

COLORADO

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

Radio Homes by Counties

Adams	3,660	Fremont	4,000	Montrose	2,180
Alamosa	1,830	Garfield	2,010	Morgan	3,370
Arapahoe	5,210	Gilpin	350	Otero	5,090
Archuleta	590	Grand	490	Ourray	450
Baca	1,760	Gunnison	1,240	Park	470
Bent	1,620	Hinsdale	130	Phillips	1,100
Boulder	7,980	Huerfano	3,330	Pitkin	430
Chaffee	1,800	Jackson	290	Prowers	2,810
Cheyenne	670	Jefferson	4,600	Pueblo	14,800
Clear Creek	640	Kiowa	690	Rio Blanco	570
Conejos	1,540	Kit Carson	1,660	Rio Grande	1,910
Costilla	970	Lake	1,220	Routt	2,000
Crowley	1,070	La Plata	2,680	Saguache	1,200
Custer	460	Larimer	7,480	San Juan	380
Delta	2,770	Las Animas	7,150	San Miguel	480
Denver	78,500	Lincoln	1,440	Sedgwick	1,000
Dolores	300	Logan	3,640	Summit	280
Douglas	720	Mesa	5,430	Teller	1,150
Eagle	800	Mineral	180	Washington	1,590
Elbert	1,180	Moffat	1,040	Weld	12,090
El Paso	13,190	Montezuma	1,420	Yuma	2,420

KGIW, ALAMOSA

Operator: E. L. Allen, P. O. Box 26. **Phone:** 26. **Power:** 100 watts on 1420 kc (operates 7 A.M. to 4:30 P.M.). **Affiliation:** None. **Opened:** 1926; moved to Alamosa in 1933.

Manager: D. E. Bennett. **Chief engineer:** W. M. Thomas.

Rep: None. **Seating facilities:** None. **Merchandising:** Facilities—not described—are offered to national advertisers. **Foreign language programs:** No information given. **Artists bureau:** None. **Base rate:** \$15 (½ hr.).

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

KVOR, COLORADO SPRINGS

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

President: E. K. Gaylord. **Station and commercial manager:** Hugh B. Terry. **Pro-**

gram director, publicity director: Mary Mosher. **Chief engineer:** H. C. Strang. **Musical director:** Arbor Fuller.

Rep: The Katz Agency. **Seating facilities:** Two studios, 50 each; auditorium, 800. **Merchandising:** Provide information on market routes, product distribution, etc.; get dealer cooperation, distribute window displays, notify dealers of new programs, and other "reasonable" services. **Foreign language programs:** Not suited to market. **Artists bureau:** None. **Base rate:** \$72.

Copy restrictions: Beer and light wines okay; no hard liquors; patent medicines accepted depending on copy. **E. T. library:** NBC Thesaurus; MacGregor; Lang-Worth. **News:** AP; also local. **News periods:** 7:30 A. M., noon, 4:30 P. M., 9:15 P. M., all 15 minutes, all daily except Sunday.

KFEL, DENVER

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

Station head and manager: Gene O'Fallon. **Assistant station manager:** Frank Bishop. **Local commercial manager:** Holly Moyer. **Production manager:** Herbert

COLORADO STATIONS—Continued

Trackman. **Chief engineer:** J. P. Veatch. **Traffic manager:** Don McCaig.

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

Copy restrictions: Beer and wine accepted any time; hard liquor copy not accepted; all copy subject to station approval and government regulations. **E. T. library:** World; Lang-Worth; Standard; Davis & Schwegler; NAB. **News:** Transradio. **News periods:** 8 A.M., noon, 4 P.M., 7 P.M., all 10 minutes daily. (Note: 5-minute periods sold after newcasts, and longer programs and participating announcements sold preceding them; time sold within 15 minutes of a newscast takes a 25% surcharge.)

KLZ, DENVER

Operator: KLZ Broadcasting Co., Shirley-Savoy Hotel. **Phone:** Main 4271. **Power:** 5,000 and 1,000 watts on 560 kc. **Affiliation:** CBS. **Opened:** June, 1920. (Note: This station is owned by interests controlling the Oklahoma Publishing Co., WKY in Oklahoma City, and KVOR, Colorado Springs.)

Station manager: F. W. Meyer. **Sales manager:** Fred Allen. **Program director:** Arthur Wuth. **Chief engineer:** T. A. McClelland. **Production manager:** Howard R. Chamberlain.

Rep: The Katz Agency, Inc. **Seating facilities:** Largest studio accommodates 150; auditorium with capacity of 1,400 available; three theatres of the Fox chain available when necessary. **Merchandising:** Prior to beginning of program KLZ writes dealer letters, assists in preparing dealer and jobber advertising material, prepares addresses for sales meetings, and plugs the program via trailers, releases, posters, etc.; after program is on the air KLZ assists in similar fashion; tie-up with Colorado Press Association permits stories and program listings across the state; all costs borne by station except in large mailings or where more personnel is needed. **Foreign language programs:** Not accepted. **Artists bureau:** None; but production department can arrange for artists. **Base rate:** \$180.

Copy restrictions: Copy on announcements limited to 25 words between 6 and 10:30 P. M., on chain breaks, 50 words between all sustainers, and 100 words on all participating programs; on regular-length programs copy is limited to 10% of pro-

gram time at night, 15% daytime, except where such copy has news or entertainment value; beer accepted, but no wines or hard liquors; patent medicines accepted if copy is free from "offensive statements" or "untruthful claims." **E. T. library:** Associated. **News:** INS. **News periods:** 7:45 A. M. (daily except Sunday), 12:30 P. M. (daily), 5 P. M. (daily), 10:30 P. M. (daily), all 15 minutes.

KOA, DENVER

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

Station manager: R. H. Owen. **Sales manager:** A. W. Crapsey. **Program director:** C. C. Moore. **Chief engineer:** C. A. Peregrine. **Artists bureau head:** Duncan McColl. **Musical directors:** Milton Shrednik and Carl E. Wieninger. **Publicity director:** Jas. R. MacPherson.

Rep: National Broadcasting Co., Inc. **Seating facilities:** Studio A seats 325; studio B seats 150; admission by courtesy tickets. **Merchandising:** Window display space provided in the KOA building lobby; letters sent to dealers when new programs are scheduled (postage paid by advertiser). **Foreign language programs:** Would accept, subject to approval of continuities; but 98% of population is English-speaking.

Artists bureau: Yes; complete roster of announcers, conductors, writers, producers, directors, and players available. **Base rate:** \$240.

Copy restrictions: Lectures and educational talks not accepted between 6 P.M. and midnight, except by special arrangement; time of broadcast subject to change to other periods on 28 days' notice to accommodate network broadcasts, excepting in the case of independent announcements, which may be moved to other periods if available, and as arranged by station manager on 24 hours' notice; closing date is two weeks in advance of initial program and program material must be arranged one week in advance of broadcast date—no change within two days preceding broadcast; all programs subject to station approval; beer is accepted; no other alcoholic beverages; no patent medicines except well known proprietaries, or those acceptable to the American Medical Association, and then only if the copy meets complete station approval. **E. T. library:** NBC Thesaurus. **News:** From the Denver Post. **News periods:** 7-7:15 A.M., Monday through Saturday; 11-11:15 P.M., every

COLORADO STATIONS—Continued

day. (Note: News periods are strictly non-commercial.)

KPOF, DENVER

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

This station is non-commercial; church-owned.

KVOD, DENVER

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

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

Rep: Edward Petry & Co., Inc. **Seating facilities:** Studio, 50 persons; adjacent auditorium, 450. **Merchandising:** Can be handled through a local agency; station lists publicity in mailed programs and newspapers and in pre-announcements over the station. **Foreign language programs:** Not accepted. **Artists bureau:** None. **Base rate:** \$120.

Copy restrictions: Each piece of copy "handled separately as to truth and basic ethics." **E. T. library:** Associated. **News:** UP. **News periods:** 9 A.M. (weekdays), 10 A.M. (daily), 12:50 P.M. (weekdays), 5:30 P.M. (weekdays), 8:30 P.M. (weekdays), all 10 minutes; 10-10:10 P.M., Sunday, Monday, Wednesday, Saturday.

KIUP, DURANGO

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

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

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

Copy restrictions: Beer, wine and liquor advertising accepted after 9 P.M.; all copy subject to station approval; reserve right to refuse all announcements which do not "maintain a level of quality and character creditable alike to station and advertiser." **E. T. library:** None. **News:** Transradio. **News periods:** 10 A.M., 12:30 P.M., 3

P.M., 6:30 P.M., all 15 minutes, all daily except Sunday.

KFXJ, GRAND JUNCTION

Operator: Western Slope Broadcasting Co., La Court Hotel. **Phone:** 126. **Power:** 250 and 100 watts on 1200 kc. **Affiliation:** None. **Opened:** May 1, 1925.

General and station manager: Rex Howell. **Commercial manager:** Charles Howell. **Sales manager:** Harv. Mulvihill. **Chief engineer:** Fred Mendenhall. **Production and publicity director:** Alice Barber. **Radio Press Bureau:** Cecil Caves.

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

Copy restrictions: Beer and wine advertising accepted; no hard liquor; no expression of superlative qualities; no false or misleading statements; commercial copy restricted to maximum of 300 words per quarter-hour. **E. T. library:** MacGregor; World. **News:** Transradio. **News periods:** 7:30-7:35 A.M., 9:30-9:45 A.M., 12:30-12:45 P.M., 4:30-4:45 P.M., 6-6:05 P.M. (sports news). 6:45-7 P.M., all Monday through Saturday.

KFKA, GREELEY

Operator: The Mid-Western Radio Corp. **Power:** 1,000 and 500 watts on 880 kc (shares time with KPOF). **Affiliation:** Mutual Broadcasting System.

Base rate: \$70.

After repeated requests, no other information available.

KOKO, LA JUNTA

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

Base rate: \$15 (½ hr.).

No other information available after repeated requests.

KIDW, LAMAR

Operator: The Lamar Broadcasting Corp., 129 W. Elm St. **Phone:** 16. **Power:** 100

THE POWER TO DO A JOB

—and an outstanding record for doing it!

IN SOUTHERN NEW ENGLAND WTIC RATES

FIRST

- IN LISTENER POPULARITY BY 2 TO 1
IN THE HARTFORD AREA
- IN NUMBER OF NETWORK ADVERTISERS
- IN NUMBER OF NATIONAL SPOT
ADVERTISERS

WTIC

50,000 WATTS - HARTFORD, CONN.

The Station With the Friendly Audience

The Travelers Broadcasting Service Corporation

Member NBC Red Network and Yankee Network

Representatives: Weed & Company

New York Chicago Detroit San Francisco

COLORADO STATIONS—Continued

watts on 1420 kc (operates 7 A.M. to 6 P.M.; 9:30 P.M. to midnight). **Affiliation:** None. **Opened:** Aug. 1, 1932.

General manager: Harold Anderson.

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

Copy restrictions: All products advertised must meet with approval of the Federal Trade Commission. **E. T. library:** MacGregor. **News:** Local. **News periods:** 7:30 A.M., noon, 5:45 P.M., all 15 minutes, all daily.

KGFH, PUEBLO

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

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

Rep: None. **Seating facilities:** Reception room seats about 100. **Merchandising:** No specific service listed; "try to be of service to clients in promoting the sale of their products." **Foreign language programs:** Accepted—only occasional an-

nouncements with no long term contracts; very little foreign language advertising in this area. **Artists bureau:** None. **Base rate:** \$120.

Copy restrictions: Beer accepted; no wines or hard liquors; patent medicines accepted "if proven to be okay." **E. T. library:** World; MacGregor. **News:** AP from the Pueblo Star-Journal and Chieftain. **News periods:** 7 A.M., 11:45 A.M., 4 P.M., all 15 minutes, all Monday through Saturday; 10-10:15 P.M., every day. (Note: Spots sold before and after, but not during the news.)

KGEK, STERLING

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

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

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

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

CONNECTICUT

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

Radio Homes by Counties

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

WICC, BRIDGEPORT

Operator: The Yankee Network, Inc., Stratfield Hotel, Bridgeport; also 1110 Chapel St., New Haven. **Phones:** Bridgeport 6-1121; New Haven 7-2266. **Power:** 1,000 and 500 watts on 600 kc. **Affiliation:** NBC Basic Blue; Yankee Network; Colonial Network; Mutual. **Opened:** Aug. 2, 1926.

President: John Shepard III. **Station manager:** Joseph Lopez. **Commercial man-**

ager: Fred L. Rowe. **Program and publicity director:** Judson La Haye. **Chief engineer:** Garo W. Ray. **Sales production:** Richard Voynow.

Rep: Edward Petry & Co., Inc. **Seating facilities:** Bridgeport, 40; broadcasts with larger audience allowed when outside facilities are rented; New Haven, about 150. **Merchandising:** Furnish lists of potential dealers; cooperate in any other merchandising service at cost. **Foreign**

CONNECTICUT STATIONS—Continued

language programs: Based entirely on individual merit of each program and client. **Artists bureau:** Through Yankee Network (see WNAC, Boston). **Base rate:** \$160.

Copy restrictions: Commercials must conform to ethics of good broadcasting; all continuity on patent medicines submitted to Proprietary Association; wine and beer advertising accepted when it conforms to laws of city and state. **E. T. library:** Associated. **News:** Yankee Network News Service; also local news. **Local news periods:** 7:30 A.M., 11:25 A.M., 5:30 P.M., 11:30 P.M., all five minutes, all Monday through Saturday; 11:30-11:35 P.M., Sunday only. **Yankee Network news periods:** 8 A.M., 1 P.M., 6 P.M., 11 P.M., all 15 minutes, all Monday through Saturday; 8:45 A.M., 1:30 P.M., 6:30 P.M., 11 P.M., all 15 minutes, all Sunday only.

WDRC, HARTFORD

Operator: WDRC, Inc., 750 Main St. **Phone:** 7-1188. **Power:** 5,000 and 1,000 watts on 1330 kc. **Affiliation:** CBS. **Opened:** 1922.

General manager, station manager: Franklin M. Doolittle. **Commercial manager:** William F. Malo. **Program director:** Walter Haase. **Chief engineer:** Italo Martino.

Rep: Paul H. Raymer Co. **Seating facilities:** 50 persons. **Merchandising:** Package service available to advertisers at cost; includes letters, display cards, display windows, personal contact publicity via station and fan papers, research; minimum of 13 weeks must be used to be eligible for this service; station reserves right to decline service where air time is deemed insufficient. **Foreign language programs:** None accepted. **Artists bureau:** None. **Base rate:** \$175.

Copy restrictions: No liquor advertising is accepted; all other copy subject to station approval. **E. T. library:** NBC Thesaurus. **News:** UP. **News periods:** 9:30-9:45 A.M., Sunday only; also Esso Reporter seven times per day, six days per week (time and duration not specified).

WTHT, HARTFORD

Operator: The Hartford Times, Inc., 983 Main Street. **Phone:** 7-6481. **Power:** 250 and 100 watts on 1200 kc. **Affiliation:** Mutual; Yankee and Colonial. **Opened:** August 12, 1936. (Note: This station is newspaper-owned by the Hartford Times).

Station head: Francis S. Murphy, head and general manager of the Hartford Times. **Station manager:** Cedric W. Foster. **Commercial manager:** C. Glover De-

laney. **Chief engineer:** Richard K. Blackburn. **Program director:** Laureat H. Martineau. **Assistant program director:** John S. Lloyd.

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

Copy restrictions: No beer, wine or liquor advertising accepted; all copy subject to station approval and government regulations. **E. T. library:** Standard; Associated. **News:** AP; Yankee Network News Service. **Yankee Network news periods:** 8 A.M., 1 P.M., 6 P.M., 11 P.M., all 15 minutes, all Monday through Saturday; 8:45 A.M., 1:30 P.M., 6:30 P.M., 11 P.M., all 15 minutes, Sunday only. **AP news periods:** 7:30 A.M., 9 A.M., noon, 3 P.M., 5:30 P.M., all five minutes, all Monday through Saturday. (Note: Yankee Network sells announcements during its news, and WTHT sells them before and after; no sponsorship of AP news is allowed, but announcements are sold before and after.)

WTIC, HARTFORD

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

Station manager: Paul W. Morency. **Sales manager:** Walter Johnson. **Program manager:** Thomas C. McCray. **Sales promotion:** James F. Clancy. **Musical director:** Moshe Paranov. **Chief engineer:** J. Clayton Randall. **Publicity:** George Malcolm-Smith.

Rep: Weed & Co. **Seating facilities:** Observation room accommodates 200. **Merchandising:** Rendered at cost. **Foreign language programs:** No set rules; currently has dance program in Polish from the Polish National Home. **Artists bureau:** None. **Base rate:** \$360.

Copy restrictions: Contracts and manuscripts must be submitted a week in advance subject to station or government regulation; beer and wines, as well as certain patent medicines, accepted in the past; no hard liquor. **E. T. library:** World. **News:** Transradio. **News periods:** 8 A.M., 1 P.M., 6 P.M., 11 P.M., all 15 minutes, all Monday through Saturday; 8:45 A.M., 12:45 P.M., 6:30 P.M., 11 P.M., all 15 minutes, all Sunday only.

WNBC, NEW BRITAIN-HARTFORD

Operator: State Broadcasting Corp., 147 Main St., New Britain; 54 Pratt St., Hart-

CONNECTICUT STATIONS—Continued

ford. **Phone:** 240, New Britain; Hartford, 7-9131. **Power:** 1,000 and 250 watts on 1380 kc. **Affiliation:** NBC Basic Blue Supplementary Network. **Opened:** July 15, 1935.

General manager: Richard W. Davis. **Program director, musical director:** Doris Peck. **Chief engineer:** Rogers B. Holt. **Publicity director:** M. Berkowitz.

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

Copy restrictions: Accept beer and wine; all copy subject to station approval and government regulation. **E. T. library:** Associated. **News:** UP. **News periods:** 7:45 A.M., noon, 6 P.M., 11 P.M., all Monday through Friday; 12:45-1 P.M., 11-11:15 P.M., Sunday.

WELL NEW HAVEN

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

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

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

Copy restrictions: Beer and wine accepted; no hard liquor; copy must be submitted week in advance and conform to NAB Code of Ethics. **E. T. library:** World. **News:** Transradio; also local. **News periods:** 7:45 A.M., 9:30 A.M., 12:15 P.M., 2:45 P.M., 6 P.M., 11 P.M., all 15 minutes, all every day.

WNLC, NEW LONDON

Operator: Thames Broadcasting Corp., Mohican Hotel. **Phone:** 4900. **Power:** 100

watts on 1500 kc. **Affiliation:** Mutual; Yankee and Colonial Networks. **Opened:** Sept. 13, 1936.

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

Rep: None. **Seating facilities:** Two studios, seating 20 persons each. **Merchandising:** Limited mailing to merchants and distribution of window cards and sales data; listings in printed programs distributed weekly. **Foreign language programs:** Accept programs, but not straight announcements. **Artists bureau:** Setup nominal only. **Base rate:** \$80.

Copy restrictions: None, other than that copy be in good taste and not of an "objectionable nature." **E. T. library:** None listed. **News:** Yankee Network News Service; local. **Local news periods:** 7:30 A.M., 12:15 P.M., 1 P.M., 6:35 P.M., all five minutes, all daily except Sunday. **Yankee news periods:** 8 A.M., 1 P.M., 6 P.M., 11 P.M., all 15 minutes, all Monday through Saturday; 8:45 A.M., 1:30 P.M., 6:30 P.M., 11 P.M., all 15 minutes, all Sunday.

WATR, WATERBURY

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

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

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

Copy restrictions: Accept beer, wine and liquor; patent medicines must meet approved standards. **E. T. library:** Standard. **News:** Transradio; Yankee Network News Service. **Yankee News periods:** 8 A.M., 1 P.M., 11 P.M., all 15 minutes, all Monday through Saturday; 1:30 P.M., 6:30 P.M., both 15 minutes, both Sunday only. **Local news:** 5:50-6 P.M., Monday through Friday; 12:30-12:45 P.M., Saturday only.

*Also operator of WBRK, Pittsfield, Mass.

WBRY, WATERBURY-NEW HAVEN

Operator: American-Republican, Inc., 136 Grand St. (New Haven, Conn., address: 152

CONNECTICUT STATIONS—Continued

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

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

Rep: Joseph Hershey McGillivra. **Seating facilities:** Theatre room, capacity 150. **Merchandising:** Advice on copy, and type of program; show cards and newspaper ads

to satisfaction of client. **Foreign language programs:** Accepted; have Italian, Lithuanian, Polish and Hungarian live talent series. **Artists bureau:** None. **Base rate:** \$100.

Copy restrictions: Accept beer, wines, and whiskey, with copy subject to good taste; patent medicine copy watched carefully; other restrictions not specific, other than demanding that "grade A" requirements be observed. **E. T. library:** NBC Thesaurus. **News:** Transradio; AP; local. **News periods:** 8 A.M., 12:15 P.M., 6 P.M., 6:30 P. M. (local news), 11 P.M., all 15 minutes, all Monday through Saturday; 11-11:15 P. M., Sunday.

DELAWARE

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

Radio Homes by Counties

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

WDEL, WILMINGTON

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

President: Clair R. McCollough.* **Station and commercial manager:** J. Gorman Walsh. **Chief engineer:** J. E. Mathiot. **Artists bureau head:** Edward Browning. **Musical director:** Victor Caille. **Publicity director:** Lonny Starr.

Rep: Paul H. Raymer Co. **Seating facilities:** None. **Merchandising:** Usual services offered, including publicity and listings through newspaper affiliates. **Foreign language programs:** Accepted. **Artists bureau:** Setup nominal only. **Base rate:** \$125.

Copy restrictions: All copy must conform to station standards. **E. T. library:** Lang-Worth; Transco. **News:** Transradio. **News periods:** 9 A.M., 12:15 P.M., 6:30 P.M., 11 P.M., all 15 minutes, all daily.

* Also president of WAZL, Hazelton, Pa.; WEST, Easton, Pa.; WORK, York, Pa.; WILM, Wilmington, Del.; and vice-president of WGAL, Lancaster, Pa.

WILM, WILMINGTON

Operator: Delaware Broadcasting Co., Inc., 10th & King Sts. **Phone:** 7268. **Power:** 100 watts on 1420 kc (operates to 9 P.M.). **Affiliation:** Mason-Dixon Radio Group. **Opened:** 1922.

President: Clair R. McCollough.* **Station and commercial manager:** J. Gorman Walsh. **Program director:** John Hartman. **Chief engineer:** J. E. Mathiot.

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

Copy restrictions: All copy must conform to station standards. **E. T. Library:** NBC Thesaurus. **News:** Transradio. **News periods:** 9 A.M., 11 A.M., 1 P.M., 6:45 P.M., all 15 minutes, all daily.

* Also president of WAZL, Hazelton, Pa.; WEST, Easton, Pa.; WORK, York, Pa.; WDEL, Wilmington, Del.; and vice-president of WGAL, Lancaster, Pa.

DISTRICT OF COLUMBIA

(152,900 radio homes, or 91% ownership among the District's total of 168,000 families.)

WJSV, WASHINGTON

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

Vice-president: Harry C. Butcher. **General manager:** A. D. Willard, Jr. **Program director:** Lloyd Dennis, Jr. **Sales manager:** William D. Murdock. **Chief engineer:** Clyde Hunt. **Special events director:** Ann Gillis. **Musical director:** Leon Brusiloff. **Publicity director:** Bill Slocum, Jr.

Rep: Radio Sales. **Seating facilities:** Audiences from 100 to 1,200 can be seated. **Merchandising:** Services of publicity department offered without charge; letters to distributors, dealers or groups of individuals at cost of multigraphing, stamping, addressing and mailing; contact dealers by personal calls or phone at cost; research service among dealers, distributors or general public at cost. **Foreign language programs:** No rules; no demand for same, as foreign population is very small. **Artists bureau:** None, as such, but has contracts with artists appearing regularly on station. **Base rate:** \$300.

Copy restrictions: CBS program policies. **E.T. library:** World. **News:** UP. **News periods:** 8-8:05 A.M., 2-2:05 P.M., 4:45-5 P.M., 6-6:05 P.M., 11-11:05 P.M., all Monday through Saturday; 10:30-10:45 A.M., 11-11:15 P.M., both Sunday only.

WMAL, WASHINGTON

Operator: National Broadcasting Co., Inc. (owned by M. A. Leese Radio Corp. capital stock of which is owned by the Washington Star). 724-14th St., N. W. **Phone:** Republic 4000. **Power** 500 and 250 wats on 630 kc. **Affiliation:** NBC Basic Blue. **Opened:** 1926.

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

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

Copy restrictions: Lectures and educational talks not accepted between 6 P.M. and midnight except by special arrangement; time of broadcast subject to change to other periods on 28 days' notice to accommodate network broadcasts, excepting in the case of independent announcements which may be moved to other periods if available, and as arranged by station manager on 24 hours' notice; closing date is two weeks in advance of initial program and the program material must be arranged one week in advance of broadcast date—no change within two days preceding broadcast; all programs subject to station approval; beer is accepted; no other alcoholic beverages; other policies conform to NBC Program Policies. **E.T. library:** NBC Thesaurus. **News:** UP; INS. **News periods:** Sports news, 6:15-6:30 P.M. (6:45-7 during daylight saving time), Monday through Saturday; 6-6:15 P.M., Sunday only. Evening Star flashes, 15 minutes daily except Sunday. WMAL news, 7:25-7:30 A.M., daily except Sunday. Earl Godwin, 8:30-8:45 A.M., daily except Sunday. AP news (from NBC) 6:25-6:30 P.M. Saturday and 11-11:05 A.M. Sunday. Baukhage Talking, three 10-minute periods daily except Sunday, two 10-minute periods Sunday only.

WOL, WASHINGTON

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

President: Helen S. Mark. **General manager:** William B. Dolph. **Commercial manager:** James Fishback. **Program and publicity director:** Madeline Ensign. **Chief engineer:** H. H. Lyon. **Musical director:** Frank Blair.

Rep: William G. Rambeau Co. **Seating facilities:** 200 persons. **Merchandising:** Supply lists of retailers and wholesalers; mail limited number of letters or printed matter, with advertiser paying postage and furnishing printed matter, station furnishing letter heads and labor; introduce salesmen to key buyers; arrange audition of program for important local outlets, advertiser to pay for talent; personal calls informing chain stores, etc., of campaign. **Foreign language programs:** Not accepted. **Artists bureau:** None. **Base rate:** \$180.

DISTRICT OF COLUMBIA STATIONS—Continued

Copy restrictions: Beer, wine and liquor advertising accepted weekdays only (liquor only after 10 P.M.); all copy subject to station approval and regulations of FCC, Federal Trade Commission and Better Business Bureau; spot announcements limited to 100 words, chain breaks to 35 words; commercial continuity on day and night quarter-hours limited to 325 words. **E. T. library:** Associated; Lang-Worth; NAB. **News:** Transradio. **News periods:** 7:30 A.M., 8:30 A.M., 9:45 A.M., 12:15 P.M., 3 P.M., 6:30 P.M., 9 P. M., 10:30 P.M., all five minutes, all daily except Sunday; 8:45 A. M., 12:15 P.M., 3 P.M., 10:30 P.M., all five minutes, all Sunday only.

WRC, WASHINGTON

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

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

Base rate: \$200. **E.T. library:** NBC Thesaurus. **News:** UP; INS. **News periods:** Esso News, 8 A.M., noon, 6 P.M., 11 P.M., all five minutes, all daily except Sunday. **AP news (from NBC),** 9-9:05 A.M. weekdays, 11-11:05 A.M. Sundays.

FLORIDA

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

Radio Homes by Counties

Alachua	5,660	Hamilton	1,270	Okeechobee	670
Baker	870	Hardee	1,640	Orange	11,730
Bay	2,120	Hendry	600	Osceola	2,220
Bradford	1,260	Hernando	800	Palm Beach	12,250
Brevard	2,670	Highlands	2,010	Pasco	1,910
Broward	4,530	Hillsborough	32,990	Pinellas	17,420
Calhoun	970	Holmes	1,480	Polk	14,230
Charlotte	780	Indian River	1,210	Putnam	3,420
Citrus	930	Jackson	4,050	St. Johns	3,910
Clay	1,150	Jefferson	1,960	St. Lucie	1,470
Collier	430	Lafayette	620	Santa Rosa	1,900
Columbia	2,250	Lake	4,560	Sarasota	2,720
Dade	38,000	Lee	3,190	Seminole	3,760
De Soto	1,480	Leon	3,960	Sumter	1,570
Dixie	1,100	Levy	1,880	Suwannee	2,140
Duval	36,730	Liberty	610	Taylor	2,120
Escambia	10,110	Madison	2,050	Union	790
Flagler	430	Manatee	4,490	Volusia	10,340
Franklin	1,190	Marion	4,920	Wakulla	800
Gadsden	3,870	Martin	980	Walton	1,990
Gilchrist	520	Monroe	2,810	Washington	1,590
Glades	430	Nassau	1,520		
Gulf	520	Okaloosa	1,350		

WMFJ, DAYTONA BEACH

Operator: W. Wright Esch, 126½ Magnolia Ave. **Phone:** 91. **Power:** 100 watts on 1420 kc. **Affiliation:** None. **Opened:** April, 1935.

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

Rep: None listed. **Seating facilities:** Can accommodate about 50 persons. **Merchandising:** Complete service offered. **Foreign language programs:** Accepted if in French, Jewish, German or Spanish. **Artists bureau:** Yes; have about half a dozen orchestras, vocalists, actors, announcers. **Stock:** Owned by W. W. Esch. **Base rate:** \$75.

Copy restrictions: No hard liquor; copy should "not offend ordinary good taste."

FLORIDA STATIONS—Continued

E. T. library: Associated. **News:** Trans-radio; also local. **News periods:** 9 A.M., 12:45 P.M., 6:30 P.M., all 15 minutes, all daily except Sunday.

WRUF, GAINESVILLE

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

Director: Garland Powell. **Assistant director:** Russell McCaughan. **Engineer:** F. B. Duncan.

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

Copy restrictions: No alcoholic beverage or patent medicine accounts of any kind; political speeches not accepted; all programs subject to approval by station management, rules and regulations of state and federal government, and policies of the Board of Control of Higher Learning of Florida; no business on a "per inquiry" basis. **E. T. library:** World; NAB. **News:** AP. **News periods:** 8:45-9 A.M. (Florida Facts), 11:55-noon, 1:55-2 P.M., 3:55-4 P.M., 5:15-5:30 P.M., all Monday through Saturday; 10:30-10:45 A.M., Sunday only.

WJAX, JACKSONVILLE

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

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

Rep: John Blair & Co. **Seating facilities:** 100 persons. **Merchandising:** Complete service offered on contracts which "warrant" it at no charge other than actual cost of stamps, letterheads, etc.; install window displays, contact dealers by phone or personal calls, mail out circulars, etc. **Foreign language programs:** Not accepted. **Artists bureau:** None. **Base rate:** \$190.

Copy restrictions: Beer and wine accepted; no hard liquor; some patent medicines accepted; all copy subject to station approval. **E. T. library:** NBC Thesaurus. **News:** None.

WJHP, JACKSONVILLE

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

At press time this station had a construction permit only.

WMBR, JACKSONVILLE

Operator: Florida Broadcasting Co., 118 W. Adams St. **Phone:** 5-4387. **Power:** 250 and 100 watts on 1370 kc. **Affiliation:** CBS. **Opened:** 1927.

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

Rep: Paul H. Raymer Co. **News:** UP. **Seating facilities:** Studio, seating 100 persons. **Merchandising:** Contact distributors; conduct monthly cross-section survey of food and drug outlets. **Foreign language programs:** Never any occasion for such programs to date; probably would take, after investigation of company and check of translated copy. **Artists bureau:** Yes, lists about 30 artists. **Base rate:** \$125.

Copy restrictions: Accept beer and wine; no liquor advertising; all commercial copy checked for good taste and truthfulness and must not exceed 3 minutes per quarter-hour. **E. T. library:** NAB. **News:** UP. **News periods:** 8-8:15 A.M., 9-9:05 A.M., 12:30-12:45 P.M., 5:55-6 P.M., 7-7:15 P.M., 10:30-10:45 P.M., all Monday through Saturday.

WLAK, LAKE LAND

Operator: Lake Region Broadcasting Co., New Florida Hotel. **Phone:** 2128. **Power:** 250 and 100 watts on 1310 kc. **Affiliation:** NBC Florida Group. **Opened:** May 15, 1936.

Station manager, program director: G. G. Fletcher. **Commercial manager:** D. M. Brown. **Chief engineer:** W. P. Hunter. **Musical director:** E. B. Wilson.

Rep: John Blair & Co. **Seating facilities:** Two studios, about 25 persons each. **Merchandising:** Complete service available; get dealer co-operation; furnish program promotion and tie-in material without cost unless special work is required. **Foreign language programs:** Not accepted. **Artists bureau:** None. **Stock:** Principally held by J. P. Marchant. **Base rate:** \$40.

Copy restrictions: Beer and wine advertising accepted, providing "high standard of advertising is maintained"; patent medicines and health advertising accepted only if rigidly complying with Federal Trade Commission regulations, and providing copy does not offend the listener. **E. T. library:** NBC Thesaurus. **News:** None listed; take NBC news at 9 A.M. and 4:55 P.M., Monday through Friday; 9 A.M. and 6:25 P.M., Saturday, and 11 A.M., Sunday (all five-minute periods); also Earl Godwin farm service program, 1:15 P.M., Monday through Friday.

FLORIDA STATIONS—Continued

WIOD, MIAMI

Operator: Isle of Dreams Broadcasting Corp., News Tower, 600 Biscayne Blvd. **Phone:** 36444. **Power:** 1,000 watts on 610 kc. **Affiliation:** NBC Florida Group. **Opened:** January, 1926. (Note: This station is newspaper-owned by the Miami Daily News.)

Vice-president, general manager: Hal Leyshon. **Station manager, program director:** Martin S. Wales. **Commercial manager:** S. A. Vetter. **Chief engineer:** Milton C. Scott, Jr. **Promotion manager:** James M. Le Gate. **Musical director:** Isabel Shaffer. **Publicity director:** Boarman Byrd.

Rep: George P. Hollingbery. **Seating facilities:** Studio, seating 200 persons; spectators' gallery, 100. **Merchandising:** Cooperate, upon request, in supplying newspaper and other publicity, window displays, etc.; all services rendered at actual cost. **Foreign language programs:** Accepted, but must be accompanied by English translation. **Artists bureau:** Yes. **Base rate:** \$150.

Copy restrictions: Beer, wine and certain types of patent medicines accepted; no liquor advertising; all copy must be in good taste and present "true picture of product advertised." **E. T. library:** NBC Thesaurus; Associated. **News:** INS; UP. **News periods:** 6:45-7 A.M. (dramatized news), 7:55-8 A.M., 9-9:05 A.M., 10:25-10:30 A.M., 12:03-12:08 P.M., 1:30-1:45 P.M. (Spanish-English), 2:55-3 P.M., 5:45-6 P.M. (dramatized news), 7:30-7:45 P.M., 11-11:05 P.M., weekdays; 10-10:05 A.M., 1-1:05 P.M., 10-10:05 P.M., Sunday only.

WQAM, MIAMI

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

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

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

president, and W. W. Luce, vice-president. **Base rate:** \$150.

Copy restrictions: Commercials must not exceed three minutes in 15; no hard liquors; all patent medicine copy first submitted to governmental agencies for examination before broadcast. **E. T. library:** World. **News:** UP. **News periods:** 7 A.M., 8 A.M., 9 A.M., 11 A.M., noon, 2 P.M., 3 P.M., 5 P.M., 6 P.M., 10 P.M., 11 P.M., all five minutes, all Monday through Saturday; 10 A.M., noon, 5 P.M., 11 P.M., all five minutes, all Sunday.

WKAT, MIAMI BEACH

Operator: A. Frank Katzentine, 1759 N. Bay Road. **Phone:** 57471. **Power:** 250 and 100 watts on 1500 kc. **Affiliation:** None. **Opened:** Nov. 1, 1937.

Owner, station manager: A. Frank Katzentine. **Program and musical director:** Bettye Lee Taylor. **Chief engineer:** Walter Kinney.

Rep: Weed & Co. **Seating facilities:** Can accommodate about 150 persons. **Merchandising:** None. **Foreign language programs:** Some news programs are rendered in Spanish; no rules listed. **Artists bureau:** None. **Base rate:** \$120.

Copy restrictions: No written rules; conservative policy maintained. **E. T. library:** Associated. **News:** UP. **News periods:** Every hour on the hour, duration not listed, from 8 A.M. to midnight, Monday through Saturday.

WTMC, OCALA

Operator: John T. Alsop, Jr. **Power:** 100 watts on 1500 kc.

At press time this station had a construction permit only.

WDBO, ORLANDO

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

President: Colonel George C. Johnston. **Station and commercial manager:** Harold P. Danforth. **Program director:** E. M. Beckett. **Chief engineer:** J. E. Yarbrough. **Studio director:** W. G. McBride. **Musical director:** Walter Kimble. **Publicity director:** G. Burnett.

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

FLORIDA STATIONS—Continued

Copy restrictions: Beer and wine accepted; no liquor advertising; all copy subject to station approval. **E. T. library:** World. **News:** UP. **News periods:** 8:15-8:25 A.M., 11:45-11:55 A.M., both Monday through Saturday; 1:30-1:35 P.M., Monday, Wednesday, Friday.

WCOA, PENSACOLA

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

General and station manager: Henry G. Wells, Jr. **Commercial manager:** R. R. Powell. **Production manager:** Jim Larkin. **Program director:** C. E. Vann. **Chief engineer:** Beecher Hayford. **Musical director:** Ray Rogers.

Rep: John H. Perry Associates. **Seating facilities:** Studios, seating over 100 persons; also have weekly shows from two local theatres, seating about 2,000; auditorium available seating 700. **Merchandising:** Maintain contacts with wholesalers; supply program listings and publicity for local and out-of-town papers. **Foreign language programs:** Not accepted. **Artists bureau:** Yes; number of artists not given. **Base rate:** \$75.

Copy restrictions: Beer and wine accepted; hard liquor advertising not accepted; spot announcements limited to 100 words; chain breaks may not exceed 40 words. **E. T. library:** Standard. **News:** From NBC; two five-minute periods daily.

WFOY, ST. AUGUSTINE

Operator: Fountain of Youth Properties, Inc., Fountain of Youth Park. **Phone:** 1400. **Power:** 250 and 100 watts on 1210 kc. **Affiliation:** None. **Opened:** February 11, 1937.

President: Walter B. Fraser. **Station manager:** R. M. Tigert. **Commercial manager:** John Cummins. **Program director:** Ruth Loring Tanksley. **Chief engineer:** Bradley H. Overton.

Rep: None. **Seating facilities:** 50 persons. **Merchandising:** Complete service offered; rates vary according to amount of cooperation desired by advertiser. **Foreign language programs:** No rules; such programs have not been requested to date. **Artists bureau:** None. **Stock:** Principally held by Walter B. and Adeline Fraser. **Base rate:** \$50.

Copy restrictions: Accept beer and wine; no hard liquor; patent medicines accepted if approved by local Medical Association;

all concerns investigated to insure authentic statements in commercials. **E. T. library:** MacGregor. **News:** Transradio. **News periods:** 7:45-8 A.M., 9-9:15 A.M., 10:30-10:45 A.M., noon-12:05 P.M., 12:30-12:45 P.M., 2:55-3 P.M., 3:55-4 P.M., 6-6:05 P.M., 6:30-6:45 P.M., 7:55-8 P.M., 9:45-10 P.M., all daily.

WTSP, ST. PETERSBURG

Operator: Pinellas Broadcasting Co. **Power:** 250 and 100 watts on 1370 kc.

At press time this station had a construction permit only.

WSUN, ST. PETERSBURG

Operator: St. Petersburg Chamber of Commerce, Municipal Pier. **Phone:** 4747. **Power:** 5,000 and 1,000 watts on 620 kc (shares transmitter and hours of operation with WFLA). **Affiliation:** NBC Florida group. **Opened:** 1927. (Note: This station is municipally owned.)

General, station and commercial manager: Harold H. Meyer. **Program director:** Bob Wilbur. **Engineers:** Louis J. Link, chief engineer; Joseph Mitchell, consulting engineer. **Local sales manager:** Jerry Wigley.

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

Copy restrictions: Beer and wine accepted; no hard liquor advertising; patent medicines subject to station approval; all commercial copy must be in "absolute good taste." **E. T. library:** Associated. **News:** INS. **Winter news periods:** 7:50-8 A.M., 9-9:05 A.M. (from NBC), 4:55-5 P.M. (from NBC), 7:50-8 P.M., all apparently daily. **Summer news periods:** 7:50-8 A.M., 9-9:05 A.M. (from NBC), 5:25-5:30 P.M. (from NBC), 10-10:15 P.M., all apparently daily.

WTAL, TALLAHASSEE

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

President: Gilbert Freeman. **Station and commercial manager:** Richard Kingston. **Chief engineer:** J. H. Bailey. **Musical director:** Lillian Kalil.

FLORIDA STATIONS--Continued

Rep: World Broadcasting System. **Seating facilities:** Small reception room; exact capacity not listed. **Merchandising:** Have tie-up with Florida State News (local morning daily) for promotion and merchandising. **Foreign language programs:** No set rules on acceptance. **Artists bureau:** None. **Stock:** Principal holders are Gilbert and Vera Freeman. **Base rate:** \$58.

Copy restrictions: Beer and wine copy accepted; no hard liquor; all copy and continuity subject to inspection and censorship of station. **E. T. library:** World. **News:** UP.

WDAE, TAMPA

Operator: Tampa Times Company, Tampa Terrace Hotel. **Phone:** M-1818. **Power:** 5,000 and 1,000 watts on 1220 kc. **Affiliation:** CBS. **Opened:** May 17, 1922. (Note: This station is newspaper-owned by the Tampa Times.)

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

Rep: The Katz Agency. **Seating facilities:** Can accommodate about 40 persons. **Merchandising:** Dealer contacts personally or by phone; place show case and window cards; promotional letters. **Foreign language programs:** Accept Spanish programs; same rules as apply to regular commercials, with interpretation to be done by staff Spanish announcer. **Artists bureau:** None. **Base rate:** \$100.

Copy restrictions: Beer and wine accepted; no hard liquor; no specific rules govern copy. **E. T. library:** Standard. **News:** Transradio. **News periods:** 1-1:05 P.M., 5:30-5:35 P.M., 11-11:15 P.M., Monday through Saturday.

WFLA, TAMPA-CLEARWATER

Operator: Florida West Coast Broadcasting Co., Inc., Tarr Building, Tampa. **Phone:** Tampa: H-1828; Clearwater: 2753. **Power:**

5,000 and 1,000 watts on 620 kc. (Note: WSUN and WFLA share transmitter and hours of operation.) **Affiliation:** NBC Florida Group; Orange Network. **Opened:** November, 1925.

General manager, station manager, commercial manager: W. Walter Tison. **Program director:** Paul Jones. **Chief engineer:** Joe H. Mitchell. **Musical director:** Frank Grasso. **Production manager, artists bureau head, publicity director:** Don Bell.

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

Copy restrictions: Accept wine and beer advertising if in "good taste"; all copy must comply with rules of FCC and the Federal Trade Commission; station reserves power of censorship at all times. **E. T. library:** NBC Thesaurus. **News:** From NBC; 9-9:05 A.M., 4:55-5 P.M., daily; 6:45-7 P.M., Monday, Wednesday, Friday.

WJNO, WEST PALM BEACH

Operator: WJNO, Inc., P. O. Box 189. **Phone:** 5157. **Power:** 250 and 100 watts on 1200 kc. **Affiliation:** CBS. **Opened:** July 31, 1936.

President: Jay J. O'Brien. **Treasurer:** Louise DeLea. **General and commercial manager:** Reggie Martin. **Program director:** J. Gunnar Back. **Chief engineer:** John K. Moore. **Publicity director:** John Clarke.

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

Copy restrictions: Beer and wine accepted; no liquor advertising; all copy subject to station approval and government regulations. **E. T. library:** World. **News:** UP. **News periods:** 7:30-7:35 A.M., 9-9:15 A.M., noon-12:15 P.M., 3:30-3:35 P.M., 6-6:10 P.M., 10-10:05 P. M., daily except Sunday; 9:30-9:35 A.M., 12:45-1 P.M., 10-10:05 P.M., Sunday only.

GEORGIA

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

Radio Homes by Counties

Appling	1,270	Evans	670	Musogee	10,050
Atkinson	720	Fannin	1,240	Newton	1,940
Bacon	640	Fayette	730	Oconee	710
Baker	690	Floyd	6,570	Oglethorpe	1,150
Baldwin	2,090	Forsyth	860	Paulding	1,050
Banks	750	Franklin	1,380	Peach	1,320
Barrow	1,360	Fulton with Camp-		Pickens	980
Bartow	2,730	bell and Milton...	67,230	Pierce	1,180
Ben Hill	1,820	Gilmer	620	Pike	950
Berrien	1,320	Glascock	400	Polk	2,940
Bibb	13,860	Glynn	3,410	Pulaski	950
Bleckley	880	Gordon	1,610	Putnam	860
Brantley	700	Grady	1,860	Quitman	340
Brooks	2,120	Greene	1,360	Rabun	610
Bryan	660	Gwinnett	2,760	Randolph	1,850
Bulloch	2,500	Habersham	1,300	Richmond	13,300
Burke	3,180	Hall	3,540	Rockdale	750
Butts	980	Hancock	1,140	Schley	470
Calhoun	1,110	Haralson	1,250	Screven	1,870
Camden	750	Harris	1,100	Seminole	670
Campbell	(See Fulton)	Hart	1,260	Spalding	3,250
Candler	770	Heard	710	Stephens	1,280
Carroll	3,360	Henry	1,440	Stewart	1,120
Catoosa	930	Houston	1,100	Sumter	3,390
Charlton	510	Irwin	1,040	Talbot	850
Chatham	21,150	Jackson	2,100	Taliaferro	580
Chattahoochee	580	Jasper	920	Tattnall	1,420
Chattooga	1,550	Jeff Davis	770	Taylor	1,010
Cherokee	1,980	Jefferson	1,980	Telfair	1,470
Clarke	4,230	Jenkins	1,330	Terrell	1,990
Clay	690	Johnson	1,210	Thomas	4,210
Clayton	1,010	Jones	780	Tift	1,890
Clinch	940	Lamar	1,140	Toombs	1,710
Cobb	4,420	Lanier	530	Towns	350
Coffee	1,870	Laurens	3,360	Treutlen	640
Colquitt	3,150	Lee	870	Troup	4,780
Columbia	810	Liberty	810	Turner	1,080
Cook	1,120	Lincoln	600	Twiggs	730
Coweta	2,940	Long	430	Union	480
Crawford	580	Lowndes	4,110	Upson	2,220
Crisp	2,220	Lumpkin	450	Walker	3,040
Dade	400	McDuffie	930	Walton	2,150
Dawson	280	McIntosh	810	Ware	4,150
Decatur	2,790	Macon	1,730	Warren	990
De Kalb	12,600	Madison	1,290	Washington	2,500
Dodge	2,100	Marion	650	Wayne	1,390
Dooley	1,670	Meriwether	2,330	Webster	430
Dougherty	3,920	Miller	800	Wheeler	780
Douglas	890	Milton	(See Fulton)	White	520
Early	1,720	Mitchell	2,320	Whitfield	2,460
Echols	330	Monroe	1,180	Wilcox	1,220
Effingham	1,130	Montgomery	880	Wilkes	1,720
Elbert	1,980	Morgan	1,350	Wilkinson	1,150
Emanuel	2,220	Murray	770	Worth	1,930

GEORGIA STATIONS—Continued

WGPC, ALBANY

Operator: Albany Broadcasting Co., Inc., 125½ N. Jackson St. **Phone:** 1370. **Power:** 100 watts on 1420 kc. **Affiliation:** Georgia Broadcasting System. **Opened:** July 1, 1934.

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

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

Copy restrictions: Adhere to NAB code on commercial copy; beer and wines accepted; no hard liquor; patent medicines acceptable if approved by the FTC. **E. T. library:** MacGregor. **News:** AP; also local news.

News periods: 8-8:05 A.M., 9:55-10 A.M., 12:15-12:30 P.M. (local), 1-1:05 P.M., 3:15-3:20 P. M., 6-6:15 P.M., all Monday through Saturday.

WG AU, ATHENS

Operator: J. K. Patrick & Co., Bobbin Mill Road. **Phone:** 1741. **Power:** 250 and 100 watts on 1310 kc. **Affiliation:** None. **Opened:** April 25, 1938. (Note: Earl B. Braswell, one of the five partners in this station, is publisher of the Athens Banner-Herald.)

Station and commercial manager, chief engineer: A. Lynne Brannen. **Program director:** Melvin C. Gorman. **Musical director:** Harry L. Grimes.

Rep: None. **Seating facilities:** "Red" studio audience room seats 60; "Black" audience room seats 40. **Merchandising:** Distribute window cards and displays; help client in every way possible, especially in the drug field (one of the partners is a druggist); no charge for services. **Foreign language programs:** No rules. **Artists bureau:** None. **Stock:** Station is owned by an equal partnership composed of J. K. Patrick, Earl B. Braswell, Tate Wright, C. A. Rowland, and A. Lynne Brannen. **Base rate:** \$50.

Copy restrictions: No alcoholic beverages; have carried beer, "but are not inclined to do so in the future"; patent medicines accepted.

E. T. library: Standard. **News:** AP through local newspaper. **News periods:** 9:15 A.M., 1:15 P.M., 4:30 P.M., all 15 minutes, Monday through Friday; 9:15-9:30 A.M., Saturday only. (Note: Spot announcements are sold before and after, but not during, the news.)

WAGA, ATLANTA

Operator: Liberty Broadcasting Co. is licensee; Atlanta Journal, owner and operator of WSB, same city, operates this station; Western Union Bldg. **Phone:** Main 5101. **Power** 1,000 and 500 watts on 1450 kc. **Affiliation:** NBC Blue Southern Group. **Opened:** Aug. 1, 1937 (in Atlanta; previously operated in Athens, Ga., as WTFI).

Executive director: Lambdin Kay. **General manager:** Jess Swicegood. **Program director:** Earle Pudney. **Chief engineer:** Cliff Hanson. **Musical director:** Joan Norman.

Rep: Edward Petry & Co., Inc. **Seating facilities:** Have observation room; no capacity given. **Merchandising:** Newspaper publicity accorded sponsors. **Foreign language programs:** No occasion for same has arisen; audience of this type is small in the station's coverage area. **Artists bureau:** None. **Base rate:** \$180.

Copy restrictions: No hard liquor accounts accepted; copy must be "in good taste."

E. T. library: World. **News:** UP. **News periods:** 6:45-6:50 A.M., 7:50-8:05 A.M., 12:15-12:30 P.M., 6:30-6:45 P.M., 10-10:15 P.M., all apparently Monday through Saturday.

WATL, ATLANTA

Operator: Atlanta Broadcasting Co., Henry Grady Bldg. **Phone:** Walnut 4377. **Power:** 250 and 100 watts on 1370 kc. **Affiliation:** Georgia Broadcasting System. **Opened:** 1931.

Owner: J. W. Woodruff*. **Station manager and musical director:** Ken Keese. **Chief engineer:** James Comer.

Rep: Sears and Ayer, Inc. **Seating facilities:** 150 persons. **Merchandising:** Conduct direct mail campaigns—blotters, brochures, etc.; invite wholesalers and retailers to visit studios during programs; program listing in daily papers; letters to the trade. **Foreign language programs:** Accept programs or announcements, copy subject to usual scrutiny. **Artists bureau:** None. **Base rate:** \$160.

Copy restrictions: All copy subject to acceptance by management; accept beer and wines; no hard liquors; accept cough remedies, headache powders, etc. **E. T. library:** Associated.

News: INS. **News periods:** Five minutes every hour on the hour, 7 A.M. to 1 A.M., except 15 minutes at 7 P.M., all Monday through Saturday.

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

GEORGIA STATIONS—Continued

WGST, ATLANTA

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

President: Dr. M. L. Brittain. **Station manager:** W. H. Summerville. **Commercial manager:** Frank Gaither. **Program director:** John Fulton. **Chief engineer:** Ben Akerman. **Musical director:** Lola Allen Wallace.

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

Copy restrictions: Accept beer; no hard liquor; all copy subject to approval of program department. **E. T. library:** Standard. **News:** AP; Transradio. **News periods:** 6:25 A.M., 8:10 A.M., noon, 2 P.M., 4:45 P.M., 11 P.M., all five minutes, all apparently daily. (Note: Spots are sold around the news, but apparently not during the broadcasts).

WSB, ATLANTA

Operator: The Atlanta Journal Company, Atlanta Biltmore Hotel. **Phones:** Hemlock 5200; Walnut 5050. **Power:** 50,000 watts on 740 kc. **Affiliation:** NBC Red Southcentral Group. **Opened:** March 15, 1922. (Note: This station is newspaper-owned by the Atlanta Journal.)

General and station manager: Lambdin Kay.* **Advertising manager:** John M. Outler, Jr. **Program director:** Roy McMillan. **Chief engineer:** C. F. Daugherty. **Musical director:** Marcus Bartlett. **Publicity director:** Ernest Rogers.

Rep: Edward Petry & Co., Inc. **Seating facilities:** Studio reception parlor seats 200 persons; can use Biltmore Hotel auditoriums, seating 750. **Merchandising:** Not offered free; will cooperate with advertisers on request. **Foreign language programs:** Accepted, but no demand for such programs in this territory. **Artists bureau:** None. **Base rate:** \$240 (½ hr.).

Copy restrictions: No wine, beer or liquor advertising accepted; station reserves the right to edit all commercial copy. **E. T. library:** NBC Thesaurus; Lang-Worth. **News:** AP. **News periods:** 6-6:10 A.M. 7:15-7:30 A.M., 8-8:05 A.M., 8:20-8:30 A.M., 9:45-10 A.M., 12:30-12:45 P.M., 3-3:15 P.M., 4-4:15 P.M., 5:25-5:30 P.M., 6-6:15 P.M., 10:15-10:30 P.M., all Monday through Saturday.

*Also executive director of WAGA, Atlanta.

WRDW, AUGUSTA

Operator: Augusta Broadcasting Company, Tenth and Broad Sts. **Phones:** 2976-7-8. **Power:** 250 and 100 watts on 1500 kc. **Affiliation:** CBS. **Opened:** July 7, 1930.

Station manager: W. R. Ringson. **Commercial manager:** Thurston Bennett. **Program director, artists bureau head:** James A. Davenport. **Chief engineer:** Harvey Aderhold.

Rep: None. **Seating facilities:** Can accommodate about 100 persons. **Merchandising:** Distribute postal cards, window cards and blotters; make personal phone calls; send out direct mail; all services gratis. **Foreign language programs:** No rules listed. **Artists bureau:** Maintain service bureau placing artists without charge to the artist. **Base rate:** \$90 (portable remote or shortwave equipment at special rates).

Copy restrictions: Do not accept liquor advertising. **E. T. library:** World. **News:** UP. **News periods:** 11:50-noon, Monday through Saturday; 6:30-6:45 P.M., Monday through Friday; 7:45-7:50 P.M., Monday, Tuesday, Thursday, Friday, Sunday.

WRBL, COLUMBUS

Operator: Columbus Broadcasting Co., Inc., 1420 Second Avenue. **Phone:** 4300-4301; **Power:** 250 and 100 watts on 1200 kc. **Affiliation:** CBS; Georgia Broadcasting System. **Opened:** 1927.

Owner: J. W. Woodruff.* **General and commercial manager:** J. W. Woodruff, Jr. **Program, musical and publicity director:** Leo "Bill" Dougherty. **Chief engineer:** Oliver Heely. **News and sports editor:** Jack Gibney.

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

Copy restrictions: Accept beer and wine, but no liquor advertising; all copy subject to station approval and government regulations. **E. T. library:** World. **News:** INS. **News periods:** 8:15-8:30 A.M., 10:30-10:45 A.M. (women's news), 12:15-12:30 P.M., 5-5:05 P.M., 7-7:15 P.M. (sports news), 9:45-10 P.M., all daily.

* Also president of WATL, Atlanta, Ga.

WKEU, GRIFFIN

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

President, station manager, chief engineer: A. W. Marshall, Jr. **Commercial man-**

GEORGIA STATIONS—Continued

ager: Joe Carter. Program director: Muriel Shackelford.

Rep: Burn-Smith Co., Inc. Seating facilities: No information given. Merchandising: No information given. Foreign language programs: No information given. Artists bureau: None. Base rate: \$30.

Copy restrictions: Rate card contains standard clauses. News: None.

WMAZ, MACON

Operator: Southeastern Broadcasting Co., Inc., 211 Cotton Avenue. Phone: 3131. Power: 5,000 and 1,000 watts on 1180 kc (operates to sunset in Albuquerque, N. Mex.). Affiliation: CBS. Opened: October 30, 1922.

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

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

Copy restrictions: Beer and wine accepted, but not on Sunday; no hard liquor; 100-word announcements made only on participating programs. E. T. library: World; Davis & Schwegler; NAB; Lang-Worth. News: AP. News periods: 8 A.M., 2 P.M., 4:45 P.M., plus one period at variable sign-off time, all 15 minutes, all Monday through Saturday; 8:15-8:30 P.M., Sunday.

WRGA, ROME

Operator: Rome Broadcasting Corp., National City Bank Bldg. Phone: 1995. Power: 250 and 100 watts on 1500 kc. Affiliation: None. Opened: May 5, 1930.

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

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

Copy restrictions: Whiskey not accepted; beer and wine okay. E. T. library: None. News: UP; also local. News periods: 7:15 A.M., 9:15-9:20 A.M. (Hollywood news), 9:30-9:45 A.M., 11-11:15 A.M., 12:30-12:45 P.M. (local news), 12:50-12:55 P.M.

(farm news), 6:45-7 P.M., 9:45-10 P.M., all daily except Sunday; 12:30-12:45 P.M., 9:45-10 P.M., Sunday only.

WSAV, SAVANNAH

Operator: Arthur Lucas. Power: 100 watts on 1310 kc.

At press time this station had a construction permit only.

WTOC, SAVANNAH

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

President: W. T. Knight, Jr. Station manager: Marjorie B. Willis. Production manager: Fred P. Pfahler. Merchandising manager: William B. Smart. Sports and program manager: Weldon Herrin. Local sales manager: Robert R. Feagin. Chief engineer: James R. Donovan.

Rep: The Katz Agency. Seating facilities: Reception room with view of studio seats 30 persons. Merchandising: Send out regular bulletins to the trade; contact dealers and distributors; supply Embosograf signs for store windows, calling attention to advertiser's program; send letters and bulletins to customers and dealers; pre-plug programs; signs on station shortwave truck. Foreign language programs: Accepted if certified translation is furnished for station scrutiny. Artists bureau: Yes. Base rate: \$125.

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

E. T. library: MacGregor; World. News: UP.

WPAX, THOMASVILLE

Operator: H. Wimpy. Power: 250 and 100 watts on 1210 kc. Affiliation: None. Opened: 1934.

Base rate: \$45.

No further information available after repeated requests.

WAYX, WAYCROSS

Operator: Jack Williams, 620 Plant Ave. Phone: 965. Power: 250 and 100 watts on 1200 kc. Affiliation: None. Opened: Oct. 12, 1936. (Note: Jack Williams, owner of this station, is also editor and publisher of the Waycross Journal-Herald).

Station head: Jack Williams. Station manager, chief engineer: John J. Tobola. Commercial manager: Jack Murray. Program director: Martha Jane Folsom.

Rep: None. Seating facilities: Reception

GEORGIA STATIONS—Continued

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

Copy restrictions: Beer and wines accepted weekdays, but not on Sunday; no hard liquors; patent medicine copy subject to approval of Federal Trade Com-

mission; station reserves the right to censor or reject any material which, in the opinion of the management, does not conform to "good taste." **E. T. library:** World. **News:** AP. **News periods:** 8:45 A.M., 10:15 A.M., 12:30 P.M., 2:30 P.M., 6 P.M., all 15 minutes, all Monday through Saturday. (Note: Announcements are sold before and after, but not during the news).

IDAHO

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

Radio Homes by Counties

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

KIDO, BOISE

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

Manager: C. G. Phillips. **Commercial manager:** Bonnie Scotland. **Sales manager:** Dick McBroom. **Program director:** W. T. Phillips. **Chief engineer:** Harold Toedtemeier. **Station promotion:** Roy Civile. **Traffic manager:** Catherine Scotland. **Publicity director:** Vern Moore.

Rep: John Blair & Co. **Seating facilities:** About 300 persons. **Merchandising:** Use live talent and transcription shows to promote sponsored NBC programs, and transcription promotions for national spot advertisers; give sponsors at least two time-break mentions weekly; local merchants enrolled to give sponsor's products pref-

erence in return for mention on series of promotional programs; store and window displays; Sunday column in local paper plugs national sponsors (network and spot); all above services gratis; will cooperate on special plans. **Foreign language programs:** None; but population (Basque) would warrant Spanish. **Artists bureau:** Sustaining talent is made available to sponsors via nominal setup. **Base rate:** \$120.

Copy restrictions: Copy must conform to Federal Trade Commission rules; wine, beer, liquors accepted. **E. T. library:** World. **News:** UP; AP. **News periods:** 10-10:15 A.M., 12:30-12:35 P.M. 3:25-3:30 P.M., all Monday through Saturday; 7-7:05 P.M., Monday, Tuesday, Thursday, Friday, Saturday; 6:45-6:50 P.M., Wednesday.

KGCI, COEUR D'ALENE

All particulars concerning a construction permit for this station were stricken off the FCC record at press time.

IDAHO STATIONS—Continued

KID, IDAHO FALLS

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

Base rate: \$90.

No other information available.

KRLC, LEWISTON

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

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

Rep: Walter Biddick Co. (Coast); Sears and Ayer (Chicago); Cox and Tanz (East). **Seating facilities:** None, except on remotes from local auditoriums. **Merchandising:** Any service rendered at cost. **Foreign language programs:** Accepted; same rules apply as for ordinary broadcasts. **Artists bureau:** None. **Base rate:** \$25 (½ hr.).

Copy restrictions: No beer, wine or other alcoholic beverage advertising accepted; station reserves the right to reject any copy deemed to "be in bad taste for the community served." **E. T. library:** World; Lang-Worth. **News:** UP; Transradio. **News periods:** 7:45-8 A.M., 10-10:05 A.M., 12:15-12:30 P.M., 4:55-5 P.M., 6:30-6:45 P.M., 8:45-9 P.M., daily except Sunday; 7-7:15 P.M. every day.

KFXD, NAMPA

Operator: Frank E. Hurt, 1024 12th Avenue, S. **Phone:** 1200. **Power:** 250 and 100 watts on 1200 kc. **Affiliation:** None. **Opened:** October, 1924.

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

Rep: None. **Seating facilities:** 40 persons. **Merchandising:** Have a contact man covering a radius of 70 miles. **Foreign language programs:** No set rules; foreign population very small. **Artists bureau:** None. **Base rate:** \$15 (½ hr.).

Copy restrictions: No beer, wine, liquor or patent medicines accepted. **E. T. library:** Lang-Worth; NBC Thesaurus; NAB; Davis & Schwegler; MacGregor. **News:** UP. **News periods:** 8:45 A.M., 10 A.M., 12:30 P.M., 3:15 P.M., 5:45 P.M. (local), 6:45 P.M., 8:45 P.M., all 10 minutes, all daily except Sunday.

KSEL, POCATELLO

Operator: Radio Service Corporation of Idaho, Pocatello. **Phone:** 960. **Power:** 1,000

and 250 watts on 900 kc. **Affiliation:** NBC North Mountain Group. **Opened:** August, 1926.

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

Rep: Gene Furgason & Co. **Seating facilities:** None. **Merchandising:** Service rendered at cost. **Foreign language programs:** Accepted. **Artists bureau:** None. **Base rate:** \$70.

Copy restrictions: Accept beer; no wine or liquor. **E. T. library:** Lang-Worth; MacGregor; Standard. **News:** Transradio. **News periods:** 7-7:10 A.M., 9-9:15 A.M., 10:15-10:30 A.M., 12:30-12:40 P.M., 3:25-3:30 P.M., 8:15-8:25 P.M., 10-10:10 P.M., all Monday through Saturday; 7:30-7:40 P.M. Sunday.

KTFL, TWIN FALLS

Operator: Radio Broadcasting Corp., Radio Center Bldg. **Phone:** 30. **Power:** 1,000 watts on 1240 kc. **Affiliation:** NBC North Mountain Group. **Opened:** October, 1928.

President: O. P. Soule. **Vice-president, general and commercial manager:** John E. Gardner. **Program and publicity director:** F. M. Soule. **Musical director, production manager:** Charles Crabtree. **Chief engineer:** F. V. Cox.

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

Copy restrictions: Beer accepted; limited acceptance of wine; no other alcoholic beverages; commercial copy limited to 300 words per quarter-hour; patent medicines subject to prior audition and approval of copy; all copy subject to approval of Federal Trade Commission. **E. T. library:** Lang-Worth. **News:** Transradio. **News periods:** 7-7:10 A.M., 10-10:10 A.M., 12:30-12:45 P.M., 3:25-3:30 P.M., 5:45-5:55 P.M., 8-8:15 P.M., Monday through Saturday; 8:45-8:55 A.M., 4:45-4:55 P.M., 8:15-8:30 P.M., Sunday.

KWAL, WALLACE-KELLOGG

Operator: C. Howarth and C. Berger. **Power:** 250 and 100 watts on 1420 kc.

At press time this station had a construction permit only.

ILLINOIS

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

Radio Homes by Counties

Adams	15,900	Hardin	1,440	Morgan	7,460
Alexander	5,360	Henderson	2,010	Moultrie	2,880
Bond	3,460	Henry	10,850	Ogle	6,700
Boone	3,730	Iroquois	7,340	Peoria	33,880
Brown	1,960	Jackson	8,020	Perry	5,240
Bureau	9,060	Jasper	2,810	Piatt	3,480
Calhoun	1,630	Jefferson	7,160	Pike	5,740
Carroll	4,630	Jersey	2,870	Pope	1,660
Cass	4,000	Jo Daviess	4,880	Pulaski	3,250
Champaign	15,790	Johnson	2,110	Putnam	1,160
Christian	8,800	Kane	30,150	Randolph	6,070
Clark	4,250	Kankakee	10,720	Richland	3,370
Clay	3,640	Kendall	2,400	Rock Island	24,700
Clinton	4,530	Knox	13,170	St. Clair	39,010
Coles	9,120	Lake	23,920	Saline	8,160
Cook	996,480	La Salle	22,770	Sangamon	27,410
Crawford	4,940	Lawrence	4,910	Schuyler	2,700
Cumberland	2,370	Lee	7,060	Scott	2,020
De Kalb	8,120	Livingston	8,460	Shelby	5,990
De Witt	4,430	Logan	6,230	Stark	2,100
Douglas	4,160	McDonough	6,890	Stephenson	9,920
Du Page	22,660	McHenry	8,170	Tazewell	10,780
Edgar	6,000	McLean	17,740	Union	3,860
Edwards	2,060	Macon	20,370	Vermilion	21,040
Effingham	4,150	Macoupin	11,710	Wabash	3,130
Fayette	5,140	Madison	34,190	Warren	5,300
Ford	3,680	Marion	8,640	Washington	3,560
Franklin	13,220	Marshall	3,060	Wayne	4,110
Fulton	10,740	Mason	3,690	White	4,090
Gallatin	2,130	Massac	3,170	Whiteside	9,430
Greene	4,730	Menard	2,480	Will	24,550
Grundy	4,160	Mercer	3,960	Williamson	12,300
Hamilton	2,780	Monroe	2,730	Winnebago	28,940
Hancock	6,630	Montgomery	8,400	Woodford	4,190

WMRO, AURORA

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

Owner, station and commercial manager: Martin R. O'Brien. **Program director:** Russ Salter. **Chief engineer:** Leo Burch. **Artists bureau head:** Elizabeth Geib. **Musical director:** Mary Louise Brown.

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

Copy restrictions: Patent medicines subject to strict supervision and generally "frowned on"; wholesale (but not retail) beer accounts accepted; hard liquor copy

not accepted. **E. T. library:** NBC The-saurus; Standard. **News:** AP through the Aurora Beacon. **News periods:** 11 A.M., 2:30 P.M., both 15 minutes, both Monday through Saturday.

WJBC, BLOOMINGTON

Operator: Arthur Malcolm McGregor and Dorothy Charlotte McGregor, Bloomington. **Phone:** 535. **Power:** 250 and 100 watts on 1200 kc. **Affiliation:** None. **Opened:** Sept. 1934.

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

Rep: Cox and Tanz. **Seating facilities:**

In Chicago there are fifteen commercial radio stations. Of these fifteen, four are 50,000 watt network outlets (considering WLS & WENR as one). Rate these four as you will, but number five position definitely goes to WCFL - Chicago's popular independent.

We broadcast for more local and national spot advertisers than does any competitive station but most important is the fact that our advertisers stay with us and, a station with a low mortality rate can brag.

A typical example is the breakdown of the 523 WCFL broadcasting hours during the month of May, 1939:

Commercial	333	hours - 30 min.	- 63.8%
Sustaining	123	"	- 23.4%
NBC	66	" - 30 "	- 12.8%

No competitive station can equal this record because WCFL on basis of audience - ability to sell - and on basis of rate is the best "buy" in Chicago.

WCFL

5000 Watts - Fulltime

ILLINOIS STATIONS—Continued

50 persons. **Merchandising:** All programs with a contest or premium angle are handled without cost through Contest Editor, who answers fan mail, etc.; window displays, placards, direct mail, supplied at actual cost. **Foreign language programs:** Not accepted. **Artists bureau:** None. **Base rate:** \$60.

Copy restrictions: No beer, wine or hard liquor advertising; only such patent medicines as are recommended by reputable local dealers; commercials limited to 500 words per quarter-hour program, spot announcements to 100 words; all copy checked for conformity to accepted standards of good taste. **E. T. library:** Lang-Worth; Standard; Davis & Schwegler. **News:** Transradio. **News periods:** 9:30-9:35 A.M., 10:30-10:35 A.M., noon-12:15 P.M., 3:30-3:35 P.M., 4:30-4:35 P.M., 5:45-6 P.M., 6:15-6:30 P.M., 7:10-7:15 P.M., daily except Sunday.

WCAZ CARTHAGE

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

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

Rep: None. **Seating facilities:** Reception room can accommodate 100 persons. **Merchandising:** Service rendered "for special accounts." **Foreign language programs:** No information given. **Artists bureau:** None. **Base rate:** \$45.

Copy restriction: Accept beer and some patent medicines; no wines or liquor. **News:** Christian Science Monitor.

WDWS, CHAMPAIGN

Operator: Champaign News Gazette, Inc., 48 Main St. **Phone:** 6-1855. **Power:** 250 and 100 watts on 1370 kc. **Affiliation:** None. **Opened:** Jan. 25, 1937. (Note: This station is newspaper-owned by the Champaign News Gazette.)

Station manager: M. Stevick. **Commercial manager:** Jack Beynon. **Program director:** Ken Rice. **Chief engineer:** Max Kimbrel.

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

Copy restrictions: Beer and wine ac-

counts accepted; no hard liquor or patent medicines accepted. **E. T. library:** NBC Thesaurus. **News:** UP. **News periods:** Five minutes every hour on the hour, 7 A.M. to 10 P.M., Monday through Saturday; 10:45-11 P.M., every day.

WAAF, CHICAGO

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

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

Rep: George P. Hollingbery Co. **Seating facilities:** Can accommodate about 100 persons. **Merchandising:** Publicity; window displays, bus cards, "L" posters, etc., gratis. **Foreign language programs:** Not accepted. **Artists bureau:** Setup nominal only. **Base rate:** \$172.50.

Copy restrictions: Accept beer and wine; no hard liquor; patent medicines subject to investigation and strict copy censorship. **E. T. library:** Associated; Lang-Worth; NAB. **News:** UP. **News periods:** Daily, five minutes every hour on the hour, except 9 A.M., 1 P.M., and 5 P.M., when the broadcasts run 15 minutes (summaries).

WBBM, CHICAGO

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

Vice-president and manager: H. Leslie Atlass. **Assistant manager:** J. L. Van Volkenburg. **Commercial manager:** J. Kelly Smith. **Program director:** Bobby Brown. **Artists bureau head:** Stan Thompson. **Chief engineer:** Frank B. Falknor. **Musical director:** Carl Hohengarten. **Publicity director:** Hal Burnett.

Rep: Radio Sales. **Seating facilities:** WBBM Air Theatre, seating 300 persons. **Merchandising:** Contact retailers by mail; arrange special window displays, etc.; all services rendered at actual cost. **Foreign language programs:** Not accepted. **Artists bureau:** Yes; lists about 40 artists. **Base rate:** \$750.

Copy restrictions: CBS program policies. **E. T. library:** Associated. **News:** UP. **News periods:** 7-7:15 A.M., Monday through Saturday; 7:15-7:30 A.M., Monday through Saturday; noon-12:15 P.M., Sunday only;

CUT YOURSELF A PIECE OF PIE

with

W-G-N



* Broadcasting Magazine, Jan. 1, 1938: 22,711,860—Radio Families in U. S. 2,788,600—Radio Families in W-G-N Primary Listening Area. Est. by Joint Comm. on Radio Research

THROUGH W-G-N, which since 1925 has consistently led the field, and *through this one station alone*, you thoroughly blanket twelve percent of the TOTAL potential American radio audience. With its new 750-foot vertical radiator and high fidelity transmitter at a new location, W-G-N's already vast pri-

mary coverage area, as indicated by the above figures, will again be substantially improved. **FIRST** in facilities, **FIRST** in programs, **FIRST** in ideas, **FIRST** in service and **FIRST** in audience appeal, W-G-N stands as the leader of stations in Chicago and the Middle West, America's second largest market.

STOP STARVING YOURSELF AND YOUR PRODUCT—CUT YOUR BIGGEST SLICE OF PIE TODAY

50,000 WATTS

W-G-N, Inc.

720 KILOCYCLES

Eastern Sales Office:
William E. McGuineas
220 E. 42nd Street
New York City

441-445 North Michigan Avenue
Chicago, Illinois

Pacific Coast Office:
Edward S. Townsend
Russ Building
San Francisco, Cal.

MEMBER OF—THE MUTUAL BROADCASTING SYSTEM

ILLINOIS STATIONS—Continued

2:30-2:45 P.M., Saturday only (women's news); 4:30-4:45 P.M., Monday through Friday; 5:45-6 P.M., Tuesday and Thursday; 6-6:15 P.M., Monday, Wednesday, Friday; 6:15-6:30 P.M., Tuesday, Thursday, Saturday; 10-10:15 P.M., Monday through Saturday; also use news spots on breaks, plus four periods spotted between locally sponsored programs.

