel. *Phone:* 344. *Power:* 1,000 and 500 watts on 1360 kc. *Affiliation:* NBC Southeastern Service. *Opened:* 1930.

*Vice-president:* G. Richard Shafto. *Station and commercial manager:* J. D. Saumenig. *Program and publicity director:* George P. Gunn. *Chief engineer:* Douglas M. Bradham.

*Rep:* Free & Peters, Inc. *News:* UP.



# SOUTH CAROLINA



*Seating facilities:* Reception room; capacity not listed. *Merchandising:* "General services" offered. *Foreign language programs:* Not accepted. *Artists bureau:* None. *Base rate:* \$100.

*Copy restrictions:* Accept beer and wine, but no hard liquor; all copy subject to station approval and government regulations.

### WIS, COLUMBIA

*Operator:* WIS, Inc., 1811 Main St. *Phones:* 2-2135, 2-2136. *Power:* 5,000 and 1,000 watts on 560 kc. *Affiliation:* NBC Southeastern Group. *Opened:* June, 1930.

*President:* W. Frank Hipp. *Station manager, commercial manager:* G. Richard Shafto. *Program director:* Graeme M. Fletcher. *Chief engineer:* Scott Helt. *Musical director:* Victor H. Lund. *Publicity director:* Frank Burger.

*Rep:* Free & Peters, Inc. *News:* UP. *Seating facilities:* Studio, 100 persons. *Merchandising:* Supply station letterheads and envelopes for dealer letters (sponsor charged for postage); surveys made gratis within city limits; counter displays set up within city limits; programs scheduled for minimum of 13 weeks allowed up to six no-charge preannouncements; program listings, with name of sponsor, published daily in 13-inch display ad in the Columbia State. *Foreign language programs:* None; population less than 1% foreign born.

*Artists bureau:* Yes; lists about 10 artists. *Base rate:* \$100. (Note: WIS also sold with WPTF, Raleigh, at combination rate.)

*Copy restrictions:* Adheres strictly to NAB code; no alcoholic beverages except beer and wine; patent medicine advertising is accepted on the condition that it is "in good taste, and merchandise of reliable manufacture."

### WOLS, FLORENCE

*Operator:* O. Lee Stone. *Power:* 100 watts on 1200 kc (daytime).

*At press time this station had a construction permit only.*

### WFBC, GREENVILLE

*Operator:* Greenville News-Piedmont Co., Imperial Hotel. *Phone:* 363. *Power:* 5,000 and 1,000 watts on 1300 kc. *Affiliation:* NBC Southeastern Service. *Opened:* May 20, 1933. (Note: This station is newspaper-owned—News and Piedmont.)

*President:* B. H. Peace, Jr. *Station manager:* B. T. Whitmire. *Commercial manager:* W. S. Lindsay. *Program director, artists bureau head:* Frank Blair. *Chief engineer:* W. C. Etheridge. *Musical director:* Eber Lineberger. *Publicity director:* Dan Crosland.

*Rep:* Bryant, Griffith & Brunson, Inc. *News:* UP; AP. *Seating facilities:* Large studio, 50; outer lobby to same, 50. *Merchandising:* Display placards and advertising material of sponsors in the studios. *Foreign language programs:* Not accepted. *Artists bureau:* Yes; lists about a dozen singers and announcers. *Base rate:* \$120.

*Copy restrictions:* Accept wine and beer; no hard liquor; not more than 10% of program time may be devoted to sponsor's product.

### WSPA, SPARTANBURG

*Operator:* Virgil V. Evans, Radio Center. *Phone:* 2900. *Power:* 1,000 watts on 920 kc (daytime). *Affiliation:* None. *Opened:* February 17, 1930.

*Station head and manager:* Virgil V. Evans. *Commercial manager:* Jack Murray. *Program director:* James D. Mugford. *Chief engineer:* Robert M. Wallace. *Musical director:* Ruth Haley. *Publicity director:* Staton Dixon.

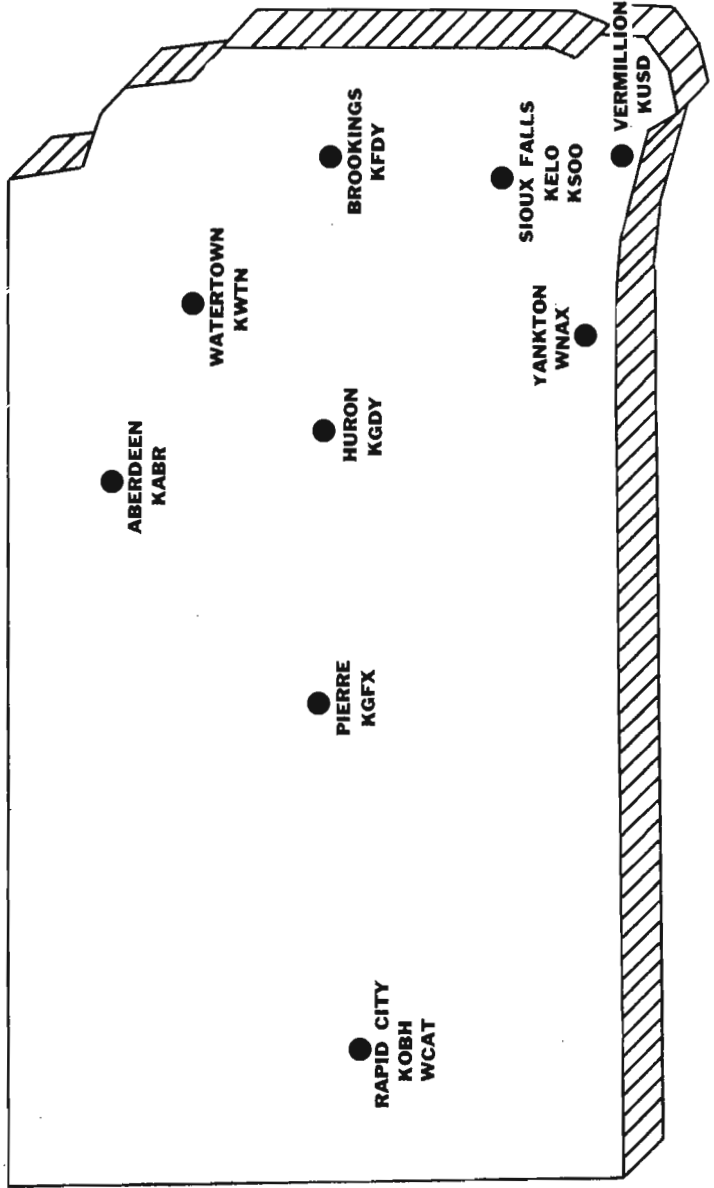
*Rep:* Cox & Tanz. *News:* UP. *Seating facilities:* 400 persons. *Merchandising:* Contact dealers, work out window displays, suggest publicity tie-ins, etc.; all services rendered free. *Foreign language programs:* Would accept if requests were ever received; however, foreign population is practically non-existent. *Artists bureau:* None. *Base rate:* \$74.

*Copy restrictions:* Accept beer; no other alcoholic beverages; patent medicine advertising subject to station censorship, as is all other copy.

## RADIO STATION EMPLOYMENT

According to the U. S. Census of Business of 1935, the full-time employees of radio stations consist of: 11% executives and supervisors; 19.8% office and clerical staff; 22.9% technicians; 19.4% artists; 15.1% announcers; and 11.8% classed as "others." Executives draw 21.8% of the weekly full-time payroll; office staff, 12.7%; technicians, 21.6%; artists, 21.2% announcers, 11.6% and "others," 11.1%.

# SOUTH DAKOTA



STATIONS—Continued  
**SOUTH DAKOTA**  
 (107,000 radio homes)

**Radio Homes by Counties**

Armstrong .....	10	Fall River .....	1,400	Meade .....	1,500
Aurora .....	1,100	Faulk .....	1,000	Mellette .....	400
Beadle .....	4,100	Grant .....	1,400	Miner .....	1,100
Bennett .....	400	Gregory .....	1,500	Minnehaha .....	11,300
Bon Homme .....	1,600	Haakon .....	700	Moody .....	1,300
Brookings .....	2,900	Hamlin .....	900	Pennington .....	4,600
Brown .....	6,100	Hand .....	1,200	Perkins .....	1,300
Brule .....	1,100	Hanson .....	900	Potter .....	800
Buffalo .....	150	Harding .....	400	Roberts .....	2,300
Butte .....	1,400	Hughes .....	1,600	Sanborn .....	1,000
Campbell .....	500	Hutchinson .....	1,800	Shannon .....	300
Charles Mix .....	2,300	Hyde .....	500	Spink .....	2,500
Clark .....	1,500	Jackson .....	300	Stanley .....	400
Clay .....	1,500	Jerauld .....	900	Sully .....	500
Codington .....	3,800	Jones .....	400	Todd .....	900
Corson .....	700	Kingsbury .....	1,700	Tripp .....	2,200
Custer .....	700	Lake .....	2,200	Turner .....	2,200
Davison .....	3,700	Lawrence .....	2,700	Union .....	1,700
Day .....	1,700	Lincoln .....	1,800	Walworth .....	1,300
Deuel .....	1,000	Lyman .....	700	Washabaugh .....	140
Dewey .....	600	McCook .....	1,400	Washington .....	100
Douglas .....	1,000	McPherson .....	1,000	Yankton .....	2,500
Edmunds .....	1,000	Marshall .....	1,100	Ziebach .....	300

**KABR, ABERDEEN**

Operator: Aberdeen Broadcast Co., Alonzo Ward Hotel. Phone: 4626. Power: 100 watts on 1420 kc. Affiliation: None. Opened: Jan. 21, 1935.

President: H. C. Jewett, Jr. Station manager, commercial manager: A. A. Fahy. Program director, musical director: W. L. Dean. Chief engineer: Delbert Hunt. Publicity director: F. E. Painter.

Rep: Transamerican Broadcasting and Television Corp. and World Broadcasting System. News: Transradio. Seating facilities: None currently; will have accommodations after re-modelling program. Merchandising: Worked out with sponsor according to individual circumstances. Foreign language programs: Not accepted. Artists bureau: None; can, however, procure talent from Northern State Teachers College and Central High School. Base rate: \$80.

Copy restrictions: No liquor, beer, wines or patent medicines; all other copy checked by station according to FCC and Federal Trade Commission standards.

**KFDY, BROOKINGS**

Operator: South Dakota State College. Phone: 702 K. Power: 1,000 watts on 780 kc (specified hours). Opened: April 23, 1923.

Station manager, program arranger: S. W. Jones.

This station is non-commercial.

**KGDY, HURON**

Operator: Voice of South Dakota. Power: 250 watts on 1340 kc (daytime). Affiliation: None.

Rep: None. Base rate: \$35.

No further information available after repeated requests.

**KGFY, PIERRE**

Operator: Ida A. McNeil, administratrix, estate of Dana McNeil, deceased. Power: 200 watts on 630 kc (operates specified hours daytime).

No further information available.

**KOBH, RAPID CITY**

Operator: Black Hills Broadcast Co., Alex Johnson Hotel. Phone: 2000. Power: 100 watts on 1370 kc. Affiliation: None. Opened: December, 1936.

Director, station manager: Robert J. Dean. Commercial manager: H. L. Jarchow. Program director: Archie W. Hall. Chief engineer: Earl H. Carter. Artists bureau head, publicity director: V. F. Lyon. Musical director: Katherine Walpole.

Rep: None. News: Transradio. Seating facilities: 50 persons. Merchandising: No specific services; place dealer displays sent on transcription tie-up. Foreign language programs: Not accepted. Artists bureau: Yes, lists about 45 artists. Base rate: \$97.50.

Copy restrictions: Beer and wine accepted; no liquor or patent medicine advertising.

## STATIONS—Continued

### WCAT, RAPID CITY

*Operator:* South Dakota State School of Mines. *Power:* 100 watts on 1200 kc. (operations specified hours daytime).

This station is non-commercial; college-owned.

### KLEO, SIOUX FALLS

*Operator:* Sioux Falls Broadcast Assn., Inc. *Power:* 100 watts on 1200 kc.

At press time this station had a construction permit only.

### KSOO, SIOUX FALLS

*Operator:* Sioux Falls Broadcast Association, Inc., 317 S. Phillips Ave. *Phone:* 757. *Power:* 2,500 watts on 1110 kc, limited time (application pending for 5,000 watts). *Affiliation:* Basic NBC Red or Blue optional. *Opened:* Dec. 1, 1926. (Note: This company also has construction permit for KELO, Sioux Falls.)

*President, station manager:* Joseph Henkin. *Commercial manager:* George R. Hahn. *Program director:* Verl K. Thomson. *Chief engineer:* Maxwell F. Staley. *National sales manager:* Morton Henkin. *Publicity:* Morton Henkin.

*Rep:* Paul H. Raymer. *News:* Transradio. *Seating facilities:* Theatre, seating 450 persons; coliseum, seating 5,000. *Merchandising:* Service rendered at cost. *Foreign language programs:* Not accepted. *Artists bureau:* None. *Base rate:* \$160.

*Copy restrictions:* Accept beer; no wine or hard liquor; all copy subject to federal, state and local rules and regulations.

### KUSD, VERMILLION

*Operator:* University of South Dakota. *Power:* 500 watts on 890 kc. (shares time with KFNF).

This station is non-commercial; university-owned.

### KWTN, WATERTOWN

*Operator:* Greater Kampeska Radio Corp., Midland National Bldg. *Phone:* 5050. *Power:* 100 watts on 1210 kc. *Affiliation:* None. *Opened:* August, 1928.

*President:* Dr. F. Koren. *Station and commercial manager:* M. W. Plowman. *Program director:* Jack Waters. *Chief engineer:* E. A. Blackburn. *Artists bureau head:* Sherman Booen. *Musical director:* Aileen Johnson. *Sales manager:* Morris Wisott.

*Rep:* Cox & Tanz. *News:* No service listed. *Seating facilities:* Reception room, seating 100 persons. *Merchandising:* No information given. *Foreign language programs:* No information given. *Artists bureau:* Setup nominal only. *Base rate:* \$45.

*Copy restrictions:* Accept beer, wine, liquor and patent medicines; all copy subject to station approval and government regulations.

### WNAX, YANKTON

*Operator:* WNAX Broadcasting Co., 2nd and Capitol Sts. *Phone:* 484. *Power:* 5,000 and 1,000 watts on 570 kc. *Affiliation:* CBS. *Opened:* April 4, 1927.

*Secretary, treasurer:* Charles Gurney. *Station manager, commercial manager:* Ted Matthews. *Program director, artists bureau head:* Ray Olson. *Chief engineer:* Clifton Todd. *Musical director:* Eddie Texel. *Publicity director:* Chas. Glenn.

*Rep:* Wilson-Robertson. *News:* UP. *Seating facilities:* Studio auditorium, 275 persons. *Merchandising:* Do contact work through jobbers, distributors and wholesale men. *Foreign language programs:* Not accepted. *Artists bureau:* Setup is nominal only. *Base rate:* \$120.

*Copy restrictions:* Beer accepted; no wines or hard liquors; no specific guarantee copy allowed; patent medicines must comply with all Federal Trade Commission rulings.

## MONTHLY STATION EMPLOYMENT

Average number of station employees, by months, broken down as follows in 1935 (U. S. Census of Business):

January . . . . .	11,743	July . . . . .	12,166
February . . . . .	12,041	August . . . . .	12,175
March . . . . .	12,307	September . . . . .	12,483
April . . . . .	12,369	October . . . . .	13,138
May . . . . .	12,372	November . . . . .	13,275
June . . . . .	12,364	December . . . . .	13,367

## TENNESSEE

(328,900 radio homes)

## Radio Homes by Counties

Anderson	1,800	Hamilton	28,300	Morgan	1,000
Bedford	2,100	Hancock	500	Obion	3,400
Benton	800	Hardeman	1,700	Overton	1,100
Bledsoe	500	Hardin	1,100	Perry	500
Blount	2,700	Hawkins	1,700	Pickett	300
Bradley	2,700	Haywood	2,300	Polk	1,400
Campbell	2,300	Henderson	1,600	Putnam	2,300
Cannon	800	Henry	2,800	Rhea	1,200
Carroll	2,800	Hickman	900	Roane	2,400
Carter	2,900	Houston	400	Robertson	2,800
Cheatham	600	Humphreys	900	Rutherford	3,800
Chester	900	Jackson	900	Scott	1,000
Claiborne	1,500	Jefferson	1,300	Sequatchie	300
Clay	500	Johnson	900	Sevier	1,400
Cocke	1,500	Knox	25,300	Shelby	61,400
Coffee	1,700	Lake	1,000	Smith	1,500
Crockett	1,600	Lauderdale	2,300	Stewart	900
Cumberland	900	Lawrence	2,200	Sullivan	8,000
Davidson	47,300	Lewis	400	Sumner	2,700
Decatur	800	Lincoln	2,600	Tipton	2,400
De Kalb	1,200	Loudon	1,600	Trousdale	600
Dickson	1,600	McMinn	2,900	Unicoi	1,300
Dyer	3,800	McNairy	1,600	Union	600
Fayette	1,800	Macon	1,200	Van Buren	200
Fentress	800	Madison	6,800	Warren	1,900
Franklin	2,300	Marion	1,600	Washington	5,900
Gibson	5,200	Marshall	1,600	Wayne	1,000
Giles	2,100	Maury	4,100	Weakley	3,400
Grainger	700	Meigs	300	White	1,300
Greene	2,900	Monroe	1,700	Williamson	2,100
Grundy	700	Montgomery	3,700	Wilson	2,700
Hamblen	1,800	Moore	300		

## WOPI, BRISTOL

Operator: Radiophone Broadcasting Station WOPI, Inc., 410 State St. Phone: 1241. Power: 100 watts on 1500 kc. Affiliation: None. Opened: June 15, 1929. (Note: WOPI rebroadcasts WLW, Cincinnati, and WSM, Nashville, programs at times.)

Vice-president, general manager: W. A. Wilson. Commercial manager: Jack P. Morison. Program director: W. A. Wilson. Chief engineer: R. H. Smith. Musical director, continuity director: Harry S. Hudson. Home economics and women's programs: Charlotte Sangston.

Rep: Cox and Tanz; National Independent Broadcasters. News: Transradio. Seating facilities: Large reception room; also Radiotorum, capacity 350, with 10c. and 15c. admission charge for stage performances. Merchandising: Window cards; canvass distributors and larger merchants for proper display of merchandise, cooperation, etc. Foreign language programs: No rules. Base rate: \$36.

Copy restrictions: Accept wine and beer; no hard liquor.

## WAPO, CHATTANOOGA

Operator: W. A. Patterson. Power: 100 watts on 1420 kc (daytime).

No other information available.

## WDOD, CHATTANOOGA

Operator: WDOD Broadcasting Corp., Patten Hotel. Phone: 6-5117. Power: 5,000 and 1,000 watts on 1280 kc. Affiliation: CBS. Opened: April 13, 1925.

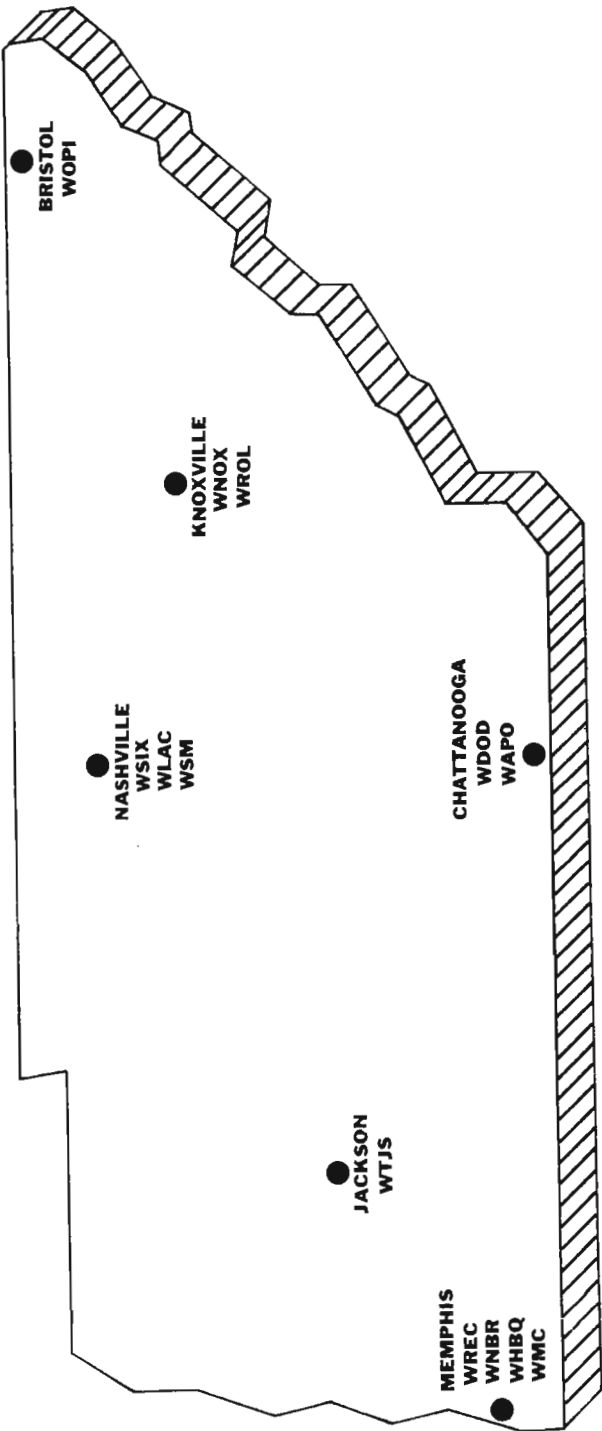
Station manager: Frank S. Lang. Commercial manager: Carter Parham. Program director, artists bureau head: Dorothy W. McCurdy. Chief engineer: J. R. Donovan. Musical director: Fred King.

Rep: Paul H. Raymer Co. News: Transradio. Seating facilities: WDOD Radio Playhouse, capacity 650; admission to Saturday Night Shin-Dig is 10c. and 30c. Merchandising: Yes; policy varies in accordance with sponsor request; do all that is required. Foreign language programs: None. Artists bureau: Yes; has about 25 artists on hand. Base rate: \$100.

Copy restrictions: Accept beer; also patent medicines.



# TENNESSEE



**WTJS, JACKSON**

*Operator:* Sun Publishing Co., Market and Baltimore Sts. *Phone:* 3340. *Power:* 250 and 100 watts on 1310 kc. *Affiliation:* None. *Opened:* Sept. 29, 1931. (Note: This is a newspaper station—The Jackson Sun.)

*Vice-president:* Albert A. Stone. *Station manager, commercial manager:* A. B. Robinson. *Program director:* James E. Allen. *Chief engineer:* B. C. Brummel. *Artists bureau head:* Albert Goebel. *Musical director:* Val Morse. *Publicity director:* David Banks.

*Rep:* The Branham Co. *News:* No outside service indicated; station operates its own weather bureau. *Seating facilities:* 100 persons. *Merchandising:* Complete service; publicity in affiliated paper; advance distribution surveys; letters to trade; window displays; monthly sales surveys; will help plan cooperative efforts if desired. *Foreign language programs:* None indicated. *Artists bureau:* Entertainment bureau has available musical units and other talent. *Base rate:* \$40.

*Copy restrictions:* Beer accepted, patent medicine copy must have station scrutiny and approval before acceptance.

**WNOX, KNOXVILLE**

*Operator:* Scripps-Howard Radio, Inc. (Scripps-Howard Newspapers), 110-112 S. Gay St. *Phone:* 3-3171. *Power:* 5,000 and 1,000 watts on 1010 kc. *Affiliation:* CBS. *Opened:* 1921; taken over by present owners Jan. 1, 1936. (Note: This station is newspaper-owned by Scripps-Howard; the local S-H paper is the Knoxville News-Sentinel).

*Manager:* R. B. Westergaard. *Commercial manager:* O. L. Smith. *Program director, artists bureau head:* Lowell Blanchard. *Chief engineer:* J. B. Epperson. *Musical director:* Jimmy Hart. *Publicity director:* Joe Towner.

*Rep:* E. Katz Special Advertising Agency. *News:* UP. *Seating facilities:* Auditorium, seats 800; also street-front studios; admission ranges from 10c to 35c; average of 12 paid shows weekly. *Merchandising:* complete service including calls on dealers anent window displays; also billboards, film trailers, publicity in the News-Sentinel, window displays in street-front studios, displays on auditorium stage, and announcement plugs on the air; specified amount of money must be spent with station to receive all this cooperation. *Foreign language programs:* Not accepted. *Artists bureau:* Yes; lists a roster of 34. *Base rate:* \$120.

*Copy restrictions:* Accept beer; no wine or liquor; patent medicines accepted.

**WROL, KNOXVILLE**

*Operator:* Stuart Broadcasting Corp., 524 S. Gay St. *Phone:* 2-7112. *Power:* 250 and 100 watts on 1310 kc. *Affiliation:* NBC Blue. *Opened:* 1927.

*President:* S. E. Adcock. *Station manager:* C. H. Frazier. *Commercial manager:* Roland Weeks. *Program director, artists bureau head, musical director, publicity:* John Reese. *Chief engineer:* Joe Wofford.

*Rep:* None. *News:* Transradio. *Seating facilities:* None. *Merchandising:* No special services listed. *Foreign language programs:* Not accepted. *Artists bureau:* Yes; lists about 10 vocalists, groups, and announcers. *Base rate:* \$80.

*Copy restrictions:* Beer accepted; no wines or hard liquors; patent medicines accepted; all copy subject to station approval.

**WHBQ, MEMPHIS**

*Operator:* Broadcasting Station WHBQ, Inc., Hotel Claridge. *Phone:* 6-3838. *Power:* 100 watts on 1370 kc. *Affiliation:* None. *Opened:* March, 1925.

*General Manager:* E. A. Alburty. *Commercial manager:* Eugene Pournelle. *Program director:* Emmet McMurray, Jr. *Chief engineer:* Weldon T. Roy. *Artists bureau head:* Harold Bennett. *Musical director:* Arthur King. *Publicity director:* M. Vun Kannon.

*Rep:* J. J. Devine & Associates. *News:* None. *Seating facilities:* Auditorium studio, 850 persons. *Merchandising:* Contact wholesalers and retailers; arrange counter and window displays; distribute sponsor's printed material; periodic checkups on effectiveness of program, sales, repeat orders, etc. *Foreign language programs:* Accepted, but only for specified time periods. *Artists bureau:* Setup is nominal only. *Base rate:* \$70.

*Copy restrictions:* Commercial copy may take a maximum of 15% of sponsored time; beer and wines accepted; no hard liquors; proprietary accounts subject to rigid investigation.

**WMC, MEMPHIS**

*Operator:* Memphis Commercial Appeal Co., Hotel Gayoso. *Phone:* 6-6940. *Power:* 5,000 and 1,000 watts on 780 kc. *Affiliation:* NBC Southcentral Group. *Opened:* Jan. 23, 1923. (Note: This station is newspaper-



**★ HE KNOWS HIS BUSINESS!**

. . . because he's trained to make pictures. Every phase of this highly specialized work must be co-ordinated by an expert, who, in turn, supervises experts.

**★ WMC IS TRAINED TO RADIO**

. . . In *Memphis*, WMC stands out as a radio station alert to the need for trained artisans in every phase of radio. From transmitting plant to production room, WMC's staff is completely equipped with trained radio experts.

**★ FINEST EQUIPPED STATION IN MID-SOUTH**

. . . WMC's new 611 foot half wave vertical antenna stands a monument to its progressiveness. And Mid-South listeners, far and wide, reap the harvest in finer, bell-clear reception

**★ SURVEYING THE SURVEYS**

. . . The Crossley Survey, and even the CBS PRICE WATERHOUSE surveys . nationally accepted authorities on radio station popularity and coverage, recently established, by facts and figures, WMC first in the Mid-South by an amazingly wide margin.

5000 WATTS DAY • 1000 WATTS NIGHT

**WMC**  
MEMPHIS, TENN.

**BOTH RED AND BLUE NBC OUTLET**

Owned and Operated by  
**THE COMMERCIAL APPEAL**  
"The South's Greatest Newspaper"

REPRESENTATIVE: E. KATZ SPECIAL ADVERTISING AGENCY

## STATIONS—Continued

owned: The Commercial Appeal, which also owns WNBR, of the same city.)

*General manager:* H. W. Slavick. *Commercial manager:* J. C. Eggleston. *Program director:* F. W. Roth. *Chief engineer:* Clyde E. Baker. *Production director:* Bill Ramsey. *Merchandising manager:* Bill Fielding. *Publicity director:* Robert M. Gray.

*Rep:* E. Katz Special Advertising Agency. *News:* INS. *Seating facilities:* Reception room and mezzanine studio, 400 capacity. *Merchandising:* Furnish route lists and maps; special surveys conducted at actual cost; provide general market data; will mail, without cost, 200 broadsides to acquaint trade with new programs; additional broadsides at cost; distribute counter cards or window displays at 10c. per location; will make reasonable air announcements anent new campaigns; list programs in The Commercial Appeal. *Foreign language programs:* Will accept; must be repeated in English; foreign population is limited. *Artists bureau:* None. *Base rate:* \$200.

*Copy restrictions:* Beer and wine accepted; hard liquors only after 10 p.m. (either announcements or programs); all copy must conform to Federal Trade Commission requirements.

### WNBR, MEMPHIS

*Operator:* Memphis Broadcasting Co., Hotel De Voy. *Phone:* 6-2622. *Power:* 1,000 and 500 watts on 1430 kc. *Affiliation:* NBC Blue. *Opened:* 1925. (Note: This station is newspaper-owned by the Memphis Commercial Appeal, as is WMC of the same city.)

*General manager:* Henry W. Slavick. *Station manager, program director:* Francis S. Chamberlin. *Commercial manager:* Mallory Chamberlin. *Chief engineer:* Clyde Baker. *Publicity director:* Robert M. Gray.

*Rep:* None. *News:* None. *Merchandising:* Full service rendered, subject to charge against the sponsor; in cases of "very good advertising contracts" no charges are made. *Foreign language programs:* No rules; very little call for such programs. *Artists bureau:* None. *Stock:* 200 shares held entirely by the Commercial Appeal. *Base rate:* \$160.

*Copy restrictions:* "Rule of reason governs commercial copy"; beer and wine advertising accepted at any time; hard liquors only after 10 p.m.; patent medicines are accepted providing the "copy is clean."

### WREC, MEMPHIS

*Operator:* WREC, Inc., Hotel Peabody. *Phone:* 5-1313. *Power:* 5,000 and 1,000

watts on 600 kc. *Affiliation:* CBS. *Opened:* 1922.

*President and owner:* Hoyt B. Wooten. *Station manager:* Hollis Wooten. *Commercial manager:* Bernard Cohn. *Program director:* Bill Trotter. *Chief engineer:* S. D. Wooten, Jr. *Publicity director:* Charlie Maughan.

*Rep:* Paul H. Raymer Co. *News:* UP. *Seating facilities:* none listed. *Merchandising:* amount and kind of service depends on importance of account; generally rendered at actual cost. *Foreign language programs:* no set rules; no requests received to date. *Artists bureau:* none. *Base rate:* \$200.

*Copy restrictions:* beer, wine, liquor and patent medicine advertising classify as acceptable.

### WLAC, NASHVILLE

*Operator:* WLAC, Inc., 2421 West End Ave. *Phone:* 7-3425. *Power:* 5,000 watts on 1470 kc. *Affiliation:* CBS. *Opened:* November, 1926.

*President:* J. T. Ward. *Station manager, commercial manager, musical director:* F. C. Sowell. *Production manager:* Tim Sanders. *Chief engineer:* F. D. Binns. *Merchandising and publicity director:* Edwin Gleaves.

*Rep:* Paul H. Raymer Co. *News:* Transradio. *Seating facilities:* None. *Merchandising:* Spot pre-program announcements calling attention to a forthcoming series; get out letters to the trade advising of the series; follow up with calls on the trade; help salesmen working in the territory for the sponsor; publicity stories arranged for the newspapers; mailing pieces are sent out for cost of postage and material; displays delivered to the trade for a charge of \$5 per day for one man's time (it takes about five days to cover the metropolitan grocery trade, and three days for the drug trade); displays built for minimum charges; will furnish a man for any sort of survey, calls, promotional work, and on occasion, actual sales work at a cost of \$5 per day.

*Foreign language programs:* No information given. *Artists bureau:* None. *Stock:* 100 shares principally held by J. T. Ward. *Base rate:* \$225.

*Copy restrictions:* Beer and wine accepted; no hard liquor; certain nationally known or well established medicinal remedies are accepted.

### WSIX, NASHVILLE

*Operator:* Jack M. and Louis R. Draughon, Hotel Andrew Jackson. *Phone:*



5-5431. *Power:* 100 watts on 1210 kc. *Affiliation:* None. *Opened:* 1927; moved from Springfield, Tenn., to Nashville on Sept. 10, 1936.

*Station manager, program director:* S. A. Cisler. *Chief engineer:* Bascom Porter.

*Rep:* None. *News:* None. *Seating facilities:* Hotel Andrew Jackson auditorium, 300; Medical Arts Auditorium, 800; no admission charged as yet. *Merchandising:* None. *Foreign language programs:* None running on the station currently. *Artists bureau:* None. *Base rate:* \$80.

*Copy restrictions:* Spot announcements cannot exceed 125 words; beer advertising accepted; no other alcoholic beverages.

#### WSM, NASHVILLE

*Operator:* National Life & Accident Insurance Co., National Bldg. *Phone:* 6-7181. *Power:* 50,000 watts on 650 kc. *Affiliation:* NBC Southcentral Group. *Opened:* Oct. 5, 1925.

*Vice-president:* E. W. Craig. *Station manager:* Harry Stone. *Commercial manager:* Harben Daniel. *Chief engineer:* J. H. DeWitt, Jr. *Artists bureau head:* George D. Hay. *Musical director:* Peter Brescia. *Publicity director:* Jack Harris.

*Rep:* Edward Petry & Co., Inc. *News:* INS; Universal. *Seating facilities:* Auditorium studio seating 400; lease on outside auditorium seating 2,500 persons. *Merchandising:* Complete service, including mailing pieces to the trade, point-of-sale displays, sales surveys, etc., at actual cost; programs are also merchandised by 3,000 field representatives of National Life & Accident Insurance Co., calling on thousands of homes in 21 states daily. *Foreign language programs:* Never requested to date; foreign population small. *Artists bureau:* Yes; lists about 75 artists. *Base rate:* \$350.

*Copy restrictions:* Accept beer and wine; no hard liquor advertising; medical accounts subject to approval of WSM Executive Committee; commercial copy must be of reasonable length and conform to established standards of good taste.

#### ENGINEERING

For a discussion of engineering considerations fundamental to the solution of broadcast station coverage and allocation problems, as outlined by C. M. Jansky, Jr., see page 763.

*The Right  
Place to Start a  
Successful Campaign*

National  
Representatives:  
Edward Petry & Co.,  
Inc.

**WSM**  
SHOWMANSHIP  
AND POWER

50,000  
Watts

Nashville, Tenn.

Owned and Operated by The National Life & Accident Insurance Co., Inc.

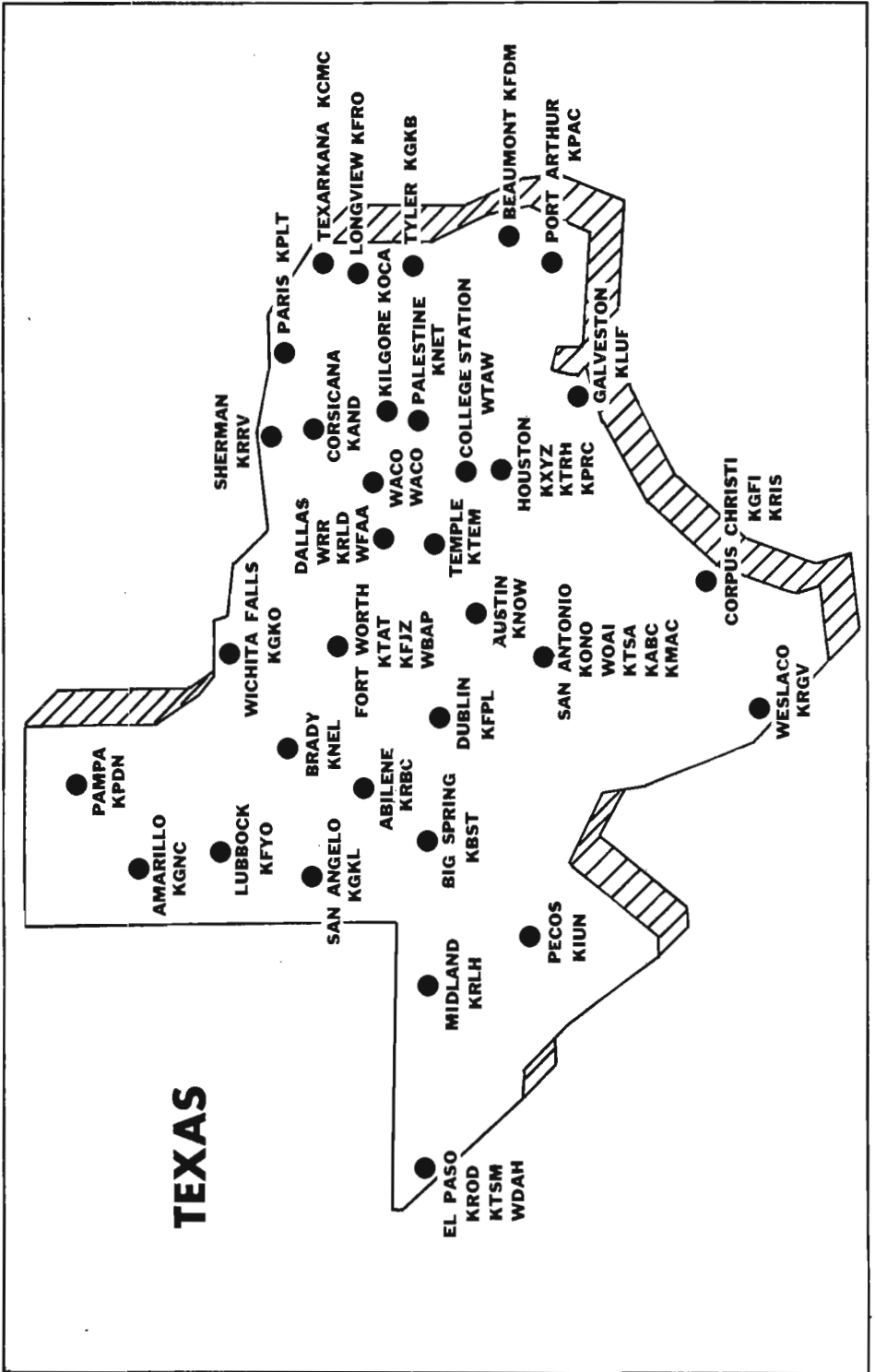
## TEXAS

(862,100 radio homes)

## Radio Homes by Counties

Anderson	4,300	DeWitt	3,700	Jefferson	23,600
Andrews	50	Dickens	1,200	Jim Hogg	500
Angelina	3,400	Dimmit	1,000	Jim Wells	1,300
Aransas	200	Donley	1,200	Johnson	4,100
Archer	900	Duval	900	Jones	3,500
Armstrong	400	Eastland	4,000	Karnes	2,300
Atascosa	1,400	Ector	600	Kaufman	4,300
Austin	2,500	Edwards	300	Kendall	1,000
Bailey	500	Ellis	6,000	Kenedy	60
Bandera	400	El Paso	20,300	Kent	400
Bastrop	2,200	Erath	2,600	Kerr	1,600
Baylor	1,000	Falls	3,400	Kimble	600
Bee	2,000	Fannin	4,300	King	100
Bell	6,300	Fayette	3,600	Kinney	400
Bexar	58,200	Fisher	1,400	Kleberg	1,600
Blanco	400	Floyd	1,800	Knox	900
Borden	70	Foard	800	Lamas	5,600
Bosque	1,700	Fort Bend	3,400	Lamb	1,600
Bowie	4,500	Franklin	600	Lampasas	1,400
Brazoria	2,500	Freestone	2,200	La Salle	700
Brazos	3,400	Frio	800	Lavaca	2,900
Brewster	900	Gaines	300	Lee	1,200
Briscoe	500	Galveston	15,200	Leon	1,800
Brooks	600	Garza	800	Liberty	2,100
Brown	3,900	Gillespie	1,900	Limestone	4,000
Burleson	1,600	Glasscock	100	Lipscomb	700
Burnet	1,300	Goliad	800	Live Oak	600
Caldwell	3,500	Gonzales	2,900	Llano	800
Calhoun	600	Gray	3,800	Loving	30
Callahan	1,200	Grayson	9,200	Lubbock	7,400
Cameron	9,500	Gregg	2,500	Lynn	1,100
Camp	1,000	Grimes	2,300	McCulloch	2,100
Carson	1,000	Guadalupe	3,100	McLennan	16,300
Cass	2,600	Hale	3,200	McMullen	80
Castro	400	Hall	1,900	Madison	1,400
Chambers	500	Hamilton	1,800	Marion	800
Cherokee	4,200	Hansford	400	Martin	400
Childress	2,500	Hardeman	2,000	Mason	900
Clay	1,600	Hardin	1,500	Matagorda	2,200
Cochran	140	Harris	88,300	Maverick	900
Coke	400	Harrison	3,900	Medina	1,600
Coleman	2,800	Hartley	200	Menard	600
Collin	5,100	Haskell	1,800	Midland	1,400
Collingsworth	1,700	Hays	2,000	Milam	3,300
Colorado	2,500	Hemphill	700	Mills	1,100
Comal	1,900	Henderson	3,000	Mitchell	1,700
Comanche	1,900	Hidalgo	7,700	Montague	2,200
Concho	800	Hill	4,500	Montgomery	2,800
Cooke	3,100	Hockley	900	Moore	200
Coryell	2,100	Hood	800	Morris	900
Cottle	1,200	Hopkins	3,100	Motley	600
Crane	200	Houston	2,900	Nacogdoches	3,100
Crockett	400	Howard	3,500	Navarro	6,300
Crosby	1,300	Hudspeth	400	Newton	1,000
Culberson	300	Hunt	6,900	Nolan	2,800
Dallam	1,300	Hutchinson	2,100	Nueces	8,600
Dallas	80,400	Irion	200	Ochiltree	900
Dawson	1,400	Jack	1,100	Oldham	200
Deaf Smith	900	Jackson	1,200	Orange	1,800
Delta	1,400	Jasper	1,900	Palo Pinto	2,500
Denton	4,800	Jeff Davis	200	Panola	1,700





## STATIONS—Continued

Parker .....	2,300	Scurry .....	1,400	Uvalde .....	1,800
Parmer .....	600	Shackelford .....	900	Val Verde .....	2,100
Pecos .....	1,000	Shelby .....	2,700	Van Zandt .....	3,000
Polk .....	1,600	Sherman .....	200	Victoria .....	3,400
Potter .....	10,700	Smith .....	10,200	Walker .....	1,900
Presidio .....	900	Somervell .....	300	Waller .....	1,200
Rains .....	500	Starr .....	700	Ward .....	500
Randall .....	800	Stephens .....	2,300	Washington .....	3,100
Reagan .....	500	Sterling .....	300	Webb .....	5,500
Real .....	300	Stonewall .....	600	Wharton .....	4,000
Red River .....	2,700	Sutton .....	600	Wheeler .....	1,800
Reeves .....	1,200	Swisher .....	1,100	Wichita .....	14,100
Refugio .....	1,500	Tarrant .....	40,700	Wilbarger .....	3,500
Roberts .....	200	Taylor .....	7,400	Willacy .....	800
Robertson .....	2,600	Terrell .....	400	Williamson .....	5,600
Rockwall .....	800	Terry .....	800	Wilson .....	1,900
Runnels .....	3,300	Throckmorton .....	500	Winkler .....	600
Rusk .....	5,500	Titus .....	1,600	Wise .....	2,000
Sabine .....	1,000	Tom Green .....	7,700	Wood .....	2,700
San Augustine .....	1,100	Travis .....	16,300	Yoakum .....	70
San Jacinto .....	600	Trinity .....	1,000	Young .....	2,600
San Patricio .....	2,400	Tyler .....	900	Zapata .....	100
San Saba .....	1,100	Upshur .....	2,100	Zavala .....	1,000
Schleicher .....	400	Upton .....	1,100		

### KRBC, ABILENE

*Operator:* Reporter Broadcasting Company, Hilton Hotel. *Phone:* 6255. *Power:* 250 and 100 watts on 1420 kc. *Affiliation:* None. *Opened:* October 1, 1936. (Note: This station is newspaper-affiliated with the Abilene Reporter and News and various other Texas papers.)

*President:* M. Bernard Hanks. *Station manager:* Max Bentley. *Commercial manager:* Howard Barret. *Program and publicity director:* Doug Doan. *Chief engineer:* W. W. Robertson. *Musical director:* A. D. Whisenant.

*Rep:* Wilson-Robertson. *News:* AP, UP. *Seating facilities:* Small reception room; capacity not listed. *Merchandising:* Services of this and the publicity department included in all contracts; extra services, when requested, rendered at actual cost. *Foreign language programs:* Would accept, though occasion has not arisen to date; would require that announcements be given in English as well as foreign language. *Artists bureau:* Newly established; listings incomplete. *Base rate:* \$60.

*Copy restrictions:* No beer, wine or liquor accepted; patent medicine copy strictly censored; commercials limited to 25 per cent of program time, announcements to 100 words; no price quoting permitted.