WCBD, CHICAGO

Operator: WCBD, Inc., 2400 West Madison St. **Phone:** Seeley 8066. **Power:** 5,000 watts on 1080 kc (divides time with WMBI). **Affiliation:** None. (Note: WCBD, WGES and WSBC, all Chicago, are operated by Gene T. Dyer.)

President, station and commercial manager: Gene T. Dyer. **Program director:** Peter Bradley. **Artists bureau head:** Minerva Clemens. **Musical director:** Joseph Rudolph. **Chief engineer:** Edward W. Jacker. **Publicity director:** Dick Kross.

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

Copy restrictions: Medical accounts must have approval of Food and Drugs administration as to product and copy. **E. T. library:** NAB; Davis & Schwegler. **News:** INS. **News periods:** 10-10:30 A.M., daily; 5:15-5:30 P.M., Tuesday, Thursday, Saturday.

WCFL, CHICAGO

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

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

Rep: The Katz Agency. **Seating facilities:** 250 persons. **Merchandising:** Dealer contacts; promotion to union membership—approximately 450,000 in station area; additional services rendered at cost. **Foreign language programs:** Not accepted. **Artists bureau:** None. **Base rate:** \$250.

Copy restrictions: Copy subject to station approval and existing regulations. **E. T. library:** Standard. **News:** Transradio. **News periods:** 8-8:05 A.M., 8:55-9 A.M., 12:15-12:30 P.M., 3-3:15 P.M., 6-6:15 P.M., 7-7:15 P.M., 9-9:15 P.M., 11:45-midnight, all Monday through Saturday. (Note: This schedule goes into effect following end of the baseball season.)

WCRW, CHICAGO

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

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

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

WEDC, CHICAGO

Operator: Emil Denmark, Inc., 3860 Ogden Ave. **Phone:** Crawford 4100. **Power:** 250 and 100 watts on 1210 kc (shares time with WCRW and WSBC). **Affiliation:** None. **Opened:** Nov. 26, 1926.

General manager: Emil Denmark. **Station and commercial manager:** Frank J. Kotnour. **Program director:** Ken Parker. **Chief engineer:** Caleb Frisk. **Artists bureau head:** George Vares. **Musical director:** William Brady.

Rep: None. **Seating facilities:** None. **Merchandising:** New programs publicized through foreign language newspapers, and via a sound truck and handbills. **Foreign language programs:** Station specializes in these; have Polish, Bohemian, Jewish, Italian, Ukrainian, Russian, Lithuanian, Mexican and Greek programs. **Artists bureau:** Yes; list several musical and dramatic artists. **Base rate:** \$125.

Copy restrictions: Patent medicines are restricted; extent of this restriction, or others, not mentioned. **E. T. library:** None. **News:** Foreign News Service. **News periods:** 8:45 A.M. (Bohemian), 9:15 A.M. (Polish), 4:15 P.M. (Bohemian), all 15 minutes, all Monday through Saturday.

WENR, CHICAGO

Operator: National Broadcasting Co., Inc. (owner and operator), Merchandise Mart. **Phone:** Superior 8300. **Power:** 50,000 watts on 870 kc (WENR divides time with WLS, Chicago). **Affiliation:** NBC Basic Blue. **Opened:** March 19, 1925. (Note: NBC also owns and operates WMAQ, Chicago).

Manager of Central Division: S. N. Strotz. **Sales manager:** O. Morton. **Program director:** Jules Herbuevaux. **Chief engineer:** H. C. Luttgens. **Artists bureau head:** James Stirton. **Musical director:** Roy Shield. **Publicity director:** William Ray.

BOX OFFICE RECORDS

777,508 persons
have paid admission (75¢) to attend
the WLS National Barn Dance in seven years.
Over three quarters of a million WLS listeners from
every state in the nation and many foreign countries have
packed the Eighth Street Theatre in Chicago every Saturday night
for 370 consecutive performances.

WLS artists made 512 personal appearances in 1938, and 1,229,025
interested listeners came to see their favorite radio entertainers. Over
10,000,000 people have attended 4,786 personal appearances of WLS
acts since 1932. All this is in addition to the box office records set at
the Eighth Street Theatre by the National Barn Dance.

WLS Home Talent shows were presented in 463 cities of the
WLS Major Coverage Area in 1938. 463,776 WLS listeners
paid admission to see these shows supporting their own local
civic organizations.

Popularity of WLS talent means listener interest
and listener interest means "WLS
Gets Results!"



CHICAGO

Burrige D. Butler
President

Glenn Snyder
Manager

ILLINOIS STATIONS—Continued

Rep: National Broadcasting Co. **Seating facilities:** Studio A, 400; studio D, 200; studio E, 200. **Merchandising:** Promotion department will cooperate in preparing advertising plans; will send letters, in any amount, on company stationery with advertiser paying all costs. **Foreign language programs:** Not accepted. **Artists bureau:** Yes; has complete roster of talent. **Base rate:** \$720.

Copy restrictions: Accept beer; no other alcoholic beverages; no patent medicines; adheres to NBC Program Policies; see also WMAQ, Chicago. **E. T. library:** NBC Thesaurus. **News:** AP; UP; INS. **News periods:** 10-10:15 P.M., Monday through Friday.

WGES, CHICAGO

Operator: Oak Leaves Broadcasting Station, Inc., 2400 W. Madison St. **Phone:** Seeley 8066. **Power:** 500 watts (1,000 watts daytime Sundays) on 1360 kc (divides time with WSBT). **Affiliation:** None. **Opened:** Oct. 10, 1923.

President, station and commercial manager: Gene T. Dyer. **Program and publicity director:** Dick Kross. **Artists bureau head:** Minerva Clemens. **Musical director:** John Van. **Technical advisor:** E. W. Jacker.

Rep: None. **Seating facilities:** Visitors' gallery seating 50 persons. **Merchandising:** Complete division maintained; specific services not listed. **Foreign language programs:** Accepted; copy must be submitted, with translation, in advance. **Artists bureau:** Set-up nominal only. **Base rate:** \$95.

Copy restrictions: All medicinal accounts, products and copy must be approved by Food & Drug Administration. **E. T. library:** NAB; Davis & Schwegler. **News:** INS. **News periods:** 7:55-8 A.M., (Polish), 8:45-9 A.M., (Lithuanian), 9:30-9:45 A.M., (English), 10:30-10:40 A.M., (Italian), 11-11:10 A.M. (Polish), 4-4:10 P.M. (Polish), 4:10-4:20 P.M. (Italian), 4:20-4:30 P.M. (Bohemian), 4:30-4:40 P.M. (German), all morning periods Monday through Saturday, all afternoon periods Monday through Friday.

WGN, CHICAGO

Operator: WGN, Inc., 441 No. Michigan. **Phone:** Superior 0100. **Power:** 50,000 watts on 720 kc. **Affiliation:** Mutual Broadcasting System. **Opened:** June 1, 1924.

Managing director: W. E. Macfarlane. **Broadcast manager:** Quin A. Ryan. **Sales manager:** E. W. Wood, Jr. **Chief engineer:** C. J. Meyers. **Musical directors:** Harold Stokes; Henry Weber. **Publicity director:** F. P. Schreiber.

Rep: Maintains own offices under Wm. A. McGuineas, 220 E. 42nd St., New York; Edward S. Townsend, Russ Bldg., San Francisco. **Seating facilities:** Studio A, 600 persons; six other studios vary in capacity from 20 to 150 persons. **Merchandising:** None. **Foreign language programs:** Not accepted. **Artists bureau:** None. **Base rate:** \$750.

Copy restrictions: Do not accept depilatories, mortuaries, cemeteries, or real estate developments; no advertising matter which does not comply with Pure Food & Drug Act; comparative prices not allowed in commercials; no wine or hard liquor; beer accepted; station reserves right to cut copy, change, or eliminate any objectionable matter. **E. T. library:** World. **News:** UP; Press Radio; Chicago Tribune News Bureau. **News periods:** 8 A.M., 11:30 A.M., 6:15 P.M., 8:30 P.M., all 15 minutes, all daily except Sunday.

WIND, GARY (IND.)

Operator: Johnson-Kennedy Radio Corp., 504 Broadway. **Phone:** 9191. **Power:** 5,000 and 1,000 watts on 560 kc. **Affiliation:** CBS. **Opened:** August 15, 1927. (Note: WIND and WJJD, Chicago, are under the same ownership.)

President: Ralph L. Atlass. **Station manager:** E. S. Mittendorf. **Sales manager:** J. T. Carey. **Program director:** Robert C. Labour. **Chief engineer:** Kenneth C. Shirk. **Artists bureau head, musical director:** Max Miller. **Publicity director:** Al Hollender.

Rep: Gene Furgason & Co. (East). **Seating facilities:** None. **Merchandising:** None. **Foreign language programs:** Carrying Swedish, German, Italian, Lithuanian, Hungarian, Roumanian; will accept no more foreign advertising; commercials limited to 35% of program time. **Artists bureau:** Nominal only. **Base rate:** \$175.

Copy restrictions: Beer, wines, alcoholic beverages accepted; strict scrutiny of patent medicines; advertising cannot exceed 30% of time purchased, but average on current programs is reported much lower. **E. T. library:** Standard. **News:** Transradio. **News periods:** 8:45-9 A.M., 10:50-10:55 A.M., noon-12:15 P.M., 2-2:15 P.M., 4-4:15 P.M., 7:30-7:45 P.M., 9:45-10 P.M., 11:30-midnight, Monday through Saturday; 5-5:15 P.M., 9:45-10 P.M., Sunday only.

WJJD, CHICAGO

Operator: WJJD, Inc., 201 N. Wells St. **Phone:** State 5466. **Power:** 20,000 watts on 1130 kc (operates to sunset in Salt Lake City). **Affiliation:** None. **Opened:** 1923.

President: Ralph L. Atlass. **Vice-president:** Art Linick. **Sales manager:** Herbert

ILLINOIS STATIONS—Continued

P. Sherman. **Program director:** J. L. Allabough. **Chief engineer:** W. J. Gunther. **Musical director:** Ben Kanter. **Publicity director:** Al Hollender.

Rep: Paul H. Raymer Co.; Walter Biddick Co., (Pacific Coast). **Seating facilities:** Studio, 250 persons. **Merchandising:** None. **Foreign language programs:** Not accepted. **Artists bureau:** None. **Base rate:** \$220.

Copy restrictions: Beer, wine, alcoholic beverages accepted; patent medicine copy strictly watched; commercial copy may take a maximum of 30% of air time, but the average is reported as lower in actuality. **E. T. library:** Standard. **News:** Transradio. **News periods:** 6:15-6:20 A.M., 7:15-7:30 A.M., 8-8:05 A.M., 10-10:15 A.M., noon-12:15 P.M., 6:15-6:30 P.M., Monday through Saturday; 3:30-3:45 P.M., 6:15-6:30 P.M., Sunday only.

WLS, CHICAGO

Operator: Agricultural Broadcasting Co., 1230 West Washington Blvd. **Phone:** Haymarket 7500. **Power:** 50,000 watts on 870 kc (divides time with WENR). **Affiliation:** NBC Basic Blue Network. **Opened:** April

12, 1924. (Note: This station is owned by the Prairie Farmer, a weekly; same owners control KOY, Phoenix, Ariz.).

President: Burrige D. Butler. **Station manager:** Glenn Snyder. **Sales manager:** William R. Cline. **Program director:** Harold A. Safford. **Chief engineer:** Thomas L. Rowe. **Artists bureau head:** Earl Kurtze. **Promotion director:** Don Kelley.

Rep: John Blair & Co. **Seating facilities:** Studio seating 50 persons; use local theatre, seating 1,200, every Saturday night, admission 75c. **Merchandising:** Co-operate in furnishing publicity, making dealer contacts, etc.; services rendered gratis. **Foreign language programs:** Not accepted. **Artists bureau:** Yes; handles bookings of all WLS acts. **Base rate:** \$750 (evenings); \$450 (daytime).

Copy restrictions: Advertising of alcoholic beverages not accepted; all copy subject to station and government regulations. **E. T. library:** None. **News:** UP; Transradio. **News periods:** 6:45-7:00 A.M., 8:15-8:25 A.M., 10:55-11 A.M., 11:55-noon, 2:30-2:35 P.M., 6:45-7 P.M., all Monday through Saturday; 9:45-10 A.M., Sunday only; 1:40-1:45 P.M., Monday through Friday.



LIKE FINE WINE

each year finds

WJJD IMPROVED!

This year, 1939, is a vintage year with WJJD: Larger audiences as a result of careful showmanship, better programs, and a constant step ahead of others in this market.

Sample WJJD's effectiveness in 1939. Be sure that "The Nation's Largest Independent Station" is on your list.

WJJD 201 NORTH WELLS STREET • CHICAGO, ILLINOIS
National Representatives: PAUL H. RAYMER CO.
 CHICAGO • NEW YORK • DETROIT
 West Coast only: WALTER BIDDECK CO. Los Angeles • San Francisco • Seattle

ILLINOIS STATIONS—Continued

WMAQ, CHICAGO

Operator: National Broadcasting Co., Inc. (owner and operator), Merchandise Mart. **Phone:** Superior 8300. **Power:** 50,000 watts on 670 kc. **Affiliation:** NBC Basic Red. **Opened:** March, 1922. (Note: NBC also owns and operates WENR, Chicago).

Personnel: See WENR, Chicago.

Rep: National Broadcasting Co. **Seating facilities:** Studio A, 400; studio D, 200; studio E, 200. **Merchandising:** Advisory service; will send out letters to any size list on WMAQ stationery, but the advertiser must bear all expense, including cost of stationery. **Foreign language programs:** Not accepted. **Artists bureau:** Yes; lists a complete roster of talent. **Base rate:** \$720.

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 the program material must be arranged one week in advance of broadcast date; beer is accepted; no other alcoholic beverages; station adheres to NBC Program Policies. **E. T. library:** NBC Thesaurus. **News:** AP; UP; INS. **News periods:** 8:40-8:45 A.M., 12:30-12:35 P.M., both Monday through Saturday; 6:30-6:35 P.M., 10:15-10:30 P.M., both Monday through Friday; 10-10:15 P.M., Sunday only.

WMBI, CHICAGO

Operator: Moody Bible Institute Radio Station, 153 Institute Place. **Power:** 5,000 watts on 1080 kc (shares time with WCBD). **Opened:** 1926.

This station is non-commercial; church-owned.

WSBC, CHICAGO

Operator: WSBC, Inc., 2400 W. Madison St. **Phone:** Seeley 8066. **Power:** 250 and 100 watts on 1210 kc (divides time with WEDC and WCRW). **Affiliation:** None. **Opened:** 1924.

Supervisor: Gene T. Dyer. **Station and commercial manager:** Frank A. Stanford.

W-I-N-D

560 KC.
C. B. S. AFFILIATE

5000 WATTS DAYS
1000 WATTS NIGHTS

"The Tip-Top Spot on Your Dial"

*Selling America's
Second Largest Market
22 Hours Every Day!*

Represented by Gene Furgason & Co.

NATIONAL SALES OFFICE • 201 N. WELLS ST. • CHICAGO, ILL.

ILLINOIS STATIONS—Continued

Program director: Sally Shulman. **Musical director:** Dean Remick. **Public relations:** Dick Kross. **Technical advisor:** Edward W. Jacker.

Rep: None. **Seating facilities:** Can accommodate about 50 persons. **Merchandising:** Complete division maintained; specific services not listed. **Foreign language programs:** Accepted; copy and translation must be submitted in advance. **Artists bureau:** Setup nominal only. **Stock:** Principally held by Gene T. Dyer and Evelyn Dyer. **Base rate:** \$80.

Copy restrictions: Medical accounts must have approval of Food and Drug Administration as to product and copy. **News:** INS.

Gene Dyer is also president of WGES and WCBD, Chicago.

WHFC, CICERO

Operator: WHFC, Inc., 6138 W. Cermak Road. **Phones:** Cicero 4305; Lawndale 8228. **Power:** 250 and 100 watts on 1420 kc. **Affiliation:** None. **Opened:** 1925.

President: Richard W. Hoffman. **Station manager, program director:** Marie E. Clif-

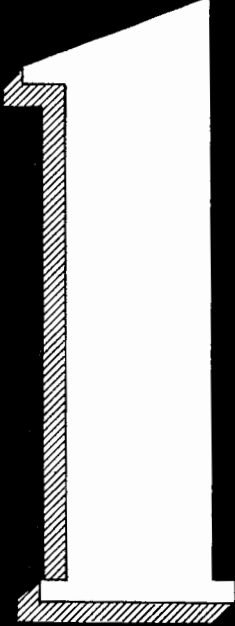
ford. **Chief engineer:** Dave Mearns. **Musical director:** Dave Volkow.

Rep: None. **Seating facilities:** Studio seats about 400. **Merchandising:** None listed. **Foreign language programs:** Accepted; continuity written by staff members; translations checked from transcribed recordings of broadcast; time of advertising copy limited to conform with station regulations; copies of all talks, speeches, etc., must be submitted both in English and the foreign language at least 48 hours in advance. **Artists bureau:** None. **Base rate:** \$80.

Copy restrictions: Beer accepted, but no other alcoholic beverage advertising; patent medicines must comply with all Federal regulations and copy must be accepted in advance; all advertising copy should be submitted beforehand. **E. T. Library:** None. **News:** UP. **News periods:** 10:30 A.M., 1 P.M., 4:15 P.M., 5:45 P.M., 11:15 P.M., all 15 minutes, all Monday through Saturday.

WDAN, DANVILLE

Operator: Northwestern Publishing Co. Hotel Wolford. **Phone:** Main 1700. **Power:**



The **NUMBER ONE**
station in Chicago

For more than seven years WBBM has led all other Chicago stations in local and national spot advertising. Ask us or any office of Radio Sales for details of WBBM's phenomenal leadership . . . with audience, with dealers, and with advertisers.

WBBM 50,000 watts **CHICAGO**
A CBS STATION

ILLINOIS STATIONS—Continued

250 and 100 watts on 1500 kc. **Affiliation:** None. **Opened:** Oct. 30, 1938. (Note: Stock of this station is held by the Gannett Co., whose Danville newspaper is the Commercial-News.)

General manager: E. C. Hewes. **Station and commercial manager:** C. R. Richardson. **Program director:** Francis Higgins. **Chief engineer:** Perry Esten. **Musical director:** Don Glasgow. **Promotion manager:** Guy F. Kitchen. **Publicity director:** Bill Adams.

Rep: J. P. McKinney & Son. **Seating facilities:** South parlor of the Hotel Wolford seats 140; junior ballroom, 350; ballroom, 600. **Merchandising:** Promotion manager handles surveys, trade route lists, merchandising helps, etc; service is rendered gratis. **Foreign language programs:** No rules; foreign population is very small. **Artists bureau:** No formal setup, but can supply necessary talent. **Base rate:** \$80.

Copy restrictions: Alcoholic beverage advertising not accepted; all copy must conform to station standards and FCC regulations; six air appearances is maximum daily allowance per advertiser. **E. T. library:** World. **News:** UP. **News periods:** 8-8:05 A.M., 9:05-9:10 A.M., 11:40-11:45 A.M., 12:30-12:40 P.M., 2:15-2:30 P.M., 6-6:15 P.M. (sports news), Monday through Saturday; 8 A.M., 9 A.M., 10 A.M., 12:15 P.M., all 15 minutes, all Sunday only; 3:30 P.M., 5:15 P.M., 7 P.M., 9 P.M., all 15 minutes, all every day.

WJBL, DECATUR

Operator: Commodore Broadcasting, Inc., 357 N. Main St. **Phone:** 5371. **Power:** At press time WJBL had a construction permit for 250 and 100 watts on 1310 kc. **Affiliation:** None. **Opened:** 1925. (Note: This station is affiliated with the Decatur Herald and Review.)

President, station manager, commercial manager: Charles R. Cook. **Program director:** Berne Enterline. **Chief operator:** Milburn Stuckwick.

Rep: None. **Seating facilities:** None. **Merchandising:** Have such a service; aid given to clients in distributing their products. **Foreign language programs:** Not accepted; no foreign speaking population claimed in service area. **Artists bureau:** None. **Stock:** Held by Charles R. Cook, Decatur Newspapers, Inc. **Base rate:** \$75.

Copy restrictions: Beer accepted; no further restrictions listed. **E. T. library:** World. **News:** AP. **News periods:** 6:25-6:30 A.M., 7:30-7:45 A.M., 1:15-1:30 P.M., 2:40-2:45 P.M. (local news), 7:45-8:00 P.M. (sport news), 10:30-10:45 P.M., all Monday through Saturday.

WTMV, EAST ST. LOUIS

See St. Louis, Missouri.

WGIL, GALESBURG

Operator: Galesburg Broadcasting Co., Hill Arcade. **Phone:** 4626 Main. **Power:** 250 watts on 1500 kc (operates daytime). **Affiliation:** None. **Opened:** Jan. 12, 1938.

President, general manager: Howard A. Miller. **Commercial manager:** Virgil Schmit. **Program director:** Virginia Miller. **Chief engineer:** Glenn Callison.

Rep: Sears and Ayer. **Seating facilities:** Remote studios available for audiences; capacity not listed. **Merchandising:** Complete service rendered as part of client's radio campaign. **Foreign language programs:** Not accepted. **Artists bureau:** Can supply talent, though artists are not bound to any formal bureau by contract. **Base rate:** \$57 (1 hour, 13-time rate).

Copy restrictions: Beer and light wines accepted; no hard liquor; all copy subject to station approval. **E. T. library:** Standard. **News:** INS. **News periods:** 7 A.M., 1 P.M., 6:30 P.M., all 15 minutes, all daily; 12:45-12:50 P.M. (local news), 6-6:15 P.M. (sports news), plus two or three-minute flashes every hour on the hour, all Monday through Saturday.

WEBQ, HARRISBURG

Operator: Harrisburg Broadcasting Co., 100 E. Poplar St. **Phone:** 28. **Power:** 250 and 100 watts on 1210 kc (divides time with KFVS). **Affiliation:** None. **Opened:** September, 1923.

Station manager: Inglis M. Taylor. **Program director:** Virginia Crane. **Chief engineer:** Joseph R. Tate. **Artists bureau head:** Eddie Wise.

Rep: None. **Seating facilities:** Can accommodate about 50 persons. **Merchandising:** None. **Foreign language programs:** Accepted. **Artists bureau:** Yes; lists about 20 announcers, orchestras, string bands, individual artists, etc. **Base rate:** \$40.

Copy restrictions: Beer and wines accepted; no hard liquors; all contracts subject to approval of the management. **E. T. library:** None. **News:** Transradio; local. **News periods:** 6:45 A.M., 2:45 P.M., 8:30 P.M., all 15 minutes, all Monday through Saturday.

WCLS, JOLIET

Operator: WCLS, Inc., Joliet Bldg. **Phone:** 5656. **Power:** 100 watts on 1310 kc (unlimited daytime; specified hours nighttime). **Affiliation:** None. **Opened:** May 1, 1931.

ILLINOIS STATIONS—Continued

Owner, manager: L. W. Wood. **Program director:** R. M. Holt. **Chief engineer:** George Ives.

Rep: None. **Seating facilities:** None. **Merchandising:** Full cooperation rendered. **Foreign language programs:** Accepted. **Artists bureau:** None. **Base rate:** \$30.

Copy restrictions: Beer and wine advertising accepted providing it does not attempt to convey the impression that drinking is beneficial to the audience; all beer and wine copy carefully checked against Federal Trade Commission regulations before it is broadcast; no medical advertising of any kind unless approved by the American Medical Association and the local Better Business Bureau. **E. T. library:** Standard. **News:** UP. **News periods:** Every hour on the hour, 5 minutes, 7 A.M. to 8 P.M., except at 12 noon, all apparently daily; 12:15-12:30 P.M. (local news), Monday through Saturday.

WMBD, PEORIA

Operator: Peoria Broadcasting Co., 200 Alliance Life Bldg. **Phone:** 7133. **Power:** 5,000 and 1,000 watts on 1440 kc. **Affiliation:** CBS. **Opened:** 1927.

President, station manager: Edgar L. Bill*. **Commercial manager:** Charles Caley. **Program director:** Gene Trace. **Chief engineer:** Ted Giles. **Artists bureau head:** Milton Budd. **Musical director:** Hod Hiatt. **Publicity director:** Gomer Bath.

Rep: Free & Peters, Inc. **Seating facilities:** Studio, 150 persons. **Merchandising:** Members of sales staff cooperate in creating and executing plans for advertisers. **Foreign language programs:** Not requested to date. **Artists bureau:** Setup nominal only. **Base rate:** \$100.

Copy restrictions: Accept beer, but copy must not seek to induce non-drinkers to drink; no wine or liquor advertising; no false or misleading statements, disparagement of competitors or their products, fortune telling, violation of good taste or Federal Trade Commission regulations; patent medicines must be approved by various government bureaus. **E. T. library:** None listed. **News:** UP; local. **News periods:** 6:15-6:20 A.M., 8-8:05 A.M., 9:15-9:30 A.M., noon-12:15 P.M., 4-4:10 P.M., 6:15-6:30 P.M., 10-10:15 P.M., all apparently daily.

* Also president of WDZ, Tuscola, Ill.

WTAD, QUINCY

Operator: Illinois Broadcasting Corp., W. C. U. Bldg. **Phone:** 364; 56. **Power:** 1,000 watts on 900 kc (daytime). **Affiliation:** None. **Opened:** December, 1926. (Note: Station also maintains studios in

the Orpheum Theatre, Hannibal, Mo.).

President: W. Emery Lancaster. **Assistant manager:** Donald Fischer. **Commercial manager:** W. J. Rothschild. **Program director:** Zoula Gatewood. **Chief engineer:** Francis Wentura.

Rep: None. **Seating facilities:** Auditorium available, seating 200 persons. **Merchandising:** Complete point-of-sale merchandising available to clients. **Foreign language programs:** Not accepted. **Artists bureau:** Program department supplies talent. **Base rate:** \$85.

Copy restrictions: Station reserves right to edit all copy; latter must conform to FCC and FTC requirements. **E. T. library:** World. **News:** UP. **News periods:** 7-7:15 A.M., Monday, Wednesday, Friday; 7:45-8 A.M., Monday through Friday; 11:05-11:10 A.M., Monday, Wednesday, Friday; 1-1:15 P.M., Monday through Saturday.

WROK, ROCKFORD

Operator: Rockford Broadcasters, Inc., Rockford News Tower. **Phone:** Main 5632. **Power:** 1,000 and 500 watts on 1410 kc. **Affiliation:** None. **Opened:** November, 1924. (Note: This station is affiliated with the Morning Star and Register Republic.)

President: Ruth Hanna Simms. **Managing director:** James W. Rodgers. **Manager:** Walter Koessler. **Program director:** John C. McCloy. **Chief engineer:** Thomas C. Cameron. **Publicity director:** Allen O. Brophy.

Rep: Kelly-Smith Co. **Seating facilities:** Studio, 75; also from remotes on occasion. **Merchandising:** Contact dealers; publicize program and product; surveys; special mailing to merchants. **Foreign language programs:** Accept Swedish, Swiss, German, Italian. **Artists bureau:** None. **Base rate:** \$75.

Copy restrictions: Accept beer and wine; no hard liquors; patent medicines submitted to county medical society; all commercial copy subject to approval of program manager. **E. T. library:** NBC Thesaurus. **News:** AP; UP; INS. **News periods:** 9-9:15 A.M., 10-10:10 A.M., 12:15-12:30 P.M., 2-2:10 P.M., 4-4:10 P.M., 6-6:10 P.M., 8:15-8:25 P.M., 9:45-10 P.M., all daily.

WHBF, ROCK ISLAND

Operator: Rock Island Broadcasting Co., Safety Bldg., Rock Island; also 5th Avenue Bldg., Moline; also Orpheum Theatre, Davenport (Ia.). **Phones:** Rock Island 918, Moline 611; Davenport 3-2179. **Power:** 1000 watts on 1240 kc. **Affiliation:** Mutual Broadcasting System. **Opened:** Nov. 23, 1932. (Note: Station first began operating under management of C. L. Beardsley in

ILLINOIS STATIONS—Continued

1925. In 1932 it became an affiliate of the J. W. Potter Co., publishers of the Rock Island Argus.)

Vice-president, general manager, national sales manager: Leslie C. Johnson. **Commercial manager:** Maurice J. Corken. **Production manager:** Ivan Streed, **Chief engineer:** J. E. Gray. **Musical director:** Lucia Thompson. **Traffic director:** Lois McDermand. **Publicity directors:** Don Wright, Helen M. Porter.

Rep: Gene Furgason & Co. **Seating facilities:** Three studios; also Fort Armstrong Hotel ballroom, capacity 500. **Merchandising:** Complete service; dealer contacts by personal calls and mail; studio displays and distribution of samples; preparation and distribution of supplementary advertising; route lists and photographic services available; complete program listing in Rock Island Argus; market research; instantaneous recording facilities; when possible national advertisers are requested to furnish samples of product for distribution to station's 48 rural news correspondents who assist merchandising in their communities. **Foreign language programs:** Mainly Swedish and Belgian; if broadcasts are of political or controversial character, they are checked by the language instructor at Augustana College. **Artists bureau:** None. **Base rate:** \$110.

Copy restrictions: Liquor advertising not accepted; beer and wines okay if commercials concern only manufacture, quality, taste; patent medicines okay if recognized, and cleared through a national agency; commercial copy checked for exaggerations, false statements, references to lotteries, or any other subject disapproved by the FCC. **E. T. library:** MacGregor. **News:** UP; own local and rural news. **News periods:** 6-6:15 A.M., 7-7:15 A.M., 8-8:07 A.M., 9-9:07 A.M., 10-10:07 A.M., 12:30-12:45 P.M., 1:30-1:45 P.M., 3-3:15 P.M., 5:15-5:30 P.M., 6:45-6:52 P.M., 8-8:07 P.M., 10-10:15 P.M., 11:45-12 midnight, all Monday through Saturday; 12-12:07 P.M., 7-7:07 P.M., 7:52-8 P.M., 9-9:15 P.M., 10-10:15 P.M., 11:45-12 midnight, Sunday only.

WCBS, SPRINGFIELD

Operator: WCBS, Inc., 523 E. Capitol Ave. **Phone:** Main 8228; dial 9855. **Power:** 250 and 100 watts on 1420 kc. **Affiliation:** None. **Opened:** October, 1926. (Note: This station is affiliated with the Illinois State Journal.)

President: Harold L. Dewing. **Vice-president:** A. A. Shipton. **Secretary:** L. G. Pefferle. **Commercial manager:** Jack Heintz. **Program director:** Howard Dorsey. **Chief engineer:** Dick Ashenfelter. **Artists bureau head, musical director:** John Geil.

Rep: Sears and Ayer. **Seating facilities:** Studio A, 125 persons; Studio B, 15; Studio C, 8. **Merchandising:** Cooperative venture arranged with the Illinois State Journal; displays; handbills; surveys. **Foreign language programs:** No rules; no call for these programs. **Artists bureau:** No formal bureau; can supply talent. **Base rate:** \$60.

Copy restrictions: Beer and wines accepted. **E. T. library:** NBC Thesaurus; World. **News:** INS. **News periods:** 8 A.M., 10 A.M., 11 A.M., noon, 1 P.M., 2 P.M., 3 P.M., 4 P.M., 5 P.M., 6:55 P.M., 10 P.M., all five minutes except at 10 P.M., which period runs 15 minutes, all daily except Sunday; 7-7:05 P.M., 10-10:15 P.M., Sunday only.

WTAX, SPRINGFIELD

Operator: WTAX, Inc., Reisch Bldg. **Phone:** Main 1600. **Power:** 100 watts on 1210 kc. **Affiliation:** None. **Opened:** October, 1930.

President, station and commercial manager: Jay A. Johnson. **Program director:** Bob Kay. **Chief engineer:** Edward Ring.

Rep: William R. Stewart. **Seating facilities:** No information given. **Merchandising:** Full cooperation available. **Foreign language programs:** No information given. **Artists bureau:** None. **Base rate:** \$60.

Copy restrictions: Accept beer and wine accounts; patent medicine advertising rigidly censored for exaggerated claims; all copy subject to station approval. **E. T. library:** Associated. **News:** INS. **News periods:** 8 A.M., 10 A.M., 11 A.M., 12:30 P.M., 2 P.M., 3 P.M., 7 P.M., 11 P.M., all five minutes, all Monday through Saturday; 9-9:05 P.M., every day.

WDZ, TUSCOLA

Operator: WDZ Broadcasting Co., Star Bldg. **Phone 96.** **Power:** 1,000 watts on 1020 kc (operates daytime). **Affiliation:** None. **Opened:** June 20, 1920.

President: Edgar L. Bill.* **Station manager, commercial manager:** Clair B. Hull. **Chief engineer:** Mark Spies.

Rep: Howard H. Wilson Co. **Seating facilities:** None. **Merchandising:** Full cooperation rendered. **Foreign language programs:** No rules. **Artists bureau:** Yes. **Base rate:** \$75.

Copy restrictions: Wines, liquors not accepted; patent medicines accepted at discretion of station and depending on product. **E. T. library:** Standard. **News:** UP. **News periods:** 6:10-6:15 A.M., 7:30-7:45 A.M., 10-10:10 A.M., noon-12:15 P.M., 1:50-2 P.M., 4-4:05 P.M., 6:15-6:30 P.M., all apparently daily.

* Also president of WMBD, Peoria, Ill.

ILLINOIS STATIONS—Continued

WILL, URBANA

580 kc (operates daytime). **Opened:** 1922.

Operator: University of Illinois, 400 S. Wright St. **Power:** 5,000 watts on **This station is non-commercial; university-owned.**

INDIANA

(816,800 radio homes, or 87% ownership among the State's total of 934,000 families. Urban ownership is 480,300, or 92% of urban families; rural ownership is 336,500, or 82% of rural families.)

Radio Homes by Counties

Adams	4,430	Hendricks	4,890	Pike	3,950
Allen	36,680	Henry	8,940	Porter	5,790
Bartholomew	6,330	Howard	11,900	Posey	4,300
Benton	2,760	Huntington	7,430	Pulaski	2,550
Blackford	3,410	Jackson	5,680	Putnam	5,050
Boone	5,720	Jasper	3,000	Randolph	6,590
Brown	1,150	Jay	5,190	Ripley	4,320
Carroll	3,980	Jefferson	4,540	Rush	4,830
Cass	8,820	Jennings	2,770	St. Joseph	39,710
Clark	7,570	Johnson	5,520	Scott	1,620
Clay	6,530	Knox	10,500	Shelby	6,930
Clinton	7,200	Kosciusko	7,140	Spencer	3,820
Crawford	2,280	Lagrange	3,280	Starke	2,580
Daviess	5,860	Lake	61,110	Steuben	3,620
Dearborn	5,210	La Porte	14,530	Sullivan	6,870
Decatur	4,490	Lawrence	8,490	Switzerland	2,060
De Kalb	6,460	Madison	21,110	Tippecanoe	12,300
Delaware	17,590	Marion	115,670	Tipton	3,800
Dubois	4,520	Marshall	6,180	Union	1,560
Elkhart	18,110	Martin	2,180	Vanderburg	28,860
Fayette	4,930	Miami	7,500	Vermillion	6,060
Floyd	9,050	Monroe	8,800	Vigo	26,350
Fountain	4,650	Montgomery	7,170	Wabash	6,530
Franklin	3,330	Morgan	4,930	Warren	2,210
Fulton	3,900	Newton	2,420	Warrick	4,270
Gibson	7,070	Noble	5,830	Washington	3,810
Grant	13,090	Ohio	970	Wayne	14,330
Greene	7,660	Orange	4,060	Wells	4,570
Hamilton	6,210	Owen	2,830	White	3,970
Hancock	4,460	Parke	4,160	Whitley	4,010
Harrison	3,790	Perry	3,670		

WHBU, ANDERSON

Operator: Anderson Broadcasting Corp., Citizens Bank Bldg. **Phone:** 234. **Power:** 250 and 100 watts on 1210 kc. **Affiliation:** None. **Opened:** 1924.

President, general and station manager: L. M. Kennett. **Commercial manager:** L. Podhaski. **Program director:** C. K. Fulk. **Chief engineer:** W. Reeves.

Rep: None. **Seating facilities:** None. **Merchandising:** Mail out letters to the trade and contact dealers at actual cost. **Foreign language programs:** Will accept, but foreign population is very small. **Artists bureau:** None. **Base rate:** \$60.

Copy restrictions: Do not accept beer or

other alcoholic beverages; patent medicine copy carefully checked before acceptance; commercial copy limited to one and a half minutes per quarter-hour program, and three minutes per half-hour program. **E. T. library:** Associated. **News:** INS. **News periods:** 10 A.M., 10:25 A.M., 11 A.M., 11:30 A.M., 12:55 P.M., 1:30 P.M., 2 P.M., 3 P.M., 4 P.M., 5 P.M., 6 P.M., 7 P.M., all five minutes, and 7:45-8 P.M., all Monday through Saturday.

WTRC, ELKHART

Operator: Truth Publishing Co., Inc., Hotel Elkhart. **Phone:** 948. **Power:** 250

INDIANA STATIONS—Continued

and 100 watts on 1310 kc. **Affiliation:** None. **Opened:** Nov. 19, 1931. (Note: This station is newspaper-owned by the Elkhart Daily Truth.)

Manager: R. R. Baker. **Program director:** Carl Schrock. **Chief engineer:** Kenneth Singleton. **Musical director:** Ethel Geiss.

Rep: Tenney, Woodward & Co. **Seating facilities:** None. **Merchandising:** Complete service locally at no charge; 5% charged for work outside county. **Foreign language programs:** Accepted, subject to station approval. **Artists bureau:** None. **Base rate:** \$60.

Copy restrictions: Accept beer; no hard liquors or wines; commercial copy should be "authentic" and complying with "home standards"; patent medicines accepted. **E. T. library:** Standard; World. **News:** UP. **News periods:** Five minutes every hour on the hour, 7 A.M. to 9 P.M., all Monday through Saturday; noon-12:15 P.M., 6:30-6:45 P.M., both Sunday only.

WEOA, EVANSVILLE

Operator: Evansville on the Air, Inc., 519 Vine Street. **Phone:** 2-1171. **Power:** 250 and 100 watts on 1370 kc. **Affiliation:** CBS. **Opened:** 1936. (Note: Same owners control WGBF, also of Evansville.)

General and station manager: Martin Leich. **Commercial manager, publicity director:** Clarence Leich. **Program director:** Pat Roper. **Chief engineer:** John Caraway, Jr.

Rep: Weed & Co. **Seating facilities:** Auditorium, seating 400 persons; Memorial Coliseum, seating 3,000 (facilities shared with WGBF). **Merchandising:** Surveys, dealer contacts, promotion and publicity in city and county papers plus station's weekly bulletin (circulation 25,000); use of display window at downtown corner, free of charge; program publicity on nine billboards; special services are rendered at actual cost. **Foreign language programs:** No set rules; probably would accept. **Artists bureau:** None. **Base rate:** \$100.

Copy restrictions: Accept beer, but no liquor copy; patent medicine advertising subject to station censorship; all copy must conform to accepted standards of good taste. **E. T. library:** World. **News:** Transradio. **News periods:** 8:30-8:35 A.M., 12:30-12:45 P.M., 6:45-6:55 P.M., 10-10:15 P.M., all Monday through Saturday; 11-11:05 A.M., 3:55-4 P.M., 5:45-5:50 P.M., all Sunday.

WGBF, EVANSVILLE

Operator: Evansville on the Air, Inc., 519 Vine Street. **Phone:** 2-1171. **Power:** 1,000 and 500 watts on 630 kc (shares nighttime with KFRU). **Affiliation:** NBC Basic Sup-

plementary Red and Blue Service. **Opened:** 1923. (Note: Same owners control WEOA, also of Evansville.)

Secretary, station and commercial manager, publicity director: Clarence Leich. **Program and musical director, artists bureau head:** Pat Roper. **Chief engineer:** Fay Gehres.

For all other particulars as to representative, services, and copy restrictions, see WEOA.

Base rate: \$150. **E. T. library:** World. **News:** Transradio. **News periods:** 7:45-8 A.M., 4:25-4:30 P.M., (from NBC) 7-7:05 P.M., all Monday through Saturday; 9-9:05 A.M. (from NBC), 5-5:05 P.M., 9-9:05 P.M. (from NBC), all Sunday.

WGL, FORT WAYNE

Operator: Westinghouse Radio Stations, Inc., Westinghouse Bldg. **Phone:** Anthony 2136. **Power:** 250 and 100 watts on 1370 kc. **Affiliation:** NBC Basic Red and Blue Supplementary Service. **Opened:** 1927. (Note: WOWO, same city, is under the same ownership as WGL.)

Vice-president, general manager: Walter Evans. **Station manager:** W. C. Swartley. **Manager of sales:** Ford Billings. **Auditor:** J. B. Conley. **Program director:** W. Charles Roe. **Chief engineer:** Fred Fischer. **Musical director:** Jeane Brown. **Publicity director:** Carl W. Vandagriff. **Sales promotion director:** Russell L. Sparks.

Rep: Free & Peters, Inc. **Seating facilities:** Studio observation auditorium, seating 100; studio B, 50; Test Kitchen studio, 50. **Merchandising:** Send publicity to newspapers; plug program on the air; prepare and mail letters to wholesale and retail outlets at cost; supply market information; distribute limited number of window displays and counter cards within city limits; make surveys and mail analyses; help manufacturer's salesman or his jobbers. **Foreign language programs:** Not considered feasible in this area. **Artists bureau:** None. **Stock:** Held by Westinghouse Radio Stations, Inc., wholly owned subsidiary of Westinghouse Electric & Manufacturing Co. **Base rate:** \$100.

Copy restrictions: Beer advertising accepted except on Sunday; no wine or hard liquor; all time sold in network optional periods is subject to change; time of announcements is not guaranteed, but advertisers' desires are respected; station reserves the right to delete exaggerated copy claims or remove objectionable and controversial copy. **E. T. library:** NBC Thesaurus; MacGregor. **News:** UP. **News periods:** 9:45-9:55 A.M., 6:45-7 P.M., Monday through Saturday; 5:45-6 P.M., Sunday only.

INDIANA STATIONS—Continued

WOWO, FORT WAYNE

Operator: Westinghouse Radio Stations, Inc., Westinghouse Bldg. **Phone:** Anthony 2136. **Power:** 10,000 watts on 1160 kc (divides night-time with WWVA). **Affiliation:** NBC Basic Blue. **Opened:** May 25, 1925. (Note: WGL, Ft. Wayne, is under the same ownership as WOWO.)

Vice-president, general manager: Walter Evans. **Station manager:** W. C. Swartley. **Manager of sales:** Ford Billings. **Auditor:** J. B. Conley. **Program director:** Franklin Tooke. **Chief engineer:** Fred Fischer. **Musical director:** Jeane Brown. **Publicity director:** Carl W. Vandagriff. **Sales promotion director:** Russell L. Sparks.

Rep: Free & Peters, Inc. **Seating facilities:** Studio observation auditorium, seating 100; studio B, 50; Test Kitchen studio, 50. **Merchandising:** Send publicity to newspapers; plug program on the air; prepare and mail letters to wholesale and retail outlets at cost; supply market information; distribute limited number of window displays and counter cards within city limits; make surveys and mail analyses; help manufacturer's salesmen or his jobbers; all services free except for postage. **Foreign language programs:** Not considered feasible in this area. **Artists bureau:** None. **Stock:** Held by Westinghouse Radio Stations, Inc., wholly owned subsidiary of Westinghouse Electric & Manufacturing Co. **Base rate:** \$250.

Copy restrictions: See WGL. **E. T. library:** NBC Thesaurus; MacGregor. **News:** UP; **News periods:** 6:45-6:55 A.M., 12:15-12:30 P.M., Monday through Saturday; 9:9:05 A.M., 5:45-5:55 P.M., 9:45-9:55 P.M., Monday through Friday.

WIND, GARY

See under Chicago, Ill.

WHIP, HAMMOND

Operator: Hammond-Calumet Broadcasting Corp. **Power:** 5,000 watts on 1480 kc (operates to local sunset in Buffalo). **Affiliation:** None. (Note: Same owners operate WWAE, also of Hammond.)

Base rate: \$125.

No further information available after repeated requests.

WWAE, HAMMOND

Operator: Hammond-Calumet Broadcasting Corp. **Power:** 100 watts on 1200 kc (operates unlimited daytime; shares hours with WFAM nighttime). **Affiliation:** None.

Base rate: \$70.

No further information available after repeated requests.

WFBM, INDIANAPOLIS

Operator: Indianapolis Power and Light Co., 48 Monument Circle. **Phone:** Lincoln 8506. **Power:** 5,000 and 1,000 watts on 1230 kc. **Affiliation:** CBS. **Opened:** Nov., 1924.

General manager, station manager, commercial manager: R. E. Blossom. **Program director:** F. O. Sharp. **Chief engineer:** M. R. Williams. **Musical director:** W. H. Reuleaux. **Publicity:** W. F. Kiley.

Rep: Edward Petry & Co., Inc. **Seating facilities:** None. **Merchandising:** None. **Foreign language programs:** No rules; such population reported as very small. **Artists bureau:** None. **Base rate:** \$256.

Copy restrictions: No set rules; do not accept beer or hard liquor; do not accept copy in any manner "questionable." **E. T. library:** Associated. **News:** INS. **News periods:** Noon, 6 P.M., 10 P.M., all 15 minutes, all Monday through Saturday; also five-minute periods on "Early Bird" program at 6:55, 7:25 and 7:55 A.M.

WIBC, INDIANAPOLIS

Operator: Indiana Broadcasting Corp., 350 N. Meridian St. **Phone:** Li 2305. **Power:** 1,000 watts on 1050 kc (operates to local sunset). **Affiliation:** None. **Opened:** Oct. 30, 1938.

WOWO

reaches

MORE INDIANA HOMES

*. . . and at less cost
than any other major*

HOOSIER MEDIUM

With a bonus of 179,940 additional homes in Ohio and Michigan.

Westinghouse Radio Stations, Inc.

Fort Wayne, Ind 10,000 Watts
NBC Basic Blue 1160 Kc.

INDIANA STATIONS--Continued

General and commercial manager: C. A. McLaughlin. **Program director:** Robert Longwell. **Chief engineer:** H. E. Adams. **Artists bureau head:** George Palmer. **Musical director:** Ailene Stidham. **Publicity director:** Robert Longwell.

Rep: Gene Furgason & Co. **Seating facilities:** None. **Merchandising:** Complete service available at actual cost. **Foreign language programs:** None. **Artists bureau:** Setup nominal only. **Base rate:** \$112.50.

Copy restrictions: "Good taste governs all copy." **E. T. library:** NBC Thesaurus. **News:** UP. **News periods:** Every hour on the hour, 6 A.M. to local sunset, all periods five minutes, all daily except Sunday.

WIRE, INDIANAPOLIS

Operator: Indianapolis Broadcasting, Inc., 540 N. Meridian St. **Phone:** Riley 4471. **Power:** 5,000 and 1,000 watts on 1400 kc. **Affiliation:** NBC Basic Red; Mutual. **Opened:** July 26, 1929. (Note: The stock of Indianapolis Broadcasting Inc., is owned by Central Newspapers, Inc.).

President, general manager: Eugene C. Pulliam. **Station manager:** R. E. Bausman. **Business manager:** N. G. Mason. **Chief engineer:** Earl W. Lewis. **Program director:** Josephine Mason. **Musical director:** Harry Bason.

Rep: The Katz Agency. **Seating facilities:** None listed. **Merchandising:** Advertisers offered use of window in front of station offices; publicity department services several state and out-of-state and all Indianapolis papers; conduct surveys, aid in distribution, etc.; no charge except for "unusual" services. **Foreign language programs:** No set rules; foreign population very small. **Artists bureau:** None. **Base rate:** \$260.

Copy restrictions: All copy must conform to station standards and government regulations. **E. T. library:** Standard; World. **News:** UP. **News periods:** 8 A.M., 12:15 P.M., 4:30 P.M., 6:45 P.M., 10:15 P.M., all 15 minutes, all Monday through Saturday; 10-10:15 P.M., Sunday only.

WLBC, MUNCIE

Operator: Donald A. Burton, Anthony Bldg. **Phone:** 5411. **Power:** 250 and 100 watts on 1310 kc. **Affiliation:** None. **Opened:** Nov. 11, 1926.

Owner, station manager: Donald A. Burton. **Commercial manager:** Wm. Craig. **Program director:** Carl Noble. **Chief engineer:** Maurice Crane.

Rep: Sears and Ayer. **Seating facilities:** Studio A, 30. **Merchandising:** Service rendered on request; window displays, placards, newspaper tie-ups. **Foreign lan-**

guage programs: Not accepted. **Artists bureau:** None. **Base rate:** \$40.

Copy restrictions: Beer okay; no other alcoholic beverages; mention of prices in commercial copy acceptable. **E. T. library:** World. **News:** UP. **News periods:** Daily, every hour on the hour, beginning at 6 A.M. and ending with 11 P.M., all five minutes, excepting 15-minute periods at 3 P.M., 6 P.M., 8 P.M., and 9 P.M.

WGRC, NEW ALBANY

See under Louisville, Ky.

WKBV, RICHMOND

Operator: Knox Radio Corp. **Power:** 100 watts on 1500 kc. **Affiliation:** None.

No other information available.

WFAM, SOUTH BEND

Operator: South Bend Tribune, 223 W. Colfax. **Phone:** 3-6161. **Power:** 100 watts on 1200 kc (divides time with WWAE; operates 8 A.M. to 5 P.M. Sundays; 7 A.M. to noon, and 3:30 P.M. to 8 P.M. weekdays). **Affiliation:** None. **Opened:** 1931. (Note: This is a newspaper-owned station; WSBT, South Bend, is under same ownership.)

Station manager: F. D. Schurz. **Commercial manager:** R. H. Swintz. **Program director, artists bureau head:** Bob Drain. **Chief engineer:** H. G. Cole. **Musical director:** Harlan Hogan. **Publicity director:** Mary Stockdale.

Rep: Paul H. Raymer Co. **Seating facilities:** None. **Merchandising:** Commercial production department takes care of merchandising; any ordinary campaign handled; contacts maintained with major outlets in Northern Indiana and Southern Michigan. **Foreign language programs:** Yes; Polish and Hungarian programs current; special rates apply. **Artists bureau:** Nominally maintained. **Base rate:** \$75.

Copy restrictions: Beer is only alcoholic beverage allowed; patent medicines must have approval of FCC as well as local management; five "air appearances" maximum daily per advertiser for straight commercial announcements. **E. T. library:** Associated. **News:** UP. **News periods:** 7:30-7:35 A.M., 8:25-8:30 A.M., noon-12:05 P.M. (WSBT), 12:40-12:45 P.M. (WSBT), 10-10:15 P.M. (WSBT), all Monday through Saturday; 9-9:05 A.M., 1-1:05 P.M., 5:30-5:35 P.M. (WSBT), 10-10:05 P.M. (WSBT), Sunday only.

WSBT, SOUTH BEND

Operator: South Bend Tribune, 223 W. Colfax. **Phone:** 3-6161. **Power:** 500 watts

INDIANA STATIONS—Continued

on 1360 kc (divides time with WGES; operates Sundays 5 P.M. to 11 P.M., weekdays noon to 3:30 P.M. and 8 P.M. to midnight). **Affiliation:** CBS. **Opened:** 1922. (Note: This station is newspaper-owned; WFAM, South Bend, is under same ownership.)

Base rate: \$100.

For all other information, see WFAM.

WBOW, TERRE HAUTE

Operator: Banks of Wabash, Inc., 303 So. 6th St. **Phone:** Crawford 3394. **Power:** 250 and 100 watts on 1200 kc. **Affiliation:** NBC Basic Red and Blue Supplementary Service. **Opened:** 1926. (Note: WBOW is under the same ownership as WEOA and WGBF, Evansville, Ind.)

Vice-president, station manager: W. W. Behrman. **Program director:** Horace Capps. **Chief engineer:** Stokes Gresham, Jr. **Musical director:** Leo Baxter. **Publicity director:** George Jackson.

Rep: Weed & Co. **Seating facilities:** About 100 persons. **Merchandising:** Con-

tact dealers, wholesalers; write letters; secure displays; hold sales meetings; also stunts and timely tie-ups; no service rendered to accounts using less than 13 half-hours. **Foreign language programs:** Not accepted. **Artists bureau:** Set-up nominal only. **Base rate:** \$100.

Copy restrictions: Beer accepted; no wine or hard liquors; patent medicines accepted provided no excessive mention of diseases, etc., is made. **E. T. library:** NBC Thesaurus. **News:** INS. **News periods:** 8:15-8:30 A.M., 12:45-12:55 P.M., 7-7:15 P.M., 9:45-10 P.M., Monday through Saturday; 2-2:15 P.M., 5:30-5:45 P.M., Sunday only.

WBAA, WEST LAFAYETTE

Operator: Purdue University. **Phone:** 6076. **Power:** 1,000 and 500 watts on 890 kc (specified hours). **Opened:** 1919 on temporary license; permanent license since April 4, 1922.

This station is non-commercial; university-owned.

IOWA

(577,800 radio homes, or 85% ownership among the State's total of 680,000 families. Urban ownership is 262,500, or 93% of urban families; rural ownership is 315,300, or 79% of rural families.)

Radio Homes by Counties

Adair	3,110	Delaware	3,960	Kossuth	5,010
Adams	2,320	Des Moines	10,050	Lee	10,380
Allamakee	3,610	Dickinson	2,350	Linn	21,480
Appanoose	5,950	Dubuque	14,010	Louisa	2,680
Audubon	2,550	Emmet	2,780	Lucas	3,590
Benton	5,290	Fayette	6,780	Lyon	2,950
Black Hawk	17,130	Floyd	4,800	Madison	3,380
Boone	6,740	Franklin	3,540	Mahaska	6,290
Bremer	3,920	Fremont	3,380	Marion	5,990
Buchanan	4,210	Greene	3,690	Marshall	8,070
Buena Vista	4,220	Grundy	2,940	Mills	3,160
Butler	3,380	Guthrie	3,910	Mitchell	3,170
Calhoun	3,890	Hamilton	4,520	Monona	3,820
Carroll	4,650	Hancock	2,950	Monroe	3,370
Cass	4,640	Hardin	5,360	Montgomery	4,060
Cedar	3,860	Harrison	5,450	Muscatine	7,740
Cerro Gordo	9,050	Henry	4,020	O'Brien	4,120
Cherokee	3,730	Howard	2,880	Osceola	1,990
Chickasaw	3,170	Humboldt	2,780	Page	5,860
Clarke	2,470	Ida	2,520	Palo Alto	3,110
Clay	3,620	Iowa	3,960	Plymouth	4,980
Clayton	5,460	Jackson	4,320	Pocahontas	3,190
Clinton	10,990	Jasper	7,690	Polk	45,010
Crawford	4,500	Jefferson	4,020	Pottawattamie	16,640
Dallas	6,080	Johnson	7,420	Poweshiek	4,460
Davis	2,580	Jones	4,020	Ringgold	2,760
Decatur	3,340	Keokuk	4,660	Sac	3,890

IOWA STATIONS—Continued

Scott	20,210	Union	4,360	Webster	9,500
Shelby	3,510	Van Buren	3,100	Winnebago	2,580
Sioux	5,240	Wapello	10,190	Winneshiek	4,640
Story	7,440	Warren	4,220	Woodbury	24,390
Tama	5,120	Washington	4,740	Worth	2,290
Taylor	3,540	Wayne	3,370	Wright	4,490

WOL, AMES

Operator: Iowa State College of Agriculture and Mechanic Arts. **Phone:** 2210; 228. **Power:** 5,000 watts on 640 kc (daytime). **Opened:** April, 1922.

This station is non-commercial; college-owned.

KFGQ, BOONE

Operator: Boone Biblical College. **Power:** 100 watts on 1370 kc (operates specified hours daytime).

This station is non-commercial.

WMT, CEDAR RAPIDS

Operator: Iowa Broadcasting Co., Paramount Theatre Bldg., in Cedar Rapids; Russell-Lamson Hotel in Waterloo. **Phones:** 6127 (Cedar Rapids), 236 (Waterloo). **Power:** 5,000 and 1,000 watts on 600 kc. **Affiliation:** NBC Basic Blue; Iowa Network and WNAX; Mutual Broadcasting System. (Note: WMT is affiliated with the Des Moines Register & Tribune.)

Vice-president, general manager: Sumner D. Quarton. **Commercial manager:** W. B. Quarton (Cedar Rapids); Don E. Inman (Waterloo). **Program director:** Douglas B. Grant. **Chief engineer:** Charles F. Quentin. **Musical director:** Eleanor Gough. **Merchandising and publicity director:** Leo F. Cole (Cedar Rapids); (Waterloo merchandising director is Jack Comfort). **Continuity editor:** Chauncey Fay. **Traffic manager:** Kenneth L. Hastie.

Rep: The Katz Agency. **Seating facilities:** Studio seats 100 persons; Roosevelt ballroom seats 100. **Merchandising:** Complete service available at no extra charge; link program, display and product in a comprehensive campaign; listings in Des Moines Register & Tribune and Cedar Rapids Gazette. **Foreign language programs:** No set policy; weekly Bohemian program. **Artists bureau:** None. **Base rate:** \$200.

Copy restrictions: Beer, wine or whiskey accounts not accepted; all patent medicine advertising must be approved by laboratory test before acceptance. **E. T. library:** World; NAB; Davis & Schwegler. **News:** UP. **News periods:** 7:15-7:30 A.M., 9-9:15 A.M., 11:45-11:55 A.M., 5:50-6 P.M., 6:30-

6:45 P.M., all Monday through Saturday; 1-1:15 P.M., Sunday only.

WOC, DAVENPORT

Operator: Tri-City Broadcasting Co., 1000 Brady St. **Phone:** 2-3521. **Power:** 250 and 100 watts on 1370 kc. **Affiliation:** CBS. **Opened:** March, 1921. (Note: WHO, Des Moines, and WOC are under cross-ownership; the original WOC operated synchronously with WHO until early 1933; on April 22 of that year both were combined into one 50,000-watt under the call letters WHO; in 1934 a new WOC was set up and affiliated with CBS.)

Commercial manager: Ben Hovel. **Program director:** J. Neil Reagan. **Chief engineer:** Harold Higby. **Publicity director:** J. Neff Wells, Jr.

Rep: Free & Peters, Inc. **Seating facilities:** Auditorium, 500 persons; studio A, 50; studio B, 30. **Merchandising:** Render every service desired, except that advertisers are asked to pay postage costs. **Foreign language programs:** No information given. **Artists bureau:** None. **Stock:** Principally held by Dr. B. J. Palmer and family (Palmer School of Chiropractic). **Base rate:** \$108 (when an advertiser uses WHO, Des Moines, and adds WOC, a 25% discount on general rates—but not spot announcements—is tendered.)

Copy restrictions: Accept beer and wines; no hard liquor; patent medicines accepted as long as they remain within bounds of good taste; copy subject to approval of management. **E. T. library:** World; Associated. **News:** UP. **News periods:** 6:45 A.M., 9:15 A.M., 12:30 P.M., 6:15 P.M., 10 P.M., all 15 minutes all Monday through Saturday; 12:30-12:45 P.M., 6:15-6:30 P.M., 10-10:15 P.M., Sunday.

KGCA, DECORAH

Operator: Charles Walter Greenley. **Power:** 100 watts on 1270 kc (daytime; shares hours with KWLC).

No other information available.

KWLC, DECORAH

Operator: Luther College, 600 Leiv Eiriksson Drive. **Phone:** 690. **Power:** 100

"Most of the Listeners All of the Time"



KFNF

Announces
the Removal of Its
GENERAL OFFICES
and
STUDIOS
to
COUNCIL BLUFFS



Studios Also in Shenandoah (Ia.) and Omaha (Neb.)

M. H. PETERSEN, General Manager

IOWA STATIONS—Continued

watts on 1270 kc (daytime; shares hours with KGCA). **Opened:** December, 1926.

This station is non-commercial; church-college owned.

KRNT, DES MOINES

Operator: Iowa Broadcasting Co., 715 Locust St. **Phone:** 3-2111. **Power:** 5,000 and 1,000 watts on 1320 kc. **Affiliation:** CBS; Iowa Network. **Opened:** March 17, 1935. (Note: KRNT is owned by the Des Moines Register and Tribune, and is affiliated with KSO, Des Moines, WMT, Cedar Rapids, and WNAX, Yankton, South Dakota.)

President: Gardner Cowles, Jr. **Station manager:** Luther Hill. **Commercial manager:** Craig Lawrence. **National sales manager:** Ted Enns. **Program director:** Edmund Linehan. **Chief engineer:** Paul Huntsinger. **Traffic manager, musical director:** Dick Teela. **Sales promotion manager:** Wayne Welch. **Publicity director:** Mary Little.

Rep: The Katz Agency. **Seating facilities:** Studio and lobby seat 250; standing room for 100 additional persons. **Merchandising:** Stories and pictures regularly, as well as daily listings in Register (m) 3 columns daily, Tribune (e) 3 columns daily, and Sunday Register (3 columns to full page), 100 cuts used weekly in these papers; full showing of billboards in Des Moines; cards on the rear of 150 Des Moines street cars; merchandising bulletins to druggists and grocers in area; special mailings on request on which advertiser pays only cost of postage; calls on key dealers and retailers; window displays in studio lobbies. **Foreign language programs:** Acceptance subject to board of approval; none current. **Artists bureau:** Yes; lists a roster of about 40 artists. **Base rate:** \$200.

Copy restrictions: No beer, wine or liquor advertising; no laxatives during dinner or luncheon periods; patent medicines must be approved by the KRNT medical advisory committee; other rules and regulations as per N.A.B. Code of Ethics. **E. T. Library:** Standard. **News:** UP; INS; Register and Tribune correspondents. **News periods:** 7:15 A.M., 8:15 A.M., noon, 10 P.M., (duration not listed) all Monday through Saturday; 9:45 A.M., 10 P.M. (duration not listed), Sunday.

KSO, DES MOINES

Operator: Iowa Broadcasting Co., 715 Locust St. **Phone:** 3-2111. **Power:** 5,000 and 1,000 watts on 1430 kc. **Affiliation:** NBC Basic Blue; Mutual; Iowa Network. **Opened:** Nov. 5, 1932. (Note: KSO is

owned by the Des Moines Register and Tribune, and is affiliated with KRNT, Des Moines, WMT, Cedar Rapids, and WNAX, Yankton, South Dakota.)

For personnel, services, and copy restrictions, see KRNT, Des Moines.

Base rate: \$160. **E. T. library:** Standard. **News:** UP; INS; Register and Tribune correspondents. **News periods:** 7 A.M., 8 A.M., 10 A.M., 12:30 P.M., 2 P.M., 4 P.M., 6 P.M., 8:45 P.M. (duration not listed), all Monday through Saturday; 9 A.M., 5:45 P.M., 8:45 P.M. (duration not listed), Sunday.

WHO, DES MOINES

Operator: Central Broadcasting Co., 914 Walnut St. **Phone:** 3-7147. **Power:** 50,000 watts on 1000 kc. **Affiliation:** NBC Basic Red. **Opened:** April 10, 1924. (Note: WHO is the result of a merger between WHO, established in 1924, and WOC, Davenport; from 1930 to 1933 both stations operated synchronously; on April 22, 1933, both were combined into one 50,000-watter, with studios and transmitter at Des Moines; subsequently, in 1934, a new WOC was set up in Davenport and affiliated with CBS; the new WOC is under cross-ownership with WHO.)

Vice-president and manager: J. O. Maland. **Sales manager:** Hale Bondurant. **Program director, musical director:** Harold Fair. **Traffic manager:** Fred A. Reed. **Chief engineer:** Paul Loyet. **WHO Radio Enterprises, Inc., manager:** Irving H. Grossman. **Publicity director:** Wilfred Woody Woods.

Rep: Free & Peters, Inc. **Seating facilities:** Studio A, 100 seats; studio B, 50; studio D, 100; reception room, 100 seats and open to the public; Iowa Barn Dance Frolic is held in the Shrine Auditorium, seating 4,500, with a 26c. and 10c. admission charge. **Merchandising:** Services of the station staff will be furnished without additional charge, except for cash expenditures (postage, etc.), which are paid by the advertiser; this pertains only to spot advertising, and not to network-fed advertising. **Foreign language programs:** Station has no rules on this matter. **Artists bureau:** WHO Radio Enterprises, Inc.; complete roster; also sight acts for fairs, etc. **Stock:** Principal holders are Col. (Dr.) B. J. Palmer, president; D. D. Palmer, vice-president and treasurer; Mabel Palmer; J. O. Maland, vice-president and manager; P. A. Loyet, technical director; Wm. M. Brandon, secretary; Ralph Evans, director public relations. **Base rate:** \$425.

Copy restrictions: Commercial copy must not exceed 175 words for five minutes (should include entertainment or educational features); 350 words per quarter-

IOWA STATIONS—Continued

hour; 700 words per half-hour; 1,400 words per hour; beer advertising accepted after 10:30 P.M.; no wines or hard liquors; patent medicine copy subject to scrutiny of continuity director, legal department, food and drug commission, while product is subject to chemical analysis. **E. T. library:** NBC Thesaurus; Lang-Worth. **News:** UP; Transradio. **News periods:** 6:30 A.M., 7:15 A.M., 12:30 P.M., 6:30 P.M., all 15 minutes, all Monday through Saturday; noon-12:15 P.M., Monday through Friday; 6:45-7 P.M., Saturday only; 10:15-10:30 P.M., every day. **Summer news periods (May to Sept):** 6:30 A.M., 7:15 A.M., 12:30 P.M., 3:45 P.M., 5:45 P.M., all 15 minutes, all Monday through Saturday; 11:45-noon, Monday through Friday; 10-10:15 P.M., every day.

KDTH, DUBUQUE

Operator: Telegraph-Herald. **Power:** 500 watts on 1340 kc (daytime).

At press time this station had a construction permit only.

WKBB, DUBUQUE

Operator: Sanders Brothers Radio Station, Julien Hotel. **Phone:** 572. **Power:** 250

and 100 watts on 1500 kc. **Affiliation:** CBS. **Opened:** October, 1933. (Note: This station is licensed for East Dubuque, Ill., but its offices and studios are in Dubuque, Ia.; transmitter now under construction in Dubuque).

President: Walter E. Klauer. **Station manager, commercial manager:** J. D. Carpenter. **Chief engineer:** L. Carlson.

Rep: International Radio Sales. **Seating facilities:** Can accommodate 300 persons. **Merchandising:** Dealer contacts, personal and by mail. **Foreign language programs:** No information given. **Artists bureau:** None. **Base rate:** \$100.

Copy restrictions: Accept beer accounts, but no hard liquor. **E. T. library:** Associated. **News:** Transradio. **News periods:** 7:30-7:45 A.M., 9:15-9:30 A.M., both Monday through Saturday; 12:15 P.M., 6:45 P.M., 9 P.M., all 15 minutes, all every day.

WSUL, IOWA CITY

Operator: State University of Iowa. **Power:** 1,000 and 500 watts on 880 kc.

This station is non-commercial; university-owned.

Iowa's News Audience yours on KSO, of course!

It takes concentration on a job to do a job. That's one reason KSO has really concentrated on the news. Nine times a day, people in the largest single marketing area in Iowa—and there are more than 1,000,000 of them—hear local, state, national and world news through KSO. KSO also has a complete and fast moving merchandising set-up—together with fine programming—to assure your program a ready-built, responsive audience at rates that really make sense.

And, of course, you can buy KSO in the WNAX-Iowa Network combination at an exceptionally low rate.

KSO

DES MOINES • NBC Blue-MBS • 1430 K.C.

5000 WATTS L. S. • 1000 WATTS NIGHT

Represented by THE KATZ AGENCY

PROGRAMMED for maximum **AUDIENCE** in a major **MARKET** at minimum **RATE**

IOWA STATIONS—Continued

KFJB, MARSHALLTOWN

Operator: Marshall Electric Co., Inc., 1603 W. Main St. **Phone:** 3361. **Power:** 250 and 100 watts on 1200 kc. **Affiliation:** None. **Opened:** June, 1923.

President, station manager: E. N. Peak. **Chief engineer:** Warren D. Bailey.

Rep: None. **Seating facilities:** Memorial Coliseum, capacity 2,300. **Merchandising:** Contact dealers and distributors; other services rendered at actual cost. **Foreign language programs:** Will accept, but foreign population is very small. **Artists bureau:** None. **Base rate:** \$75.

Copy restrictions: No liquor or patent medicine advertising; all copy must be in good taste and is subject to approval of management. **E. T. library:** MacGregor. **News:** UP. **News periods:** Every hour on the hour, five minutes, except 7 A.M. and 6 P.M. when 15-minute editions are broadcast.

KGLO, MASON CITY

Operator: Mason City Globe Gazette Co., Hanford Hotel. **Phone:** 2800. **Power:** 250 and 100 watts on 1210 kc. **Affiliation:** CBS. **Opened:** Jan. 17, 1937. (Note: This station

is newspaper-owned by the Mason City Globe-Gazette.)

General manager: F. C. Elghmey. **Commercial manager:** John J. Price. **Program director:** Nic Scheel. **Chief engineer:** Leo W. Born. **Production manager:** James M. Woods. **Merchandising director:** George Milloy. **Publicity director:** Henry Hook.

Rep: Weed & Co. **Seating facilities:** 60 persons. **Merchandising:** Complete program log daily in Mason City Globe-Gazette; regular bulletins to leading grocers and druggists in 19 Iowa and 5 Minnesota counties; dealer calls and confidential surveys. **Foreign language programs:** Not accepted. **Artists bureau:** None. **Base rate:** \$80.

Copy restrictions: Accept beer; no wine or liquor advertising. **E. T. library:** NBC Thesaurus; NAB. **News:** UP. **News periods:** 6:45 A.M., 11 A.M., 12:30 P.M., all 15 minutes, all Monday through Saturday; 6-6:15 P.M., 8-8:15 P.M., 10-10:15 P.M., every day.

KFNF, SHENANDOAH

Operator: KFNF, Inc., 407 Sycamore St. **Phone:** No. 1. **Power:** 1,000 and 500 watts on 890 kc. (Has construction permit for

Top Per Family Income yours on KRNT, of course!

1938 figures gives Des Moines families an effective buying income of \$3,778—highest among all of the 100,000 cities in the country. That in itself is enough to make KRNT—only Basic Columbia outlet in Iowa—really interesting. Add to that the fact that KRNT's Daytime Primary area coincides with the outlines of the Des Moines market with more than 1,000,000 people who in 1938 had an effective buying income of \$500,771,000. That's why KRNT is a *must* in Iowa.

And, of course, you can buy KRNT in the W/NAX-Iowa Network combination at an exceptionally low rate.

KRNT

DES MOINES • Basic CBS • 1320 K.C.
5000 WATTS L. S. • 1000 WATTS NIGHT
Represented by THE KATZ AGENCY

THE ONLY BASIC COLUMBIA NETWORK OUTLET IN IOWA

IOWA STATIONS—Continued

5,000 and 1,000 watts on 890 kc) (shares time with KUSD in a ratio of $\frac{7}{8}$ to $\frac{1}{8}$).
Affiliation: None. **Opened:** February, 1924.

General manager: M. H. Petersen. **Sales manager:** W. K. Bailey. **Program director:** Roy Brant. **Merchandising manager:** Ed Heaton. **Chief engineer:** Wiley D. Wenger.

Rep: Reynolds-Fitzgerald, Inc. **Seating facilities:** Studio auditorium, seating 400. **Merchandising:** Special mailings in territory gratis; other services at cost. **Foreign language programs:** Not accepted. **Artists bureau:** Yes. **Base rate:** \$120.

Copy restrictions: Patent medicines accepted subject to censorship. **E. T. library:** Standard. **News:** Transradio. **News periods:** 5:45-6 A.M., 7:45-8 A.M., 9:55-10 A.M., 2:55-3 P.M., 6:45-7 P.M., 8:45-9 P.M., all Monday through Saturday; 6:45-7 P.M., 8:45-9 P.M., all Sunday; noon-12:15 P.M., every day.

KMA, SHENANDOAH

Operator: May Seed and Nursery Co., Lowell and Elm Sts. **Phone:** 193. **Power:** 5,000 and 1,000 watts on 930 kc. **Affiliation:** NBC Basic Blue Supplementary; Mutual.

Opened: Aug. 25, 1925.

President: Earl E. May. **Station manager:** J. "Cy" Rapp. **Production manager:** Owen Saddler. **Program director:** Fred D. Greenlee. **Promotion manager:** Frank Jaffe.

Rep: Howard H. Wilson Co.; Walter Bid-dick Co. (Coast). **Seating facilities:** Studio on stage of auditorium, seating 900. **Merchandising:** Has merchandising men to service advertisers, help salesmen make contacts; circularize dealers; assist in getting displays. **Foreign language programs:** Would accept, but area is virtually 100% English-speaking. **Artists bureau:** None. **Base rate:** \$125.

Copy restrictions: Commercials limited to four minutes per quarter-hour; beer accepted after 9 P.M.; no wines or hard liquors; medicines subject to FTC approval. **E. T. library:** World. **News:** UP. **News periods:** 5 A.M., 7 A.M., 10 A.M., 12:30 P.M., 4 P.M., 7:30 P.M., 10 P.M., all 15 minutes, all Monday through Friday; 9:45 A.M., 12:15 P.M., 7 P.M., 10 P.M., all 15 minutes, all Sunday only.

KSCJ, SIOUX CITY

Operator: Perkins Brothers Company, 415 Douglas St. **Phone:** 5-7993. **Power:** 5,000

Responsive Audience yours on WMT, of course!

WMT is practically "the law and the prophets" in the some 747,569 radio homes lying within its daytime primary area. That's tremendous coverage for a 5,000 watt station—but lay it to a 600 K. C. frequency. And, it's a responsive audience; 11,852 requests for a printed give-away; 17,967 letters asking for a talent folder; 4,085 demands that a sustaining program be kept on the air. In eastern Iowa, Western Illinois, Southwestern Wisconsin and Southern Minnesota, WMT has influence.

And, of course, you can buy WMT with WNAX and KSO or KRNT at an exceptionally low rate.

WMT

Cedar Rapids-Waterloo • 600 Kilocycles
NBC Blue-MBS • 5000 Watts L.S. • 1000 Watts Night
Represented by THE KATZ AGENCY

69,000 Square Miles of the RICHEST PART of the MIDWEST

IOWA STATIONS—Continued

and 1,000 watts on 1330 kc. **Affiliation:** CBS. **Opened:** April 4, 1927. (Note: This station is newspaper-owned by the Sioux City Journal.)