### KGNC, AMARILLO

*Operator:* Plains Radio Broadcasting Company, Eighth & Harrison Sts. *Phone:* 4242. *Power:* 2,500 and 1,000 watts on 1410 kc. *Affiliation:* NBC Southwestern Group. *Opened:* June 1, 1935. (Note: This station

is newspaper-affiliated with the Amarillo Globe and News, and various other Texas, Kansas and Nebraska papers.)

*President, station and commercial manager:* O. L. Taylor. *Program and publicity director:* W. S. Izzard. *Chief engineer:* J. H. Speck. *Musical director:* Eddie Baumel.

*Rep:* Wilson-Robertson, Inc. *News:* UP. *Seating facilities:* 100 persons. *Merchandising:* Complete service offered free, except such as involves printed matter, for which advertiser is billed at actual cost. *Foreign language programs:* Not accepted. *Artists bureau:* None. *Base rate:* \$120.

*Copy restrictions:* Beer and wine accepted, no hard liquor; price quoting permitted, but all copy checked for truthful representation of product.

### KNOW, AUSTIN

*Operator:* KUT Broadcasting Company, 1312 Norwood Bldg. *Phone:* 26213. *Power:* 100 watts on 1500 kc. *Affiliation:* CBS. *Opened:* 1929. (Note: This station is a subsidiary of Hearst Radio, Inc.)

*Station manager:* James W. Hagood. *Program director:* Nelson Olmsted. *Chief engineer:* Paul Shaw. *Publicity director:* Paul Forchheimer.

*Rep:* Hearst Radio. *News:* INS. *Seating facilities:* None. *Merchandising:* Offer complete service at actual cost. *Foreign language programs:* No set rules; do not encourage such programs. *Artists bureau:* None. *Base rate:* \$60.

*Copy restrictions:* Beer accepted any time; wine and liquor advertising after 10:30 p.m., and must have 15-minute program with no direct encouragement to use

Listeners of the Southwest Designate Us

*"Your Neighbor  
of the Air"*



From "chaps" to "tails"—home-on-the-range entertainment to classical productions, WFAA is everything to everybody in this cosmopolite Southwest.

Its 50,000 watts of power, its programs of unflinching popular acceptance make it the first on the list in "America's Fastest Growing Market."

MARTIN CAMPBELL, General Manager

**NBC      WFAA      TQN**

National Representatives: EDW. PETRY & CO., INC.

**RADIO SERVICE OF THE DALLAS NEWS AND DALLAS JOURNAL**

## STATIONS—Continued

beverage advertised; all copy subject to station approval or revision.

### KFDM, BEAUMONT

*Operator:* Sabine Broadcasting Co., Inc. *Power:* 1,000 and 500 watts on 560 kc. *Affiliation:* NBC Blue.

*Rep:* Wilson-Robertson. *Base rate:* \$90. No further information available after repeated requests.

### KBST, BIG SPRING

*Operator:* Big Spring Herald Broadcasting Co. *Power:* 100 watts on 1500 kc.

No further information available; at press time this station had been licensed less than a month.

### KNEL, BRADY

*Operator:* G. L. Burns. *Phone:* 77. *Power:* 100 watts on 1500 kc. *Affiliation:* West Texas Broadcasting System. *Opened:* Nov. 7, 1935.

*Manager:* G. L. Burns. *Commercial manager, publicity director:* Murray Mofatt. *Program director, artists bureau head:* J. S. Sloane. *Chief engineer:* Rupert Hayes. *Musical director:* Cecil Streigler.

*Rep:* None. *News:* Furnished by San Angelo Times & Standard. *Seating facilities:* Small reception room. *Merchandising:* None. *Foreign language programs:* Spanish programs currently on station; all announcements subject to strict supervision of station. *Artists bureau:* Setup maintained nominally only. *Base rate:* \$50.

*Copy restrictions:* Beer and wines accepted; no hard liquors; no announcements may be over 100 words in length.

### WTAW, COLLEGE STATION

*Operator:* Agricultural and Mechanical College of Texas. *Power:* 500 watts on 1120 kc. (operates specified hours).

This station is non-commercial; college-owned.

### KGFI, CORPUS CHRISTI

*Operator:* Eagle Broadcasting Co., Inc. *Power:* 250 and 100 watts on 1500 kc. *Affiliation:* None. (Note: This station is affiliated with the Corpus Christi Caller-Times.)

*Rep:* Wilson-Robertson. *Base rate:* \$30 (½ hr.).

No further information available after repeated requests.

### KRIS, CORPUS CHRISTI

*Operator:* Gulf Coast Broadcasting Co. *Power:* 500 and 250 watts on 1330 kc.

At press time this station had a construction permit only; will go NBC Blue.

## KAND, CORSICANA

*Operator:* Navarro Broadcasting Assn. (J. C. West, president). *Power:* 100 watts on 1310 kc.

At press time this station had a construction permit only.

### KRLD, DALLAS

*Operator:* KRLD Radio Corp., Adolphus Hotel. *Phone:* 2-6811. *Power:* 10,000 watts on 1040 kc. *Affiliation:* CBS. *Opened:* 1926. (Note: This station is newspaper-owned by the Dallas Times-Herald.)

*Managing director:* John W. Runyon. *Station and commercial manager:* Clyde W. Rembert. *Program director:* Ruth Clem. *Chief engineer:* Roy M. Flynn. *Musical director:* Hyman Charninsky. *Publicity director:* Douglas Hawley.

*Rep:* The Branham Co. *News:* INS. *Seating facilities:* Observation room seating 100 persons; studio seating 20. *Merchandising:* Complete service includes daily listings and general publicity, daily and Sunday display advertisements in Times-Herald. *Foreign language programs:* Will accept, with reservations. *Artists bureau:* None. *Base rate:* \$150 (½ hr.)

*Copy restrictions:* Accept beer and wine, but no hard liquors; reserves right to censor all copy not meeting station standards.

### WFAA, DALLAS

*Operator:* A. H. Belo Corp., Baker Hotel. *Phone:* 2-9215. *Power:* 50,000 watts on 800 kc. (Note: WFAA and WBAP, Fort Worth, use the same transmitter sharing continuous operation). *Affiliation:* NBC Southwestern Group; Texas Quality Network. *Opened:* June 26, 1922. (Note: This station is newspaper-owned—Dallas News and Dallas Journal.)

*Station manager:* Martin B. Campbell. *Regional sales manager:* Alexander Keese. *Program director:* Ralph W. Nimmons. *Chief engineer:* Raymond Collins. *Merchandising manager:* Irvin Gross. *Musical director:* Karl Lambertz.

*Rep:* Edward Petry & Co., Inc. *News:* UP. *Seating facilities:* Ballrooms of Baker Hotel and Adolphus Hotel. *Merchandising:* Maintains close contact with chains, wholesale houses, and distributing firms; advisory service; limited cooperation in making personal contacts and surveys without charge; all other services rendered at actual net cost to station. *Foreign language programs:* Never any request for, either by sponsors or listeners. *Artists bureau:* None. *Base rate:* \$250 (half hour).

*Copy restrictions:* Must be "in good taste"; beer accepted; no wines or other alcoholic beverages.

# MILESTONES



## OF WBAP PROGRESS

- MARCH, 1922—WBAP pioneered with its first broadcast, power of 5 watts.
- MAY, 1923—WBAP power increased to 500 watts, later to 1000 watts, to 1500 watts.
- JUNE, 1928—WBAP independently broadcast the National Democratic Convention proceedings from Houston, Texas.
- OCTOBER, 1928—WBAP was assigned the frequency of 800 kilocycles and an increase in power to its present 50,000 watts.
- MAY, 1929—WBAP fed NBC a vivid word picture of the Robbins-Kelly Endurance Flight.
- MARCH, 1934—WBAP Technical Staff pioneered in the Southwest with Ultra-High Frequency Transmission.
- SEPTEMBER, 1934—WBAP originated and with others organized the Texas Quality Network.
- DECEMBER, 1936—WBAP scored with one of the longest remote-control independent broadcasts in the history of the nation: the Santa Clara-TCU Football Game direct from the Stadium at San Francisco.
- SUCCESSFUL 1937—WBAP satisfied clients-increase contracts for approximately 90% of the station's salable time.

**FOR PRODUCTION, FOR COVERAGE, FOR RESULTS . . .  
ADVERTISERS CHOOSE WBAP IN THE SOUTHWEST**

# WBAP

Owned and Operated by The Ft. Worth Star-Telegram  
AMON G. CARTER, President

800 KILOCYCLES - - - - - 50,000 WATTS

## FORT WORTH, TEXAS

National Representative: EDWARD PETRY COMPANY



**WRR, DALLAS**

*Operator:* City of Dallas, Southland Life Insurance Co. Bldg. *Phone:* 2-1411. *Power:* 500 watts on 1280 kc. *Affiliation:* Mutual Broadcasting System. *Opened:* 1920. (Note: This is a municipally-owned station.)

*Chairman municipal radio commission:* A. J. Balcom. *Station manager, commercial manager:* John Thorwald. *Program director, artists bureau head:* Chas. B. Jordan. *Chief engineer:* V. R. Simpson. *Musical director:* Ted Parrino. *Publicity director:* Ben M. McCleskey.

*Rep:* None. *News:* Transradio. *Seating facilities:* About 250 persons. *Merchandising:* No service rendered as part of regular broadcast rates; special arrangements can be made for outside sources to conduct a campaign of merchandising. *Foreign language programs:* Accepted, provided that commercial copy be read in both the foreign language and English; foreign-born population not large. *Artists bureau:* Inactive at present time. *Base rate:* \$65 (½ hr.).

*Copy restrictions:* Accept beer, wines, and alcoholic beverages; are "not favorable" to patent medicines, though they are not barred; no hard-and-fast rules beyond good taste.

**KFPL, DUBLIN**

*Operator:* C. C. Baxter. *Power:* 250 and 100 watts on 1310 kc. *Affiliation:* None.

*Rep:* None. *Base rate:* \$7.50.  
No further information available after repeated requests.

**KROD, EL PASO**

*Operator:* Dorrance D. Roderick. *Power:* 100 watts on 1500 kc.

*At press time this station had a construction permit only.*

**KTSM, EL PASO**

*Operator:* Tri-State Broadcasting Co., Inc., Hotel Paso del Norte. *Phone:* Main 46-47. *Power:* 250 and 100 watts on 1310 kc (divides time with WDAH). *Affiliation:* None. *Opened:* August, 1929.

*General and station manager:* Karl O. Wyler. *Program director:* Roy T. Chapman. *Chief engineer:* E. L. Gemoets. *Artists bureau head:* Conrey Bryson. *Musical director:* James E. Faust.

*Rep:* Craig & Hollingbery; C. P. MacGregor (Hollywood). *News:* Transradio. *Seating facilities:* None. *Merchandising:* All services offered gratis. *Foreign language programs:* Not accepted. *Artists bureau:* Yes; lists about 15 artists. *Stock:* Principally held by Mrs. Frances R. Walz and F. L. Koons. *Base rate:* \$120.

*Copy restrictions:* Accept beer and

wine; no hard liquor; acceptance of patent medicines restricted to certain types; all copy must be in good taste.

**WDAH, EL PASO**

*Operator:* Tri-State Broadcasting Co., Inc. *Power:* 100 watts on 1310 kc. (shares time with KTSM).

This station is non-commercial.

**KFJZ, FORT WORTH**

*Operator:* Fort Worth Broadcasters, Inc., Trinity Life Bldg. *Phone:* 3-3474. *Power:* 250 and 100 watts on 1370 kc. *Affiliation:* None. *Opened:* 1927.

*President:* Ralph S. Bishop. *Commercial manager:* H. Witherspoon. *Program director, publicity:* Roger Phillips. *Chief engineer:* Truett Kimzey.

*Rep:* None. *News:* Transradio. *Seating facilities:* About 50 persons. *Merchandising:* Furnished on request. *Foreign language programs:* Not accepted. *Artists bureau:* None. *Stock:* Owned 99¼% by Ralph S. Bishop. *Base rate:* \$48.

*Copy restrictions:* Beer and wines accepted; no hard liquors; copy must adhere to contracted wordage on spot announcements; no more than one-quarter of the contracted time on programs may be used for commercials.

**KTAT, FORT WORTH**

*Operator:* Tarrant Broadcasting Co., Inc., Hotel Texas. *Phone:* 31381. *Power:* 1,000 watts on 1240 kc. *Affiliation:* Mutual Broadcasting System. *Opened:* 1922.

*President:* Raymond E. Buck. *Station manager, commercial manager:* Sam H. Bennett. *Program director, artists bureau head:* Roy George. *Chief engineer:* Joe B. Haigh. *Musical director:* Francis Kay. *Publicity director:* Len Finger.

*Rep:* Free, Johns & Field, Inc. *News:* None. *Seating facilities:* Hotel Texas auditorium, capacity 500 to 650; station also has theatre tie-ups with seven houses. *Merchandising:* Every service rendered at cost; no charge for time or work of employees. *Foreign language programs:* No rules; population does not warrant such programs. *Artists bureau:* Set-up is nominal only; books sustaining talent for outside engagements. *Stock:* Principal holder is Raymond Buck. *Base rate:* \$125.

*Copy restrictions:* Accept wine and beer; no other alcoholic beverages; counsel investigates patent medicines before copy is accepted; abides by NAB code of ethics; nothing questionable taken.

**WBAP, FORT WORTH**

*Operator:* Carter Publications, Inc., Blackstone Hotel. *Phone:* 3-2301. *Power:*

## STATIONS—Continued

50,000 watts on 800 kc (note: WBAP and WFAA, Dallas, use the same transmitter, sharing continuous operation). *Affiliation:* NBC, Southwestern Group; Texas Quality Network. *Opened:* May 2, 1922. (Note: This station is newspaper-owned—The Fort Worth Star-Telegram.)

*President:* Amon G. Carter. *Station manager:* Harold V. Hough. *Commercial manager, program director:* George Cranstun. *Chief engineer:* A. M. Woodford. *Musical director:* Eugene Baugh. *Publicity director:* Elbert Haling.

*Rep:* Edward Petry & Co., Inc. *News:* None. *Seating facilities:* Audience hall, capacity 200; also Blackstone Hotel ballroom. *Merchandising:* Maintains a service. *Foreign language programs:* No. *Artists bureau:* None. *Base rate:* \$250.

*Copy restrictions:* Governed by code of NAB; no alcoholic beverages accepted.

### KLUF, GALVESTON

*Operator:* George Roy Clough, 1225 23d St. *Phone:* 760. *Power:* 100 watts on 1370 kc. *Affiliation:* None. *Opened:* No date given.

*Owner:* George Roy Clough. *Station manager:* Lawrence Yates. *Program director:* Charles L. Whittier. *Chief engineer:* John Taylor.

*Rep:* None nationally; R. Terry in Tyler, Texas. *News:* Transradio. *Seating facilities:* About 80 persons. *Merchandising:* Assist sponsors in securing dealerships in territory, and provide general publicity; service is free unless it involves special expenses; in the latter instance the advertiser is billed at cost. *Foreign language programs:* Accepted when ratio of speech to music is such that station is protected against loss of regular listeners. *Artists bureau:* None. *Base rate:* \$55.

*Copy restrictions:* Only restrictions cited are as to good taste, and FCC regulations.

### KPRC, HOUSTON

*Operator:* Houston Printing Corporation, Lamar Hotel. *Phone:* Fairfax 7101. *Power:* 5,000 watts on 920 kc. *Affiliation:* NBC Supplementary Station, Red or Blue; Texas Quality Network. *Opened:* May, 1925. (Note: This station is newspaper-affiliated with the Houston Post.)

*Station manager:* Kern Tips. *Program director:* Alfred Daniel. *Chief engineer:* Harvey Wheeler. *Musical director:* Bert Sloan. *Publicity director:* Edith Riley.

*Rep:* Edward Petry & Co., Inc. *News:* Several services, not listed. *Seating facilities:* 250 persons. *Merchandising:* No information given. *Foreign language programs:* No information given. *Artists bureau:* None. *Base rate:* \$150 (½ hr.).

*Copy restrictions:* Accept beer and wine; no hard liquor; all copy subject to station approval.

### KTRH, HOUSTON

*Operator:* KTRH Broadcasting Co., Rice Hotel. *Phone:* Preston 4361. *Power:* 5,000 and 1,000 watts on 1290 kc. *Affiliation:* CBS. *Opened:* March 25, 1930. (Note: This station is newspaper-owned by the Houston Chronicle.)

*Supervisor, station manager:* B. F. Orr. *Commercial manager:* Ray E. Bright. *Program and publicity director:* Harry Grier. *Chief engineer:* T. L. Hiner. *Musical director:* Edward Fritsch.

*Rep:* John Blair & Co. *News:* Chronicle bulletins; Press-Radio. *Seating facilities:* KTRH Radio Theatre, seating 2,000 persons. *Merchandising:* Complete service offered. *Foreign language programs:* Accepted, providing they "conform with a high standard." *Artists bureau:* None. *Base rate:* \$250.

*Copy restrictions:* Beer and wine accepted; no liquor advertising; maintains same standards as CBS relative to amount of copy and patent medicines (see CBS program policies).

### KXYZ, HOUSTON

*Operator:* Harris County Broadcast Co. *Power:* 1,000 watts on 1440 kc. *Affiliation:* NBC Blue. (Note: This station is newspaper-affiliated with the Houston Chronicle and the Houston Post.)

*Rep:* Wilson-Robertson. *Base rate:* \$42.25 (½ hr.).

No other information available after repeated requests.

### KOCA, KILGORE

*Operator:* Oil Capitol Broadcasting Association, Main & Rusk Streets. *Phone:* 616. *Power:* 100 watts on 1,210 kc. *Affiliation:* East Texas Broadcasting System. *Opened:* December 23, 1936. (Note: this station is affiliated with the Kilgore Daily News.)

*General manager:* Roy G. Terry. *Station and commercial manager, publicity director:* H. A. Degner. *Program and musical director, artists bureau head:* C. L. Rhodes. *Chief engineer:* H. C. Slife.

*Rep:* none. *News:* UP. *Seating facilities:* 50 persons. *Merchandising:* none. *Foreign language programs:* not accepted. *Artists bureau:* setup nominal only. *Base rate:* \$55.

*Copy restrictions:* beer, wine and patent medicines accepted; no liquor advertising; no restrictions on copy other than those of "common-sense rules of decency."

**KFRO, LONGVIEW**

*Operator:* Voice of Longview, Glover-Crim Bldg. *Phone:* 411. *Power:* 250 watts on 1370 kc (operates to approximately sundown). *Affiliation:* None. *Opened:* January, 1935.

*President:* James R. Curtis. *Station manager:* T. R. Putnam. *Chief engineer:* R. E. Bumpass.

*Rep:* H. K. Conover (Chicago); Walter Biddick Co. (Coast). *News:* AP. *Seating facilities:* About 50 persons. *Merchandising:* Partial service; issue price markers; other helps. *Foreign language programs:* None; market is 99% English speaking. *Artists bureau:* Yes; has several orchestras and other musical talent. *Stock:* 10,000 shares outstanding privately held by James R. Curtis and Rogers Lacy. *Base rate:* \$45 (half hour).

*Copy restrictions:* Beer and wines okay; no hard liquors; no lotteries, gift enterprises, or gambles allowed; no mentions of competitors directly or indirectly by company name, individual name or brand name; reserves right to cut off any program failing to conform to rules of management, FCC or Federal Trade Commission; false statements and obscene or libelous matter will be eliminated; testimonials must "reflect genuine experiences."

**KFYO, LUBBOCK**

*Operator:* Plains Radio Broadcasting Co., 914 Avenue J. *Phone:* 1700. *Power:* 250 and 100 watts on 1310 kc. *Affiliation:* None. *Opened:* 1927. (Note: station is newspaper-owned; Amarillo Globe, Amarillo News, Lubbock Avalanche, Lubbock Journal, Dalhart Texan, Shamrock Texan, Atchison (Kans.) Globe and Falls City (Neb.) Journal; also station KGNC, Amarillo.)

*President:* O. L. Taylor. *Station manager:* De Witt Landis. *Commercial manager:* De Witt Landis. *Sales and promotion:* Q. F. Parker. *Program director:* Ollie Cook. *Chief engineer:* Scott Bledsoe. *Artists bureau head:* Wesley Youngblood. *Musical director:* Winton Kyle. *Publicity director:* Bruce Collier.

*Rep:* Wilson-Robertson. *News:* UP. *Seating facilities:* None. *Merchandising:* Furnish personal contacts, mail, newspaper publicity displays. *Foreign language programs:* No restrictions on announcements or programs. *Artists bureau:* Has supply of local talent which is put directly under contract to advertiser on commercial programs. *Base rate:* \$60.

*Copy restrictions:* Follows Federal Trade Commission recommendations; no "sensationalism," controversy or propaganda; no alcoholic advertising (county is dry).

**KRLH, MIDLAND**

*Operator:* Clarence Scharbauer, 117 S. Loraine St. *Phone:* 1070. *Power:* 100 watts on 1420 kc (daytime). *Affiliation:* West Texas Broadcasting System. *Opened:* December 20, 1935.

*Owner:* Clarence Scharbauer. *Station manager:* Raymond L. Hughes. *Commercial manager:* Thomas K. Betzel. *Program director:* Bob Steffins. *Chief engineer:* Robert Harmon. *Musical director:* Pete Gates. *Publicity director:* Earl Y. Yates.

*Rep:* None. *News:* Transradio. *Seating facilities:* 200 persons. *Merchandising:* None. *Foreign language programs:* No rules; no demand for same, as foreign population is very small. *Artists bureau:* None. *Base rate:* \$50.

*Copy restrictions:* Accept beer, wine and liquor advertising; all copy must conform to station standards and FCC rules and regulations.

**KNET, PALESTINE**

*Operators:* John Calvin Welch, Wm. M. Keller and Bonner Frizzell, doing business as the Palestine Broadcasting Assn. *Power:* 100 watts on 1420 kc (daytime). *Affiliation:* None.

*Rep:* None. *Base rate:* \$55.

No further information available after repeated requests.

**KPDN, PAMPA**

*Operator:* R. C. Hoiles, 212½ N. Ballard St. *Phone:* 1100. *Power:* 100 watts on 1310 kc. (to local sunset). *Affiliation:* None. *Opened:* April 12, 1936. (Note: This station is owned by the Pampa Daily News.)

*General and station manager:* James E. Lyons. *Program and publicity director:* Monte Rosenwald. *Chief engineer:* Herman Kreiger. *Artists bureau head:* Helen M. Brown. *Musical director:* Ray Monday.

*Rep:* None. *News:* Transradio. *Seating facilities:* Studio and reception lounge seating 100 persons. *Merchandising:* Posters; displays; publicity and listings in Pampa Daily News. *Foreign language programs:* Not accepted. *Artists bureau:* Yes; lists about 45 artists. *Base rate:* \$70.

*Copy restrictions:* Beer and wine accepted; no liquor advertising; patent medicines must be approved by Pure Food & Drug Commission; copy must conform to station standards.