General, station and commercial manager: C. W. Corkhill. **Program director:** Ruth Marie Fachman. **Chief engineer:** Stephen Dier. **Musical director:** Bertha Reese. **Publicity director:** Roberta Deany.

Rep: George P. Hollingbery Co. **Seating facilities:** Studio audience hall, seating 150 persons.

Merchandising: Newspaper publicity; theatre screen ads; spot announcements. **Foreign language programs:** No information given. **Artists bureau:** None. **Base rate:** \$175.

Copy restriction: Beer and wine accepted; no hard liquor; all copy, commercial or otherwise, subject to station approval.

E. T. library: MacGregor; Davis & Schwegler. **News:** From parent paper. **News periods:** 9:30-9:35 A.M., Monday through Friday; 12:30-12:45 P.M., Monday through Saturday; 10-10:10 P.M., every day.

KTRI, SIOUX CITY

Operator: Sioux City Broadcasting Co., Commerce Bldg. **Phone:** 80165. **Power:** 250 and 100 watts on 1420 kc. **Affiliation:** None. **Opened:** July 12, 1938. (Note: This station is affiliated with the Sioux City Tribune.)

Station manager, publicity director: Dietrich Dirks. **Commercial manager:** Ray Jensen. **Program director:** Deane Flett. **Chief engineer:** Carl Gray.

Rep: None. **Seating facilities:** Studio A seats 150 persons; Skylon studio seats 1,000. **Merchandising:** Radio, newspaper and trailer publicity rendered; charge, if any, depends upon the account and the contract. **Foreign language programs:** Accepted if "in the public interest." **Artists bureau:** None. **Stock:** 50% held by Dietrich Dirks, and 50% by the Tribune Co. **Base rate:** \$100.

Copy restrictions: Alcoholic beverage advertising not accepted; copy must be in good taste and conform with station standards. **E. T. library:** Standard. **News:** UP. **News periods:** Five minutes, every hour on the hour, daily except 15 minutes at 8 A.M., noon, 6 P.M., and 9 P.M.

KANSAS

(367,800 radio homes, or 73% ownership among the State's total of 501,000 families. Urban ownership is 189,300, or 93% of urban families; rural ownership is 178,500, or 60% of rural families.)

Radio Homes by Counties

Allen	4,510	Ellis	2,260	Lane	500
Anderson	2,420	Ellsworth	1,630	Leavenworth	7,060
Atchison	4,950	Finney	2,040	Lincoln	1,460
Barber	1,730	Ford	4,010	Linn	2,290
Barton	3,730	Franklin	4,560	Logan	650
Bourbon	4,540	Geary	2,830	Lyon	5,990
Brown	3,890	Gove	760	McPherson	4,280
Butler	7,130	Graham	1,090	Marion	3,380
Chase	1,150	Grant	480	Marshall	4,100
Chautauqua	1,820	Gray	850	Meade	1,050
Cherokee	6,280	Greeley	270	Miami	3,940
Cheyenne	950	Greenwood	3,540	Mitchell	2,320
Clark	760	Hamilton	540	Montgomery	11,820
Clay	2,790	Harper	2,330	Morris	2,040
Cloud	3,420	Harvey	4,510	Morton	650
Coffey	2,340	Haskell	390	Nemaha	2,890
Comanche	840	Hodgeman	570	Neosho	4,640
Cowley	8,860	Jackson	2,580	Ness	1,190
Crawford	10,490	Jefferson	2,350	Norton	2,000
Decatur	1,410	Jewell	2,360	Osage	3,040
Dickinson	5,050	Johnson	5,290	Osborne	1,910
Doniphan	2,210	Kearney	490	Ottawa	1,770
Douglas	5,750	Kingman	1,980	Pawnee	1,770
Edwards	1,260	Kiowa	930	Phillips	1,980
Elk	1,570	Labette	6,470	Pottawatomie	2,560

KANSAS STATIONS—Continued

Pratt	2,590	Scott	640	Sumner	5,470
Rawlin	1,060	Sedgwick	32,850	Thomas	1,200
Reno	9,910	Seward	1,550	Trego	870
Republic	2,490	Shawnee	19,960	Wabauunsee	1,700
Rice	2,640	Sheridan	800	Wallace	430
Riley	4,200	Sherman	1,400	Washington	2,760
Rooks	1,530	Smith	2,200	Wichita	340
Rush	1,340	Stafford	1,690	Wilson	3,650
Russell	1,730	Stanton	310	Woodson	1,430
Saline	6,400	Steven	680	Wyandotte	33,740

KFBI, ABILENE

Operator: Farmers and Bankers Broadcasting Corp. **Phone:** 1200. **Power:** 5,000 watts on 1050 kc (operates full daytime, limited nighttime, with KNX). **Affiliation:** None. **Opened:** 1924. (Note: KFBI also maintains studios in Salina, Kans., in charge of Clarence Rupp; the station has a construction permit to move to Wichita, Kans.).

Director, station manager: K. W. Pyle. **Program director:** Harry Peck. **Chief engineer:** C. H. Johnston. **Musical director:** Marie Gunzelman.

Rep: Howard H. Wilson Co. **Seating facilities:** Studio, 100. **Merchandising:** Will make calls in Abilene and Salina; send out mailings at cost. **Foreign language programs:** Accepted; Bohemian and Swedish series current. **Artists bureau:** None. **Base rate:** \$50 (½ hr.).

Copy restrictions: Commercials must be "short"; no liquor, wine or beer accounts; medical accounts only after approval by medical director of Farmers and Bankers Life Insurance Co. **E. T. library:** World; Standard. **News:** UP. **News periods:** 8-8:05 A.M., 8:55-9 A.M., 12:15-12:20 P.M., 1:45-1:50 P.M., 2:55-3 P.M., 4-4:05 P.M., 5:15-5:30 P.M., 6:15-6:30 P.M. (sports), 7:30-7:45 P.M., all Monday through Saturday; 6:55-7 A.M., 11-11:05 A.M., both Monday through Friday.

KVAK, ATCHISON

Operator: Carl Latenser. **Power:** 100 watts on 1420 kc (daytime).

At press time this station had a construction permit only.

KGGF, COFFEYVILLE

Operator: Hugh J. Powell, Journal Bldg., 8th & Elm Sts. **Phone:** 147. **Power:** 1,000 watts on 1010 kc (shares time with WNAD). **Affiliation:** Mutual Broadcasting System. **Opened:** Oct. 20, 1930. (Note: This station is owned by the Coffeyville Daily Journal.)

Senior partner, station manager: Hugh J. Powell. **Commercial manager:** W. B. Dar-

rah. **Program and musical director:** Clair Foster. **Chief engineer:** J. Fred Case.

Rep: The Katz Agency. **Seating facilities:** 96 persons. **Merchandising:** Publicity service; window displays in the Journal building; no charges except where postage and expensive printing are involved. **Foreign language programs:** Accepted from "responsible sources"; usually must be auditioned beforehand. **Artists bureau:** None. **Base rate:** \$75.

Copy restrictions: No alcoholic beverages accepted; all copy must conform to station standards and government regulations. **E. T. library:** NBC Thesaurus. **News:** AP. **News periods:** 7:30 A.M., 10:15 A.M., 12:15 P.M., 6 P.M., all 15 minutes, all Monday through Saturday.

KGNO, DODGE CITY

Operator: Dodge City Broadcasting Co., Inc., First National Bank Bldg. **Phone:** 1340. **Power:** 1,000 and 250 watts on 1340 kc. **Affiliation:** None. **Opened:** 1930. (Note: This station is newspaper-affiliated with the Dodge City Daily Globe.)

President: J. C. Denious. **Manager:** N. C. Petersen. **Commercial director:** Vaughn Kimball. **Program director:** T. M. George. **Chief engineer:** Emil Doane.

Rep: Arthur H. Haggand Associates. **Seating facilities:** Auditorium seats 30 persons, with standing room for 20 more; remote facilities available. **Merchandising:** In charge of Vaughn Kimball; will render services as requested; publicity in newspaper affiliate. **Foreign language programs:** Accepted; foreign population very minor, however. **Artists bureau:** None. **Base rate:** \$40.

Copy restrictions: No alcoholic beverages accepted including beer; all copy must conform to station standards and government regulations. **E. T. library:** Standard. **News:** AP. **News periods:** 7:30-7:40 A.M., 11:20-11:30 A.M., 1-1:05 P.M., 4:15-4:30 P.M., all Monday through Friday.

KTSW, EMPORIA

Operator: Emporia Broadcasting Co., Inc., 613 Merchant St. **Phones:** 153; 154.

KANSAS STATIONS—Continued

Power: 100 watts on 1370 kc. **Affiliation:** None. **Opened:** Jan. 25, 1939.

General and station manager: K. W. Trimble. **Commercial manager:** Larry Simms. **Program director:** Sidney Anderson. **Chief engineer:** Paul H. Daniels.

Rep: None. **Base rate:** Card not sent.

E. T. library: Standard. **News:** UP. **News periods:** Five minutes every hour on the hour, except 15-minute periods at 7 A.M., 11 A.M., noon, 6 P.M., and 10 P.M., all Monday through Saturday; also excepting 15-minute periods at noon, 6 P.M., and 7 P.M., Sunday.

KIUL, GARDEN CITY

Operator: Garden City Broadcasting Co., 404 N. Main Street. **Phone:** 666. **Power:** 100 watts on 1210 kc. **Affiliation:** None. **Opened:** June 20, 1935.

Station manager: Clem Morgan. **Commercial manager:** Quincy Holmes. **Program and musical director:** Dallas Stallard. **Chief engineer:** Ralph Childs.

Rep: Cox and Tanz. **Seating facilities:** Reception room, seating 100 persons. **Merchandising:** Complete service at no extra charge. **Foreign language programs:** Accepted if approved by program director. **Artists bureau:** None. **Stock:** Held entirely by F. D. Conard and Associates. **Base rate:** \$40.

Copy restrictions: Accept beer; no wine or hard liquor; all copy subject to station approval. **E. T. library:** NAB; Davis & Schwegler. **News:** Transradio. **News periods:** 6:45-7 A.M., 8:45-9 A.M., 12:30-12:45 P.M., 2:30-2:40 P.M., 6:15-6:30 P.M., all daily.

KVGB, GREAT BEND

Operator: Helen Townsley, Cork Bldg. **Phone:** 1080. **Power:** 100 watts on 1370 kc. **Affiliation:** None. **Opened:** March 10, 1937.

Owner: Ernest Edward Ruehlen. **Business manager:** Vern Minor. **Production manager:** Dave Wilson. **Traffic manager:** Justin Bradshaw. **Chief engineer:** Leo Legleiter.

Rep: None. **Seating facilities:** Can accommodate about 75 persons. **Merchandising:** Service can be arranged. **Foreign language programs:** Accepted; English translation must be furnished in advance; special rates apply. **Artists bureau:** None. **Base rate:** \$30.

Copy restrictions: Beer copy accepted; no wines or hard liquors; all advertising must be "legitimate." **E. T. library:** World; Mac Gregor. **News:** UP. **News periods:** Every hour on the hour, five minutes per broadcast, six days per week.

KWBG, HUTCHINSON

Operator: Nation's Center Broadcasting Co., Inc., 201 So. Main St. **Phone:** 5202. **Power:** 100 watts on 1420 kc. **Affiliation:** None. **Opened:** May 28, 1935.

President, station and commercial manager, publicity director: W. B. Greenwald. **Chief engineer:** Harold Bourell.

Rep: None. **Seating facilities:** Can accommodate 400 persons. **Merchandising:** Service available; also have exhibition room for clients' products. **Foreign language programs:** Not accepted. **Artists bureau:** None. **Base rate:** \$20 (½ hr.).

Copy restrictions: Beer accepted; no wine, liquor or patent medicine advertising. **E. T. library:** World. **News:** UP. **News periods:** Five minutes every hour on the hour, all apparently daily.

KCKN, KANSAS CITY

Operator: The KCKN Broadcasting Co., 901 North Eighth St. **Phone:** Drexel 4300. **Power:** 100 watts on 1310 kc. **Affiliation:** Kansas Network (KCKN and WIBW, Topeka, both Capper-owned). **Opened:** Nov. 1, 1925. (Note: This station is newspaper-owned by the Kansas City Kansan—a Capper Publication.)

President: W. A. Bailey. **Station manager:** Ellis Atteberry. **Commercial manager:** Owen Balch. **Program director:** George Engelter. **Chief engineer:** C. E. ("Red") Salzer. **Director of special events:** John Drake. **Artists bureau head, musical director:** Ruth Royal. **Publicity director:** Ruth Kendall.

Rep: Capper Publications. **Seating facilities:** Exhibition Hall Studio, 200. **Merchandising:** Newspaper publicity; window displays, point of purchase tie-ups; direct mail. **Foreign language programs:** No rules against such broadcasts, except that interpreters selected by the station may scan the copy; no such broadcasts running, however. **Artists bureau:** Setup is nominal only. **Base rate:** \$45. (25% discount to clients using a minimum of 10 inches per week in the Kansas City Kansan; applies only to programs, not announcements.)

Copy restrictions: No beer, wine, or other alcoholic beverages. **E. T. library:** Standard; MacGregor; Lang-Worth; NAB. **News:** UP. **News periods:** Five minutes every hour on the hour, except 15 minute period at 7 P.M., all daily except Sunday.

KFKU, LAWRENCE

Operator: University of Kansas. **Power:** 5,000 and 1,000 watts on 1220 kc (shares time with WREN).

This station is non-commercial; university-owned.

KANSAS STATIONS—Continued

WREN, LAWRENCE-KANSAS CITY

Operator: The WREN Broadcasting Co., Inc., WREN Bldg., Lawrence, Kans. **Phone:** 110. **Power:** 5,000 and 1,000 watts on 1220 kc (shares time with KFKU; latter takes about a half-hour on weekday afternoons). **Affiliation:** NBC Basic Blue. **Opened:** 1927.

President, station manager: Vernon H. Smith. **Assistant manager, program and musical director:** Verl Bratton. **Commercial manager:** Ernest Pontius. **Chief engineer:** Carl Bleisner. **Publicity director:** John P. Bondeson.

Rep: George P. Hollingbery Co. **Seating facilities:** Studio seats about 150 persons; also observation lobby. **Merchandising:** Have staff to distribute window cards, make contacts, etc.; service billed at actual cost. **Foreign language programs:** Not accepted. **Artists bureau:** None. **Base rate:** \$200.

Copy restrictions: Do not accept hard liquors. **E. T. library:** NBC Thesaurus. **News:** INS. **News periods:** 7-7:05 A.M., 8:45-9 A.M., 10-10:05 A.M., 12:30-12:45 P.M., 2:55-3 P.M., 3:45-4 P.M., 5:15-5:30 P.M., all Monday through Saturday.

KSAC, MANHATTAN

Operator: Kansas State College of Agriculture and Applied Science. **Phone:** 2236. **Power:** 1,000 and 500 watts on 580 kc (shares time with WIBW). **Opened:** Dec. 1, 1924.

This station is non-commercial; college-owned.

KOAM, PITTSBURG

Operator: The Pittsburg Broadcasting Co., Inc., Commerce Bldg. **Phones:** 2165; 2166; 2167. **Power:** 1,000 watts on 790 kc (daytime). **Affiliation:** NBC additional to Red and Blue Southwestern Group. **Opened:** Oct. 11, 1937.

President, station manager: E. V. Baxter. **Commercial manager:** R. G. Patterson. **Program and musical director:** Bruce Robertson. **Chief engineer:** W. L. Brown. **Artists bureau head, publicity director:** Ward Keith.

Rep: Wythe Walker & Co. **Seating facilities:** Can accommodate about 100 persons. **Merchandising:** Window cards, direct mail, and newspaper copy, supplied gratis to clients. **Foreign language programs:** No rules listed. **Artists bureau:** Yes; lists 14 artists, and several orchestras, writers, producers, announcers. **Base rate:** \$75.

Copy restrictions: Beer accepted; no wines or hard liquor. **E. T. library:** Standard. **News:** INS. **News periods:** 6:30-6:40 A.M., 7:30-7:45 A.M., 10-10:10 A.M., noon-

12:15 P.M., Monday through Saturday; 12:30-12:45 P.M., Sunday only; also last 15 minutes before sign-off (local sunset) daily.

KSAL, SALINA

Operator: R. J. Laubengayer, Journal Bldg. **Phone:** 100. **Power:** 250 and 100 watts on 1500 kc. **Affiliation:** None. **Opened:** May 27, 1937. (Note: Station operator also publishes the Salina Journal and has interest in the Hays Daily News, Goodland Daily News, and Hill City Times.)

Owner, president: R. J. Laubengayer. **General manager:** Merle H. Tucker. **Sales manager:** H. C. Fagerstrom. **Program director:** Sidney Tremble. **Merchandising and continuity director:** Russell Siner. **Chief engineer:** N. E. Vance.

Rep: The Katz Agency, Inc. **Seating facilities:** Two studios, seating about 50 persons each; also available is the Municipal Auditorium, seating 3,000. **Merchandising:** All types of merchandising; program listings in Salina Journal, courtesy announcements, dealer and wholesaler contacts, previews; additional services at net cost. **Foreign language programs:** Accepted; currently running a Swedish educational program. **Artists bureau:** None. **Stock:** Held by R. J. Laubengayer. **Base rate:** \$50.

Copy restrictions: No alcoholic beverages or patent medicines accepted; rule of "good taste" is copy criterion. **E. T. library:** NBC Thesaurus; Standard; Lang-Worth. **News:** AP; news from Salina Journal. **News periods:** 9 A.M., 10:30 A.M., 10:55 A.M. (weather, road news), 4 P.M., 5 P.M., 7:15 P.M., 8 P.M., 9 P.M., all five minutes, all Monday through Saturday; 7:15-7:30 A.M. (market and news), noon-12:15 P.M., 10:45-11 P.M., Monday through Saturday; 6-6:15 P.M., 7:45-8 P.M., Sunday only. **Market news:** 9:30 A.M., 10:45 A.M., 1:15 P.M., 3 P.M., Monday through Friday; noon, Saturday only. **Local news:** 5:30-5:45 P.M., Monday through Saturday.

WIBW, TOPEKA

Operator: Topeka Broadcasting Assn., Inc., 1035 Topeka Blvd. **Phone:** 3-2377. **Power:** 5,000 and 1,000 watts on 580 kc (shares time with KSAC). **Affiliation:** CBS. **Opened:** 1927. (Note: This station is newspaper-affiliated with the Topeka Daily Capital, a Capper Publication.)

General manager: Ben Ludy. **Musical director:** Maude Shreffler. **Chief engineer:** Karl Troeglen. **Publicity director:** Charles Hill.

Rep: Capper Publications. **News:** UP, AP. **Seating facilities:** Can accommodate about 75 persons. **Merchandising:** Publicity

KANSAS STATIONS—Continued

in Capper Publications; contact retailers; send letters to distributors and dealers; have exclusive use of downtown windows for displays; services rendered free except for postage, which is billed at cost. **Foreign language programs:** No objections to such programs, but the foreign population is small. **Artists bureau:** None. **Base rate:** \$125.

Copy restrictions: No alcoholic beverage advertising accepted; copy must be "discreet, tasteful and truthful." **E. T. library:** Standard. **News:** UP; AP. **News periods:** 5:45 A.M., 7 A.M., 5:45 P.M., all 15 minutes, all Monday through Saturday; noon and 10 P.M., both 15 minutes, both every day.

KANS, WICHITA

Operator: The KANS Broadcasting Co., Hotel Lassen. **Phone:** 4-2387. **Power:** 100 watts on 1210 kc. **Affiliation:** NBC Supplementary Basic Service. **Opened:** September 19, 1936.

General, station and commercial manager, chief engineer: Herb Hollister.* **Assistant manager, program director:** Jack Todd. **Promotion and merchandising manager:** Phil McKnight. **Musical director:** Raymond Shelley.

Rep: The Katz Agency. **Seating facilities:** Can accommodate 25 persons. **Merchandising:** Supply publicity, work out window displays, and perform any other reasonable service requested at no additional cost. **Foreign language programs:** Would accept, though occasion has not arisen to date. **Artists bureau:** Setup nominal only. **Base rate:** \$120.

Copy restrictions: Accept beer, but no

wine or hard liquor; all copy must conform to station standards and Federal, State and Municipal rules and regulations. **E. T. library:** NBC Thesaurus; Standard; NAB. **News:** UP. **News periods:** 8 A.M., 9:15 A.M., 10:15 A.M., 12:30 P.M. 3 P.M. all 15 minutes, all daily; 6-6:15 P.M., Tuesday through Saturday.

*Also stockholder in KMMJ, Grand Island, Neb.

KFH, WICHITA

Operator: The Radio Station KFH Co., Inc., York Rite Temple Bldg. **Phone:** 3-5254. **Power:** 5,000 and 1,000 watts on 1300 kc. **Affiliation:** CBS. **Opened:** 1925. (Note: This station is newspaper-affiliated with the Wichita Eagle.)

Station manager: Marcellus Murdock. **National sales promotion manager:** Clark A. Luther. **Business manager:** P. S. Clark. **Program director:** Vernon Reed. **Chief engineer:** A. C. Dadisman. **Musical director:** Guy Snyder.

Rep: Edward Petry & Co., Inc. **Seating facilities:** 200 persons. **Merchandising:** Maintain special department; no charge for usual services. **Foreign language programs:** Not accepted. **Artists bureau:** Yes. **Base rate:** \$200.

Copy restrictions: Accept beer; no wine, or hard liquor; all copy subject to station approval. **E. T. library:** Associated. **News:** UP. **News periods:** 6 A.M., 7:30 A.M., 3:45 P.M., 6 P.M., all 15 minutes, all Monday through Saturday; 12 noon, 10 P.M., both 15 minutes, both every day.

KENTUCKY

(494,900 radio homes, or 70% ownership among the State's total of 708,000 families. Urban ownership is 208,600, or 86% of urban families; rural ownership is 286,300, or 61% of rural families.)

Radio Homes by Counties

Adair	2,540	Breckinridge	2,980	Clinton	1,290
Allen	2,590	Bullitt	1,540	Crittenden	2,080
Anderson	1,550	Butler	1,960	Cumberland	1,470
Ballard	1,740	Caldwell	2,670	Daviess	9,020
Barren	4,520	Calloway	3,100	Edmondson	1,680
Bath	1,820	Campbell	19,760	Elliott	940
Bell	6,280	Carlisle	1,330	Estill	2,690
Boone	1,880	Carroll	1,570	Fayette	16,360
Bourbon	3,790	Carter	3,380	Fleming	2,360
Boyd	9,690	Casey	2,340	Floyd	6,180
Boyle	3,380	Christian	6,330	Franklin	3,820
Bracken	1,790	Clark	3,780	Fulton	2,850
Breathitt	2,660	Clay	2,310	Gallatin	850



**HOW'S
SALES
IN
DOG SCRATCH?**

Get out a little way from Louisville, and you'll quickly see why there's not much use in going outside the *Louisville Trading Area* for your Kentucky business. . . . That observation promptly brings you to WAVE—the one radio station that gives you *what you want in Kentucky*—and nothing else! . . . May we show you how *much* we can do—for how *little* cost?

An N. B. C. Outlet

NATIONAL REPRESENTATIVES: FREE & PETERS, INC.



**STATION
WAVE**

INCORPORATED

LOUISVILLE, KY.

1000 WATTS . . . 940 K. C.

KENTUCKY STATIONS—Continued

Garrard	1,920	Letcher	5,290	Owen	1,910
Grant	1,900	Lewis	2,250	Owsley	960
Graves	5,700	Lincoln	2,910	Pendleton	2,000
Grayson	2,760	Livingston	1,460	Perry	6,280
Green	1,860	Logan	3,970	Pike	8,980
Greenup	3,640	Lyon	1,240	Powell	850
Hancock	1,100	McCracken	10,470	Pulaski	5,550
Hardin	3,690	McCreary	2,110	Robertson	610
Harlan	10,220	McLean	1,950	Rockcastle	2,170
Harrison	3,050	Madison	4,970	Rowan	1,580
Hart	2,630	Magoffin	2,100	Russell	1,670
Henderson	5,240	Marion	2,510	Scott	2,950
Henry	2,410	Marshall	2,160	Shelby	3,400
Hickman	1,490	Martin	1,080	Simpson	2,120
Hopkins	7,470	Mason	3,960	Spencer	1,070
Jackson	1,400	Meade	1,300	Taylor	2,050
Jefferson	91,040	Menifee	650	Todd	2,430
Jessamine	2,380	Mercer	2,760	Trigg	1,960
Johnson	3,300	Metcaife	1,500	Trimble	900
Kenton	24,660	Monroe	1,950	Union	3,100
Knott	1,830	Montgomery	2,350	Warren	6,710
Knox	3,890	Morgan	2,050	Washington	1,920
Larue	1,520	Muhlenberg	6,590	Wayne	2,250
Laurel	3,010	Nelson	2,600	Webster	4,100
Lawrence	2,300	Nicholas	1,630	Whitley	4,810
Lee	1,380	Ohio	4,270	Wolfe	1,080
Leslie	1,270	Oldham	1,400	Woodford	2,080

WCMI, ASHLAND

Operator: Ashland Broadcasting Co., Inc., WCMI Bldg., Radio Block. **Phone:** Main 3010. **Power:** 250 and 100 watts on 1310 kc. **Affiliation:** None. **Opened:** April 29, 1935. (Note: WCMI is affiliated with The Ashland Independent newspaper, but run under separate management.)

President, managing director: Gilmore N. Nunn. **Station, merchandising and promotion manager:** R. (Bob) MacKenzie. **Sales director:** C. Alden Baker. **Program director:** Joe Matthews. **Chief engineer:** Harry Harris. **Musical director:** Patricia Smith.

Rep: Burn-Smith Co. **Seating facilities:** Main studio seats 300 persons; Paramount Theatre available, seating 1,700. **Merchandising:** Handle newspaper and other tie-ups; distribute samples, etc.; have a campaign for virtually every product advertised. **Foreign language programs:** Accepted. **Artists bureau:** Yes; list a score of announcers, musicians, etc. **Base rate:** \$75.

Copy restrictions: Accept light wines and beer, but no hard liquor; announcements limited to 100 words or less and are only broadcast on station breaks (every 15 minutes) or during spot periods. **E. T. library:** Standard. **News:** UP. **News periods:** Five minutes, every half hour, 8:30 A.M. to 5:30 P.M., plus 8 P.M., all Monday through Friday; 15-minute periods at 7:30

A.M., 12:30 P.M., 6:30 P.M., and 10 P.M., all Monday through Saturday; Sunday has 15-minute periods only at 9 A.M., 12:30 P.M., 5 P.M., 7 P.M. and 10 P.M.

WLAP, LEXINGTON

Operator: American Broadcasting Corporation of Kentucky, Radio Bldg. **Phone:** 1721; 1722. **Power:** 250 and 100 watts on 1420 kc. **Affiliation:** Mutual. **Opened:** March 17, 1934.

President, general manager: Gilmore N. Nunn. **Program director:** Ted Grizzard. **Chief engineer:** Sanford Helt. **Artists bureau head:** Miller Welch. **Musical director:** Mary Nugent.

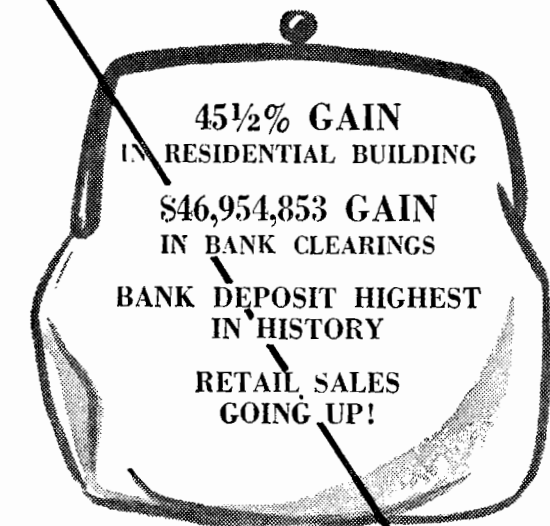
Rep: Burn-Smith Co., Inc. **Seating facilities:** Can accommodate about 125 persons. **Merchandising:** None listed. **Foreign language programs:** No set rules; question has never arisen as foreign population is very small. **Artists bureau:** Yes; lists about 20 artists. **Base rate:** \$100.

Copy restrictions: Accept beer, wine and patent medicine advertising provided it meets with approval of the State Pharmacy Board. **News:** UP.

WAVE, LOUISVILLE

Operator: WAVE, Inc., Brown Hotel. **Phone:** Jackson 8391. **Power:** 1,000 watts on 940 kc. **Affiliation:** NBC Midsouth Group. **Opened:** Dec. 30, 1933.

**The SHORTEST distance between
two points is a STRAIGHT LINE**



to open
**POCKETBOOKS in the
RICH KENTUCKIANA MARKET**

YOU

Must

USE



Represented Nationally
By EDWARD PETRY
Company

Owned and Operated By
THE COURIER-JOURNAL
THE LOUISVILLE TIMES

**50,000 WATTS
C.B.S. BASIC OUTLET
820 KILOCYCLES**

KENTUCKY STATIONS—Continued

Owner, station head: George W. Norton, Jr. **Station manager:** Nathan Lord. **Commercial manager:** James F. Cox. **Program director:** George Patterson. **Chief engineer:** Wilbur Hudson. **Artists bureau head, musical director:** Earl Keller. **Publicity director:** R. J. Pitrey.

Rep: Free & Peters, Inc. **Seating facilities:** Main studio, 75 persons. **Merchandising:** Cooperate in any service relating to the program itself, i.e., publicizing program by various means. **Foreign language programs:** No rules; such programs never requested; foreign population very small. **Artists bureau:** Setup nominal only. **Base rate:** \$220.

Copy restrictions: Accept beer and patent medicine accounts, provided they comply with Federal Trade Commission regulations; all copy must be in good taste and is subject to station approval. **E. T. library:** NBC Thesaurus; Standard. **News:** INS. **News periods:** 10:45 A.M., 12:45 P.M., 5:45 P.M., 9 P.M., all 15 minutes, all Monday through Saturday.

WGRC, NEW ALBANY (IND.)

Operator: Northside Broadcasting Corp., Indiana Theatre Bldg. **Phone:** 150. **Power:** 250 watts on 1370 kc (to local sunset). **Affiliation:** Mutual. **Opened:** Oct. 23, 1936. (Note: WGRC maintains studios in Louisville in the Kentucky Home Life Bldg., phone: Wabash 3343).

President and general manager: S. A. Cisler. **Commercial manager:** J. P. Smith. **Program director:** Charles Schroeder. **Musical director:** Rosalind Brown. **Chief engineer:** William Thorp. **Manager continuity department:** Charlotte Falkner.

Rep: None. **Seating facilities:** Have access to two theatres, capacity 1,100 apiece. **Merchandising:** Contact jobbers and distributors (also on foreign advertising); assist in all types of sales promotion. **Foreign language programs:** Accepted after approval by general manager. **Artists bureau:** Yes; has roster of about 30 or more artists, conductors, etc. **Base rate:** \$45.

Copy restrictions: All copy subject to general manager's approval; accept beer advertising only; patent medicines accepted if they pass F.T.C. approval. **E. T. library:** Associated; Lang-Worth. **News:** Transradio. **News periods:** 12:30-12:40 P.M., 6:30-6:45 P.M., plus bulletins every half-hour, all every day; 6:30 A.M., 7:30 A.M., 10 A.M., 3 P.M., 5 P.M., all five minutes, all Monday through Saturday; 7:30-7:45 A.M., 10-10:05 A.M., 5-5:05 P.M., Sunday.

WHAS, LOUISVILLE

Operator: Louisville Times Company, Courier-Journal & Times Bldg. **Phone:**

Wabash 2211. **Power:** 50,000 watts on 820 kc. **Affiliation:** CBS. **Opened:** July 18, 1922. (Note: This station is newspaper-owned by the Louisville Courier-Journal and Times.)

Owner: Barry Bingham. **Station director:** Credo Fitch Harris. **Executive manager:** W. L. Coulson. **Commercial manager:** Joe Eaton. **Program director:** Robert L. Kennett. **Technical director:** Orrin W. Towner. **Artists bureau head:** Dudley Musson. **Musical director:** Robert Hutsell. **Publicity director:** John Hoagland.

Rep: Edward Petry & Co., Inc. **Seating facilities:** 100 persons. **Merchandising:** Services of complete department available; information on request. **Foreign language programs:** No information given. **Artists bureau:** Yes; lists all artists appearing on WHAS programs. **Base rate:** \$450.

Copy restrictions: Hard liquor advertising not accepted; patent medicine advertising must conform to Federal Trade Commission regulations and station standards. **E. T. library:** Associated; Davis & Schwegler; Lang-Worth. **News:** UP; INS. **News periods:** 7:30 and 12 noon, Monday through Friday; 5 P.M., Monday through Saturday; 10 P.M., Sunday through Friday.

WINN, LOUISVILLE

Operator: Kentucky Broadcasting Corp. **Power:** 250 and 100 watts on 1210 kc.

At press time this station had a construction permit only.

WOMI, OWENSBORO

Operator: Owensboro Broadcasting Co., Owensboro. **Phone:** 420. **Power:** 250 and 100 watts on 1500 kc. **Affiliation:** None. **Opened:** Feb. 7, 1938. (Note: This station is newspaper-owned by the Owensboro Messenger and Inquirer.)

President: Lawrence W. Hager. **Station manager, program director:** Hugh O. Potter. **Chief engineer:** Earl Jagoe. **Artists bureau head:** Virginia Lee. **Musical director:** Edna May Brown. **Publicity and promotion director:** LeRoy Woodward.

Rep: None. **Seating facilities:** Can accommodate 75 persons. **Merchandising:** Tie-in with parent newspaper for publicity. **Foreign language programs:** Not accepted. **Artists bureau:** Setup nominal only. **Base rate:** \$60.

Copy restrictions: Beer accepted; also patent medicines; all copy subject to station approval and state and Federal laws. **E. T. library:** NBC Thesaurus. **News:** AP. **News periods:** 8 A.M., 10:15 A.M., 12:30 P.M., 2:30 P.M., 5:20 P.M., 6:30 P.M., 7 P.M., 9 P.M., 10:25 P.M., all five minutes, all Monday through Saturday.

KENTUCKY STATIONS—Continued

WPAD, PADUCAH

Operator: Paducah Broadcasting Co., Inc.
Ninth & Terrell Sts. **Power:** 250 and 100

watts on 1420 kc.

Base rate: \$60.

No other information available.

LOUISIANA

(297,400 radio homes, or 58% ownership among the State's total of 510,000 families. Urban ownership is 168,100, or 78% of urban families; rural ownership is 129,300, or 44% of rural families.)

Radio Homes by Counties

Acadia	4,430	Iberia	3,310	St. Charles.....	1,390
Allen	1,790	Iberville	3,080	St. Helena.....	740
Ascension	2,120	Jackson	1,400	St. James.....	1,740
Asumption	1,730	Jefferson	5,500	St. John the Baptist.	1,560
Avoyelles	3,430	Jefferson Davis	2,280	St. Landry.....	6,050
Beauregard	1,790	Lafayette	4,680	St. Martin.....	2,080
Bienville	2,370	Lafourche	3,230	St. Mary.....	3,570
Bosier	3,310	La Salle	1,340	St. Tammany.....	2,760
Caddo	22,060	Lincoln	2,520	Tangipahoa	5,270
Calcasieu	5,980	Livingston	1,730	Tensas	1,810
Caldwell	1,050	Madison	1,870	Terrebonne	3,310
Cameron	580	Morehouse	2,930	Union	2,020
Catahoula	1,270	Natchitoches	4,120	Vermilion	3,400
Claiborne	3,470	Orleans	98,660	Vernon	2,180
Concordia	1,700	Ouachita	8,970	Washington	3,940
De Soto	3,430	Plaquemines	1,010	Webster	3,470
East Baton Rouge...	10,550	Pointe Coupee	2,270	West Baton Rouge..	1,200
East Carroll	2,070	Rapides	8,650	West Carroll.....	1,350
East Feliciana	1,510	Red River	1,670	West Feliciana.....	990
Evangeline	2,530	Richland	2,760	Winn	1,680
Franklin	3,040	Sabine	2,330		
Grant	1,670	St. Bernard.....	700		

KALB, ALEXANDRIA

Operator: Alexandria Broadcasting Co., Inc., 3d and Jackson Sts. **Phones:** 55 (commercial); 65 (public). **Power:** 250 and 100 watts on 1210 kc. **Affiliation:** None. **Opened:** Sept. 21, 1935.

General manager: C. Edly Rogers. **Commercial manager:** I. F. Welch. **Program director:** Virgil G. Evans. **Chief engineer:** Truman Stanley.

Rep: None. **Seating facilities:** Reception room for 300. **Merchandising:** None. **Foreign language programs:** None needed in this area. **Artists bureau:** None. **Stock:** Privately held by W. H. Allen, president; J. B. Nachman, vice-president; E. Levy, secretary-treasurer. **Base rate:** \$30.

Copy restrictions: None. **E. T. library:** Standard; NBC Thesaurus. **News:** Transradio. **News periods:** 8 A.M., 10:45 A.M., 1 P.M., 5 P.M., 8:15 P.M., all 10 minutes, all Monday through Saturday; 12:15 P.M., 4:15 P.M., both 10 minutes, both Sunday only.

WJBO, BATON ROUGE

Operator: Baton Rouge Broadcasting Co., Inc., Magnolia and Fifth Sts. **Phone:** 3647. **Power:** 500 watts on 1120 kc (unlimited time except 8 to 9 P.M. Mondays). **Affiliation:** NBC Blue Southern Group. **Opened:** 1924 (in New Orleans; in Baton Rouge since 1934). (Note: This station is newspaper affiliated with the Baton Rouge State-Times and Morning Advocate).

Vice-president, general manager: H. Vernon Anderson. **Commercial manager:** Roy Dabadie. **Program director:** Ralph Sims. **Production supervisor:** William H. Bland, Jr. **Chief engineer:** Wilbur Golson. **Musical director:** Oliver Manning. **Publicity director:** Sara M. Anderson.

Rep: George P. Hollingbery Co. **Seating facilities:** Can accommodate about 75 persons. **Merchandising:** Complete service rendered; details not listed. **Foreign language programs:** Not accepted. **Base rate:** \$120.

Copy restrictions: Beer and light wines

LOUISIANA STATIONS—Continued

accepted, but not hard liquor copy; all advertising must conform to Federal Trade Commission regulations. **E. T. library:** World. **News:** UP. **News periods:** 7:30 A.M., 12:25 P.M., 5:55 P.M., 10:30 P.M., all five minutes, all Monday through Saturday (Esso).

KVOL, LAFAYETTE

Operator: Evangeline Broadcasting Co., Inc., Evangeline Hotel. **Phone:** 336. **Power:** 250 and 100 watts on 1310 kc. **Affiliation:** None. **Opened:** July 29, 1935. (Note: This station is affiliated with the Lafayette Daily Advertiser.)

President: Morgan Murphy. **Station manager:** George H. Thomas. **Commercial manager:** Robert A. Escudier. **Chief engineer:** James G. Cooper. **Publicity director:** Mrs. Hazel Gullbeau.

Rep: None. **Seating facilities:** Can accommodate about 50 persons. **Merchandising:** Cooperate on window displays. **Foreign language programs:** Accept French programs. **Artists bureau:** None. **Base rate:** \$45.

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

KPLC, LAKE CHARLES

Operator: Calcasieu Broadcasting Company, Majestic Hotel. **Phone:** 82. **Power:** 250 and 100 watts on 1500 kc. **Affiliation:** None. **Opened:** April 26, 1935.

General manager: T. B. Lanford. **Station manager:** C. R. Porter. **Commercial manager:** Frank Carroll. **Program director:** Walter Melson. **Chief engineer:** E. C. Moses.

Rep: None. **Seating facilities:** Reception room seats 15 persons. **Merchandising:** Reasonable services offered free of charge. **Foreign language programs:** Accept French programs only, and these are restricted to a certain period of the day. **Artists bureau:** None. **Base rate:** \$45.

Copy restrictions: Beer and wine advertising accepted; all copy must conform to station standards. **E. T. library:** Standard. **News:** INS. **News periods:** 7:30 A.M., 10:30 A.M., 12:30 P.M., 2:30 P.M. (Hollywood news), 3:30 P.M., 6:30 P.M., duration and days per week not listed; news flashes at 8:30 A.M., 9:30 A.M., 11:30 A.M., 1:30 P.M., 4:30 P.M., 5:30 P.M., 7:30 P.M., 8:30 P.M.

KMLB, MONROE

Operator: Liner's Broadcasting Station, Inc., Frances Hotel. **Phone:** 4321. **Power:**

250 and 100 watts on 1200 kc. **Affiliation:** None. **Opened:** July 1, 1930.

Vice-president, commercial manager, publicity director: J. C. Liner, Jr. **Station manager:** J. C. Liner, Sr. **Program director, artists bureau head, musical director:** Don Breitenmoser. **Chief engineer:** O. L. Morgan.

Rep: None. **Seating facilities:** Can accommodate about 50 persons. **Merchandising:** No information given. **Foreign language programs:** No information given. **Artists bureau:** Setup nominal only. **Base rate:** \$50.

Copy restrictions: Light wine and beer advertising accepted; all copy must be in good taste in the opinion of the station management. **News:** UP.

WDSU, NEW ORLEANS

Operator: WDSU, Inc., Hotel Monteleone. **Phone:** Raymond 7135. **Power:** 1,000 watts on 1250 kc. **Affiliation:** NBC Blue Southern Group. **Opened:** July 23, 1923.

President: J. H. Uhalt. **Vice-president, commercial manager:** P. K. Ewing. **Chief engineer:** Kenneth Erwin. **Musical director:** Alberta Hodges.

Rep: John Blair & Co. **Seating facilities:** No information given. **Merchandising:** No information given. **Foreign language programs:** No information given. **Artists bureau:** None. **Base rate:** \$180.

Copy restrictions: Rate card states "advertising of alcoholic beverages accepted, but program must be in the late hours"; all copy must conform to government regulations and station approval. **E. T. library:** MacGregor. **News:** INS. **News periods:** 10 periods daily, all quarter hours, but schedule not furnished.

WJBW, NEW ORLEANS

Operator: C. C. Carlson, Goldchaux Bldg. **Power:** 100 watts on 1200 kc (specified hours). **Affiliation:** None. **Base rate:** \$26 (½ hr.).

No other information available after repeated requests.

WNOE, NEW ORLEANS

Operator: James A. Noe, 720 Common St. **Power:** 250 and 100 watts on 1420 kc. **Affiliation:** None. **Base rate:** \$25 (½ hr.).

No other information available after repeated requests.

WSMB, NEW ORLEANS

Operator: WSMB, Inc., Maison Blanche Bldg. **Phone:** Main 5920. **Power:** 5,000 and

LOUISIANA STATIONS—Continued

1,000 watts on 1320 kc. **Affiliation:** NBC Red Southcentral Group. **Opened:** April, 1925. (Note: Newspapers, churches, schools and municipality may all use this station with moderation, at no cost; WSMB is affiliated with the Maison Blanche department store and Saenger Theatre Corp.)

President: E. V. Richards. **General manager:** H. Wheelahan. **Commercial manager:** T. J. Fontelieu. **Program director, artists bureau head:** W. J. Brengel. **Chief engineer:** H. G. Nebe. **Musical director:** Ettore Fontana. **Publicity director:** Harry Arthur.

Rep: Edward Petry & Co., Inc., **Seating facilities:** Lobby, 300 persons; also Maison Blanche Auditorium, capacity 1,000. **Merchandising:** Any reasonable service rendered, but cost must be borne by advertiser. **Foreign language programs:** None on station currently; French and Italian could be used. **Artists bureau:** Acts as supply house for talent, rather than contractor of permanent artists; picks performers from local musicians' union and Little Theatre, offering them a chance on the air on a rotating basis. **Base rate:** \$120 (½ hr.).

Copy restrictions: Beer and wines accepted; hard liquor only after 10 P.M.; copy restricted as to number of words, truthfulness and good taste; some patent medicines barred, as well as all cure-alls. **E. T. library:** NBC Thesaurus. **News:** Transradio. **News periods:** 8 A.M., 10 A.M., 12:30 P.M., 3:30 P.M., 5 P.M., 6:45 P.M., 10:30 P.M., all 15 minutes, all daily. (Note: During DST, not observed in New Orleans, the 6:45 P.M. period is switched to 9:30 P.M.)

WWL, NEW ORLEANS

Operator: Loyola University, WWL Development Co., Roosevelt Hotel. **Phone:** Raymond 2196. **Power:** 50,000 watts on 850 kc. **Affiliation:** CBS. **Opened:** March 30, 1922.

Faculty director: Rev. F. A. Cavey, S.J. **Station manager:** Vincent F. Callahan. **Sales manager:** Paul Beville. **Merchandising director:** Louis Read. **Program director:** James Willson. **Chief engineer:** J. D. Bloom, Jr. **Musical director:** Irvin Vidacovich. **Production director:** Beverly Brown. **Special events director:** Henry Dupre.

Rep: The Katz Agency. **Seating facilities:** University Room, 600 persons. **Merchandising:** WWL has a full-time merchandising director who interviews local dealers and distributors and arranges merchandising tie-ups; special merchandising service is available to meet individual sales problems; station stands ready to lend any "reasonable assistance" to insure the success of the advertiser's campaign. **Foreign lan-**

guage programs: Not accepted. **Artists bureau:** None. **Base rate:** \$200 (½ hr.).

Copy restrictions: Beer and wine accepted; proprietaries must conform to station standards of public decency. **E. T. library:** Standard. **News:** UP. **News periods:** 8 A.M., noon, 6 P.M., 10 P.M., all five minutes, all daily (Esso).

KRMD, SHREVEPORT

Operator: Radio Station KRMD, Inc., New Jefferson Hotel. **Phone:** 6171. **Power:** 250 and 100 watts on 1310 kc. **Affiliation:** None. **Opened:** January, 1927.

Station manager: G. V. Wilson. **Commercial manager:** David Wilson. **Program and publicity director:** Elizabeth Alford. **Chief engineer:** R. M. Dean.

Rep: None. **Seating facilities:** Can accommodate 45 persons. **Merchandising:** No information given. **Foreign language programs:** None. **Artists bureau:** Yes. **Base rate:** \$30 (½ hr.).

Copy restrictions: All standard restrictions observed. **E. T. library:** Standard. **News:** Transradio. **News periods:** 7:15-7:20 A.M., 12:15-12:20 P. M., 6:15-6:25 P.M., all Monday through Saturday; also 10 three-minute flashes per day, Monday through Saturday; 12:15-12:20 P.M., 5:15-5:20 P.M., 7:30-7:45 P.M., all Sunday.

KTBS, SHREVEPORT

Operator: Tri-State Broadcasting System, Inc., Commercial Bldg. **Phone:** 2-8711. **Power:** 1,000 watts on 1450 kc. **Affiliation:** NBC Red Southwestern Group. **Opened:** 1928. (Note: This station is newspaper-owned by the Shreveport Times, as is KWKH of the same city.)

President: John D. Ewing. **Station manager:** John C. McCormack. **Commercial manager:** J. A. Oswald. **Program and musical director, artists bureau head, publicity director:** B. G. Robertson. **Chief engineer:** C. H. Maddox.

Rep: The Branham Co. **Seating facilities:** 75 persons (studios shared with KWKH). **Merchandising:** Complete service rendered at actual cost, excepting sales letters and bulletins which are mailed to retailers gratis. **Foreign language programs:** No rules, as such programs have never been requested; foreign population nil in this territory. **Artists bureau:** Setup nominal only. **Base rate:** \$150.

Copy restrictions: Accept beer, wine and liquor advertising; medical accounts accepted only on approval of management; all copy subject to station approval and Federal Trade Commission rules and regulations. **E. T. library:** NBC Thesaurus. **News:** UP. **News periods:** 8 A.M., 12:30

LOUISIANA STATIONS—Continued

P.M., 5:30 P.M., 10:15 P.M., all five minutes, all Monday through Saturday.

KWKH, SHREVEPORT

Operator: International Broadcasting Corp., Commercial Bldg. **Phone:** 2-8711. **Power:** 50,000 watts on 1100 kc. **Affiliation:** CBS. **Opened:** 1925. (Note: This station is newspaper-owned by the Shreveport Times, as is KTBS of the same city.)

President: John D. Ewing. **Station man-**

ager: John C. McCormack. **Commercial manager:** J. A. Oswald. **Program and musical director, artists bureau head:** Fred Ohl. **Chief engineer:** William E. Antony. **Publicity director:** B. G. Robertson.

For representative services, and copy restrictions, see KTBS, Shreveport.

Base rate: \$275. **E. T. library:** NBC The-saurus. **News:** UP. **News periods:** 7:30-7:35 A.M., 12:15-12:20 P.M., 5:30-5:40 P.M., Monday through Saturday.

MAINE

(201,100 radio homes, or 91% ownership among the State's total of 221,000 families. Urban ownership is 79,700, or 91% of urban families; rural ownership is 121,400, or 91% of rural families.)

Radio Homes by Counties

Androscoggin	17,720	Knox	8,160	Somerset	10,060
Aroostook	17,320	Lincoln	4,630	Waldo	5,600
Cumberland	34,650	Oxford	10,430	Washington	9,650
Franklin	5,290	Penobscot	22,670	York	19,260
Hancock	8,830	Piscataquis	4,920		
Kennebec	17,290	Sagadahoc	4,620		

WRDO, AUGUSTA

Operator: WRDO, Inc., 1 Commercial St. **Phone:** 2285. **Power:** 100 watts on 1370 kc. **Affiliation:** NBC Basic Supplementary with Red or Blue; Mutual; Yankee and Colonial Networks; Maine Broadcasting System. **Opened:** Feb. 23, 1932.

Station manager: Jack S. Atwood. **Chief engineer:** Harold Dinsmore.

Rep: None. **Seating facilities:** None. **Merchandising:** Contact dealers and prospective dealers in region, personally or by mail. **Foreign language programs:** Accepted. **Artists bureau:** None. **Base rate:** \$60.

Copy restrictions: Accept beer and wine; no hard liquor advertising; patent medicines accepted subject to station approval; commercials must conform to station standards. **News:** Yankee Network News Service; Maine News Service (local).

WABL BANGOR

Operator: Community Broadcasting Service, 57 State St. **Phone:** 6658. **Power:** 250 and 100 watts on 1200 kc. **Affiliation:** CBS. **Opened:** June 30, 1923.

General manager: F. B. Simpson. **Station manager:** R. M. Wallace. **Program director:** Maurice Dolbier. **Chief engineer:** Nelson Lawson.

Rep: Gene Furgason & Co. **Seating fa-**

ilities: Approximately 100. **Merchandising:** None. **Foreign language programs:** Accept both programs and announcements. **Artists bureau:** No talent listed as being under contract; bureau will, however, supply artists for advertiser at cost. **Stock:** Closed corporation, principals being F. B. Simpson, R. M. Wallace and B. M. Havey. **Base rate:** \$90.

Copy restrictions: Copy accepted at discretion of program director; beer and wines spotted at any desired time; hard liquors only after 8 P.M. **E. T. library:** None. **News:** AP from Bangor Daily Commercial. **News periods:** 8:45 A.M., noon, 1:15 P.M., 5 P.M. (duration per broadcast not listed), Monday through Saturday; 6 P.M., Sunday only (duration of broadcast not listed).

WLBZ, BANGOR

Operator: Maine Broadcasting Co., Inc., 100 Main St. **Phone:** 6023; 9808. **Power:** 1,000 and 500 watts on 620 kc. **Affiliation:** NBC Basic Supplementary Group; Yankee Network; Colonial; Mutual. **Opened:** 1926.

Manager-director, publicity: Thompson L. Guernsey. **Assistant manager:** Edward Guernsey. **Program director:** Irving Hunter. **Chief engineer:** Bernard Kellom. **Musical director:** Norman Lambert.

MAINE STATIONS—Continued

Rep: Weed & Co. **Seating facilities:** Studio seats 120; observation room seats 25. **Merchandising:** Contact dealers: distribute publicity and promotional material to wholesalers. **Foreign language programs:** Not accepted. **Artists bureau:** None. **Base rate:** \$120.

Copy restrictions: Beer and wine accepted; no hard liquor; wordage of commercials must conform generally to that of the networks; all spot copy is sold on a word limit rate. **E. T. library:** World. **News:** Yankee Network News Service; Maine Radio News (local). **Yankee news periods:** 8 A.M., 1 P.M., 6 P.M., 11 P.M., all 15 minutes, all Monday through Saturday; 8:45 A.M., 1:30 P.M., 6:30 P.M., 11 P.M., all 15 minutes, all Sunday. **Local news:** 12:40-12:45 P.M., 6:50-7 P.M., both Monday through Saturday; 6:45-7 P.M., Sunday.

WCOU, LEWISTON

Operator: Twin City Broadcasting Co., Inc., 223 Lisbon St. **Phone:** 3140. **Power:** 100 watts on 1210 kc. **Affiliation:** Mutual; Yankee Network; Colonial Network. **Opened:** Aug. 21, 1938. (Note: Stockholders of the Twin City Broadcasting Co., Inc., also own Le Messenger, French language daily).

Treasurer: Faust O. Couture. **Station and commercial manager:** Bernard R. Howe. **Program director:** Roger Levenson. **Chief engineer:** Leslie R. Hall. **Musical director:** Bert Cote.

Rep: None. **Seating facilities:** Can accommodate about 50 persons. **Merchandising:** Will notify dealers of new campaigns on WCOU stationery, sponsor to be billed at cost. **Foreign language programs:** Will accept French announcements and programs from 6 to 7 A.M. weekdays, and 9 A.M. to noon Sundays. **Artists bureau:** Setup nominal only. **Base rate:** \$60.

Copy restrictions: Announcements limited to 100 words, and station breaks to 30 words; copy on quarter-hour programs limited to 250 words; beer advertising accepted, but no hard liquor. **E. T. library:** Standard. **News:** Yankee Network News Service. **News periods:** 8 A.M., 1 P.M., 6 P.M., 11 P.M., all 15 minutes, all Monday through Saturday; 8:45 A.M., 1:30 P.M., 6:30 P.M., 11 P.M., all 15 minutes, all Sunday.

WCSH, PORTLAND

Operator: Congress Square Hotel Co., 579 Congress St. **Phone:** 3-9667. **Power:** 2,500 and 1,000 watts on 940 kc. **Affiliation:** NBC Basic Red; Yankee Network. **Opened:** June 25, 1925. (Note: Same owners control WFEA, Manchester, N. H.).

Director: George F. Kelley, Jr. **Commercial manager:** Linwood T. Pitman. **Program director:** Albert Willard Smith. **Chief engineer:** Fred Crandon. **Musical director:** Arthur F. Kendall.

Rep: Weed & Co. **Seating facilities:** Can accommodate 50 persons. **Merchandising:** Limited calls on trade; letters mimeographed and mailed at cost. **Foreign language programs:** French language broadcasts occasionally accepted but not invited. **Artists bureau:** Nominally maintained to pick artists from available supply in city. **Base rate:** \$160.

Copy restrictions: Accept beer, ale, light wines; no hard liquor advertising; on half-hour programs, commercial copy must not exceed 500 words; quarter-hours, 300 words; five minutes, 200 words; one-minute announcements, 100 words. **E. T. library:** NBC Thesaurus. **News:** UP; Yankee Network News Service. **News periods:** 8 A.M., 1 P.M., 6 P.M., 11 P.M., all 15 minutes, all Monday through Saturday; 8:45 A.M., 1:30 P.M., 6:30 P.M., 11 P.M., all 15 minutes, Sunday. (Also Esso Reporter 7:15-7:20 A.M., 12:15-12:20 P.M., 6:45-6:50 P.M., Monday through Saturday.)

WGAN, PORTLAND

Operator: Portland Broadcasting System, Inc., Columbia Hotel. **Phone:** 2-7489. **Power:** 500 watts on 640 kc (to sunset in Los Angeles). **Affiliation:** CBS. **Opened:** Aug. 3, 1938. (Note: This station is affiliated with the Press Herald and Express, Gannett newspapers).

President: Guy P. Gannett. **Station manager:** Creighton E. Gatchell. **Program director:** Richard E. Bates. **Chief engineer:** Roger D. Hodgkins.

Rep: Paul H. Raymer Co. **Seating facilities:** Can accommodate about 50 persons. **Merchandising:** Pre-announcements, distribution of window cards, and limited number of letters to the trade rendered gratis. **Foreign language programs:** None. **Artists bureau:** No formal setup; station can, however, supply producers, writers, and five announcers. **Base rate:** \$125.

Copy restrictions: Beer and wine accounts accepted; patent medicine advertising must conform to all Federal regulations. **E. T. library:** Associated. **News:** From affiliated newspapers. **News periods:** 7:15 A.M., 12:30 P.M., 1:30 P.M., 10 P.M., all 15 minutes, all Monday through Saturday; 8-8:15 A.M., 6:45-7 P.M., both Sunday only.

WAGM, PRESQUE ISLE

Operator: Aroostook Broadcasting Corp., National Bank Bldg. **Phone:** 8821. **Power:**

MAINE STATIONS—Continued

100 watts on 1420 kc (specified hours).
Affiliation: None. **Opened:** January, 1930.

General and station manager: R. W. MacIntosh. **Commercial manager, chief engineer:** L. E. Hughes. **Program and publicity director:** Ted Coffin. **Artists bureau head:** Bill Davis. **Musical director:** Ted Davis.

Rep: Cox and Tanz. **Seating facilities:** Main studio, 50; auditorium studio available seating up to 700. **Merchandising:** Pre-plug programs at opening of series gratis.

Foreign language programs: Accept French and Swedish; programs of this type limited to 15 minutes per week per sponsor. **Artists bureau:** Yes; details not given. **Base rate:** \$40.

Copy restrictions: Only such promulgations as are made by the Federal Trade Commission. **E. T. library:** None listed. **News:** Transradio; also from WLBZ, WCSH, WRDO. **News periods:** Noon-12:05 P.M. (local), 5:30-5:40 P.M. (market news), 6:50-7 P.M., all daily. (Note: Spots are sold before and after the news.)

MARYLAND

(355,100 radio homes, or 87% ownership among the State's total of 410,000 families. Urban ownership is 225,100, or 90% of urban families; rural ownership is 130,000, or 82% of rural families.)

Radio Homes by Counties

Allegany	16,220	Charles	2,830	Prince Georges	12,120
Anne Arundel.....	10,300	Dorchester	5,470	Queen Annes.....	3,090
Baltimore	24,050	Frederick	11,170	St. Marys.....	2,590
Baltimore City.....	187,770	Garrett	3,610	Somerset	4,940
Calvert	1,770	Harford	6,330	Talbot	4,180
Caroline	3,860	Howard	3,120	Washington	14,160
Carroll	7,290	Kent	3,120	Wicomico	6,830
Cecil	5,150	Montgomery	10,490	Worcester	4,640

WBAL, BALTIMORE

Operator: WBAL Broadcasting Company, Lexington Bldg. **Phone:** Plaza 4900. **Power:** 10,000 watts on 1060 kc (after 9 P.M., 2,500 watts on 760 kc synchronized with WJZ, New York). **Affiliation:** NBC Basic Blue; Mutual. **Opened:** November 2, 1925. (Note: This station is a subsidiary of Hearst Radio and is affiliated with the Baltimore News-Post and American.)

Station and commercial manager: H. C. Burke. **Program manager:** Paul Girard. **Chief engineer:** Gerald W. Cooke. **Musical director:** Bob Iula.

Rep: International Radio Sales. **Seating facilities:** Studio A, 100 persons; WBAL Radio Playhouse, 650 persons. **Merchandising:** Complete service offered at actual cost. **Foreign language programs:** Not accepted. **Artists bureau:** None. **Base rate:** \$340.

Copy restrictions: Beer and wine accepted; no liquor advertising; no dual sponsorship of programs; all copy subject to station approval. **E. T. library:** World; Lang-Worth. **News:** INS; UP. **News periods:** 7:25 A.M., noon, 5:25 P.M., 10 P.M., all five minutes, all Monday through Saturday (Esso); 10-10:15 A.M., 12:30-12:35 P.M., 7-7:15 P.M., Sunday.

WCAO, BALTIMORE

Operator: The Monumental Radio Co., 811 W. Lanvale St. **Phone:** Madison 7222. **Power:** 1,000 and 500 watts on 600 kc. **Affiliation:** CBS. **Opened:** May, 1922.

Vice-president: L. Waters Milbourne. **Program director:** Gordon A. Scheihing. **Chief engineer:** Martin L. Jones. **Publicity director:** L. W. Milbourne.

Rep: Paul H. Raymer Co. **Seating facilities:** Three studios; studio A, 100 persons; others, 25 to 50 persons apiece. **Merchandising:** None. **Foreign language programs:** Not accepted. **Artists bureau:** None. **Stock:** 47,000 shares held in voting trust, The First National Bank of Baltimore, trustee; no information concerning holders of certificates. **Base rate:** \$275.

Copy restrictions: Price comparisons discouraged—advertisers should not state that the public can now purchase merchandise at such-and-such a price which is higher, or lower, than a previous price; beer accepted, but number of sponsors limited; other alcoholic beverages accepted only after 10 P.M.; limit the number of patent medicine advertisers. **E. T. library:** None. **News:** INS. **News periods:** 7:30 A.M., 2 P.M., 5:55 P.M., 10 P.M., all five minutes, all Monday through Saturday;

**BALTIMORE'S
STAND-OUT
STATION**



*WFBR's new home
"RADIO CENTRE"*

- FINEST studios!**
- FIRST in popularity!**
- FIRST in advertising!**
- FIRST in showmanship!**
- FIRST in merchandising cooperation!**

**IN BALTIMORE
THEY LISTEN TO -**

WFBR

National
Representatives:
EDWARD PERRY & CO.
NEW YORK - CHICAGO
SAN FRANCISCO
MEXICO

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

MARYLAND STATIONS—Continued

8:45 A.M., 12:40 P.M., 10 P.M., all five minutes, all Sunday.

WCBM, BALTIMORE

Operator: Baltimore Broadcasting Corp., 114 W. Lexington St. **Phone:** Plaza 5350. **Power:** 250 and 100 watts on 1370 kc. **Affiliation:** Inter-City Broadcasting System. **Opened:** 1924.

President and commercial manager: John Elmer. **Station manager:** George Roeder. **Chief engineer:** G. Porter Houston.

Rep: None. **Seating facilities:** 50 persons. **Merchandising:** None. **Foreign language programs:** Accepted; governed by same rules as regular programs and announcements. **Artists bureau:** None. **Base rate:** \$120.

Copy restrictions: Beer and wine accepted; no liquor advertising; programs considered individually, but all must conform to federal and state laws, FCC regulations and the Pure Food & Drug Act. **E. T. library:** NBC Thesaurus; Lang-Worth; NAB. **News:** INS; Universal. **News periods:** 9:45 A.M., noon, 2:30 P.M., 6:30 P.M., 10:30 P.M., duration not listed, all Monday through Saturday; noon, 7 P.M., 11 P.M., duration not listed, Sunday only.

WFBR, BALTIMORE

Operator: The Baltimore Radio Show, Inc., Radio Centre, 10 E. North Ave. **Phone:** Vernon 6900. **Power:** 5,000 and 1,000 watts on 1270 kc. **Affiliation:** NBC Basic Red. **Opened:** June 4, 1922.

President: Robert S. Maslin, Sr. **Executive vice-president:** Hope H. Barroll, Jr. **Commercial manager:** Purnell H. Gould. **Program director:** Bert Hanauer. **Chief engineer:** William Q. Ranft. **Artists bureau head, musical director:** Joseph Imbruglio. **Publicity director:** Robert S. Maslin, Jr.

Rep: Edward Petry & Co., Inc. **Seating facilities:** Studio A, 350; studios B and C, 125 each; also main ballroom Lord Baltimore Hotel, 500, and main ballroom Belvedere Hotel, 500. **Merchandising:** Sales Development Department will furnish route lists of druggists and grocers, and will notify dealers via "Trade Winds," a sheet prepared especially for dealers of products advertised and contests being conducted, etc.; stage dealer meetings in studios; display clients' wares in studios and in Radio Centre; check response to programs among dealers and consumers; other merchandising billed at cost; station has a tie-up with 10 newspapers and eight moving picture theatres and as long as this tie-up is in effect, will offer free merchandising of

the radio programs through these mediums to clients of minimum 13-week contracts. **Foreign language programs:** Not accepted. **Artists bureau:** Setup nominal. **Base rate:** \$300.

Copy restrictions: Not over four minutes of commercial in 15-minute programs; no comparative price mentions; will take beer and wine programs, but not announcements in this classification; no hard liquor advertising; no laxative announcements after 6 P.M.; station is associate member of Proprietary Association and member of Better Business Bureau. **E. T. library:** Associated. **News:** Transradio. **News periods:** 7:40 A.M., noon, 6:10 P.M., 11 P.M., all five minutes, all daily; 8:15-8:30 A.M., 1:30-1:45 P.M., Monday through Saturday.

WTBO, CUMBERLAND

Operator: Associated Broadcasting Corp., 31 Frederick St. **Phone:** Cumberland 299. **Power:** 250 watts on 800 kc (to sunset in Dallas, Texas). **Affiliation:** Maryland Coverage Network. **Opened:** October, 1929.

General manager: H. B. McNaughton. **Chief engineer:** George Lenhart.

Rep: Joseph Hershey McGillyvra. **Seating facilities:** About 75 persons. **Merchandising:** Dealer contacts, trade and consumer publicity gratis. **Foreign language programs:** None. **Artists bureau:** None. **Base rate:** \$86.25.

Copy restrictions: Copy must be in "good taste," and must comply with F.C.C. and Federal Trade Commission regulations. **E. T. library:** World. **News:** Transradio. **News periods:** 7:45 A.M., 10:30 A.M., 12:45 P.M., all 15 minutes, all Monday through Saturday; 5:25-5:30 P.M., 5:40-5:45 P.M., 6:30-6:45 P.M., every day; 8:45-9 A.M., noon-12:15 P.M., Sunday only.

WFMD, FREDERICK

Operator: Monocacy Broadcasting Co., Winchester Hall. **Phone:** Frederick 1466. **Power:** 500 watts on 900 kc (to local sunset). **Affiliation:** None. **Opened:** Jan. 1, 1936.

Vice-president, general manager, commercial manager: A. V. Tidmore. **Program director, artists bureau head:** R. L. Longstreet. **Chief engineer:** John A. Fels. **Musical director:** Winston C. Shipley. **Publicity director:** Hugh F. Ferguson.

Rep: None. **Seating facilities:** Winchester Hall Auditorium, 500. **Merchandising:** None formulated as yet; clients largely local. **Foreign language programs:** Would accept, but population doesn't warrant such programs. **Artists bureau:** Books talent, but has no talent contracts; purpose of bureau is described as "to prevent ex-

MARYLAND STATIONS—Continued

ploitation for too many benefit performances." **Base rate:** \$60 (one hour, 13 times).

Copy restrictions: Will accept beer and wine; no hard liquor; all copy subject to U. S. and FCC regulations. **E. T. library:** World. **News:** Transradio. **News periods:** 7:30 A.M., 12:15 P.M., 6 P.M. (last varies with sunset time), all five minutes, all daily; 10:30-10:35 A.M., Sunday only.

WJEJ, HAGERSTOWN

Operator: Hagerstown Broadcasting Co., Franklin Court. **Phone:** 2323. **Power:** 100 watts on 1210 kc. **Affiliation:** None. **Opened:** Oct. 29, 1932.

General manager: Grover C. Crilley. **Commercial manager:** C. H. Myers. **Program director:** Amos Harper. **Chief engineer:** Harold Brewer.

Rep: None. **Seating facilities:** Auditorium available for presenting public shows; capacity 1,000; admission to be charged, if any, is optional with the sponsor. **Merchandising:** Information on request. **Foreign language programs:** No information given. **Artists bureau:** Setup nominal only. **Base rate:** \$60.

Copy restrictions: Accept beer and wines; patent medicines must stand scrutiny of Food & Drug Administration; all copy

must conform with government regulations. **News:** Transradio.

WSAL, SALISBURY

Operator: Frank M. Stearns, 315 E. Main St. **Phone:** 1540; 1541. **Power:** 250 watts on 1200 kc (daytime). **Affiliation:** Maryland Coverage Network. **Opened:** Nov. 17, 1937.

Owner, commercial manager: Frank M. Stearns. **Program director:** Deane S. Long. **Chief engineer:** Richard W. Bullers. **Musical director:** William Heaton.

Rep: Weed & Co. **Seating facilities:** 25 in the studios; use local theatre on Saturdays for Kiddies Show, and on Sundays (when the theatre is otherwise closed) for an amateur hour. **Merchandising:** Can render services on request. **Foreign language programs:** Station claims no foreign languages are used in the area. **Artists bureau:** Yes. **Base rate:** \$45.

Copy restrictions: Beer and wine okay; no hard liquor; "we make every possible effort to keep commercials to within three minutes of every 15." **E. T. library:** Standard; NAB. **News:** UP. **News periods:** 8 A.M., 12:10 P.M., 5:30 P.M., all five minutes, all Monday through Saturday; 1:30-1:45 P.M. (commentary) Monday through Friday.

MASSACHUSETTS

(1,019,200 radio homes, or 92% ownership among the State's total of 1,104,000 families. Urban ownership is 912,100, or 92% of urban families; rural ownership is 107,100, or 96% of rural families.)

Radio Homes by Counties

Barnstable	9,550	Franklin	12,840	Norfolk	73,210
Berkshire	29,990	Hampden	81,090	Plymouth	42,530
Bristol	87,060	Hampshire	16,730	Suffolk	200,230
Dukes	1,510	Middlesex	223,760	Worcester	116,080
Essex	123,560	Nantucket	1,060		

WAAB, BOSTON

Operator: The Yankee Network, Inc., 21 Brookline Ave. **Phone:** Commonwealth 0800. **Power:** 1,000 watts on 1410 kc. **Affiliation:** Colonial Network; Mutual. **Opened:** April 20, 1931.

President: John Shepard III. **Vice-president in charge of operations:** R. L. Harlow. **Vice-president in charge of production and sales:** Linus Travers. **Commercial manager:** William Warner. **Chief engineer:** Irving Robinson. **Merchandising:** Carleton McVarish. **Station promotion:** Frank Fos-

ter II. **Artists bureau head:** Van D. Sheldon. **Publicity:** A. Stephenson.

Rep: Edward Petry & Co., Inc. **Seating facilities:** Studio, 100 persons. **Merchandising:** Supply coverage and market data; will aid in buyer contacts and cooperate in further merchandising plans on a cost basis. **Foreign language programs:** Certain types accepted, depending on merit as public entertainment. **Artists bureau:** Yes; has complete roster of talent. **Base rate:** \$200.

Copy restrictions: Accept beer and wines;

MASSACHUSETTS STATIONS—Continued

Better Business Bureau and Proprietary Association consulted. **E. T. library:** Associated. **News:** Colonial Network News Service. **News periods:** 7:30 A.M., noon, 6:45 P.M., midnight, all 15 minutes, all Monday through Saturday; 7:45 A.M., 2:45 P.M., 7 P.M., midnight, all 15 minutes, all Sunday only.

WBZ-WBZA, BOSTON

Operator: Owned and operated by Westinghouse Electric and Mfg. Co.; programmed by the National Broadcasting Co., Inc. **WBZ:** Hotel Bradford, Boston. **WBZA:** Hotel Kimball, Springfield. **Phone:** WBZ: Hancock 4261; WBZA: Springfield 6-8336. **Power:** WBZ: 50,000 watts on 990 kc; WBZA: 1,000 on 990 kc. (Note: Both stations operate simultaneously and in synchronism on the same frequency and wavelength.) **Affiliation:** NBC Basic Blue. **Opened:** WBZ: Sept. 15, 1921; WBZA: Nov. 15, 1924.

General manager: John A. Holman. **Commercial manager:** Frank R. Bowes. **Program director:** John F. McNamara. **Chief engineer:** (WBZ), Dwight A. Myer; (WBZA), H. E. Randol. **Musical director:** John H. Wright. **Sales promotion manager:** George A. Harder.

Rep: National Broadcasting Co. **Seating facilities:** Studio A, 250; studio B, 250; Hotel Bradford Auditorium, 2,000. **Merchandising:** None listed. **Foreign language programs:** None listed. **Artists bureau:** None listed. **Base rate:** \$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 the station manager on 24 hours' notice; closing date is two weeks in advance of initial program and program material must be arranged one week in advance of broadcast date—no change within two days preceding broadcast; all programs subject to station approval; beer is accepted; patent medicines subject to NBC acceptance rules. **E. T. library:** NBC Thesaurus; Associated. **News:** UP. **News periods:** 7 A.M., noon, 6 P.M., 11 P.M., all five minutes, all Monday through Saturday.

WCOP, BOSTON

Operator: Massachusetts Broadcasting Corp., Copley Plaza Hotel. **Phone:** Commonwealth 1717. **Power:** 500 watts on 1120

kc (operates daytime). **Affiliation:** None. **Opened:** Aug. 26, 1935.

President: Harold A. Lafount. **Station manager:** Gerard H. Slattery. **Chief engineer:** Whitman N. Hall. **Sales manager:** Arthur Leary. **Program director:** Katherine F. Batchelder. **Musical director:** Sidney P. Reinherz. **Artists bureau head:** Eleanor G. Kane. **Publicity director:** John K. Gowen, III.

Rep: None. **Seating facilities:** Public function rooms of Copley Plaza Hotel, capacity 2,000. **Merchandising:** Dealer contacts; distribution of all promotion material; breakdown and tabulation of sponsor mail. **Foreign language programs:** Accepted; translation must be submitted in advance. **Artists bureau:** Supplies talent. **Base rate:** \$75.

Copy restrictions: Accept beer and wine; commercial copy "carefully edited and must comply with state and government regulations." **E. T. library:** World. **News:** Transradio. **News periods:** 8:15 A.M., 10 A.M., 12:45 P.M., all 15 minutes, all Monday through Friday; 8:15 A.M., 9:45 A.M., 12:45 P.M., all 15 minutes, Saturday; 9:15-9:30 A.M., 8-8:15 P.M., Sunday only.

WEEL, BOSTON

Operator: Columbia Broadcasting System, Inc., 182 Tremont St. **Phone:** Hubbard 2323. **Power:** 5,000 and 1,000 watts on 590 kc. **Affiliation:** CBS. **Opened:** Sept. 29, 1924.