**KPLT, PARIS**

*Operator:* North Texas Broadcasting Co. *Power:* 250 watts on 1500 kc. (daytime). *Base rate:* \$45.



**KIUN, PECOS**

*Operator:* Jack W. Hawkins and Barney H. Hubbs, KIUN Bldg. *Phone:* 21. *Power:* 100 watts on 1420 kc. *Affiliation:* None. *Opened:* Sept. 22, 1935. (Note: this station is newspaper-owned by the Pecos Enterprise.)

*General, station and commercial manager:* Jack Hawkins. *Program director:* Ben Parker. *Chief engineer:* Mona Parker. *Artists bureau head:* Bob Kendrick. *Musical director:* Dick Jay. *Publicity director:* Barney Hubbs.

*Rep:* Cox & Tanz. *News:* Local. *Seating facilities:* About 25. *Merchandising:* Contact dealers; supply publicity and listings in Pecos Enterprise; arrange talent appearances. *Foreign language programs:* Accept Spanish programs only. *Artists bureau:* Set-up nominal only. *Base rate:* \$50.

*Copy restrictions:* Beer and wine accepted; no liquor advertising; patent medicines must be approved by Federal Trade Commission; all copy must conform to FCC rules and regulations.

**KPAC, PORT ARTHUR**

*Operator:* Port Arthur College, 1500 Procter Street. *Phone:* 3320. *Power:* 500 watts on 1260 kc (daytime). *Affiliation:* None. *Opened:* August 24, 1933. (Note: This station is owned and operated by the Port Arthur College, Carl Vaughan, president.)

*Director, station and commercial manager:* Glenn Hewitt. *Program director:* Gabbert Stevens. *Chief engineer:* W. B. Girkin. *Artists bureau head:* Marjorie Vickers.

*Rep:* None. *News:* Transradio. *Seating facilities:* Studio in Hotel Sabine, seating 700 persons. *Merchandising:* Letters and pamphlets to dealers; advisory service; supply sound truck and live talent for personal appearances at cost. *Foreign language programs:* Accepted if English script is supplied. *Artists bureau:* Setup nominal only. *Base rate:* \$47.50.

*Copy restrictions:* Do not accept alcoholic beverages of any kind; all copy subject to station approval.

**KGKL, SAN ANGELO**

*Operator:* KGKL, Inc., St. Angelus Hotel. *Power:* 250 and 100 watts on 1370 kc. *Affiliation:* West Texas Broadcasting System. *Opened:* 1928. (Note: this station is newspaper-affiliated with the San Angelo Standard and San Angelo Times).

*Commercial manager:* Earle Yates.

*Rep:* None. *Base rate:* \$50.

*Copy restrictions:* No alcoholic beverage advertising accepted.

**KABC, SAN ANTONIO**

*Operator:* Alamo Broadcasting Co., Texas Theatre Bldg. *Phone:* Garfield 4241. *Power:* 250 and 100 watts on 1420 kc. *Affiliation:* None. *Opened:* September, 1926.

*President, station manager:* Henry Lee Taylor. *Commercial manager:* Pat Baxter. *Program director, artists bureau head:* Charles Belfi. *Chief engineer:* Kenneth R. Hyman. *Musical director:* Walton Blanton. *Publicity director:* Pat Baxter.

*Rep:* None. *News:* Transradio. *Seating facilities:* Studio, 25 persons; theatre available for special shows, capacity 900, with 25c. admission. *Merchandising:* Local outlets contacted personally and advised of programs; send letters to retail outlets, calling attention to program and advertiser's product; credit checks, surveys and listings on wholesalers and retailers supplied; demonstrations arranged at cost. *Foreign language programs:* Accepted; currently carrying Spanish programs; commercials must be limited and an English translation supplied in advance. *Artists bureau:* Set-up maintained nominally only. *Stock:* Principal owners are Henry Lee Taylor, president; Thurman Barrett, R. E. Willson. *Base rate:* \$20 (half hour).

*Copy restrictions:* Beer and wines accepted (latter subject to station approval); no whiskey or hard liquors; 10% coverage in wordage allowed; copy must be in "good taste."

**KMAC, SAN ANTONIO**

*Operator:* W. W. McAllister. *Power:* 250 and 100 watts on 1370 kc (shares time with KONO). *Affiliation:* None.

*Rep:* Cox and Tanz. *Base rate:* \$60.

No other information available after repeated requests.

**KONO, SAN ANTONIO**

*Operator:* Mission Broadcasting Co., Milam Bldg. *Phone:* F. 1371. *Power:* 100 watts on 1370 kc (divides time with KMAC). *Affiliation:* None. *Opened:* Jan. 28, 1927.

*President, general manager:* Eugene J. Roth. *Commercial manager:* James M. Brown. *Program director, artists bureau head, publicity:* Gerald Morgan. *Chief engineer:* George Ing. *Musical director:* Ted Brown.

*Rep:* Cox and Tanz. *News:* None. *Seating facilities:* Studio, 150; can seat as high as 300 with reception room and studio combined. *Merchandising:* None, other than publicity tie-ups. *Foreign language programs:* Programs and spot announcements in Spanish accepted; must be placed on the nightly two-hour "International

Goodwill Program." Artists bureau: Yes; lists a complete roster. Base rate \$25 (half hour).

Copy restrictions: Beer and wine accepted; no hard liquors; no patent medicines; product and copy must conform to "public welfare" and not be in violation of any laws.

#### KTSA, SAN ANTONIO

Operator: KTSA Broadcasting Company, Plaza Hotel. Phone: Garfield 1251. Power: 5,000 and 1,000 watts on 550 kc. Affiliation: CBS. Opened: 1928. (Note: This station is affiliated with the San Antonio Light. It also owns WACO, Waco.)

Station manager: Harold Burke. Program director: Paul Girard. Chief engineer: W. G. Egerton.

Rep: Hearst Radio. News: INS. Seating facilities: 50 persons. Merchandising: Complete service offered at actual cost. Foreign language programs: No set rules; do not encourage such programs. Artists bureau: None. Base rate: \$140.

Copy restrictions: Beer and wine accepted any time; liquor advertising after 10 p.m.; all copy subject to station approval or revision.

#### WOAI, SAN ANTONIO

Operator: Southland Industries, Inc., WOAI Bldg. Phone: Garfield 4221. Power: 50,000 watts on 1190 kc. Affiliation: NBC Southwestern Group; Texas Quality Network. Opened: 1922.

General manager, commercial manager: Hugh A. L. Half. Program director: Lew Valentine. Chief engineer: Fred Sterling. Publicity director: Lloyd H. Rosenblum.

Rep: Edward Petry & Co., Inc. News: UP. Seating facilities: About 500 persons. Merchandising: Complete service offered. Foreign language programs: Accepted, subject to availability of an English translation and acceptance of copy. Artists bureau: None. Base rate: \$275.

Copy restrictions: Beer and wines accepted; no hard liquors; strict censorship on patent medicines, with very few accepted; abide by NAB Code of Ethics, and FCC regulations.

#### KRRV, SHERMAN

Operator: Red River Valley Broadcasting Co. Power: 250 watts on 1310 kc (day-time).

No other information available.

#### KTEM, TEMPLE

Operator: Bell Broadcasting Co., Kyle Hotel Tower. Phone: 4646. Power: 250 watts on 1370 kc (operates to local sunset).

Affiliation: None. Opened: Dec. 1, 1936. (Note: Owner is a commercial stock company.)

General manager, publicity: R. MacKenzie. Commercial manager: Burt Bishop. Program director, musical director: W. W. Roark. Chief engineer: G. Gooch. Artists bureau head: Kirby Nix.

Rep: H. K. Conover (Chicago); Walter Biddick Co. (Coast). News: UP. Seating facilities: Studio-auditorium, 500 persons. Merchandising: Yes. Foreign language programs: Mexican, Bohemian, Slavic languages acceptable. Artists bureau: Run for booking purposes only. Stock: Privately held by Mrs. Ruth Mayborn, J. C. Mitchell, Walter Humphrey. Base rate: \$46.88.

Copy restrictions: Dry county; but will take beer and wines; no hard liquors; patent medicines accepted.

#### KCMC, TEXARKANA

Operator: KCMC, Inc., 317 Pine Street. Phone: 958. Power: 250 and 100 watts on 1420 kc. Affiliation: None. Opened: September, 1932. (Note: This station is newspaper owned by the Texarkana Gazette and Daily News.)

General, station and commercial manager, publicity director: Foster W. Fort. Program director, artists bureau head: Tom Dillahunt. Chief engineer: Carl M. Wilson. Musical director: William H. Robinson.

Rep: H. K. Conover Company. News: UP. Seating facilities: Studio, seating 25 persons; City Auditorium seating 1,500. Merchandising: Front page listings and other publicity in Gazette and Daily News; contact local outlets by personal calls, retail stores by mail, advising of new campaigns and urging use of special window cards, displays and demonstrations; credit checks, surveys and listings on wholesalers and retailers furnished to national accounts on request; demonstrations arranged at actual cost. Foreign language programs: Not accepted. Artists bureau: Setup nominal only. Base rate: \$50.

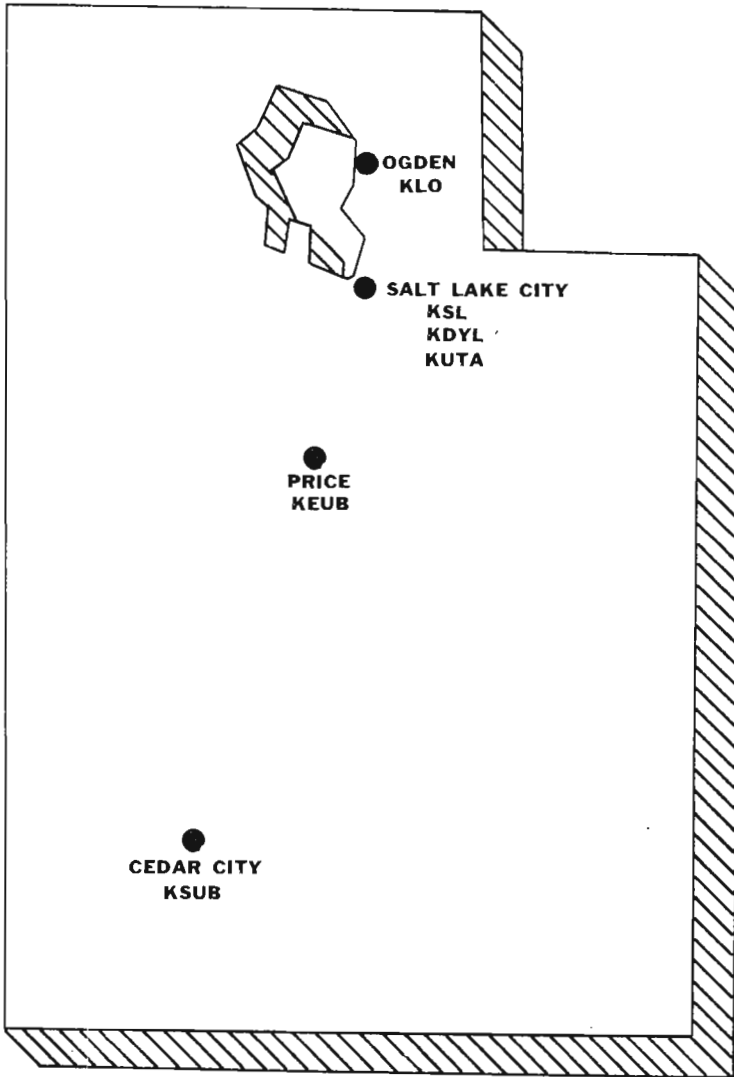
Copy restrictions: Beer and wine accepted; liquor advertising not accepted; all drug and food products checked with Federal departments concerned; copy subject to station censorship for exaggerated claims, excess wordage and anything offensive to any member of a family, regardless of race, creed or age.

#### KGKB, TYLER

Operator: East Texas Broadcasting Co., Tyler Commercial College Bldg. Phone: 1106. Power: 250 and 100 watts on 1500 kc. Affiliation: None. Opened: April, 1931,



# UTAH



## STATIONS—Continued

*Operator:* James G. Ulmer. *Station manager:* Roy G. Terry. *Commercial manager, program director, publicity director:* M. E. Danbom. *Chief engineer:* John B. Sheppard.

*Rep:* None. *News:* Transradio. *Seating facilities:* Reception room, capacity of about 100. *Merchandising:* No information given. *Foreign language programs:* No information given. *Artists bureau:* None. *Base rate:* \$55.

*Copy restrictions:* Beer advertising accepted; no hard liquors; some patent medicines accepted.

### WACO, WACO

*Operator:* KTSA Broadcasting Company, Waco. *Phone:* 2700. *Power:* 100 watts on 1420 kc. *Affiliation:* CBS. *Opened:* July, 1922. (Note: This station is owned and operated by KTSA Broadcasting Co., a subsidiary of Hearst Radio.)

*Station manager:* J. W. Pate. *Program director:* Pat Adelman. *Chief engineer:* L. H. Appleman.

*Rep:* Hearst Radio. *News:* INS. *Seating facilities:* 75 persons. *Merchandising:* Complete service offered at actual cost. *Foreign language programs:* No set rules;

do not encourage such programs. *Artists bureau:* None. *Base rate:* \$60.

*Copy restrictions:* Beer accepted any time; liquor advertising only after 10 p.m., and must be 15-minute program; patent medicine subject to station approval.

### KRGV, WESLACO

*Operator:* KRGV, Inc. *Power:* 500 watts on 1260 kc (has construction permit for 1,000 watts). *Affiliation:* NBC Blue.

*Rep:* Wilson-Robertson. *Base rate:* \$67.50. No other information available at the present time.

### KGKO, WICHITA FALLS

*Operator:* Wichita Falls Broadcasting Co. *Power:* 1,000 and 250 watts on 570 kc. *Affiliation:* CBS. *Opened:* 1928.

*General manager:* D. A. Kahn.

*Base rate:* \$65 (½ hr.).

*Copy restrictions:* 3.2 beer accepted; no other alcoholic beverages. (Note: No further data was supplied by the station; a construction permit has been granted for removal of facilities to Fort Worth, at which time changes of various kinds will be made in the general setup).

## UTAH

(85,000 radio homes)

### Radio Homes by Counties

Beaver .....	600	Iron .....	1,200	Sevier .....	1,500
Box Elder .....	2,400	Juab .....	1,100	Summit .....	1,100
Cache .....	4,300	Kane .....	180	Tooele .....	1,000
Carbon .....	2,800	Millard .....	1,000	Uintah .....	900
Daggett .....	30	Morgan .....	300	Utah .....	7,000
Davis .....	1,800	Piute .....	150	Wasatch .....	600
Duchesne .....	800	Rich .....	140	Washington .....	1,000
Emery .....	500	Salt Lake .....	41,600	Wayne .....	120
Garfield .....	400	San Juan .....	300	Weber .....	10,100
Grand .....	280	Sanpete .....	1,800		

### KSUB, CEDAR CITY

*Operators:* Harold Johnson and Leland M. Perry, doing business as Johnson and Perry. *Power:* 100 watts on 1310 kc.

*At press time this station had a construction permit only.*

### KLO, OGDEN

*Operator:* Interstate Broadcasting Corp., Hotel Ben Lomond. *Phone:* 84. *Power:* 500 watts on 1400 kc. *Affiliation:* NBC Blue Mountain Group. *Opened:* December, 1926. (Note: this station is affiliated with, but not owned by, the Ogden Standard-Examiner).

*General manager:* Paul R. Heitmeyer. *Commercial manager:* Merrill J. Bunnell.

*Program director:* Ethel G. Clark. *Chief engineer:* W. D'Orr Cozzens. *Musical director:* Ed Barry.

*Rep:* Bryant, Griffith & Brunson, Inc.; Walter Biddick Co. (Pacific Coast). *News:* AP. *Seating facilities:* Two auditoriums, one seating 650, the other 400 persons. *Merchandising:* Pre-program announcements, news stories in newspaper affiliate, and one gratis newspaper advertisement—this schedule depending on type of sponsor contract; will issue letters to the trade for exact cost of postage and printing; will mail promotional material supplied by advertisers for cost of postage. *Foreign language programs:* Never had any; would not be useful in this region. *Artists bureau:* None. *Stock:* Principally held by A. L.

## STATIONS—Continued

Glasmann and Paul R. Heitmeyer. *Base rate:* \$125.

*Copy restrictions:* Beer and wines accepted; no hard liquors; all other advertising matter subject to existing federal, state and municipal regulations.

### KEUB, PRICE

*Operator:* Eastern Utah Broadcasting Co. (Sam G. Weiss), Price, Utah. *Phone:* 200. *Power:* 100 watts on 1420 kc. *Affiliation:* None. *Opened:* Oct. 30, 1936.

*Manager, publicity:* Sam G. Weiss. *Commercial manager, program director:* John Richards. *Chief engineer:* Frank C. Carman.

*Rep:* Cox and Tanz. *News:* Transradio. *Seating facilities:* About 25 persons. *Merchandising:* None. *Foreign language programs:* No restrictions against this type of program. *Artists bureau:* None. *Base rate:* \$16.

*Copy restrictions:* Beer and wines accepted; no hard liquors; all contracts subject to government regulations.

### KDYL, SALT LAKE CITY

*Operator:* Intermountain Broadcasting Corp., Ezra Thompson Bldg. *Phone:*

Wasatch 7180. *Power:* 1,000 watts on 1290 kc. *Affiliation:* NBC Red Mountain Group. *Opened:* 1922.

*President, general manager:* S. S. Fox. *Commercial manager:* W. E. Wagstaff. *Program director, artists bureau head:* R. T. Harris. *Chief engineer:* J. M. Baldwin. *Publicity director:* D. N. Simmons.

*Rep:* John Blair & Co. *News:* Transradio. *Seating facilities:* Studio A, 50 persons; KDYL Open Air Theatre in summer (Liberty Park) has capacity for 2,000; no admission charged. *Merchandising:* Display in KDYL's lobby show cases and windows; tie-ins with KDYL billboards; letters to dealers in certain cases. *Foreign language programs:* Not accepted. *Artists bureau:* Yes; lists half a dozen orchestras, singers, and actors. *Base rate:* \$200.

*Copy restrictions:* Accept beer; no other alcoholic beverage advertising; patent medicines subject to prior audition and approval of copy; all copy subject to approval of Federal Trade Commission.

### KSL, SALT LAKE CITY

*Operator:* Radio Service Corporation of Utah, Union Pacific Bldg. *Phone:* Was. 3900. *Power:* 50,000 watts on 1130 kc. *Affiliation:* CBS. *Opened:* April 20, 1921. (Note:

# KSL

## SALT LAKE CITY, UTAH

### 50,000 WATTS

CARRYING THE GREATEST LOAD  
OF THE FINEST ACCOUNTS IN  
RADIO HISTORY. BELIEVE ME, SIR,  
THERE'S A MIGHTY GOOD REASON!

• EDWARD PETRY & COMPANY •  
NATIONAL REPRESENTATIVES

## STATIONS—Continued

KSL is affiliated with, but not owned by, the Salt Lake Tribune.)

*President:* Sylvester Q. Cannon. *Station manager:* Earl J. Glade. *Commercial manager:* D. H. Vincent. *Program director:* Lennox Murdoch. *Chief engineer:* Eugene G. Pack. *Artists bureau head:* Irma Felt Bitner. *Musical director:* Albert J. Southwick. *Publicity director:* Thomas H. Axelsen.

*Rep:* Edward Petry and Co., Inc. *News:* INS, Universal, UP. *Seating facilities:* KSL Concert Hall, capacity 800. *Merchandising:* Circular letters calling attention to program sent to dealers and distributors; arrange for newspaper space and publicity; issue courtesy spot announcements preplugging the programs; contact dealers, distributors, etc.; arrange display cards in studios; any other cooperation, deemed reasonable, will be offered. *Foreign language programs:* No call for these in view

of the population's high (99%) English-speaking content. *Artists bureau:* Yes; complete roster of talent, including 50 or more artists, producers, musicians, etc. *Stock:* Principal holders are the Latter Day Saints Church, The Salt Lake Tribune, and several Salt Lake City citizens. *Base rate:* \$225.

*Copy restrictions:* Commercial copy limited to 300 words per quarter-hour; beer accepted; no other alcoholic beverages; patent medicines not accepted unless approved by the American Medical Association.

### KUTA, SALT LAKE CITY

*Operators:* Jack Powers, Frank C. Carman, David G. Smith and Grant Wrathall, doing business as Utah Broadcasting Co. *Power:* 100 watts on 1500 kc.

*At press time this station had a construction permit only.*

## VERMONT

(72,400 radio homes)

### Radio Homes by Counties

Addison .....	3,400	Franklin .....	5,700	Rutland .....	10,200
Bennington .....	4,500	Grand Isle.....	600	Washington .....	9,000
Caledonia .....	5,100	Lamoille .....	2,000	Windham .....	6,200
Chittenden .....	10,600	Orange .....	2,700	Windsor .....	7,600
Essex .....	900	Orleans .....	3,900		

### WCAX, BURLINGTON

*Operator:* The Burlington Daily News, 203 College St. *Phone:* 306; 373. *Power:* 250 and 100 watts on 1200 kc. *Affiliation:* None. *Opened:* November 4, 1931. (Note: This station is newspaper-owned by the Burlington Daily News.)

*Owner:* Burlington Daily News, Inc. *President:* Col. H. Nelson Jackson. *Commercial manager:* William J. Kennedy. *Program and publicity director:* Jack Tierney. *Chief engineer:* Robert F. Bigwood.

*Rep:* None. *News:* AP; Transradio. *Seating facilities:* Memorial Auditorium, seating 2,500 persons; City Hall Auditorium; University of Vermont Gymnasium; Hotel Vermont Dining Room; Sherwood Hotel Grill; Municipal Band Hall. *Merchandising:* Supply publicity, gratis, in Burlington Daily News via listings in WCAX News Flasher; individual write-ups also given various programs from time to time; news releases to other local papers when programs are of "sufficient merit and interest." *Foreign language programs:* Will accept, but none current; large French population in territory. *Artists bureau:* None, as such, but maintains

WCAX Entertainment Service which books dates for sustaining programs within a radius of 50 miles. *Base rate:* \$50.

*Copy restrictions:* Accept beer, but no other alcoholic beverages; patent medicine copy censored for dubious or misleading statements; all copy must conform to station standards and government regulations.