Station manager: Harold E. Fellows. **Commercial manager:** Kingsley F. Horton. **Program director:** Lloyd G. Del Castillo. **Chief engineer:** Phillip K. Baldwin. **Musical director:** Charles R. Hector. **Publicity director:** Dorothy Drake.

Rep: Radio Sales. **Seating facilities:** Studio A, 100 persons; Salle Moderne, Hotel Statler, 500; Grand Ball Room, Hotel Statler, 1,200. **Merchandising:** Services rendered at actual cost. **Foreign language programs:** Not accepted. **Artists bureau:** None; can supply talent, however. **Stock:** Owned by Edison Electric Illuminating Company of Boston; station is leased and operated by CBS. **Base rate:** \$425.

Copy restrictions: CBS program policies. **E. T. library:** World. **News:** UP; also from Herald-Traveler (local). **News periods:** 6:50-7 A.M., 7:45-8 A.M., 3-3:15 P.M., 6-6:05 P.M., 11:05-11:15 P.M., all Monday through Saturday; noon-12:15 P.M., 11-11:10 P.M., both Sunday only.

WHDH, BOSTON

Operator: Matheson Radio Co., Inc., Hotel Touraine. **Power:** 1,000 watts on 830 kc

MASSACHUSETTS STATIONS—Continued

(to sunset in Denver). **Affiliation:** None. **Opened:** 1929.

Base rate: \$120.

No further information available after several requests.

WMEX, BOSTON

Operator: The Northern Corp., 70 Brookline Ave. **Phone:** Commonwealth 3900. **Power:** 250 and 100 watts on 1500 kc (station has construction permit for 5,000 watts on 1470 kc). **Affiliation:** None. **Opened:** October 18, 1934.

Managing director, station manager, chief engineer: Alfred J. Pote. **Commercial manager:** S. Alfred Wasser. **Program director:** John E. Reilly. **Musical director:** John F. Kiley. **Publicity director:** Vivienne M. Cameron.

Rep: None. **Seating facilities:** Studio A, 100 persons; Studio B, 50. **Merchandising:** None. **Foreign language programs:** Accept Italian programs. **Artists bureau:** None. **Base rate:** \$120.

Copy restrictions: Accept beer and wine, but no hard liquor or patent medicines; commercials limited to 150 words, with overboard wordage and all direct comparison deleted by station. **E. T. Library:** NAB; Davis & Schwegler. **News:** INS. **News periods:** 11:45 A.M., 2:45 P.M., 5:45 P.M., 7:15 P.M., 10:30 P.M., 11:45 P.M., all 15 minutes, all Monday through Saturday; 6 P.M., 10:30 P.M., 11:45 P.M., all 15 minutes, all Sunday.

WNAC, BOSTON

Operator: The Yankee Network, Inc., 21 Brookline Ave. **Phone:** Commonwealth 0800. **Power:** 5,000 and 1,000 watts on 1230 kc. **Affiliation:** NBC Basic Red; The Yankee Network. **Opened:** July 31, 1922.

President: John Shepard III. **Vice-president in charge of operations:** R. L. Harlow. **Vice-president in charge of sales and production:** Linus Travers. **Chief engineer:** Paul A. deMars. **Merchandising:** Carleton McVarish (manager), Robert C. Taylor. **Station promotion:** Frank Foster, II. **Artists bureau head:** Van D. Sheldon. **Assistant sales manager:** Gerald Harrison. **Publicity:** A. J. Stephenson.

Rep: Edward Petry & Co., Inc. **Seating facilities:** Studio, 100 persons. **Merchandising:** Supply coverage and market data; will aid in buyer contacts; will cooperate in further plans at cost. **Foreign language programs:** Not accepted. **Artists bureau:** Yes; complete talent roster available. **Base rate:** \$400.

Copy restrictions: Beer and wines accepted; copy on all programs must con-

form to Better Business Bureau standards; patent medicines subject to Proprietary Association copy rules. **E. T. Library:** Associated. **News:** Yankee Network News Service. **News periods:** 8 A.M., 1 P.M., 6 P.M., 11 P.M., all 15 minutes, all Monday through Saturday; 8:45 A.M., 1:30 P.M., 6:30 P.M., 11 P.M., all 15 minutes, all Sunday only.

WORL, BOSTON

Operator: Broadcasting Service Organization, Inc., 610 Beacon St. **Phone:** Commonwealth 5100. **Power:** 500 watts on 920 kc (daytime). **Affiliation:** None. **Opened:** 1926.

President: Harold A. Lafount. **Manager:** George Lasker. **Program director:** Robert N. Perry. **Chief engineer:** George Luckey. **Publicity director:** Marjorie L. Spriggs.

Rep: Burn-Smith Co., Inc. **Merchandising:** Complete service, including market surveys, dealer notifications, distributor's analyses, publicity, etc. **Foreign language programs:** No information given. **Artists bureau:** No information given. **Base rate:** \$75.

Copy restrictions: Advertising of intoxicating beverages not accepted; all copy subject to station approval. **E. T. Library:** Standard. **News:** UP; Christian Science Monitor; Boston Evening Transcript. **News periods:** Every hour on the hour, periods varying from three to 15 minutes (exact time not listed), all apparently daily.

WSAR, FALL RIVER

Operator: Doughty and Welch Electric Co., Inc., Academy of Music Bldg., South Main St. **Phones:** 450-451. **Power:** 1,000 watts on 1450 kc. **Affiliation:** Mutual; Yankee Network; Colonial Network. **Opened:** 1921.

President, treasurer, station manager: William T. Welch. **Commercial manager:** Leonard C. Cox. **Program director, artists bureau head:** Josephine Y. Welch. **Chief engineer:** John C. Pavao. **Musical director:** Frank L. Cotter. **Publicity director:** Francis J. McLaughlin, Jr.

Rep: Joseph Hershey McGillvra. **Seating facilities:** Two studios, larger one seating 100 persons. **Merchandising:** Publicity, coverage and market data offered free; tie-ins, displays and special features of other types rendered at actual cost. **Foreign language programs:** Accepted; French, Italian, Portuguese and Polish programs current; copy subject to station approval or revision. **Artists bureau:** Setup nominal only. **Base rate:** \$120.

Copy restrictions: Accept beer, wine and liquor; no restrictions other than those

MASSACHUSETTS STATIONS--Continued

of the FCC. **E. T. library:** Standard. **News:** WSAR local news; Yankee Network News Service. **Local news periods:** 10:15 A.M., 12:45 P.M., 5:45 P.M., all 15 minutes, all Monday through Saturday. **Yankee news:** 8 A.M., 1 P.M., 6 P.M., 11 P.M., all 15 minutes, all Monday through Saturday; 8:30 A.M., 1:30 P.M., 6:30 P.M., 11 P.M., all 15 minutes, Sunday only.

WHAL, GREENFIELD

Operator: John W. Haigis, 354 Main St. **Phone:** 4301. **Power:** 250 and 100 watts on 1210 kc. **Affiliation:** Mutual; Yankee and Colonial Networks. **Opened:** May 15, 1938.

Owner: John W. Haigis. **Station manager, chief engineer:** James L. Spates. **Program and musical director:** Warren Greenwood. **Artists bureau head:** Bob Findley. **Publicity director:** Ken Houseman.

Rep: Bertha Bannan, James Fay (Boston). **Seating facilities:** Local hall available, seating 300 persons. **Merchandising:** Commercial department claims to be equipped to handle requirements of clients; no charge except for materials. **Foreign language programs:** Accepted at specified times at national rates; payment must be made in advance. **Artists bureau:** Talent not under contract, but station can supply necessary artists, etc. **Base rate:** \$60.

Copy restrictions: Hard liquor advertising not accepted; rules of "good taste" used as standard of judgment. **E. T. library:** NBC Thesaurus. **News:** Yankee Network News Service. **News periods:** 8 A.M., 1 P.M., 6 P.M., 11 P.M., all 15 minutes, all Monday through Saturday.

WOCB, HYANNIS

Operator: Harriett M. Alleman and Helen W. MacLellan doing business as the Cape Cod Broadcasting Co. **Power:** 250 and 100 watts on 1210 kc.

At press time this station had a construction permit only.

WLAW, LAWRENCE

Operator: Hildreth and Rogers Co., 278 Essex St. **Phone:** 4107. **Power:** 1,000 watts on 680 kc (daytime). **Affiliation:** None. **Opened:** Dec. 19, 1937. (Note: This station is newspaper-owned by the Lawrence Eagle and Tribune.)

President, treasurer: A. H. Rogers. **Station manager:** Irving E. Rogers. **Commercial manager:** David M. Kimel. **Program and musical director:** Stanley N. Schultz. **Chief engineer:** Herbert W. Brown. **Artists bureau head, publicity director:** H. Harrison Flint.

Rep: Weed & Co. **Seating facilities:** Studio A can accommodate 150 people; 50 more can view studio through glass partition. **Merchandising:** Newspaper publicity on programs and artists in the two newspapers affiliated with the station. **Foreign language programs:** Accepted, but with restrictions. **Artists bureau:** Setup nominal only. **Base rate:** \$60.

Copy restrictions: None listed other than that station retains right to reject any copy for reasons sufficient unto itself. **E. T. library:** NBC Thesaurus; Standard. **News:** AP. **News periods:** 7-7:15 A.M., 10:30-10:45 A.M., 12:05-12:15 P.M., 12:45-1 P.M., plus an early evening 15-minute newscast changing with time of year, all Monday through Saturday; 7:50 A.M., plus an early evening newscast changing with time of year, both 10 minutes, both Sunday only. (Note: Spots are sold before and after, but not during, newscasts.)

WLLH, LOWELL (AND LAWRENCE)

Operator: Merrimac Broadcasting Co., Inc., 39 Kearney Square. **Phone:** Lowell 8715; Lawrence 22148. **Power:** 250 and 100 watts on 1370 kc (Lowell); 100 watts on 1370 kc (Lawrence). **Affiliation:** Mutual; Yankee Network; Colonial Network. **Opened:** Oct. 10, 1934 (Lowell); Dec. 1, 1937 (Lawrence). (Note: WLLH has special temporary authorization to operate a satellite station at Lawrence, Mass., unlimited synchronously with WLLH.)

President: A. S. Moffat*. **Station manager:** Robert F. Donahue. **Commercial manager:** Haskell Bloomberg. **Program director:** Tom Clayton. **Chief engineer:** Anthony Michaels.

Rep: Edward Petry & Co., Inc. **Seating facilities:** Auditorium, 2,300 persons; studio A, 100; studio B, 50; studio C, 20. **Merchandising:** Give air plugs, and perform reasonable amount of dealer contact work; mailings at cost. **Foreign language programs:** Have French, Italian, Portuguese, Greek and Polish; no English announcements allowed during these programs. **Artists bureau:** None. **Base rate:** \$120.

Copy restrictions: Take wine and beer, but copy must not tend to encourage their use; no hard liquor; other copy must conform to "commonly accepted standards." **E. T. library:** Associated; Lang-Worth. **News:** Yankee Network News Service; also own local news service. **Yankee news periods:** 8 A.M., 1 P.M., 6 P.M., 11 P.M., all 15 minutes, all Monday through Saturday; 8:45 A.M., 1:30 P.M., 6:30 P.M., 11 P.M., all 15 minutes, all Sunday only. (Note: Sponsorship sold around, but not during,

* Also president of WMAS, Springfield,

Mass.

MASSACHUSETTS STATIONS—Continued

Yankee newscasts.) **Local news periods:** 7:45 A.M., 12:45 P.M., 6:30 P.M., 10:45 P.M., all five minutes, all Monday through Saturday; 9 A.M., 6:45 P.M., 9:55 P.M., all five minutes, Sunday only. (Note: These periods are sold in five-minute parcels, with an over-run of important news allowed gratis.)

WNBH, NEW BEDFORD

Operator: E. Anthony and Sons, Inc., 251 Union St. **Phone:** 5533. **Power:** 250 and 100 watts on 1310 kc. **Affiliation:** Mutual; Yankee Network; Colonial Network. **Opened:** May, 1921 (Note: This station is newspaper-owned by the Mercury and Standard-Times.)

General manager: Irving Vermilya. **Commercial manager, program director:** Paul Stiles. **Chief engineer:** Clyde Pierce.

Rep: None. **Seating facilities:** None. **Merchandising:** Any reasonable service rendered; newspaper display advertising given at start of sponsored program; letters mailed to merchants and listeners for cost of postage; products introduced to retailers by station solicitors when desired; theatre tie-ups arranged; station telephones available to sponsor for telephone orders. **Foreign language programs:** Accepted at any time under same rules as English programs. **Artists bureau:** Setup nominal only. **Base rate:** \$100.

Copy restrictions: Laxative advertising, beer, wine or liquor not accepted; no Beano, Bingo or Bank Nights. **E. T. library:** Standard. **News:** INS; Yankee Network News Service. **Yankee news periods:** 8 A.M., 1 P.M., 6 P.M., 11 P.M., all 15 minutes, all Monday through Saturday; 8:45 A.M., 6:30 P.M., 11 P.M., all 15 minutes, all Sunday only. **WNBH news:** 10 A.M., 12:45 P.M., 5:30 P.M., 10 P.M., all 15 minutes, all Monday through Saturday.

WBRK, PITTSFIELD

Operator: Harold Thomas, 8 Bank Row. **Phone:** 2-1553. **Power:** 250 and 100 watts on 1310 kc. **Affiliation:** Mutual; Yankee Network; Colonial Network. **Opened:** Feb. 20, 1938.

President: Harold Thomas.* **Commercial manager:** Bruff W. Olin. **Program director:** Walcott A. Wyllie. **Chief engineer:** Norman Blake. **Publicity director:** Robert Burbank.

Rep: None. **Seating facilities:** Studio A seats 50; WBRK Radio Playhouse, 250; (has stage, lighting, and lobby display space). **Merchandising:** Provide lobby

* Also general and station manager of WATR, Waterbury, Conn.

space for displays; supply publicity material when possible; do some direct mail work; will display and distribute merchandise publicity when furnished by the client. **Foreign language programs:** Not accepted. **Artists bureau:** Service bureau operates without charge to talent. **Base rate:** \$100.

Copy restrictions: Beer and wine copy accepted, but no hard liquor copy; all accounts subject to individual consideration. **E. T. library:** NBC Thesaurus; Standard. **News:** Transradio. **News periods:** 8-8:15 A.M., 9:25-9:30 A.M., 12:30-12:45 P.M., 6-6:15 P.M., 10:45-11 P.M., all Monday through Saturday; 12:30 P.M., 6 P.M., 10:45 P.M., all 15 minutes, all Sunday.

WMAS, SPRINGFIELD

Operator: WMAS, Inc., Hotel Charles. **Phone:** 7-1414. **Power:** 250 and 100 watts on 1420 kc. **Affiliation:** CBS. **Opened:** Sept. 1, 1932.

President: A. S. Moffat.* **Station manager:** A. W. Marlin. **Program director, artists bureau head:** F. Turner Cooke. **Chief engineer:** Earl Hewinson. **Musical director:** Paul Pelletier. **Publicity director:** Carl Raymond.

Rep: Edward Petry & Co., Inc. **Seating facilities:** Three studios, accommodate about 35 persons. **Merchandising:** Service rendered to sponsor in accordance with needs. **Foreign language programs:** Acceptable; English copy must be submitted in advance; announcements carefully edited; carrying Polish and Italian programs. **Artists bureau:** Setup nominal only. **Base rate:** \$125.

Copy restrictions: Accept beer and wine subject to strict supervision; patent medicine advertising restricted; all copy subject to station approval. **E. T. library:** Associated. **News:** Transradio. **News periods:** 8 A.M., 12:30 P.M., 11 P.M., all 15 minutes, all Monday through Saturday; 8:45 A.M., noon, 11 P.M., all 15 minutes, Sunday; 6-6:05 P.M., Monday through Friday; 6-6:15 P.M., Saturday and Sunday.

* Also president of WLLH, Lowell, Mass.

WSPR, SPRINGFIELD

Operator: Connecticut Valley Broadcasting Co., 63 Chestnut St. **Phone:** 6-2757. **Power:** 500 watts on 1140 kc (operates to 1 hour after sunset). **Affiliation:** Mutual; Colonial Network; Yankee Network. **Opened:** June 3, 1936.

President, station manager: Quincy A. Brackett. **Commercial manager:** Milton W. Stoughton. **Program and musical director:** Wayne H. Latham. **Artists bureau**

MASSACHUSETTS STATIONS—Continued

head: Elwin N. Tacy. **Chief engineer:** Hillis W. Holt. **Publicity director:** Howard S. Keefe.

Rep: George P. Hollingbery Co.; James F. Fay (Boston). **Seating facilities:** Reception room, capacity not listed. **Merchandising:** Supply coverage and market data; comprehensive information and suggestions for merchandising; co-operate in any plans worked out by sponsor. **Foreign language programs:** Will accept, but endeavor to keep them down to a minimum. **Artists bureau:** Setup nominal only. **Base rate:** \$90.

Copy restrictions: Beer, wine and well-known patent medicines accepted; no liquor advertising; no standard rules restricting copy, as each case is considered individually. **E. T. library:** Standard. **News:** Transradio, Yankee Network News Service. **Yankee news periods:** 8 A.M., 1 P.M., 6 P.M., all 15 minutes, all Monday through Saturday; 8:45-9 A.M., 1:30-1:45 P.M., 6:30-6:45 P.M., Sunday only. **Transradio news periods:** 7:15 A.M., 9:45 A.M., 2:45 P.M., 5 P.M., all 15 minutes, all Monday through Saturday.

WORC, WORCESTER

Operator: Alfred F. Kleindienst, 65 Elm St. **Phone:** 5-3101. **Power:** 500 watts on 1280 kc. **Affiliation:** CBS. **Opened:** February, 1925.

Owner, operator: Alfred F. Kleindienst. **Acting director:** Mildred P. Stanton. **Commercial manager:** Lawrence Miron. **Musical director:** Maurice Diamond.

Rep: Weed & Co. **Seating facilities:** Can accommodate 150 persons. **Merchandising:** Any type of merchandising is provided at actual cost. **Foreign language programs:**

Not accepted. **Artists bureau:** None. **Base rate:** \$150.

Copy restrictions: Total commercial copy may not exceed 20% of total time purchased; will accept beer and wines. **E. T. library:** NBC Thesaurus. **News:** Transradio. **News periods:** 8 A.M., 12:15 P.M., 6:15 P.M., 11 P.M., all 15 minutes, all Monday through Saturday; 8:45 A.M., 6:05 P.M., 11 P.M., Sunday.

WTAG, WORCESTER

Operator: Worcester Telegram Publishing Co., Inc., Franklin St. **Phone:** 5-4321. **Power:** 1,000 watts on 580 kc. **Affiliation:** NBC Basic Red; Yankee Network. **Opened:** May 1, 1924. (Note: This station is newspaper owned by the Worcester Telegram and Gazette.)

Managing director: Edward E. Hill. **Commercial manager:** Howard J. Perry. **Program director:** Henry M. O'Toole. **Chief engineer:** Prof. Hobart H. Newell. **Publicity director:** Frederick Rushton. **Traffic manager:** Robert W. Booth.

Rep: Edw. Petry & Co. **Seating facilities:** Studio A, 50 persons; studio B, 25 persons. **Merchandising:** None. **Foreign language programs:** Not accepted. **Artists bureau:** None. **Base rate:** \$160.

Copy restrictions: Accept beer, wines and patent medicines subject to station approval; no hard liquors. **E. T. library:** World. **News:** From parent papers. **News periods:** 8 A.M., 1 P.M., 6 P.M., 11 P.M., all 15 minutes, all Monday through Saturday; 6:30 P.M., 11 P.M., both 15 minutes, both Sunday only. (Note: Two 100-word announcements sold before and after each newscast; no commercials during the news.)



MICHIGAN

(1,122,200 radio homes, or 92% ownership among the State's total of 1,220,000 families. Urban ownership is 771,100, or 93% of urban families; rural ownership is 351,100, or 89% of rural families.)

Radio Homes by Counties

Alcona	1,050	Gratiot	7,150	Missoukee	1,490
Alger	1,680	Hillsdale	7,240	Monroe	11,970
Allegan	9,510	Houghton	10,740	Montcalm	7,000
Alpena	3,910	Huron	6,620	Montmorency	610
Antrim	2,350	Ingham	28,860	Muskegon	19,860
Arenac	1,690	Ionia	8,350	Newaygo	4,060
Baraga	1,810	Iosco	1,760	Oakland	49,310
Barry	5,520	Iron	4,100	Oceana	3,340
Bay	15,200	Isabella	4,620	Ogemaw	1,480
Benzie	1,660	Jackson	22,360	Ontonagon	2,200
Berrien	20,200	Kalamazoo	22,250	Osceola	2,980
Branch	6,370	Kalkaska	920	Oscoda	360
Calhoun	21,980	Kent	59,010	Otsego	1,160
Cass	5,400	Keweenaw	1,020	Ottawa	12,770
Charlevoix	2,760	Lake	1,020	Presque Isle	2,140
Cheboygan	2,560	Lapeer	5,920	Roscommon	540
Chippewa	5,140	Leelanau	1,740	Saginaw	27,570
Clare	1,680	Lenawee	12,720	St. Clair	16,290
Clinton	5,790	Livingston	4,710	St. Joseph	8,230
Crawford	730	Luce	1,040	Sanilac	6,360
Delta	6,740	Mackinac	1,880	Schoolcraft	1,760
Dickinson	6,210	Macomb	17,660	Shiawassee	9,600
Eaton	8,320	Manistee	4,140	Tuscola	7,330
Emmet	3,490	Marquette	9,280	Van Buren	8,640
Genesee	49,020	Mason	4,380	Washtenaw	17,130
Gladwin	1,570	Mecosta	3,800	Wayne	428,960
Gogebic	6,040	Menominee	4,970	Wexford	3,910
Grand Traverse	4,370	Midland	4,140		

WELL, BATTLE CREEK

Operator: Enquirer News Co., 1 W. Michigan Ave. **Phones:** 5655; 7166. **Power:** 100 watts on 1420 kc. **Affiliation:** NBC Basic Blue Supplementary; Michigan Radio Network. **Opened:** September, 1925. (Note: This station is newspaper owned by the Battle Creek Enquirer & News.)

Owner: A. L. Miller. **Station manager:** Dan E. Jayne. **Commercial manager:** Forrest Flagg Owen. **Chief engineer:** Raymond B. Roof. **Program director:** Alden Haight.

Rep: Burn-Smith Co., Inc. **Seating facilities:** Studio, 30 persons. **Merchandising:** No regular service; salesmen, however, help with servicing; plugs over the air, in newspapers, or by display cards. **Foreign language program:** No rules; no call for such programs. **Artists bureau:** No regular setup; maintain file of available local talent. **Base rate:** \$60.

Copy restrictions: Beer and wine accepted; no hard liquor; all contracts subject to government regulations and station

approval; reserve right to refuse or discontinue any advertising program for reasons satisfactory to station; all programs and announcements subject to change of time to conform to network schedule. **E. T. Library:** None. **News:** AP.

WBCM, BAY CITY

Operator: Bay Broadcasting Co., Inc., Hotel Wenonah. **Phone:** 4212-3. **Power:** 1,000 and 500 watts on 1410 kc. **Affiliation:** None. **Opened:** Dec. 8, 1928, as successor to WSKC, which opened June 5, 1925.

General manager: S. W. Edwards. **Musical director:** Lionel H. DeRemer. **Chief engineer:** Ralph H. Carpenter.

Rep: George P. Hollingbery Co. **Seating facilities:** None. **Merchandising:** None. **Foreign language programs:** German program current. **Base rate:** \$100.

Copy restrictions: Beer, wines and alcoholic beverages accepted if properly presented; announcements on patent medicines have to be approved by the N.A.B. **E. T.**

MICHIGAN STATIONS—Continued

library: NBC Thesaurus. **News:** UP. **News periods:** 8-8:15 A.M., noon-12:15 P.M., Monday through Saturday; 6-6:15 P.M., every day.

WHDF, CALUMET

Operator: Upper Michigan Broadcasting Co., Hotel Scott, Hancock, Mich. **Phone:** Hancock 1. **Power:** 250 and 100 watts on 1370 kc. **Affiliation:** None. **Opened:** 1929. (Note: This station is newspaper-affiliated with the Calumet News and Houghton Daily Mining Gazette.)

Vice-president, station manager, publicity director: John W. Rice. **Commercial manager:** Merrill F. Trapp. **Program and musical director:** Albert W. Payne. **Chief engineer:** George L. Burgan.

Rep: Mitchell & Ruddell, Inc. **Seating facilities:** Studio can accommodate 700; Kerredge Theatre also available, seating 1,000 (regular theatre admission price charged). **Merchandising:** Station cooperates "in every way possible" with advertiser; service rendered gratis. **Foreign language programs:** Accepted on same basis as other programs; English translation must be submitted. **Artists bureau:** None. **Stock:** Held by A. L. Burgan (56.6%), W. G. Rice (27.9%), George L. Burgan (10%), and J. W. Rice (5.5%). **Base rate:** \$60.

Copy restrictions: Beer accepted; no other alcoholic beverages; commercials must be submitted in advance for station approval. **E. T. library:** World; Lang-Worth. **News:** AP; also gather own local news. **News periods:** Noon (in Finnish), 1 P.M., 6 P.M. (duration not listed), all apparently daily.

CKLW, DETROIT

Operator: Western Ontario Broadcasting Co., Union Guardian Bldg., Detroit. **Phone:** Cadillac 7200. **Studios:** Guaranty Trust Bldg., Windsor. **Phone:** 4-1155; (American Company; Essex Broadcasters, Inc. Studios are maintained in Windsor and Detroit. Station license is issued by Canada.) **Power:** 5,000 watts on 1030 kc. **Affiliation:** Mutual Broadcasting System; Canadian Broadcasting Corporation. **Opened:** May 31, 1932.

General manager: J. E. Campeau. **Office manager:** M. W. Kempthorne. **Station manager:** W. J. Carter. **Commercial manager:** L. J. DuMahaut. **Program director:** John Gordon. **Chief engineer:** W. J. Carter. **Production manager:** Gordon Castle. **Publicity director:** Val Clare.

Rep: Station has branch office at 360 N. Michigan Ave., Chicago, Ill.; otherwise

represented by Joseph Hershey McGillvra. **Seating facilities:** 200 persons. **Merchandising:** Staff of statisticians and demonstrators check window and counter displays; contact retailers; house-to-house canvass to check consumer acceptance; store canvass to check retailer acceptance; announcements of new programs sent to 1,000 retail outlets on request; supply market data; talent available for personal appearances; make coincidental telephone surveys; design direct mail, window and counter cards, announcements, publicity, etc., at actual cost. **Foreign language programs:** Not accepted. **Artists bureau:** None; station can supply talent, however. **Base rate:** \$320.

Copy restrictions: Provincial Statute prohibits beer, wine and liquor advertising; copy for patent medicines must be submitted to Department of Health at Ottawa; all accounts subject to rules of Canadian Broadcasting Corporation. **E. T. library:** World. **News:** UP. **News periods:** Noon, 3 P.M., 5:45 P.M., 11 P.M., all 15 minutes, all Monday through Friday.

WJBK, DETROIT

Operator: James F. Hopkins, Inc., 6559 Hamilton Ave. **Phone:** TR 2-2000. **Power:** 250 and 100 watts on 1500 kc. **Affiliation:** None. **Opened:** August, 1928.

President, station manager: James F. Hopkins. **Commercial manager:** Paul Y. Clark. **Program director:** Sybil Krieghoff. **Chief engineer:** Paul Frincke. **Musical director:** Fred Fenton. **Publicity director:** Charles Sterritt.

Rep: United Broadcasting Co. **Seating facilities:** None in studios; occasionally use ballroom, but capacity not listed. **Merchandising:** Separate department maintained to contact dealers, etc., for clients using a certain amount of time per week over a 13-week period. **Foreign language programs:** Accepted; currently have Polish, German, Jewish, Italian, Hungarian, Ukrainian and Arabian programs. **Artists bureau:** None. **Base rate:** \$125.

Copy restrictions: No restrictions on beer and wine; liquor advertising accepted after 10 P.M. only; patent medicines accepted if claims are reasonable; commercial copy must conform to good advertising practices and standards of good taste. **E. T. library:** Associated; Standard. **News:** INS. **News periods:** 6:30-6:35 A.M., 8-8:05 A.M., 11-11:05 A.M., 11:45-noon, 1-1:05 P.M., 2-2:05 P.M., 3-3:05 P.M., 4-4:05 P.M., 5-5:05 P.M., 6-6:15 P.M., 8-8:05 P.M., 10:30-10:35 P.M., midnight-12:05 A.M., 1-1:05 A.M.

Ask the Men *
Men Who Sell

**MICHIGAN
RADIO
NETWORK**

WBCM-Bay City WELL-Battle Creek WJIM-Lansing WXYZ-(Key Station) Detroit
WIBM-Jackson WFDF-Flint WKZO-Kalamazoo WOOD-WASH-Grand Rapids

**AVAILABLE FOR NBC BLUE COMMERCIALS
AS A UNIT**

The Best Radio

Who Sell the to Listeners

* BROKERS-JOBBER-CASH AND CARRY DISTRIBUTORS

Learn From Michigan Retailers
That Radio Advertising on MRN
Moves Goods Right From the
Start. . .

Retailers Learn From CUSTOMERS
That Radio Advertising Brings
Them To *HIS* Door. . . .

WHICH STATION BRINGS THEM?
The Favored Station of Course-
The One That is Heard With EASE
and CLARITY . . .

In Seven of Michigan's Eight Major
Markets There is Only One Radio
Station in the Town-A Potent
Factor in Answering-"WHERE IS
THE BIGGEST AUDIENCE?"

Buy of 1939

MICHIGAN STATIONS—Continued

WJR, DETROIT

Operator: WJR, The Goodwill Station, Inc., 2103 Fisher Bldg. **Phone:** Madison 4440. **Power:** 50,000 watts on 750 kc. **Affiliation:** CBS. **Opened:** 1922.

President: G. A. Richards*. **Executive vice-president, general manager:** Leo Fitzpatrick. **Secretary-treasurer:** P. M. Thomas. **Sales manager:** Owen F. Uridge. **Chief engineer:** M. R. Mitchell.

Rep: Edward Petry & Co., Inc. **Seating facilities:** 80 persons. **Merchandising:** No information given. **Foreign language programs:** Not accepted. **Artists bureau:** None. **Stock:** Majority held by G. A. Richards, P. M. Thomas, Leo J. Fitzpatrick. **Base rate:** \$700.

Copy restrictions: Accept beer, but no other alcoholic beverages; all copy subject to station approval and government regulations. **E. T. library:** World; Davis & Schwegler; NAB. **News:** INS. **News periods:** 6:45 A.M., 8:15 A.M., 6 P.M., 11 P.M., all 15 minutes, all Monday through Saturday; 3:45-4 P.M., Monday through Friday.

* Also president of WGAR, Cleveland, O., and KMPC, Beverly Hills, Calif.

WMBC, DETROIT

Operator: Michigan Broadcasting Co., 7310 Woodward Ave. **Phone:** Madison 9100. **Power:** 250 and 100 watts on 1420 kc. **Affiliation:** None. **Opened:** Nov. 1, 1925.

President: E. J. Hunt. **General and commercial manager:** H. M. Steed. **Vice-president, treasurer:** E. A. Wooten. **Chief engineer:** E. H. Clark. **Musical director:** Al Gross.

Rep: None. **Seating facilities:** Studio A, 100 persons; studio B, 50. **Merchandising:** Have complete service for grocery and allied consumer lines; maintain staff of salesmen and contact men; close tie affected with grocery stores. **Foreign language programs:** Director of Polish programs is Valentine Yarosz; two Polish programs daily; Ukrainian programs directed by Nicolas Shustakavich; Lithuanian period on Saturday; Jewish hour, directed by Hyman Altman, on Sundays. **Artists bureau:** None. **Stock:** Principal holders are E. J. Hunt and E. A. Wooten. **Base rate:** \$120.

Copy restrictions: Will accept beer or wine announcements or programs; no whiskey advertising; commercial announcements must be limited to 100 words; commercial programs of 15 minutes cannot contain more than three 100-word announcements; half-hour programs limited to four 100-word announcements. **E. T.**

library: Lang-Worth; Standard; Associated. **News:** Transradio. **News periods:** 11 A.M., 3 P.M., 5:45 P.M., 9 P.M., all 15 minutes, all Monday through Saturday.

WWJ, DETROIT

Operator: The Evening News Association, 626 Lafayette Blvd. **Phone:** Randolph 2000. **Power:** 5,000 and 1,000 watts on 920 kc. **Affiliation:** NBC Basic Red. **Opened:** August 20, 1920*. (Note: This station is owned by the Detroit News.)

Manager: W. J. Scripps. **Commercial manager:** Harry Bannister. **Program and production manager:** James Jewell. **Chief engineer:** Walter Hoffman. **Musical director:** Herbert Mertz.

Rep: George P. Hollingbery Co. **Seating facilities:** Auditorium studio seats 350. **Merchandising:** None. **Foreign language programs:** No set rules; such accounts have never been solicited. **Artists bureau:** None. **Base rate:** \$475.

* Opening date listed here was supplied by the station. KDKA and KQV, both Pittsburgh, Pa., along with WWJ are all claimants for the title of the U. S.'s oldest commercial station. (See KDKA and KQV.)

IN THE FIRST FIVE
MONTHS OF 1939

235 ADVERTISERS

have successfully
sold everything from
cigarettes to motor
cars in this rich

4TH MARKET

thru CKLW

2ND IN POWER

in the DETROIT area

MICHIGAN STATIONS—Continued

Copy restrictions: Beer and light wines accepted; no liquor advertising; "certain types" of patent medicines not accepted; all copy subject to station standards and governmental regulations. **E. T. library:** Davis & Schwegler. **News:** UP. **News periods:** 7:45-8 A.M., 12:30-12:45 P.M., daily except Sunday; 6:30-6:40 P.M., 11-11:10 P.M., daily except Saturday.

WXYZ, DETROIT

Operator: King-Trendle Broadcasting Corp., Stroh Building (executive offices); Maccabees Bldg. (studios). **Phone:** Cherry 8321. **Power:** 1,000 watts on 1240 kc. **Affiliation:** NBC Basic Blue; key station Michigan Radio Network; Canadian Broadcasting Corp.; also originates some programs for Mutual and the Don Lee Broadcasting System. **Opened:** 1925.

President: George W. Trendle. **General manager, treasurer:** H. Allen Campbell. **Commercial manager:** Harry Sutton, Jr. **Studio and production manager:** Harold True. **Sales promotion manager:** Charles C. Hicks. **Manager merchandising department:** Harold Christian. **Program director:** James Riddell. **Chief engineer:** Roy Gardner. **Musical director:** Benny Kyte. **Dramatic director:** Charles D. Livingstone. **Publicity director:** Felix C. Holt.

Rep: Paul H. Raymer Co. **Seating facilities:** None in studios; broadcasts from theatres at regular admission prices. **Merchandising:** Complete service from market surveys to securing dealers, distributors, jobbers; place store and window displays; conduct store demonstrations and direct sampling crews. **Foreign language programs:** None. **Artists bureau:** None. **Base rate:** \$375.

Copy restrictions: Beer and wines accepted providing copy does not enhance further use of these beverages or be deemed harmful for children; hard liquor accepted after 10 P.M. under same rules as for beer and wines; all copy censored that forthrightly offends by blatant phrases relating to medicines, proprietary and patent remedies; "thrill" copy not accepted, and all statements must be in conformity to regulations of FCC. **E. T. library:** Standard; Associated. **News:** UP. **News periods:** 7:30-7:40 A.M. 8:10-8:15 A.M. noon-12:10 P.M., 5:30-5:45 P.M., all Monday through Saturday; 5:30-5:40 P.M., Sunday.

WKAR, EAST LANSING

Operator: Michigan State College. **Phone:** 59113-ext. 398. **Power:** 5,000 watts on 850 kc (daytime). **Opened:** 1922.

This station is non-commercial; college-owned.

WFDF, FLINT

Operator: Flint Broadcasting Company, Union Industrial Bldg. **Phone:** 2-7158. **Power:** 100 watts on 1310 kc. **Affiliation:** NBC Basic Blue Supplementary; Michigan Radio Network. **Opened:** May 25, 1922.

Station manager: Howard M. Loeb. **Commercial manager:** Frederick S. Loeb. **Program director:** Adrian R. Cooper. **Chief engineer:** Frank D. Fallain. **Musical director:** William Geyer. **Publicity director:** R. V. Osgood.

Rep: None. **Seating facilities:** 75 persons. **Merchandising:** Supply publicity, suggestions for promotional tie-ins, etc., gratis; any additional services, such as direct mail, rendered at actual cost. **Foreign language programs:** Not accepted. **Artists bureau:** None. **Base rate:** \$100.

Copy restrictions: Accept beer and wine; no hard liquor; patent medicine advertising must be "factual and conservative and in accordance with regulations of the FTC, Post Office Department, and Pure Food and Drug Act"; no competitive or "provocative" copy; no exaggeration or false testimonials. **E. T. library:** NBC Thesaurus. **News:** Transradio; also own local news. **News periods:** 7 A.M., 9 A.M., 11 A.M., 2 P.M., 5 P.M., 9 P.M., 11 P.M., all 10 minutes, all Monday through Saturday; 9 A.M., 2 P.M., 5 P.M., 9 P.M., 11 P.M., all 10 minutes, all Sunday.

WOOD-WASH, GRAND RAPIDS

Operator: King-Trendle Broadcasting Corp. (lessee), Grand Rapids National Bank Bldg. **Phone:** 9-4211. **Power:** 500 watts on 1270 kc. **Affiliation:** NBC Optional Basic Service; Michigan Radio Network. **Opened:** WASH, March 13, 1925; WOOD, October, 1924. (Note: WOOD-WASH are the same station, using WASH as call letters until noon, and WOOD thereafter; the King-Trendle Broadcasting Corp., lessee, also owns and operates WXYZ, Detroit, key station of the Michigan Radio Network for which King-Trendle holds all contracts.)

President: George W. Trendle. **General manager:** H. Allen Campbell. **Station manager:** Stanley W. Barnett. **Commercial manager:** David H. Harris. **Program director, musical director:** Sandy Meek. **Chief engineer:** Fred W. Russell. **Publicity director:** T. Wilcox Putnam.

Rep: Paul H. Raymer Co. **Seating facilities:** About 20 persons. **Merchandising:** Local cooperation with wholesalers and retailers; also Michigan Radio Network service. **Foreign language programs:** Not accepted. **Artists bureau:** None. **Base rate:** \$125.

MICHIGAN STATIONS—Continued

Copy restrictions: Accept beer and wine; apply good taste and government regulations; each case considered individually. **E. T. library:** Associated. **News:** UP. **News periods:** 7:30-7:35 A.M., 8:30-8:45 A.M., 12-12:15 P.M., 10:30-10:45 P.M., all Monday through Saturday. (Note: Also use some NBC news.)

WJMS, IRONWOOD

Operator: WJMS, Inc., St. James Hotel Annex. **Phone:** 20. **Power:** 100 watts on 1420 kc. **Affiliation:** Arrowhead Network; Lake Superior Radio Group. **Opened:** Nov. 1, 1931.

General manager: N. C. Ruddell. **Program director:** Harry Wills. **Chief engineer:** R. L. Johnson.

Rep: Mitchell & Ruddell, Inc. **Seating facilities:** None. **Merchandising:** Send letters to the retail trade advising them of forthcoming sponsor schedule; will cooperate "to any reasonable" extent in promoting program and announcement schedules. **Foreign language programs:** Accepted, providing that the material and the announcer meet with station approval. **Artists bureau:** None. **Stock:** 1,687 shares outstanding; held by Wm. L. Johnson and N. C. Ruddell as majority stockholders. **Base rate:** \$60.

Copy restrictions: Beer and wine advertising accepted, but not on Sunday; patent medicines subject to approval of the Federal Trade Commission; all copy must conform to regulations of government agencies and approval of the station. **E. T. library:** Associated. **News:** Transradio. **News periods:** 8-8:05 A.M., 9:30-9:45 A.M., 11:30-11:35 A.M., 12:10-12:15 P.M. (in Finnish), 12:30-12:45 P.M., 3-3:05 P.M., 6-6:05 P.M., 6:15-6:30 P.M. (sports news), 7:15-7:30 P.M., all apparently daily.

WIBM, JACKSON

Operator: WIBM, Inc., Hotel Hayes. **Phone:** 6121. **Power:** 250 and 100 watts on 1370 kc. **Affiliation:** NBC Basic Blue Supplementary Service; Michigan Radio Network. **Opened:** Nov. 20, 1927.

President: Herman Radner. **Station manager:** Roy Radner. **Program director, artists bureau head:** Willie (Bill) Dunn. **Chief engineer:** C. W. Wirtanen. **Musical director:** William Cizek. **Publicity director:** Walter H. Johnson.

Rep: None. **Seating facilities:** No information given. **Merchandising:** Service available to clients; no details listed. **Foreign language programs:** Accepted, but have very little call for these programs inasmuch as population is 90% Eng-

lish-speaking. **Artists bureau:** Yes. **Base rate:** \$75.

Copy restrictions: Liquor advertising accepted only under approval of State Liquor Commission; all copy must be submitted to station in advance. **E. T. library:** NBC Thesaurus. **News:** From Michigan Radio Network and NBC; also AP and local. **News periods:** 8-8:05 A.M., 11:45-noon, 3:55-4 P.M., 7:15-7:30 P.M., all Monday through Friday.

WKZO, KALAMAZOO

Operator: WKZO, Inc., 124 W. Michigan Ave. **Phone:** 3-1223. **Power:** 1,000 watts on 590 kc (daytime; has construction permit for 1,000 watts daytime and 250 watts nighttime, unlimited). **Affiliation:** Michigan Radio Network. **Opened:** 1930.

President and general manager: John E. Fetzer. **Program director:** Merlin Stonehouse. **Chief engineer:** Edwin Rector. **Publicity director:** "Patty" Criswell.

Rep: Howard H. Wilson Co. **Seating facilities:** None. **Merchandising:** Complete service rendered; have outside man contacting retail outlets. **Foreign language programs:** No information given. **Artists bureau:** Yes; lists a roster of about 75. **Base rate:** \$125.

Copy restrictions: Beer and wine accepted; hard liquors accepted subject to strict supervision; allow no exorbitant claims and investigate all statements from advertisers; adhere to NAB code of ethics. **E. T. library:** Standard. **News:** Transradio. **News periods:** 7:15 A.M., 8:15 A.M., 11:15 A.M., 5:15 P.M., 7:15 P.M., all 15 minutes, all daily.

WJIM, LANSING

Operator: WJIM, Inc., City National Bldg. **Phone:** 2-1333. **Power:** 250 and 100 watts on 1210 kc. **Affiliation:** NBC Basic Blue Supplementary; Michigan Radio Network. **Opened:** Aug. 22, 1934.

General manager: Harold F. Gross. **Director:** Bob Innes. **Musical director:** Earle Parchman. **Production manager:** Howard Finch.

Rep: None. **Seating facilities:** None. **Merchandising:** Local and state coverage via the merchandising bureau of the Michigan Radio Network; no service of own. **Foreign language programs:** Not accepted. **Artists bureau:** None. **Base rate:** \$75.

Copy restrictions: Accept beer and wine subject to strict censorship; all other copy should comply to rulings of truthful and ethical advertising, and regulations of the FCC and Federal Trade Commission. **E. T. library:** NBC Thesaurus. **News:** Transradio. **News periods:** 7:30-7:40 A.M., 6-6:10 P.M.,

MICHIGAN STATIONS—Continued

and 10 minutes ahead of all set baseball games, all Monday through Saturday.

WMPC, LAPEER

Operator: First Methodist Protestant Church of Lapeer. **Power:** 250 and 100 watts on 1200 kc (specified hours).

This station is non-commercial; church-owned.

WBEO, MARQUETTE

Operator: Lake Superior Broadcasting Company, Mining Journal Bldg. **Power:** 250 and 100 watts on 1310 kc (specified hours). **Affiliation:** None. **Base rate:** \$50.

No other information available after repeated requests.

WKBZ, MUSKEGON

Operator: Ashbacker Radio Corp., Michigan Theatre Bldg. **Phone:** 22-651. **Power:** 250 and 100 watts on 1500 kc. **Affiliation:** None. **Opened:** Nov. 3, 1926. (Note: This station was removed from Ludington, Mich., to Muskegon on Sept. 10, 1934; it opened in Ludington in 1926).

Vice-president, general manager: Grant F. Ashbacker. **Commercial manager:** Philip E. Sanford. **Program and musical director, artists bureau head:** Rolland Van Wyck. **Chief engineer:** George Krivitsky. **Publicity director:** Hilliard Gudelsky.

Rep: None. **Seating facilities:** None. **Merchandising:** Have a merchandising department; services not listed. **Foreign language programs:** Accepted. **Artists bureau:** Setup nominal only. **Base rate:** \$75.

Copy restrictions: Beer advertising accepted. **News:** UP.

WHLS, PORT HURON

Operator: Port Huron Broadcasting Co., 932 Military St. **Phone:** 6191. **Power:** 250 and 100 watts on 1370 kc. **Affiliation:** None. **Opened:** Aug. 7, 1938.

General and commercial manager: Angus D. Pfaff. **Program director:** H. L. Stevens. **Chief engineer:** W. F. McDonnell. **Musical director:** L. Patterson. **Publicity director:** Fred Knorr.

Rep: None. **Seating facilities:** None. **Merchandising:** General merchandising cooperation available on a cost basis. **Foreign language programs:** No rules. **Artists bureau:** None. **Stock:** Station is a partnership between Harmon L. and Herman L. Stevens. **Base rate:** \$40.

Copy restrictions: Accept beer and light wine advertising; adhere to NAB Code of Ethics; copy and product must conform to Federal Trade Commission rules. **E. T. library:** Standard. **News:** UP. **News periods:** Five minutes every hour on the hour, except a 15-minute period at 12 noon, all Monday through Saturday; 10 A.M., noon, 7:45 P.M., all 15 minutes, all Sunday.

WEXL, ROYAL OAK

Operator: Royal Oak Broadcasting Co., 212 W. Sixth St. **Phone:** Royal Oak 0815; Elmhurst 6524 (in Detroit). **Power:** 50 watts on 1310 kc. **Affiliation:** None. **Opened:** 1925.

President: George B. Hartrick. **Station and commercial manager:** Ellis C. Thompson. **Program and publicity director:** Kirk Knight. **Chief engineer:** Luther McFarland.

Rep: None. **Seating facilities:** None. **Merchandising:** None. **Foreign language programs:** Accepted; three Polish programs currently running. **Artists bureau:** None. **Base rate:** \$40.

Copy restrictions: No whiskey, laxatives, deodorants, depilatories, tonics, reducing or flesh compounds, patent medicines, or any compounds or preparations of a general medicinal nature that are to be taken internally. **E. T. library:** None. **News:** No service listed; apparently local news. **News periods:** 12:30 P.M., 5 P.M., 9:30 P.M., all 10 minutes, all daily except Sunday.

MINNESOTA

(556,900 radio homes, or 85% ownership among the State's total of 652,000 families. Urban ownership is 309,300, or 93% of urban families; rural ownership is 247,600, or 77% of rural families.)

Radio Homes by Counties

Aitkin	2,960	Isanti	2,360	Pipestone	2,520
Anoka	3,790	Itasca	5,340	Polk	6,850
Becker	4,260	Jackson	2,950	Pope	2,490
Beltrami	4,180	Kanabec	1,650	Ramsey	71,650
Benton	2,770	Kandiyohi	4,530	Red Lake	1,170
Big Stone	1,890	Kittson	1,770	Redwood	3,970
Blue Earth	7,540	Koochiching	2,990	Renville	4,470
Brown	5,030	Lac qui Parle	2,790	Rice	6,120
Carlton	4,310	Lake	1,720	Rock	2,190
Carver	3,400	Lake of the Woods	900	Roseau	2,300
Cass	3,070	Le Seuer	4,010	St. Louis	45,600
Chippewa	3,120	Lincoln	2,050	Scott	2,820
Chisago	2,810	Lyon	3,880	Sherburne	1,710
Clay	4,640	McLeod	4,290	Sibley	3,070
Clearwater	1,790	Mahnomen	1,060	Stearns	11,230
Cook	520	Marshall	3,070	Steele	3,940
Cottonwood	2,810	Martin	4,610	Stevens	1,860
Crow Wing	5,600	Meeker	3,550	Swift	2,740
Dakota	7,250	Mille Lacs	2,890	Todd	4,980
Dodge	2,500	Morrison	4,650	Traverse	1,530
Douglas	3,850	Mower	6,150	Wabasha	3,810
Faribault	4,460	Murray	2,450	Wadena	2,160
Fillmore	5,350	Nicollet	3,090	Waseca	3,030
Freeborn	6,010	Nobles	3,610	Washington	5,440
Goodhue	6,820	Norman	2,600	Watonwan	2,660
Grant	1,800	Olmsted	7,360	Wilkin	1,800
Hennepin	128,770	Otter Tail	9,380	Wiona	8,390
Houston	2,830	Pennington	2,100	Wright	5,470
Hubbard	1,960	Pine	3,940	Yellow Medicine	3,100

KATE, ALBERT LEA

Operator: Albert Lea Broadcasting Co.
Power: 250 and 100 watts on 1420 kc.
Affiliation: North Central Broadcasting System. **Opened:** 1937.

Base rate: \$84.

No further information available.

KDAL, DULUTH

Operator: Red River Broadcasting Co., Inc., 218 Bradley Bldg. **Phone:** Melrose 2230. **Power:** 250 and 100 watts on 1500 kc. **Affiliation:** CBS. **Opened:** Nov. 22, 1936.

Station manager: Dalton A. LeMasurier. **Commercial manager:** A. H. Flaten. **Program director:** Gilbert Fawcett. **Chief engineer:** R. A. Dettman. **Publicity director:** Sam L. Levitan.

Rep: None. **Seating facilities:** Studio, seating 75 persons. **Merchandising:** Supply surveys, market data, buyer contacts, and

merchandising plans. **Foreign language programs:** No rules listed. **Artists bureau:** None. **Base rate:** \$77.50.

Copy restrictions: Accept beer and wine only; any merchandise must be "absolutely bona fide with respect to its announced merits, description, quality, prices or discounts from the price thereof..." **E. T. library:** Lang-Worth. **News:** Transradio. **News periods:** 7:30-7:45 A.M., 8:45-8:55 A.M., 10-10:10 A.M., 12:30-12:40 P.M., 2:45-2:55 P.M., 6:15-6:25 P.M., 10-10:10 P.M., all Monday through Saturday; 12:45-12:55 P.M., 10-10:10 P.M., Sunday only.

WEBC, DULUTH

Operator: Head of the Lakes Broadcasting Co., WEBC Building. **Phone:** MEL 1537. **Power:** 5,000 and 1,000 watts on 1290 kc. **Affiliation:** NBC Supplementary Basic. **Opened:** June, 1924. (Note: This station is affiliated with the Superior, Wis., Tele-

MINNESOTA STATIONS—Continued

gram; same operator also controls WMFG, Hibbing, and WHLB, Virginia, Minn.)

General manager: W. C. Bridges. **Commercial manager:** T. W. Gavin. **Chief engineer:** C. Persons. **Publicity director:** Earl Almqvist.

Rep: George P. Hollingbery Co. **Seating facilities:** About 100. **Merchandising:** Contact dealers and retailers, by mail or personal calls. **Foreign language programs:** Accepted. **Artists bureau:** None. **Base rate:** \$148.50.

Copy restrictions: Beer and wine advertising accepted for night broadcasting to reach adult audience only, and copy must not tend to induce non-drinkers to drink; patent medicines accepted with restrictions on mention of guaranteed cures; all copy must be honest, in good taste, free from exaggeration; no price mentions permitted. **E. T. library:** NBC Thesaurus. **News:** UP; AP. **News periods:** 6:40-6:45 A.M., 10:25-10:30 A.M., 11:15-11:20 A.M., 12:55-1 P.M., 3:05-3:15 P.M., 5-5:05 P.M., 10:15-10:30 P.M., all Monday through Friday; 6:40-6:45 A.M., 9-9:05 A.M., 10:30-10:35 A.M., 12:55-1 P.M., 10:30-10:45 P.M., Saturday only; 8-8:15 P.M., Sunday only.

KGDE, FERGUS FALLS

Operator: Charles L. Jaren. **Phone:** 898. **Power:** 250 and 100 watts on 1200 kc. **Affiliation:** None. **Opened:** 1926.

Station manager: C. L. Jaren. **Program director:** H. H. Warner. **Musical director:** A. Woodard. **Chief engineer:** John Hausler.

Rep: Burn-Smith Co., Inc. **Seating facilities:** 100. **Merchandising:** Window trims; dealer contacts. **Foreign language programs:** Accepted; must be accompanied by English copy for censorship by station. **Artists bureau:** Yes; number of artists not listed. **Base rate:** \$50.

Copy restrictions: Accept 3.2% beer only; no medicinal claims or values must be attached to copy claims. **E. T. library:** MacGregor. **News:** Transradio. **News periods:** Every hour on the hour, 8 A.M. to 8 P.M. (duration per broadcast not listed), Monday through Saturday; also 7:30-7:45 A.M., 10:32-10:42 A.M. (following two minutes of grain market news), 12:30-12:35 P.M., 1:45-1:55 P.M., 3:45-4 P.M. (includes some sport news), 6:30-6:35 P.M., 8:45-8:55 P.M., all Monday through Saturday.

WMFG, HIBBING

Operator: Head of the Lakes Broadcasting Co., Androy Hotel. **Phone:** 1150. **Power:** 250 and 100 watts on 1210 kc. **Affiliation:** CBS; North Central Broadcasting System; Arrowhead Network. **Opened:** Sept. 4, 1935. (Note: This station is newspaper-affiliated with the Superior (Wis.) Tele-

gram; same ownership as WHLB, Virginia, and WEBC, Duluth).

General manager: W. C. Bridges. **Station manager:** H. S. Hyett. **Chief engineer:** C. B. Persons.

Rep: George P. Hollingbery Co. **News:** No service listed. **Seating facilities:** None. **Merchandising:** Suitable service rendered without cost. **Foreign language programs:** Accepted for daytime periods; none during evening. **Artists bureau:** None. **Base rate:** \$60.

Copy restrictions: Beer advertising accepted at any time; other alcoholic beverages restricted to periods after 9 P.M. and must be via programs, not merely spot announcements; patent medicines accepted unless obviously fakes. **E. T. library:** None. **News:** From parent papers. **News periods:** 6:30-6:35 A.M., 12:45-12:50 P.M., 4-4:05 P.M., 10-10:15 P.M., all Monday through Saturday; 7:45-7:50 A.M., 10:45-10:50 A.M., 2:05-2:10 P.M., 5-5:05 P.M., all Monday through Friday.

KYSM, MANKATO

Operator: F. B. Clements & Co., 101 N. Second St. **Phone:** 4673. **Power:** 250 and 100 watts on 1500 kc. **Affiliation:** NBC Red and Blue Basic Supplementary Service; Minnesota Radio Network. **Opened:** July 11, 1938. (Note: KYSM also maintains studios in New Ulm, St. Peter and St. James, Minn.)

Owner: F. B. Clements. **Station manager:** Ray E. Schwartz. **Commercial manager, publicity director:** Charles A. Kennedy. **Program director, artists bureau head:** Clinton Johnson. **Chief engineer:** H. D. Kimberly. **Musical director:** Mert Floe.

Rep: None. **Seating facilities:** None. **Merchandising:** Pre-announcements, window cards, newspaper publicity and sampling rendered at no extra charge. **Foreign language programs:** Not accepted. **Artists bureau:** Setup nominal only. **Base rate:** \$80.

Copy restrictions: Accept beer advertising after 6 P.M.; patent medicines, wine and other alcoholic beverages not accepted; copy is subject to NAB Code of Ethics. **E. T. library:** NBC Thesaurus; Associated; Standard. **News:** UP. **News periods:** 7 A.M., 12:15 P.M., 6:15 P.M., 10 P.M., all 15 minutes, all Monday through Saturday.

KSTP, MINNEAPOLIS-ST. PAUL

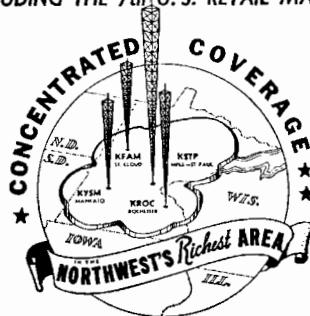
Operator: National Battery Broadcasting Co., St. Paul Hotel (St. Paul), Radisson Hotel (Minneapolis). **Phones:** Cedar 5511 (St. Paul); Bridgeport 3222 (Minneapolis).

NO ONE RADIO STATION COVERS THE ENTIRE STATE OF MINNESOTA

... *but* THE MINNESOTA NETWORK GIVES INDIVIDUALIZED INTENSE COVERAGE IN THE GREAT NORTHWEST...

INCLUDING THE 7th U.S. RETAIL MARKET

Direct your message to 4,108,220 PERSONS in the NORTHWEST'S RICHEST AREA



COVERAGE—WHERE and HOW YOU WANT IT... to 490,563 RADIO HOMES in the PRIMARY AREA

MARKET ANALYSIS MINNESOTA NETWORK PRIMARY AREA ONLY

KEY STATION		TOTAL POPULATION	RADIO HOMES	RETAIL SALES	SPENDABLE INCOME
KSTP	TWIN CITIES P.A. - 40 Counties	1,619,118	338,413	\$792,166,000	\$919,664,000
KROC	ROCHESTER P.A. - 10 Counties	261,600	56,450	82,537,000	130,516,000
KYSM	MANKATO P.A. - 12 Counties	258,200	53,920	62,343,000	98,763,000
KFAM	SAINT CLOUD P.A. - 9 Counties	221,200	41,780	49,678,000	84,249,000
Total	IN PRIMARY AREA OF MINN. NETWORK	2,360,118	490,563	\$986,724,000	\$1,233,192,000

KSTP, 50,000* watts basic Red NBC, feeds both Red and Blue NBC programs to four of the Northwest's richest communities. By direct wire from KSTP, your program becomes a local feature in these enterprising cities and joins with the great shows of the NBC Red and Blue Networks. The new Minnesota Network is the ONLY means of thoroughly localizing your message to these important markets . . . and that means more listeners and greater immediate returns per dollar.

MORE LISTENERS! MORE SALES! LOWER COST!

* 50,000
WATTS
DAY and NIGHT

* F.C.C. CP Granted

KSTP
Northwest's Leading Radio Station

SAINT PAUL
MINNEAPOLIS
STANLEY E. HUBBARD
Pres. & Gen. Mgr.

For Rates and Schedules, Address: Ray C. Jenkins, General Sales Manager, KSTP, MINNEAPOLIS, ST. PAUL, MINNESOTA, or our NATIONAL REPRESENTATIVES: In New York, Chicago, Detroit, St. Louis, San Francisco and Los Angeles—Edward Petry & Co., Inc.

MINNESOTA STATIONS—Continued

Power: 50,000 watts on 1460 kc. **Affiliation:** NBC Basic Red; North Central Broadcasting System. **Opened:** April 1, 1928.

President: Stanley E. Hubbard. **Station manager:** Kenneth M. Hance. **Commercial manager:** Ray Jenkins. **Program director:** Corinne Jordan. **Chief engineer:** Hector Skifter. **Artists bureau head:** Violet Murphy. **Musical director:** Leonard Leigh. **Publicity director:** Joe Meyers.

Rep: Edward Petry & Co., Inc. **Seating facilities:** In Minneapolis, 150 persons; in St. Paul, 250. **Merchandising:** Market information and temporary headquarters for out-of-town executives and salesmen supplied free of charge; announcements, publicity, special surveys, posters, and distribution or sampling service rendered for a fee. **Foreign language programs:** No rules; station has never been approached on this matter. **Artists bureau:** Functions only with respect to non-radio matters—conventions, meetings, etc.; station's regular talent is not under this bureau. **Base rate:** \$240 (½ hr.).

Copy restrictions: Accept wine, beer and hard liquors, but not before 10:30 P.M.; other restrictions—as to copy length, honesty, etc.—are "standard". **E. T. library:** World; NBC Thesaurus; Standard; NAB. **News:** UP. **News periods:** 7:30 A.M., 10:15 P.M. (duration of neither listed), Monday through Saturday; 12:30 P.M. (duration not listed), Monday, Wednesday, Friday; 10:15 P.M. (duration not listed), Sunday only.

WCCO, MINNEAPOLIS-ST. PAUL

Operator: Columbia Broadcasting System, Inc., 7th St. and 2nd Ave., So. **Phone:** Main 1202. **Power:** 50,000 watts on 810 kc. **Affiliation:** CBS. **Opened:** Sept. 1, 1924.

General and station manager: Earl H. Gammons. **Commercial manager:** Carl J. Burkland. **Program director:** Hayle C. Cavanor. **Chief engineer:** Hugh S. McCartney. **Artists bureau head:** Al Sheehan. **Publicity and sales promotion director:** Robert L. Hutton, Jr.

Rep: Radio Sales. **Seating facilities:** Six studios, seating from 50 to 100; auditorium, seating 450. **Merchandising:** Yes; maintains facilities. **Foreign language programs:** None accepted. **Artists bureau:** Yes; has over 500 performers available; plus regular list of 50 performers, announcers, orchestra leaders, writers, producers. **Stock:** Completely held by CBS. **Base rate:** \$475.

Copy restrictions: Columbia Broadcasting System policies. **E. T. library:** None. **News:** UP; Minneapolis Star. **News periods:** 7:15-7:30 A.M., 12:30-12:45 P.M., Monday through Saturday; 2:50-2:55 P.M., 5:15-5:30 P.M. (latter Minneapolis Star news), Monday through Friday; 10:15-10:30 P.M., Sunday through Friday.

WDGY, MINNEAPOLIS-ST. PAUL

Operator: Geo. W. Young, Hotel Nicolet. **Phones:** BR 7777; MI 6363. **Power:** 5,000 and 1,000 watts on 1180 kc (operates to sunset, varying from 6 to 8:15 P.M.). **Affiliation:** Mutual Broadcasting System. **Opened:** Dec. 23, 1923.

Owner-manager: Geo. W. Young.

Rep: William G. Rambeau Co. **Seating facilities:** Can accommodate about 75 persons. **Merchandising:** Complete service rendered. **Foreign language programs:** Accepted if English translation is sent with copy for scrutiny. **Artists bureau:** None. **Base rate:** \$140.

Copy restrictions: All copy must be subject to NAB Code of Ethics; beer and wine accounts accepted, subject to station approval. **E. T. library:** Standard. **News:** Transradio. **News periods:** 8:30-8:40 A.M., 10:30-10:40 A.M., 2:30-2:45 P.M., all Monday through Saturday; 12:10-12:15 P.M., 5:30-5:45 P.M., both Monday through Friday.

WLB, MINNEAPOLIS-ST. PAUL

Operator: University of Minnesota. **Power:** 5,000 watts on 760 kc (shares 2-3 day time with WCAL).

This station is non-commercial; university owned.

WMIN, MINNEAPOLIS-ST. PAUL

Operator: WMIN Broadcasting Co., 1287 St. Anthony Ave., St. Paul. **Phone:** Nestor 6501. **Power:** 250 and 100 watts on 1370 kc. **Affiliation:** None. **Opened:** Oct. 8, 1936.

General, station and commercial manager: Edward Hoffman. **Production and publicity manager:** Frank Devaney. **Chief engineer:** Mat Walz. **Musical director:** Lil Jones.

Rep: None. **Seating facilities:** Main studio accommodates 50 persons. **Merchandising:** Arrangement with Twin City daily and shopping papers affords program publicity in these publications; also use direct mail and window display cards; service rendered gratis. **Foreign language programs:** Accepted. **Artists bureau:** Can supply free lance artists on call. **Base rate:** \$75.

Copy restrictions: Beer, wine and hard liquors taken after 9 P.M.; patent medicine copy must pass inspection of station attorney before acceptance. **E. T. library:** Standard; Associated; MacGregor; Lang-Worth. **News:** INS. **News periods:** Five minutes every hour on the hour, 6 A.M., to midnight, all daily; two 15-minute periods daily at noon and 9 P.M.

MINNESOTA STATIONS—Continued

WTCN, MINNEAPOLIS-ST. PAUL

Operator: Minnesota Broadcasting Corp., Wesley Temple Bldg., Minneapolis; Minnesota Bldg., St. Paul. **Phones:** Ma 6562 (Minneapolis); Cedar 3606 (St. Paul). **Power:** 5,000 and 1,000 watts on 1250 kc. **Affiliation:** NBC Basic Blue. **Opened:** 1928. (Note: This station is newspaper-owned by the Minneapolis Tribune and St. Paul Dispatch-Pioneer Press.)

General manager: Clarence T. Hagman. **Commercial manager:** Lee Whiting. **Production manager:** Robert De Haven. **Technical director:** John Sherman. **Musical director:** Frank Zdarsky.

Rep: Free & Peters, Inc. **Seating facilities:** None. **Merchandising:** Through St. Paul Dispatch-Pioneer Press, and Minneapolis Tribune; supply market data; route lists; mail notifications to trade for cost of postage; distribute posters, etc.; supply audition facilities so sponsor can acquaint trade with his programs; printing of broadsides, inserts, etc., at advertiser's expense. **Foreign language programs:** Accepted; none at present, however. **Artists bureau:** None. **Base rate:** \$200.

Copy restrictions: No alcoholic beverage copy accepted; all copy subject to govern-

ment regulations. **E. T. library:** Associated; Radio Attractions. **News:** AP; INS. **News periods:** 7:30-7:45 A.M., 12:45-1 P.M., 5:25-5:30 P.M., 9:30-9:45 P.M., all Monday through Saturday; 9:30-9:45 P.M., Sunday; 6:15-6:30 P.M., (dramatized news), Monday through Friday.

KVOX, MOORHEAD

Operator: KVOX Broadcasting Co., Inc., Comstock Hotel. **Phone:** 3-1523. **Power:** 250 and 100 watts on 1310 kc. **Affiliation:** None. **Opened:** Nov. 26, 1937.

President: R. K. Herbst. **Station manager:** M. M. Marget. **Commercial manager:** Reinhard Steenley, Jr. **Program director:** Arv Johnson. **Chief engineer:** Robert F. Schulz.

Rep: None. **Seating facilities:** None. **Merchandising:** None listed. **Foreign language programs:** Swedish or Norwegian acceptable. **Artists bureau:** None. **Stock:** Held principally by R. H. Herbst, M. M. Marget, and G. M. Arneson. **Base rate:** \$50.

Copy restrictions: Full compliance with Federal Trade Commission rules is necessary; no further restrictions listed. **E. T. library:** World. **News:** UP. **News periods:**

WCCO IS RIDING HIGH!

— with 10 times as many votes as ALL others combined!

In a popularity survey of Twin City announcers, the boys from WCCO walked off with TEN times as many votes as ALL the other announcers combined! The Director of Music at a Minneapolis High School asked his 664 pupils, "Who is your favorite announcer?" 94% raised their hands for WCCO announcers. That was more than a pat on the back... it was a push into commanding lead! • It's just one of hundreds of items which prove WCCO is riding high in a billion dollar market—urban Twin Cities and the rich Northwest.

WCCO 50,000 WATTS • MINNEAPOLIS—ST. PAUL • CBS

MINNESOTA STATIONS—Continued

Every hour on the hour, 6 A.M. to 6 P.M., each five minutes except at 8 A.M., noon, and 6 P.M., which are 15-minute periods, all Monday through Saturday.

WCAL, NORTHFIELD

Operator: St. Olaf College. **Phone:** 731-J. **Power:** 5,000 watts on 760 kc (shares $\frac{1}{2}$ daytime with WLB). **Opened:** In 1918 as 9AMH; in 1920 at 9YAJ; in 1922 as WCAL. **This station is non-commercial.**

KROC, ROCHESTER

Operator: Southern Minnesota Broadcasting Company, 100 First Ave. Bldg. **Phones:** 3924; 3925; 2727. **Power:** 250 and 100 watts on 1310 kc. **Affiliation:** Minnesota Radio Network; NBC Basic Supplementary with Red or Blue. **Opened:** October 1, 1935.

Station manager: Gregory P. Gentling. **Commercial manager:** E. Anson Thomas. **Program director:** Dwight J. Merriam. **Studio director:** Gerald Wing. **Chief engineer:** Fred C. Clarke.

Rep: Joseph Hershey McGillvra. **Seating facilities:** 250 persons. **Merchandising:** Service includes dealer contacts, window cards, newspaper advertisements and publicity in local trade publications. **Foreign language programs:** Accept transcriptions only. **Artists bureau:** Yes; lists 50 artists and 6 orchestras. **Base rate:** \$85.

Copy restrictions: Accept beer; no wine, hard liquor or patent medicines; standard length of announcements is 125 words. **E. T. library:** Associated; World. **News:** UP. **News periods:** 7:30 A.M., 8:30 A.M., 10:30 A.M., 12:45 P.M., 6 P.M., 9:45 P.M., all 15 minutes, all Monday through Saturday; 10:30 A.M., 6 P.M., 9 P.M., all 15 minutes, all Sunday.

KFAM, ST. CLOUD

Operator: The Times Publishing Co., Weber Bldg. **Phone:** 3330. **Power:** 250 and 100 watts on 1420 kc. **Affiliation:** NBC Basic Supplementary; Minnesota Radio Network. **Opened:** June 4, 1938. (Note: This station is owned by the St. Cloud Times-Journal.)

Station manager: George B. Bairey. **Program director:** LaVell Waltman. **Chief engineer:** Robert Witschen.

Rep: None. **Seating facilities:** Use facilities of Central Junior High School for KFAM amateur hour; admission 10c and 25c. **Merchandising:** Place store displays and list program in parent newspaper at no additional cost; cards printed, mailed

and handled at cost; newspaper display ads placed at card rates. **Foreign language programs:** Accepted; translation must be furnished in advance. **Artists bureau:** None. **Base rate:** \$75.

Copy restrictions: Beer copy accepted (subject to Minnesota statutes); accept advertising from places where beer and liquor is sold, but brand names of liquor may not be mentioned; all copy must be truthful in every respect and comply with FCC and Federal Trade Commission regulations. **E. T. library:** Standard. **News:** AP. **News periods:** 7-7:05 A.M., 10:15-10:30 A.M., 12:30-12:35 P.M., 1:20-1:30 P.M., 4:25-4:30 P.M., 6-6:10 P.M., all apparently daily.

WHLB, VIRGINIA

Operator: Head of the Lakes Broadcasting Co., Virginia, Minn. **Phone:** 2000. **Power:** 250 and 100 watts on 1370 kc. **Affiliation:** CBS; North Central Broadcasting System; Arrowhead Network. **Opened:** Oct. 12, 1936. (Note: WHLB—as well as WMFG, Hibbing—are under the same ownership as WEBC, Duluth; WEBC is affiliated with the Superior (Wis.) Telegram.)

Manager: Walter C. Bridges. **Commercial manager:** Barney Irwin. **Program director, publicity:** Wayne C. Byers. **Chief engineer:** C. B. Persons.

Rep: None. **Seating facilities:** Visitors' lounge, about 100 persons. **Merchandising:** None. **Foreign language programs:** Daily except Sunday, 11 to 11:30 A.M. **Artists bureau:** None. **Base rate:** \$75.

Copy restrictions: Beer advertising fully accepted; other alcoholic beverages accepted only if they use programs—no announcements. **E. T. library:** None. **News:** UP; AP. **News periods:** 7:35 A.M., 8:25 A.M. (from CBS), 10:25 A.M., 11:15 A.M., 12:55 P.M., 5 P.M. (from CBS), 10:15 P.M. (duration of newscasts not listed), all Monday through Saturday.

KWNO, WINONA

Operator: Winona Radio Service, 216 Center St. **Phone:** 3314. **Power:** 250 and 100 watts on 1200 kc. **Affiliation:** None. **Opened:** Jan. 16, 1938. (Note: The owners of KWNO are also owners of the Winona Republican-Herald.)

President: M. H. White. **Station and commercial manager:** L. L. McCurnin. **Program and publicity director:** L. A. Gifford. **Chief engineer:** Maurice Reutter. **Musical director:** Margaret Johnson.

Rep: None. **News:** AP.
No other information available.

MISSISSIPPI

(207,000 radio homes, or 42% ownership among the State's total of 494,000 families. Urban ownership is 64,600, or 71% of urban families; rural ownership is 142,400, or 35% of rural families.)

Radio Homes by Counties

Adams	3,580	Itawamba	1,380	Pike	3,770
Alcorn	2,660	Jackson	2,050	Pontotoc	1,780
Amite	1,540	Jasper	1,390	Prentiss	1,540
Attala	2,380	Jefferson	1,280	Quitman	2,200
Benton	750	Jefferson Davis	1,040	Rankin	1,740
Bolivar	7,250	Jones	5,040	Scott	1,770
Calhoun	1,490	Kemper	1,700	Sharkey	1,360
Carroll	1,530	Lafayette	1,910	Simpson	1,760
Chickasaw	1,810	Lamar	1,230	Smith	1,400
Choctaw	970	Lauderdale	7,840	Stone	530
Claiborne	1,180	Lawrence	980	Sunflower	6,040
Clarke	1,770	Leake	1,700	Tallahatchie	3,150
Clay	1,940	Lee	3,720	Tate	1,490
Coahoma	5,600	Leflore	6,090	Tippah	1,470
Copiah	2,810	Lincoln	2,610	Tishomingo	1,370
Covington	1,160	Lowndes	3,800	Tunica	2,030
De Soto	2,120	Madison	3,380	Union	2,000
Forrest	4,650	Marion	1,920	Walthall	990
Franklin	1,130	Marshall	2,080	Warren	6,340
George	620	Monroe	3,680	Washington	7,070
Greene	980	Montgomery	1,510	Wayne	1,220
Grenada	1,840	Neshoba	2,260	Webster	990
Hancock	1,390	Newton	1,880	Wilkinson	1,250
Harrison	7,040	Noxubee	2,220	Winston	1,880
Hinds	12,510	Oktibbeha	1,830	Yalobusha	1,870
Holmes	3,710	Panola	2,550	Yazoo	2,610
Humphreys	2,520	Pearl River	2,100		
Issaquena	550	Perry	730		

WGCM, GULFPORT

Operator: WGCM, Inc., Box 207. **Phone:** 1111. **Power:** 250 and 100 watts on 1210 kc. **Affiliation:** None. **Opened:** 1929.

Station and commercial manager: F. C. Ewing.

Rep: None. **Seating facilities:** None. **Merchandising:** None. **Foreign language programs:** No policy indicated. **Artists bureau:** Setup nominal only. **Base rate:** \$40.

Copy restrictions: None listed. **News:** Transradio.

WGRM, GRENADA

Operator: P. K. Ewing, Grenada. **Power:** 250 and 100 watts on 1210 kc. **Affiliation:** None. **Opened:** 1938.

Base rate: \$50.

No other information available.

WFOR, HATTIESBURG

Operator: Forrest Broadcasting Co., Inc.,

109 Walnut St. **Power:** 250 and 100 watts on 1370 kc. **Affiliation:** None.

Base rate: \$25 (½ hr.).

No other information available.

WJDX, JACKSON

Operator: Lamar Life Insurance Co., Hotel Heidelberg (studios), Lamar Life Bldg. (advertising department). **Phones:** 2-2641 (studios); 2-1183 (advertising). **Power:** 5,000 and 1,000 watts on 1270 kc. **Affiliation:** NBC Red Southcentral Group. **Opened:** Dec. 7, 1929.

Station manager: Wiley P. Harris. **Commercial manager:** C. A. Lacy. **Program director:** Maurice Thompson. **Production and publicity director:** Ralph Maddox. **Chief engineer:** Percy G. Root.

Rep: George P. Hollingsbery Co. **Seating facilities:** Studio seats 100 persons; local hotel roof garden seats 300; local theatre seats 1,000. **Merchandising:** Program publicity rendered gratis by advance announcement, and through official publication; all other services rendered at actual cost. **Foreign language programs:** Accept-

MISSISSIPPI STATIONS—Continued

ed; copy subject to station approval. **Artists bureau:** None. **Base rate:** \$140.

Copy restrictions: Accept beer; no wine or hard liquor; patent medicine advertising must comply with Federal Trade Commission regulations; all copy must be submitted in advance for station approval. **E. T. library:** NBC Thesaurus. **News:** UP. **News periods:** 8 A.M., 9:45 A.M., 12:15 P.M., 2:45 P.M., 5:15 P.M., 9:15 P.M., 11 P.M., all 15 minutes, all Monday through Saturday; 10 A.M., 1:15 P.M., 4:30 P.M., 10:15 P.M. 11 P.M., all 15 minutes, all Sunday.

WSLI, JACKSON

Operator: Standard Life Insurance Co., Robert E. Lee Hotel. **Phone:** 3-2788. **Power:** 250 and 100 watts on 1420 kc. **Affiliation:** None. **Opened:** Sept. 23, 1938.

Station manager: L. M. Sepaugh. **Commercial manager:** F. E. Wilkerson, Jr. **Program director:** Vassar Dubard. **Chief engineer:** George McInnis. **Musical director:** Mrs. George Philp.

Rep: None. **Seating facilities:** Two studios atop Robert E. Lee Hotel, respectively seating 300 and 100 persons. **Merchandising:** Plan special events and publicity gratis; issue letters and circulars at cost. **Foreign language programs:** No need for same in this area. **Artists bureau:** None. **Base rate:** \$60.

Copy restrictions: Beer advertising accepted; no hard liquors; certain patent medicines restricted, according to the regulations of the State Board of Health. **E. T. library:** Standard. **News:** Transradio. **News periods:** Five minutes, every hour on the hour, Monday through Saturday.

WAML, LAUREL

Operator: New Laurel Radio Station, Inc., 312 Central Ave. **Phone:** 288. **Power:** 250 and 100 watts on 1310 kc. **Affiliation:** None. **Opened:** Oct. 15, 1935.

President: D. A. Matison. **Station manager:** R. V. De Gruy. **Commercial manager:** Hugh M. Smith. **Program director:**

Paul Wilson. **Chief engineer:** A. A. Touchstone.

Rep: None. **Seating facilities:** None. **Merchandising:** None. **Foreign language programs:** No call for these; foreign population too low. **Artists bureau:** None. **Base rate:** \$30.

Copy restrictions: Commercial copy must be limited to two minutes; beer accepted; no other alcoholic beverages; patent medicines accepted if manufactured by "reputable company." **E. T. library:** World. **News:** UP. **News periods:** 7:15 A.M., 9:15 A.M., 12:10 P.M., 3:30 P.M., 6:45 P.M. (duration of newscasts not listed), all Monday through Saturday; 1:30 P.M., 5:45 P.M. (duration of neither listed), Sunday only.

WCOC, MERIDIAN

Operator: Mississippi Broadcasting Co., Inc., Strand Bldg. **Phone:** 1042. **Power:** 1,000 watts on 880 kc. **Affiliation:** CBS.

Manager: D. W. Gavin.

Rep: None. **Seating facilities:** None listed. **Merchandising:** Will handle any merchandising or special exploitation required by sponsor. **Foreign language programs:** No policy indicated. **Artists bureau:** Yes; number of artists not listed. **Base rate:** \$76.50.

Copy restrictions: Beer accepted; no other alcoholic beverages. **News:** UP.

WSKB, McCOMB

Operator: McComb Broadcasting Corp. **Power:** 100 watts on 1200 kc (daytime).

At press time this station had a construction permit only.

WQBC, VICKSBURG

Operator: Delta Broadcasting Co., Inc. **Power:** 1,000 watts on 1360 kc (daytime). **Affiliation:** None. (Note: This station is newspaper-owned by the Vicksburg Herald and Vicksburg Evening Post).

Base rate: \$60.

No other data available.

MISSOURI

(822,800 radio homes, or 77% ownership among the State's total of 1,072,000 families. Urban ownership is 525,600, or 94% of urban families; rural ownership is 297,200, or 58% of rural families.)

Radio Homes by Counties

Adair	4,290	Grundy	3,630	Perry	2,130
Andrew	2,420	Harrison	3,110	Pettis	8,140
Atchison	2,280	Henry	4,840	Phelps	2,800
Audrain	4,910	Hickory	1,060	Pike	3,970
Barry	3,910	Holt	2,350	Platte	2,540
Barton	2,700	Howard	2,750	Polk	3,010
Bates	4,270	Howell	3,400	Pulaski	1,770
Benton	1,970	Iron	1,570	Putnam	1,970
Bollinger	1,690	Jackson	131,600	Ralls	1,910
Boone	7,340	Jasper	18,860	Randolph	6,580
Buchanan	25,550	Jefferson	5,630	Ray	3,950
Butler	4,330	Johnson	4,550	Reynolds	1,230
Caldwell	2,480	Knox	1,800	Ripley	1,620
Callaway	3,370	Laclede	2,800	St. Charles	4,970
Camden	1,360	Lafayette	5,890	St. Clair	2,300
Cape Girardeau	6,750	Lawrence	4,480	St. Francois	6,720
Carroll	3,930	Lewis	2,500	St. Louis	49,150
Carter	820	Lincoln	2,610	St. Louis City	230,130
Cass	4,110	Linn	5,250	Ste Genevieve	1,720
Cedar	1,990	Livingston	3,840	Saline	6,300
Chariton	3,360	McDonald	2,210	Schuyler	1,350
Christian	2,050	Macon	4,700	Scotland	1,670
Clark	2,000	Madison	1,660	Scott	4,500
Clay	6,330	Maries	1,150	Shannon	1,570
Clinton	2,970	Marion	8,280	Shelby	2,380
Cole	6,060	Mercer	1,600	Stoddard	4,140
Cooper	3,850	Miller	2,900	Stone	1,700
Crawford	1,750	Mississippi	2,570	Sullivan	2,600
Dade	2,030	Moniteau	2,220	Taney	1,450
Dallas	1,540	Monroe	2,620	Texas	2,740
Daviess	2,650	Montgomery	2,500	Vernon	4,920
De Kalb	1,900	Morgan	1,790	Warren	1,380
Dent	1,680	New Madrid	4,400	Washington	2,310
Douglas	1,860	Newton	4,950	Wayne	1,790
Dunklin	5,470	Nodaway	5,170	Webster	2,500
Franklin	5,820	Oregon	1,800	Worth	1,160
Gasconade	2,210	Osage	1,770	Wright	2,590
Gentry	2,740	Ozark	1,230		
Greene	20,610	Pemiscot	5,750		

KFVS, CAPE GIRARDEAU

Operator: Oscar C. Hirsch, KFVS Radio Home, 324 Broadway. **Phone:** 2104. **Power:** 250 and 100 watts on 1210 kc (divides time with WEBQ). **Affiliation:** None. **Opened:** May, 1925.

Owner, station and commercial manager, publicity director: Oscar C. Hirsch. **Program and musical director:** Virginia Bahn. **Chief engineer:** Ralph L. Hirsch.

Rep: None. **Seating facilities:** Can accommodate about 100 persons. **Merchandising:** Will cooperate with advertiser on

request; all services bear a charge. **Foreign language programs:** Not accepted. **Artists bureau:** None. **Base rate:** \$35.

Copy restrictions: Commercial copy limited to 20% of program time; all copy must conform to station standards, government regulations, and NAB Code of Ethics. **E. T. library:** Standard; Lang-Worth. **News:** Transradio. **News periods:** 9:30-9:35 A.M., 10:30-10:35 A.M., 11:30-11:35 A.M., 4:30-4:35 P.M., 5:30-5:35 P.M., 6:30-6:35 P.M., 7:15-7:30 P.M., all Monday through Saturday; 9:30-9:35 P.M., 10:30-10:35 P.M., Tuesday, Thursday, Saturday.

MISSOURI STATIONS—Continued

KFUO, CLAYTON

Operator: Evangelical Lutheran Synod of Missouri, Ohio and Other States, 801 De Mun. **Phone:** Cabany 2499. **Power:** 1,000 and 500 watts on 550 kc (shares time with KSD). **Opened:** Dec. 14, 1924.

This station is non-commercial; church-owned.

KFRU, COLUMBIA

Operator: KFRU, Inc., 9th and Elm Sts. **Phone:** 4141. **Power:** 1,000 and 500 watts on 630 kc (shares night time with WGBF). **Affiliation:** None. **Opened:** March 13, 1925. (Note: This station is newspaper-owned by the St. Louis Star-Times.)

President: Elzey Roberts. **Station manager:** C. L. Thomas. **Commercial manager:** Walter Weiler. **Program director, artists bureau head:** George Guyan. **Chief engineer:** Robert Haigh. **Musical director:** Foster Brown. **Publicity director:** Bruce Barrington.

Rep: Weed & Co. **Seating facilities:** None. **Merchandising:** Services rendered at cost; equipped to do complete work. **Foreign language programs:** None running currently; no ruling against these broadcasts, however. **Artists bureau:** Yes, lists about 10 announcers, singers, orchestras. **Base rate:** \$100.

Copy restrictions: No hard liquor accepted; some patent medicines taken; copy must conform to rules of "good taste." **E. T. library:** NBC Thesaurus. **News:** UP. **News periods:** 9-9:05 A.M., 10-10:10 A.M., noon-12:15 P.M., 3-3:10 P.M., 7-7:15 P.M., all daily.

KWOS, JEFFERSON CITY

Operator: Tribune Printing Company, Adams and Capitol Avenues. **Phone:** 4000. **Power:** 250 and 100 watts on 1310 kc. **Affiliation:** None. **Opened:** January 30, 1937. (Note: This station is newspaper-owned by the Tribune Printing Co.)

President: R. C. Goshorn. **Business manager:** R. L. Rose. **Program director:** John J. Corrigan.

Rep: Sears & Ayer. **Seating facilities:** Reception room, seating 40 persons. **Merchandising:** Publicity through News and Tribune, including daily program listings, display advertisements and Sunday radio column. **Artists bureau:** Setup nominal only. **Base rate:** \$60.

Copy restrictions: Beer advertising accepted; all copy must conform to station standards and FCC rules and regulations. **E. T. library:** World; Standard. **News:** UP. **News periods:** 7:30-7:40 A.M., 10-10:10 A.M., noon-12:10 P.M., 1:30-1:40 P.M., 6-6:10 P.M., all daily except Sunday.

WMBH, JOPLIN

Operator: Joplin Broadcasting Co., Keystone Hotel. **Phone:** 330. **Power:** 250 and 100 watts on 1420 kc. **Affiliation:** None. **Opened:** 1926. (Note: Part of WMBH's stock is owned by Joplin Globe Publishing Co.)

President, station manager: D. J. Poynor. **Assistant manager:** E. Smart. **Program director:** Stella Lukens. **Chief engineer:** Baxter Burris. **Artists bureau head:** Charles McIntire. **Musical director:** Stella Lukens. **Publicity director:** Tom Aden.

Rep: Sears & Ayer. **Seating facilities:** Studio seats 60 persons. Other facilities available: First Community Church, 700; High School Auditorium, 1,200; High School Gymnasium, 500; Memorial Hall, 3,200; Connor Empire Room, 300; Connor Bal Moderne, 500; Connor Gold Room and Colonial Room, 225. **Merchandising:** Contact dealers; arrange window displays and tie-ups; hold sales conferences; contact jobbers; mail broadsides to trade when costs are paid; mail station letters to trade for cost of postage; make surveys. **Foreign language programs:** Accepted. **Artists bureau:** None. **Stock:** 210 shares held by D. J. Poynor and the Joplin Globe Publishing Co. **Base rate:** \$60.

Copy restrictions: Copy must not cause any embarrassment to audience; beer advertising accepted; no other alcoholic beverages; patent medicines accepted if meeting "standards of better advertising." **E. T. library:** NBC Thesaurus; NAB. **News:** UP. **News periods:** 7 A.M., 8 A.M., 9:30 A.M., 10:50 A.M., noon, 1:50 P.M., 3:30 P.M., 5:30 P.M., 8 P.M., 10:20 P.M., all 15 minutes, all Monday through Saturday; 8 A.M., 10:30 A.M., 3:30 P.M., 6:15 P.M., 8:30 P.M., 10:30 P.M., all 15 minutes, all Sunday.

KCMO, KANSAS CITY

Operator: KCMO Broadcasting Co., Commerce Trust Bldg. **Phone:** Victor 0900. **Power:** 1,000 watts on 1450 kc. **Affiliation:** None. **Opened:** 1925.

President: T. L. Evans. **General manager:** Larry Sherwood. **Commercial manager:** Hal Makelim. **Production director:** Robert Grey. **Chief engineer:** L. C. Sigmon. **Musical director:** Bert Buhrman. **Continuity editor:** Betty Jo Le Vec. **Special events and public features director:** Jimmie Coy.

Rep: None. **Seating facilities:** Can accommodate 100 persons. **Merchandising:** Complete service available. **Foreign language programs:** No information given. **Artists bureau:** None. **Base rate:** \$120.

Copy restrictions: Hard liquor advertisements not accepted. **E. T. library:** NBC

Karl Koerber
Vice-President

Arthur B. Church
President

THE ONLY

STATION IN KANSAS CITY

... that offers so many reasons for the popularity KMBC enjoys among the two and one-third million radio listeners who daily buy and **buy** and **BUY** in our P. D. A. Some of the radio services which **only** KMBC provides in this Middle Western Mecca of Sales are shown here—there are many others. Perhaps most important of all is the fact that KMBC is the **only** station in Kansas City with an attractive array of Audience Tested, Selling Tested Programs ready for sponsorship **NOW**.



KMBC is the ONLY Kansas City station originating regular coast-coast network programs. Since KMBC joined CBS in 1927, more than 3000 programs have been originated to the Columbia network. The Texas Rangers are the only Kansas City radio arti who have been commissioned by a state governor—former Governor James V. Allred of Tex. Saturday afternoons at 2:30 Eastern Daylight Saving Time.



KMBC is the ONLY Kansas City station

...with an exclusive full-time sports commentator, Walt Lochman, broadcasting all games of the Kansas City Blues play-by-play on KMBC this season.

...with an exclusive household economics director, Beulah Karney. Under her direction the KMBC Happy Kitchen annually makes happy many participating advertisers.

...with a full-time news editor who has metropolitan newspaper experience, Erle Smith—veteran of a dozen successful sponsorships!



...to develop locally personalities and programs that have become famous nationally. Left is Caroline Ellis, now doing "Caroline's Golden Store" for General Mills on NBC—Red under direction of KMBC's Fran Heyser, only Kansas City director producing national shows exclusively! Others are Margaret and Gordon Munro, Easy Aces, Life on Red Horse Ranch, PHENOMENON.



KMBC is the ONLY Kansas City station which dramatizes its tal to the audience in a big variety show—is, in fact, the **only** station with the talent to prod such a show. Brush Creek Follies, broadcast Saturday nights, and playing to S. R. O. audience week after week.



KMBC is the ONLY Kansas City station which maintains a consist policy of covering completely public events of special public interest, and KMBC is the **only** stat with a short wave car to broadcast news where it happens, when it happens. Above, Neal Kee airs first public remarks of Acting City Manager and Acting Police Director in city clean up.

KMBC

OF KANSAS CITY

The PROGRAM BUILDING and TESTING Station

Free & Peters, Inc., National Representatives

National Program Sales:

Columbia Artists Bureau, 485 Madison Ave., New York
Geo. E. Halley, 400 Deming Place, Chicago

MISSOURI STATIONS—Continued

Thesaurus; Davis & Schwegler. **News:** UP. **News periods:** Every hour on the hour Monday through Saturday, 7 A.M. to 9 P.M., all five-minute periods, except 15-minute periods at 7 A.M., noon and 6 P.M.; noon-12:15 P.M., 6-6:15 P.M., 10:30-10:45 P.M., Sunday only.

KITE, KANSAS CITY

Operator: First National Television, Inc., Fidelity Bldg. **Phone:** Harrison 5818. **Power:** 1,000 watts on 1530 kc. **Affiliation:** None. **Opened:** Dec. 31, 1934.

President: Richard K. Phelps. **Vice-president:** D. E. (Plug) Kendrick. **General manager:** L. I. (Jake) Jaquier. **Production manager:** John Hay (Jack) Stilwill. **Chief engineer:** Wayne Hatchett.

Rep: William G. Rambeau Co. **Seating facilities:** None. **Merchandising:** Distribute advertising matter; supply data on coverage and market, and plans for merchandising. **Foreign language programs:** None. **Artists bureau:** None. **Base rate:** \$150.

Copy restrictions: Accept beer, but no wines or liquor; patent medicines must conform with Federal Trade Commission and other Federal regulations; all copy must be approved by station management. **E. T. library:** MacGregor; Davis & Schwegler. **News:** UP. **News periods:** 6:55 A.M., 7:55 A.M., 9:55 A.M., 10:55 A.M., 11:55 A.M., 12:50 P.M., 1:55 P.M., 2:55 P.M., 3:55 P.M., all five minutes, plus one 15-minute period at 6:45 P.M. and one 10-minute period at 11:50 P.M., plus flashes every half-hour, all Monday through Saturday; 10:45 A.M., 1:30 P.M., 9:45 P.M., 11:45 P.M., all 15 minutes, all Sunday only.

KMBC, KANSAS CITY

Operator: Midland Broadcasting Co., Pickwick Hotel. **Phone:** H Harrison 2650. **Power:** 5,000 and 1,000 watts on 950 kc. **Affiliation:** CBS. **Opened:** 1921.

President, general manager: Arthur Burdette Church. **Vice-president:** Karl Koerper. **National program sales:** Columbia Artists, Inc. (New York); George E. Halley (Chicago); Columbia Management, Inc. (Hollywood). **Program director:** Stuart Eggleston. **Chief engineer:** Ray Moler. **Studio director:** Kenneth Krahl. **Musical director:** P. Hans Flath. **Research director:** Mark N. Smith. **Artist bureau head:** James W. McConnell. **Publicity director:** Milton F. Allison. **News editor:** Erle H. Smith.

Rep: Free & Peters, Inc. **Seating facilities:** Studio A, 50 persons. **Merchandising:** Mail letters to jobbers and brokers; letters

and cards sent to retailers with sponsor sharing expense; help sponsor lay out special tie-ins; issue program schedules; surveys; furnish art work and plates for sponsors wishing to advertise their program in papers; merchandising help, in general, is commensurate with money spent on station; publicity department sends listings to seven daily papers; publicity releases sent same dailies and several hundred weekly newspapers; publicity department gives courtesy program plugs to sponsored programs in two five-minute programs daily, "Program Notes" and "Program Highlights," following mid-morning and mid-afternoon newscasts; unsold station breaks also used for same purpose. **Foreign language programs:** No rules; percentage of foreign population very small. **Artist bureau:** Yes. **Base rate:** \$100 (¼ hr.)

Copy restrictions: No beer, wines or liquors of any kind accepted; offers must conform to all city, state, and federal laws; patent medicines must conform to all laws and the Pure Food and Drug Act. **E. T. library:** World; NAB; Lang-Worth. **News:** Transradio (Kansas City bureau housed at KMBC). **News periods:** 5:45-5:55 A.M., 7:15-7:25 A.M., 9:30-9:35 A.M., noon-12:05 A.M., 2:50-2:55 P.M., 6-6:15 P.M., (5:45-6 P.M. DST), 9:30-9:45 P.M., all Monday through Saturday; midnight-12:05 A.M., every day.

WDAF, KANSAS CITY

Operator: Kansas City Star Company, 1729 Grand Avenue. **Phone:** Harrison 1200. **Power:** 5,000 and 1,000 watts on 610 kc. **Affiliation:** NBC Basic Red. **Opened:** June 5, 1922. (Note: This station is newspaper-owned by the Kansas City Star.)

General and station manager: H. Dean Fitzer. **Assistant station manager, publicity director:** V. S. Batton. **Sales director:** R. Gardner Reames. **Program and musical director:** Harry J. Kaufmann. **Chief engineer:** Joseph A. Flaherty.

Rep: Edward Petry & Co., Inc. **Seating facilities:** None. **Merchandising:** Rendered at actual cost. **Foreign language programs:** Not accepted. **Artists bureau:** None. **Base rate:** \$360.

Copy restrictions: No beer, wine or liquor advertising; some patent medicines accepted, with copy subject to station approval; all copy must conform to accepted standards of "good taste" and be passed on by WDAF 24 hours in advance of broadcast. **E. T. library:** Standard; Lang-Worth. **News:** AP from Kansas City Star. **News periods:** 6:55-7 A.M., 10:50-10:55 A.M., 9:30-9:45 P.M., Monday through Saturday; 9-9:05 A.M., 9-9:15 P.M., both Sunday only. (Note: News is not available for sponsorship).

one of the
MANY
good stations
in Kansas City!



WHIB

1,000 WATTS • DAWN TO DUSK



DON DAVIS, PRESIDENT

JOHN T. SCHILLING, GENERAL MANAGER



MUTUAL BROADCASTING SYSTEM

MISSOURI STATIONS—Continued

WHB, KANSAS CITY

Operator: WHB Broadcasting Company, Scarratt Bldg., 9th and Grand Avenue. **Phone:** Harrison 1161. **Power:** 1,000 watts on 860 kc (to sunset). **Affiliation:** Mutual Broadcasting System. **Opened:** April 15, 1922.

President, commercial manager: Donald Dwight Davis. **Station manager:** John T. Schilling. **Program director:** Dick Smith. **Program coordinator:** Nelson Rupard. **Chief engineer:** Henry Goldenberg. **Artists bureau head:** Charles Lee Adams. **Musical director:** Andy Anderson. **Client service manager, publicity director:** M. H. Straight. **Merchandising director:** Frank Barhydt. **Chief of news bureau:** Bob Caldwell.

Rep: None. **Seating facilities:** Studio A, 10 persons; Studio B, 50; Studio C, 20; Little Theatre, 1,100; Music Hall, 2,600; Municipal Auditorium Arena, 15,000. **Merchandising:** For every dollar of station time purchased, advertiser is offered one unit of merchandising service; types of services, with unit values: supply wholesale and retail dealer lists of specific classifications, 50 units per list; mail out letters or printed matter, supplying letterheads, mimeographing, sealing, stamping, while advertiser pays postage and furnishes printed matter, one unit per piece; make cross section surveys, checking sale, distribution and standing of advertiser's product against competitors' products in local trading areas (advertiser to pay traveling expenses if more than 20 miles), 5 units per personal call, 2 units per telephone call; introduce salesmen to key buyers, 50 units per call; window displays, 25 units per display placed; counter displays and cards, 25 units per display distributed; personal calls on jobbers, chain store buyers, department store buyers, etc., 10 units per call; arrange audition of program for important local outlets (advertiser to pay talent cost), 10 units per person attending audition. **Foreign language programs:** Accepted. **Artists bureau:** Yes; lists about 30 artists. **Base rate:** \$120 (up to 6 P.M.; \$240 thereafter).

Copy restrictions: Some patent medicines accepted; no beer, wine, or hard liquor; no false or misleading claims; no disparagement of competitors or their products; no lotteries, appeals for funds (other than generally accepted worthy causes); no testimonials which cannot be authenticated; no advertising matter in bad taste, or which station deems injurious or prejudicial to interests of public; commercial copy must not exceed 10½ minutes in an hour program, 7½ minutes in three-quarter hour, 5½ minutes in half-hour, 3½ minutes in a quarter-hour. **E. T. library:** Associated. **News:** INS. **News periods:** 6:15 A.M., 7:15 A.M., 8:45 A.M.,

10:45 A.M., noon, 3 P.M., 4 P.M., 5 P.M., 6 P.M., 7 P.M., all 10 minutes, all daily except Sunday.

KWOC, POPLAR BLUFF

Operator: Don M. Lidenton, Bank of Poplar Bluff Bldg. **Power:** 100 watts on 1310 kc (to local sunset). **Affiliation:** None. **Opened:** May 21, 1938.

Station manager: Bill Bates. **Commercial manager:** Cliff Atkinson. **Program director:** Lee Jones. **Chief engineer:** Don Lidenton. **Musical director:** Lola Sechrest. **Publicity director:** Bill Tedrick.

Rep: None. **Seating facilities:** Can accommodate about 30 persons. **Merchandising:** Will print and distribute window cards, etc., on order at cost. **Foreign language programs:** Accepted. **Artists bureau:** None. **Base rate:** \$30.

Copy restrictions: No beer, wine, or alcoholic beverage copy of any kind accepted; "some" patent medicines accepted. **E. T. library:** NBC Thesaurus; MacGregor. **News:** AP. **News periods:** 7:30-7:40 A.M., 10-10:05 A.M., 1-1:05 P.M., 3-3:05 P.M., 4:30-4:40 P.M., all Monday through Saturday.

KFEQ, ST. JOSEPH

Operator: KFEQ, Inc., Schneider Bldg., 7th & Felix. **Phone:** 6-1314. **Power:** 2,500 and 500 watts on 680 kc (operates from 6 A.M. to Pacific Coast sunset). **Affiliation:** None. **Opened:** 1924.

President, station manager: B. Pitts. **Promotion manager:** J. Ted Branson. **National advertising manager:** Glenn Griswold. **Program director:** Harry H. Packard. **Chief engineer:** Wesley Koch. **Musical director:** Lawrence Parker.

Rep: Kelly-Smith Co. **Seating facilities:** Studio, 50 persons. **Merchandising:** No set rules; call on retail and wholesale accounts; distribution surveys; work with salesmen; letters to trade for cost of postage and mimeographing; special requests given consideration. **Foreign language programs:** No rules; foreign-born population too small for such fare. **Artists bureau:** None. **Base rate:** \$78.

Copy restrictions: Beer accepted; no other alcoholic beverages; patent medicines subject to approval of station management; all copy must comply with FCC regulations. **E. T. library:** NBC Thesaurus; Standard. **News:** Transradio. **News periods:** 7 A.M., 7:30 A.M., 8:55 A.M., 9:45 A.M., 12:35 P.M., 3:30 P.M., 5 P.M., 5:50 P.M., 6:50 P.M., 8:05 P.M., all 10 minutes, all Monday through Saturday; 8:30 A.M., 2 P.M., 4:50 P.M., 6:35 P.M., 7:50 P.M., all 10 minutes, all Sunday only.

MISSOURI STATIONS—Continued

KMOX, ST. LOUIS

Operator: Columbia Broadcasting System, Inc., Mart Bldg. **Phone:** Central 8240. **Power:** 50,000 watts on 1090 kc. **Affiliation:** CBS. **Opened:** Dec. 25, 1925.

General and station manager: Merle S. Jones. **Commercial manager:** Kenneth W. Church. **Program director:** C. G. Renier. **Chief engineer:** Graham L. Tevis. **Musical director:** Ben Feld. **Promotion director:** J. Soulard Johnson.

Rep: Radio Sales. **Seating facilities:** Columbia Playhouse seats 400. **Merchandising:** Advertiser-dealer-consumer merchandising plan available, including newspaper and magazine service, trade mailings, illuminated display windows, etc.; additional services upon request at actual cost. **Foreign language programs:** No information given. **Artists bureau:** None. **Base rate:** \$500.

Copy restrictions: CBS program policies. **E. T. library:** Associated. **News:** UP-Day; UP-Night; UP-Radio; Transradio. **News periods:** 5:30-5:35 A.M., 5:45-5:55 A.M. (farm news), 6:55-7 A.M., 1:30-1:45 P.M., (women's news), 5:15-5:30 P.M., 10:30-10:45 P.M., all Monday through Saturday; 9-9:15 A.M., Monday, Wednesday, Friday;

10-10:15 A.M., Tuesday, Thursday, Saturday; 11:45-midnight, Sunday through Friday; 10:30 A.M., 12:30 P.M., 3 P.M., 5:30 P.M., 8:30 P.M., 10:30 P.M., all 15 minutes, all Sunday.

KSD, ST. LOUIS

Operator: Pulitzer Publishing Company, Post-Dispatch Bldg., 12th & Olive Sts. **Phone:** Main 1111. **Power:** 5,000 and 1,000 watts on 550 kc (divides time with KFZO, Clayton, a non-commercial station). **Affiliation:** NBC Basic Red. **Opened:** March 9, 1922. (Note: This station is newspaper-operated by the St. Louis Post-Dispatch).

General manager, station manager: George M. Burbach. **Commercial manager, publicity director:** Frank Eschen. **Chief engineer:** Robert L. Coe. **Musical director:** Russell David.

Rep: Free & Peters, Inc. **Seating facilities:** Can accommodate 30 persons. **Merchandising:** Accounts rendered every service through the merchandising and marketing research departments of the St. Louis

K M O X

(One of 7 St. Louis stations)
consistently carries more local
and national spot business
than all the other St. Louis
network stations combined.

RENEWAL RATIO 85%

KMOX • 50,000 WATTS • ST. LOUIS • A CBS STATION

MISSOURI STATIONS—Continued

Post-Dispatch. **Foreign language programs:** Both programs and announcements accepted. **Artists bureau:** None. **Base rate:** \$333.

Copy restrictions: Strict censorship; station broadcasts daily announcements to this effect; beer accepted, but no other alcoholic beverages; no medical products whatsoever accepted. **News:** AP.

KWK, ST. LOUIS

Operator: Thomas Patrick, Inc., Hotel Chase. **Phone:** Rosedale 3210. **Power:** 5,000 and 1,000 watts on 1350 kc. **Affiliation:** NBC Basic Blue; Mutual. **Opened:** March 17, 1927.

President and general manager: Robert T. Convey. **General sales manager:** V. E. Carmichael. **National sales manager:** Robert M. Sampson. **Station director:** Ray Dady. **Program director:** John W. Tinnea. **Production manager:** Dan Seyforth. **Musical director:** Rolla Coughlin. **Chief engineer:** James P. Burke. **Continuity chief:** Claire M. Harrison. **Public relations:** Gene Kemper.

Rep: Paul H. Raymer Co. **Seating facilities:** Assembly Hall, 1,400 persons; Opera House, 3,600; Convention Hall, 14,000. **Merchandising:** No special service; station has tie-up with St. Louis Globe-Democrat (daily), in which clients' programs are publicized. **Foreign language programs:** Accepted. **Artists bureau:** Setup nominal only. **Base rate:** \$350.

Copy restrictions: Accept beer and wine; no hard liquor; station reserves right to delete objectionable copy or reject material in conflict with federal or state laws. **E. T. library:** World. **News:** UP. **News periods:** 7:45-7:50 A.M., 10:45-10:55 A.M., 1:30-1:40 P.M., 6:40-6:45 P.M., all Monday through Friday; 8:45-9 A.M. (news comment), 10:30-10:40 P.M., Monday through Friday; 5-5:10 P.M., 6:25-6:30 P.M., Sunday only.

KXOK, ST. LOUIS

Operator: Star Times Publishing Co., Star Times Bldg. **Power:** 1,000 watts on 1250 kc. **Affiliation:** None. (Note: This station is owned by the St. Louis Star Times as is KFRU, Columbia, Mo.)

Station head: Elzey Roberts. **General manager:** Ray V. Hamilton. **Commercial manager:** Clarence Cosby.

Rep: Weed & Co. **Seating facilities:** Observation room seats 25. **Merchandising:** Complete facilities of the Star Times merchandising department available without extra charge; staff of five special checkers contacts grocery, drug, and similar trades;

window stickers; stories and displays in the newspaper, etc. **Foreign language programs:** Accepted at certain hours. **Artists bureau:** None. **Base rate:** \$250.

Copy restrictions: Accept beer; no wine or hard liquor. **E. T. library:** Associated; Standard. **News:** UP; INS. **News periods:** 8:15-8:30 A.M., 10:15-10:20 A.M., noon-12:15 P.M., 2-2:15 P.M., 4-4:05 P.M., 5:15-5:30 P.M., 7:15-7:30 P.M., 8:45-9 P.M., 11-11:15 P.M., all Monday through Saturday; 9 A.M., 2:15 P.M., 6:45 P.M., 10:15 P.M., all 15 minutes, all Sunday.

WEW, ST. LOUIS

Operator: St. Louis University, 3642 Lindell Blvd. **Phone:** Franklin 5665. **Power:** 1,000 watts on 760 kc (daytime). **Affiliation:** None. **Opened:** April 26, 1921.

Faculty director: Father W. A. Burk, S.J. **Station manager:** A. S. Foster. **Program director:** Arthur T. Jones. **Chief engineer:** G. E. Rueppel. **Musical director:** Ralph Stein. **Publicity director:** L. B. Hagerman.

Rep: Wythe Walker. **Seating facilities:** Studio auditorium, 1,200. **Merchandising:** Capable of rendering such service at special rates. **Foreign language programs:** No rules; "Germania Broadcast" now running half-hour week days and full hour Sundays; Italian, Greek and Hungarian programs also current. **Artists bureau:** No regular setup, but can supply talent. **Base rate:** \$70.40.

Copy restrictions: No patent medicines, wines or whiskey; copy must be truthful and "not exceed the bounds of good taste in length." **E. T. library:** Lang-Worth; Davis & Schwegler. **News:** INS. **News periods:** 7:30 A.M., noon, 5:15 P.M., all 15 minutes, all Monday through Saturday.

WIL, ST. LOUIS

Operator: Missouri Broadcasting Corp., Melbourne Hotel. **Phone:** Jefferson 8403. **Power:** 250 and 100 watts on 1200 kc. **Affiliation:** None. **Opened:** Feb. 9, 1922.

President, general manager: Lester A. Benson. **Vice-president in charge of sales:** Clarence W. Benson. **Commercial and business manager:** Edgar P. Shutz. **Program director:** Neil Norman. **Chief engineer:** Chal Stoup. **Musical director:** Allister Wylie. **Public relations:** Bill Durney. **Publicity director:** Bart Slattery. **Continuity editor:** David Pasternak.

Rep: Reynolds-Fitzgerald, Inc. **Seating facilities:** Melbourne auditorium, 300 persons. **Merchandising:** None listed. **Foreign language programs:** Not accepted. **Artists bureau:** None. **Base rate:** \$150.

Copy restrictions: Commercials limited to 400 words per quarter hour; announce-

MISSOURI STATIONS—Continued

ments may not exceed 100 words; beer accepted; no hard liquors; patent medicines must comply with Federal Trade Commission regulations; all copy subject to editing by the management. **E. T. library:** Standard; MacGregor; Lang-Worth; NAB. **News:** Transradio. **News periods:** 8:15-8:30 A.M., 10:45-10:55 A.M., 12:45-12:55 P.M., 5:05-5:15 P.M., 10-10:10 P.M., Monday through Saturday; 10:45-10:55 A.M., 7:15-7:30 P.M., 10-10:15 P.M., Sunday.

WTMV, EAST ST. LOUIS (ILL.)

Operator: Mississippi Valley Broadcasting Co., Inc., Hotel Broadview. **Phones:** Bridge 3424; East 4390. **Power:** 250 and 100 watts on 1500 kc. **Affiliation:** None. **Opened:** May 19, 1935.

President: Lester E. Cox. **Station manager:** William H. West. **Program director, artists bureau head, musical director:** Paul Godt. **Chief engineer:** Thomas R. McLean.

Rep: None. **Seating facilities:** Broadview Hotel Ballroom, 1,000. **Merchandising:** Send mail to dealers, service men, and occasionally to general public; also supply envelope stuffers, store display layouts, etc. **Foreign language programs:** Any type accepted; Polish, German, Hungarian, current. **Artists bureau:** Yes, has about 75 artists. **Base rate:** \$100.

Copy restrictions: Amount of commercial copy restricted to 15% of time bought; exaggerations, falsehoods, and untruths barred; patent medicines accepted if approved by Better Business Bureau; wines and liquors accepted only after 9 P.M. **E. T. library:** NBC Thesaurus; Associated. **News:** INS; local. **News periods:** Five minutes every hour on the hour, 6 A.M. to midnight, except a 15-minute summary at 6 P.M., all seven days per week.

KDRO, SEDALIA

Operator: Albert S. and Robert A. Drohlich doing business as Drohlich Bros. **Power:** 250 and 100 watts on 1500 kc.

At press time this station had a construction permit only.

KGBX, SPRINGFIELD

Operator: Springfield Broadcasting Co., 508 St. Louis Street. **Phone:** 1860. **Power:** 500 watts on 1230 kc. **Affiliation:** NBC Southwestern Optional Group. **Opened:** 1924 in St. Joseph, Mo.; present ownership dates from 1926, and Springfield transfer came in 1931. (Note: This station and KWTO of the same city, are

Commercial

Only 22 Months, but LOOK!

Money has been made for both the station and our sponsors . . . from the start.

WEW's original client doubled his outlay with his first yearly renewal.

Several programs NOW available to help YOU CRACK AND HOLD THIS GREAT St. Louis market.

WEW—St. Louis University Management—A. S. FOSTER

WEW
760 Kc.—1000 Watts, Daytime
ST. LOUIS

MISSOURI STATIONS—Continued

affiliated with the Springfield Newspapers, Inc., through cross ownership.)

President: Thomas W. Duvall. **Station manager:** Ralph Foster. **Business manager:** Art Johnson. **National accounts manager:** John Pearson. **Program director:** Terry Moss. **Chief engineer:** Fritz Bauer. **Artists bureau head:** George Earle Wilson. **Promotion and merchandising director:** Carl Ward.

Rep: Howard H. Wilson Co. **Seating facilities:** About 100. **Merchandising:** Service of National Research Bureau available. **Foreign language programs:** No rules; population does not warrant such programs. **Artists bureau:** Yes. **Base rate:** \$150.

Copy restrictions: Allow only beer; no other set copy rules. **E. T. library:** NBC Thesaurus; Standard. **News:** UP. **News periods:** 9 A.M., 12:30 P.M., 6 P.M., 8 P.M., all 15 minutes, all Monday through Saturday; 8-8:15 P.M., Sunday only. (Also NBC press news weekdays 8-8:05 A.M. and 5:25-5:30 P.M.; Sundays, 10-10:05 A.M.)

KWTO, SPRINGFIELD

Operator: The Ozarks Broadcasting Co., 508 St. Louis St. **Phone:** 1360. **Power:** 5,000 watts on 560 kc (to local sunset).

Affiliation: None. **Opened:** Dec. 25, 1933. (Note: KWTO is affiliated, via part ownership, with the Springfield Newspapers, Inc.—Evening Leader and Press; Morning Daily News and the Sunday News and Leader.)

President, station manager: Ralph D. Foster. **Business manager:** C. Art Johnson. **National accounts manager:** John Pearson. **Program director, artists bureau head:** George Earle Wilson. **Chief engineer:** Fritz Bauer. **Musical director:** Jim Simmons. **Promotion and merchandising director:** Carl Ward.

Rep: Howard H. Wilson Co. **Seating facilities:** Studio, 30; Shrine Mosque, 5,000; American Legion Home, 1,200. **Merchandising:** Service of National Research Bureau available. **Foreign language programs:** No rules; population does not warrant such programs. **Artists bureau:** Yes. **Base rate:** \$100.

Copy restrictions: Beer accepted but no other alcoholic beverages; scripts required in advance on all health products. **E. T. library:** NBC Thesaurus; Standard. **News:** UP. **News periods:** 5:30 A.M., 7:30 A.M., 12:30 P.M., 4 P.M., 6 P.M., all 15 minutes, all Monday through Saturday; 9:30-9:45 A.M., 1:15-1:30 P.M., Sunday only; five-minute daily flashes at 8:40 A.M. and 9:45 A.M.

MONTANA

(114,600 radio homes, or 81% ownership among the State's total of 142,000 families. Urban ownership is 44,400, or 91% of urban families; rural ownership is 70,200, or 75% of rural families.)

Radio Homes by Counties

Beaverhead	1,340	Hill	2,880	Ravalli	2,170
Big Horn	1,580	Jefferson	860	Richland	1,720
Blaine	1,720	Judith Basin	990	Roosevelt	2,010
Broadwater	600	Lake	1,940	Rosebud	1,420
Carbon	2,510	Lewis and Clark	4,440	Sanders	1,330
Carter	800	Liberty	490	Sheridan	1,740
Cascade	9,340	Lincoln	1,510	Silver Bow	13,170
Chouteau	1,820	McCone	910	Stillwater	1,200
Custer	2,490	Madison	1,280	Sweet Grass	780
Daniels	1,040	Meagher	530	Teton	1,240
Dawson	1,930	Mineral	410	Toole	1,490
Deer Lodge	3,420	Missoula	5,030	Treasure	310
Fallon	830	Musselshell	1,510	Valley	2,160
Fergus	3,550	Park	2,520	Wheatland	780
Flathead	4,300	Petroleum	440	Wibaux	520
Gallatin	3,580	Phillips	1,700	Yellowstone	6,900
Garfield	940	Pondera	1,370	Yellowstone	
Glacier	1,100	Powder River	770	National Park ...	10
Golden Valley	440	Powell	1,330		
Granite	750	Prairie	660		

MONTANA STATIONS—Continued

KGHL, BILLINGS

Operator: Northwestern Auto Supply Co., Inc., 5th & Broadway. **Phone:** 3121. **Power:** 5,000 and 1,000 watts on 780 kc. **Affiliation:** NBC North Mountain Group. **Opened:** June 8, 1928.

President, general manager: C. O. Campbell. **Station and commercial manager:** Ed Yocum. **Program director:** Virginia Braunberger. **Musical director:** Marion Wold. **Chief engineer:** Jeff Kiichli. **Publicity director:** Lear Mucoy.

Rep: The Katz Agency. **Seating facilities:** None. **Merchandising:** Supply publicity and co-operate with advertisers in arranging window displays; services rendered gratis. **Foreign language programs:** Accepted. **Artists bureau:** None. **Base rate:** \$100.

Copy restrictions: All time is subject to change for NBC or outstanding local civic programs, with courtesy announcement to be made in case of change. **E. T. library:** NBC Thesaurus; Standard; Transco; Twentieth Century. **News:** UP. **News periods:** 7:30 A.M., 12:30 P.M., both 15 minutes, both Monday through Saturday; 4:15 P.M., 6:45-7 P.M., 9:15-9:30 P.M., every day.

KRBM, BOZEMAN

Operator: KRBM Broadcasters. **Power:** 250 and 100 watts on 1420 kc.

At press time this station had a construction permit only.

KGIR, BUTTE

Operator: KGIR, Inc., 121 W. Broadway. **Phones:** 23; 44. **Power:** 5,000 and 1,000 watts on 1340 kc. **Affiliation:** NBC North Mountain Group; Z Net. **Opened:** Jan. 31, 1929.

Manager: E. B. Craney.*

Rep: Gene Furgason & Co. **Seating facilities:** Can accommodate about 200 persons. **Merchandising:** Any service desired rendered at cost. **Foreign language programs:** No information given. **Artists bureau:** Setup nominal only. **Base rate:** Station sold only as part of the Z Net with a base rate of \$60 (½ hr.).

Copy restrictions: Beer, wines and alcoholic beverages accepted if copy passes inspection; no patent medicines accepted; no announcements may exceed 100 words; no two announcements are ever run together; locally, only 13-minute programs are sold, allowing room for a 100-word announcement on either end; otherwise only 30-word chainbreak announcements are sold. **News:** Transradio.

* Also managing director of KPFA, Helena, Mont., and stockholder in KXL, Portland, Ore.

KFBB, GREAT FALLS

Operator: Buttrey Broadcast, Inc., 300 Central Avenue. **Phone:** 4377. **Power:** 5,000 and 1,000 watts on 1280 kc. **Affiliation:** CBS. **Opened:** October 31, 1922. (Note: This station is newspaper-affiliated with the Great Falls Tribune.)

President: F. A. Buttrey. **General manager:** J. Jacobsen. **Commercial manager:** Joe Wilkins. **Chief engineer:** Wilbur Myhre.

Rep: Weed & Co. (East and San Francisco); Walter Biddick Co. (Los Angeles and Seattle). **Seating facilities:** None. **Merchandising:** Service includes letters to the trade, arranging window displays, contacting merchants in immediate area, mailing out of premiums. **Foreign language programs:** Not accepted. **Artists bureau:** None. **Stock:** Principally held by F. A. Buttrey, Great Falls Tribune, and J. Jacobsen. **Base rate:** \$85.

Copy restrictions: Accept beer; no wine or hard liquor; spot announcements limited to 100 words; all copy subject to station approval and government regulations. **E. T. library:** Standard; MacGregor; Davis & Schwegler. **News:** UP. **News periods:** 7:30 A.M., 12:30 P.M. (except Tuesdays at 12:15 P.M.), 2 P.M., 4 P.M., 7:45 P.M., 10 P.M., all 15 minutes, all Monday through Saturday; 7:45-8 P.M., Sunday.

KPFA, HELENA

Operator: The Peoples Forum of the Air, 1306 11th Ave. **Phone:** 857. **Power:** 250 and 100 watts on 1210 kc. **Affiliation:** NBC North Mountain Group; Z Net. **Opened:** Sept. 26, 1937.

Managing director: E. B. Craney*. **Station and commercial manager:** K. O. MacPherson.

Rep: Gene Furgason & Co. **Seating facilities:** Use local theatre, seating anywhere from 300 to 1,200 persons; admission charge occasionally, but not always made. **Merchandising:** Complete regular service offered gratis; special distribution work, and other special requirements, are billed according to time consumed. **Foreign language programs:** No rules for or against; almost no foreign-speaking population in station area. **Artists bureau:** Setup nominal only. **Base rate:** Station sold only as part of the Z Net; see KGIR.

Copy restrictions: Beer and wine advertising accepted; no hard liquors; patent medicines examined very carefully as to product and copy; commercial copy must not exceed 300 words per quarter hour.

* Also manager of KGIR, Butte, Mont., and stockholder in KXL, Portland, Ore.

MONTANA STATIONS—Continued

and should be split into segments of not more than 150 words apiece; announcements are sold as constituting 50 words, day and night, but actually vary from a top limit of 85 words daytime to 25 words nighttime on network station breaks. **E. T. library:** Lang-Worth; Davis & Schwegler; NAB. **News:** Transradio. **News periods:** 12:30 P.M., 6 P.M., 9 P.M., all 15 minutes, all Monday through Saturday; 8:15-8:30 P.M., Sunday only.

KGEE, KALISPELL

Operator: Donald C. Treloar, 203 First Ave., E. **Phone:** 32-332. **Power:** 100 watts on 1310 kc. **Affiliation:** None. **Opened:** January, 1927.

Manager: Don Treloar. **Commercial manager:** W. B. La Bonte. **Program director:** O. J. Hockley. **Chief engineer:** Don Gorman.

Rep: None. **Seating facilities:** None. **Merchandising:** Window displays; newspaper listings. **Foreign language programs:** Accepted subject to station approval. **Artists bureau:** None. **Base rate:** \$20.

Copy restrictions: Announcements may not exceed 100 words; beer accepted; no other alcoholic beverages; all scripts are subject to station approval. **E. T. library:** MacGregor. **News:** UP; Christian Science Monitor. **News periods:** 8 A.M., 8:30 A.M. (Monitor News), 12:30 P.M., 6:30 P.M., 9:15 P.M., duration not listed, all Monday through Saturday; 10:15 A.M., 5:30 P.M., both Sunday.

KGVO, MISSOULA

Operator: Mosby's, Inc., 132 W. Front St. **Phone:** 2155. **Power:** 5,000 and 1,000 watts on 1260 kc. **Affiliation:** CBS. **Opened:** Jan. 18, 1931.

Station manager: A. J. Mosby. **Program director:** James Alden Barber. **Commercial manager:** Jack Burnett. **Production**

manager: Marguerite Hood. **Traffic manager:** L. Mathiesen. **Chief engineer:** Tom E. Atherstone. **Publicity:** L. E. Nash.

Rep: None. **Seating facilities:** Studio seats 100 persons. **Merchandising:** Assist in distribution and placing of window displays; other general helps. **Foreign language programs:** Population is less than 2% foreign; only program now is a sustainer (educational). **Artists bureau:** None. **Base rate:** \$36 (½ hr.).

Copy restrictions: Copy restricted to 15% of program period; all copy must be in "good taste"; beer and wines accepted; no patent medicines unless they have "a national standard acceptance." **E. T. library:** Lang-Worth; Davis & Schwegler; NAB. **News:** UP; also own local news staff. **News periods:** 7:15 A.M., 9:15 A.M., 12:15 P.M., 3:15 P.M., 6:15 P.M., 9:15 P.M., all 15 minutes, all daily except Sunday.

KGCX, WOLF POINT

Operator: E. E. Krebsbach, 2nd Street and Assiniboine Avenue. **Phone:** 102. **Power:** 1,000 watts on 1450 kc. **Affiliation:** None. **Opened:** 1926.

Owner and operator: E. E. Krebsbach. **Station and commercial manager:** Milton J. Severson. **Program, musical and publicity director:** Adolph Jystad. **Chief engineer:** Harold Klimpel.

Rep: None. **Seating facilities:** Studio seats 30 persons. **Merchandising:** Publicity in local papers. **Foreign language program:** No rules; no requests for same. **Artists bureau:** None. **Stock:** All held by E. E. Krebsbach. **Base rate:** \$42.

Copy restrictions: Beer and wine copy accepted. **E. T. library:** World; Lang-Worth; Davis & Schwegler. **News:** Transradio. **News periods:** 9:30-9:35 A.M., Monday through Friday; 8:45-8:50 A.M., 11:30-11:35 A.M., 1:05-1:15 P.M., 7:15-7:30 P.M., all Monday through Saturday.



NEBRASKA

(284,100 radio homes, or 81% ownership among the State's total of 352,000 families. Urban ownership is 120,100, or 93% of urban families; rural ownership is 164,000, or 74% of rural families.)

Radio Homes by Counties

Adams	5,480	Frontier	1,510	Nance	1,600
Antelope	2,770	Furnas	2,470	Nemaha	2,640
Arthur	210	Gage	6,370	Nuckolls	2,560
Banner	280	Garden	930	Otoe	4,210
Blaine	280	Garfield	630	Pawnee	1,860
Boone	2,640	Gosper	760	Perkins	1,020
Box Butte	2,560	Grant	290	Phelps	2,060
Boyd	1,280	Greeley	1,410	Pierce	1,970
Brown	1,110	Hall	6,120	Platte	3,880
Buffalo	5,240	Hamilton	2,470	Polk	1,960
Burt	2,500	Harlan	1,720	Redwillow	2,890
Butler	2,780	Hayes	610	Richardson	4,080
Cass	3,750	Hitchcock	1,350	Rock	590
Cedar	2,830	Holt	2,910	Saline	3,630
Chase	980	Hooker	230	Sarpy	1,900
Cherry	1,920	Howard	1,890	Saunders	4,090
Cheyenne	1,970	Jefferson	3,540	Scotts Bluff	5,400
Clay	2,810	Johnson	1,850	Seward	3,150
Colfax	2,350	Kearney	1,590	Sheridan	2,010
Cuming	2,510	Keith	1,290	Sherman	1,620
Custer	4,850	Keyapaha	550	Sioux	790
Dakota	1,850	Kimball	870	Stanton	1,380
Dawes	2,350	Knox	3,380	Thayer	2,680
Dawson	3,540	Lancaster	23,500	Thomas	290
Deuel	730	Lincoln	5,040	Thurston	1,720
Dixon	2,090	Logan	340	Valley	1,820
Dodge	5,660	Loup	300	Washington	2,420
Douglas	55,840	McPherson	250	Wayne	1,960
Dundy	1,000	Madison	5,350	Webster	2,040
Fillmore	2,640	Merrick	2,120	Wheeler	370
Franklin	1,830	Morrill	1,680	York	3,560

KMMJ, GRAND ISLAND

Operator: KMMJ Inc., Radio Bldg. **Phones** 703 (4). **Power:** 1,000 watts on 740 kc (daytime). **Affiliation:** None. **Opened:** September, 1925. (Note: Owners of this station also operate the Clay County Sun, a weekly newspaper.)

President: Don Searle.* **Station manager, publicity director:** Randall Ryan. **Program and musical director:** Mott Johnson. **Chief engineer:** Marvin Price. **Artists bureau head:** Verne Wilson.

Rep: Howard H. Wilson Co. **Seating facilities:** Auditorium, capacity 400. **Merchandising:** Send letters to dealers and salesmen, charging advertiser only for postage or special printing. **Foreign language**

programs: Accepted. **Artists bureau:** Setup nominal only. **Stock:** Principally held by Don, Helen, and Harry Searle, and Herb Hollister.* **Base rate:** \$100.

Copy restrictions: Beer accepted, but no wines or hard liquors; patent medicines must comply with FTC regulations; all copy subject to approval of the station management. **E. T. library:** Standard. **News:** UP. **News periods:** 7:30 A.M., 10 A.M., noon, 12:45 P.M., 3:30 P.M., 4:45 P.M., 6:30 P.M., all 15 minutes, all Monday through Saturday; noon-12:15 P.M., Sunday.

* General manager of KANS, Wichita, Kans.

KGFV, KEARNEY

Operator: Central Nebraska Broadcasting Corp., Box 14. **Phone:** 31551. **Power:**

* Also general manager of KFAB-KFOR, Lincoln, and KOIL, Omaha, Neb.

NEBRASKA STATIONS—Continued

250 and 100 watts on 1310 kc. **Affiliation:** None.

Station manager, chief engineer: Walter M. Ely. **Commercial manager:** Warren J. Binkley. **Program director:** Fred Christensen.

Rep: Cox and Tanz; Walter Biddick Co. (Coast). **Seating facilities:** Can accommodate about 25 persons. **Merchandising:** Direct mail, poster distribution, dealer tie-ins, dealer contacts, market information and other "reasonable services" rendered gratis except for postage and printing costs. **Foreign language programs:** Accepted. **Artists bureau:** None. **Base rate:** \$40.

Copy restrictions: All contracts subject to approval of the management, and State and Federal regulations. **E. T. library:** Standard. **News:** UP. **News periods:** 6:45 A.M., 12:45 P.M., 5:45 P.M., all 15 minutes, all Monday through Saturday.

KFAB, LINCOLN

Operator: KFAB Broadcasting Co., Hotel Lincoln (Lincoln), 17th and Farnam (Omaha.) **Phones:** B-3214 (Lincoln); Jackson 7626 (Omaha). **Power:** 10,000 watts on 770 kc. **Affiliation:** CBS. **Opened:** 1924. (Note: KFAB is a member of the Central States Broadcasting System, with KOIL, and KFOR, and is affiliated with the Lincoln Star and Nebraska State Journal.)

General manager: Don Searle. **Lincoln manager:** Jud Woods. **Commercial manager:** Frank Pellegrin. **Program director:** Jiggs Miller. **Technical director:** Mark Bullock.

Rep: The Katz Agency. **Seating facilities:** Studios, 300 persons; Hotel Lincoln ballroom, 650. **Merchandising:** Complete service department maintained. **Foreign language programs:** Accepted. **Artists bureau:** None. **Base rate:** \$300.

Copy restrictions: Accept beer; no wines or hard liquors; patent medicines are carefully scrutinized before they are accepted. **E. T. library:** World. **News:** INS. **News periods:** 6-6:15 A.M., 7-7:15 A.M., noon-12:15 P.M., 5:30-5:45 P.M., all Monday through Saturday.

KFOR, LINCOLN

Operator: Cornbelt Broadcasting Corp., 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 Nebraska State Journal and Lincoln Star and, with KFAB and KOIL, is a member of the Central States Broadcasting System.)

General manager: Don Searle. **Lincoln**

manager: Jud Woods. **Commercial manager:** Frank Pellegrin. **Program director:** Jack Hanssen. **Technical director:** Mark Bullock.

Rep: The Katz Agency. **Seating facilities:** Studios, 300; Hotel Lincoln Ballroom, 650. **Merchandising:** Complete service department maintained. **Foreign language programs:** Accepted. **Artists bureau:** None. **Base rate:** \$75.

Copy restrictions: Accept beer; no wines or hard liquors; patent medicines carefully checked. **E. T. library:** World. **News:** INS. **News periods:** 8 A.M., 11 A.M., 1 P.M., 6 P.M., 8 P.M., all 15 minutes, all Monday through Saturday; 1 P.M., 8 P.M., both 15 minutes, both Sunday.

WJAG, NORFOLK

Operator: Norfolk Daily News, 116 N. Fourth St. **Phone:** 20. **Power:** 1,000 watts on 1060 kc (daytime). **Affiliation:** None. **Opened:** July 15, 1922. (Note: This station is owned by the Norfolk Daily News.)

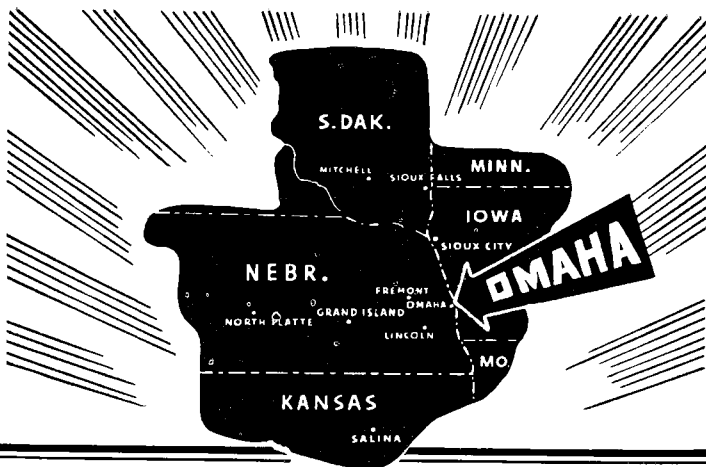
President: Gene Huse. **Chief engineer:** Frank Weidenbach. **Musical director:** Russell Jensen. **Manager:** Art Thomas.

Rep: Howard H. Wilson Co. **Seating facilities:** None. **Merchandising:** Free in Norfolk; at cost elsewhere. **Artists bureau:** None. **Base rate:** \$60.

Copy restrictions: 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, noon or near children's and devotional programs; do not mention programs of other stations on air at same time as WJAG; announcements must be written in the third person (never the first person); announcements must conform with FCC rules and NAB code of ethics; no announcements accepted which begin with "S.O.S." or "Calling all Cars," etc.; announcements not accepted from advertisers under investigation by the FTC, Food and Drug Administration, or Post Office Dept.; announcements "objectionable to listeners while eating" not accepted at noon or between 6 and 7 P.M. **E. T. library:** Lang-Worth. **News:** AP. **News periods:** 10-10:05 A.M., 12:15-12:30 P.M., 4:15-4:30 P.M., all Monday through Saturday; 12:45-12:50 P.M., Sunday only.

KGNF, NORTH PLATTE

Operator: Great Plains Broadcasting Co., 1521 W. 12th St. **Phone:** 132. **Power:** 1,000



NEBRIOWA*

In the Exact Center of the Nation

Alert time-buyers look to the rich middle-west for the "plus" business made possible by grain and livestock incomes aggregating billions of dollars annually.

WOW blankets an important part of the farm belt—serves portions of six states—is the preferred station of Nebriowa. WOW covers the "market basket of the nation," takes advertisers into the homes of millions of responsive, able-to-buy middlewesterners.

* *NEBRIOWA*—as Shown Above, *WOW's Territory.*

A "Must" Station on Every Spot Schedule

590 Kilocycles
John J. Gillin, Jr.
Manager
On the NBC Red Net

WOW
OMAHA, NEBRASKA

Owned and Operated
by the Woodmen of
the World Life In-
surance Society.

NEBRASKA STATIONS—Continued

watts on 1430 kc (operates to sunset). **Affiliation:** None. **Opened:** July 5, 1930.

President, station manager: W. I. Le Barron. **Commercial manager:** Joe di Natale. **Program director:** Dorothy Roberts. **Chief engineer:** J. B. Eaves.

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

Copy restrictions: "Good taste" mandatory; beer accepted; medicines of all kinds must have Federal Trade Commission approval. **E. T. library:** MacGregor. **News:** UP. **News periods:** 7:15 A.M., 8:15 A.M., 10 A.M., noon (local news), 12:30 P.M., 3 P.M., 4:30 P.M., 6:15 P.M., 6:30 P.M. (duration of newscasts not listed), all Monday through Saturday.

KOIL, OMAHA

Operator: Central States Broadcasting Co., 17th and Farnam. **Phone:** Jackson 7626. **Power:** 5,000 and 1,000 watts on 1260 kc. **Affiliation:** CBS; Mutual Broadcasting System. **Opened:** July 5, 1925. (Note: KOIL, with KFAB and KFOR, forms the Central States Broadcasting System; affiliated with Lincoln Star and Nebraska State Journal.)

General manager: Don Searle. **Commercial manager:** Frank Pellegrin. **Program director:** Harold Hughes. **Technical director:** Mark Bullock.

Rep: The Katz Agency. **Seating facilities:** Studios, 350 persons. **Merchandising:** Complete service department maintained. **Foreign language programs:** No set policy; depends on program, time of day, etc., for acceptance. **Artists bureau:** None. **Base rate:** \$225.

Copy restrictions: Beer accepted; no wines and liquors; patent medicine commercials carefully checked. **E. T. library:** World. **News:** INS. **News periods:** 7:30 A.M., 10 A.M., 12:30 P.M., 6:45 P.M., all 15 minutes, all Monday through Saturday; 10:10-15 P.M., Monday through Friday; 10:30-10:45 P.M., Saturday only; 12:30 P.M., 6 P.M., 9:45 P.M., all 15 minutes, all Sunday only.

KOWH, OMAHA

Operator: World Publishing Co., World Herald Bldg. **Phone:** Atlantic 2228. **Power:** 500 watts on 660 kc (operates to local sunset). **Affiliation:** None. **Opened:** 1922. (Note: This station is newspaper-owned by the World Herald; call letters previously were WAAW.)

Manager: Vernon H. ("Bing") Smith. **Assistant manager:** Frank E. Shopen. **Program director:** Orville E. Weimer. **Chief engineer:** Walter F. Myers.

Rep: George P. Hollingbery Co. **Seating facilities:** Can accommodate about 50 persons. **Merchandising:** Newspaper publicity; window displays; dealer tie-ups; all services rendered on a cooperative basis. **Foreign language programs:** Music directed at foreign-speaking audiences accepted, but all announcements must be in English. **Artists bureau:** None. **Base rate:** \$100.

Copy restrictions: Accept beer and light wines; no hard liquor advertising; medical accounts subject to station approval. **E. T. library:** Standard. **News:** UP; also from World Herald. **News periods:** 6-6:05 A.M., 7:30-7:45 A.M., 10-10:15 A.M., noon-12:15 P.M., 2-2:15 P.M., 6:30-6:45 P.M., all Monday through Saturday; 9:30-9:45 A.M., 1-1:15 P.M., 3:45-4 P.M., Sunday only.

WOW, OMAHA

Operator: Woodmen of the World Life Insurance Society. **Phone:** Webster 3400. **Power:** 5,000 and 1,000 watts on 590 kc. **Affiliation:** NBC Basic Red. **Opened:** April 2, 1923.

Personnel director: William Ruess. **General manager:** John J. Gillin, Jr. **Promotion manager:** Howard O. Peterson. **Program manager:** Harry Burke. **Chief engineer:** Wm. J. Kotera. **Production manager:** Lyle DeMoss. **Musical director:** Freddie Ebener. **Publicity director:** Bill Wiseman.

Rep: John Blair & Co. **Seating facilities:** Studio, 50 persons; auditoriums and theatres with larger capacities available. **Merchandising:** Have publication, Radio News Tower; assist in sales meetings; letters to dealers; in case of counter cards and similar activities, service is rendered at cost. **Foreign language programs:** Not accepted. **Artists bureau:** None; can, however, supply talent, latter receiving actual price charged by station. **Base rate:** \$320.

Copy restrictions: Beer accepted; no wines or hard liquors; patent medicines subject to thorough examination of product and copy; "good taste" demanded, with three days' cancellation notice on violations. **E. T. library:** Thesaurus; N.A.B. **News:** UP. **News periods:** 6 A.M., 7 A.M., 11:30 A.M., 12:30 P.M., 6 P.M., 10:30 P.M., all 15 minutes, all Monday through Saturday; 12:15-12:30 P.M., 10:30-10:45 P.M., Sunday only.

KGKY, SCOTTSBLUFF

Operator: Hilliard Co., Inc., 1517½ Broadway. **Phone:** 856. **Power:** 250 and

NEBRASKA STATIONS—Continued

100 watts on 1500 kc. **Affiliation:** None. **Opened:** March 15, 1930.

General and station manager: L. L. Hilliard. **Commercial manager:** R. M. Stewart. **Program and musical director:** Bill Walter. **Chief engineer:** Harland Morrison.

Rep: None. **Seating facilities:** Can accommodate 35 persons. **Merchandising:** Full cooperation rendered gratis. **Foreign**

language programs: Accepted. **Artists bureau:** None. **Stock:** Entirely held by L. L. and Ruth K. Hilliard. **Base rate:** \$30.

Copy restrictions: No formal rules listed. **E. T. library:** NBC Thesaurus. **News:** Transradio. **News periods:** 6:45 A.M., 10 A.M., 12:15 P.M., 2:15 P.M., 6:15 P.M., 7 P.M., 8 P.M., all 15 minutes, all Monday through Saturday.

NEVADA

(28,500 radio homes, or 95% ownership among the State's total of 30,000 families. Urban ownership is 11,000, or 91% of urban families; rural ownership is 17,500, or 97% of rural families.)

Radio Homes by Counties

Churchill	1,600	Humboldt	1,270	Ormsby	680
Clark	2,880	Lander	710	Pershing	810
Douglas	500	Lincoln	980	Storey	280
Elko	2,880	Lyon	1,180	Washoe	8,050
Esmeralda	520	Mineral	720	White Pine.....	3,300
Eureka	430	Nye	1,710		

KOH, RENO

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

Manager: Wallie D. Warren.

Rep: Paul H. Raymer Co. **Seating facilities:** None listed. **Merchandising:** Full service available. **Foreign language programs:**

No information given. **Artists bureau:** None listed. **Base rate:** \$78.

Copy restrictions: Accept beer and wine, but no hard liquor advertising; all copy subject to station approval. **E. T. library:** World; NAB. **News:** UP. **News periods:** 8:15-8:30 A.M., Monday through Friday; noon-12:15 P.M., Monday through Saturday; 5:30-5:45 P.M., Monday through Friday; 9:30-9:45 P.M., every day.

NEW HAMPSHIRE

(124,400 radio homes, or 92% ownership among the State's total of 136,000 families. Urban ownership is 69,700, or 91% of urban families; rural ownership is 54,700, or 93% of rural families.)

Radio Homes by Counties

Belknap	6,290	Grafton	11,890	Stafford	10,170
Carroll	4,340	Hillsborough	36,360	Sullivan	6,510
Cheshire	9,200	Merrimack	15,070		
Coos	9,320	Rockingham	15,250		

WLNH, LACONIA

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

Station manager and musical director: Edward J. Lord. **Program director:** (Miss) D. G. Morley. **Sales manager:** Al Tyler. **Production director:** Sherwin Greenlaw. **Chief engineer:** George Brooks.

Rep: Weed & Co. **Seating facilities:**

NEW HAMPSHIRE STATIONS—Continued

About 100 persons. **Merchandising:** Local cooperation with wholesalers and retailers; will supply market and coverage data, suggestions for promotional tie-ins, publicity, etc., gratis; additional services rendered at actual cost. **Foreign language programs:** French accepted. **Artists bureau:** Yankee Artists Bureau available for talent. **Base rate:** \$60.

Copy restrictions: Beer, wine and liquors accepted; copy subject to approval of New Hampshire State Liquor Commission; patent medicines must conform to all laws and copy is subject to station approval. **E. T. library:** None. **News:** UP; Yankee Network News Service. **News periods:** 7:15-7:20 A.M., 4:55-5 P.M., 7:30-7:45 P.M. plus a minimum of 10 spot flashes daily, (Yankee news at 8 A.M., 1 P.M., 6 P.M., and 11 P.M., all 15 minutes, all weekdays, with other periods available.)

WFEA, MANCHESTER

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

Manager: Charles Evans.

Rep: Weed & Co. **Seating facilities:** Largest studio has a capacity of about 35. **Merchandising:** Send letters to the trade and make personal calls on wholesalers. **Foreign language programs:** Accepted. **Artists bureau:** None. **Base rate:** \$120.

Copy restrictions: Accept wine and beer

advertising; no hard liquors. **E. T. library:** NBC Thesaurus; MacGregor. **News:** UP; Yankee Network News Service. **UP news periods:** 7:45-7:50 A.M., 9-9:05 A.M., 12:30-12:45 P.M., 7:30-7:45 P.M., all Monday through Saturday; 8:45-9 A.M., noon-12:05 P.M., 6-6:15 P.M., Sunday only. **Yankee news periods:** 8 A.M., 1 P.M., 6 P.M., 11 P.M., all 15 minutes, all Monday through Saturday; 1:30-1:45 P.M., 11-11:15 P.M., Sunday.

WHEB, PORTSMOUTH

Operator: Granite State Broadcasting Corp., 39 Congress St., P. O. Box 746. **Phone:** 2670-1. **Power:** 250 watts on 740 kc (7 A.M. to sunset at Atlanta, Georgia; no Sunday schedule). **Affiliation:** None. **Opened:** Aug. 8, 1932. (Note: WHEB operates on a non-profit basis, serving charitable, fraternal and benevolent societies without charge; carries four to six devotional programs daily; never carries commercials on Sunday, acting as radio pulpit at that time.)

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

Rep: None. **Seating facilities:** None. **Merchandising:** None. **Foreign language programs:** Accepted. **Artists bureau:** No talent listed, though setup is nominally maintained by station.

Base rate: \$60.

Copy restrictions: No alcoholic beverages of any kind accepted. **News:** AP; also local.

NEW JERSEY

(1,022,500 radio homes, or 93% ownership among the State's total of 1,098,000 families. Urban ownership is 845,400, or 94% of urban families; rural ownership is 177,100 or 91% of rural families.)

Radio Homes by Counties

Atlantic	33,120	Gloucester	18,140	Ocean	9,450
Bergen	96,620	Hudson	170,920	Passaic	77,660
Burlington	23,350	Hunterdon	9,410	Salem	9,320
Camden	63,410	Mercer	43,710	Somerset	15,580
Cape May	8,500	Middlesex	49,230	Sussex	7,270
Cumberland	18,340	Monmouth	40,070	Union	75,800
Essex	212,560	Morris	27,020	Warren	13,020

WCAP, ASBURY PARK

Operator: Radio Industries Broadcast Co., Convention Hall. **Phone:** 1911. **Power:**

500 watts on 1280 kc (divides time with WCAM and WTNJ). **Affiliation:** None. **Opened:** 1927.

NEW JERSEY STATIONS—Continued

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

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

Copy restrictions: Beer and wine accepted; no hard liquor advertising; all copy must conform to station standards and FCC regulations. **E. T. library:** None. **News:** Local; Christian Science Monitor. **News periods:** 1 P.M. (local news; duration not listed), Monday through Saturday; 11:15-11:30 A.M. (Christian Science Monitor News) Tuesday, Thursday, Saturday; 12:45 P.M. (Monitor news; duration not listed), Sunday only; 8:15-8:30 P.M. Tuesday through Saturday.

* Also manager of WBRB, Red Bank, N. J.

WBAB, ATLANTIC CITY

Operator: Press Union Publishing Co. **Power:** 250 and 100 watts on 1200 kc.

At press time this station had a construction permit only.

WPG, ATLANTIC CITY*

Operator: City of Atlantic City, Convention Hall. **Phone:** 4-6538. **Power:** 5,000 watts on 1100 kc (divides time with WBIL). **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.

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. **E. T. library:** NBC Thesaurus. **News:** UP. **News periods:** 11:45 A.M., 5:45 P.M., 11 P.M., all 15 minutes, all daily.

*Note: At press time this station was sold to the owners of WBIL, New York City (q.v.). WPG and WBIL will be consolidated into one full-time New York station. Meantime WOV, New York, will give up its wave-length and become the third party in the amalgamation.

WSNJ, BRIDGETON

Operator: Eastern States Broadcasting Corp., Bridgeton. **Phone:** 1600. **Power:**

250 and 100 watts on 1210 kc. **Affiliation:** None. **Opened:** Aug. 23, 1937.

President: Howard S. Frazier. **Station manager:** Paul Alger. **Commercial manager:** Burt McKinnie. **Chief engineer:** Russel Ely. **Musical director:** Lowell Ayars. **Program, continuity and publicity director:** Jack B. Plumley.

Rep: Cox and Tanz. **Seating facilities:** None. **Merchandising:** Have arrangements with local stores for introduction of new products; complete merchandising service gratis. **Foreign language programs:** Italian program currently running. **Artists bureau:** None. **Stock:** Principally held by Howard S. Frazier. **Base rate:** \$50.

Copy restrictions: Beer and wine advertising accepted; no hard liquors. **E. T. library:** MacGregor; Lang-Worth. **News:** INS; Western Union sports. **News periods:** 7:55 A.M., 10:55 A.M., 1:55 P.M., 3:55 P.M., 4:55 P.M., 5:55 P.M., all five minutes, all Monday through Saturday.

WCAM, CAMDEN

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

Station manager: Frederick S. Caperoon. **Program and publicity director:** Robert Horn. **Chief operator:** Marvin Seimes. **Musical director:** Horace Hustler.

Rep: Mack Radio Sales Co. **Seating facilities:** Studio, 35. **Merchandising:** Co-operative city and county newspaper advertising; billboards; trailers. **Foreign language programs:** Time for these broadcasts is limited to 2 hours weekly. **Artists bureau:** None. **Base rate:** \$80.