### WSYB, RUTLAND

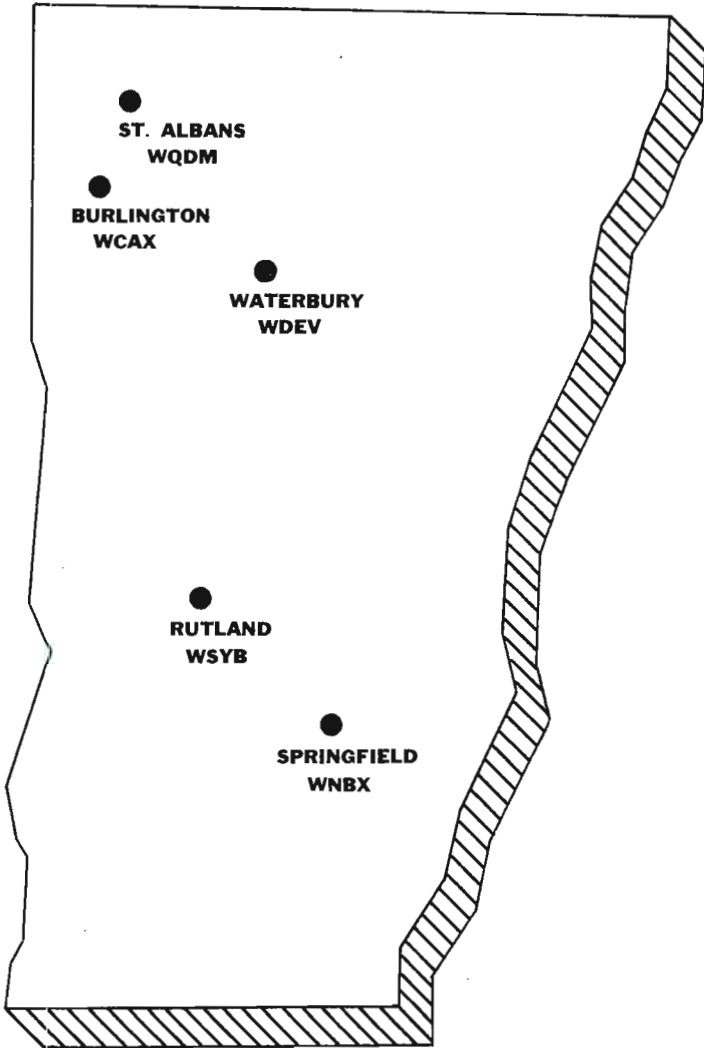
*Operator:* Philip Weiss Music Co., 80 West Street. *Phone:* 1247. *Power:* 100 watts on 1500 kc. (operates specified hours). *Affiliation:* None. *Opened:* December 7, 1930.

*President, publicity director:* P. Weiss. *Station manager:* J. H. Weiss. *Chief engineer:* M. R. Francis.

*Rep:* None. *News:* Transradio. *Seating facilities:* None. *Merchandising:* No information given. *Foreign language programs:* No information given. *Artists bureau:* None. *Base rate:* \$25 (one hour, 13 times).

*Copy restrictions:* Accept beer; no other alcoholic beverages; some patent medicines accepted after investigation of products.

# VERMONT





**STATIONS—Continued**

**WQDM, ST. ALBANS**

*Operators:* E. J. Regan and F. Arthur Bostwick, doing business as Regan and Bostwick, 8 Kingman St. *Phone:* 126. *Power:* 1,000 watts on 1390 kc (specified hours daytime). *Affiliation:* None. *Opened:* 1928 (as a 5-watt station; 100 watts in 1929; 1,000 watts in 1937).

*Manager, commercial manager:* F. Arthur Bostwick. *Program director, musical director:* Florence Bostwick. *Chief engineer:* E. J. Regan. *Artists bureau head:* Harriet Hall. *Publicity director:* Evelyn Stevenson.

*Rep:* Cox and Tanz. *News:* Transradio. *Seating facilities:* Two studios, about 30 persons apiece. *Merchandising service:* No information available. *Foreign language programs:* No information given. *Artists bureau:* Yes; lists about a dozen announcers, writers, etc. *Base rate:* \$60.

*Copy restrictions:* Accept all advertising except hard liquor and that forbidden by the FCC.

**WNBX, SPRINGFIELD**

*Operator:* WNBX Broadcasting Corp., Woolson Block. *Phone:* 663. *Power:* 1,000 watts on 1260 kc. *Affiliation:* Mutual Broadcasting System; Yankee Network;

Colonial Network. *Opened:* Oct. 29, 1933.

*Business manager, artists bureau head:* Peter A. Krug. *Chief engineer:* Wm. F. Moore. *Musical director:* Grace Cross. *Publicity:* No director; advertising counselors are Leighton & Nelson.

*Rep:* Cox and Tanz. *News:* UP. *Seating facilities:* About 30 persons. *Merchandising:* Make regular coverage of the market. *Foreign language programs:* Accepted; are scheduled at certain times when foreign news and music are featured; mostly Polish and Russian. *Artists bureau:* Set-up nominal only. *Base rate:* \$100.

*Copy restrictions:* Accept beer and wines; no hard liquors; accept all advertising legal in the state of Vermont.

**WDEV, WATERBURY**

*Operator:* Mary C. Whitehill Estate, Waterbury. *Phone:* Waterbury 13-240; Montpelier 200. *Power:* 500 watts on 550 kc. (daytime). *Affiliation:* none. *Opened:* July, 1931. (Note: this station is newspaper-owned by the Waterbury Record.)

*General and station manager:* Lloyd E. Squier. *Commercial manager, publicity director:* William G. Ricker. *Program*

Artists'  
Representatives

•  
**WILSON, POWELL  
& HAYWARD, Inc.**

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444 Madison Avenue  
New York

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Radio Direction and  
Production

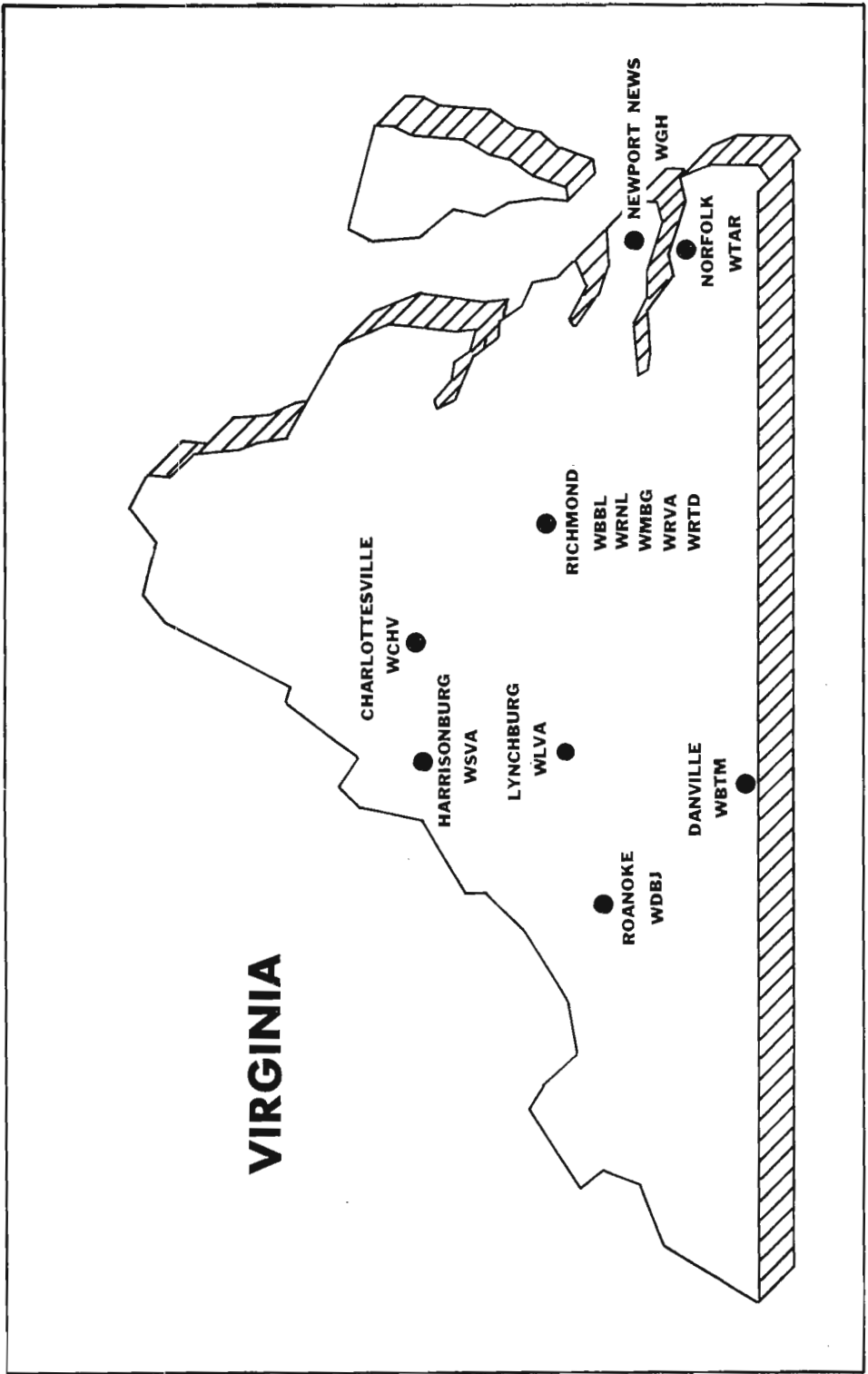
● **THE DOMINANT  
MEDIUM IN THE  
TWIN STATES**

Strategically located to cover over 70% of the population of Vermont and New Hampshire. The only full-time 1,000-watt station in the Twin States. United Press News On the Hour. Mutual, Yankee and Colonial Network Affiliation.

Send for "Bed Rock Logic" . . . 12 Straight-from-the-Shoulder Reasons Why One Medium Dominates the Twin States.



SPRINGFIELD, VT.



## STATIONS—Continued

director: Ted Nelson. Chief engineer: Melvin H. Stickles. Musical director: Ray Siebert.

Rep: None. News: Transradio. Seating facilities: Montpelier studio, seating 30 persons. Merchandising: Make recommendations only; actual plans must be carried out by the sponsor. Foreign language pro-

grams: Will accept, but do not encourage or solicit same. Artists bureau: Yes. Base rate: \$45.

Copy restrictions: beer, wine and liquor advertising not accepted; copy must not consume more than 10% of program time and must conform to FCC rules and regulations.

## VIRGINIA

(336,900 radio homes)

### Radio Homes by Counties

Accomac .....	3,600	Frederick .....	4,300	Orange .....	1,900
Albemarle .....	7,900	Giles .....	1,300	Page .....	1,600
Alleghany .....	3,900	Gloucester .....	1,000	Patrick .....	1,200
Amelia .....	400	Goochland .....	500	Pittsylvania .....	9,100
Amherst .....	1,300	Grayson .....	2,200	Powhatan .....	400
Appomattox .....	600	Greene .....	400	Prince Edward .....	1,600
Arlington .....	12,200	Greensville .....	1,400	Prince George .....	2,600
Augusta .....	7,700	Halifax .....	3,200	Prince William .....	1,700
Bath .....	900	Hanover .....	1,600	Princess Anne .....	1,700
Bedford .....	2,500	Henrico .....	47,100	Pulaski .....	2,700
Bland .....	300	Henry .....	3,200	Rappahannock .....	500
Botetourt .....	2,800	Highland .....	500	Richmond .....	700
Brunswick .....	1,600	Isle of Wight .....	1,200	Roanoke .....	22,300
Buchanan .....	900	James City .....	1,200	Rockbridge .....	3,300
Buckingham .....	800	King and Queen .....	500	Rockingham .....	6,500
Campbell .....	12,400	King George .....	300	Russell .....	1,800
Caroline .....	1,200	King William .....	900	Scott .....	1,400
Carroll .....	2,000	Lancaster .....	1,100	Shenandoah .....	2,800
Charles City .....	300	Lee .....	2,100	Smyth .....	2,500
Charlotte .....	900	Loudoun .....	2,700	Southampton .....	2,300
Chesterfield .....	1,900	Louisa .....	1,100	Spotsylvania .....	3,000
Clarke .....	900	Lunenburg .....	1,100	Stafford .....	500
Craig .....	300	Madison .....	700	Surrey .....	500
Culpeper .....	1,800	Mathews .....	700	Sussex .....	1,000
Cumberland .....	400	Mecklenburg .....	2,600	Tazewell .....	3,100
Dickenson .....	1,100	Middlesex .....	600	Warren .....	1,300
Dinwiddie .....	8,200	Montgomery .....	3,300	Warwick .....	9,000
Elizabeth City .....	4,300	Nansemond .....	4,100	Washington .....	5,200
Essex .....	600	Nelson .....	1,200	Westmoreland .....	800
Fairfax .....	2,900	New Kent .....	400	Wise .....	4,900
Fauquier .....	2,900	Norfolk .....	44,800	Wythe .....	2,500
Floyd .....	1,400	Northampton .....	2,200	York .....	600
Fluvanna .....	600	Northumberland .....	900		
Franklin .....	2,300	Nottoway .....	1,700		

### WCHV, CHARLOTTESVILLE

Operator: Community Broadcasting Corp., 7th & Main Sts. Phone: 444; 1111. Power: 250 and 100 watts on 1420 kc. Affiliation: Virginia Broadcasting System. Opened: Aug. 28, 1933. (Note: Station gives time to charitable, religious and educational institutions.)

General manager: Hugh M. Curtler. Program director: O. F. R. Bruce, Jr. Commercial manager, publicity director: C. D. Taylor. Assistant program director: Ed Hase. Chief engineer: W. W. Gray. Musical director: F. L. Betts.

Rep: Horace Hagedorn (New York); H. K. Conover (Chicago). News: Transradio. Seating facilities: Studio, 30 persons. Merchandising: Newspaper space in two papers at station's expense; contacts with dealers to increase sale of goods, obtain orders, and obtain display space; distribute pamphlets and samples from house-to-house. Foreign language programs: Not accepted. Artists bureau: Set-up is nominal only. Base rate: \$60.

Copy restrictions: Beer, wine, whiskeys accepted; do not encourage patent medicine accounts.

**WBTM, DANVILLE**

*Operator:* Piedmont Broadcasting Corp., 427 Main Street. *Phone:* 2350. *Power:* 250 and 100 watts on 1370 kc. *Affiliation:* Virginia Broadcasting System. *Opened:* May 24, 1930.

*President:* L. N. Dibrell. *Station manager:* S. C. Ondarcho. *Program director, artists bureau head:* W. P. Heffernan. *Chief engineer:* D. H. Donahue.

*Rep:* Horace Hagedorn. *News:* Transradio. *Seating facilities:* 100 persons. *Merchandising:* Co-operate with advertiser in any way; complete service now being developed. *Foreign language programs:* Will accept, but advise advertisers against such programs as foreign population very small. *Artists bureau:* Set-up nominal only. *Stock:* Principally held by L. N. Dibrell, president; S. C. Ondarcho, vice-president, general manager; W. P. Heffernan, treasurer; H. W. Spencer. (Par value of stock, \$100 per share.) *Base rate:* \$60.

*Copy restrictions:* Beer and wine accepted; no liquor advertising; patent medicine copy subject to local censorship; no fixed rules for copy, other than that it conform to accepted standards of good taste.

**WSVA, HARRISONBURG**

*Operator:* Shenandoah Valley Broadcasting Corp., Main and Market Sts. (Staunton, Va., business office: Professional Bldg.). *Phone:* 875; in Staunton, 647. *Power:* 500 watts on 550 kc. (daytime) *Affiliation:* None. *Opened:* June 9, 1935.

*President, commercial manager, program director:* Floyd Williams. *Chief engineer:* U. L. Lynch.

*Rep:* None. *News:* Transradio. *Seating facilities:* Auditorium, County Court House, 275 with 10c. and 20c. admission; State Theatre, 650 with 10c. and 20c. admission. *Merchandising:* No merchandising service; will render certain types of cooperation, however. *Foreign language programs:* Not accepted; foreign population very small. *Artists bureau:* None. *Base rate:* \$40.

*Copy restrictions:* Beer advertising accepted; no wines or hard liquors; patent medicine copy subject to station approval.

**WLVA, LYNCHBURG**

*Operator:* Lynchburg Broadcasting Corp., Allied Arts Bldg. *Phone:* 3030. *Power:* 250 and 100 watts on 1200 kc. *Affiliation:* Virginia Broadcasting System. *Opened:* April 21, 1930.

*President:* Edward A. Allen. *Station manager:* Philip P. Allen. *Commercial manager:* Glenn E. Jackson. *Program director:* James H. Moore. *Chief engineer:* Albert E. Heiser. *Musical director:* Dorian

St. George. *Publicity and production director:* James L. Howe.

*Rep:* Horace Hagedorn. *News:* Transradio. *Seating facilities:* None. *Merchandising:* Maintains a merchandising and production department. *Foreign Language programs:* None. *Artists bureau:* None. *Base rate:* \$60.

*Copy restrictions:* Beer and wine accepted; no hard liquors; FCC rulings cover other commercial copy.

**WGH, NEWPORT NEWS**

*Operator:* Hampton Roads Broadcasting Corp., Metropolitan Building. *Phones:* Newport News 2297, Norfolk 33419 and 33410, Portsmouth 991. *Power:* 250 and 100 watts on 1310 kc. *Affiliation:* Virginia Broadcasting System; optional programs from CBS. *Opened:* Dec. 1928.

*President, station manager:* Edward E. Bishop. *Commercial manager:* Edward E. Edgar. *Program director:* J. Marshall Braxton. *Chief engineer:* Horace E. Slone. *Artists bureau head:* Joel Wahlberg. *Musical director:* Wilby Goff. *Publicity director:* Gene Stratton.

*Rep:* Horace Hagedorn (New York); John M. Muir (Philadelphia). *News:* Transradio; Christian Science Monitor.

## THE "WGH" NETWORK

- ... maintains studios, offices, and local personnel in three large, prosperous Virginia cities.
- ... provides an intimate, effective and popular radio service to three separate communities . . . yet maintains enthusiastic general interest.
- ... offers live local program originating from three studios in Newport News, Norfolk, and Portsmouth.
- ... offers national and regional advertisers this personalized service. . .

AT ONE LOW COST

**WGH** EDWARD E. BISHOP  
General Manager  
NEWPORT NEWS, VA.  
National Representative:—  
HORACE HAGEDRON  
New York City

## STATIONS—Continued

*Seating facilities:* Newport News, 250; Norfolk, 50; Portsmouth, 50; Portsmouth, remote pick-up, 500. *Merchandising:* Contact dealers; will utilize newspapers and give programs publicity in advance. *Foreign language acceptance:* Would be acceptable if public interest in them were apparent, and if text conformed to station policies. *Artists bureau:* Yes; has about 20 performers under contract. *Base rate:* \$60.

*Copy restrictions:* All copy must conform to AAAA standards; wine and beer acceptable under rules of Virginia Alcoholic Beverage Board; other beverages and patent medicines not accepted.

### WTAR, NORFOLK

*Operator:* WTAR Radio Corp., National Bank of Commerce Bldg. *Phone:* 2—5671. *Power:* 1,000 watts on 780 kc. *Affiliation:* NBC Southeastern Group. *Opened:* Sept. 21, 1923. (Note: WTAR Radio Corp. is a subsidiary of the Norfolk Newspapers, Inc.—Ledger-Dispatch and Virginia-Pilot.)

*General manager:* Campbell Arnoux. *Sales manager:* John W. New. *Program director:* Shirley Hosier. *Chief engineer:* J. L. Grether. *Sales promotion director:* Ralph S. Hatcher.

*Rep:* Edward Petry and Co., Inc. *News:* UP. *Seating facilities:* Studio, 75-100 persons. *Merchandising:* Advance courtesy announcements; dealer and distributor contacts; sales and market analyses, etc. *Foreign language programs:* Will accept so long as the complete contents are made clear and are acceptable to the standards of the station. *Artists bureau:* None. *Base rate:* \$150.

*Copy restrictions:* Beer and wine accepted; no hard liquors; patent medicines must meet station requirements.

### WRNL, RICHMOND

*Operator:* WLBG, Inc., Medical Arts Bldg., Petersburg, Va. *Phone:* 805. *Power:* 500 watts on 880 kc (operates to sunset). *Affiliation:* Virginia Broadcasting System. *Opened:* 1927. (Note: This station previously was listed as WPHR, Petersburg; it is affiliated with the Richmond News Leader.)

*Managing director, publicity director:* Earl Sowers. *Commercial manager:* Charles Alden Baker. *Program director, artists bureau head:* Bill Stell. *Chief engineer:* Walter Royal Selden. *Musical director:* Marynelle Gutridge.

*Rep:* Horace Hagedorn. *News:* UP. *Seating facilities:* Studio, 200 persons. *Merchandising:* Yes; service available for rates on application. *Foreign language programs:* Accepted on same rates as other business.

*Artists bureau:* Maintains a complete roster of about 40 artists. *Stock:* No stock outstanding; privately held shares are entirely in the hands of John Stewart Bryan, president of the Richmond News Leader, and president of William & Mary College; Tennant Bryan, vice-president of the Richmond News Leader, and Douglas S. Freeman, editor of the Richmond News Leader and president of the board of trustees of the University of Richmond. *Base rate:* \$60.

*Copy restrictions:* Spot announcements limited to 100 words; no whiskey advertising; beer and wines okay; patent medicines accepted if complying with Pure Food & Drugs Act, and approved by the Virginia State Pharmaceutical Board.

### WBBL, RICHMOND

*Operator:* Grace Covenant Presbyterian Church (M. A. Sitton, Agent). *Power:* 100 watts on 1210 kc. (shares hours with WMBG, Sunday only).

This station is non-commercial; church-owned.

### WMBG, RICHMOND

*Operator:* Havens and Martin, Inc., 914 W. Broad St. *Phone:* 3-6776. *Power:* 500 watts on 1350 kc. *Affiliation:* NBC Red. *Opened:* October, 1926.

*President and general manager:* Wilbur M. Havens. *Commercial manager:* Robert Mitchell. *Program director, musical director:* Garnet Tate. *Chief engineer:* Wilfred Wood. *Artists bureau head:* Jack Hooper. *Publicity director:* Courtney Quicke.

*Rep:* Furgason & Aston, Inc. *News:* Transradio. *Seating facilities:* New studio building, when completed, will have an auditorium capacity of 250, as well as a reception room with a view of the studios, seating 60. *Merchandising:* Yes; service is rendered; diversified as to product exploited. *Artists bureau:* Yes; lists about a dozen artists, teams, etc. *Base rate:* \$125.

*Copy restrictions:* Beer and wine accepted if copy conforms to policies of the Virginia Alcoholic Beverage Control Board; no hard liquor; all copy must conform to rules and regulations of the FCC.

### WRTD, RICHMOND

*Operator:* Richmond Times Dispatch, State Planters Bldg. *Phone:* 3-7471. *Power:* 100 watts on 1500 kc. *Affiliation:* NBC Optional Basic Blue. *Opened:* June 27, 1937. (Note: This station is owned by the Richmond Times Dispatch.)

*General and station manager:* Ovelton Maxey. *Program director:* Cleveland



Thomas. *Chief engineer:* David Bain. *Publicity director:* Norman Rowe.

*Rep:* Edward Petry & Co., Inc. *News:* None. *Merchandising:* Supply advance courtesy announcements, sales and market analyses; contact dealers and distributors, etc. *Foreign language programs:* Will accept, provided copy conforms to station standards. *Artists bureau:* None. *Base rate:* \$105.00.

*Copy restrictions:* Accept beer and wine, but no hard liquor; patent medicines must be approved by station.

**WRVA, RICHMOND**

*Operator:* Larus and Brother Co., Hotel Richmond. *Phone:* 3-6633. *Power:* 5,000 watts on 1110 kc. *Affiliation:* CBS; Mutual Broadcasting System. *Opened:* Nov. 2, 1925.

*General manager:* C. T. Lucy. *Commercial manager:* Barron Howard. *Studio director, publicity:* Walter R. Bishop. *Program director:* Bert T. Repine. *Supervisor of technical department:* H. S. Lucy. *Musical director:* Edward D. Naff.

*Rep:* Paul H. Raymer Co. *News:* UP.

*Seating facilities:* Studio A, about 100 persons; also reception room and smaller studios; Hotel Richmond Ballroom, 1,000. *Merchandising:* No department; will direct a campaign for an advertiser and furnish stationery for mailings; if personnel is otherwise involved, a charge is made. *Foreign language programs:* Not accepted generally. *Artists bureau:* None. *Base rate:* \$225.

*Copy restrictions:* No beer, wines or hard liquors at any time; no laxatives after 6 p.m.; no reducing preparations under any conditions; in all other copy, rules of good taste to be observed.

**WDBJ, ROANOKE**

*Operator:* Times-World Corp., 124 West Kirk Ave. *Phone:* 8131. *Power:* 5,000 and 1,000 watts on 930 kc. *Affiliation:* CBS. *Opened:* June 20, 1924. (Note: WDBJ is newspaper-owned — The Roanoke Times and The Roanoke World-News.)

*President:* Junius P. Fishburn, president, The Times-World Corp. *Station manager, program director:* Ray P. Jordan. *Commercial manager:* Frank D. Kesler. *Chief engineer:* Robert D. Avery. *Artists bureau*

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SERVING  
VIRGINIA'S  
MAJOR  
MARKETS

**HILL DIRECTORY Co.**  
INCORPORATED  
*Directory Publishers*  
MEMBER ASSOCIATION OF NORTH AMERICAN DIRECTORY PUBLISHERS  
8 NORTH SIXTH STREET  
RICHMOND, VA.

December 31st, 1936.

Mr. Barron Howard,  
Station WRVA,  
Richmond, Virginia.

Dear Mr. Howard:

We have completed the survey in which we made personal contact with every home in Richmond and some of the suburbs and asked this question, "To which radio station do you listen most of the time?"

Here are the final figures:

WRVA	18,825
WMBG	5,840
Foreign	358
No preference	14,811
No radio	12,809
<b>Total calls</b>	<b>52,243</b>

Very truly yours,  
HILL DIRECTORY CO.  
*O. J. Summiker*  
Secretary.

## STATIONS—Continued

head, musical director: Mary A. Henson.  
Publicity director: Marvin Naff.

Rep: Craig & Hollingbery (New York), Sears & Ayer (Chicago), Walter Biddick Co. (Pacific Coast). News: AP. Seating facilities: Studio A, 100 persons; studio B, 25. Merchandising: Write letters to dealers and distributors; free announcements regarding new programs; limited personal calls; window and displays in stores of leading dealers; displays in own studio building show windows; publicity with

pictures in radio pages of own two newspapers. Foreign language programs: No rule against acceptance; but not recommended, since population is only 2% foreign born. Artists bureau: Yes; have about 25 singers and musicians under contract. Base rate: \$100.

Copy restrictions: Beer and wines accepted; no hard liquors; accept "limited number of the highest type of patent medicines"; otherwise, rules are approximately the same as those used by the Columbia Broadcasting System.

## WASHINGTON

(346,900 radio homes)

### Radio Homes by Counties

Adams .....	1,300	Grays Harbor.....	10,400	Pierce .....	35,800
Asotin .....	800	Island .....	900	San Juan.....	600
Benton .....	1,800	Jefferson .....	1,500	Skagit .....	6,600
Chelan .....	7,900	King .....	120,200	Skamania .....	300
Clallam .....	4,400	Kitsap .....	7,300	Snohomish .....	16,100
Clark .....	6,900	Kittitas .....	3,700	Spokane .....	38,000
Columbia .....	1,100	Klickitat .....	1,800	Stevens .....	2,400
Cowlitz .....	5,400	Lewis .....	6,800	Thurston .....	6,100
Douglas .....	900	Lincoln .....	2,400	Wahkiakum .....	700
Ferry .....	400	Mason .....	1,700	Walla Walla.....	7,000
Franklin .....	1,400	Okanogan .....	3,300	Whatcom .....	12,600
Garfield .....	800	Pacific .....	2,400	Whitman .....	6,600
Grant .....	900	Pend Oreille.....	800	Yakima .....	16,900

### KXRO, ABERDEEN

Operator: KXRO, Inc., Morck Hotel. Phone: Aberdeen 4098. Power: 250 and 100 watts on 1310 kc. Affiliation: None. Opened: May 28, 1928.

General and station manager: Harry R. Spence. Commercial manager: Fred G. Goddard. Program director, artists bureau head: Ben K. Weatherwax. Chief engineer: W. M. McGoffin. Musical director: Carlos Pendergast. Publicity director: E. J. Alexander.

Rep: Cox & Tanz; Walter Biddick Co. (Pacific Coast). News: Transradio. Seating facilities: Remote hall, seating 600 persons. Merchandising: Have such a service; supply publicity and work out window displays. Foreign language programs: Accepted if "in the public interest." Artists bureau: Setup nominal only. Base rate: \$25.

Copy restrictions: Accept beer and wine; no hard liquor; 100-word limit on commercials except with special dispensation.

### KVOS, BELLINGHAM

Operator: KVOS, Inc. Power: 100 watts on 1200 kc. Affiliation: None.

Base rate: \$40. No other information available after repeated requests.

### KRKO, EVERETT

Operator: Lee E. Mudgett, 300 Clarke Bldg. Phone: Main 526. Power: 50 watts on 1370 kc (divides time with KEEN). Affiliation: None. Opened: Jan., 1922.

Manager-owner, chief engineer: Lee E. Mudgett. Commercial manager: Dave Wells. Program director, artists bureau head: W. M. Schutt. Musical director: Roy Mack. Publicity and continuity director: Mary Kosher.

Rep: None. News: Transradio. Seating facilities: Lobby, 50 to 75 persons capacity. Merchandising: Render any reasonable service; conduct surveys if desired. Foreign language programs: Accepted. Artists bureau: Setup nominal only. Base rate: \$25.

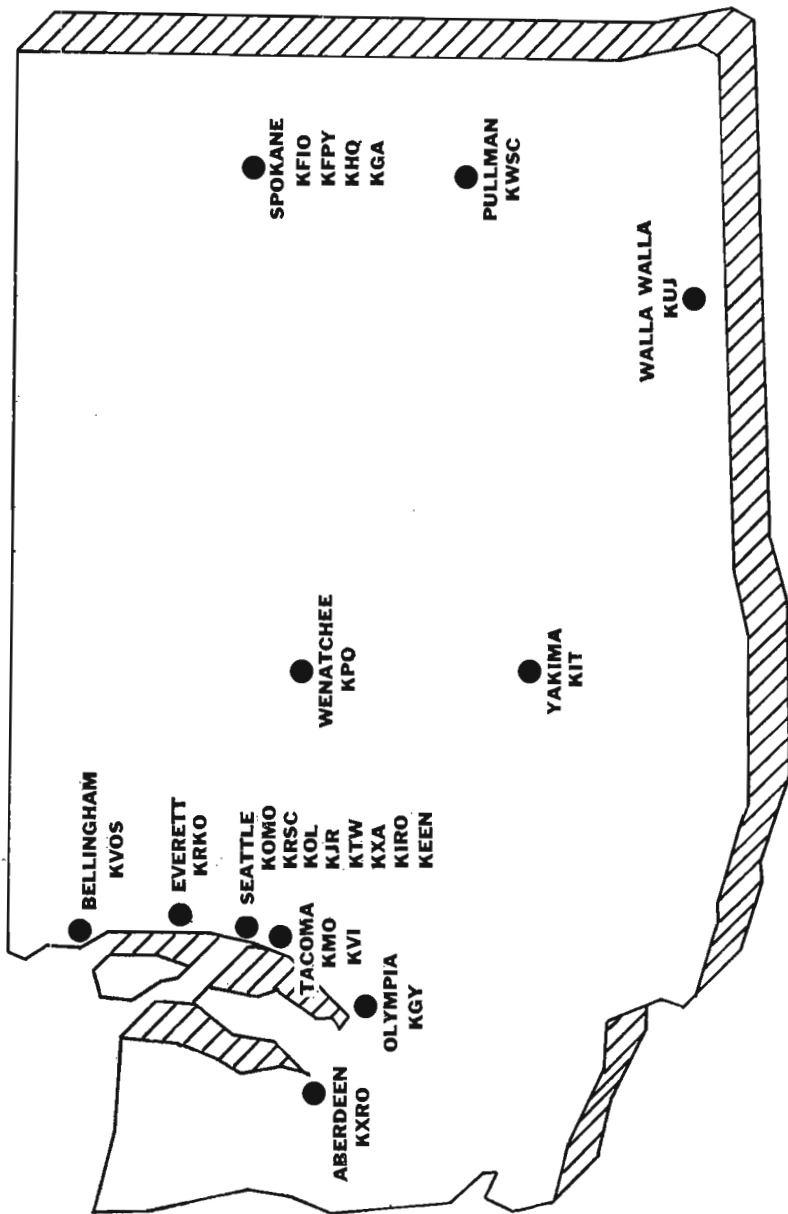
Copy restrictions: No beer, wines or hard liquors; patent medicines must be approved by the Federal Trade Commission.

### KGY, OLYMPIA

Operator: KGY, Inc. Power: 100 watts on 1210 kc (unlimited, except when KTW is operating). Affiliation: None.

Rep: None. Base rate: \$35.

# WASHINGTON



No other information after repeated requests.

**KWSC, PULLMAN**

*Operator:* State College of Washington. *Phone:* 376 M. *Power:* 5,000 and 1,000 watts on 1220 kc (divides time with KTW). *Opened:* Dec. 11, 1922.

*Program director:* J. Elroy McCaw. *Chief engineer:* H. V. Carpenter.

*Seating facilities:* 200 persons.

This station is non-commercial; college-owned.

**KEEN, SEATTLE**

*Operator:* KVL, Inc., L. C. Smith Tower. *Power:* 100 watts on 1370 kc. (shares time with KRKO). *Affiliation:* None.

*President and manager:* Arthur C. Dailey. *Secretary and treasurer:* Ervin F. Dailey.

*Rep:* None. *News service:* No information given. *Seating facilities:* About a dozen persons. *Merchandising:* No information given. *Foreign language programs:* No information given. *Artists bureau:* None. *Stock:* held, 33-1/3% apiece, by Arthur C. Dailey, Ervin F. Dailey, and Mary C. Dailey. *Base rate:* \$20.

*Copy restrictions:* Will take beer advertising, but don't solicit this type of business.

**KIRO, SEATTLE**

*Operator:* Queen City Broadcasting Co., 66 Cobb Bldg. *Phone:* Elliott 3933. *Power:* 1,000 watts on 710 kc. *Affiliation:* CBS. *Opened:* Oct. 15, 1935.

*President:* Louis K. Lear. *Station manager:* H. J. Quilliam. *Commercial manager:* Loren B. Stone. *Program director:* Gene Baker. *Chief engineer:* James Hatfield. *Publicity director:* H. M. Norton.

*Rep:* John Blair and Co. *News:* INS, Universal. *Seating facilities:* Yes, but capacity not listed. *Merchandising:* Direct mail; window displays and posters. *Foreign language programs:* Accept; currently broadcasting Swedish and Italian programs. *Artists bureau:* None. *Base rate:* \$120 (\$240 after Jan. 1, 1938).

*Copy restrictions:* Beer and wine accepted; no liquor advertising; observe NAB and CBS policies generally.

**KJR, SEATTLE**

*Operator:* Fisher's Blend Station, Inc., Skinner Bldg. *Phone:* Elliott 5890. *Power:* 5,000 watts on 970 kc. *Affiliation:* NBC Pacific Coast Blue. *Opened:* 1926. (Note: This station is owned by the National Broadcasting Co., Inc.)

*General and station manager:* Birt Fisher. *Commercial manager:* H. M. Feltis. *Program director:* Willard Warren. *Chief engineer:* Francis Brott. *Publicity director:* Bob Ackerley.

*Rep:* Edward Petry & Co., Inc. *News:* UP. *Seating facilities:* 100 persons. *Merchandising:* No information given. *Foreign language programs:* No information given. *Artists bureau:* None. *Base rate:* \$200.

*Copy restrictions:* Spiritous liquor advertising not accepted.

**KOL, SEATTLE**

*Operator:* Seattle Broadcasting Co., Northern Life Tower. *Phone:* Main 2312. *Power:* 5,000 and 1,000 watts on 1270 kc. *Affiliation:* CBS. *Opened:* 1922.

*Vice-president:* Archie Taft. *Station manager, commercial manager:* Elmer D. Pederson. *Program director:* Frank Anderson. *Chief engineer:* A. L. Henderson. *Musical director:* Don Isham. *Publicity director:* Margaret Emahiser.

*Rep:* Free & Peters, Inc. *News:* Transradio. *Seating facilities:* About 100 persons. *Merchandising:* No information given. *Foreign language programs:* No information given. *Artists bureau:* None. *Stock:* Principally held by Archie Taft and Louis Wasmer. *Base rate:* \$135 (1/2 hr.).

*Copy restrictions:* Wine and beer advertising accepted; no hard liquors; some patent medicines acceptable; strict supervision of copy for propriety and good taste.

**KOMO, SEATTLE**

*Operator:* Fisher's Blend Station, Inc., Skinner Bldg. *Phone:* Elliott 5890. *Power:* 5,000 and 1,000 watts on 920 kc. *Affiliation:* NBC Pacific Coast Red. *Opened:* 1925.

*General and station manager:* Birt Fisher. *Commercial manager:* H. M. Feltis. *Program director:* Willard Warren. *Chief engineer:* Francis Brott. *Publicity director:* Bob Ackerley.

*Rep:* Edward Petry & Co., Inc. *News:* UP. *Seating facilities:* 100 persons. *Merchandising:* No information given. *Foreign language programs:* No information given. *Artists bureau:* None. *Base rate:* \$240.

*Copy restrictions:* Spiritous liquor advertising not accepted.

**KRSC, SEATTLE**

*Operator:* Radio Sales Corp., 819 Fairview Place. *Phone:* Elliott 3480. *Power:* 250 watts on 1120 kc. *Affiliation:* None. *Opened:* November, 1926.

*President:* P. K. Leberman. *Manager:* Robt. E. Priebe. *Commercial manager:* Romig C. Fuller. *Program director, publicity director:* Ted Bell. *Chief engineer:*

George Freeman. *Musical director:* Robert McCaw.

*Rep:* None. *News:* Transradio. *Seating facilities:* None. *Merchandising:* None. *Foreign language programs:* None. *Artists bureau:* None. *Stock:* Principal holders are P. K. Leberman and R. E. Priebe. *Base rate:* \$42 (half hour).

*Copy restrictions:* No alcoholic beverages of any kind; no patent medicines, doctors or dentists; commercial announcements must not exceed 100 words.

**KTW, SEATTLE**

*Operator:* The First Presbyterian Church of Seattle, Washington. *Power:* 1,000 watts on 1220 kc. (shares time with WKSC).

This station is non-commercial; church-owned.

**KXA, SEATTLE**

*Operator:* American Radio Telephone Co., 312 Bigelow Bldg. *Phone:* Seneca 1000. *Power:* 500 and 250 watts on 760 kc. *Affiliation:* None. *Opened:* May 1, 1928.

*President, general manager:* R. F. Meggee. *Station manager:* Florence Wallace. *Program director:* Jackson Latham. *Chief engineer:* Harry J. Price.

*Rep:* Spot Broadcasting Bureau (Chi-

cago); Cox and Tanz (Philadelphia). *News:* None. *Seating facilities:* None. *Merchandising:* None. *Foreign language programs:* Will accept; translation must accompany copy. *Artists bureau:* None. *Base rate:* \$48.

*Copy restrictions:* Accept beer; no wine, liquor or patent medicine advertising.

**KFIO, SPOKANE**

*Operator:* Spokane Broadcasting Corp., 526 Riverside Ave. *Phone:* Main 3400. *Power:* 100 watts on 1120 kc (to local sunset). *Affiliation:* None. *Opened:* 1922.

*President, station manager:* A. L. Smith. *Program director, chief engineer:* C. T. Strong. *Musical director:* G. Longmeier.

*Rep:* None. *News:* Local. *Seating facilities:* Studio, 50 persons; two theatres, seating 350 each. *Merchandising:* None. *Foreign language programs:* None on station. *Artists bureau:* None. *Stock:* Owned by Arthur L. Smith. *Base rate:* \$25.

*Copy restrictions:* Beer and wine accepted; no alcoholic beverages of any other kind; no medicinal accounts.

**KFPY, SPOKANE**

*Operator:* Symons Broadcasting Co., Symons Bldg. *Phone:* Main 1218. *Power:* 5,000 and 1,000 watts on 890 kc. *Affilia-*

**KIRO LOOIE SAYS:**  
*"This is only the beginning,  
 boys, only the beginning."*

**KIRO**, Seattle comes,  
 steals show with CBS plug-  
 in. Rep is John Blair.

Covers the  
 Pacific Northwests  
**LARGEST MARKET**

KOL completely blankets Seattle's rich market area. Its "Listener Loyalty" comes by reason of outstanding local and network programs. If it's listeners you want, KOL is your buy in the Northwest.

Seattle's "Local Color Station"  
 5,000 Watts Daytime  
 1,000 Watts Night

Representatives  
**FREE & PETERS**

**KOL**  
 COLUMBIA'S  
 SEATTLE  
 STATION



## STATIONS—Continued

tion: Columbia. Opened: Oct. 22, 1922.

President: T. W. Symons, Jr. Vice-president, commercial manager: Arthur L. Bright. Program director: W. M. Smith. Chief engineer: George Langford. Musical director: James B. Clark. Publicity director: R. W. Rogers.

Rep: Joseph Hershey McGillvra (New York, Chicago), Walter Biddick Co. (San Francisco, Los Angeles). News: UP; local. Seating facilities: "Golden Concert Studio," capacity 500. Merchandising: No free service; all services rendered at cost. Foreign language programs: Not accepted. Artists bureau: None. Base rate: \$100.

Copy restrictions: Beer and wine acceptable; no hard liquors; patent medicine accounts not invited.

### KGA, SPOKANE

Operator: Louis Wasmer, Inc., Radio Central Bldg. Phone: Riverside 1191. Power: 5,000 watts on 1470 kc. Affiliation: NBC Pacific Coast Blue; Northwest Triangle Network. Opened: 1926. (Note: Same owner also has KHQ, Spokane.)

President: Louis Wasmer. Station and commercial manager, program director: Herbert Wixson. Chief engineer: Alger Sparling. Artists bureau head: Harvey

Wixson. Musical director: Marion Boyle. Publicity director: Carl Brewster.

Rep: Edward Petry & Co., Inc. News: Transradio. Seating facilities: 100 persons. Merchandising: Broadcast advance plugs on new programs and special features of programs gratis; other services rendered at actual cost. Foreign language programs: Will accept, but occasion rarely arises, as foreign population is very small. Artists bureau: Yes; lists about 50 artists. Base rate: \$90 (½ hr.).

Copy restrictions: Beer and wine accepted; no hard liquor; all copy subject to station approval and FCC rules and regulations.

### KHQ, SPOKANE

Operator: Louis Wasmer, Inc., Radio Central Bldg. Phone: M-5383. Power: 5,000 and 1,000 watts on 590 kc. Affiliation: NBC Pacific Coast Red Network. Opened: 1920.

President: Louis Wasmer. Station manager, program director, artists bureau head: Harvey Wixson. Chief engineer: A. G. Sparling. Commercial manager: Earl Trumble. Musical director: Marian Boyle. Publicity director: Jessie McGrew.

Rep: Edward Petry and Co., Inc. News: Transradio. Seating facilities: Have such facilities; no stated capacity given. Merchandising: Give pre-program announce-

**WE DON'T WHISPER**

**NEW POWER  
TOWER**

Bring Your Spot Announcements to a Real Market

**A FRIENDLY BUYING  
MARKET**

**KRSC**

Radio Sales Corp.

Seattle, Washington

819 Fairview Pl.

250 Watts

1120 Kc

**TWO MARKETS  
At the Price of One!**

**SEATTLE**

**TACOMA**

**KVI**

**CBS AFFILIATE**

MAIN STUDIOS:  
Rust Bldg., Tacoma  
SEATTLE STUDIOS:

Olympic Hotel  
**FREE & PETERS, Representatives**

ments, or announce special features to be incorporated into programs; all other services billed at actual cost. *Foreign language programs:* Will accept on occasion; audience small, however, for this type of material. *Artists bureau:* Yes; lists several dozen artists, musicians and writers. *Base rate:* \$115 (½ hr.).

*Copy restrictions:* Beer and wine accepted; no hard liquor advertising.

### KMO, TACOMA

*Operator:* KMO, Inc., 914½ Broadway. *Phone:* Main 4144. *Power:* 1,000 watts on 1330 kc. *Affiliation:* None. *Opened:* Aug. 26, 1926.

*General manager, station manager:* Carl E. Haymond. *Commercial manager:* Burt R. Cole. *Program director:* Harry Jordan. *Chief engineer:* Bob Vaughan. *Musical director:* Larry Huseby. *News editor and publicity director:* Roscoe Smith.

*Rep:* Transamerican Radio & Television. *News:* Transradio. *Seating facilities:* None. *Merchandising:* Yes; limited policy. *Foreign language programs:* Accepted; must be accompanied by strict English translation. *Artists bureau:* None. *Stock:* 99% held by Carl E. Haymond. *Base rate:* \$65.

*Copy restrictions:* No patent medicine or alcoholic beverage advertising accepted; all copy strictly censored.

### KVI, TACOMA

*Operator:* Puget Sound Broadcasting Company, Rust Bldg., Tacoma (Business office); Olympic Hotel, Seattle, and Rust Bldg., Tacoma (studio). *Phone:* Broadway 4211 (Tacoma); Main 1171 (Seattle). *Power:* 5,000 and 1,000 watts on 570 kc. *Affiliation:* CBS. *Opened:* February, 1929.

*President, general manager:* Mrs. Vernice Doernbecher Boulianne. *Assistant manager, publicity director:* Dorothy Doernbecher. *Commercial manager:* E. J. Jansen. *Production manager:* Elvin E. Evans. *Tacoma program director:* James Petersen. *Seattle program director:* Ruben Gaines. *Chief engineer:* James W. Wallace. *Musical director:* Gunnar Anderson.