Copy restrictions: Beer, wines, and patent medicines must meet laws of state and conform to Federal Trade Commission rulings; no advertising contrary to any government regulations or which is not "in the best interests of the station or the public"; city will not assume any liability for statements made by the advertiser. **E. T. library:** Standard. **News:** Transradio. **News periods:** 3:15 P.M. and 4:15 P.M., both five minutes, Monday through Friday; 11:15-11:20 A.M., Monday, Wednesday, Friday; 10-10:05 P.M., 11:30-11:45 P.M., Monday and Friday.

WAAT, JERSEY CITY

Operator: Bremer Broadcasting Corp., 50 Journal Square (Jersey City); RKO Bldg. (New York City). **Phones:** Journal Square 2-0716; Rector 2-5878; Market 3-0383; Circle

NEW JERSEY STATIONS—Continued

5-5780 (New York City). **Power:** 500 watts on 940 kc (operates to 6 P.M. EST; to 7 P.M. EDST). **Affiliation:** None. **Opened:** November, 1926.

President, station manager: Paul H. La Stayo. **Vice-president, commercial manager:** A. B. Schillin. **Program director:** Walter P. Kelly. **Artists bureau head:** Gabrielle C. Haas. **Chief engineer:** Anthony Castellani. **Musical director:** Fabian Nicholson.

Rep: Burn-Smith Co., Inc. **Seating facilities:** Use hotel ballroom for audience programs; capacity about 700. **Merchandising:** None. **Foreign language programs:** Not accepted. **Artists bureau:** Yes; lists about 35 artists. **Stock:** Principally held by A. H. Pollack and Paul H. La Stayo. **Base rate:** \$210.

Copy restrictions: Accept beer and wine; no liquor; all copy subject to station approval. **E. T. library:** NBC Thesaurus; Standard. **News:** UP. **News periods:** Every hour on the hour, every day.

WHOM, JERSEY CITY

Operator: New Jersey Broadcasting Corp., 2866 Hudson Blvd. **Phones:** Journal Square 2-2929; Plaza 3-4204 (New York City). **Power:** 250 watts on 1450 kc. **Affiliation:** None. **Opened:** 1930. (Note: This station also has studios in New York City at 29 W. 57th St.)

President, station manager: Paul F. Harmon. **Commercial manager:** Joseph Lang. **Program and continuity director:** West W. Willcox. **Chief engineer:** Allison W. Burnham. **Musical director:** Guiseppe De Luca. **Publicity director:** Frank Krueger.

Rep: None. **Seating facilities:** None listed. **Merchandising:** None. **Foreign language programs:** Station specializes in same; currently carrying German, Jewish, Polish, Greek, Italian, Lithuanian, Spanish and Irish programs; translation must be submitted in advance. **Artists bureau:** Yes; artists not listed. **Base rate:** \$125.

Copy restrictions: Accept beer and wine; all copy must be approved by management and conform to state and federal laws. **E. T. library:** None. **News:** Service not listed. **News periods:** 8:15-8:30 A.M., Monday through Saturday; 10:05-10:10 A.M. (Jewish), daily; 6-6:15 P.M. (Polish), daily; 7-7:15 P.M. (Jewish), Monday through Friday; 9-9:15 P.M. (Italian), daily.

WHBL, NEWARK

Operator: May Radio Broadcast Corp. **Power:** 2,500 and 1,000 watts on 1250 kc (shares hours with WNEW). **Affiliation:** None.

Base rate: \$350.

No other data available after repeated requests.

WOR, NEWARK

See listing under New York City, N. Y., where this station has been placed for logical reasons.

WBRB, RED BANK

Operator: Monmouth Broadcasting Company, 63-65 Broad Street. **Phone:** 980. **Power:** 100 watts on 1210 kc (divides time with WGGB 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. **Seating facilities:** None. **Merchandising:** Supply some publicity gratis. **Foreign language programs:** Not accepted. **Artists bureau:** None. **Base rate:** \$80.

Copy restrictions: Beer and wine accepted; no hard liquor; all copy subject to station approval and FCC rules and regulations. **E. T. library:** None. **News:** Christian Science Monitor. **News periods:** 6:15-6:30 P.M., Tuesday and Saturday; 7-7:15 P.M., Monday.

* Also manager of WCAP, Asbury Park, N. J.

WTNJ, TRENTON

Operator: WOAX, Inc., Commonwealth Bldg. **Phones:** 8140-8149. **Power:** 500 watts on 1280 kc (divides time with WCAM and WCAP). **Affiliation:** None. **Opened:** 1923.

Rep: None. **Seating facilities:** War Memorial Auditorium available, seating 2,000. **Merchandising:** Advance spot announcements, display publicity, etc. **Foreign language programs:** Accepted; Polish, German and Hungarian programs current. **Artists bureau:** None. **Base rate:** \$72.50.

Copy restrictions: All copy subject to station standards and government regulations. **News:** UP.

WAWZ, ZAREPHATH

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

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

NEW MEXICO

(62,300 radio homes, or 61% ownership among the State's total of 102,000 families. Urban ownership is 23,700, or 88% of urban families; rural ownership is 38,600, or 51% of rural families.)

Radio Homes by Counties

Bernalillo	8,780	Hidalgo	670	San Juan	1,660
Catron	440	Lea	850	San Miguel	3,520
Chaves	3,560	Lincoln	880	Santa Fe	3,390
Colfax	2,980	Luna	1,160	Sierra	710
Curry	2,700	McKinley	3,030	Socorro	1,260
De Baca	380	Mora	1,120	Taos	1,740
Dona Ana	3,730	Otero	1,500	Torrance	1,200
Eddy	2,280	Quay	1,680	Union	1,510
Grant	2,880	Rio Arriba	2,520	Valencia	2,020
Guadalupe	870	Roosevelt	1,450		
Harding	520	Sandoval	1,310		

KGGM, ALBUQUERQUE

Operator: New Mexico Broadcasting Co., Inc., Kimo Bldg. **Phone:** 929. **Power:** 1,000 watts on 1230 kc. **Affiliation:** CBS. **Opened:** 1927.

Station and commercial manager: Mike Hollander. **Production manager, program director:** Elmer L. Fondren. **Chief engineer:** Leonard Dodds.

Rep: Howard H. Wilson Co. **Seating facilities:** Can accommodate about 100 persons. **Merchandising:** Have complete department; details of service not listed. **Foreign language programs:** Accepted at regular rates; bi-lingual announcer available at no extra cost; Spanish-English program current. **Artists bureau:** None. **Stock:** Principally held by A. R. Hebenstreit and S. P. Vidal. **Base rate:** \$120.

Copy restrictions: Accept beer and wine, but no liquor advertising; patent medicines subject to Federal Trade Commission regulations. **E. T. library:** World. **News:** From CBS; Christian Science Monitor. **News periods:** 7:25 A.M., 3 P.M., 3:30 P.M., 9:30 P.M. (duration not listed), all Monday through Saturday.

KOB, ALBUQUERQUE

Operator: Albuquerque Broadcasting Co., 424 West Gold Ave. **Phone:** 1180. **Power:** 10,000 watts on 1180 kc. **Affiliation:** NBC South Mountain Group. **Opened:** June 3, 1920. (Note: This station is newspaper-affiliated with the Albuquerque Journal).

General manager: Frank Quinn. **Chief engineer:** George S. Johnson.

Rep: The Katz Agency. **Seating facilities:** None in studios, but outside facilities available. **Merchandising:** Have such a

service; details on request. **Foreign language programs:** Announcements and programs accepted in Spanish; additional charge made for announcer. **Artists bureau:** None. **Base rate:** \$120.

Copy restrictions: Beer and wine accepted; no hard liquor; only restrictions on copy are that it must be within the law, and "in good taste." **E. T. library:** NBC Thesaurus; MacGregor. **News:** INS; UP; Transradio. **News periods:** 7:45-8 A.M., 9:25-9:30 A.M., 12:30-12:40 P.M., 3:25-3:30 P.M., 10-10:10 P.M., all Monday through Saturday; 6-6:15 P.M., Monday, Wednesday, Thursday, Friday, Saturday; 6:30-6:45 P.M., Tuesday; 7:30-7:40 P.M., Sunday.

KLAH, CARLSBAD

Operator: Carlsbad Broadcasting Co., Crawford Hotel. **Phone:** 244. **Power:** 250 and 100 watts on 1210 kc. **Affiliation:** None. **Opened:** December 20, 1936. (Note: This station is newspaper affiliated with the Pecos, Tex., Enterprise).

Station manager: Jack Hawkins. **Commercial manager:** Lucille Neilson. **Program director:** Bill Sharpe. **Chief engineer:** Harry Boehnemann.

Rep: None. **Seating facilities:** Can accommodate about 25 persons. **Merchandising:** Furnish window displays, publicity; contact dealers and retailers. **Foreign language programs:** Accept Spanish programs; script subject to station approval. **Artists bureau:** None. **Stock:** Station is a partnership of Barney Hubbs, A. J. Crawford, Jack Hawkins and Harold Miller. **Base rate:** \$35.

Copy restrictions: Accept beer, wine and

NEW MEXICO STATIONS—Continued

patent medicines; no hard liquor; all copy subject to station approval and FCC rules and regulations. **E. T. library:** NBC Thesaurus. **News:** Transradio. **News periods:** 9-9:15 A.M., 11:50-noon, 3:30-3:40 P.M., 6:20-6:30 P.M., all Monday through Saturday.

KICA, CLOVIS

Operator: Western Broadcasters, Inc., 419 Pile St. **Phone:** 3. **Power:** 100 watts on 1370 kc (operates unlimited daytime; 7:30 to 9 P.M. night time). **Affiliation:** None. **Opened:** 1929.

General manager: Charles C. Alsop. **Commercial manager:** William Goodrich. **Program director:** Ernest Mobley, Jr. **Chief engineer:** Elmo Darrah. **Musical director:** Mrs. J. E. Alsop. **Continuity director:** Lyman Brown.

Rep: William Stewart. **Seating facilities:** Rainbow Ballroom, Clovis Hotel, seats 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 Spanish programs. **Artists bureau:** None. **Base rate:** \$30.

Copy restrictions: Accept beer advertising; all copy subject to FCC rules and regulations. **E. T. library:** World; MacGregor. **News:** Transradio. **News periods:** 7:30 A.M., 10:15 A.M., 11:45 A.M., 4:45 P.M., 8:45 P.M., all 15 minutes, all Monday through Saturday; 12:30 P.M., 4:45 P.M., both 15 minutes, both Sunday.

KAWM, GALLUP

Operator: A. W. Mills, 1100 E. Aztec Ave. **Phone:** 19. **Power:** 250 and 100 watts on 1500 kc. **Affiliation:** None. **Opened:** April 10, 1937.

Owner, station manager: A. W. Mills. **Commercial manager:** Don Mills. **Chief engineer:** R. T. Sampson. **Musical director:** Don S. Bowles.

Rep: Cox and Tanz. **Seating facilities:** Studio auditorium, 70 persons. **Merchandising:** Window cards and banners used on occasion; distribution of novelties etc., un-

dertaken; in cases of "special events" tie-up with merchants provides radio sets in the streets for passers-by; all services gratis. **Foreign language programs:** Accepted; 29 nationalities live in the area. **Artists bureau:** None. **Base rate:** \$25.

Copy restrictions: Beer and wines okay; no hard liquor; patent medicine copy must bear approval of local medical society; copy subject to station approval. **E. T. library:** None. **News:** No service listed. **News periods:** 8-8:15 A.M., noon-12:15 P.M., each six days per week.

KWEW, HOBBS

Operator: W. E. Whitmore. **Power:** 100 watts on 1500 kc (daytime). **Affiliation:** None. **Opened:** 1938.

Base rate: \$35.

No other information available.

KGFL, ROSWELL

Operator: KGFL, Inc. **Power:** 100 watts on 1370 kc (specified hours with KICA).

Base rate: \$35.

No other data available.

KVSF, SANTA FE

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

General, station and commercial manager, chief engineer, publicity director: J. Laurence Martin. **Spanish program director:** T. R. Rivera.

Rep: Joseph Hershey McGillvra. **Seating facilities:** None. **Merchandising:** Dealer cooperation and promotion supplied. **Foreign language programs:** Spanish programs daily except Sunday. **Artists bureau:** Yes. **Base rate:** \$35.

Copy restrictions: All copy subject to station standards and government regulations. **E. T. library:** Davis & Schwegler. **News:** Transradio. **News periods:** 7:30-7:40 A.M., 12:30-12:45 P.M., 1-1:15 P.M., 4:45-5 P.M. (Spanish), 6:30-6:45 P.M., 7-7:15 P.M., all daily except Sunday.

NEW YORK

(3,132,300 radio homes, or 93% ownership among the State's total of 3,372,000 families. Urban ownership is 2,623,300, or 93% of urban families; rural ownership is 509,000, or 90% of rural families.)

Radio Homes by Counties

Albany	55,630	Herkimer	16,020	Richmond	35,970
Allegany	10,190	Jefferson	21,680	Rockland	13,556
Bronx	326,360	Kings	620,000	St. Lawrence	21,220
Broome	35,550	Lewis	5,610	Saratoga	16,110
Cattaraugus	18,270	Livingston	8,890	Schenectady	31,630
Cayuga	16,620	Madison	10,720	Schoharie	5,460
Chautauqua	32,920	Monroe	106,720	Schuyler	3,500
Chemung	19,210	Montgomery	14,810	Seneca	5,880
Chenango	9,350	Nassau	75,450	Steuben	21,800
Clinton	9,780	New York	461,300	Suffolk	37,740
Columbia	10,650	Niagara	35,030	Sullivan	9,290
Cortland	8,460	Oneida	47,740	Tioga	6,930
Delaware	10,660	Onondaga	72,790	Tompkins	11,140
Dutchess	24,790	Ontario	13,810	Ulster	21,150
Erie	182,850	Orange	32,120	Warren	9,150
Essex	7,790	Orleans	7,550	Washington	11,510
Franklin	10,170	Oswego	17,610	Wayne	13,440
Fulton	12,900	Otsego	12,930	Westchester	124,110
Genesee	10,740	Putnam	3,350	Wyoming	7,430
Greene	7,230	Queens	284,480	Yates	4,640
Hamilton	970	Rensselaer	30,950		

WABY, ALBANY

Operator: Adirondack Broadcasting Co., Inc., Radio Centre (also studio in Hotel Troy, Troy, N. Y.). **Phone:** 4-4194. **Power:** 250 and 100 watts on 1370 kc. **Affiliation:** NBC Basic Blue Supplementary Service; Mutual Broadcasting System. **Opened:** 1934. (Note: WABY is affiliated with, but not controlled by, the Albany Knickerbocker News.)

President and general manager: Harold E. Smith.

Rep: None. **Seating facilities:** Studio seats 250 persons; 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:** Accepted. **Artists bureau:** None. **Base rate:** \$120.

Copy restrictions: Accept beer, wines and patent medicines subject to investigation of product and strict supervision of copy; no hard liquor accounts accepted; exaggerated claims or mis-statements not tolerated. **E. T. library:** World; Associated.

WOKO, ALBANY

Operator: WOKO, Inc., Radio Centre

(also studio in Hotel Troy, Troy, N. Y.). **Phone:** 4-4193. **Power:** 1,000 and 500 watts on 1430 kc. **Affiliation:** CBS. **Opened:** 1924. (Note: WOKO is affiliated with, but not controlled by, The Albany Knickerbocker News.)

General manager: Harold E. Smith.

Rep: None. **Seating facilities:** Studio seats 250 persons; also arrangements with Warner Bros. Strand and Madison theatres; no admission charge. **Merchandising:** Courtesy announcements to build up program; letters to a limited number of dealers and distributors; attempts to obtain newspaper publicity. **Foreign language programs:** Accepted. **Artists bureau:** None. **Base rate:** \$175.

Copy restrictions: Beer and wines accepted; no hard liquors; no superlatives or exaggerated claims; patent medicines subject to investigation. **E. T. library:** World; Associated. **News:** UP. **News periods:** 7:25-7:30 A.M., noon-12:05 P.M., 6-6:15 P.M., 11-11:05 P.M., all Monday through Saturday.

WMBO, AUBURN

Operator: WMBO, Inc., Metcalf Bldg., 141 Genesee Street. **Phone:** 433. **Power:** 250 and 100 watts on 1310 kc. **Affiliation:** None. **Opened:** January, 1926.

NEW YORK STATIONS—Continued

President: William O. Dapping. **Station and commercial manager, program director:** Frederick L. Keesee. **Chief engineer:** Herbert House. **Publicity director:** Dorothy Bolin.

Rep: None. **Seating facilities:** Can accommodate 50 persons. **Merchandising:** Supply publicity gratis; rates upon request for special services. **Foreign language programs:** Accepted; translation must be furnished two days prior to broadcast. **Artists bureau:** Yes. **Base rate:** \$70.

Copy restrictions: Accept beer and wine accounts, but no hard liquor; patent medicines accepted if complying with Food & Drug Act; all copy subject to station approval and government regulations. **E. T. library:** Standard. **News:** Local. **News periods:** 10:15 A.M., 12:25 P.M., 6:10 P.M., all five minutes, all Monday through Saturday.

WNBF, BINGHAMTON

Operator: Howitt-Wood Radio Co., Inc., 135 Chenango Street. **Phone:** 2-3461. **Power:** 250 and 100 watts on 1500 kc. **Affiliation:** CBS. **Opened:** Feb. 7, 1927.

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

Rep: John Blair & Co. **Seating facilities:** None. **Merchandising:** Supply lists of wholesalers and retailers, supervise distribution of window and show cards, mail letters to retail outlets advising of new program, free of charge; mailing pieces to local distributors at cost of postage; personally conducted or coincidental telephone surveys at actual cost. **Foreign language programs:** Accept Slavic programs; for eight months of the year carry three such commercial programs. **Artists bureau:** None. **Base rate:** \$125.

Copy restrictions: Accept limited number of beer accounts; no wine or hard liquor; limited number of patent medicines accepted after strict investigation; all copy subject to station approval and government regulations. **E. T. library:** None. **News:** Transradio. **News periods:** 8 A.M., 12:15 P.M., 5:15 P.M., all 10 minutes, all Monday through Saturday.

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 stock-

holders owning the Buffalo Evening News, as is WEBR, Buffalo.)

President: Edward H. Butler. **Vice-president:** A. H. Kirchhofer. **Station manager, program director:** Edgar H. Twamley. **Commercial manager:** Clifford M. Taylor. **Chief engineer:** Ralph J. Kingsley. **Musical director:** Robert Armstrong. **Publicity director:** Joe Haeffner.

Rep: Edward Petry & Co., Inc. **Seating facilities:** 400 in one room; 2,000 in the Hotel Statler ballroom; 3,000 in the Court St. Theatre. **Merchandising:** At cost. **Foreign language programs:** None. **Artists bureau:** None. **Base rate:** \$180 (½hr.).

Copy restrictions: No announcements or programs accepted on beer, wine or liquor. **E. T. library:** Thesaurus; Lang-Worth. **News:** UP; also from Buffalo Evening News. **News periods:** 7:30 A.M., 8 A.M., 9 A.M., 12:30 P.M., 6 P.M., 11 P.M., all five minutes, all Monday through Saturday; 9 A.M. 12:07 P.M., 6:30 P.M., 11 P.M., all five minutes, all Sunday only.

WBNY, BUFFALO

Operator: Roy L. Albertson, 485 Main Street. **Phone:** Cleveland 3365. **Power:** 250 and 100 watts on 1370 kc. **Affiliation:** None. **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. **Seating facilities:** 25 persons. **Merchandising:** None listed. **Foreign language programs:** Accepted; daily Polish and German programs current. **Artists bureau:** None. **Base rate:** \$155.

Copy restrictions: Accept beer and wine; drug and medicinal advertising must comply with FCC and Federal Trade Commission rules and regulations, and all copy is subject to station approval or revision; use of word "free" prohibited except where samples of a product are offered gratis. **E. T. library:** Standard; Lang-Worth. **News:** Transradio. **News periods:** 7:15 A.M., 8:25 A.M., 10 A.M., 11 A.M., noon, 1 P.M., 1:55 P.M., 4:30 P.M., 6:30 P.M., 7:15 P.M., 8:30 P.M., 10 P.M., 11:30 P.M. (duration not listed), all daily.

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:** C. Robert Thompson. **Commer-**

NEW YORK STATIONS—Continued

cial manager: William Doerr, Jr. **Chief engineer:** Ralph Kingsley. **Musical director:** Robert Armstrong. **Publicity director:** Albert Zink.

Rep: Weed & Co. **Seating facilities:** None. **Merchandising:** Available at actual cost. **Foreign language programs:** Polish and Italian programs current. **Artists bureau:** None. **Base rate:** \$120.

Copy restrictions: Beer and wine accepted; no hard liquors; copy must comply with FCC and Federal Trade Commission regulations, and be in good taste. **E. T. library:** NBC Thesaurus. **News:** Supplied by Buffalo Evening News. **News periods:** 7:30 A.M., noon, 4 P.M., 6:30 P.M., 10:30 P.M., 11:30 P.M., all five minutes, all Monday through Saturday; 10 A.M., noon, 3:30 P.M., 6 P.M., 8 P.M., 10:15 P.M., 11:30 P.M., all five minutes, all Sunday only.

WGR, BUFFALO

Operator: Buffalo Broadcasting Corp., Rand Bldg. **Phone:** WA 3100. **Power:** 5,000 and 1,000 watts on 550 kc. **Affiliation:** CBS; Mutual. **Opened:** 1922. (Note: Same owners operate WKBW, also of Buffalo.)

President: H. W. Deyo. **Executive vice-president, station manager:** I. R. Lounsberry. **Commercial manager:** L. H. Avery.

Program director: H. C. Rice. **Technical director:** K. B. Hoffman. **Publicity director:** A. F. Busch.

Rep: Free & Peters, Inc. **Seating facilities:** Can accommodate 250 persons (shared with WKBW). **Merchandising:** Complete service available at actual cost. **Foreign language programs:** No information given. **Artists bureau:** No information given. **Base rate:** \$300.

Copy restrictions: All copy subject to station approval. **E. T. library:** World; Associated. **News:** UP; local. **News periods:** 9 A.M., 11 A.M., 2 P.M., 5 P.M., 5:55 P.M., 6:45 P.M., 9 P.M., 10 P.M., all five minutes, all Monday through Friday; 10 A.M., 3:15 P.M., 6:45 P.M., 11 P.M., all 15 minutes, all Sunday only.

WKBW, BUFFALO

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

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

NBC RED NETWORK

WHEN YOU

tell

The WBEN

Audience, You

sell

ALL BUFFALO

900 KILOCYCLES

- **WSYR** -

A DOUBLE-BARRELED
STATION!

The Leading Programs
of Two Networks
(NBC Red and Blue)

Are Heard by
A Double Audience

*Not Only the Syracuse
Listeners, but Also the
Farm Residents in One
of the Country's Rich-
est Agricultural Areas*



NEW YORK STATIONS—Continued

Rep: Free & Peters, Inc. **Seating facilities:** Can accommodate 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:** \$300.

Copy restrictions: All copy subject to station approval. **E. T. library:** World; Associated. **News:** UP; local. **News periods:** 10 A.M., 11:55 A.M., 1 P.M., 3 P.M., 4 P.M., 5:40 P.M., 7 P.M., 8 P.M., 11 P.M., midnight, all five minutes, all Monday through Friday.

WSVS, BUFFALO

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

This station is non-commercial.

WCAD, CANTON

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

This station is non-commercial; university-owned.

WENY, ELMIRA

Operator: Elmira Star-Gazette, Inc. **Power:** 250 and 100 watts on 1200 kc. (Note: Owners of this station also operate WESG, Elmira.)

At press time this station had a construction permit only.

WESG, ELMIRA

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

Station manager: Dale L. Taylor. **Program director:** Harold M. Wagner. **Local sales manager:** Ernest Oliver. **Musical director:** Harry Springer. **Publicity director:** Glenn Williams.

Rep: J. P. McKinney & Son. **Seating facilities:** Studio, 80 persons; Mark Twain Hotel ballroom, 200. **Merchandising:** Make personal calls; direct mail; newspaper cooperation. **Foreign language programs:** None currently carried; accepted 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. **E. T. library:** World. **News:** UP. **News periods:** 8:15-8:25 A.M. and 11:50-noon, Monday through Saturday; 6:30-6:40 P.M., every day.

WGGB, FREEPORT

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

Base rate: \$60.

No other data available after several requests.

WJTN, JAMESTOWN

Operator: James Broadcasting Co., Inc., Hotel Jamestown Bldg. **Phones:** 7-151; 7-152. **Power:** 250 and 100 watts on 1210 kc. **Affiliation:** NBC Basic Blue Supplementary Service. **Opened:** 1924. (Note: This station is owned by H. C. Wilder of WSyr, Syracuse.)

President: H. C. Wilder. **Station manager:** Charles Denny. **Program director:** George Callison. **Chief engineer:** H. J. Kratzert.

Rep: Paul H. Raymer Co. **Seating facilities:** 1,600 in an auditorium by remote. **Merchandising:** Complete service available. **Foreign language programs:** Accepted. **Artists bureau:** Yes; has complete list of talent on hand. **Base rate:** \$90.

Copy restrictions: Station reserves right to censor copy in accordance with "good practice"; accept beer and wine; patent medicines restricted in accordance with Federal Trade Commission procedure. **E. T. library:** Associated. **News:** UP. **News periods:** 8 A.M., 9 A.M., 10 A.M., noon, 4 P.M., 6 P.M., 7:30 P.M., all five minutes, all Monday through Saturday; 2:30-2:35 P.M., Monday through Friday; 10:30-10:35 P.M., Tuesday, Thursday, Friday; 11-11:05 A.M. (from NBC), 1-1:05 P.M., 11-11:05 P.M. (from NBC), Sunday only.

WGNY, NEWBURGH

Operator: Peter Goelet. **Power:** 250 watts on 1220 kc (daytime). **Affiliation:** None.

Base rate: \$50.



**5000
WATTS**
(Day)

Granted by the FCC June 21, 1939. 5000 Watts are a lot of Watts in any man's language. WBNX has 5000 Watts in Everyman's language!

FOB
Washington

WBNX

NEW YORK

5000 WATTS DAY
1000 WATTS NIGHT

"The Station That Speaks Your Language"

NEW YORK STATIONS—Continued

No other information available after repeated requests.

WABC, NEW YORK CITY

Operator: Columbia Broadcasting System, Inc., 485 Madison Ave. **Phone:** Wickersham 2-2000. **Power:** 50,000 watts on 860 kc. **Affiliation:** Key Station, CBS. **Opened:** October, 1924.

President: William S. Paley. **Station manager:** Mefford R. Runyon. **Commercial manager:** Arthur Hull Hayes. **Program director:** George Allen. **Chief engineer:** Henry Grossman. **Artists bureau head:** H. I. Rosenthal. **Publicity director:** Louis Ruppel.

Rep: Radio Sales. **Seating facilities:** Facilities of the CBS available. **Merchandising:** Sales promotion department will assist clients in any promotion or merchandising of programs; all materials billed at cost. **Foreign language programs:** Not accepted. **Artists bureau:** Services of Columbia Artists, Inc., available. **Base rate:** \$1,250.

Copy restrictions: Policies of the CBS observed. **E. T. library:** Associated. **News:** UP. **News periods:** 7:45-8 A. M., 8-8:05 A. M., 8:10-8:15 A. M., 6:30-6:45 P. M., 11-11:15 P. M., all Monday through Saturday.

WARD, NEW YORK CITY

Operator: United States Broadcasting Corp., 427 Fulton St., Brooklyn. **Phone:** Triangle 5-3300. **Power:** 500 watts on 1400 kc (divides time with WBBC, WVFW, WLTH). **Affiliation:** None. **Opened:** 1926.

Secretary, treasurer, station manager: Aaron Kronenberg. **Chief engineer:** A. Haas. **Program director:** Franklin H. Small. **Director of Irish programs:** James A. Hayden. **Director of Spanish programs:** Pasquale Quintana. **Director of Yiddish programs:** Samuel H. Cohn. **Musical director:** Sam Medoff.

Rep: None. **Seating facilities:** Can accommodate about 100 persons. **Merchandising:** Services of sales promotion department available; mailing list of 25,000; keep close contact with grocery organizations. **Foreign language programs:** WARD specializes in this type of program; has Yiddish, Spanish, Irish, Greek, Hungarian, Scandinavian, Polish, Scotch and Ukrainian programs; translation of programs must be furnished in advance. **Artists bureau:** Yes; has talent available. **Base rate:** \$200.

Copy restrictions: Accept beer; no other alcoholic beverages. **E. T. library:** None. **News:** None.

WBBC, NEW YORK CITY

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

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

Rep: None. **Seating facilities:** Can accommodate about 50 persons. **Merchandising:** Maintain publicity service department; sales department will advise and cooperate in dealer promotion campaigns and any other form of merchandising desired. **Foreign language programs:** Accept Italian, Jewish, German, Polish, Scandinavian and Irish programs; rates on application. **Artists bureau:** Yes. **Base rate:** \$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. **E. T. library:** Lang-Worth. **News:** Scandinavian and Jewish news periods are current; news service and broadcast periods not listed.

WBRR, NEW YORK CITY

Operator: Watchtower Bible and Tract Society, Inc., **Power:** 1,000 watts on 1300 kc (shares time with WHAZ and WEVD).

This station is non-commercial; church-owned.

WBIL, NEW YORK CITY*

Operator: Arde Bulova, 132 W. 43rd St. **Phone:** Bryant 9-6080. **Power:** 5,000 watts on 1100 kc (shares certain hours with WPG). **Affiliation:** None.

General manager: Hyla Kiczales (also general manager of WOV, New York City, and WPEN, Philadelphia). **Commercial manager:** Ralph Nardella. **Program director:** John C. Schramm. **Chief engineer:** Robert E. Study. **Artists bureau head:** Sydney Leipzig. **Publicity director:** Charles Berry.

Copy restrictions: Beer and wine adver-

**For complete details on this station, consult the station. At press time it was being amalgamated with WPG, Atlantic City, into a full-time New York station. WOV, New York, similarly entered into the consolidation in that its wave-length was given up.*



TYPICAL

*of the grace and ease with which America's greatest
time-buyers scale sales obstacles by using*

WOR

NEW YORK STATIONS—Continued

tising accepted, but no hard liquors; only supportable copy claims may be used; criticism of competitive products not allowed. **E. T. library:** Lang-Worth. **News:** INS. **News periods:** 6-6:15 P.M. (Italian) and 6:45-7 P.M. (Italian), both Monday through Saturday; 7:45-7:50 P.M., Tuesday, Thursday, Saturday.

WBNX, NEW YORK CITY

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

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

Rep: None. **Seating facilities:** Can accommodate 100 persons. **Merchandising:** No regular service; helps with production of foreign language programs; offers information on buying habits, statistics, etc. **Foreign language programs:** Specializes in these. **Artists bureau:** None. **Base rate:** \$225.

Copy restrictions: No set rules. **E. T. library:** None. **News:** INS. **News periods:** 9:25-9:30 A.M., Monday through Friday (sustaining); 5:55-6 P.M., Monday through Thursday (sustaining).

WCNW, NEW YORK CITY

Operator: Arthur Faske, 846 Flatbush Ave., Brooklyn, N. Y.; 101 Park Ave., New York City. **Phones:** Ingersoll 2-1500 and 2-6000 (Brooklyn); Caledonia 5-3750 (New York City). **Power:** 250 and 100 watts on 1500 kc (shares certain hours with WWRL). **Affiliation:** None. **Opened:** Nov. 26, 1926.

Owner, chief engineer: Arthur Faske. **General and station manager:** A. R. Steinberg. **Program director, artists bureau head:** R. Wayne. **Publicity director:** Wellington Wright.

Rep: None. **Seating facilities:** Can accommodate about 25 persons. **Merchandising:** Complete service offered gratis. **Foreign language programs:** Accepted; copy must be accompanied by an English translation; all languages are taken, and the station is currently running Jewish, Italian, German, Russian, Spanish and Lithuanian programs. **Artists bureau:** No artists under contract, but can supply all necessary talent. **Base rate:** \$150.

Copy restrictions: Beer and wine advertising accepted; no hard liquors. **E. T. library:** None listed. **News:** None listed.

WEAF, NEW YORK CITY

Operator: Owned and operated by the National Broadcasting Co., 30 Rockefeller Plaza. **Phone:** C1rcle 7-8300. **Power:** 50,000 watts on 660 kc. **Affiliation:** NBC Red key station. **Opened:** 1922.

Vice-president in charge: William S. Hedges. **Commercial manager:** M. M. Boyd. **Program directors:** John Royal; Phillips Carlin. **Chief engineers:** O. B. Hanson; George McElrath. **Artists bureau heads:** George Engles; Daniel Tuthill. **Musical director:** Frank Black. **Publicity director:** Frank Mason.

Rep: National Broadcasting Co. **Seating facilities:** All Radio City studios available, if not previously scheduled for other programs; seating facilities range up to a capacity of 1,300. **Merchandising:** Two pre-announcements per day seven days prior to start of any new series; publicity department cooperates in promoting the campaign; letters mailed out at sponsor's expense. **Foreign language programs:** Not accepted. **Artists bureau:** Complete NBC Artists Service Department available. **Base rate:** \$1,200.

Copy restrictions: Beer advertising accepted; time signals sold only to watch and clock companies; all products, copy and continuity subject to approval of NBC. **E. T. library:** NBC Thesaurus. **News:** AP; UP; INS. **News periods:** 7:30-7:45 A.M., 9-9:05 A.M. 1-1:05 P.M., 6:20-6:30 P.M., 11:30-11:35 P.M., all Monday through Saturday. (Note: News periods are sold only as complete periods; individual announcements are not sold during the news).

WEVD, NEW YORK CITY

Operator: Debs Memorial Radio Fund, Inc., 117-119 W. 46th St. **Phone:** Bryant 9-2360. **Power:** 1,000 watts on 1300 kc (shares time with WBBR, WHAZ). **Affiliation:** None. **Opened:** July, 1931 (reorganized).

Managing director: Henry Greenfield. **Director of programs and publicity:** George Field. **Musical director:** Nicholas L. Saslawsky.

Rep: None. **Seating facilities:** About 100 persons. **Merchandising:** None. **Foreign language programs:** Will accept; 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." **E. T. library:** None. **News:** None.

NEW YORK STATIONS—Continued

WHN, NEW YORK CITY

Operator: Marcus Loew Booking Agency, 1540 Broadway. **Phone:** Bryant 9-7800. **Power:** 5,000 and 1,000 watts on 1010 kc. **Affiliation:** None. **Opened:** March 18, 1922.

Director: Herbert L. Pettey. **Sales director:** Bertram H. Lebharr, Jr. **Station manager:** Frank Roehrenbeck. **Program manager:** Fred Raphael. **Chief engineer:** Gordon Windham. **Musical conductors:** Don Albert, Dick Ballou. **Production manager:** Maurice Barrett. **Publicity director:** A. L. Simon.

Rep: Edward Petry & Co., Inc. **Seating facilities:** Studio A, 150; Studio B, 100; Studio C, 100; Studio No. 1403, 50. **Merchandising:** None. **Foreign language programs:** None. **Artists bureau:** Complete service; artists booked directly plus 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 Loew's Theatres, Marcus Loew Booking Agency, etc. **Base rate:** \$450.

Copy restrictions: Commercials restricted to three minutes per quarter-hour of broadcast. **E. T. library:** Associated. News:

UP. News periods: 7:15 A.M., 8:30 A.M., 9:45 A.M., noon, 2:15 P.M., all 15 minutes, all Monday through Saturday; 5:45-6 P.M., Monday, Tuesday, Wednesday, Thursday and Saturday; 10:45-11 P.M., Monday, Tuesday, Thursday, Friday and Saturday; 11-11:15 P.M., Wednesday only; 9:45-10 A.M., 10:30-10:45 P.M., Sunday.

WINS, NEW YORK CITY

Operator: Hearst Radio, Inc., 110 East 58th Street. **Phone:** Eldorado 5-6100. **Power:** 1,000 watts on 1180 kc (operates to two hours after sunset). **Affiliation:** None. **Opened:** 1924.

General manager: Carl Calman. **Sales manager:** E. S. Lennon. **Program director:** Hazel Bower. **Chief engineer:** Paul Von Kunits. **Musical director:** Louis Katzman. **Publicity and continuity director:** Albert A. Grobe.

Rep: International Radio Sales. **Seating facilities:** 50 persons. **Merchandising:** Complete service available at actual cost. **Foreign language programs:** Not accepted. **Artists bureau:** None. **Base rate:** \$225.

Copy restrictions: Accept beer and wine,

HOOPER-HOLMES SHOWS

WNEW first as local station!
WABC first as chain station!

WNEW NEW YORK
ON THE AIR 24 HRS. A DAY

Serving New York City and its environs...the entire Metropolitan Trading Area

1250 KILOCYCLES • 5000 WATTS BY DAY • 1000 WATTS BY NIGHT
STUDIOS—501 MADISON AVENUE, NEW YORK CITY

NEW YORK STATIONS—Continued

but no hard liquors; all copy subject to station approval and government regulations. **E. T. library:** World. **News:** INS. **News periods:** 7:05-7:10 A.M., 7:25-7:30 A.M., noon-12:10 P.M., 4-4:05 P.M., all Monday through Saturday.

WJZ, NEW YORK CITY

Operator: Owned and operated by the National Broadcasting Co., 30 Rockefeller Plaza. **Phone:** Circle 7-8300. **Power:** 50,000 watts on 760 kc. **Affiliation:** NBC Blue key station. **Opened:** 1921.

Personnel, services, and copy restrictions: See WEAF, New York City.

Base rate: \$1,200. **E. T. library:** NBC Thesaurus. **News:** AP; UP; INS. **News periods:** 7:55 A.M., noon, 6 P.M., 11 P.M., all five minutes, all Monday through Saturday. (Note: News periods are sold only as complete units; no individual announcements sold during, or before or after, the news).

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:** Norman H. Warembud. **Chief engineer:** John Temple. **Musical director:** Doris Webb. **Merchandising manager:** Nathan Horowitz.

Rep: None. **Seating facilities:** WLTH Radio Theatre seats 100. **Merchandising:** Station has organized Jewish dairies, groceries and delicatessen stores into a group known as the WLTH Radio Foodstores to aid advertisers in merchandising; market survey by Ross Federal Research Corp. available. **Foreign language programs:** Specialize in Jewish programs; Italian and Scandinavian available. **Artists bureau:** None. **Base rate:** \$210.

Copy restrictions: Beer, wines, liquor, patent medicines accepted if copy does not violate NAB Code of Ethics; patent medicine copy and hour of broadcast also supervised by station. **E. T. library:** Langworth. **News:** None.

WMCA, NEW YORK CITY

Operator: Knickerbocker Broadcasting Co., Inc., 1657 Broadway. **Phone:** Circle 6-2200. **Power:** 1,000 watts on 570 kc. **Affiliation:** Inter-City Broadcasting System. **Opened:** Feb. 6, 1925.

President: Donald Flamm. **Vice-president, counsel:** William Weisman. **Secretary,**

assistant to the president: Sidney Flamm. **General manager:** Donald S. Shaw. **National sales director:** Charles Stark. **Director of programs and artists service:** Ed Scheuing. **Program coordinator:** Alfred A. Hall. **Chief engineer:** Frank Marx. **Artists bureau head:** Charles Wilshin. **Musical director:** Lee Grant. **Publicity and special events director:** Leon Goldstein.

Rep: Ward & McDermott (Chicago). **Seating facilities:** Theatre studio seats 300 persons. **Merchandising:** Sales promotion department prepares copy for posters, displays, signs, advertisements, etc. **Foreign language programs:** Not accepted. **Artists bureau:** Yes; complete roster with about 65 artists available for booking. **Base rate:** \$650.

Copy restrictions: Beer and wine accepted, subject to rules of Federal Control Board; patent medicines subject to rules of Federal Trade Commission; advertiser must agree to indemnify Knickerbocker from any and all liability suits, damages, costs, expenses and lawyers' fees. **E. T. library:** NBC Thesaurus. **News:** INS; also own local news. **News periods:** 7:30-7:45 A.M., 9:45-10 A.M., 2:45-3 P.M., 5-5:15 P.M., 6:20-6:25 P.M., all Monday through Saturday; 8:45-9 A.M., 12:15-12:30 P.M., 10:30-10:45 P.M., midnight-12:15 A.M., all daily including Sunday; 1-1:15 A. M., Monday through Friday.

WNEW, NEW YORK CITY

Operator: WODAAM Corp., 501 Madison Ave. **Phone:** Plaza 3-3300. **Power:** 5,000 and 1,000 watts on 125C kc (shares time with WHBI on Sunday and Monday). **Affiliation:** None. **Opened:** Feb. 13, 1934.

Station manager: Bernice Judis. **Commercial managers:** Herman Bess, Walter Duncan. **Sales promotion director:** Marvin DeWitt Rae. **Program director:** Have a program board. **Chief engineer:** M. J. Weiner. **Musical director:** Merle Pitt. **Production director:** William McGrath. **Continuity editor:** Doris Smith. **Publicity director:** Richard K. Bard.

Rep: William G. Rambeau Co. **Seating facilities:** Studios, 200 persons. **Merchandising:** Maintain such a department. **Foreign language programs:** None. **Artists bureau:** Yes; about 45 artists listed. **Base rate:** \$350.

Copy restrictions: Accept beer, wine and patent medicines; no reducing medicines, diathermy and radio schools; reasonable advertising liberties allowed to all others. **E. T. library:** Associated. **News:** INS; also tie-up with N. Y. Journal-American. **News periods:** 7:30-7:45 A.M., 8:55-9 A.M., 9:55-10:00 A.M., 11:55-noon, 1:55-2 P.M., 5:15-5:30 P.M., 8:55-9 P.M., 9:55-10 P.M., 2:55-3 A.M., 5:55-6 A.M., all Monday through Sat-

NEW YORK STATIONS—Continued

urday; 2:55-3 P.M., 3:55-4 P.M., Tuesday through Saturday; 7:45-8 P.M. (comment), Monday through Friday.

WNYC, NEW YORK CITY

Operator: City of New York, Municipal Broadcasting System, 2500 Municipal Bldg. **Phone:** Worth 2-4740. **Power:** 1,000 watts on 810 kc (operates to sunset in Minneapolis). **Opened:** July 2, 1924.

This station is non-commercial.

WOR, NEW YORK CITY

Operator: Bamberger Broadcasting Service, Inc., 1440 Broadway. **Phone:** Pennsylvania 6-8383. **Power:** 50,000 watts on 710 kc. **Affiliation:** Mutual Broadcasting System. **Opened:** February 22, 1922. (Note: This station is licensed for Newark, N. J., but maintains studios and general offices in New York City.)

President: Alfred J. McCosker. **Vice-president, general manager:** Theodore C. Streibert. **Vice-president in charge of sales:** Frank Braucher. **Sales manager:** Eugene S. Thomas. **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. **Director of sales promotion:** Joe Creamer.

Rep: Own offices in Chicago and Boston; Edward S. Townsend in San Francisco. **Seating facilities:** Two studios, seating 75 persons; WOR-Mutual Playhouse, with capacity of 700, also available to clients. **Merchandising:** None. **Foreign language programs:** Not accepted. **Artists bureau:** WOR Artists Service. **Base rate:** \$1,100.

Copy restrictions: Accept beer and wine providing programs do not run less than 5 minutes; announcements accepted daytime only, but cannot be sponsored by drug manufacturers, nor can they mention contests or offers; reserve right to eliminate all or parts of programs considered contrary to policy or interest, without notice or consent. **E. T. library:** World. **News:** Transradio. **News period:** 6:25-6:55 A.M. (farm news), 6:55-7 A.M., 8-8:15 A.M., 12:30-12:45 P.M., 6:30-6:45 P.M., all Monday through Saturday; 11-11:15 P.M., 2-2:05 A.M., every day; 10-10:15 A.M., 12:45-1 P.M., 7:15-7:30 P.M., Sunday only.

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 oc-

casional hookups with WAAB, WICC, WEAN, WSPR, WNBC, WELI, WCOP, WABY, WIBX, WSAY, WSYR, WEBR. **Opened:** December, 1926.

General manager: Hyla Kiczales (also general manager of WBIL, New York City, and WPEN, Philadelphia). **Commercial manager:** Ralph Nardella. **Program director:** John Schramm. **Chief engineer:** Robert E. Study. **Musical director:** Julio Ochiboi. **Publicity director:** Charles Berry.

Copy restrictions: Only supportable copy claims allowed; competitive products cannot be criticized; beers and wines accepted; no hard liquors. **E. T. library:** Lang-Worth. **News:** INS. **News periods:** 8:15-8:25 A.M., 10-10:15 A.M., 12:15-12:20 P.M., 4-4:15 P.M., 5-5:15 P.M. (Italian), all Monday through Saturday.

Note: For complete details on this station, consult WBIL, New York. As a result of WBIL's purchase and consolidation with WPG, Atlantic City, as one New York full-time station, the wave-length and separate entity of WOV is being dropped.

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 manager:** Elliott M. Sanger. **Commercial manager:** Robert M. Scholle. **Chief engineer:** Russell Valentine. **Musical director:** Eddy Brown. **Publicity director:** Dorothea Beckman.

Rep: Joseph Hershey McGillvra. **Seating facilities:** Studio, 50 persons. **Merchandising:** Services rendered at cost. **Foreign language programs:** Not accepted. **Artists bureau:** None. **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. **E. T. library:** World. **News:** A P. **News periods:** 8:55-9 A.M., 6:25-6:30 P.M., Monday through Saturday; 10:55-11 A.M., 5:45-6 P.M., 10:55-11 P.M., Sunday only. (Note: Spots accepted before and after, but not during, the news.)

WVFW, NEW YORK CITY

Operator: Paramount Broadcasting Corp., 1 Nevins St., Brooklyn. **Phones:** Triangle

NEW YORK STATIONS—Continued

5-0313; Triangle 5-2628. **Power:** 500 watts on 1400 kc (shares time with WARD, WBBC and WLTH). **Affiliation:** None.

Managing director: Salvatore D'Angelo. **Rep:** None. **Seating facilities:** Can accommodate 50 persons. **Merchandising:** Available if requested; cooperative agreement on charges. **Foreign language programs:** Accept any foreign language except Oriental; program and translation must be submitted 24 hours in advance. **Artists bureau:** None. **Stock:** Principally held by Salvatore D'Angelo. **Base rate:** \$175.

Copy restrictions: No hard liquors or patent medicines; beer and wine copy accepted; commercials must be submitted 24 hours prior to broadcast. **E. T. library:** None. **News:** None.

WWRL, NEW YORK CITY

Operator: Long Island Broadcasting Corp., 41-30 58th St., Woodside, L. I. **Phone:** Newtown 9-3300. **Power:** 250 and 100 watts on 1500 kc (divides time with 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:** Adolph Soebel. **Publicity director:** Emil Dorer. **Production manager:** Edith Dick.

Rep: None. **Seating facilities:** Can accommodate 100 persons. **Merchandising:** Cooperate in any service requested, free of charge. **Foreign language programs:** Will accept; German, Polish, Czechoslovak, Hungarian, Italian and Greek programs current; translation must be furnished in advance for station approval. **Artists bureau:** None. **Base rate:** \$80.

Copy restrictions: Accept beer and wine; no hard liquor; recognized patent medicines accepted if copy conforms to station standards; all copy subject to approval of management. **E. T. library:** Lang-Worth; NAB. **News:** Local. **News periods:** Not listed.

WHDL, OLEAN

Operator: WHDL, Inc., Exchange National Bank Bldg. **Phone:** 3300. **Power:** 250 watts on 1400 kc (daytime). **Affiliation:** None. **Opened:** Nov. 4, 1934. (Note: Station also has studios in Bradford, Pa., and St. Bonaventure College; WHDL is owned by the Olean Times-Herald, a Ganett newspaper).

Station manager: Thomas L. Brown. **Program director:** Joseph M. Cleary. **Chief engineer:** Warren McDowell.

Rep: J. P. McKinney & Son. **Seating facilities:** Have studios in both Olean,

N. Y., and Bradford, Pa.; capacity about 150. **Merchandising:** Maintenance merchandising department available. **Foreign language programs:** Not accepted. **Artists bureau:** None. **Base rate:** \$50.

Copy restrictions: Do not accept beer, wine, hard liquors, or laxatives. **E. T. library:** NBC Thesaurus; Associated. **News:** UP from Olean Times-Herald. **News periods:** 9:30-9:45 A.M., 4-4:15 P.M., both Monday through Friday; 12:30-12:45 P.M., Saturday only.

WMFF, PLATTSBURG

Operator: Plattsburg Broadcasting Corp., Hotel Cumberland. **Phone:** 1600. **Power:** 250 and 100 watts on 1310 kc. **Affiliation:** NBC Basic Blue Supplementary. **Opened:** Feb. 3, 1935.

Treasurer, station manager: George F. Bissell. **Chief of production:** Carl Matfison. **Commercial manager:** Martin Traynor, Jr. **Chief engineer:** Jack Nazak. **Artists bureau head:** Roy Cameron. **Musical director:** Kenneth Bell. **News and publicity director:** Lyle Bosley.

Rep: None. **Seating facilities:** None. **Merchandising:** Letters to trade on stationery at cost plus postage and fee for typist; moderate charge for personal calls on dealers and distributors in city; no calls made outside of city. **Foreign language programs:** Will accept. **Artists bureau:** Yes; lists about 30 artists. **Base rate:** \$75.

Copy restrictions: Accept beer, wine, liquor; all continuity subject to station approval. **E. T. library:** None. **News:** UP. **News periods:** 7:55-8 A.M., 9-9:05 A.M., noon-12:05 P.M., 4:55-5 P.M., 6:30-6:45 P.M., 11-11:05 P.M., all Monday through Saturday; 11-11:05 A.M., 5:30-5:45 P.M., 11-11:05 P.M., Sunday only.

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:** J. W. Kennedy, Jr. **Program director:** Charles Siverson. **Chief engineer:** John J. Long. **Musical director:** Charles Siverson. **Publicity director:** Art Kelly.

Rep: George P. Hollingsbery Co. **Seating facilities:** Auditorium studio seats 300. **Merchandising:** Pre-announcements and direct program publicity rendered gratis; other services rendered by 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.

WHAM

IS THE

“ONLY STATION”

WHICH SERVES

ROCHESTER

AND

Western New York

There is only *one* way to reach the wealthy
area of ROCHESTER AND WESTERN NEW
YORK . . . USE WHAM.

•

YOU CAN COVER THIS AREA WITH
WHAM ALONE;
YOU CANNOT COVER IT WITHOUT *WHAM*

•

50,000 WATTS—CLEAR CHANNEL

National Representative: GEORGE P. HOLLINGBERRY CO.

NEW YORK STATIONS—Continued

Copy restrictions: No beer, wine, whiskeys or other alcoholic beverages; all copy must pass requirements of good taste, truthfulness and "public good." **E. T. library:** World. **News:** UP. **News periods:** 7 A.M. (9 A.M. on Sunday), 12:05 P.M., 6 P.M., 11 P.M., all 10 minutes, all every day.

WHEC, ROCHESTER

Operator: WHEC, Inc., 40 Franklin St. **Phone:** Stone 1320. **Power:** 1,000 and 500 watts on 1430 kc. **Affiliation:** CBS. **Opened:** Feb. 1, 1922. (Note: WHEC is affiliated with, but not completely owned by, the Rochester Democrat and Chronicle, and the Rochester Times-Union—Gannett.)

Vice-president: Clarence Wheeler. **Station manager:** Gunnar O. Wiig. **Commercial manager:** LeMoine C. Wheeler. **Chief engineer:** Maurice H. Clarke. **Musical director:** Kenneth Sparnon. **Dramatics director:** Kenneth French. **Continuity director:** Charlotte Edwards. **Publicity director:** Ross Woodbridge.

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

Copy restrictions: Alcoholic beverages of any kind not accepted; all programs dealing with internal products or proprietaries will be judged on the basis of good taste and public value; maximum of three and a half minutes of copy in a quarter-hour program; five minute maximum for half-hours; one minute announcements limited to 120 words, or, if transcribed, to 55 seconds playing time; flash announcements must not exceed 35 words; all programs must be in keeping with ethical standards. **E. T. library:** Associated. **News:** INS. **News periods:** 8 A.M., 12:15 P.M., 6 P.M., 11 P.M., all 15 minutes, all Monday through Saturday; 4-4:15 P.M., Monday through Friday.

WSAY, ROCHESTER

Operator: Brown Radio Service and Laboratory, Taylor Bldg. **Phone:** Stone 702. **Power:** 250 and 100 watts on 1210 kc. **Affiliation:** None. **Opened:** Sept. 26, 1936.

General manager, chief engineer: Gordon

P. Brown. **Commercial manager:** Mortimer A. Nusbaum. **Sales manager:** Winston H. Thornburg. **Program director:** Levere Fuller.

Rep: None. **Seating facilities:** Studio seats about 100 persons. **Merchandising:** Service, as desired by the sponsor, is rendered at cost. **Foreign language programs:** Accepted, providing that copy is in two days in advance, and that any material broadcast in a foreign language be immediately followed by the English translation. **Artists bureau:** Yes. **Base rate:** \$140.

Copy restrictions: Beer and wines accepted; no hard liquors; programs subject to approval of management; foreign language programs subject to translation and monitoring charge. **E. T. library:** None. **News:** Transradio. **News periods:** 7:30 A.M., 12:30 P.M., 5:55 P.M., 11 P.M., all five minutes, all Monday through Saturday.

WNBZ, SARANAC LAKE

Operator: Upstate Broadcasting Corp., 70 Broadway. **Phone:** 824. **Power:** 100 watts on 1290 kc (daytime). **Affiliation:** None. **Opened:** 1927.

General, station and commercial manager: W. H. Carpenter. **Program director:** Edward Burgeni. **Chief engineer:** John McGoldrick.

Rep: George P. Hollingbery Co. **Seating facilities:** None. **Merchandising:** No formal department, but suitable cooperation is rendered. **Foreign language programs:** No rules listed. **Artists bureau:** None. **Base rate:** \$25.

Copy restrictions: NAB Code of Ethics fully observed; liquor advertising not accepted. **E. T. library:** NBC Thesaurus. **News:** Christian Science Monitor.

WGY, SCHENECTADY

Operator: Programmed by the National Broadcasting Co., Inc. (owned by the General Electric Co.), 1 River Road. **Phone:** 3-2121. **Power:** 50,000 watts on 790 kc. **Affiliation:** NBC Basic Red. **Opened:** Feb. 20, 1922.

Station manager: Kolin Hager. **Program director:** A. O. Coggeshall. **Chief engineer:** W. J. Purcell. **Artists bureau head:** Kolin Hager. **Musical director:** Gordon Randall. **Publicity director:** W. T. Meenam.

Rep: National Broadcasting Co., Inc. **Seating facilities:** Studio A, 200; Albany studio, 40. **Merchandising:** None listed. **Foreign language programs:** Not accepted. **Artists bureau:** Yes; complete roster of artists available. **Base rate:** \$400.

Copy restrictions: Lectures and educational talks not accepted between 6 P.M.

NEW YORK STATIONS—Continued

and midnight, except by special arrangement; time of broadcast subject to change to other periods on 28 days' notice to accommodate network broadcasts, excepting in the case of independent announcements, which may be moved to other periods if available, and as arranged by station manager on 24 hours' notice; closing date is two weeks in advance of initial program and program material must be arranged one week in advance of broadcast date—no change within two days preceding broadcast; all programs subject to station approval; beer or other alcoholic beverages not accepted; no patent medicines except well known proprietaries, or those acceptable to the American Medical Association, and then only if the copy meets complete station approval. **E. T. library:** NBC The-saurus. **News:** UP. **News periods:** 7:30 A.M., 12:10 P.M., 6 P.M., 11 P.M., all five minutes, all Monday through Saturday (Esso).

WFBL, SYRACUSE

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

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 MacNeil Curren. **Publicity director:** Bob Kenefick, Jr.

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

Copy restrictions: All copy for beer,

Full Basic COLUMBIA Network Schedule...

Plus ...

1. Complete, actual coverage of Syracuse and Central New York.
2. Carries more network programs, more short wave broadcasts, more national and local special features.
3. Finest and most modern equipment including new 403 foot vertical radiator and mobile transmitter (the only one in Syracuse).
4. Active and cooperative merchandising and publicity.

... and that means that WFBL has a greater, continuous active listening audience ... the thing of greatest importance to ALL radio time buyers.

WFBL **SYRACUSE, N. Y.**

5000 Watts Daytime
1000 Watts Nighttime

National Representatives—Free & Peters, Inc.

NEW YORK STATIONS—Continued

wine and patent medicines subject to approval and government regulations; no hard liquor copy accepted. **E. T. library:** World. **News:** INS. **News periods:** 7:30-7:35 A.M., 8-8:05 A.M., 10:45-10:50 A.M., 6-6:15 P.M., all Monday through Saturday; 11:30-11:35 P.M., Wednesday, Thursday, Saturday; 10:30-10:35 P.M., Monday, Tuesday, Friday; 6-6:15 P.M., 10:30-10:35 P.M., Sunday only.

WSYR, SYRACUSE

Operator: Central New York Broadcasting Corp., Starret Syracuse Bldg., 204 Harrison St. **Phone:** 3-7111. **Power:** 1,000 watts on 570 kc. **Affiliation:** NBC Basic Blue and Red. **Opened:** 1923.

President: H. C. Wilder.* **Vice-president:** Fred R. Ripley. **National sales manager:** Phil Hoffman. **Program director:** L. B. Lindquist. **Chief engineer:** Armand Belle Isle. **Artists bureau head:** Fred Jeske. **Musical director:** Victor Miller.

Rep: Paul H. Raymer Co. **Seating facilities:** Studio seats 100 persons; also have use of two auditoriums, one seating 900, the other 500. **Merchandising:** Sponsors are, on request, and without charge, accorded letters and personal calls on dealers, news items and program listings in papers, follow-up surveys, pre-program announcements; also without charge, a sponsor may obtain salesmen's presentations, route lists, use of studios for dealer meetings, guest tickets for broadcasts, market data, display and promotion aids, one-week window display in the Hotel Syracuse Building; for a minimum expense the sponsor may obtain personal appearance of talent, handling and mailing of give-aways and premiums, counter and window display distribution, telegraphic promotion, distribution of 5,000 or more circulars, house to house canvas, mail notices to listeners and trade, display ads in newspapers, periodic calls on all retailers in his market, and repeating announcements anent his program in other spots. **Foreign language programs:** Will accept, with restrictions. **Artists bureau:** Yes, lists about 25 artists. **Base rate:** \$220.

Copy restrictions: Accept beer and wine programs; no hard liquor; abide by rules of Syracuse Advertiser's Association, NAB Code of Ethics and recommendations of Proprietary Association. **E. T. library:** Associated. **News:** UP. **News periods:** 6:55 A.M., 8 A.M., 9 A.M., 12:30 P.M., 6 P.M., 11 P.M., all five minutes. all Monday through Saturday

* Also president of WJTN, Jamestown, N. Y. and WNBX, Springfield, Vt.

WSYU, SYRACUSE

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:** 1,000 watts on 1300 kc (divides time with WBBR and WEVD). **Affiliation:** None. **Opened:** August, 1922. (Note: This station is college-owned—Rensselaer Polytechnic Institute).

Professor of Communication Engineering, station manager: 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. **E. T. library:** None. **News:** UP. **News periods:** 7:15-7:30 P. M., Monday (news not subject to sponsorship).

WTRY, TROY

Operator: Troy Broadcasting Co., Inc. **Power:** 1,000 watts on 950 kc (daytime).

At press time this station had a construction permit only.

WIBX, UTICA

Operator: WIBX, Inc., 187 Genesee Street. **Phone:** 2-2101. **Power:** 250 and 100 watts on 1200 kc. **Affiliation:** CBS. **Opened:** 1925.

President, general manager: Scott Howe Bowen. **Chief engineer:** H. M. Hathaway. **Musical director:** Walter Griswold. **Merchandising director:** N. W. Cook. **Director of public relations:** M. R. Hanna.

Rep: John Blair & Co. **Seating facilities:** Hotel ballroom, 1,500; Y. M. C. A. auditorium, 150. **Merchandising:** Cooperate in arranging window displays, counter displays, distribution of window cards, letters to the trade; personal calls on jobbers and retailers; all services rendered at actual cost. **Foreign language programs:** Will accept; subject to station standards. **Artists bureau:** None. **Base rate:** \$105.

Copy restrictions: All copy subject to station approval. **E. T. library:** Associated. **News:** UP. **News periods:** 7-7:05 A.M., 8-

NEW YORK STATIONS—Continued

8:05 A.M., 9:25-9:30 A.M., 12:30-12:45 P.M., 6:45-7 P.M., 11-11:05 P.M., all Monday through Saturday; 6:15-6:30 P.M., 10:30-10:45 P.M., Sunday only.

WFAS, WHITE PLAINS

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

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

Rep: Associated Broadcasting Adv. Co.

in Greater New York (I. T. Porter, mgr., 152 W. 42nd St.); Cox and Tanz; Northwest Radio Advertising (Seattle). **Seating facilities:** Can accommodate about 300 persons; 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. **Artists bureau:** Yes. **Base rate:** \$100.

Copy restrictions: Beer, wines and hard liquors accepted; copy must be in "good usage and truthful." **E. T. library:** Lang-Worth. **News:** Christian Science Monitor. **News periods:** 4:45-5 P.M., Monday, Wednesday, Thursday, Friday, Saturday.

NORTH CAROLINA

(408,600 radio homes, or 55% ownership among the State's total of 736,000 families. Urban ownership is 161,900, or 79% of urban families; rural ownership is 246,700, or 47% of rural families.)

Radio Homes by Counties

Alamance	5,650	Franklin	3,030	Pamlico	1,120
Alexander	1,320	Gaston	10,400	Pasquotank	3,030
Alleghany	790	Gates	1,060	Pender	1,670
Anson	3,160	Graham	580	Perquimans	1,180
Ashe	2,100	Granville	3,150	Person	2,280
Avery	1,180	Greene	1,720	Pitt	6,430
Beaufort	4,430	Guilford	22,740	Polk	1,190
Bertie	2,580	Halifax	5,710	Randolph	4,380
Bladen	2,330	Harnett	4,110	Richmond	4,250
Brunswick	1,830	Haywood	3,540	Robeson	7,120
Buncombe	16,660	Henderson	3,140	Rockingham	6,060
Burke	3,230	Hertford	1,770	Rowan	8,250
Cabarrus	5,500	Hoke	1,340	Rutherford	4,670
Caldwell	3,330	Hyde	920	Sampson	4,190
Camden	610	Iredell	6,260	Scotland	2,350
Carteret	2,430	Jackson	1,820	Stanly	3,570
Caswell	1,660	Johnston	6,030	Stokes	2,200
Catawba	5,680	Jones	990	Surry	4,640
Chatham	2,570	Lee	2,130	Swain	1,230
Cherokee	1,670	Lenoir	4,640	Transylvania	1,190
Chowan	1,470	Lincoln	2,580	Tyrrell	570
Clay	550	McDowell	2,280	Union	4,650
Cleveland	6,340	Macon	1,460	Vance	3,250
Columbus	3,980	Madison	2,060	Wake	13,650
Craven	4,440	Martin	2,500	Warren	2,240
Cumberland	5,630	Mecklenburg	23,520	Washington	1,270
Currituck	800	Mitchell	1,440	Watauga	1,560
Dare	710	Montgomery	1,780	Wayne	6,850
Davidson	6,390	Moore	3,360	Wilkes	3,720
Davie	1,590	Nash	6,370	Wilson	5,800
Duplin	3,720	New Hanover	8,330	Yadkin	1,890
Durham	12,550	Northampton	2,690	Yancey	1,470
Edgecombe	6,170	Onslow	1,570		
Forsyth	20,020	Orange	2,590		

NORTH CAROLINA STATIONS—Continued

WISE, ASHEVILLE

Operator: Asheville Daily News (Harold H. Thoms, owner). **Power:** 100 watts on 1370 kc.

At press time this station had a construction permit only.

WWNC, ASHEVILLE

Operator: Asheville Citizen-Times Company, Inc., 14 O'Henry Ave. **Phone:** 5507. **Power:** 1,000 watts on 570 kc. **Affiliation:** CBS. **Opened:** Feb. 22, 1927. (Note: This station is newspaper-owned by the Asheville Citizen and Times.)

Vice-president and station director: Don S. Elias. **Commercial manager:** John E. Thayer. **Program and musical director:** Bob Bingham. **Chief engineer:** Cecil B. Hoskins. **Production managers:** Steve Douglas; Norman Duncan.

Rep: The Branham Co. **Seating facilities:** Can accommodate 25 persons. **Merchandising:** Cooperate in usual services, including listings and publicity in the Citizen and Times, without 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. **E. T. library:** Associated. **News:** UP; AP. **News periods:** 7:40 A.M., 12:15 P.M., 6 P.M., 11 P.M., all five minutes, all Monday through Saturday (Esso).

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: Lincoln Dellar. **Sales manager:** Royal E. Penny. **Program director:** C. H. Crutchfield. **Chief engineer:** J. J. Beloungy.

Rep: Radio Sales. **Seating facilities:** Studio seats 200; can secure Charlotte City Auditorium, capacity 5,000. **Merchandising:** Follow policies of Columbia 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 by CBS, Inc. **Base rate:** \$300.

Copy restrictions: Policies of Columbia Broadcasting System. **E. T. library:** None. **News:** UP. **News periods:** 8-8:05 A.M., 12:55-1 P.M., 5:25-5:30 P.M., 11-11:05 P.M., all Monday through Saturday; 6:30-6:45

P.M. (comment), Monday, Wednesday, Friday; 12:30-12:35 P.M., 10:30-10:45 P.M. (comment), Sunday only.

WSOC, CHARLOTTE

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

President, general manager: Earle E. J. Gluck. **Commercial manager:** W. C. Irwin. **Sales promotion manager, publicity director:** Paul W. Norris. **Program director:** Charles G. Hicks. **Musical director:** Boe Norris. **Artists bureau head, assistant program director:** Ron Jenkins.

Rep: Sears & Ayer, Inc. **Seating facilities:** 100 persons. **Merchandising:** Build-up announcements, dealer contacts, dealer mailings, wholesaler contacts and mailings, publicity, sales and distribution surveys, coincidental telephone surveys, displays (within city limits), and theatre tie-ins offered gratis except for cost of postage; regular rate for coincidental phone surveys if made by local branch of the Ross Federal firm; displays placed outside city limits are billed at 5c per mile travel expenses; department will handle any other type of merchandising campaign submitted by client. **Foreign language programs:** Not accepted. **Artists bureau:** Yes; lists about 75 artists. **Base rate:** \$120.

Copy restrictions: Beer and wine accepted; no liquor advertising; questionable copy submitted through attorney to Federal Trade Commission and FCC for approval or rejection. **E. T. library:** NBC Thesaurus. **News:** Transradio. **News periods:** 9 A.M., 12:15 P.M., 3 P.M., 4:55 P.M., 5:45 P.M., 11 P.M. (duration not listed), Monday through Saturday; 12:15 P.M., 5 P.M., 11 P.M. (duration not listed), Sunday only.

WDNC, DURHAM

Operator: Durham Radio Corp., Chapel Hill St. **Phone:** R-155. **Power:** 250 and 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 director:** Olin Tice. **Chief engineer:** R. A. Dalton. **Musical director:** R. J. Stratton.

Rep: The Katz Agency. **Seating facilities:** Auditorium studio seats 75; two small studios, one seating 15. **Merchandising:** Weekly publicity and program releases;

NORTH CAROLINA STATIONS—Continued

annual remote studios at local exhibitions; daily columns in newspapers; one sheet displays; other services through The Katz Agency. **Foreign language programs:** Not accepted. **Artists bureau:** Yes, lists about 40 artists. **Base rate:** \$70.

Copy restrictions: Beer and wine accepted; no liquor advertising; "discretionary restrictions" on commercial copy. **E. T. library:** Standard. **News:** UP; AP. **News periods:** 7:55-8 A.M., Monday through Saturday; noon-12:05 P.M., 6-6:05 P.M., 10:05-10:15 P.M., every day.

WFNC, FAYETTEVILLE

Operator: W. C. Ewing and Harry Layman, doing business as Cumberland Broadcasting Co. **Power:** 250 watts on 1340 kc (daytime).

At press time this station had a construction permit only.

WGNC, GASTONIA

Operator: F. C. Todd, National Bank of Commerce Bldg. **Power:** 250 and 100 watts on 1420 kc. **Affiliation:** None. **Opened:** 1939. **Base rate:** \$50.

No other information available.

WGBR, GOLDSBORO

Operator: Eastern Carolina Broadcasting Co. **Power:** 100 watts on 1370 kc.

At press time this station had a construction permit only.

WBIG, GREENSBORO

Operator: North Carolina Broadcasting Co., Inc., O. Henry Hotel. **Phones:** 6125-6. **Power:** 5,000 and 1,000 watts on 1440 kc. **Affiliation:** CBS. **Opened:** May 26, 1926.

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

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

Copy restrictions: No alcoholic beverages accepted; no products presenting question of "good taste"; after 6 P.M.

commercials may consume 10% of total time, with allowance of additional 40 seconds on 15-minute programs; daytime programs allowed 15% commercial leeway, with 40 extra seconds for 15-minute periods. **E. T. library:** World; Lang-Worth; NAB. **News:** Transradio. **News periods:** 9 A.M., 12:15 P.M., 5 P.M., 7:15 P.M., 11 P.M. (cavalcade), all 15 minutes, all apparently daily.

WMFR, HIGH POINT

Operator: Radio Station WMFR, Inc., 156½ S. Main St. **Phone:** 4593. **Power:** 100 watts on 1200 kc. **Affiliation:** None; rebroadcasts WLW programs. **Opened:** Jan. 8, 1936.

President, general and station manager: Wayne M. Nelson. **Commercial manager, publicity director:** E. Z. Jones. **Program and musical director, artists bureau head:** Gary C. Davis. **Chief engineer:** E. J. Day.

Rep: None. **Seating facilities:** Guest room seats 40 persons. **Merchandising:** Reception room display window furnished in rotation to sponsors in two-week periods without charge; Commercial Service Department cooperates with advertisers in calling on the trade jointly with their representative; direct mail handled at actual cost. **Foreign language programs:** No request for such to date; foreign population less than 1%. **Artists bureau:** Setup nominal only. **Stock:** Principally held by Wayne M. Nelson and E. Z. Jones. **Base rate:** \$35.

Copy restrictions: Accept beer and wine (no hard liquor; dry county) and patent medicines; commercials must not exceed 20% of program time. **E. T. library:** NAB; Lang-Worth. **News:** UP. **News periods:** 8:30-8:45 A.M., 11-11:05 A.M., 12:15-12:30 P.M., 5:45-6 P.M., 6:15-6:30 P.M. (sports news), 7-7:05 P.M., 9:45-10 P.M., all Monday through Saturday.

WFTC, KINSTON

Operator: Jonas Weiland, Kinston. **Phone:** 1200. **Power:** 250 and 100 watts on 1200 kc. **Affiliation:** None. **Opened:** March 1, 1937.

Owner and station manager: Jonas Weiland. **Commercial manager:** Rodney Prescott. **Program and publicity director:** Robert Brenner. **Chief engineer:** Jack Seigal.

Rep: Burn-Smith Co., Inc. **Seating facilities:** Studio seats 60 persons. **Merchandising:** Services rendered; window card displays handled at cost. **Foreign language programs:** Will accept, though such programs are not advised; foreign population very small. **Artists bureau:** None. **Stock:**

NORTH CAROLINA STATIONS—Continued

Entirely held by Jonas Weiland. **Base rate:** \$65.

Copy restrictions: Accept beer and wine, but no hard liquor; station reserves right to edit all scripts. **E. T. library:** Standard; Lang-Worth. **News:** Local.

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:** Jack Fields. **Program director:** Graham B. Poyner. **Assistant program director:** Wesley Wallace. **Chief engineer:** Henry Hulick. **Musical director:** Gordon Kapsar. **Publicity director:** B. Walter Huffington.

Rep: Free & Peters, Inc. **Seating facilities:** Can accommodate 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. **E. T. library:** NBC Thesaurus; Lang-Worth; NAB. **News:** UP. **News periods:** 7:40-7:45 A.M., 12:30-12:35 P.M., 6:30-6:35 P.M., all apparently daily.

WRAL, RALEIGH

Operator: Capitol Broadcasting Co., 130 So. Salisbury St. **Phone:** 5700. **Power:** 250 and 100 watts on 1210 kc. **Affiliation:** Mutual Broadcasting System. **Opened:** March 20, 1939.

President: E. Johnston Neal. **Assistant manager, program and musical director:** George T. Case. **Chief engineer:** L. B. Terry. **Publicity director:** Howard Hamrick.

Rep: None. **Seating facilities:** One studio seats 30, another 20; Barn Dance is staged in the city auditorium, seating 1,000, with a 25c. admission. **Merchandising:** None. **Foreign language programs:** Accepted only as sustaining features. **Artists bureau:** No formal setup; station can, however, supply talent. **Base rate:** No card sent.

Copy restrictions: Wines or alcoholic beverages not accepted; patent medicines accepted only if approved by the Medical Society. **E. T. library:** Associated. **News:** Transradio. **News periods:** Five minutes

every hour on the hour, 6 A.M. to 12:10 A.M., except sports news from 7-7:15 P.M. and news-in-review from 10-10:15 P.M., all apparently daily.

WEED, ROCKY MOUNT

Operator: William Avera Wynne, Box 221. **Phone:** 1420. **Power:** 250 and 100 watts on 1420 kc. **Affiliation:** None. **Opened:** September, 1933.

Station head: W. Avera Wynne. **General and commercial manager:** B. W. Frank. **Program director:** Jack M. Braxton. **Chief engineer:** Isaac Murphrey. **Musical director:** Wally Williams. **Production manager:** Thomas Snowden.

Rep: None. **Seating facilities:** Can accommodate about 75 persons. **Merchandising:** None. **Foreign language programs:** Not accepted. **Artists bureau:** Yes; lists about 30 artists. **Base rate:** \$45.

Copy restrictions: Beer and wine accepted; no hard liquor advertising; patent medicine copy subject to station censorship. **E. T. library:** World; NBC Thesaurus; NAB. **News:** Transradio. **News periods:** 8:15-8:30 A.M., 11:45-noon, 3:30-3:45 P.M., 7:45-8 P.M., Monday through Saturday.