*Rep:* Free & Peters, Inc. *News:* AP; local. *Seating facilities:* Studio, seating 100 persons; outside auditorium, seating 1,600. *Merchandising:* All services rendered free. *Foreign language programs:* Not accepted. *Artists bureau:* None. *Base rate:* \$125 (½ hr.).

*Copy restrictions:* Accept beer and light wines; no hard liquor; patent medicines accepted after investigation by legal and medical advisers; conform generally to CBS program policies.

### KUJ, WALLA WALLA

*Operator:* KUJ, Inc., Marcus Whitman Hotel Bldg., Second and Rose Sts. *Phone:* 1230. *Power:* 100 watts on 1370 kc. *Affiliation:* No network; is affiliated with KLRC, Lewiston, Idaho. *Opened:* 1928.

*President, general manager:* H. E. Studebaker. *Station director:* M. F. Jensen. *Commercial manager:* M. F. Jensen. *Program director, musical director:* M. F. Jensen. *Chief engineer:* Milton McLafferty.

*Rep:* Walter Biddick; A. T. Sears; Cox and Tanz. *News:* Transradio. *Seating facilities:* Studio, small number. *Merchandising:* Surveys; contacts; letters to trade; other services at cost. *Foreign language programs:* Accepted if sufficient residents of that tongue are in station area. *Artists bureau:* None. *Stock:* Entirely owned by H. E. Studebaker. *Base rate:* \$40.

*Copy restrictions:* No beer, wine or alcoholic beverages of any kind; no "questionable" patent medicines; no stock-selling, oil, mining, real estate accepted unless meeting all state and federal legislation; no spiritualists, mind-readers, soothsayers, etc.; all copy must comply with NAB code of ethics and station standards.

### KPQ, WENATCHEE

*Operator:* Westcoast Broadcasting Co., KPQ Bldg. *Phone:* 45. *Power:* 250 and 100 watts on 1500 kc. *Affiliation:* None. *Opened:* 1929. (Note: KPQ is affiliated with KVOS, Bellingham.)

*President:* Rogan Jones. *Station manager:* Cole E. Wylie. *Commercial manager:* I. J. Sidney. *Program director:* Marc Bowman. *Chief engineer:* Gordon Capps. *Musical director:* Dorothy Lee.

*Rep:* None. *News:* Transradio. *Seating facilities:* None. *Merchandising:* Assist advertisers in distributing promotional matter of all kinds; expect to have location for window displays soon. *Foreign language programs:* Will accept if programs comply with FCC rules. *Artists bureau:* None. *Stock:* Owned principally by Rogan Jones and Cole E. Wylie. *Base rate:* \$40.

*Copy restrictions:* Beer and wines accepted; no hard liquors; patent medicines accepted subject to FCC regulations.

### KIT, YAKIMA

*Operator:* Carl E. Haymond. *Power:* 250 and 100 watts on 1310 kc (construction permit for 500 and 250 watts on 1250 kc). *Affiliation:* None.

*Rep:* None. *Base rate:* \$45 (½ hr.).

No further information after repeated requests.

# FOR SALE!

**132 Top Notch Counties**

**21<sup>c</sup> EACH**

Our participation in the recent Fourth Columbia Broadcasting System Listening Area Study brought record returns from 41 counties in Ohio; 45 counties in Pennsylvania and 46 counties in West Virginia. That's a response from a total of 132 counties in our primary-area States alone—we'll throw in the 106 counties in 23 other States heard from for good measure!

With a daytime fifteen-minute rate that gets as low as \$28.00 you can talk to the thousands of Friendly WWVA Listeners in the 132 Ohio, Pennsylvania and West Virginia counties at 21c per county—mind you now, 21c per COUNTY and NOT per listener. That's big value if we could give you only a handful of listeners in each county—but you know better than that!

It ought to be a good idea to do some checking on this "Friendly Voice from Out of the Hills of West Virginia."

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**JOHN BLAIR & CO. Represent Us**

NEW YORK - CHICAGO - DETROIT - SAN FRANCISCO

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*"The Friendly Voice From Out of the Hills of West Virginia"*

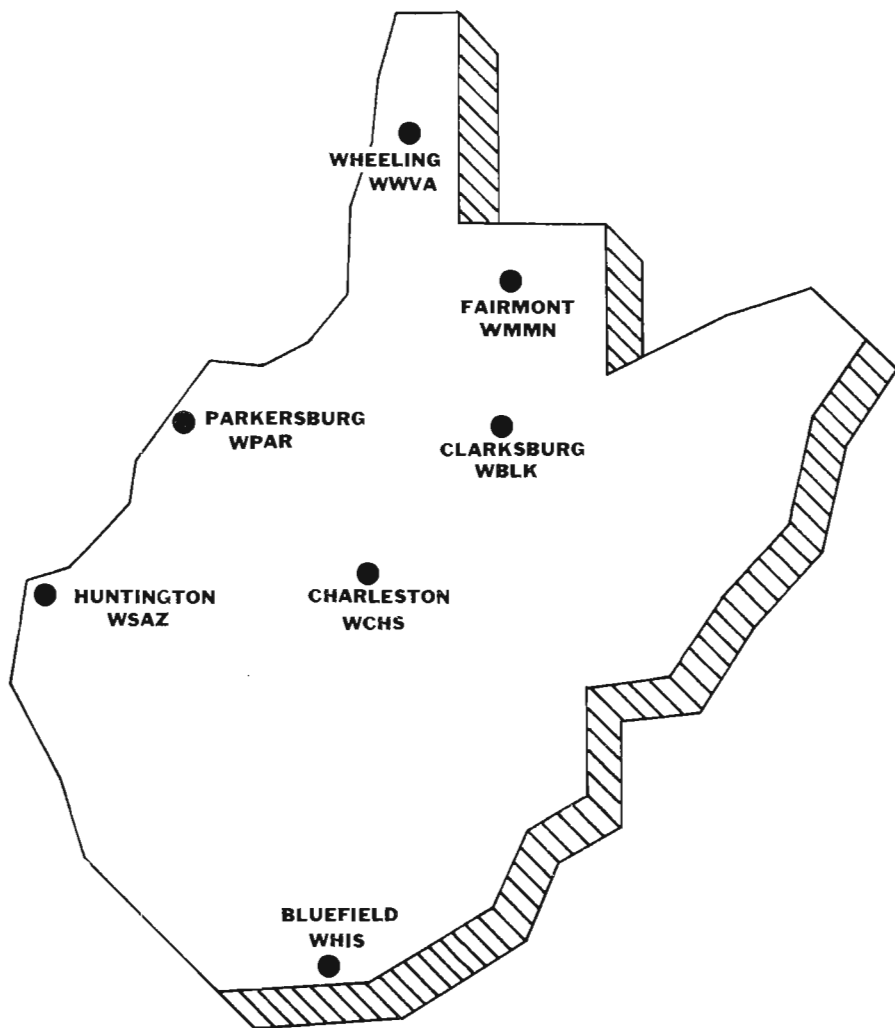
Columbia  
Network

**WWVA**

5,000  
Watts

HAWLEY BUILDING - - - - WHEELING, WEST VA.

# WEST VIRGINIA



## WEST VIRGINIA

(240,000 radio homes)

## Radio Homes by Counties

Barbour .....	1,400	Kanawha .....	28,800	Preston .....	2,700
Berkeley .....	4,200	Lewis .....	3,100	Putnam .....	1,300
Boone .....	2,500	Lincoln .....	1,300	Raleigh .....	9,200
Braxton .....	1,800	Logan .....	6,900	Randolph .....	2,900
Brooke .....	5,000	McDowell .....	9,200	Ritchie .....	2,100
Cabell .....	16,400	Marion .....	10,900	Roane .....	2,300
Calhoun .....	1,200	Marshall .....	4,800	Summers .....	2,500
Clay .....	1,000	Mason .....	2,000	Taylor .....	2,800
Doddridge .....	1,100	Mercer .....	9,500	Tucker .....	1,200
Fayette .....	8,800	Mineral .....	2,500	Tyler .....	1,800
Gilmer .....	800	Mingo .....	4,600	Upshur .....	1,800
Grant .....	700	Monongalia .....	8,000	Wayne .....	4,500
Greenbrier .....	3,800	Monroe .....	900	Webster .....	1,200
Hampshire .....	1,200	Morgan .....	700	Wetzel .....	2,700
Hancock .....	4,200	Nicholas .....	1,800	Wirt .....	700
Hardy .....	700	Ohio .....	16,900	Wood .....	11,000
Harrison .....	13,600	Pendleton .....	600	Wyoming .....	1,800
Jackson .....	2,100	Pleasants .....	900		
Jefferson .....	2,200	Pocahontas .....	1,400		

## WHIS, BLUEFIELD

*Operator:* Daily Telegraph Printing Co., Bodell Bldg. *Phones:* 2618, 2400. *Power:* 1,000 and 500 watts on 1410 kc. *Affiliation:* None. *Opened:* May, 1928. (Note: This station is newspaper-owned: Telegraph and Sunset News).

*President:* H. I. Shott. *Station manager, commercial manager:* C. H. Murphey, Jr. *Program director, musical director:* W. G. Saunders. *Chief engineer:* P. T. Flanagan. *Artists bureau head:* Barnes Nash. *Publicity director:* E. B. Jarrett.

*Rep:* E. Katz Special Advertising Agency. *News:* AP. *Seating facilities:* None; facilities for audiences, as well as an auditorium, to be built soon. *Merchandising:* Plug programs in columns of the Telegraph and Sunset News. *Foreign language programs:* Yes; have Hungarian, Polish, Italian. *Artists bureau:* Complete setup. *Stock:* All stock in WHIS, as well as the newspapers, is owned by H. I. Shott. *Base rate:* \$70.

*Copy restrictions:* Beer accepted; no wines or whiskeys; station reserves right to discontinue any program for reasons satisfactory to itself.

## WCHS, CHARLESTON

*Operator:* Charleston Broadcasting Co., West Virginia Network Bldg. *Phones:* 28-131. *Power:* 1,000 and 500 watts on 580 kc. *Affiliation:* CBS; West Virginia Network. *Opened:* February, 1935. (Note: This station is newspaper-owned by the

Clarksburg Exponent, also owners of WLBK, Clarksburg, and WPAR, Parkersburg.)

*President, general manager:* John A. Kennedy. *Station manager:* Mortimer Watters. *Commercial manager:* Gene B. Ferguson. *Program director:* Nicholas Pagliara. *Chief engineer:* Otis Robinson. *Artists bureau head:* Flem Evans. *Dramatic director:* Clete Lochner. *Publicity director:* Paul Grose.

*Rep:* Edward Petry & Co., Inc. *News:* UP. *Seating facilities:* WCHS Auditorium, seating 3,000 persons; admission varies with performances. *Merchandising:* Complete service available, rendered at actual cost. *Foreign language programs:* Will accept, but restrictions are such they are rarely carried. *Artists bureau:* Setup nominal only. *Base rate:* \$150.

*Copy restrictions:* Beer and wine accepted; no hard liquor; patent medicines accepted with restrictions according to public acceptance; all copy must conform to station standards and FCC regulations.

## WBLK, CLARKSBURG

*Operator:* The Exponent Co. *Power:* 100 watts on 1370 kc (daytime). *Affiliation:* West Virginia Network. (Note: This station is newspaper-owned by the Clarksburg Exponent.)

*Rep:* None. *Base rate:* \$35.

*Copy restrictions:* Accept alcoholic beverage advertising.

No further information available.



## STATIONS—Continued

### WMMN, FAIRMONT

*Operator:* Monongahela Valley Broadcasting Co., 208 Main St. (Fairmont), 137 W. Main St. (Clarksburg). *Phone:* 3100 (Fairmont); 4020 (Clarksburg). *Power:* 1,000 and 500 watts on 890 kc. *Affiliation:* CBS. *Opened:* Dec. 22, 1928 (present operators since March 20, 1935).

*Managing director, commercial manager:* O. J. Kelchner. *Program director, artists bureau head:* Howard Donahoe. *Chief engineer:* A. C. Heck.

*Rep:* John Blair & Co. *News:* UP. *Seating facilities:* Station mentions an old fashioned "Square Dance" held in the Armory, with attendance up to 1,150. *Merchandising:* Full cooperation rendered at no extra cost. *Foreign language programs:* Accepted, providing exact English translation is furnished. *Artists bureau:* yes; lists half a dozen units. *Base rate:* \$75.

*Copy restrictions:* Accept beer advertising any time; other alcoholic beverage advertising only after 10:30 p.m.; patent medicines subject to thorough investigation.

### WSAZ, HUNTINGTON

*Operator:* WSAZ, Inc., Keith-Albee Theatre Bldg. *Phone:* 4106. *Power:* 1,000 watts on 1190 kc (to 7 p.m.). *Affiliation:* None. *Opened:* April 5, 1927. (Note: This station is newspaper-affiliated—Huntington Advertiser and Herald-Dispatch.)

*President, station manager:* W. C. McKellar. *Commercial manager:* J. L. Henry. *Program director:* Fred Burns. *Chief engineer:* Glenn E. Chase. *Artists bureau head:* Dallas Wyant. *Musical director:* Charles Schroeder. *Publicity director:* Vernon Bailey.

*Rep:* None. *News:* Local. *Seating facilities:* None. *Merchandising:* Services to suit needs of advertiser furnished at cost. *Foreign language programs:* Accepted when accompanied by translation in Eng-

lish. *Artists bureau:* Yes; has several announcers, writers, and musicians on the roster. *Base rate:* \$60 (half hour).

*Copy restrictions:* Commercial copy must be truthful, contain no superlatives, or make invidious comparisons; beer and wine accepted; no hard liquors; patent medicines accepted if not conflicting with the Federal Trade Commission.

### WPAR, PARKERSBURG

*Operator:* Ohio Valley Broadcasting Corp. *Power:* 100 watts on 1420 kc. *Affiliation:* CBS; West Virginia Network.

*Rep:* None. *Base rate:* \$70.

*Copy restrictions:* Advertising of alcoholic beverages accepted.

No further information available.

### WWVA, WHEELING

*Operator:* West Virginia Broadcasting Corp., Hawley Bldg. *Phone:* Wheeling 5383. *Power:* 5,000 watts on 1,160 kc. (divides time with WOWO). *Affiliation:* CBS. *Opened:* Dec. 16, 1926.

*President:* George B. Storer. *Vice-president, general manager:* J. H. Ryan. *Station manager, commercial manager:* George W. Smith. *Production manager, publicity director:* Paul J. Miller. *Program director, artists bureau head, musical director:* Walter Patterson. *Chief engineer:* Glenn Boundy.

*Rep:* John Blair & Co. *News:* UP. *Seating facilities:* Wheeling Municipal Auditorium, capacity 2,000; admission 25c. *Merchandising:* No regular department; cooperation given as desired. *Foreign language programs:* Accepted; English translation must be submitted in advance. *Artists bureau:* Nominally maintained with a supply of talent, though no commission is exacted from talent; feature acts booked for personal appearances. *Base rate:* \$150.

*Copy restrictions:* Accept beer and wine; no hard liquor; FCC rules adhered to strictly.

## DEFINITION OF SHOWMANSHIP

"Showmanship," a term increasingly in use by broadcasters, has been defined thus by VARIETY: "Showmanship, confessedly vague and all-inclusive as a term, is broadly interpreted as an effort by the local station to create a multiplicity of interlocking interests with community thought and action within the meaning of 'public interest, convenience and necessity' as laid down by the Federal Communications Commission. Reduced to an ultimate realistic basis, showmanship is a competitive lever with which a station—regardless of its size or facilities—fights for business and audiences."

## WISCONSIN

(576,600 radio homes)

## Radio Homes by Counties

Adams .....	900	Iowa .....	2,900	Portage .....	5,500
Ashland .....	3,300	Iron .....	1,200	Price .....	2,600
Barron .....	6,100	Jackson .....	2,400	Racine .....	18,200
Bayfield .....	1,700	Jefferson .....	8,700	Richland .....	2,900
Brown .....	14,300	Juneau .....	2,500	Rock .....	16,100
Buffalo .....	2,600	Kenosha .....	11,400	Rusk .....	2,100
Burnett .....	1,300	Kewaunee .....	2,700	St. Croix .....	4,100
Calumet .....	2,300	La Crosse .....	12,600	Sauk .....	6,300
Chippewa .....	6,300	Lafayette .....	3,100	Sawyer .....	1,300
Clark .....	4,800	Langlade .....	3,300	Shawano .....	4,500
Columbia .....	6,400	Lincoln .....	3,700	Sheboygan .....	14,800
Crawford .....	2,300	Manitowoc .....	11,100	Taylor .....	2,100
Dane .....	27,100	Marathon .....	10,000	Trempealeau .....	4,200
Dodge .....	8,500	Marinette .....	4,600	Vernon .....	3,900
Door .....	3,000	Marquette .....	1,300	Vilas .....	1,300
Douglas .....	9,200	Milwaukee .....	167,800	Walworth .....	7,900
Dunn .....	4,000	Monroe .....	4,200	Washburn .....	1,600
Eau Claire .....	9,100	Oconto .....	3,000	Washington .....	5,300
Florence .....	400	Oneida .....	3,300	Waukesha .....	10,700
Fond du Lac .....	13,100	Outagamie .....	13,500	Waupaca .....	6,100
Forest .....	1,200	Ozaukee .....	3,000	Waushara .....	1,900
Grant .....	7,500	Pepin .....	1,400	Winnebago .....	17,000
Green .....	5,100	Pierce .....	3,600	Wood .....	7,700
Green Lake .....	2,400	Polk .....	4,300		

## WEAU, EAU CLAIRE

*Operator:* Central Broadcasting Company, 203 S. Barstow Street. *Phone:* 5312. *Power:* 1,000 watts on 1050 kc. (daytime). *Affiliation:* None. *Opened:* April 19, 1937. (Note: This station is newspaper-affiliated with the Eau Claire Telegram and Leader, and the Superior Telegram.)

*General, station and commercial manager:* John J. Stack. *Program director:* Jack H. Lellman. *Chief engineer:* T. Jorgenson.

*Rep:* Craig & Hollingbery. *News:* Transradio. *Seating facilities:* None. *Merchandising:* None. *Foreign language programs:* None at present, but would accept with same restrictions as other advertising. *Artists bureau:* None. *Base rate:* \$50.

*Copy restrictions:* Accept beer, wine, liquor and patent medicines; all copy subject to station approval and government regulations.

## KFIZ, FOND DU LAC

*Operator:* Reporter Printing Co., 18 W. First St. *Phone:* 356. *Power:* 100 watts on 1420 kc. *Affiliation:* None. *Opened:* 1922. (Note: This station is newspaper-owned by the Fond du Lac Commonwealth Reporter.)

*President:* A. H. Lange. *Station manager:* Lynn N. Fairbanks. *Program di-*

*rector:* Lucille Fairbanks. *Chief engineer:* Wendell S. Meyers.

*Rep:* Small & Brewer, Inc. *News:* UP. *Seating facilities:* 25 persons. *Merchandising:* None. *Foreign language programs:* Will accept. *Artists bureau:* None. *Base rate:* \$60.

*Copy restrictions:* Beer, wine and liquor advertising accepted; will not accept outside advertising competitive to local merchants; all copy must conform to station policies and government regulations.

## WHBY, GREEN BAY

*Operator:* WHBY, Inc., Bellin Bldg. *Power:* 250 and 100 watts on 1200 kc.

*Rep:* Small & Brewer, Inc. *Base rate:* \$80.

No other information available after repeated requests.

## WTAQ, GREEN BAY

*Operator:* WHBY, Inc., Bellin Bldg. *Power:* 1,000 watts on 1330 kc. *Affiliation:* CBS.

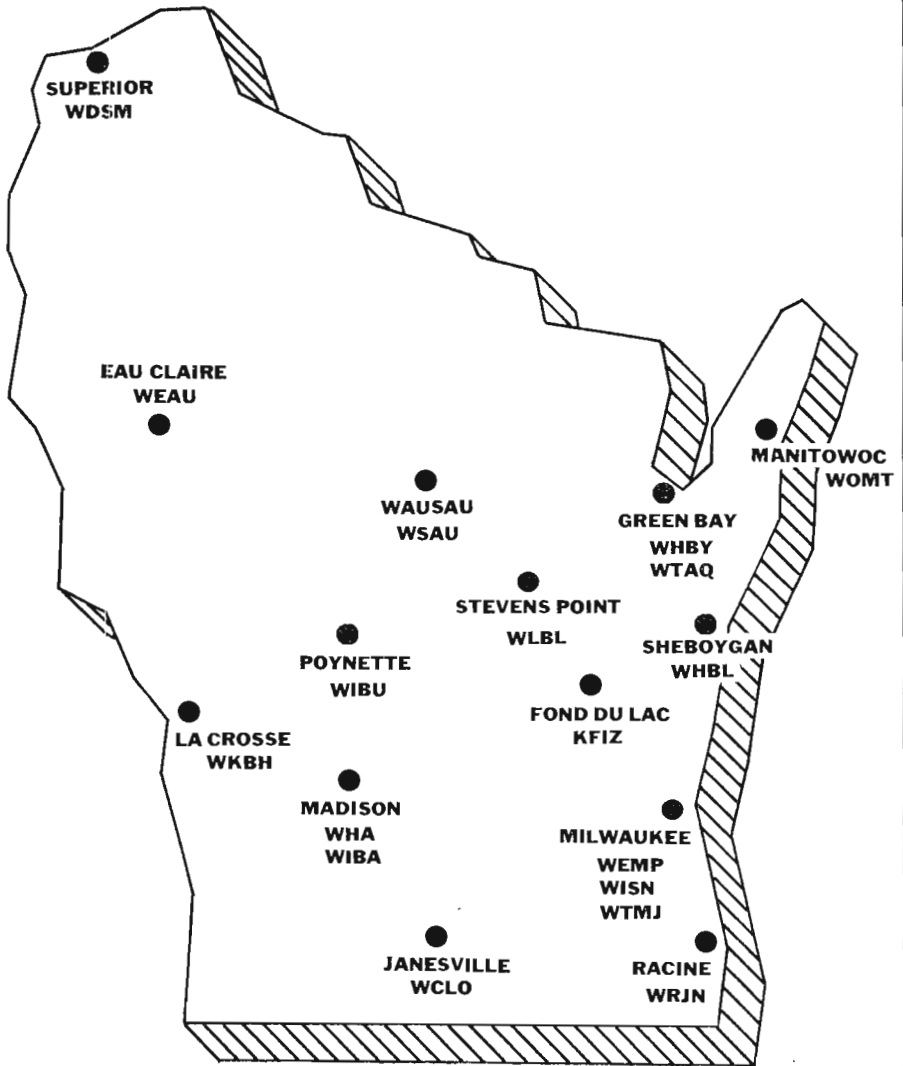
*Rep:* Small & Brewer, Inc. *Base rate:* \$140.

No other information available after repeated requests.

## WCLO, JANESVILLE

*Operator:* Gazette Printing Company, 200 E. Milwaukee Street. *Phone:* 2500.

# WISCONSIN



Power: 250 and 100 watts on 1200 kc. *Affiliation*: None. *Opened*: August 1, 1930. (Note: This station is newspaper-owned by the Janesville Daily Gazette).

*General, station and commercial manager*: Sidney H. Bliss. *Program director*: John Dixon. *Chief engineer*: Charles Brannen. *Musical director*: Della Deen Orr. *Publicity director*: Villette DuCray.

*Rep*: Small & Brewer, Inc. *News*: Transradio. *Seating facilities*: Studios A and B, seating 30 persons each; observation reception room, seating 150. *Merchandising*: Complete service offered, including publicity in Janesville Daily Gazette and Beloit Weekly, window displays, inside show cards, personnel promotion and direct mail; weekly drug and grocery bulletins are issued throughout territory. *Foreign language programs*: No rules; foreign population very small, and no requests for such programs have been received to date. *Artists bureau*: None. *Base rate*: \$80.

*Copy restrictions*: No alcoholic beverage advertising accepted; patent medicines thoroughly investigated before being accepted; no copy that would be offensive if heard by an "ordinary social group," and no exaggerated claims; commercials, alone or as part of a program, limited to 100 words each.

#### WKBH, LA CROSSE

*Operator*: WKBH, Inc., Radio Building. *Phone*: 450. *Power*: 1,000 watts on 1380 kc. *Affiliation*: CBS. *Opened*: 1923.

*President, station manager*: Otto M. Schlabach. *Commercial manager*: Charles F. Callaway. *Program director*: Ralph O'Connor. *Chief engineer*: Al Leeman.

*Rep*: Small & Brewer, Inc. *News*: Transradio. *Seating facilities*: Not listed. *Merchandising*: Salesmen call on the trade locally, while letters are written to dealers outside the city. *Foreign language programs*: Accepted under regular commercial regulations. *Artists bureau*: None. *Base rate*: \$95.

*Copy restrictions*: None indicated aside from standard rate card clauses.

#### WHA, MADISON

*Operator*: University of Wisconsin, State of Wisconsin, at Radio Hall. *Phone*: University 779. *Power*: 5,000 watts on 940 kc (to local sunset). *Opened*: March-April, 1917.

*Program director*: H. B. McCarty. *Chief engineer*: O. Buchanan. *Musical director*: H. Frederick Fuller. *Publicity director*: H. A. Engel.

This station is non-commercial; state-university owned.

#### WIBA, MADISON

*Operator*: Badger Broadcasting Co., Inc., 111 King St. *Phone*: Fairchild 8800. *Power*: 5,000 and 1,000 watts on 1280 kc. *Affiliation*: NBC Northcentral Group. *Opened*: 1924. (Note: This station is newspaper-owned—Madison Capital-Times and Wisconsin State Journal.)

*President*: William T. Evjue. *Station manager, commercial manager*: W. E. Walker. *Program director, publicity director*: K. F. Schmitt. *Chief engineer*: M. F. Chapin.

*Rep*: Small & Brewer, Inc. *News*: UP. *Seating facilities*: None. *Merchandising*: No information given. *Foreign language programs*: No information given. *Artists bureau*: None. *Base rate*: \$150.

*Copy restrictions*: Beer and wine accepted; no hard liquors.

#### WOMT, MANITOWOC

*Operator*: Francis M. Kadow. *Power*: 100 watts on 1210 kc. *Affiliation*: None.

*Rep*: None. *Base rate*: \$60.

No further information available after repeated requests.

#### WEMP, MILWAUKEE

*Operator*: Milwaukee Broadcasting Company, 711 Empire Bldg. *Phone*: Marquette 7722. *Power*: 100 watts on 1310 kc (daytime). *Affiliation*: None. *Opened*: October 15, 1935.

*General and station manager*: C. J. Lanphier. *Commercial manager*: Gene T. Dyer\*. *Program director*: Charles LaForce. *Chief engineer*: E. W. Jacker. *Artists bureau head*: Florence Kelly. *Musical director*: Arnold Kreuger. *Publicity director*: Alfred Meltzer.

*Rep*: Weston, Frykman & Allen. *News*: UP. *Seating facilities*: None. *Merchandising*: Special division maintained; no specific services listed. *Foreign language programs*: Will accept, provided translation is furnished in advance and program is broadcast in English as well as foreign language. *Artists bureau*: Setup nominal only. *Base Rate*, \$85.

*Copy restrictions*: Beer, wine and liquor advertising accepted; all copy subject to station approval and governmental regulations.

\* Gene T. Dyer operates WCBF, WGES and WSBC in Chicago as well.

#### WISN, MILWAUKEE

*Operator*: Hearst Radio, Inc., 123 W. Michigan Street. *Phone*: Daly 3900. *Power*: 1,000 and 250 watts on 1120 kc. *Affiliation*:



CBS. *Opened*: July, 1922. (Note: This station is affiliated with the Wisconsin News.)

*Station manager*: G. W. Grignon. *Commercial manager*: R. N. Weil. *Program director*: Neil Searles. *Chief engineer*: D. A. Weller. *Artists bureau head, musical director*: Elmer Krebs. *Publicity director*: E. Williams.

*Rep*: Hearst Radio. *News*: INS. *Seating facilities*: 50 persons. *Merchandising*: Publicity and promotion ads in newspapers; blotters introducing new long-term programs. *Foreign language programs*: One Polish and two German participation programs produced by station. *Artists bureau*: Yes; lists about 15 artists. *Base rate*: \$200.

*Copy restrictions*: Beer and wine accepted any time; liquor advertising after 10:30 p.m., and must be live talent show; patent medicine accounts must be approved by Hearst New York office for acceptance.

### WTMJ, MILWAUKEE

*Operator*: The Journal Co., 333 W. State St. *Phone*: Marquette 6000. *Power*: 5,000 and 1,000 watts on 620 kc. *Affiliation*: NBC Northcentral Group. *Opened*: July 25, 1927. (Note: WTMJ is owned by The Milwaukee Journal.)

*Station head*: Walter J. Damm (promotion manager of The Milwaukee Journal). *Assistant*: D. B. Abert. *Assistant station manager*: R. G. Winnie. *Commercial manager*: W. F. Dittman. *Program director*: R. G. Winnie. *Chief engineer*: D. W. Gellerup. *Musical director*: W. J. Benning. *Publicity*: D. B. Abert.

*Rep*: Edward Petry and Co., Inc. *News*: UP. *Seating facilities*: Audiences are limited to 25 persons. *Merchandising*: Work undertaken for client at cost. *Foreign language programs*: No announcements; no others as a rule, "only when the content is of genuine public interest." *Artists bureau*: None; musical units on personal appearance tours do so on own contracts. *Base rate*: \$320.

*Copy restrictions*: Beer accepted; no hard liquor; internal medicines accepted only on approval of management; no copy with comparative prices, disparaging of other products, superlatives or exaggerated claims, personal endorsements by announcers, or simulating news style with "flash," "bulletin," etc.; no vulgarity or suggestiveness, discussion of certain bodily functions, controversial topics, or fortune-telling, etc.; 5-minute programs have 150-word commercial maximum; 10-minutes, 225 words; 15-minutes, 300 words; 30-minutes, 500 words; 60-minutes, 750 words.

### WIBU, POYNETTE

*Operator*: Wm. C. Forrest. *Power*: 250 and 100 watts on 1210 kc. *Affiliation*: None.

*Rep*: None. *Base rate*: \$35.

No further information available after repeated requests.

### WRJN, RACINE

*Operator*: Racine Broadcasting Corp., Hotel Racine. *Phone*: Jackson 290. *Power*: 250 and 100 watts on 1370 kc. *Affiliation*: None. *Opened*: December, 1926. (Note: This station is newspaper-owned by the Racine Journal-Times.)

*Manager*: Harold J. Newcomb. *Commercial manager*: Richard Shireman. *Program director*: Richard Conrad. *Chief engineer*: F. Lee Dechant. *Publicity director*: Kenneth Hegard.

*Rep*: Small & Brewer, Inc. *News*: UP; INS. *Seating facilities*: 40 persons; also carry several shows from local theatres, to one of which 5c admission is charged. *Merchandising*: Assist in distribution, letters to dealers and wholesalers; publicity and listings through Journal-Times. *Foreign language programs*: Broadcast Danish, German, Italian, Polish and Czechoslovakian programs; Racine sometimes called Danish Capital of America, and program in that language has been aired weekly since 1927. *Artists bureau*: None. *Base rate*: \$80.

*Copy restrictions*: Beer and wine accepted any time; liquor advertising after 9 p.m.; patent medicines subject to federal regulations; commercial copy limited to 3½ minutes per half-hour show.

### WHBL, SHEBOYGAN

*Operator*: The Press Publishing Company, The Press Bldg. *Phone*: 1900. *Power*: 250 watts on 1300 kc. *Affiliation*: None. *Opened*: 1924. (Note: This station is newspaper-owned by the Sheboygan Press.)

*Station and commercial manager*: Bert Horswell. *Program director, artists bureau head*: William L. Doudna. *Chief engineer*: Herbert Mayer. *Publicity director*: Mona Pape.

*Rep*: Small & Brewer, Inc. *News*: UP. *Seating facilities*: 40 persons. *Merchandising*: Complete service, operating in conjunction with Sheboygan Press. *Foreign language programs*: Will accept; news broadcast in German current. *Artists bureau*: Currently being organized. *Base rate*: \$67.

*Copy restrictions*: Beer, wine and liquor advertising accepted; latter must be part of one 15-minute program weekly,



## STATIONS—Continued

two 10-minute programs or five 5-minute programs weekly, after 9 p.m.; all copy subject to station approval and governmental regulations.

### WLBL, STEVENS POINT

*Operator:* State of Wisconsin Department of Agriculture and Markets.

*Power:* 2,500 watts on 900 kc. (shares hours).

This station is non-commercial; owned by the state.

### WDSM, SUPERIOR

*Operator:* Fred A. Baxter. *Power:* 100 watts on 1200 kc.

*At press time this station had a construction permit only.*

### WSAU, WAUSAU

*Operator:* Northern Broadcasting Company, 113-115 Third St. *Phone:* 6521. *Power:* 100 watts on 1370 kc. (daytime). *Affiliation:* None. *Opened:* January 30, 1937.

*Station and commercial manager:* W. W. Cribb. *Program director:* Donald R. Burt. *Chief engineer:* R. W. Richard.

*Rep:* Small & Brewer. *News:* UP. *Seating facilities:* Main studio, seating 35; "special occasions" studio in another building seats nearly 400. *Merchandising:* Complete service offered to all advertisers. *Foreign language programs:* Will accept; copy must have written approval of station management. *Artists bureau:* None. *Base rate:* \$70.

*Copy restrictions:* Beer, wine, liquor and patent medicines accepted if copy gains written approval of station management

## WYOMING

(44,600 radio homes)

### Radio Homes by Counties

Albany .....	2,800	Hot Springs .....	800	Sheridan .....	3,800
Big Horn .....	1,700	Johnson .....	800	Sublette .....	280
Campbell .....	800	Laramie .....	6,200	Sweetwater .....	3,900
Carbon .....	2,500	Lincoln .....	1,700	Teton .....	370
Converse .....	1,200	Natrona .....	6,400	Uinta .....	1,300
Crook .....	600	Niobrara .....	700	Washakie .....	900
Fremont .....	2,300	Park .....	1,600	Weston .....	800
Goshen .....	1,900	Platte .....	1,200	Yellowstone Nat. P'k	50

### KDFN, CASPER

*Operator:* Donald L. Hathaway, First & Lennox. *Phone:* 407. *Power:* 500 watts on 1440 kc. *Affiliation:* None. *Opened:* Jan. 2, 1930.

*Owner-manager:* Donald L. Hathaway.

*Rep:* Walter Biddick Co. (Pacific Coast); Sears and Ayer (Chicago); Norman Craig (New York). *News:* Transradio; RNA. *Seating facilities:* Studio, 50 persons; auditorium seating 1,800 available. *Merchandising:* Service is "equipped to carry advertising programs through the dealer"; but no consumer merchandising. *Foreign language programs:* Can be handled; population, however, is less than 1% foreign. *Artists bureau:* None. *Base rate:* \$50.

*Copy restrictions:* Beer and wines accepted; no hard liquors; patent medicines accepted at discretion of station; FCC and Federal Trade Commission rules govern in restriction of copy; price mentions permitted.

### KWYO, SHERIDAN

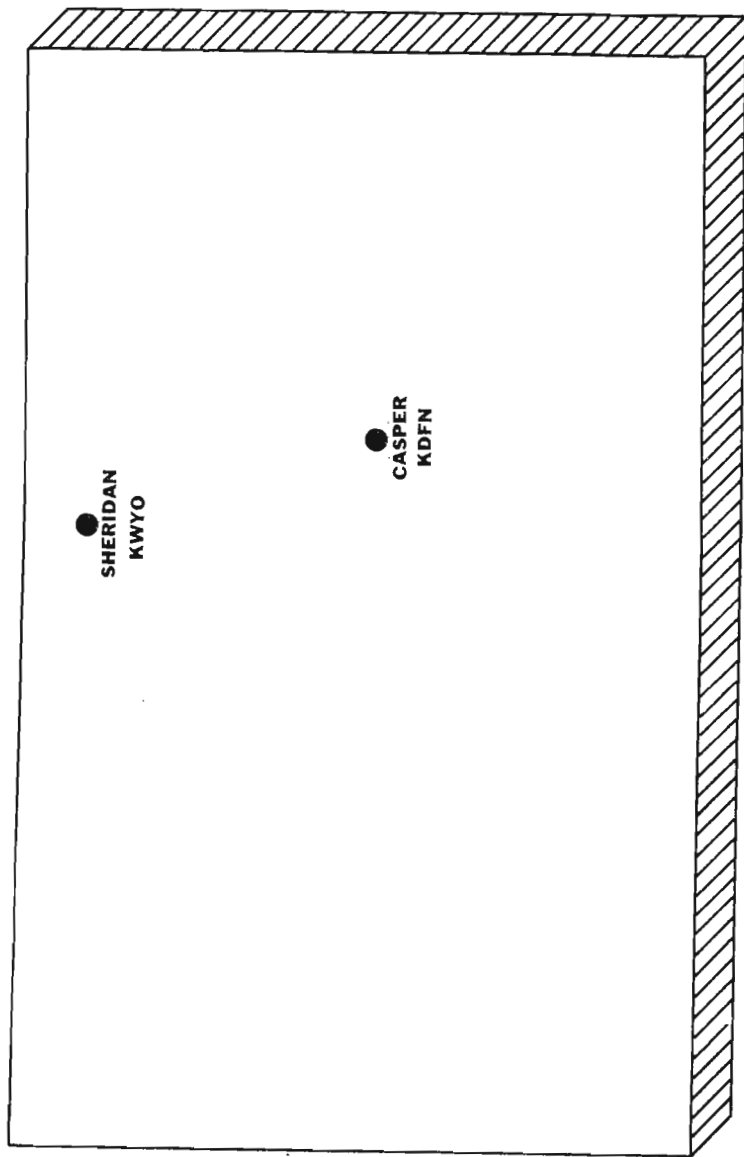
*Operator:* Big Horn Broadcasting Co., 340 N. Main Street. *Phone:* 601. *Power:* 250 and 100 watts on 1370 kc. *Affiliation:* None. *Opened:* July 9, 1934.

*President, station manager:* R. E. Carroll. *Commercial manager, artists bureau head:* B. H. Middleton. *Program, musical and publicity director:* Herb W. Siebert. *Chief engineer:* Eli Daniels.

*Rep:* Walter Biddick; Cox and Tanz. *News:* Transradio. *Seating facilities:* None. *Merchandising:* Supply publicity, work out window displays, etc.; all services rendered free. *Foreign language programs:* Will accept, but reserve right to refuse or discontinue any program for reasons satisfactory to the station; very large foreign audience in territory includes Poles, Bohemians, Germans, Italians, etc. *Artists bureau:* Setup nominal only. *Base rate:* \$36 (½ hr.).

*Copy restrictions:* Accept beer; no other alcoholic beverages; all copy subject to station approval or revision.

# WYOMING



## ALASKA

### KFQD, ANCHORAGE

*Operator:* Anchorage Radio Club, Inc., Anchorage. *Phone:* 143 Y; 226 R. *Power:* 250 watts on 780 kc (operates nighttime only). *Affiliation:* None. *Opened:* May 27, 1924.

*General and station manager, publicity director:* R. E. McDonald. *Program and musical director:* Ken Laughlin. *Chief engineer:* W. J. Wagner.

*Rep:* Walter Biddick Co. *News:* Local. *Seating facilities:* 100 persons. *Merchandising:* No information given. *Foreign language programs:* No information given. *Artists bureau:* None. *Stock:* principally held by R. E. McDonald. *Base rate:* \$30.

*Copy restrictions:* Advertising of alco-

holic beverages accepted on approval; all copy is subject to station standards.

### KINY, JUNEAU

*Operator:* Edwin A. Kraft, Juneau. *Power:* 100 watts on 1310 kc.

*Rep:* Northwest Radio Advertising Co., Inc., Seattle. *Base rate:* \$15 (½ hr.).

No other information available after repeated requests.

### KGBU, KETCHIKAN

*Operator:* Alaska Radio & Service Co., Inc., 107-111 Front Street. *Power:* 500 watts on 900 kc.

*Base rate:* \$20.

No other information available after repeated requests.

## HAWAII

### KHBC, HILO

*Operator:* Honolulu Broadcasting Co., Ltd., 1129 Kapiolani Blvd. *Phone:* 2323. *Power:* 250 watts on 1400 kc. *Affiliation:* CBS; Mutual Broadcasting System. *Opened:* March 15, 1930. (Note: This station is sold in combination with KGMB, Honolulu.)

*President, general manager:* Fred J. Hart. *Station manager:* Webley Edwards. *Commercial manager:* J. Howard Worrall. *Program director:* Leo Rumsey. *Chief engineer:* Eugene L. Goldrup. *Production manager, artists bureau head:* Don Fitzgerald. *Musical director:* Dean Stewart. *Publicity director:* Henry Putnam.

*Rep:* Conquest Alliance Co., New York, Chicago. *News:* UP. *Seating facilities:* Studio, seating 200 persons; Princess Theatre, seating 1,800, Hawaii Theatre, seating 1,200 (both available for use after regular theatre performances); outdoor studio in process of construction (these facilities are shared with KGMB). *Merchandising:* contact dealers by phone and personal calls, send letters to the trade and to distributors, advising them of new programs; work out ideas for posters or window displays; supply mailing lists for direct mail campaigns. *Foreign language programs:* Accept Japanese and Filipino programs; participating programs in these languages current. *Artists bureau:* None, as such, but maintain local clearing house for tal-

ent, listing all local Hawaiian musicians, orchestras, etc. *Base rate:* See KGMB.

*Copy restrictions:* Accept beer and light wines, but no hard liquor; accept certain patent medicines, subject to advice of station attorneys; forbid excessive claims, such as use of the words "the best"; forbid use of "guaranteed" unless inspection bears out guaranty; no mail order or "per piece" advertising; all copy must conform to NAB Code of Ethics and Federal Trade Commission rules and regulations.

### KGMB, HONOLULU

*Operator:* Honolulu Broadcasting Co., Ltd., 1129 Kapiolani Blvd. *Phone:* 2323. *Power:* 1,000 watts on 1,320 kc. *Affiliation:* CBS; Mutual Broadcasting System. *Opened:* March 15, 1930.

*President, general manager:* Fred J. Hart. *Station manager:* Webley Edwards. *Commercial manager:* J. Howard Worrall. *Program director:* Leo Rumsey. *Chief engineer:* Eugene L. Goldrup. *Musical director:* Dean Stewart. *Publicity director:* Henry Putnam.

*Rep:* Conquest Alliance Co., New York, Chicago, Los Angeles. *News:* UP. *Seating facilities:* main studio, seating 200 persons; Princess Theatre, 1,800; Hawaii Theatre, 1,200 (used after regular performances); outdoor studio being constructed. *Merchandising:* dealer contacts by personal call or phone; letters to the trade and distributors; arrange lists for direct mail cam-

paigns; cooperate in working out ideas for posters and window displays. *Foreign language programs:* accept Japanese and Filipino; participating programs in both languages current. *Artists bureau:* setup nominal only; operate a clearing house for local talent, but have no artists under contract. *Base rate:* \$67.50.

*Copy restrictions:* beer and wine accepted; no liquor advertising; accept certain patent medicines, subject to advice of station attorneys; no mail order or "per piece" advertising; forbid excessive claims, such as "the best" and use of "guaranteed" unless inspection bears out guaranty; all copy must conform to NAB and Federal Trade Commission regulations.

**KGU, HONOLULU**

*Operator:* Advertiser Publishing Co., Ltd., Kapiolani Blvd. and South Street. *Phone:* 2311. *Power:* 2,500 watts on 750 kc. *Affiliation:* Special NBC Hawaiian service, available for use with NBC Pacific Coast Red or Blue. *Opened:* May 11, 1922. (Note: This station is newspaper-

owned by the Honolulu Advertiser).

*Station head and manager, chief engineer:* M. A. Mulrony. *Assistant manager:* Homer N. Tyson. *Program director:* Donald O. Crozier. *Musical director:* Verne W. Thompson.

*Rep:* E. Katz Special Advertising Agency; Walter Biddick Co., Pacific Coast. *News:* Transradio. *Seating facilities:* Studio 1, seating 50 persons; Studio 2, seating 100; Auditorium, seating 500. *Merchandising:* Complete news and merchandising service offered in co-operation with the Honolulu Advertiser. *Foreign language programs:* Accept at regular rate card rates plus a 40c or 75c translation charge for each announcement depending on its length, limited number of Japanese, Filipino and Chinese programs current. *Artists bureau:* None. *Base rate:* \$75.

*Copy restrictions:* Accept beer and wine and a limited amount of liquor and patent medicine advertising; all copy subject to station approval and FCC rules and regulations.

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**PHILIPPINE ISLANDS**

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**KZRM, MANILA**

*Operator:* Erlanger & Galinger, Inc., Inular Life Bldg. *Power:* 50,000 watts on 618.5 kc.

*Base rate:* \$175.

No other information available after repeated requests.

**KZIB, MANILA**

*Operator:* I. Beck, Inc., 89-91 Escolta (New York office: 331 Fourth Avenue). *Power:* 1,000 watts on 900 kc.

*Base rate:* \$125.

No other information available.

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**PUERTO RICO**

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**WKAQ, SAN JUAN**

*Operator:* Radio Corporation of Puerto Rica (a subsidiary of International Telephone & Telegraph Corp.; New York office,

67 Broad St.). *Power:* 1,000 watts on 1240 kc.

*Base rate:* \$50.

No other information available.

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**RADIO SETS IN CANADA**

Current estimates place Canadian radio families at about 1,645,000. In 1936 the Hugh C. MacLean Publishing Co. and the Radio Manufacturers Assn. of Canada put the figure at 1,410,000 (or 61.1% of all families).

Assuming that Canadian radio purchases parallel U. S. percentages, a figure of 1,645,000 radio families is obtained for 1937.