WSTP, SALISBURY

Operator: Piedmont Broadcasting Corp., Yadkin Hotel. **Phone:** 2121. **Power:** 250 and 100 watts on 1500 kc. **Affiliation:** Mutual. **Opened:** Jan. 2, 1939. (Note: This station is affiliated with, but not predominantly owned by, the Salisbury Post).

Vice-president: James F. Hurley. **Station and commercial manager, publicity director:** John W. Schultz. **Program director:** James McClendon. **Chief engineer:** J. R. Yost.

Rep: Bryant, Griffith & Brunson, Inc. **Seating facilities:** Studio observation room seats 25; Barn Dance program staged in hall with seating capacity of 1,000 (admission 20c). **Merchandising:** Distribution of window cards, publicity, etc. rendered gratis in "reasonable amounts." **Foreign language programs:** No rules listed. **Artists bureau:** None. **Stock:** Held by B. P. Beard (118 shares), J. F. Hurley (94), Stahle Linn (23), W. S. Overton (10), J. P. Mattox (10), C. F. Raney (10), Gregory Peeler (5), Walter Carter (5), J. Carson Brantley (20), M. M. Murphy (5). **Base rate:** \$40.

Copy restrictions: Wine and beer advertising accepted; all copy checked against, and subject to, station policy. **E. T. library:** World; NBC Thesaurus. **News:** UP. **News periods:** 7:45 A.M., noon, 5 P.M., 11 P.M., all 15 minutes, all Monday through Saturday; noon, 5 P.M., 11 P. M., all 15 minutes, all Sunday.

NORTH CAROLINA STATIONS—Continued

WMFD, WILMINGTON

Operator: R. A. Dunlea, Hotel Wilmington. **Phone:** 3. **Power:** 250 and 100 watts on 1370 kc. **Affiliation:** None. **Opened:** April 18, 1935.

Station manager: R. A. Dunlea. **Commercial manager:** Arthur G. Montaigne. **Program director:** H. W. Lee. **Chief engineer:** R. A. Plank.

Rep: Burn-Smith Co., Inc. **Seating facilities:** None. **Merchandising:** None. **Foreign language programs:** Not accepted; population is 98% native-born. **Artists bureau:** None. **Base rate:** \$30.

Copy restrictions: Accept beer and wine; no hard liquor. **E. T. library:** NBC Thesaurus. **News:** Transradio. **News periods:** 9:30-9:35 A.M., 12:10-12:15 P.M., 1:35-1:40 P.M., 4:55-5 P.M., 6:30-6:40 P.M., all Monday through Saturday; 11-11:15 A.M., 2:45-3 P.M., both Monday through Saturday.

WGTM, WILSON

Operator: WGTM, Inc., 115 W. Nash St. **Phone:** 2188. **Power:** 100 watts on 1310 kc (daytime). **Affiliation:** None. **Opened:** July 18, 1937.

General manager: H. W. Wilson. **Commercial manager:** Allen Wannamaker. **Program director:** Billy Steadman. **Chief engineer:** Ben Farmer. **Publicity director:** Mina Church.

Rep: Cox and Tanz. **Seating facilities:** Main studio seats 30 persons. **Merchandising:** Mail letters to dealers advising them of new programs; furnish window cards, and "other suitable merchandising plans." **Foreign language programs:** No rules; foreign population very small. **Artists bureau:** None, as such; supply advertisers with list of available local talent. **Base rate:** \$30.

Copy restrictions: Accept beer, wine and patent medicines "recognized by the medical profession"; no hard liquor; all copy subject to station censorship. **News:** UP.

WAIR, WINSTON-SALEM

Operator: C. G. Hill, George D. Walker, and Susan H. Walker, Robert E. Lee Hotel.

Phone: 2-1133. **Power:** 250 watts on 1250 kc (daytime). **Affiliation:** Mutual. **Opened:** March 24, 1937.

Station and promotion manager: George D. Walker. **Commercial manager:** C. G. Hill. **Program and musical director, artists bureau head:** Charles Keaton. **Chief engineer:** Earl F. Downey.

Rep: Sears & Ayer, Inc. **Seating facilities:** Can accommodate 150 persons. **Merchandising:** Complete service; mimeographing, mailings, window card distribution, etc.; service is gratis except for postage. **Foreign language programs:** Not accepted. **Artists bureau:** Setup nominal only. **Base rate:** \$70.

Copy restrictions: No alcoholic beverages; medicine accounts subject to inspection by medical adviser; all copy subject to station approval. **E. T. library:** World; NBC Thesaurus; NAB. **News:** Transradio. **News periods:** 6-6:05 A.M., 7-7:05 A.M., 8-8:05 A.M., 11-11:05 A.M., 2-2:05 P.M., 4-4:05 P.M., 6-6:15 P.M., daily.

WSJS, WINSTON-SALEM

Operator: Piedmont Publishing Co., 416-420 N. Marshall St. **Phone:** 4141. **Power:** 250 and 100 watts on 1310 kc. **Affiliation:** CBS. **Opened:** April 17, 1930. (Note: This station is newspaper-owned by Winston-Salem Journal and Twin City Sentinel).

General, station and commercial manager: Norris L. O'Neil. **Program director:** John Miller. **Chief engineer:** Phillip Hedrick. **Musical director:** Elsie C. Tuttle. **Publicity director:** John Miller.

Rep: Kelly-Smith Co. **Seating facilities:** Can accommodate 40 persons. **Merchandising:** Complete free service including publicity through affiliated newspapers; regular sales surveys. **Foreign language programs:** No demand for same in this area. **Artists bureau:** None. **Base rate:** \$80.

Copy restrictions: Accept beer and wine; no hard liquor advertising permissible under state laws. **E. T. library:** Associated; Lang-Worth. **News:** UP. **News periods:** 7:40-7:45 A.M., 1-1:15 P.M., 6-6:15 P.M., 9-9:15 P.M., Monday through Saturday.

NORTH DAKOTA

(119,600 radio homes, or 77% ownership among the State's total of 156,000 families. Urban ownership is 26,200, or 94% of urban families; rural ownership is 93,400, or 73% of rural families.)

Radio Homes by Counties

Adams	1,080	Grant	1,590	Ransom	1,900
Barnes	3,570	Griggs	1,160	Renville	1,290
Benson	2,290	Hettinger	1,370	Richland	3,740
Billings	480	Kidder	1,250	Rolette	1,710
Bottineau	2,610	La Moure	1,930	Sargent	1,630
Bowman	930	Logan	1,190	Sheridan	1,140
Burke	1,710	McHenry	2,600	Sioux	750
Burleigh	3,830	McIntosh	1,450	Slope	740
Cass	10,030	McKenzie	1,730	Stark	2,620
Cavalier	2,380	McLean	2,950	Steele	1,140
Dickey	1,840	Mercer	1,450	Stutsman	4,600
Divide	1,670	Morton	3,420	Towner	1,390
Dunn	1,440	Mountrail	2,390	Traill	2,130
Eddy	1,030	Nelson	1,690	Walsh	3,400
Emmons	1,830	Oliver	650	Ward	6,620
Foster	1,090	Pembina	2,540	Wells	2,190
Golden Valley	760	Pierce	1,440	Williams	3,690
Grand Forks	6,570	Ramsey	2,980		

KFYR, BISMARCK

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

President: P. J. Meyer. **Station manager, commercial manager:** F. E. Fitzsimonds. **Program director, musical director:** Wayne Griffin. **Chief engineer:** Ivar Nelson.

Rep: Gene Furgason & Co. **Seating facilities:** None in studio; have access to city auditorium. **Merchandising:** Place window displays; call on dealers wherever possible; notify wholesalers by mail of new programs; length of contract governs amount of merchandising. **Foreign language programs:** 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." **E. T. library:** Associated. **News:** Transradio. **News periods:** 7-7:05 A.M., 8:10-8:15 A.M., 10:15-10:20 A.M., 12:10-12:15 P.M., 2:15-2:20 P.M., 4:25-4:30 P.M., 5:45-6 P.M., 10-10:15 P.M., all Monday through Saturday; 9-9:05 A.M., 1-1:05 P.M., 9-9:05 P.M., all Sunday.

KDLR, DEVILS LAKE

Operator: KDLR, Inc., 1025 Third St. **Phone:** 1090. **Power:** 250 and 100 watts on 1210 kc. **Affiliation:** None. **Opened:** Jan. 25, 1925.

Director, station manager: Bert Wick. **Program director:** Hildur Marie Wick. **Chief engineer:** Richard Moritz.

Rep: Cox and Tanz (Philadelphia and Chicago). **Seating facilities:** Theatre seats 990 persons (25c. admission). **Merchandising:** Service offered at cost plus 10% for card distribution; tie-in trailers at theatres at cost plus 10%; window displays and general publicity included when available at no extra cost. **Foreign language programs:** Accepted; copy in English must be submitted, and programs must conform to standards of good taste. **Artists bureau:** None. **Stock:** Held by Bert and Hildur Marie Wick. **Base rate:** \$20 (½ hr.).

Copy restrictions: Accept beer; no wine or liquor advertising; no "cure-alls"; copy must be in good taste and conform to station standards. **E. T. library:** World. **News:** Transradio. **News periods:** 7:05 A.M., 10:30 A.M., 12:25 P.M., 1:45 P.M., 7:05 P.M., all 10 minutes, all Monday through Saturday; 12:45-1 P.M., Sunday.

WDAY, FARGO

Operator: WDAY, Inc., Black Bldg. **Phone:** 6800. **Power:** 5,000 and 1,000 watts

NORTH DAKOTA STATIONS—Continued

on 940 kc. **Affiliation:** NBC Northwestern Group. **Opened:** May 22, 1922. (Note: This station is affiliated with the Fargo Forum.)

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

Rep: Free & Peters, Inc. **Seating facilities:** Studio, 150 persons. **Merchandising:** Pre-announce new programs, insert ads in Fargo Forum and give an air preview; notify all Fargo and Moorhead dealers of program; have signs on buses in Moorhead and Fargo. **Foreign language programs:** Will accept one-minute transcribed announcements in Scandinavian languages. **Artists bureau:** Yes. **Stock:** Principal holders are E. C. Reineke, C. H. Reineke, Jenny C. Black, Norman D. Black, H. D. Paulson. **Base rate:** \$160.

Copy restrictions: Take wine, beer, liquor. **E. T. library:** NBC Thesaurus. **News:** UP; Transradio. **News periods:** 6-6:10 A.M., 8-8:10 A.M., 10:06-10:14 A.M., 12:30-12:35 P.M., 2:15-2:30 P.M., 5:50-6 P.M., 9-9:15 P.M., all apparently daily.

KFJM, GRAND FORKS

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

General and station manager: Dalton Le Masurier*. **Commercial manager:** Elmer Hanson. **Program director:** Helen A. La Velle. **Chief engineer:** Elwin J. O'Brien.

Rep: None. **Seating facilities:** 35 persons. **Merchandising:** Publicity, dealer contacts, and checks of window and counter displays and stocks carried out free; out-of-town contacts and surveys, mailing lists and mailings available at actual cost. **Foreign language programs:** Will accept, with no specific restrictions; Scandinavian, 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 medi-

* Also general manager of KOVC, Valley City, N. D., and KDAL, Duluth, Minn.

KEYR

The Regional Station with the Largest Primary
Area of any radio station in the United States

SERVING A GREATER
NORTHWEST

MEYER BROADCASTING COMPANY
BISMARCK, N. D.
GENE FURGASON & Co., National Representatives

NORTH DAKOTA STATIONS—Continued

cine advertising; only restriction on copy is that it be in good taste. **E. T. library:** Lang-Worth. **News:** Transradio. **News Periods:** 7:15 A.M., 8:15 A.M., 10:15 A.M., 12:15 P.M., 3:15 P.M., 6:15 P.M., 8:15 P.M., all 10 minutes, all Monday through Saturday; 12:15 P.M., 8:15 P.M., both 10 minutes, both Sunday only.

KRMC, JAMESTOWN

Operator: Roberts-MacNab Co., Gladstone Hotel. **Phone:** 100. **Power:** 250 and 100 watts on 1370 kc. **Affiliation:** None. **Opened:** March 14, 1937.

General manager: R. B. MacNab. **Station and commercial manager:** Harry ("Ike") Evans. **Chief engineer:** Lloyd Amoo. **Program director:** Claudia Evans.

Rep: Cox and Tanz. **Seating facilities:** Two studios in Gladstone Hotel (capacity not listed); Jamestown Armory, 1,200. **Merchandising:** Place window displays, cards, etc.; have portable public address system for meetings, etc.; space in county papers; station will spend 10% of national rate in merchandising, if the account is on a 52-week basis. **Foreign language programs:** Accepted; German and Scandinavian preferable. **Artists bureau:** Under the direction of Claudia and Harry Evans; book station talent, and route dance bands and stage shows. **Base rate:** \$40.

Copy restrictions: Beer, wine and patent medicine copy accepted; no hard liquors; all copy subject to editing by station. **E. T. library:** World. **News:** Transradio. **News periods:** 9:30-9:40 A.M., 11-11:15 A.M., 12:05-12:15 P.M., 4-? P.M., 6:05-6:12 P.M., 8:30-8:40 P.M., all apparently daily.

KGCU, MANDAN

Operator: Mandan Radio Association, 111 First Ave., N. W. **Phone:** 631. **Power:** 250 watts on 1240 kc. **Affiliation:** None. **Opened:** 1925. (Note: KGCU also maintains studios in Prince Hotel, Bismarck).

General manager: J. K. Kennelly. **Program director:** Arne Anzjon. **Chief engineer:** James E. Gilfoy.

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

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

News: Transradio; AP. **News periods:** 9:45 A.M., 11:45 A.M., 12:42 P.M. (AP news), 2:23 P.M., 5:25 P.M., 6:20 P.M., 8 P.M., all 10 minutes, all Monday through Saturday; 4-4:10 P.M., Sunday only.

KLPM, MINOT

Operator: John B. Cooley, Fair Block. **Phone:** 1267. **Power:** 1,000 and 500 watts on 1360 kc. **Affiliation:** None. **Opened:** October 1, 1929.

General and commercial manager: E. H. Cooley. **Station manager, program and publicity director:** R. J. Schmidt. **Chief engineer:** C. W. Baker. **Artists bureau head:** Leslie E. Maupin. **Musical director:** Kay McGrath.

Rep: Transamerican Broadcasting and Television Corp. **Seating facilities:** Can accommodate 100 persons. **Merchandising:** Cooperate with advertisers upon request; services worked out between station and individual accounts. **Foreign language programs:** Accept Norwegian, German and Russian programs. **Artists bureau:** Setup nominal only. **Base rate:** \$30 (½ hr.).

Copy restrictions: Beer and wine accepted; no liquor or patent medicine advertising; copy censored for misleading claims, and commercials are restricted to a maximum of 3 minutes. **E. T. library:** World. **News:** Transradio. **News periods:** 7:30-7:35 A.M., 8:30-8:35 A.M., 9:30-9:35 A.M., 10:30-10:35 A.M., 11:30-11:35 A.M., 12:35-12:40 P.M., 1:30-1:35 P.M., 6:30-6:35 P.M., 7:30-7:35 P.M., 8-8:15 P.M., 9:30-9:45 P.M., all Monday through Saturday; 5:45-6 P.M., Sunday only.

KOVC, VALLEY CITY

Operator: KOVC, Inc., 312 Fifth Ave. **Phone:** 408. **Power:** 250 and 100 watts on 1500 kc. **Affiliation:** None. **Opened:** Oct. 19, 1936.

General manager: Dalton Le Masurier*. **Station director, commercial manager:** William L. Wallace. **Program director:** Robert E. Ingstad. **Chief engineer:** Bey Greene.

Rep: None. **Seating facilities:** 1,000 persons. **Merchandising:** Partial service; two display windows for sponsor use. **Foreign language programs:** No restrictions on this type of business. **Artists bureau:** Nominally maintained. **Base rate:** \$20.

Copy restrictions: Will accept beer; no wines or other alcoholic beverages. **E. T. library:** None. **News:** UP. **News periods:** 8-8:15 A.M., noon, 12:35-12:45 P.M. (local news), 6:15-6:30 P.M., all daily.

* Also general manager of KFJM, Grand Forks, N. D., and KDAL, Duluth, Minn.

We sell 5000 watts

— and elbow grease!

CINCINNATI has a lot of radio stations—some of them with lots of power. And all four of the bigger stations are network stations. Which ought to make things complicated for a time buyer. But they're not. Crossley, Inc., conducting the largest coincidental study ever made in Cincinnati, demonstrated again that WKRC was an unquestioned first in popularity—day and night—among all of the local network stations.

It isn't just the 5000 watts. It isn't just the 550 kilocycles. It isn't just the complete Columbia programming. It's all of those things...*plus elbow grease!*

WKRC produces shows that catch the flavor of Cincinnati. And the interest. And the enthusiasm. WKRC "special events" is one of the liveliest outfits in radio. So listeners tune to WKRC when they want to know what's doing in Cincinnati.

We always reserve a couple of cans of elbow grease for our dealers, too. Every important dealer in Cincinnati is contacted by WKRC all of the time—on behalf of our sponsors. WKRC advertising rings the bell all down the line...wholesaler, retailer, consumer.

You ought to sample some of our very special brand of elbow grease.

WKRC ★ COLUMBIA'S STATION FOR CINCINNATI

550 Kilocycles. Owned and operated by the Columbia Broadcasting System. Represented by Radio Sales: New York, Chicago, Detroit, St. Louis, Cincinnati, Charlotte, N. C., Los Angeles, San Francisco

OHIO

(1,641,500 radio homes, or 92% ownership among the State's total of 1,777,000 families. Urban ownership is 1,130,200, or 93% of urban families; rural ownership is 511,300, or 91% of rural families.)

Radio Homes by Counties

Adams	4,990	Hamilton	153,830	Noble	3,660
Allen	17,460	Hancock	10,760	Ottawa	6,160
Ashland	7,320	Hardin	7,190	Paulding	3,770
Ashtabula	17,230	Harrison	4,710	Perry	7,440
Athens	10,230	Henry	5,530	Pickaway	5,960
Auglaize	7,060	Highland	6,900	Pike	3,040
Belmont	21,880	Hocking	4,780	Portage	10,600
Brown	5,330	Holmes	3,940	Preble	5,990
Butler	27,530	Huron	8,920	Putnam	5,780
Carroll	3,990	Jackson	5,870	Richland	16,270
Champaign	6,460	Jefferson	19,760	Ross	10,460
Clark	22,890	Knox	7,880	Sandusky	10,290
Clermont	7,960	Lake	10,320	Scioto	18,440
Clinton	5,870	Lawrence	9,710	Seneca	11,700
Columbiana	21,580	Licking	16,010	Shelby	6,070
Coshocton	7,380	Logan	7,750	Stark	53,510
Crawford	9,250	Lorain	25,670	Summit	82,210
Cuyahoga	295,030	Lucas	85,940	Trumbull	27,960
Darke	9,690	Madison	4,760	Tuscarawas	17,040
Defiance	5,720	Mahoning	52,780	Union	4,990
Delaware	6,700	Marion	11,640	Van Wert	6,670
Erie	10,850	Medina	7,540	Vinton	2,370
Fairfield	10,830	Meigs	5,910	Warren	6,770
Fayette	5,320	Mercer	5,670	Washington	10,810
Franklin	90,880	Miami	13,460	Wayne	11,850
Fulton	5,950	Monroe	4,320	Williams	6,530
Gallia	4,980	Montgomery	68,570	Wood	12,660
Geauga	3,790	Morgan	3,490	Wyandot	4,890
Greene	8,300	Morrow	3,980		
Guernsey	10,150	Muskingum	17,420		

WADC, AKRON

Operator: Allen T. Simmons, Beacon Journal Bldg. **Phones:** 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: George P. Hollingberry. **Seating facilities:** O'Neil's Auditorium, 1,000. **Merchandising:** Complete service available. **Foreign language programs:** Accepted. **Artists bureau:** No talent listed, though nominally there is an artists setup. **Base rate:** \$175.

Copy restrictions: Federal Trade Commission rulings and regulations observed; copy must be in "good taste"; alcoholic beverages accepted. **E. T. library:** Associated. **News:** Transradio. **News periods:**

8:30-8:45 A.M., 12:30-12:45 P.M., 5:45-5:55 P.M., 11-11:05 P.M., Monday through Friday; 8:30-8:45 A.M., 11-11:05 P.M., Saturday only; 12:30-12:35 P.M., Sunday only.

WJW, AKRON

Operator: WJW, Inc., 41 S. High St. **Phones:** Jefferson 6111; Franklin 1111; Hemlock 1000. **Power:** 250 and 100 watts on 1210 kc. **Affiliation:** None. **Opened:** October 1932.

President: John F. Weimer. **General manager:** Edythe Fern Melrose.

Rep: Kelly-Smith Co. **Seating facilities:** Akron Armory, 3,500 persons; Rudick's Auditorium, 250. **Merchandising:** Complete service available; devote space in local paper to new clients. **Foreign language programs:** Announcements accepted; extra charge of \$1 per announcement if station announcer is used. **Artists bureau:** No talent listed, although a setup is nominally maintained. **Base rate:** \$100.

OHIO STATIONS—Continued

Copy restrictions: Advertising of beer, wines and alcoholic beverages accepted. **News:** None listed.

WICA, ASHTABULA

Operator: WICA, Inc., 221 Center St. **Phones:** 1211; 1311. **Power:** 500 watts on 940 kc (daytime). **Affiliation:** None. **Opened:** Nov. 22, 1937. (Note: This station is affiliated with the Ashtabula Star-Beacon, the Geneva Free Press, the Painesville Telegraph, and the Conneaut News & Herald).

Manager: Robert B. Rowley. **Commercial manager:** Robert C. Marvin. **Program director:** Walter C. Walrath. **Chief engineer:** George E. Gautney. **Artists bureau head:** Gerald C. O'Brien. **Musical director:** Richard Joachim. **Publicity:** Handled by Thurse F. Sigman Advertising.

Rep: None. **Seating facilities:** Two studios, seating 40 and 70. **Merchandising:** None listed. **Foreign language programs:** Accepted and encouraged; copy must be accompanied by translation. **Artists bureau:** Setup nominal only. **Base rate:** \$60.

Copy restrictions: No wine or alcoholic beverage advertising accepted. **E. T. library:** Associated; Standard; MacGregor. **News:** UP. **News periods:** 10-10:15 A.M., noon—12:10 P.M., 2-2:15 P.M., 4:30-4:45 P.M., Monday through Saturday; 9:15-9:30 A.M., noon—12:15 P.M., 4:30-4:45 P.M., Sunday only.

WHBC, CANTON*

Operator: The Ohio Broadcasting Co., 319 W. Tuscarawa Street. **Phone:** 5385. **Power:** 250 and 100 watts on 1200 kc. **Affiliation:** None. **Opened:** May 1, 1925.

General manager: Felix Hinkle. **Commercial manager:** Ralph H. Bruce. **Program director:** S. T. Mayers. **Chief engineer:** Kenneth Sliker. **Publicity director:** Tom McClowry.

Rep: None. **Seating facilities:** None. **Merchandising:** Complete service rendered at actual cost. **Foreign language programs:** Accepted; translation must be submitted for approval. **Artists bureau:** Setup nominal only. **Base rate:** \$50.

Copy restrictions: Beer and wine copy accepted; no hard liquor; patent medicine copy must be worded in a manner acceptable to the average listener, and is subject to station approval. **News:** None.

* At press time this station was changing to new ownership, building new studios and transmitter, and otherwise changing policies, rate structure, etc.; the above data is therefore tentative.

WKCY, CINCINNATI

Operator: L. B. Wilson, Inc., Sixth and Madison, Covington, Ky.; executive offices and studios, Hotel Gibson, Cincinnati. **Phone:** Hemlock 7655. **Power:** 50,000 watts on 1490 kc. **Affiliation:** NBC Red and Blue Supplementary Basic Service. **Opened:** Sept. 16, 1929. (Note: WKCY is scheduled to shift network affiliation to CBS).

President, general manager: L. B. Wilson. **Sales manager:** Lloyd Venard. **Public relations director:** Elmer Dressman. **Sales promotion manager:** E. C. Jimmy Krauters. **Program director:** Mendel Jones. **Merchandising manager:** Thomas Mitchell. **Sales service manager:** George Moore. **Station promotion manager:** Bev Dean.

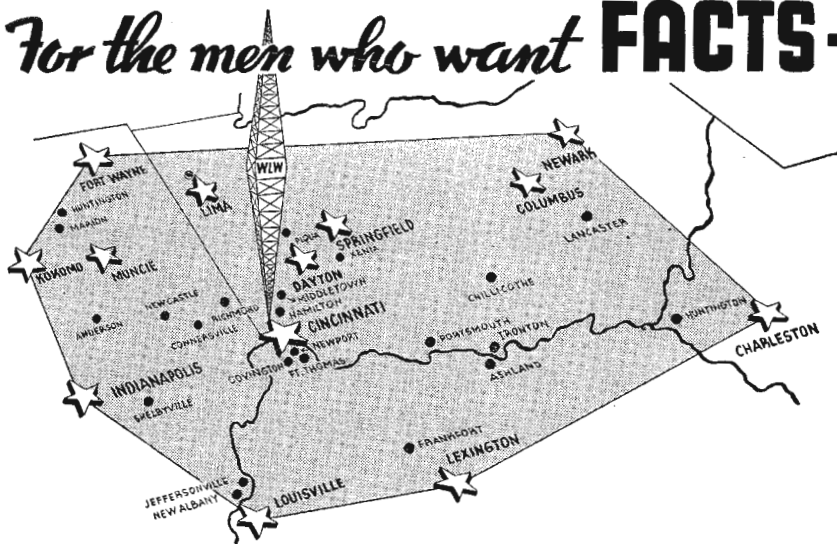
Rep: Free & Peters, Inc. **Seating facilities:** Studio, 75 persons; Gibson ballroom 500. **Merchandising:** Meetings with wholesaler and jobber salesmen, chain store employees, broker salesmen and manufacturers' representatives; WKCY is a member of the Cincinnati Association of Manufacturers' Representatives (food), Cincinnati Retail Grocers and Meat Dealers' Association and the Ohio Valley Druggists Association, and maintains active contact with these men; personal calls on buyers for wholesale and chain trade to inform them of programs; call on retail dealers to place displays and report on stock and competitive stock, copy of which report is forwarded to company and agency; also taxicab signs and publicity department activity furnished without charge; notify dealers and jobbers by mail; make comparative surveys before and during contracts; merchandising service available at no cost to clients using 26 or more programs. **Foreign language programs:** Not accepted. **Artists bureau:** None. **Base rate:** \$440.

Copy restrictions: All commercial copy must be approved by continuity department; accept beer and wine; no whiskey; medical copy passed on by continuity department. **E. T. library:** NBC Thesaurus; World. **News:** Transradio. **News periods:** 8-8:10 A.M., 8:30-8:35 A.M., 9:45-9:50 A.M., 12:20-12:25 P.M., 2:30-2:40 P.M., 5:35-5:45 P.M., all Monday through Saturday; 10-10:15 P.M., every day; 10-10:05 A.M., 2:30-2:40 P.M., Sunday only.

WCPO, CINCINNATI

Operator: Scripps-Howard Radio, Inc., B. F. Keith Bldg. **Phone:** Main 3314. **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.)

For the men who want **FACTS-**



140,803 CALLS MADE IN THE 13 STARRED MARKETS REVEALED:

★ From March 22 through March 28, 1939, Ross Federal Research Corporation made 118,920 calls in 12 of the cities starred. In the 13th market, Cincinnati, Alberta Burke Marketing and Research Co. made 21,883 calls.

● The cities circled above were not included in this Survey, but it seems reasonable to assume that WLW does generally as well in these towns, many of which are not served by any local station.

The average audience tuned to WLW is more than twice that of the ten dominant local stations (8:30 A.M. to 10:30 P.M., Monday through Friday). The combined cost of these stations is \$1,830 per hour, or 69.4% greater than WLW's rate of \$1,080.

Since these stations have an average of 22.8% of the listening audience and WLW has 48.3%, on an identical cost per listener basis WLW's rate would be \$3,876.

Write WLW or Transamerican Broadcasting & Television Corporation for **MORE FACTS AND FIGURES ON WHY I SHOULD BUY**

THE NATION'S STATION



WSAI
covers
a
#17
size

A #17 SIZE shoe is not the largest in the world. But it's astoundingly big! So with cities . . . WSAI covers Cincinnati—#17 in size of U. S. cities. There are plenty of people here—more than a million in the trading area. Plenty money, too! Income is 37% higher than the national average.

WSAI covers Cincinnati—and then some! WSAI's popularity is very high—because of NBC, Mutual, and the finest local programs—coming from the greatest array of talent of any regional station in the world. Rates are LOWEST of all local network stations. All of which means BULK AUDIENCE — AT LOW COST PER LISTENER.

WSAI will boost your sales. Shall we send proof?

WSAI *Cincinnati's Own Station*
REPRESENTED BY INTERNATIONAL RADIO SALES

OHIO STATIONS—Continued

General manager: M. C. Watters.

Rep: Weed & Co. **Seating facilities:** Three studios, capacity about 150. **Merchandising:** Maintains complete department; large street studio with display windows; tie-ins with merchandising facilities of The Cincinnati Post. **Foreign language programs:** Accepted at restricted hours. **Artists bureau:** Yes. **Base rate:** \$60 (WCPO is also sold in combination with WNOX and WMPS).

Copy restrictions: All continuity subject to station approval; wine and liquor advertising not accepted. **E. T. library:** Associated; Standard. **News:** From Cincinnati Post. **News periods:** Ten minutes every hour on the hour, except 5 P.M., from 7 A.M. to midnight, all apparently daily.

WKRC, CINCINNATI

Operator: Columbia Broadcasting System, Inc., Hotel Alms. **Phone:** Woodburn 0550. **Power:** 5,000 and 1,000 watts on 550 kc. **Affiliation:** CBS. **Opened:** May 5, 1924.

General manager: Wm. A. Schudt, Jr. **Commercial manager:** Wm. J. Williamson. **Program and musical director:** Ruth Lyons. **Chief engineer:** John Tiffany. **Publicity director:** Margaret Maloney. **Special events director:** James M. Patt.

Rep: Radio Sales. **Seating facilities:** Auditorium studio seats 125 persons. **Merchandising:** Monthly merchandising letter to 1,450 retail and wholesale grocers and 488 wholesale and retail druggists; make surveys of from 20-50 retail outlets to determine sponsor's program popularity; window display in the Hotel Alms (sponsor to furnish the trim); furnish distribution information, etc.; all foregoing services gratis. Special services include sending out of special mailings for sponsor at 4c per letter (WKRC furnishing everything except dealer helps or printed matter); will make intensive surveys of all types, cost depending on nature and extent of the work; trailers in 20 theatres available soon. **Foreign language programs:** No rules. **Artists bureau:** None. **Base rate:** \$300.

Copy restrictions: CBS program policies. **E. T. library:** Standard. **News:** UP. **News periods:** 6:45-6:50 A.M., 7:15-7:20 A.M., 8:30-8:35 A.M. 2-2:10 P.M., 6-6:05 P.M. 10:15-10:20 P.M., 12:30-12:35 A.M., 1:55-2 A.M., all Monday through Saturday; 12-12:10; P.M., Saturday only; 11:45-noon, 11-11:05 P.M., 12:30-12:35 A.M., 1:55-2 A.M., Sunday only.

WLW, CINCINNATI

Operator: The Crosley Corp., 1329 Arlington St. **Phone:** Kirby 4800. **Power:**

50,000 watts on 700 kc; 500,000 watts on 700 kc after midnight. **Affiliation:** NBC Red and Blue Supplementary Basic Service; Mutual. **Opened:** 1921. (Note: WSAI, Cincinnati, is under same ownership.)

President: Powel Crosley, Jr. **Vice-president in charge of broadcasting:** James D. Shouse. **General sales manager:** Robert E. Dunville. **Assistant to vice-president in charge of broadcasting:** Cecil Carmichael. **Program director:** Owen Vinson. **Chief engineer:** R. J. Rockwell. **Service Manager:** Walter Callahan. **Artists bureau head:** George C. Biggar. **Musical director:** Joseph Cherniavsky. **Research director:** Meredith Runck. **Continuity director:** Lee House. **Sales promotion manager:** Beulah Strawway.

Rep: Transamerican Broadcasting & Television Corp. **Seating facilities:** Auditorium studio seats 400 (shared with WSAI); second auditorium seats 6,000 (available via special arrangement). **Merchandising:** Conduct market research and field surveys of products advertised on station; issue organ publicizing sponsor's promotional activities; publicity sent to 2,910 newspapers, daily and weekly, radio publications, national and local fan magazines, plus trade journals. **Foreign language programs:** No policy listed. **Artists bureau:** Yes. **Base rate:** \$1,080.

Copy restrictions: Beer accepted; no other alcoholic beverages; proprietary medicines subject to specific approval of management; length of commercial copy subject to time of day, length of program, and station restrictions. **E. T. library:** Associated; Davis & Schweger. **News:** INS; UP. **News periods:** 7:15-7:30 A.M., 8:15-8:30 A.M., 11:30-11:35 A.M., Monday through Saturday; 7:40-7:45 A.M., Tuesday, Thursday, Saturday; 12:30-12:35 P.M., 5:45-6 P.M., Monday through Friday; 1:15-1:30 P.M., Monday, Wednesday, Friday; 10:30-10:45 A.M., 7:30-7:45 P.M., Sunday only; 11-11:15 P.M., 1-1:15 A.M., every day.

WSAI, CINCINNATI

Operator: The Crosley Corp., 1329 Arlington St. **Phone:** Kirby 4800. **Power:** 5,000 and 1,000 watts on 1330 kc. **Affiliation:** NBC Red and Blue Supplementary Basic Service; Mutual Broadcasting System. **Opened:** 1921. (Note: This station is under the same ownership as WLW, Cincinnati).

President: Powel Crosley, Jr. **Vice-president in charge of broadcasting:** James D. Shouse. **General manager:** Dewey H. Long. **Assistant to vice-president in charge of broadcasting:** Cecil Carmichael. **Sales promotion manager:** Richard A. Rupert. **Program director:** Clair Shadwell.

OHIO STATIONS—Continued

Chief engineer: R. J. Rockwell. **Artists bureau head:** George C. Biggar. **Musical director:** Joseph Cherniavsky. **Research director:** Meredith Runck. **Continuity director:** Lee House.

Rep: International Radio Sales. **Seating facilities:** Auditorium studio seats 400 (shared with WLW); second auditorium seats 6,000 (available via special arrangement). **Merchandising:** Dealer tie-ins, car and bus cards, film trailers, changeable neon signs; monthly house organ; publicity sent to national and local fan magazines, trade journals, and 45 papers in WSAI area. **Foreign language programs:** No policy listed. **Artists bureau:** Yes. **Base rate:** \$240.

Copy restrictions: Accept beer, but no other alcoholic beverages; some patent medicines accepted after investigation of products; commercials must conform to standards of good taste. **E. T. library:** Associated; Davis & Schwegler. **News:** INS; UP. **News periods:** 8:30-8:33 A.M., 12:25-12:30 P.M., 5:30-5:35 P.M., Monday through Saturday; 9:30-9:45 P.M., Sunday through Friday; 10:30-10:35 P.M., Monday through Friday.

WCLE, CLEVELAND

Operator: Cleveland Radio Broadcasting Corp., 1311 Terminal Tower. **Phone:** Prospect 5800. **Power:** 500 watts on 610 kc (to local sunset). **Affiliation:** Mutual Broadcasting System. **Opened:** Jan. 1, 1927, as WJAY. (Note: WCLE is newspaper-owned by the Cleveland Plain Dealer.)

Vice-president, general manager: H. K. Carpenter. **Commercial manager:** K. K. Hackathorn. **Advertising manager:** John T. Vorpe. **Program manager:** Russell Richmond. **Chief engineer:** E. L. Gove. **Musical director:** Louis Rich. **Publicity director:** John T. Vorpe.

Rep: Radio Advertising Corp. **Seating facilities:** Two largest studios seat 350-400 apiece. **Merchandising:** See description of WHK, Cleveland. **Foreign language programs:** Not accepted. **Artists bureau:** See WHK, Cleveland. **Stock:** See WHK, Cleveland. **Base rate:** \$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;

WCKY
POWERFUL AS ANY RADIO STATION
IN THE ENTIRE UNITED STATES . . .

OHIO STATIONS--Continued

daytime hours, 1,350 words; evening quarter-hours, 425 words; evening half-hours, 700 words; evening hours, 900 words; no false or misleading advertising; beer and wines accepted if copy does not intend to spread further use of these beverages; no hard liquors. **E. T. library:** World; NAB; Lang-Worth. **News:** UP. **News periods:** 6:55 A.M., 9 A.M., 11 A.M., 1 P.M., 2:15 P.M., 5:30 P.M., all five minutes, all Monday through Saturday; 9:30-9:45 A.M., Sunday only.

WGAR, CLEVELAND

Operator: WGAR Broadcasting Co., Hotel Statler. **Phone:** Prospect 0200. **Power:** 5,000 and 1,000 watts on 1450 kc. **Affiliation:** CBS. **Opened:** Dec. 15, 1930.

President: G. A. Richards.* **General manager:** John F. Patt. **Assistant manager:** Eugene Carr. **Local sales manager:** Harry Camp. **Editorial and promotion di-**

**Also president of WJR, Detroit, Mich., and KMPC, Beverly Hills, Calif.*

rector: Ellis C. Vander Pyl. **Program director:** Worth Kramer. **Production manager:** Carl George. **Chief engineer:** R. Morris Pierce. **Musical director:** Walberg Brown. **Publicity director:** Maurice Condon.

Rep: Edward Petry & Co., Inc. **Seating facilities:** Ballroom Hotel Statler, 1,000; studio A, 100; studio B, 75; Carnegie Hall auditorium, 400; Public Auditorium, 15,000; Music Hall, 2,500. **Merchandising:** Complete service; keep lists and mail announcements of new air campaigns; circularize retail outlets for cost; send speakers to sales meetings; help introduce products; check product sales; for cost of printing, will deliver street car cards and get them placed; send talent for retail store gatherings; preview air shows for dealers; lobby display. **Foreign language programs:** Will accept without restrictions as to day or evening hours; also announcements. **Artists bureau:** Yes; has complete talent roster. **Stock:** Privately held by G. A. Richards, Leo Fitzpatrick, P. M. Thomas, and John F. Patt. **Base rate:** \$350.

Copy restrictions: Beer accepted at any

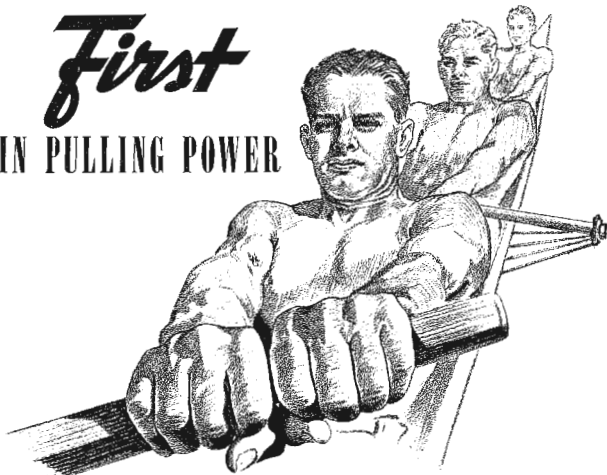
**BLASTING FIFTY THOUSAND WATTS,
DAY AND NIGHT, WITH THE FINEST
QUALITY SIGNAL ANYWHERE IN
THE WHOLE WIDE WORLD.**

**58% OF THE POPULATION OF THE
UNITED STATES WITHIN THE ONE-
HALF MILLIVOLT NIGHT-TIME
COVERAGE—McNARY & CHAMBERS,
ENGINEERS—WASHINGTON, D. C.**

NBC
RED & BLUE

L. B. Wilson

First
IN PULLING POWER



It takes "pulling power" to make radio programs pay out. It takes "low cost per inquiry" to produce profits. Will WHK-WCLE deliver these?

A nationally-known oil corporation offered as a test, a compass ring for children. To get it, five gallons of gasoline had to be purchased. The receipt plus a dime had to be sent in. Inside of 3 weeks, 13,000 rings were mailed out. From the advertising manager, this message: "We have enjoyed new, all time records in the Cleveland area."

A national advertiser offered a health magazine with a product sample requiring the sending in of money—from dimes to dollar bills. This pro-

duced 3,000 quick inquiries—and a grateful note from the agency in charge: "Your station is now producing the lowest cost per inquiry of any station of the 12 we are now using."

Another national advertiser made a test offer by four announcements only. A dime and a box top were required. 17,000 replies were received. The agency wrote: "Our offer on your station exceeded two other major markets and we are very much pleased."

Double PULLING POWER!

W H K

Now **5000** WATTS, daytime

When you buy WHK-WCLE for your radio program, you are harnessing top potential pulling power to your sales message. Result: PAY DIRT!

WHK & WCLE *Cleveland*
THE UNITED BROADCASTING COMPANY
Also Operating WHKC—Columbus, Ohio

OHIO STATIONS—Continued

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 government regulations. **E. T. library:** Standard. **News:** INS. **News periods:** 8-8:15 A.M., 2-2:05 P.M., 5:55-6 P.M., 6:15-6:30 P.M., 11-11:15 P.M., Monday through Saturday.

WHK, CLEVELAND

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

Vice-president, general manager: H. K. Carpenter. **Commercial manager:** K. K. Hackathorn. **Advertising manager:** John T. Vorpe. **Chief engineer:** E. L. Gove. **Program manager:** Russell Richmond. **Musical director:** Louis Rich. **Publicity director:** John T. Vorpe.

Rep: Radio Advertising Corp. **Seating facilities:** Two largest studios seat 350-400 apiece. **Merchandising:** Supply lists of retailers and wholesalers; mail out letters and/or printed matter, station to furnish letter heads and labor, advertiser paying for postage and furnished printing matter; make surveys by phone or personal contact (advertiser to pay traveling expense on personal calls if more than 20 miles from station); introduce salesmen to key buyers; arrange for window display space; distribute displays; arrange audition of program for important local outlets (advertiser to pay for talent); personal calls informing dealers, etc., of campaign. **Foreign language programs:** Not accepted. **Artists bureau:** Yes; all station artists under its control for outside appearances. **Stock:** All stock held by the United Broadcasting Co.; this company also holds all stock of WCLE, Cleveland; WHK holds all stock of WHKC, Columbus; WKBN, Youngstown, is a UBC affiliate. **Base rate:** \$340.

Copy restrictions: Spot announcements limited to 100 words; chain breaks limited to 40 words; commercial continuity on daytime quarter-hours is limited to 550 words; daytime half-hours, 800 words; daytime hours, 1,350 words; evening quarter-hours, 425 words; evening half-hours, 700 words; evening hours, 900 words; no false or misleading advertising (station cooperates with Better Business Bureau); no disparagement of competitors or their products; no words such as "halitosis,

poisonous, or body odor," or any violation of good taste; no fortune telling, etc.; beer and wines accepted if copy does not encourage further use of these beverages; no hard liquors. **E. T. library:** World; NAB; Lang-Worth. **News:** UP. **News periods:** 8-8:15 A.M., noon-12:10 P.M., 1-1:15 P.M., 4:55-5 P.M., 6-6:05 P.M., 11-11:05 P.M., midnight-12:02 A.M. 1-1:01 A.M., Monday through Saturday: 8-8:15 A.M., 1:30-1:45 P.M., 11-11:05 P.M., Sunday only.

WTAM, CLEVELAND

Operator: Owned and operated by the National Broadcasting Co., NBC Building, 815 Superior Ave., N. E. **Phone:** Cherry 0942. **Power:** 50,000 watts on 1070 kc. **Affiliation:** NBC Basic Red. **Opened:** September, 1923.

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

Rep: National Broadcasting Co. **Seating facilities:** Studio A, 150 persons; Studio B, 150. **Merchandising:** None listed. **Foreign language programs:** None listed. **Artists bureau:** Yes; complete roster of talent 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; patent medicines subject to NBC rules. **E. T. library:** NBC Theatrus. **News:** UP. **News periods:** 6:55-7 A.M., 7:30-7:45 A.M., Monday through Saturday.

WBNS, COLUMBUS

Operator: WBNS, Inc., 33 N. High St. **Phone:** Adams 9625. **Power:** 5,000 and 1,000 watts on 1430 kc. **Affiliation:** CBS. **Opened:** 1921. (Note: This station is affiliated with the Columbus Dispatch and Ohio State Journal.)

General manager, station manager: Richard A. Borel. **Commercial manager:** W. I.

OHIO STATIONS—Continued

Orr. Program director: Jack Price. Chief engineer: Lester Nafzger. Musical director: Lowell Riley. Promotion director: Jim Yerian.

Rep: John Blair & Co. **Seating facilities:** 50 persons. **Merchandising:** Have working agreement with Columbus Dispatch giving WBNS and clients access to news and radio columns with frequent editorials on public service rendered; full-time merchandising staff; installation of window posters and counter displays; call letters and time stickers supplied by station; informative letters issued on new programs, contests, etc., to distributors; tear-sheet service; complete exploitation files maintained; personal contacts; special efforts suggested by clients will be made. **Foreign language programs:** Accepted; none current. **Artists bureau:** None. **Base rate:** \$175.

Copy restrictions: Beer copy not accepted; no wines or alcoholic beverages; patent medicines accepted only after station approves copy; "good taste angle carefully guarded." **E. T. library:** Associated. **News:** Transradio. **News periods:** 7:30 A.M., 3 P.M., 6 P.M., 10:30 P.M., all 15 minutes, all Monday through Saturday; 5-5:15 P.M., Sunday only.

WCOL, COLUMBUS

Operator: WCOL, Inc. 33 North High St. **Phone:** Main 4581. **Power:** 100 watts on 1210 kc. **Affiliation:** NBC Basic Red and Blue Supplementary. **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:** Neal A. Smith. **National sales manager:** Jack Kelly. **Program director:** Ed Bronson. **Production director:** William W. Beavers. **Chief engineer:** James E. Lowe.

Rep: Weed & Co. **Seating facilities:** Can accommodate 40 persons; remote to Columbus Woman's Club, 600 persons, available on request. **Merchandising:** Merchandising assistance rendered to all accounts; up to 500 postal cards announcing new programs mailed free; newspaper advertising and publicity. **Foreign language programs:** None. **Artists bureau:** None; talent available through program department. **Base rate:** \$125.

Copy restrictions: Better Business Bureau of Columbus consulted on copy claims. **E. T. library:** NBC Thesaurus. **News:** INS. **News periods:** 7:15 A.M., 11:45 A.M., 6:30 P.M., 10:30 P.M., all 15 minutes, all Monday through Saturday; 9-9:15 P.M., Sunday only.

WHKC, COLUMBUS

Operator: Associated Radiocasting 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 WCLE, Cleveland, and WKBN, Youngstown.)

General and station manager: Carl M. Everson. **Commercial manager:** Harry H. Hoessly. **Program director:** Robert S. French. **Chief engineer:** J. E. Anderson. **Musical director:** John K. Agnew. **Publicity director:** Fred W. Sample.

Rep: Radio Advertising Corp. **Seating facilities:** None. **Merchandising:** Newspaper ads on new programs for two-week period, gratis; work out direct mail campaigns, window cards, truck posters, window displays, at actual cost; distribution is handled free. **Foreign language programs:** Accepted, but foreign element is very small; translation must accompany copy. **Artists bureau:** None. **Stock:** Owned entirely by Radio Air Service Corp., Cleveland. **Base rate:** \$97.50.

Copy restrictions: Beer and wine accepted; no hard liquor; medical copy must meet specifications of Federal Trade Commission and all copy is subject to station approval. **E. T. library:** World. **News:** UP. **News periods:** 7 A.M., 9 A.M., 12:30 P.M., 6 P.M., 9:30 P.M., all Monday through Saturday; 11:45-noon, Sunday.

WOSU, COLUMBUS

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

This station is non-commercial; university-owned.

WHIO, DAYTON

Operator: Miami Valley Broadcasting Corp., 45 S. Ludlow. **Phone:** Adams 2261. **Power:** 5,000 and 1,000 watts on 1260 kc. **Affiliation:** CBS. **Opened:** Feb. 9, 1935. (Note: This station is newspaper owned by the Dayton Daily News, which also owns the Springfield News and Sun.)

President: J. M. Cox, Jr. **Station manager:** J. Leonard Reinsch. **Commercial manager:** D. A. Brown. **Program director:** Lester Spencer. **Production manager:** A. H. Robb. **Chief engineer:** Ernest L. Adams. **Musical director:** Henry Lange.

Rep: George P. Hollingsbery Co. **Seating facilities:** Can accommodate audiences up to 500. **Merchandising:** Calls on dealers; mailings to trade; mention of sponsor's pro-

OHIO STATIONS—Continued

gram on broadcast summaries; deliver display material; issue a dealer house organ, and send out publicity; window posters; use of display window offered each sponsor for two weeks. **Foreign language programs:** None. **Artists bureau:** None. **Base rate:** \$180.

Copy restrictions: No wines or alcoholic beverages accepted, but will take beer advertising; all copy must be in "good taste." **E. T. library:** None. **News:** AP; UP. **News periods:** 6:00-6:05 A.M., 7:00-7:05 A.M., 8:00-8:15 A.M., 9:45-9:50 A.M., 11:45-noon, 2:55-3:00 P.M., 5:35-5:40 P.M., 10:45-11:00 P.M., Monday through Friday; 6:00-6:05 A.M., 7:00-7:05 A.M., 8:00-8:15 A.M., 10:15-10:20 A.M., 11:45-noon, 12:45-12:50 P.M., 2:10-2:15 P.M., 5:00-5:05 P.M., 10:45-11:00 P.M., Saturday; 12-12:15 P.M., 1:30-1:45 P.M., 10:45-11:00 P.M., Sunday.

WING, DAYTON

Operator: WSMK, Inc., Loew's Theatre Bldg. **Phone:** AD 3288. **Power:** 500 and 250 watts on 1380 kc. **Affiliation:** None. **Opened:** 1922. (Formerly WSMK).

General manager: Ronald B. Woodyard.*

Rep: None. **Seating facilities:** Can accommodate about 400 persons. **Merchandising:** Complete service, including publicity, window displays, etc., available; cost varies with contract. **Foreign language programs:** Accepted. **Artists bureau:** Yes. **Base rate:** \$90.

Copy restrictions: Beer and light wine accounts accepted; patent medicines carefully checked prior to acceptance. **E. T. library:** NBC Thesaurus. **News:** Transradio; INS. **News periods:** 8-8:15 A.M., 10-10:05 A.M., 11-11:05 A.M., thereafter five minutes every hour on the hour to 8 P.M., 10-10:15 P.M., 11-11:05 P.M., midnight-12:05 A.M., all Monday through Saturday; noon-12:15 P.M., 6-6:15 P.M., and five minutes every hour on the hour from 8 P.M. until midnight, all Sunday only.

* Changes in personnel at press time did not permit a fuller staff listing.

WLOK, LIMA

Operator: The Fort Industry Co., Lima Trust Bldg. **Phone:** Main 1316. **Power:** 100 watts on 1210 kc (to local sunset). **Affiliation:** None. **Opened:** Dec. 15, 1936. (Note: The Fort Industry Co. also operates WSPD, Toledo.)

President: George B. Storer*. **Managing director, commercial manager, sales manager:** Don Ioset. **Program director:** How-

* Also president of WSPD, Toledo, and WWVA, Wheeling, W. Va.

ard Donahoe. **Chief engineer:** S. E. Gladfelter.

Rep: None. **Seating facilities:** Can accommodate a small number of persons. **Merchandising:** Distribute window cards (if furnished by sponsor), and assist in promotion of all types; no charge for service. **Foreign language programs:** Not accepted. **Artists bureau:** None. **Base rate:** \$50.

Copy restrictions: Accept beer and wines; no hard liquor. **E. T. library:** NBC Thesaurus. **News:** INS. **News periods:** 8:55-9 A.M., 2:30-2:35 P.M., 5-5:15 P.M., Monday through Friday; 12:15-12:30 P.M., Monday through Saturday.

WPAY, PORTSMOUTH

Operator: Vee Bee Corp., 1009 Gallia St. **Phone:** 1010. **Power:** 100 watts on 1370 kc. **Affiliation:** None. **Opened:** April 15, 1935.

Station and commercial manager: Ralph H. Patt. **Program director:** Orville E. Fields. **Chief engineer:** Maurice Meyers.

Rep: Cox and Tanz (East only). **Seating facilities:** Studio can accommodate 100 persons. **Merchandising:** No set service; have sent cards to dealers and made telephone contacts with them for clients. **Foreign language programs:** Accepted, though such business is not solicited. **Artists bureau:** Nominal setup for obtaining talent. **Base rate:** \$75.

Copy restrictions: None listed. **E. T. library:** NBC Thesaurus. **News:** UP. **News periods:** 7:45 A.M., noon, 6 P.M., all 15 minutes, all Monday through Saturday; 10 A.M., 9 P.M., both 15 minutes, both Monday through Friday; 9:45 A.M., 12:30 P.M., 3 P.M., 5:30 P.M., all 15 minutes, all Sunday; additionally five minutes of news on the hour.

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 Optional Red and Blue. **Opened:** April 15, 1921. (Note: The Fort Industry Co. also operates WLOK, Lima.)

President: George B. Storer. **Vice-president, general manager:** J. Harold Ryan. **Commercial manager:** Edward Y. Flanigan. **Program director, artists bureau head:** Russell A. Gohring. **Chief engineer:** William Stringfellow. **Publicity director:** Merrill N. Pheatt.

Rep: John Blair & Co. **Seating facilities:** Studio seats 75 persons. **Merchandising:** Any reasonable assistance rendered; market surveys, wholesaler and dealer contacts, distribution of displays, letters to merchants, etc.; other special services rendered at cost. **Foreign language programs:** Accepted, if run during daytime. **Artists**

OHIO STATIONS—Continued

bureau: Setup nominal 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 accepted; hard liquor copy is not accepted; patent medicines carefully checked. **E. T. library:** NBC Thesaurus. **News:** INS. **News periods:** 8-8:15 A.M., Monday through Saturday; 8:45-9 A.M. (women's news), 12:45-1 P.M., 6-6:15 P.M., 10:30-10:45 P.M., Monday through Friday; 10-10:15 P.M., Sunday only.

WTOL, TOLEDO

Operator: Community Broadcasting Co., Bell Bldg. **Phone:** Adams 3291. **Power:** 100 watts on 1200 kc. **Affiliation:** None. **Opened:** Feb. 27, 1938.

President: Frazier Reams. **Station manager:** Sterling B. Beeson, Jr. **Chief engineer:** Frank B. Ridgeway. **Program director:** Harry H. Burge.

Rep: None. **Seating facilities:** Two studios, larger seating 40, and the smaller 15. **Merchandising:** None. **Foreign language programs:** Have Polish program. **Artists bureau:** None. **Stock:** Stockholders are Frazier Reams, Morton Neipp (attorney), Thomas Bretherton (attorney), and Glenn Reams. **Base rate:** \$60.

Copy restrictions: Do not encourage beer, wine, liquor, or any type of alcoholic beverage; all commercial copy subject to station approval. **E. T. library:** Associated; Standard. **News:** UP. **News periods:** 7:30 A.M., noon, 6 P.M., 10 P.M., all 15 minutes, all Monday through Saturday; also five minutes every hour on the hour 7 A.M. to 7 P.M., excepting when quarter-hour news is broadcast; 5:45-6 P.M., Sunday.

WFMJ, YOUNGSTOWN

Operator: Wm. F. Maag, Jr. **Power:** 100 watts on 1420 kc (daytime).

At press time this station had a construction permit only.

WKBN, YOUNGSTOWN

Operator: WKBN Broadcasting Corp., 17

N. Champion St. **Power:** 1,000 and 500 watts on 570 kc (operates specified hours with WOSU). **Affiliation:** CBS. **Opened:** 1926. (Note: This station is newspaper-affiliated with the Cleveland Plain Dealer.)

President: W. P. Williamson, Jr.

Rep: None. **Seating facilities:** Can accommodate 300 persons. **Foreign language programs:** Accepted if copy is limited. **Merchandising:** Complete service available. **Base rate:** \$160.

Copy restrictions: Alcoholic beverage advertising accepted, if not broadcast earlier than 10 P.M., while programs must be of less than five minutes' duration, nor plug anything but institutional angles and brand names. **E. T. library:** World; NAB; Lang-Worth; Standard. **News:** Transradio. **News periods:** 8-8:15 A.M., Monday through Saturday; 11:15-11:30 A.M., Monday, Wednesday, Friday; 4-4:05 P.M. and 6:15-6:20 P.M., Monday through Friday; 10:15-10:30 P.M., Monday, Tuesday, Thursday.

WALR, ZANESVILLE

Operator: WALR Broadcasting Corp., 17 South 4th Street. **Phone:** Main 5044. **Power:** 100 watts on 1210 kc. **Affiliation:** CBS (special line). **Opened:** April, 1924.

Managing director: Stanton P. Kettler. **Program and production director:** Allen Haid. **Chief engineer:** William Hunt. **Musical director:** James Minium.

Rep: John Blair & Co. **Seating facilities:** None. **Merchandising:** 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 are West Virginia Broadcasting Corp. (WWVA, Wheeling). **Base rate:** \$69.50.

Copy restrictions: Beer, wine and patent medicines accepted; liquor not accepted. **E. T. library:** Standard. **News:** INS. **News periods:** 8-8:15 A.M., noon-12:15 P.M., 6-6:15 P.M., 10-10:15 P.M., Monday through Saturday; 8-8:15 A.M., 6-6:15 P.M., 9:45-10 P.M., Sunday.

OKLAHOMA

(454,300 radio homes, or 73% ownership among the State's total of 619,000 families. Urban ownership is 202,500, or 87% of urban families; rural ownership is 251,800, or 65% of rural families.)

Radio Homes by Counties

Adair	2,170	Grant	2,660	Nowata	2,380
Alfalfa	2,710	Greer	3,410	Okfuskee	4,680
Atoka	2,240	Harmon	2,240	Oklahoma	54,080
Beaver	1,890	Harper	1,350	Okmulgee	10,690
Beckham	5,230	Haskell	2,400	Osage	8,940
Blaine	3,430	Hughes	5,090	Ottawa	7,500
Bryan	5,290	Jackson	5,180	Pawnee	3,610
Caddo	8,360	Jefferson	2,820	Payne	7,630
Canadian	5,340	Johnston	2,100	Pittsburg	8,460
Carter	7,980	Kay	11,040	Pontotoc	5,770
Cherokee	2,630	Kingfisher	2,990	Pottawatomie	13,240
Choctaw	3,970	Kiowa	5,160	Pushmataha	2,400
Cimarron	950	Latimer	1,790	Roger Mills	2,200
Cleveland	4,580	Le Flore	6,860	Rogers	3,220
Coal	1,860	Lincoln	5,710	Seminole	15,090
Comanche	6,300	Logan	5,560	Sequoyah	2,890
Cotton	2,490	Love	1,510	Stephens	6,030
Craig	2,860	McClain	3,260	Texas	2,450
Creek	12,130	McCurtain	5,450	Tillman	4,340
Custer	4,960	McIntosh	3,650	Tulsa	45,550
Delaware	2,300	Major	2,090	Wagoner	3,510
Dewey	2,240	Marshall	1,740	Washington	6,170
Ellis	1,870	Mayes	2,770	Washita	4,820
Garfield	10,330	Murray	2,240	Woods	3,400
Garvin	4,990	Muskogee	12,960	Woodward	2,900
Grady	8,270	Noble	2,950		

KADA, ADA

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

Owner, station head: C. C. Morris. **Station and commercial manager:** John M. Whitney. **Program director:** Russell Miller. **Chief engineer:** J. Leiland Seay.

Rep: Joseph Hershey McGillvra. **Seating facilities:** Limited; capacity not listed. **Merchandising:** Publicity, personal contacts, displays, etc., rendered. **Foreign language programs:** Not accepted. **Artists bureau:** None. **Base rate:** \$45.

Copy restrictions: No beer, wine or hard liquor advertising; no (local) commercials accepted for Sunday broadcasting. **E. T. library:** World. **News:** Transradio. **News periods:** 7:05-7:10 A.M., 8:15-8:30 A.M., 10:55-11 A.M., 1-1:05 P.M., 3:30-3:45 P.M., 5:45-6 P.M., all Monday through Saturday.

KVSO, ARDMORE

Operator: Ardmoreite Publishing Company, Inc., Chickasaw & Northwest Blvd.

Phone: 3030. **Power:** 250 and 100 watts on 1210 kc. **Affiliation:** None. **Opened:** August 4, 1935. (Note: This station is newspaper-owned by the Ardmore Daily Ardmoreite.)

General Manager: Albert Riesen. **Station manager:** James Griffith. **Program director:** Dolly Dutton. **Chief Engineer:** Paul Ross.

Rep: Joseph Hershey McGillvra. **Seating facilities:** 100 persons. **Merchandising:** Publicity in Sunday radio page in Daily Ardmoreite; features on both local and national advertisers also run daily in connection with program schedule; direct mail, dealer reports. **Foreign language programs:** No rules; such programs have never been requested. **Artists bureau:** Setup nominal only. **Base rate:** \$32.50.

Copy Restrictions: Beer and wine accepted; no liquor advertising; no soliciting of funds; all copy must be approved by station and conform to government regulations. **E. T. library:** NBC Thesaurus. **News:** From parent paper. **News periods:** 7:30 A.M., 11 A.M., 3 P.M., 6 P.M., all 15 minutes, all Monday through Saturday; 7:45-8 P.M., Saturday; 10:15-10:30 A.M., Sunday.

OKLAHOMA STATIONS—Continued

KASA, ELK CITY

Operator: E. M. Woody, Casa Grande Hotel. **Phone:** 730. **Power:** 100 watts on 1210 kc. **Affiliation:** None. **Opened:** Oct. 18, 1932. (Note: Station carries, via re-broadcast and special wire, several programs of WKY, Oklahoma City).

Owner: E. M. Woody. **Station and commercial manager, publicity director:** F. E. Mayhew. **Program director, artists bureau head:** Johnny Carman. **Chief engineer:** G. M. Patterson. **Musical director:** Frank Kennedy.

Rep: None. **Seating facilities:** Reception room seats 300. **Merchandising:** Have a "KASA Radio Review" running in one daily and three weekly papers; newspaper publicity; employ sign writer to work up window displays; representative in each town in coverage area makes dealer contacts. **Foreign language programs:** None have been broadcast; no restrictions against them, however. **Artists bureau:** Setup nominal only. **Base rate:** \$45.

Copy restrictions: No alcoholic beverages of more than 3.2% content; no misleading copy; patent medicines thoroughly investigated. **E. T. library:** Davis & Schwegler. **News:** Transradio. **News periods:** 7:15 A.M., 11:15 A.M., 4:45 P.M., all 15 minutes, all Monday through Saturday.

KCRC, ENID

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

Managing-director: Milton B. Garber. **Commercial manager:** H. P. Hale. **Program director:** Keith Painton. **Chief engineer:** A. B. Clopton.

Rep: Joseph Hershey McGillvra. **Seating facilities:** Two studios, capacity 250. **Merchandising:** Supply dealer contacts throughout territory, direct mail, stories in both Enid dailies, etc. **Foreign language programs:** No rules; German programs would best fit foreign audience and would be accepted. **Artists bureau:** Yes; number of artists not listed. **Base rate:** \$60.

Copy restrictions: Beer and wine accepted; no hard liquors; only approved patent medicines accepted. **E. T. library:** World. **News:** A.P.; Christian Science Monitor. **News periods:** 8:30 A.M., 1 P.M., 7:45 P.M., all 15 minutes, all Monday through Saturday.

KBIX, MUSKOGEE

Operator: Oklahoma Press Publishing Co., Barnes Bldg. **Phone:** 303. **Power:** 100

watts on 1500 kc. **Affiliation:** Mutual Broadcasting System; Oklahoma Network. **Opened:** May 1, 1936. (Note: This station is newspaper-owned by the Muskogee Daily Phoenix and Times-Democrat.)

Vice-president: Tams Bixby, Jr. **Station manager, program director:** O. C. Benjamin. **Sales manager:** Frank Rough. **Chief engineer:** Lester Harlow.

Rep: The Branham Co. **Seating facilities:** Reception room seats 50 persons. **Merchandising:** Offered through Radiad Service, Radio Merchandising Service and Vincent Edwards & Co. **Foreign language programs:** No set rules; none currently on station. **Artists bureau:** None. **Base rate:** \$55.

Copy restrictions: Accept beer, wine, liquor and some patent medicine advertising; all copy must conform to station standards, Federal and state regulations. **E. T. library:** World. **News:** A.P. **News periods:** 10-10:05 A.M., noon-12:15 P.M., 7:45-8 P.M., all Monday through Saturday.

WNAD, NORMAN

Operator: University of Oklahoma. **Power,** 1,000 watts on 1010 kc (specified hours; divides time with KGGF). **Opened:** 1922.

This station is non-commercial; university-owned.

KOCY, OKLAHOMA CITY

Operator: Plaza Court Broadcasting Co., Hightower Bldg. **Phones:** 3-1775, 3-4333; 3-0419. **Power:** 250 and 100 watts on 1310 kc. **Affiliation:** None. **Opened:** 1925. (Note: This station is church-owned.)

Rep: None. **Seating facilities:** No specific information given, although station notes that it has several hundred visitors daily. **Merchandising:** Complete service available. **Foreign language programs:** Accepted when accompanied by full English translation. **Artists bureau:** Yes; lists several orchestras and singers. **Base rate:** \$100.

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

KOMA, OKLAHOMA CITY

Operator: KOMA, Inc., Biltmore Hotel. **Phone:** 2-3291. **Power:** 5,000 watts on 1480 kc. **Affiliation:** CBS. **Opened:** 1923. (Note: This station is owned by the same stockholders owning KTUL, Tulsa.)

Manager: Neal Barrett. **Commercial manager:** Jack Howell. **Program director:**

OKLAHOMA STATIONS—Continued

W. S. Lukenbill. **Director of promotion and publicity:** Bill Anderson. **Musical director:** Herman C. Chaney. **Chief engineer:** M. W. Thomas.

Rep: International Radio Sales. **Seating facilities:** Studio A seats 100; Studio B, 50. **Merchandising:** Regular service rendered gratis; additional services furnished at cost. **Foreign language programs:** No rules listed. **Artists bureau:** None. **Base rate:** \$225.

Copy restrictions: Beer and light wine advertising accepted; no hard liquor; all copy subject to approval of the commercial editing department. **E. T. library:** None. **News:** UP. **News periods:** 6-6:05 A.M., 7:30-7:45 A.M., 3-3:15 P.M., 4:05-4:15 P.M., all Monday through Saturday; 10-10:15 P.M., every day.

KTKO, OKLAHOMA CITY

Operator: Oklahoma Broadcasting Co., Inc., 1800 W. Main St. **Phones:** 3-8352-3. **Power:** 250 and 100 watts on 1370 kc. **Affiliation:** NBC Blue Southwestern Group; Mutual; Oklahoma Network. **Opened:** March 15, 1937 (as KTKO; station itself has been in operation since 1927). (Note: Major stockholder in the operating company is Harold V. Hough of Fort Worth Star-Telegram.)

President: Harold V. Hough. **Station manager:** Kenyon M. Douglass. **Commercial manager:** Tom Johnson. **Program director:** Waymond Ramsey. **Merchandising and promotion director:** Paul H. Buening. **Chief engineer:** Bernard Tullius.

Rep: Joseph Hershey McGillvra. **Seating facilities:** Studio A, 50 persons. **Merchandising:** Complete service available. **Foreign language programs:** No demand for such programs in this territory. **Artists bureau:** Setup nominal only. **Base rate:** \$120.

Copy restrictions: Beer advertising accepted; no wine or hard liquors. **E. T. library:** Standard; NAB; Lang-Worth. **News:** UP; local. **News periods:** 6:45 A.M., 8:30 A.M., 10:15 A.M., 1 P.M., 3:45 P.M., 10:30 P.M., all 15 minutes, all Monday through Saturday.

WKY, OKLAHOMA CITY

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

Secretary-treasurer: Edgar T. Bell. **Sta-**

tion manager: Gayle V. Grubb. **Commercial manager:** R. E. Chapman. **Production manager, musical director:** Allan Clark. **Traffic manager:** Daryl McAllister. **Continuity chief:** George Hammacher.

Rep: The Katz Agency. **Seating facilities:** Main studio, 275; Studio B, 100; Studio C, 75; Radio Kitchen, 100; auditorium, 1,200. **Merchandising:** Call on "reasonable" amount of tradesmen; assist in distributing sponsor's merchandising material; send out special letters to mailing list for cost of package or postage; station has a column in the Daily Oklahoman and Oklahoma City Times, and Farmer-Stockman (weekly); display space in Saturday afternoon's Times and Sunday's Oklahoman, featuring several programs each issue. **Foreign language programs:** No demand for these in this section. **Artists bureau:** Arrange for club, theatre or private bookings of WKY artists. **Base rate:** \$240.

Copy restrictions: Beer advertising accepted; no wines or hard liquors; "old established patent medicines, with copy edited by station, can be accepted." **E. T. library:** NBC Thesaurus; Standard. **News:** AP. **News periods:** 7:15-7:30 A.M., 11:15-11:30 A.M., 12:50-1 P.M. (farm news), 4:45-5 P.M., 10:30-10:45 P.M., all daily except Sunday.

KHBC, OKMULGEE

Operator: Okmulgee Broadcasting Corp. **Power:** 100 watts on 1210 kc (daytime). **Affiliation:** None. **Opened:** 1937.

Base rate: \$50.

No other information available.

WBBZ, PONCA CITY

Operator: Adelaide L. Carrell (Executrix 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. **Program director:** W. L. Stevens. **Chief engineer:** Don Mitchell.

Rep: Joseph Hershey McGillvra. **Seating facilities:** Small studio; capacity not listed. **Merchandising:** Supply publicity and window displays, and distribute mailing pieces gratis. **Foreign language programs:** Accepted. **Artists bureau:** None. **Base rate:** \$50.

Copy restrictions: Accept beer and light wine advertising; no patent medicines accepted; short, concise copy demanded; all copy is subject to station approval. **News:** None listed.

OKLAHOMA STATIONS—Continued

KGFF, SHAWNEE

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

President: Oscar Stauffer. **Secretary-treasurer, general manager:** Joseph W. Lee. **Advertising manager:** Weldon Stamps. **Chief announcer:** Frank Jackson. **Publicity, traffic:** Maxine Eddy. **Chief engineer:** John Molloy.

Rep: Joseph Hershey McGillvra. **Seating facilities:** Shawnee municipal auditorium, 3,000. **Merchandising:** Complete service available. **Foreign language programs:** No rules against such programs, but no demand due to low percentage of foreign born population in trade area. **Artists bureau:** None. **Stock:** Held by Stauffer Publication Co., Arkansas City, Kansas. **Base rate:** \$50.

Copy restrictions: All copy subject to approval of the management. **E. T. library:** None. **News:** AP; UP. **News periods:** 8:30 A.M., 1 P.M., 4 P.M., 8 P.M., all 15 minutes, all Monday through Saturday.

KOME, TULSA

Operator: Harry Schwartz, 910 S. Boston St. **Phone:** 3-4121. **Power:** 250 watts on 1310 kc (daytime). **Affiliation:** Mutual; Oklahoma Network. **Opened:** Dec. 25, 1938. (Note: Harry Schwartz is president of the Tulsa Federation of Labor and business manager of the union's monthly paper.)

General manager: Jack Neil. **Commercial manager:** Harold Grimes. **Program director:** R. H. Latting. **Chief engineer:** James Manship. **Musical director:** Dorothy Doan. **Publicity director:** Jay Crum.

Rep: Joseph Hershey McGillvra. **Seating facilities:** Auditorium studio, 200. **Merchandising:** Service available; details not listed. **Foreign language programs:** Not accepted. **Artists bureau:** None. **Base rate:** \$60.

Copy restrictions: Beer accepted; no other alcoholic beverages; abide by NAB Code of Ethics. **E. T. library:** Standard. **News:** UP. **News periods:** Five minutes every hour on the hour, 6 A.M. to local sunset, all daily.

KTUL, TULSA

Operator: Tulsa Broadcasting Co., Inc., National Bank of Tulsa Bldg. **Phone:** 4-8188. **Power:** 5,000 and 1,000 watts on

1400 kc. **Affiliation:** CBS. **Opened:** Jan. 22, 1934. (Note: Same stockholders also own KOMA, Oklahoma City, and plan a two-station network of their holdings.)

Vice-president: William C. Gillespie. **Sales manager:** Lawson Taylor. **Program director:** Bill Gillespie. **Merchandising and publicity director:** John Esau. **Production manager:** Jack Hoffman. **Musical director:** Lillian Smithline. **Chief engineer:** Nathan Wilcox. **Continuity chief:** Ray Scollars.

Rep: Free & Peters, Inc. **Seating facilities:** Radio theatre available; capacity not listed. **Merchandising:** Sales and promotion department offers merchandising service; assist in obtaining publicity, window displays, dealer tie-ups; conduct surveys; exploit merchandising "in every possible manner." **Foreign language programs:** None; no population warranting same. **Artists bureau:** Supply talent through station. **Stock:** Principal holders are J. T. Griffin, Bryan Matthes, and William C. Gillespie; the stock is cross-owned with that of the J. T. Griffin Wholesale Grocery Co. **Base rate:** \$120.

Copy restrictions: Allow three minutes of commercial per quarter-hour, and five minutes per half-hour; beer accepted; no other alcoholic beverages. **E. T. library:** NBC Thesaurus. **News:** UP. **News periods:** 6:45-7 A.M., 7:45-8 A.M., 11:45-noon, 12:45-1 P.M., 6:05-6:10 P.M., all Monday through Saturday; 10:15-10:30 P.M., every day.

KVOO, TULSA

Operator: Southwestern Sales Corp., Philtower Bldg. **Phone:** 2-2254. **Power:** 25,000 watts on 1140 kc. **Affiliation:** NBC Southwestern Group. **Opened:** Jan. 15, 1925.

Vice-president, general and station manager: Wm. B. Way. **Commercial manager:** Willard D. Egolf. **Program director, production manager, artists bureau head:** Norvell Slater. **Chief engineer:** L. W. Stinson. **Merchandising director:** F. M. Hart.

Rep: Edward Petry & Co., Inc. **Seating facilities:** Three studios seating, respectively, 15, 30 and 100 persons; also two remote studios seating 1,100 and 2,800 persons. **Merchandising:** Complete service including letters, bulletins, window and counter displays, personal contacts, and telephone surveys; no charge for the service except postage on letters numbering more than 100. **Foreign language programs:** None; population does not warrant same. **Artists bureau:** Yes; lists about 45 artists, musicians, orchestra leaders, writers, producers and announcers. **Stock:** Principally held by W. G. Skelly. **Base rate:** \$260.

OKLAHOMA STATIONS—Continued

Copy restrictions: Advertising of alcoholic beverages not accepted; all copy must comply with station policy; no false or misleading claims; no lotteries; no advertising matter "in bad taste." **E. T. library:**

World: NAB; Davis & Schwegler. **News:** INS. **News periods:** 6:45 A.M., 7:45 A.M., 11:15 A.M., 5:45 P.M., 11 P.M., all 15 minutes, all Monday through Saturday.

OREGON

(285,400 radio homes, or 95% ownership among the State's total of 299,000 families. Urban ownership is 147,000, or 94% of urban families; rural ownership is 138,400, or 97% of rural families.)

Radio Homes by Counties

Baker	4,930	Harney	1,780	Morrow	1,400
Benton	4,820	Hood River	2,650	Multnomah	102,890
Clackamas	14,530	Jackson	10,230	Polk	4,960
Clatsop	6,000	Jefferson	630	Sherman	810
Columbia	5,840	Josephine	3,680	Tillamook	3,500
Coos	8,600	Klamath	9,180	Umatilla	6,840
Crook	950	Lake	1,410	Union	5,050
Curry	1,070	Lane	16,330	Wallowa	2,180
Deschutes	4,340	Lincoln	3,060	Wasco	3,760
Douglas	6,960	Linn	7,610	Washington	9,210
Gilliam	950	Malheur	3,130	Wheeler	710
Grant	1,830	Marion	16,830	Yamhill	6,750

KAST, ASTORIA

Operator: Astoria Broadcasting Co., 1006 Taylor Ave. **Phone:** 95. **Power:** 250 and 100 watts on 1200 kc. **Affiliation:** None. **Opened:** July 1, 1935. (Note: This station is affiliated with the Astorian-Budget and Pendleton East Oregonian.)

Manager: James C. Wallace. **Commercial manager,** Frank E. Marrion. **Chief engineer:** Lawrence King.

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

Copy restrictions: No beer, wine or whiskey advertising except after 10 P.M.; patent medicines accepted if copy, product and advertising claims meet station approval. **E. T. library:** Standard; NAB. **News:** UP. **News periods:** 8:30-8:35 A.M., noon-12:15 P.M., 3:45-4 P.M., 5:55-6 P.M., all daily.

KBKR, BAKER

Operator: Louis J. Thornton. **Power:** 250 and 100 watts on 1500 kc.

At press time this station had a construction permit only.

KBND, BEND

Operator: The Bend Bulletin, 1121 Wall St. **Phone:** 848. **Power:** 250 and 100 watts on 1310 kc. **Affiliation:** None. **Opened:** Dec. 20, 1938. (Note: This station is newspaper-owned by the Bend Bulletin.)

General manager: Robert W. Sawyer. **Station manager, publicity director:** Frank H. Loggan. **Commercial manager:** Chet Wheeler. **Program and musical director:** William Murphy. **Chief engineer:** August Hiebert.

Rep: Cox and Tanz; John Keeting. **Seating facilities:** Can accommodate about 30 persons. **Merchandising:** Complete department maintained; any "reasonable" amount of service rendered gratis, except for postage. **Foreign language programs:** Not accepted. **Artists bureau:** None. **Base rate:** \$25.

Copy restrictions: Beer, wine or alcoholic beverage copy of any kind not accepted; "objectionable medical advertising" rejected. **E. T. library:** NBC Thesaurus. **News:** UP. **News periods:** 8:30-8:35 A.-M., 10:30-10:35 A.M., 12:30-12:45 P.M., 5:30-5:45 P.M., all Monday through Saturday.

OREGON STATIONS—Continued

KOAC, CORVALLIS

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

This station is non-commercial.

KORE, EUGENE

Operator: Frank L. Hill and C. G. Phillips doing business as the Eugene Broadcast Station, Kore Bldg. **Phone:** 3. **Power:** 100 watts on 1420 kc. **Affiliation:** Mutual; Don Lee Broadcasting System. **Opened:** 1927. (Note: Frank L. Hill and C. G. Phillips also own KIDO, Boise, Idaho. KORE has "friendly connections," but no cross-ownership with the Eugene Register Guard.)

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

Rep: John Blair & Co. **Seating facilities:** Glass-encased reception room, 200 persons. **Merchandising:** Maintain such a service; details do not conform to any set policy. **Foreign language programs:** No demand for

such in station area. **Artists bureau:** None. **Base rate:** \$37.50.

Copy restrictions: Accept wine, beer, whiskey and patent medicines if "legitimate" and conforming to FCC regulations. **E. T. library:** MacGregor. **News:** UP. **News periods:** 9-9:05 A.M., 10-10:05 A.M. noon-12:15 P.M., 3:45-4 P.M., 6:45-7 P.M., all Monday through Saturday.

KFJL, KLAMATH FALLS

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

Base rate: \$25.

No further information available after repeated requests.

KLBM, LA GRANDE

Operator: Harold M. Finlay and Mrs. Eloise Finlay, Sacajawea Inn. **Phone:** 220. **Power:** 250 and 100 watts on 1420 kc. **Affiliation:** None. **Opened:** Sept. 30, 1938. (Note: Harold M. Finlay is also publisher

Sell the prosperous Oregon Market with

KGW
620 KC 5000 WATTS DAYTIME
1000 WATTS NIGHTS
NBC RED

KEX
1180 KC 5000 WATTS CONTINUOUS
NBC BLUE

RADIO STATIONS
OF
THE OREGONIAN
PORTLAND, OREGON

REPRESENTATIVES
EDWARD PETRY & CO. INC.
NEW YORK, CHICAGO, DETROIT, ST. LOUIS, SAN FRANCISCO, LOS ANGELES

OREGON STATIONS—Continued

of the La Grande Morning Observer.)

Manager: Harold M. Finlay. **Program director:** Floyd Bryant. **Chief engineer:** Paul Walden.

Rep: Cox and Tanz. **Base rate:** \$15 (½ hr.).

Copy restrictions: Station reserves the right to refuse any copy not on a level with the character of the station or the advertiser. **E. T. library:** NBC Thesaurus. **News:** UP. **News periods:** 8:15 A.M., 10:15 A.M., 12:15 P.M., 3:30 P.M., 6:30 P.M., all 15 minutes, all Sunday through Friday.

KOOS, MARSHFIELD

Operator: KOOS, Inc. Hall Building. **Phone:** 432. **Power:** 250 and 100 watts on 1200 kc. **Affiliation:** Mutual; Don Lee Broadcasting System. **Opened:** July, 1928. (Note: KOOS 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:** Chester B. Wheeler. **Chief engineer:** Paul Spargo.

Rep: Walter Biddick Co. **Seating facilities:** None (can use local theatre when need arises). **Merchandising:** Full service rendered through commercial department. **Foreign language programs:** Accepted. **Artists bureau:** None. **Base rate:** \$37.50.

Copy restrictions: All material subject to Federal Trade Commission and FCC regulations; alcoholic beverages not accepted. **E. T. library:** Transco. **News:** UP. **News periods:** 7:30-7:45 A.M., 12:30-12:45 P.M., 6-6:15 P.M., 9-9:15 P.M. (last named from Don Lee), all apparently daily.

KMED, MEDFORD

Operator: Mrs. W. J. Virgin, Sparta Bldg. **Phone:** 305. **Power:** 1,000 and 250 watts on 1410 kc. **Affiliation:** NBC Red and Blue Pacific Coast Supplementary Group. **Opened:** September, 1932.

Owner: Mrs. W. J. Virgin. **Commercial manager:** L. P. Bishop. **Sales manager:** A. A. Adler. **Program director:** Gladys La Marr. **Chief engineer:** D. H. Rees.

Rep: None. **Seating facilities:** Main studio seats 50 persons. **Merchandising:** Help manufacturers and distributors in securing local tie-ins and new retail outlets for their products. **Foreign language programs:** Not accepted; population less than 2% foreign. **Artists bureau:** None. **Base rate:** \$120.

Copy restrictions: Beer and light wines accepted; no hard liquors; all proprietary copy with a "personal" angle is closely

edited; all copy subject to station approval. **E. T. library:** NBC Thesaurus; Standard. **News:** Transradio. **News periods:** 8:30 A.M., 12:30 P.M., 7 P.M., all 15 minutes, all Monday through Saturday; 6:15-6:30 P.M., Sundays only.

KALE, PORTLAND

Operator: KALE, Inc., New Heathman Hotel. **Phone:** Atwater 7209. **Power:** 5,000 and 1,000 watts on 1300 kc. **Affiliation:** Mutual; Don Lee Broadcasting System. (Note: KALE is affiliated with the Oregon Journal, as is KOIN of the same city.)

President: C. Roy Hunt; **Station manager:** Ted Kooreman. **Sales manager:** Charles E. Couche. **Production manager:** Ted Cooke. **Program director:** Henry B. Swartwood, Jr. **Technical director:** Louis S. Bookwalter. **Publicity director:** Lester Halpin.

Rep: Free & Peters, Inc. **Seating facilities:** None. **Merchandising:** Publicity in the "Radio Advertiser," which is circulated to retail stores; also advertise new programs in the Oregon Journal. **Foreign language programs:** Subject to restrictions which practically prohibit; controversial subjects not allowed. **Artists bureau:** None. **Stock:** Principally held by C. Roy Hunt, C. W. Myers and The Oregon Journal. **Base rate:** \$60 (½ hr.).

Copy restrictions: Alcoholic beverage and medicinal spot advertising not accepted. **E. T. library:** World; Associated; Lang-Worth. **News:** INS; UP. **News periods:** 8:45-9 A.M., 1:30-1:40 P.M., 4:30-4:40 P.M., 9-9:15 P.M., all Monday through Saturday.

KBPS, PORTLAND

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

This station is non-commercial.

KEX, PORTLAND

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

General and station manager: W. Carey Jennings. **Production manager:** H. Q. Cox. **Chief engineer:** Harold Singleton. **Musical director:** Abe Bercovitz. **Sales manager:** Paul Connet. **Traffic manager:** Ralph Greer.

Rep: Edward Petry & Co., Inc. **Seating facilities:** Studio A, 150 persons; studio C, 125 (facilities shared with KGW). **Mer-**

OREGON STATIONS—Continued

chandising: Publicity and information accorded through newspaper affiliate. **Foreign language programs:** Not accepted. **Artists bureau:** None. **Base rate:** \$93.75.

Copy restrictions: Beer and light wines accepted weekdays after 10 P.M. only; no liquor advertising; patent medicines accepted if approved by station management; copy must not exceed 100 words in each five minutes of program. **E. T. library:** NBC Thesaurus. **News:** INS; Transradio. **News periods:** 10:30 A.M., 11 P.M., both 15 minutes, both Monday through Saturday; 12:30 P.M., 8:15 P.M., both 15 minutes, both every day.

KGW, PORTLAND

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

General and station manager: W. Carey Jennings. **Production manager:** H. Q. Cox. **Chief engineer:** Harold Singleton. **Musical director:** Abe Bercovitz. **Sales manager:** Paul H. Connet. **Traffic manager:** Ralph H. Greer.

Rep: Edward Petry & Co., Inc. **Seating facilities:** Studio A, 150 persons; studio C, 125 (these studios shared with KEX). **Merchandising:** Publicity and listings through newspaper affiliate. **Foreign language programs:** Not accepted. **Artists bureau:** None. **Base rate:** \$165.

Copy restrictions: Beer and light wines accepted weekdays after 10 P.M. only; no liquor advertising; patent medicines accepted if approved by station management; copy must not exceed 100 words in each five minutes of program. **E. T. library:** NBC Thesaurus. **News:** INS; Transradio. **News periods:** 7:45 A.M., 3:30 P.M., both 15 minutes, both Monday through Saturday; 12:45-1 P.M., Sunday.

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: This station is affiliated with the Oregon Journal as is KALE of the same city.)

President: Charles W. Myers. **General manager and treasurer:** C. Roy Hunt. **Sales manager:** Charles E. Couche. **Production manager, artists bureau head:** Johnnie Walker. **Program director:** Henry B. Swartwood, Jr. **Technical director:** Louis

S. Bookwalter. **Musical director:** Joseph Sampietro. **Publicity director:** Lester Halpin.

Rep: Free & Peters, Inc. **Seating facilities:** About 100 persons. **Merchandising:** Publishes "Radio Advertiser" and circulates the publication to retail stores; Oregon Journal lists programs with sponsor names. **Foreign language programs:** Acceptance rules are strict to the point of prohibition; none currently on station; English translation must be submitted in advance. **Artists bureau:** Yes; lists about 20 artists. **Stock:** Control held by C. W. Myers; the Oregon Journal, and C. Roy Hunt hold the balance. **Base rate:** \$100 (½ hr.).

Copy restrictions: Commercial continuity limited to network standards of CBS; no medical advertising accepted; no alcoholic beverages. **E. T. library:** World; Associated; Lang-worth. **News:** INS; UP. **News periods:** 7:45-8 A.M., 11:45-noon, 3-4 P.M. (participating program with news and music), 10-10:15 P.M., every day.

KWJJ, PORTLAND

Operator: KWJJ Broadcast Co., Inc., 622 S. W. Salmon St. **Phone:** AT 4393. **Power:**

When You Think
OREGON
Think

KOIN

Portland's
CBS Outlet

FREE & PETERS
National Representatives

OREGON STATIONS—Continued

500 watts on 1040 kc (unlimited except between local sunset and 9 P.M.; station resumes broadcasting at 9 P.M. and operates to 3 A.M.). **Affiliation:** None. **Opened:** 1927.

General and station manager: John C. Egan. **Commercial manager:** L. D. Henderson. **Program director:** G. E. Speerstra. **Chief engineer:** W. J. Jerman. **Artists bureau head, publicity director:** Sammy Taylor. **Musical director:** Art Morey.

Rep: Cox and Tanz. **Seating facilities:** Can accommodate about 500 persons. **Merchandising:** Have connection with amusement park for various exploitations; give out souvenir portraits; also newspaper publicity. **Foreign language programs:** Accepted if "of good character." **Stock:** Held by John C. Egan and Wilbur J. Jerman. **Base rate:** \$30 (½ hr.).

Copy restrictions: No patent medicines nor hard liquors; beer and wines accepted between 10 P.M. and 1 A.M., except Sundays; spot announcements limited to 100 words. **E. T. library:** None. **News:** INS. **News periods:** 7-7:15 A.M., 9:45-10 A.M., 11:15-11:30 A.M., 3:45-4 P.M. (local news), 12:30-12:35 A.M., 1:15-1:20 A.M. (Hollywood gossip via INS), 2-2:05 A.M., all daily except Sunday.

KXL, PORTLAND

Operator: KXL Broadcasters, KXL Building. **Phone:** Broadway 6451. **Power:** 250 and 100 watts on 1420 kc (divides time with KBPS—three hours daytime per week only). **Affiliation:** With KFPY and KGER. **Opened:** 1926.

President, station and commercial manager: T. W. Symons, Jr.*

Rep: Gene Furgason & Co. **Seating facilities:** Capacity not listed. **Merchandising:** None. **Foreign language programs:** Not accepted. **Artists bureau:** None. **Stock:** Held by T. W. Symons, Jr., and E. B. Craney. **Base rate:** 30 (½ hr.).

Copy restrictions: Commercial copy can't consume more than 15% of program time. **E. T. library:** Standard; MacGregor; NAB; Lang-Worth; Davis & Schwegler. **News:** UP. **News periods:** Every hour on the hour, daily, all five minutes, except 15 minute periods at 7 A.M., 9 A.M., noon and 7 P.M.

*Also president of KFPY, Spokane, Wash.

KRRR, ROSEBURG

Operator: News-Review Co., Umpqua Hotel. **Phone:** 4. **Power:** 250 and 100 watts on 1500 kc. **Affiliation:** Mutual; Don Lee Broadcasting System. **Opened:** December, 1935. (Note: This station is newspaper-owned by the Roseburg News Review).

Manager: Marshall Pengra. **Chief engineer:** H. J. Chandler, Jr.

Rep: John Blair & Co. **Seating facilities:** Can accommodate 200 persons. **Merchandising:** Complete service rendered, including dealer contacts, publicity and listings through newspaper affiliate. **Foreign language programs:** Not accepted. **Artists bureau:** None. **Base rate:** \$30.

Copy restrictions: Beer and wine advertising accepted; no hard liquor; patent medicines of "high standing" accepted; guided by "rules of common decency and expediency" in checking copy. **E. T. library:** None. **News:** AP. **News periods:** 7:30-7:40 A.M., 7:40-7:45 A.M. (local news), 12:45-12:50 P.M., 12:50-1 P.M. (local news), 6:05-6:10 P.M., 6:10-6:15 P.M. (local news), all Monday through Saturday.

KSLM, SALEM

Operator: Oregon Radio, Inc., 343 Court St. **Phone:** 6131. **Power:** 500 watts on 1360 kc. **Affiliation:** Mutual; Don Lee Broadcasting System. **Opened:** Nov. 1, 1934.

President, commercial and production manager: H. B. Read. **Program director:** Herb Johnston. **Chief engineer:** Clyde Wiegand.

Rep: John Blair & Co. **Seating facilities:** Main studio, 75 persons; 25 in auxiliary studio. **Merchandising:** None. **Foreign language programs:** Not accepted; population 97% American. **Artists bureau:** None. **Stock:** Entirely held by H. B. Read. **Base rate:** \$35.

Copy restrictions: Beer and wines not accepted before 10 P.M. nor on Sunday; no hard liquors; 15% of program time is maximum allowed for commercial use; copy subject to approval of management. **E. T. library:** None. **News:** UP. **News periods:** 7:30 A.M., 8:45 A.M., 10:15 A.M., 12:15 P.M., 6:45 P.M., 8 P.M., 9 P.M. (last-named from Don Lee), all 15 minutes, all Monday through Saturday; 9-9:15 P.M. (UP news), Sunday only.

PENNSYLVANIA

(2,206,400 radio homes, or 90% ownership among the State's total of 2,452,000 families. Urban ownership is 1,553,900, or 92% of urban families; rural ownership is 652,500, or 85% of rural families.)

Radio Homes by Counties

Adams	8,500	Elk	6,900	Montour	2,940
Allegheny	315,590	Erie	43,330	Northampton	39,710
Armstrong	17,030	Fayette	40,030	Northumberland	28,780
Beaver	32,850	Forest	1,230	Perry	5,190
Bedford	8,050	Franklin	14,790	Philadelphia	467,940
Berks	56,240	Fulton	1,960	Pike	1,990
Blair	32,900	Greene	9,030	Potter	4,240
Bradford	12,210	Huntingdon	8,350	Schuylkill	49,570
Bucks	22,520	Indiana	15,350	Snyder	4,450
Butler	17,970	Jefferson	11,230	Somerset	16,030
Cambria	40,550	Juniata	3,320	Sullivan	1,620
Cameron	1,220	Lackawanna	66,850	Susquehanna	7,850
Carbon	13,420	Lancaster	46,910	Tioga	7,930
Centre	10,210	Lawrence	22,250	Union	4,170
Chester	28,420	Lebanon	15,850	Venango	14,960
Clarion	7,810	Lehigh	41,710	Warren	9,930
Clearfield	18,010	Luzerne	92,070	Washington	43,140
Clinton	7,480	Lycoming	23,490	Wayne	6,630
Columbia	11,180	McKean	13,370	Westmoreland	62,460
Crawford	16,040	Mercer	23,010	Wyoming	3,750
Cumberland	17,260	Mifflin	8,990	York	41,130
Dauphin	40,890	Monroe	6,950		
Delaware	67,990	Montgomery	60,680		

WCBA, ALLENTOWN

This station is owned and operated by B. Bryan Musselman and 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 1440 kc. **Affiliation:** NBC Supplementary 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:** E. Bryan Musselman. **Program director, artists bureau head, musical director:** George Y. Snyder. **Chief engineer:** William McCutcheon.

Rep: Gene Furgason & Co. **Seating facilities:** Studio seats 100 persons. **Merchandising:** Place window displays and mail circular letters; mimeograph, multi-graph and addressograph service available. **Foreign language programs:** Accepted; complete English translation must be furnished. **Artists bureau:** Yes; lists about 25 artists. **Base rate:** \$120.

Copy restrictions: Patent medicines carefully investigated; "sponsors are urged to act upon advice of station continuity director." **E. T. library:** World. **News:** UP. **News periods:** 8-8:05 A.M., 9-9:05 A.M., 10-10:05 A.M., 11-11:05 A.M., 11:55-noon, 4:55-5 P.M., 6:15-6:30 P.M., 7-7:05 P.M., 9-9:05 P.M., 10:45-11 P.M., all Monday through Saturday.

WFBG, ALTOONA

Operator: The Gable Broadcasting Co. (lessee). **Power:** 100 watts on 1310 kc (shares time with WJAC).

Base rate: \$86.

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. **Affiliation:** Mason-Dixon Radio Group. **Opened:** 1936.

President: Clair R. McCollough*. **Station and commercial manager:** Elwood Anderson. **Program director:** Wilbert Markle.

PENNSYLVANIA STATIONS—Continued

Chief engineer: J. E. Mathiot. **Artists bureau head:** Beula Edinger. **Musical director:** Eugene Bethman. **Publicity director:** Richard West.

Rep: Paul H. Raymer Co. **Seating facilities:** None. **Merchandising:** Offer usual services, including publicity and listings through newspaper affiliates. **Foreign language programs:** Accepted. **Artists bureau:** Setup nominal only. **Base rate:** \$85.

Copy restrictions: All copy must conform to station standards. **E. T. library:** NBC Thesaurus. **News:** Transradio. **News periods:** 7:45-8 A.M., 10:30-10:35 A.M., 12:30-12:45 P.M., 6-6:15 P.M., 7:30-7:35 P.M., 10:15-11 P.M., all daily.

* Also president of WAZL, Hazelton, Pa., WORK, York, WDEL-WILM, Wilmington, Del., and vice-president of WGAL, Lancaster, Pa.

WLEU, ERIE

Operator: WLEU Broadcasting Corp., Commerce Bldg. **Phone:** 22-129. **Power:** 250 and 100 watts on 1420 kc. **Affiliation:** NBC Basic Blue Supplementary Service. **Opened:** April 21, 1935.

Station and commercial manager: V. Hamilton-Weir. **Program director:** James Hamilton. **Chief engineer:** Harold Roess. **Musical director:** Anthony Conti.

Rep: None. **Seating facilities:** 50 persons. **Merchandising:** Programs given publicity on the air through the "Merchandise Cooperative Program." **Foreign language programs:** Accepted; special rates apply. **Artists bureau:** None. **Base rate:** \$100.

Copy restrictions: Beer, wine and patent medicines accepted; no set rules regarding copy, other than that it conform with Federal Trade Commission regulations. **E. T. library:** World. **News:** Transradio. **News periods:** 7:30 A.M., 8:45 A.M., 12:15 P.M., 2:30 P.M., 6 P.M., 11 P.M., all 15 minutes, all Monday through Saturday; 10:15 A.M., 6 P.M., 11 P.M., all 15 minutes, all Sunday.

WIBG, GLENSIDE

Operator: Seaboard Radio Broadcasting Corp., Easton Road and Mt. Carmel Ave. **Phones:** Majestic 2675; Ogontz 3100. **Power:** 100 watts on 970 kc (daytime). **Affiliation:** None. **Opened:** 1924.

General manager: Paul F. Harron. **Commercial manager:** Edward D. Clery. **Program and musical director:** Douglas Arthur. **Chief engineer:** John H. Henninger. **Publicity director:** Rupe Werling.

Rep: None. **Seating facilities:** Capacity not listed. **Merchandising:** Complete facilities; details not listed. **Foreign language programs:** No information given. **Artists bureau:** None. **Base rate:** \$50.

Copy restrictions: Beer and wine accepted; no hard liquor. **E. T. library:** None. **News:** UP. **News periods:** 8-8:15 A.M., noon-12:15 P. M. (comment), 1-1:15 P.M., 4:30-4:45 P.M., 5:25-5:30 P.M., all daily.

WHJB, GREENSBURG

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

Station manager: Roy H. Verret. **Program director:** Carolyn Castracane. **Chief engineer:** W. W. McCoy. **Publicity director:** Howard Lewis.

Rep: William G. Rambeau Co. **Seating facilities:** Auditorium studio seats 180. **Merchandising:** None. **Foreign language programs:** Have Slovak and Polish programs; each case treated on individual merits. **Artists bureau:** None. **Base rate:** \$76.

Copy restrictions: None listed. **E. T. library:** None. **News:** None.

WSAJ, GROVE CITY

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

This station is non-commercial; college-owned.

WHP, HARRISBURG

Operator: WHP, Inc., Telegraph Bldg. **Phone:** 43211. **Power:** 5,000 and 1,000 watts on 1430 kc. **Affiliation:** CBS. **Opened:** 1924. (Note: This station is affiliated with the Harrisburg Telegraph.)

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

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

PENNSYLVANIA STATIONS—Continued

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 the right to censor misrepresentations, or products not conforming to federal laws. **E. T. library:** NBC Thesaurus. **News:** Transradio. **News periods:** 10:10-10:15 A.M., 12:30-12:45 P.M., 6:30-6:45 P.M., 11-11:05 P.M., Monday through Saturday; 1-1:30 P.M. (news in review), Sunday only.

WKBO, HARRISBURG

Operator: Keystone Broadcasting Corp., 31 North 2nd St. **Phone:** 4-0191. **Power:** 250 and 100 watts on 1200 kc. **Affiliation:** NBC Supplementary Basic Service. **Opened:** 1927. (Note: This station is newspaper-affiliated with the Harrisburg Telegraph.)

Station Manager: C. G. Moss. **Commercial manager:** George C. Smith.

Rep: Paul H. Raymer Co. **Seating facilities:** Victoria Theatre, 1,700; occasional broadcasts from the Chestnut Street Auditorium, 500. **Merchandising:** None. **Foreign language programs:** Accepted. **Artists bureau:** Lists about 45 artists, directors, orchestras and announcers. **Base rate:** \$125.

Copy restrictions: None listed. **E. T. library:** World. News: UP. **News periods:** No information available.

WAZL, HAZELTON

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

President: Clair McCullough*. **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:** Usual services rendered, including publicity and listing through newspaper affiliates. **Foreign language programs:** Specialize in such programs. **Artists bureau:** Setup nominal only. **Base rate:** \$85.

Copy restrictions: All copy must conform to station standards. **E. T. library:** NBC Thesaurus. **News:** Transradio. **News periods:** 9 A.M., 12:15 P.M., 7 P.M., 9:45 P.M., all 15 minutes, all Monday through Saturday.

* Also president of WEST, Easton, Pa., WORK, York, Pa., WDEL and WILM, Wilmington, Del., and vice-president of WGAL, Lancaster.

WJAC, JOHNSTOWN

Operator: WJAC, Inc., Tribune Annex. **Phone:** 24-361. **Power:** 250 and 100 watts on 1310 kc (specified hours with WFBG). **Affiliation:** None. **Opened:** March, 1925. (Note: This station is owned by the Johnstown Tribune.)

President: Walter W. Krebs. **Station and commercial manager:** J. C. Tully. **Program director:** J. P. Foster. **Chief engineer:** A. J. Reid.

Rep: Cox and Tanz. **Seating facilities:** None. **Merchandising:** None. **Foreign language programs:** Accepted; copy must be submitted in English as well as the foreign language one week prior to broadcast. **Artists bureau:** None. **Base rate:** \$85.

Copy restrictions: None listed. **E. T. library:** NBC Thesaurus. **News:** From parent paper. **News periods:** 10:25-10:30 A.M., 6:15-6:15 P.M., daily except Sunday.

WGAL, LANCASTER

Operator: WGAL, Inc., 8 W. King St. **Phone:** 5252. **Power:** 250 and 100 watts on 1500 kc. **Affiliation:** NBC Basic Supplementary Service; Inter-City Broadcasting System; Mason-Dixon Radio Group. **Opened:** 1922. (Note: This station is affiliated with the Lancaster New Era and Intelligence Journal).

Vice-president: Clair R. McCullough*. **Station and commercial manager:** Walter O. Miller. **Program and musical director:** Ernest Stanziola. **President, chief engineer:** J. E. Mathiot. **Publicity director:** Paul Rodenhauer.

Rep: Paul H. Raymer Co. **Seating facilities:** Can accommodate 250 persons. **Merchandising:** Usual services rendered, including publicity and listings in newspaper affiliates. **Foreign language programs:** Will accept. **Artists bureau:** None. **Base rate:** \$100.

Copy restrictions: All copy must conform to station standards. **E. T. library:** Lang-Worth; Transco. **News:** Transradio. **News periods:** 9 A.M., 12:15 P.M., 6 P.M., 11 P.M., all 15 minutes, all Monday through Saturday.

* See footnote to WAZL, Hazelton, Pa.

WKST, NEW CASTLE

Operator: Keystone Broadcasting Co., Cathedral Bldg. **Phone:** 5050. **Power:** 250 watts on 1250 kc (to local sunset). **Affiliation:** None. **Opened:** Oct. 23, 1938.

President, general manager: S. W. Townsend. **Station manager, program and musical director, artists bureau head:** Arthur W. Graham. **Commercial manager:** Her-

PENNSYLVANIA STATIONS—Continued

bert S. Kirk. **Chief engineer:** Howard Con-della. **Publicity director:** Len Taylor.

Rep: Cox and Tanz. **Seating facilities:** Auditorium adjoining studios, 3,200 persons. **Merchandising:** Courtesy announcements, window displays, and distribution of window cards at no extra cost; estimate submitted on all additional services. **Foreign language programs:** Programs and announcements accepted in Hungarian, Italian, German, Slovak and Polish. **Artists bureau:** Setup nominal only. **Stock:** Held by S. W. Townsend, Fred W. Danner, Herbert S. Kirk, and Arthur W. Graham. **Base rate:** \$75.

Copy restrictions: No beer, wine, or liquor copy accepted; station reserves right to eliminate all parts of programs or announcements not complying with NAB Code of Ethics or station standards; continuity must be submitted at least three days in advance; announcements exceeding word limit in any class will be broadcast as submitted, but billed at next higher rate. **E. T. library:** NBC Thesaurus. **News:** INS. **News periods:** Two-minute bulletins every hour on the hour daily, except 8 A.M., noon, and 6 P.M. when 10-minute periods are broadcast.

KYW, PHILADELPHIA

Operator: Owned and operated by West-inghouse Electric and Mfg. Co.; programmed by the National Broadcasting Co., Inc., 1619 Walnut St. **Phone:** Locust 3760. **Power:** 10,000 watts on 1020 kc. **Affiliation:** NBC Basic Red. **Opened:** 1921 (in Chicago); moved to Philadelphia in 1934.

Station manager: Leslie W. Joy. **Program manager:** James P. Begley. **Plant engineer:** Ernest H. Gager. **Sales manager:** J. S. K. Hammann. **Sales promotion manager:** Lambert Beuwkes. **Publicity director:** Jas. A. Aull.

Rep: National Broadcasting Co. **Seating facilities:** Auditorium, 200 persons; admission by ticket. **Merchandising:** Services rendered to clients at cost. **Foreign language programs:** Not accepted. **Artists bureau:** None listed. **Base rate:** \$440.

Copy restrictions: Lectures and educational talks not accepted between 6 P.M. and midnight, except by special arrangement; time of broadcast subject to change to other periods on 28 days' notice to accommodate network broadcasts, excepting in the case of independent announcements, which may be moved to other periods if available, and as arranged by the station manager on 24 hours' notice; closing date is two weeks in advance of initial program, and program material must be arranged one week in advance of broadcast date—no change within two days preced-

ing 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 acceptance departments. **E. T. library:** NBC Thesaurus. **News:** UP. **News periods:** 7:15 A.M., 12:45 P.M., 6 P.M., 11 P.M., all five minutes, all Monday through Saturday.

WCAU, PHILADELPHIA

Operator: WCAU Broadcasting Co., 1622 Chestnut St.; New York office, 485 Madison Ave. **Phone:** Locust 7700. **Power:** 50,000 watts on 1170 kc. **Affiliation:** CBS. **Opened:** 1921.

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: Reiter-Spadea Co. (Chicago only); Bertha Bannan (Boston only). **Seating facilities:** Auditorium-studio, 260 (has stage and modern kitchen). **Merchandising:** Sales promotion and research departments conduct surveys at various times; radio habits checked. **Foreign language programs:** Not accepted. **Artists bureau:** None, but talent can be furnished for sponsors. **Base rate:** \$500.

Copy restrictions: Nothing offensive to the ear; no "intimate" products, such as laxatives, feminine hygiene, bedbug powders, etc.; no product accepted that contains harmful ingredients such as thyroid in weight-reducing tablets, or opium in cold remedies; no grossly exaggerated claims; no non-specific copy, such as claiming that a powder "will cure all headaches," etc.; five-minute periods may not have more than a 100-word commercial before and after program; before 6 P.M., quarter-hours may not have more than three minutes of copy, half-hours more than five minutes, and hours more than eight minutes; after 6 P.M., quarter-hours may not have more than three minutes of commercial, half-hours more than four and one-half minutes, and hours more than six and one-half minutes; beer and light wines accepted; no hard liquors. **E. T. library:** World. **News:** Transradio. **News periods:** 7:45-8 A.M. (comment), 10-10:05 A.M., 6-6:05 P.M., Monday through Saturday 10:30-10:45 P.M., Monday through Friday.

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.

PENNSYLVANIA STATIONS—Continued

Vice-President and station manager: P. J. Stanton. **Commercial manager:** A. W. Dannenbaum, Jr. **Program director:** Harold Davis. **Chief engineer:** Frank Unterberger. **Musical director:** Joseph Schreiberman. **Publicity:** Jerry Stone.

Rep: None. **Seating facilities:** Studios can accommodate 125 persons. **Merchandising:** Under direction of A. W. Dannenbaum, Jr.; foreign language merchandising directed by Nathan Fleisher; no charge for service, which includes tie-ins with direct mail, newspapers and radio; also surveys. **Artists bureau:** None (program department, however, places artists elsewhere). **Stock:** Privately held by A. W. Dannenbaum and the estate of W. Maurice Steppacher. **Base rate:** \$75.

Copy restrictions: Copy should be "in good taste"; station reserves right to censor all spoken matter; will accept wine and beer advertising; patent medicines accepted, providing they meet with station policy and are subject to analysis. **E. T. library:** Lang-Worth; NAB. **News:** INS. **News periods:** Every hour on the hour, three minutes per period, 8 A.M. to 8 P.M., daily except Sunday.

WFIL, PHILADELPHIA

Operator: WFIL Broadcasting Co., Widener Bldg. **Phone:** Rittenhouse 6900. **Power:** 1,000 watts on 560 kc. **Affiliation:** NBC Basic Blue; Mutual; Quaker Network. **Opened:** 1934.

President: Samuel R. Rosenbaum. **General manager:** Roger W. Clipp. **Local sales manager:** George W. Jaspert. **Chief engineer:** Frank V. Becker. **Production manager:** Fred Dodge. **Publicity and promotion manager:** Joseph T. Connolly.

Rep: Edward Petry & Co., Inc. **Seating facilities:** Use Manufacturers Club, 1,200. **Merchandising:** Procure free advertisement for program via time-trading arrangement with the Record, Daily News and Evening Ledger Shopping Guide; displays and other tie-in media; exploitation; help devise program; push institutional angle. **Foreign language programs:** Not accepted. **Artists bureau:** None. **Base rate:** \$330.

Copy restrictions: Beer and wines accepted; no hard liquors; no patent medicines; "common sense" rules apply at all times. **E. T. library:** Associated. **News:** INS. **News periods:** 8-8:15 A.M., 8:45-9 A.M., 12:30-12:35 P.M., 3:45-4 P.M., 6:30-6:40 P.M., 10:30-10:45 P.M., all Monday through Saturday.

WHAT, PHILADELPHIA

Operator: Independence Broadcasting Co., Inc., 872 Public Ledger Bldg. **Phones:**

Lombard 2390 (Bell System); Main 2,000, extension 359 (Keystone system). **Power:** 100 watts on 1310 kc (divides time with WTEL). **Affiliation:** None. **Opened:** March 30, 1930.

President, general and station manager: W. Porter Ogelsby, Jr. **Assistant manager:** Milton Laughlin. **Publicity:** Sam Servta.

Rep: None. **Seating facilities:** Studio 1, seats about 100 persons; studio 2, about 75. **Merchandising:** Arrange for window cards and have 500 lines of newspaper space per week. **Foreign language programs:** Accepted, providing that the time is not resold, and that no unethical cut-rate, commission, or similar schemes be attempted. **Artists bureau:** None. **Base rate:** \$60.

Copy restrictions: Station reserves the right to refuse or discontinue any advertising; all contracts subject to state and federal laws, and the rules of "good taste and propriety." **E. T. Library:** NAB News; None.

WIP, PHILADELPHIA

Operator: Pennsylvania Broadcasting Co., 35 S. Ninth St. **Phone:** Walnut 6800. **Power:** 1,000 watts on 610 kc. **Affiliation:** Inter-City Broadcasting System. **Opened:** March 16, 1922.

President: Benedict Gimbel, Jr. **Sales director:** Edward A. Davies. **Program director:** James Allan. **Chief engineer:** Clifford Harris. **Musical director:** Clarence Fuhrman. **Publicity director:** Murray Arnold.

Rep: Radio Advertising Corp. **Seating facilities:** Studio A, 150 persons; auditorium, 1,200 persons. **Merchandising:** Use 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:** \$234.50.

Copy restrictions: Accept beer and wine; rigid supervision over all copy. **E. T. library:** World. **News:** Transradio. **News periods:** 6:45-7 A.M., 8:15-8:30 A.M., 10:30-10:45 A.M., 11:15-11:30 A.M. (women's news), 12:30-12:45 P.M., 2:45-3 P.M., 6:40-6:45 P.M., 10:45-11 P.M., 12:55-1 P.M., all Monday through Saturday; 5:45-6 P.M., Sunday through Friday; noon-12:15 P.M., 11-11:15 P.M., Sunday only.

WPEN, PHILADELPHIA

Operator: William Penn Broadcasting Co., 22nd and Walnut Sts. **Phone:** Rittenhouse 4140. **Power:** 1,000 watts on 920 kc. **Affiliation:** International Broadcasting Corp. on direct wire to WOV, New York City. **Opened:** 1929.

PENNSYLVANIA STATIONS—Continued

General manager: Hyla Kiczales*. **Station and commercial manager:** Arthur Simon. **Program director:** Thomas B. Smith. **Chief engineer:** Charles Burtis. **Musical director:** Joseph Franzosa. **Publicity director:** Lillian Slater.

Rep: WOV, New York City. **Seating facilities:** Auditorium accommodating 550 persons. **Merchandising:** Mail letters regarding radio campaigns to local trade outlets; publicity department maintains contact with all newspapers in coverage area; merchandising bureau available; station has a space-time tradeout with the Philadelphia Daily News. **Foreign language programs:** Italian, Polish and Jewish programs current; programs must be introduced and signed off in English, and comply with state and Federal laws. **Artists bureau:** Yes; licensed under the State of Pennsylvania. **Base rate:** \$180.

Copy restrictions: Liquor advertising not accepted; all copy must conform to state and federal laws and station standards. **E. T. library:** Lang-Worth. **News:** INS. **English news periods:** 10:50-11 A.M., 12:15-12:30 P.M., 3:50-4 P.M., 11:55-midnight, all Monday through Saturday; 7:45-8 P.M., Sunday only. **Italian news periods:** 5 P.M., 6:30 P.M., 7:30 P.M., all 15 minutes, all Monday through Saturday. **Jewish news periods:** 7:45-8 P.M., Monday; 8:30-9 P.M. (dramatized news), Friday; 8:45-9 P.M., Saturday. **Polish news periods:** 9:15-9:25 A.M., Monday through Saturday.

* Also general manager of WOV and WBIL, New York City.

WTEL, PHILADELPHIA

Operator: Foulkrod Radio Engineering Co., Inc., 4212-14 N. Broad St. **Phones:** Gladstone 1310 (Bell); North 1031 (Key-stone). **Power:** 100 watts on 1310 kc (shares time with WHAT). **Affiliation:** None. **Opened:** Nov. 15, 1925.

President, program director: E. Douglas Hibbs. **Station and commercial manager:** Henry N. Cocker. **Chief engineer:** L. M. Biederman.

Rep: None. **Seating facilities:** Studio C, 50 persons. **Merchandising:** Services rendered at cost. **Foreign language programs:** Polish, German and Lithuanian programs current. **Artists bureau:** None. **Base rate:** On request.

Copy restrictions: Accept beer and wine, and patent medicines; copy must conform to FCC and FTC rules and regulations. **E. T. library:** Lang-Worth. **News:** Christian Science Monitor. **News periods:** 8:45-9 A.M., Monday through Saturday; noon-12:10 P.M., Monday through Friday.

KDKA, PITTSBURGH

Operator: Owned by Westinghouse Electric and Mfg. Co.; programmed by the National Broadcasting Co., Inc., Grant Bldg. **Phone:** Grant 4200. **Power:** 50,000 watts on 980 kc. **Affiliation:** NBC Basic Blue. **Opened:** Nov. 2, 1920.

Station manager: Sherman D. Gregory. **Commercial manager:** W. E. Jackson. **Program manager:** Derby Sproul. **Chief Engineer:** Joseph E. Baudino. **Artists bureau head:** E. J. Calahan. **Musical director:** Maurice Spitalny. **Publicity director:** Kay Barr.

Rep: National Broadcasting Co. **Seating facilities:** Two studio observation rooms, 40 persons each; if and when guests are admitted to studios, the capacity is increased 125 per studio. **Merchandising:** None listed. **Foreign language programs:** None listed. **Artists bureau:** Yes; lists complete roster of talent. **Base rate:** \$500.

Copy restrictions: Lectures and educational talks not accepted between 6 P.M. and midnight except by special arrangement; closing date for copy is one week in advance of initial program and program material must be arranged one week in advance of broadcast date—no change within two days preceding broadcast; all programs subject to station approval; beer is accepted; no other alcoholic beverages; no patent medicines except well-known proprietaries, or those acceptable to the American Medical Association, and then only if the copy meets with NBC approval. **E. T. library:** NBC Thesaurus. **News:** UP. **News periods:** 8 A.M., noon, 6 P.M., 11 P.M., all five minutes, all Monday through Saturday; 1:30-1:45 P.M. (women's news), Monday through Friday; 6:15-6:30 P.M., Sunday only.

KQV, PITTSBURGH

Operator: KQV Broadcasting Company, Chamber of Commerce Bldg. **Phone:** Grant 4860. **Power:** 1,000 and 500 watts on 1380 kc. **Affiliation:** Quaker Network. **Opened:** 1919.

President: H. J. Brennen*. **Station manager:** John J. Laux. **Commercial manager:** Robert M. Thompson, Sr. **Program director:** Joe Villella. **Musical director:** Nelson Maples. **Chief engineer:** Walter McCoy. **Publicity director:** Howard McCartney.

Rep: Wm. G. Rambeau Co. **Seating facilities:** Playhouse, capacity 1,200. **Merchandising:** Publicity and key distributor contacts. **Foreign language programs:** Accepted subject to station approval. **Artists bureau:** None. **Base rate:** \$150.

Copy restrictions: Accept beer and wine; no liquor; patent medicine copy must be

* Also president of WJAS, Pittsburgh.

Audience!

WJAS does such a good radio job that more than 99½ percent of the people who listen to Columbia programs in the rich Pittsburgh trading area tune in this station.

More than 6 million people all reached by WJAS. No duplication of service from outside stations.



**COLUMBIA
BASIC NETWORK**

Wm. G. Rambeau Co.
Representatives

PENNSYLVANIA STATIONS—Continued

approved by legal department; all copy checked for good taste and truthfulness. **E. T. library:** Standard; NAB; Davis & Schwegler. **News:** Transradio. **News periods:** 7:45 A.M., 10:45 A.M., 1:45 P.M., 5:45 P.M., 10 P.M., all 15 minutes, all Monday through Saturday; 10:45 A.M., 5:45 P.M., 7:30 P.M., 10 P.M., all 15 minutes, all Sunday.

WCAE, PITTSBURGH

Operator: WCAE, Inc., Hotel William Penn. **Phone:** Atlantic 6900. **Power:** 5,000 and 1,000 watts on 1220 kc. **Affiliation:** NBC Basic Red; Mutual. **Opened:** May 3, 1922. (Note: This station is affiliated with the Pittsburgh Sun-Telegraph.)

Station manager: Leonard Kapner. **Program director:** R. C. Daniel. **Chief engineer:** James Schultz. **Musical director:** Earl Truxell. **Publicity director:** James Murray. **Sales manager:** Lester Lindow.

Rep: International Radio Sales. **Seating facilities:** Observation room seats 25 persons. **Merchandising:** Offer complete service at actual cost. **Foreign language programs:** Not accepted. **Artists bureau:** None. **Base rate:** \$475.

Copy restrictions: Beer and light wines accepted; patent medicines must be approved by Federal Trade Commission; station break announcements limited to 30 seconds; all copy subject to station approval with revision. **E. T. library:** World. **News:** or 1. **News periods:** 8-8:10 A.M., noon-12:10 P.M., 1:15-6:25 P.M., 11-11:10 P.M., Monday P.M. 6:30 Saturday; 1:45-2 P.M., Sunday only.

WJAS, PITTSBURGH

Operator: Pittsburgh Radio Supply House, 411 Seventh Ave. **Phone:** Grant 4860. **Power:** 5,000 and 1,000 watts on 1290 kc. **Affiliation:** CBS. **Opened:** Aug. 4, 1922. (Note: Same operators also control WHJB, Greensburg, Pa.)

President and general manager: H. J. Brennen*. **Commercial manager:** Robert M. Thompson, Sr. **Program director:** James Hughes. **Chief engineer:** Walter McCoy. **Musical director:** Baron Elliott. **Publicity director:** Marian Caughey.

Rep: William G. Rambeau Co. **Seating facilities:** Playhouse seats 1,200. **Merchandising:** Station publicity; key dealer contacts. **Foreign language programs:** Accepted, subject to station approval. **Artists bureau:** None. **Base rate:** \$384.

Copy restrictions: Wine programs taken after 10:30 P.M.; no liquors. **E. T. li-**

brary: None. **News:** Transradio. **News periods:** 8 A.M., 12:30 P.M., 6:15 P.M., 11 P.M., all 15 minutes, all Monday through Saturday; 10:30-10:45 P.M., Sunday only.

WWSW, PITTSBURGH

Operator: Walter and Downing Radio Corp., Hotel Keystone. **Phone:** Grant 5200. **Power:** 250 and 100 watts on 1500 kc. **Affiliation:** Quaker Network. **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. **Publicity director:** H. B. Trautman.

Rep: Cox and Tanz. **Seating facilities:** 100 persons. **Merchandising:** Complete service available; details and estimates upon request. **Foreign language programs:** Accepted. **Artists bureau:** Setup nominal only. **Base rate:** \$125.

Copy restrictions: Beer, wine and liquor advertising accepted "with restrictions"; all copy must conform to station standards and government regulations. **E. T. library:** Standard; MacGregor. **News:** INS; also from parent paper. **News periods:** 8:30-8:45 A.M., Monday through Saturday; 12:05-12:15 P.M., 6-6:15 P.M., Sunday through Friday; 10:30-10:45 P.M., every day. (Note: Also broadcast numerous bulletins; all sponsored and subject to sponsorship.)

WEEU, READING

Operator: Berks Broadcasting Co. **Power:** 1,000 watts on 830 kc (daytime). **Affiliation:** NBC Basic Supplementary Service. **Base rate:** \$150.

No further information available.

WRWA, READING

Operator: Reading Broadcasting Co. **Power:** 100 watts on 1310 kc. **Affiliation:** NBC Basic Supplementary Service.

Base rate: \$120.

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. **General manager:** George D. Coleman. **Station manager:** R. E. McDowell. **Chief engineer:** K. R. Cooke.

Rep: John Blair & Co. **Seating facilities:**

* Also president of KQV, Pittsburgh.

PENNSYLVANIA STATIONS—Continued

None. **Merchandising:** Letters to dealers; pre-program announcements; newspaper publicity. **Foreign language programs:** Accepted; must give audition and review of the script; all copy must comply with the NAB Code of Ethics. **Artists bureau:** None. **Base rate:** \$118.75.

Copy restrictions: Accept beer, wine, liquors; all copy must comply with the NAB Code of Ethics and rulings of the Federal Trade Commission. **E. T. library:** NBC Thesaurus; Standard. **News:** Trans-radio. **News periods:** 7:30-7:40 A.M., 3-3:10 P.M., 6:45-6:55 P.M., all Monday through Saturday; 6:15-6:25 P.M., Sunday only; 11-11:10 A.M., 11-11:15 P.M., every day.

WQAN, SCRANTON

Operator: The Scranton Times. **Power:** 1,000 and 500 watts on 880 kc (divides time with WGBI).

This station is non-commercial.

WPIC, SHARON

Operator: Sharon Herald Broadcasting Co., Pine Hollow Blvd. **Phone:** 154. **Power:** 250 watts on 780 kc (to local sunset). **Affiliation:** None. **Opened:** Oct. 25, 1938.

President, station manager: John Fahnline, Jr. **Vice-president:** A. W. McDowell. **Secretary-treasurer:** George E. Heiges. **Commercial manager:** J. T. Van Swerlingen. **Program director, artists bureau head:** Paul Gamble. **Chief engineer:** A. Clyde Heck. **Musical director:** Margaret James. **Publicity director:** John MacDonald.

Rep: DeLisser-Boyd, Inc. **Seating facilities:** Can accommodate about 30 persons. **Merchandising:** Client's programs get full publicity in the Sharon Herald; any other merchandising rendered at actual cost. **Foreign language programs:** Accepted. **Artists bureau:** About 50 artists available, though not under direct contract to the station. **Base rate:** \$75.

Copy restrictions: Beer copy accepted; no other alcoholic beverages; patent medicines accepted if complying with Federal Trade Commission rulings. **E. T. library:** Associated. **News:** UP. **News periods:** Every hour on the hour, five minutes, 8 A.M. to 5 P.M., all scheduled Monday through Saturday.

WKOK, SUNBURY

Operator: Sunbury Broadcasting Corp., 1150 N. Front St. **Phone:** 1326. **Power:** 100 watts on 1210 kc. **Affiliation:** Quaker Network. **Opened:** Sept. 1, 1933. (Note: This

station is owned by individuals also owning the Sunbury Item.)

President: H. H. Haddon. **General manager:** B. A. Beck. **Station manager, commercial manager:** Melvin Lahr. **Program director:** Paul L. Miller. **Chief engineer:** Clifford Kerstetter.

Rep: Wythe Walker. **Seating facilities:** None. **Merchandising:** No information given. **Foreign language programs:** Accept Polish, Russian, Italian and German. **Artists bureau:** Setup nominal only. **Base rate:** \$60.

Copy restrictions: Copy is acceptable if it conforms to FCC regulations. **E. T. library:** Associated; Davis & Schwegler. **News:** UP. **News periods:** 8 A.M., 10 A.M., noon, 3 P.M., 5:55 P.M., 8:55 P.M., all five minutes, all daily; 3-3:05 P.M., Monday through Friday.

WMBS, UNIONTOWN

Operator: Fayette Broadcasting Corp., Fayette Title and Trust Bldg. **Phone:** Uniontown 800. **Power:** 250 and 100 watts on 1420 kc. **Affiliation:** None. **Opened:** July 15, 1937.

Station manager: Joseph C. Burwell. **Commercial manager, publicity director:** M. E. Slagel. **Program and musical director:** S. Sages. **Chief engineer:** K. L. Meredith. **Artists bureau head:** Mary Lucius.

Rep: None. **Seating facilities:** Studio seats 35 persons. **Merchandising:** Complete service available gratis. **Foreign language programs:** Accept programs and announcements. **Artists bureau:** Setup nominal only. **Base rate:** \$60.

Copy restrictions: Beer and wine accepted; no other alcoholic beverages; commercial continuity must be submitted to station one week prior to broadcast. **E. T. library:** NBC Thesaurus; Standard. **News:** UP. **News periods:** 9-9:05 A.M., noon-12:10 P.M., 4-4:10 P.M., 8-8:15 P.M., all Monday through Saturday.

WBAX, WILKES-BARRE

Operator: John H. Stenger, Jr., 141 S. Main St. **Phone:** 3-0196. **Power:** 100 watts on 1210 kc. **Affiliation:** Mutual Broadcasting System. **Opened:** May 10, 1922.

General manager: Dale Robertson. **Commercial manager:** Harry Thomas. **Program and musical director:** Kenneth Beghold. **Chief engineer:** John H. Stenger, Jr.

Rep: Weed & Co. **Seating facilities:** None listed. **Merchandising:** Complete department maintained. **Foreign language programs:** Accepted. **Artists bureau:** Yes. **Base rate:** \$75.25.

Copy restrictions: Hard liquor advertis-

PENNSYLVANIA STATIONS—Continued

ing not accepted. **E. T. library:** NBC Thesaurus. **News:** UP. **News periods:** 7:30-7:45 A.M., 8:45-8:55 A.M., 11:50-noon, 5:45-6 P.M., all Monday through Saturday; 3:30-3:45 P.M., 10:30-10:45 P.M., Monday through Friday; 10-10:15 P.M., Saturday only; 10 A.M., 2 P.M., 5 P.M., 10 P.M., all 15 minutes, all Sunday.

WBRE, WILKES-BARRE

Operator: Louis G. Baltimore, 62 S. Franklin St. **Phone:** 3-3101. **Power:** 250 and 100 watts on 1310 kc. **Affiliation:** NBC Red and Blue Supplementary Basic Service. **Opened:** 1924.

General and station manager: Louis G. Baltimore. **Commercial manager:** S. R. Baltimore. **Program and publicity director:** Franklin D. Coslett. **Chief engineer:** Charles Sakoski. **Artists bureau head:** Jerry Butler. **Musical director:** Louis Savitt.

Rep: None. **Seating facilities:** Four studios, seating 100 persons; outside auditorium, seating 500. **Merchandising:** Render "all possible cooperation." **Foreign language programs:** Accepted. **Artists bureau:** Yes; lists about 55 artists. **Base rate:** \$120.

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. **E. T. library:** Standard. **News:** Transradio; local news. **News periods:** 9:30-9:45 A.M., 12:30-12:35 P.M. (local news), 1:30-1:35 P.M. (local news), 2:30-2:45 P.M., 5:45-5:30 P.M. (local news), 6:15-6:30 P.M., 7:25-7:30 P.M., 11-11:15 P.M., all Monday through Saturday.

WRAK, WILLIAMSPORT

Operator: WRAK, Inc., 244 W. Fourth St. **Phone:** 2-6116. **Power:** 250 and 100 watts on 1370 kc. **Affiliation:** None. **Opened:** April 16, 1930. (Note: Majority of stock in this station is held by publishers of Williamsport Gazette & Bulletin and Williamsport Sun.)

President: Ernest M. Case. **Station manager:** George E. Joy. **Commercial man-**

ager: T. M. Metzger. **Program director:** O. M. Linn. **Chief engineer:** Louis N. Persio. **Artists bureau head:** P. M. Breining. **Musical director:** I. R. Berndt. **Publicity director:** J. W. Mackey.

Rep: J. P. McKinney & Son. **Seating facilities:** Can accommodate 150 persons (admission by card only). **Merchandising:** Complete service rendered, including window cards, newspaper and poster advertising, and other promotional features. **Foreign language programs:** None on station. **Artists bureau:** Setup nominal only. **Stock:** Principally held by the Sun-Gazette Co. **Base rate:** \$75.

Copy restrictions: No wine, beer or hard liquor advertising accepted. **News:** Transradio.

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 Supplementary Basic Service; 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. **Seating facilities:** None. **Merchandising:** Usual services rendered including publicity and listings through newspaper affiliates. **Foreign language programs:** Accepted. **Artists bureau:** Setup nominal only. **Base rate:** \$125.

Copy restrictions: Beer and wine accepted; no liquor advertising; all copy must conform to station standards. **E. T. library:** None. **News:** Transradio. **News periods:** 7:55 A. M., 12:15 P.M., 6:30 P.M., 11 P.M., duration not listed, all Monday through Saturday.

* Also president of WEST, Easton, Pa., WAZL, Hazleton, Pa., WDEL and WILM, Wilmington, Del., and vice-president of WGAL, Lancaster, Pa.

RHODE ISLAND

(155,500 radio homes, or 92% ownership among the State's total of 169,000 families. Urban ownership is 142,500, or 92% of urban families; rural ownership is 13,000, or 93% of rural families.)

Radio Homes by Counties

Bristol	5,360	Newport	9,670	Washington	7,200
Kent	11,820	Providence	121,450		

WEAN, PROVIDENCE

Operator: The Yankee Network, Inc., The Crown Hotel. **Phone:** Dexter 1500. **Power:** 5,000 and 1,000 watts on 780 kc. **Affiliation:** NBC Basic Blue; Yankee; Colonial; Mutual. **Opening:** June 5, 1932.

President: John Shepard III. **Commercial manager:** Richard F. Voynow. **Chief engineer:** Harry H. Tilley. **Merchandising director:** Carlton McVarish.

Rep: Edward Petry & Co., Inc. **Seating facilities:** Studio, 40; can supply outside facilities with capacity up to 2,000, at cost. **Merchandising:** Any "reasonable" activity supplied at cost; will send out notices to trade on new programs, cooperate in making buyer contacts, and supply coverage and market data. **Foreign language programs:** Accept certain types, depending on merit as "public entertainment." **Artists bureau:** Through the Yankee Network Artists Bureau (Van D. Sheldon) in Boston. **Base rate:** \$200.

Copy restrictions: Beer and wines accepted; patent medicine copy submitted to Proprietary Ass'n. **E. T. library:** Associated. **News:** Yankee Network News Service; local news. **Yankee news periods:** 8 A.M., 1 P.M., 6 P.M., 11 P.M., all 15 minutes, all Monday through Saturday; 8:45 A.M., 1:30 P.M., 6:30 P.M., 11 P.M., all 15 minutes, all Sunday only. **Local news:** 9-9:05 A.M., noon-12:05 P.M., 5:45-5:50 P.M., 11:30-11:35 P.M., Monday through Saturday.

WJAR, PROVIDENCE

Operator: The Outlet Company (Department Store), Weybosset St. **Phone:** Gaspee 1071. **Power:** 5,000 and 1,000 watts on 890 kc. **Affiliation:** NBC Basic Red. **Opened:** Sept. 6, 1922.

Station and commercial manager: John J. Boyle. **Chief engineer:** Thomas Prior. **Musical director, artists bureau head:** Earl Shean.

Rep: Weed & Co. **Seating facilities:** Studio, 250 persons. **Merchandising:** Mail

letters to the trade; distribute window cards; arrange for window displays; charge depends on amount of service rendered. **Foreign language programs:** Not accepted. **Artists bureau:** Yes; lists about 20 artists. **Base rate:** \$200.

Copy restrictions: Accept beer and wine; no hard liquor. **E. T. library:** World. **News:** From the Providence Journal and Evening Bulletin. **News periods:** 8 A.M., 1 P.M., 6 P.M., 11 P.M., all 15 minutes, all Monday through Saturday; 11-11:15 P.M., Sunday.

WPRO, PROVIDENCE

Operator: Cherry and Webb Broadcasting Co., 15 Chestnut St. **Phone:** Plantations 9776. **Power:** 5,000 and 1,000 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. **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, 3:30 to 4:30 P.M.; programs must be approved by the station, and must be musical programs. **Artists bureau:** None. **Base rate:** \$200.

Copy restrictions: No hard liquor; otherwise the station has adopted copy restrictions of CBS. **E. T. library:** NBC Thesaurus. **News:** UP. **News periods:** 6:30-6:35 A.M., 7-7:05 A.M., 7:30-7:35 A.M., 8-8:15 A.M., 8:55-9 A.M., 5:45-6:05 P.M., 11-11:15 P.M., all Monday through Saturday; 11-11:15 A.M., 1-1:15 P.M., 4:55-5 P.M., all Monday through Friday; 10-10:15 A.M., 12:45-1 P.M., 5:30-5:35 P.M., Saturday only; 9:30-9:35 A.M., 1:45-1:50 P.M., 11-11:15 P.M., Sunday.

SOUTH CAROLINA

(207,300 radio homes, or 51% ownership among the State's total of 407,000 families. Urban ownership is 69,500, or 70% of urban families; rural ownership is 137,800, or 45% of rural families.)

Radio Homes by Counties

Abbeville	2,610	Dillon	2,580	McCormick	1,110
Aiken	5,790	Dorchester	2,140	Marion	3,160
Allendale	1,460	Edgefield	1,930	Marlboro	3,340
Anderson	9,400	Fairfield	2,250	Newberry	4,120
Bamberg	1,980	Florence	7,050	Oconee	3,330
Barnwell	2,350	Georgetown	2,840	Orangeburg	7,120
Beaufort	2,780	Greenville	15,870	Pickens	3,610
Berkeley	2,300	Greenwood	4,540	Richland	13,520
Calhoun	1,680	Hampton	1,910	Saluda	1,710
Charleston	18,510	Horry	3,590	Spartanburg	14,700
Cherokee	3,580	Jasper	1,090	Sumter	5,510
Chester	3,640	Kershaw	3,370	Union	3,570
Chesterfield	3,480	Lancaster	2,860	Williamsburg	3,060
Clarendon	2,840	Laurens	4,680	York	6,330
Colleton	2,750	Lee	2,430		
Darlington	4,690	Lexington	4,140		

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:** James A. Bulleit. **Chief engineer:** Wendel C. Roberts. **Artists bureau head:** Edith Hall. **Publicity director:** G. Paul Browne.

Rep: Sears and Ayer. **Seating facilities:** Can accommodate 50 persons. **Merchandising:** Complete service, including sound car, publicity and listings in Anderson Independent and Daily Mail. **Foreign language programs:** Not accepted. **Artists bureau:** Yes; lists about 20 artists. **Base rate:** \$120.

Copy restrictions: Beer accepted; no wine or liquor advertising; patent medicines must be approved by Federal Trade Commission. **E. T. library:** World; Lang-Worth. **News:** Press-Radio. **News periods:** 7:55-8 A.M., 9-9:10 A.M., 11:55-noon, 4:30-4:40 P.M., 8:55-9 P.M., 10:05-10:15 P.M., all Monday through Saturday.

WCSC, CHARLESTON

Operator: South Carolina Broadcasting Co., Inc., Francis Marion Hotel. **Phone:** 7611. **Power:** 1,000 and 500 watts on 1360 kc. **Affiliation:** NBC Southeastern Group. **Opened:** 1930.

President, station manager: John M. Rivers. **Vice-president:** G. Richard Shafto.* **Commercial manager:** Roland Weeks. **Program director:** Charles McMahon. **Chief engineer:** John B. Fuqua. **Publicity director:** Philip Sutterfield.

Rep: Free & Peters, Inc. **Seating facilities:** Studios accommodate 50 persons. **Merchandising:** "General services" offered. **Foreign language programs:** Not accepted. **Artists bureau:** None. **Base rate:** \$100.

Copy restrictions: Accept beer and wine, but no hard liquor; all copy subject to station approval and government regulations. **E. T. library:** World. **News:** UP. **News periods:** 8 A.M., noon, 6:30 P.M., 11 P.M., all five minutes, all Monday through Saturday; 2-2:05 P.M., Sunday.

*Also manager of WIS, Columbia, S. C.

WTMA, CHARLESTON

Operator: Y. W. Scarborough and J. W. Orvin doing business as the Atlantic Coast Broadcasting Co. **Power:** 250 and 100 watts on 1210 kc.

At press time this station had a construction permit only.

WCOS, COLUMBIA

Operator: Carolina Advertising Corp. **Power:** 250 and 100 watts on 1370 kc.

At press time this station had a construction permit only.

SOUTH CAROLINA STATIONS—Continued

WIS, COLUMBIA

Operator: Station WIS, Inc., 1811 Main St. **Phones:** 2-2135; TWX Clba 89. **Power:** 5,000 and 1,000 watts on 560 kc. **Affiliation:** NBC Southeastern Group. **Opened:** June, 1930.

Station manager: G. Richard Shafto.* **Commercial manager:** J. D. Saumenig. **Program director:** Floyd D. Rodgers, Jr. **Chief engineer:** Scott Helt. **Chief control operator:** R. D. Lambert, Jr. **Musical director:** Allyn Corris. **Publicity director:** Frank Burger.

Rep: Free & Peters, Inc. **Seating facilities:** Studio seats 100 persons. **Merchandising:** Supply station letterheads and envelopes for dealer letters (sponsor charged for postage); surveys made gratis within city limits; counter displays set up within city limits; programs scheduled for minimum of 13 weeks allowed up to six no-charge pre-announcements; program listings, with name of sponsor, published daily in 13-inch display ad in the Columbia State; program mat service sent to 15 weekly papers throughout the state. **Foreign language programs:** None; population less than 1% foreign born. **Artists bureau:** Yes; lists about 15 artists. **Base rate:** \$130.

Copy restrictions: Adheres strictly to NAB Code of Ethics; no alcoholic beverages except beer and wine; patent medicine advertising is accepted on the condition that it is "in good taste and merchandise is of reliable manufacture." **E. T. library:** Standard. **News:** UP. **News periods:** 7:30 A.M., 8:45 A.M., noon, 1:15 P.M., 6:30 P.M., 11 P.M., all five minutes, all Monday through Saturday; 1 P.M., 11 P.M., both five minutes, both Sunday.

*Also vice-president of WCSC, Charleston, S. C.

WOLS, FLORENCE

Operator: O. Lee Stone. **Power:** 100 watts on 1200 kc (daytime). **Affiliation:** None.

Base rate: \$60.

No other information available.

WFBC, GREENVILLE

Operator: Greenville News-Piedmont Co., Hotel Greenville. **Phone:** 363. **Power:** 5,000 and 1,000 watts on 1300 kc. **Affiliation:** NBC Southeastern Group. **Opened:** May 20, 1933. (Note: This station is newspaper

owned by the News and Piedmont.)

President: B. H. Peace, Jr. **Station manager:** B. T. Whitmire. **Commercial manager:** W. S. Lindsay. **Program director, artists bureau head:** Charles Batson. **Chief engineer:** W. C. Etheridge. **Musical director:** Eber Lineberger. **Publicity director:** Dan Crosland.

Rep: Bryant, Griffith & Brunson, Inc. **Seating facilities:** Large studio seats 50; outer lobby to same, 50. **Merchandising:** Display placards and advertising material in the studios; newspaper publicity given sponsors. **Foreign language programs:** Not accepted. **Artists bureau:** Yes; lists about a dozen singers and announcers. **Base rate:** \$120.

Copy restrictions: Accept wine and beer; no hard liquor; not more than 10% of program time may be devoted to sponsor's product. **E. T. library:** NBC Thesaurus. **News:** UP; AP. **News periods:** 8 A.M., 12:15 P.M., 6 P.M., 11 P.M., all five minutes, all Monday through Saturday. (Note: These periods are currently sponsored by Esso; no announcements taken around them, except after final station break.)

WRKL, ROCK HILL

All particulars stricken from the FCC records.

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:** Bill Hix. **Program director:** James D. Mugford. **Chief engineer:** Ed. Long. **Publicity director:** Law Epps.

Rep: Kelly-Smith Co. **Seating facilities:** Can accommodate 400 persons. **Merchandising:** Contact dealers, work out window displays; suggest publicity tie-ins, etc.; all services rendered free. **Foreign language programs:** Would accept, but foreign population is practically non-existent. **Artists bureau:** None. **Base rate:** \$60.

Copy restrictions: Accept beer; no other alcoholic beverages; patent medicine advertising subject to station censorship, as is all other copy. **E. T. library:** Lang-Worth. **News:** Transradio. **News periods:** 9-9-15 A.M., every day.

SOUTH DAKOTA

(132,900 radio homes, or 80% ownership among the State's total of 167,000 families. Urban ownership is 31,700, or 93% of urban families; rural ownership is 101,200, or 76% of rural families.)

Radio Homes by Counties

Armstrong	10	Fall River.....	1,760	Meade	2,190
Aurora	1,310	Faulk	1,290	Mellette	890
Beadle	4,720	Grant	1,950	Miner	1,530
Bennett	800	Gregory	2,070	Minnehaha	11,050
Bon Homme	2,200	Haakon	940	Moody	1,770
Brookings	3,260	Hamlin	1,480	Pennington	4,500
Brown	6,610	Hand	1,660	Perkins	1,570
Brule	1,400	Hanson	1,100	Potter	1,080
Buffalo	340	Harding	700	Roberts	2,760
Butte	1,670	Hughes	1,560	Sanborn	1,390
Campbell	910	Hutchinson	2,450	Shannon	730
Charles Mix.....	2,840	Hyde	680	Spink	2,900
Clark	2,010	Jackson	510	Stanley	490
Clay	2,000	Jerauld	1,110	Sully	680
Codington	3,610	Jones	610	Todd	960
Corson	1,650	Kingsbury	2,360	Tripp	2,280
Custer	1,090	Lake	2,460	Turner	2,870
Davison	3,620	Lawrence	3,290	Union	2,190
Day	2,600	Lincoln	2,640	Walworth	1,710
Deuel	1,500	Lyman	1,220	Washabaugh	440
Dewey	1,180	McCook	1,890	Washington	300
Douglas	1,290	McPherson	1,430	Yankton	2,950
Edmunds	1,460	Marshall	1,670	Ziebach	740

KABR, ABERDEEN

Operator: Aberdeen Broadcast Co., Radio Bldg. **Phone:** 4626. **Power:** 1,000 and 500 watts on 1390 kc. **Affiliation:** North Central Broadcasting System. **Opened:** Jan. 21, 1935.

President: H. C. Jewett, Jr. **Station manager:** A. A. Fahy. **Program director:** E. L. Weeks. **Chief engineer:** Delbert Hunt. **Merchandising director:** F. E. Painter.

Rep: Weed & Co.; North Central Broadcasting System. **Seating facilities:** Can accommodate about 50 persons. **Merchandising:** Worked out with sponsor, according to individual circumstances. **Foreign language programs:** Not generally accepted. **Artists bureau:** Can supply local talent or work through North Central Broadcasting Co. **Base rate:** \$30.

Copy restrictions: No liquor advertising accepted; all other copy checked by station according to FCC and Federal Trade Commission standards; no religious programs except by remote control from recognized places of worship. **E. T. library:** NBC Thesaurus. **News:** AP. **News periods:** 7:30-7:40 A.M., 9:30-9:35 A.M., 10-10:10 A.M. (women's news), 11:45-noon, 6:30-6:45 P.M., 9:45-10 P.M., all Monday through Saturday.

KFDY, BROOKINGS

Operator: South Dakota State College. **Phone:** 702 K. **Power:** 1,000 watts on 780 kc (specified hours; daytime). **Opened:** April 23, 1923.

This station is non-commercial.

KGFX, PIERRE

Operator: Ida A. McNeil, 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:** 250 and 100 watts on 1370 kc. **Affiliation:** None. **Opened:** December, 1936.

Director, station manager: Robert J. Dean. **Program director:** G. E. Bruntlett. **Chief engineer:** M. J. Jones. **Manager, Deadwood studios:** Abner H. George.

Rep: Cox and Tanz. **Seating facilities:** Can accommodate 50 persons. **Merchandising:** No specific services; place dealer dis-

SOUTH DAKOTA STATIONS—Continued

plays sent on transcription tie-up. **Foreign language programs:** Not accepted. **Artists bureau:** Yes; lists about 45 artists. **Base rate:** \$50.

Copy restrictions: Beer and wine accepted; no liquor advertising; all copy subject to review by the management. **E. T. Library:** NBC Thesaurus. **News:** Transradio. **News periods:** 7:30-7:35 A.M., 9-9:05 A.M., 9:45-9:50 A.M., 10 A.M. (livestock market), 11-11:05 A.M., 11:55 A.M. (livestock market), 12:15-12:25 P.M., 12:30 (grain bulletins), 1:45 P.M. (Dow Jones stock averages), 2-2:05 P.M. (local news only), 4-4:15 P.M., 7-7:15 P.M., 8:45-9 P.M., 9:45-10 P.M., all Monday through Saturday; 10:45-11 A.M., 3:45-4 P.M., Sunday and holidays only.

WCAT, RAPID CITY

Operator: South Dakota State School of Mines. **Power:** 100 watts on 1200 kc (operates specified hours daytime).

This station is non-commercial.

KELO, SIOUX FALLS

Operator: Sioux Falls Broadcast Association, Inc., 317 S. Phillips Ave. **Phone:** 757. **Power:** 250 and 100 watts on 1200 kc. **Af-**

iliation: NBC Red and Blue Supplementary Service. **Opened:** Sept. 9, 1937. (Note: Sioux Falls Broadcast Association also owns KSOO, Sioux Falls.)

President, manager: Joseph Henkin. **Vice-president, treasurer, publicity director:** Sam C. Fantle, Jr. **Commercial manager:** George R. Hahn. **Vice-president and program manager:** Morton Henkin. **Merchandising manager:** George (Bill) Rohn. **Chief engineer:** Max Staley.

Rep: Howard H. Wilson Co. **Seating facilities:** Studio A, 75 persons; local theatre, 450; coliseum, 5,000 (shared with KSOO). **Merchandising:** Maintains separate department; services rendered on per unit basis. **Foreign language programs:** Not accepted. **Artists bureau:** None. **Stock:** Principally held by Joseph Henkin, Sam C. Fantle, Jr., and Morton Henkin. **Base rate:** \$50.

Copy restrictions: Accept beer; no wine or hard liquor; all programs must be in English, and are subject to federal, state and local rules and regulations. **E. T. Library:** NBC Thesaurus. **News:** UP. **News periods:** Every hour on the hour from noon to 6 P.M., 6:30-6:40 P.M., 9:30-9:45 P.M., all seven days per week; 12:30-12:45 P.M., 6:30-6:40 P.M., 9:15-9:30 P.M., Sunday only.

Families at $3\frac{1}{3}\text{¢}$ Per M. ! yours on WNAX, of course !

At WNAX, 5,000 watts power does the job of 50,000—and at 5,000 watt rates. In the 275 county WNAX Daytime Primary Area live 3,917,000 people—719,500 radio homes—who last year spent \$891,466,000 for the things you're trying to sell. Rates in line with the 5,000 watts power (570 K. C. is the secret) make it possible for you to buy WNAX for as little as $3\frac{1}{3}\text{¢}$ per radio family. Drop us a line and ask for a copy of the map showing the job WNAX did for Wayne feeds.

And, of course, you can buy WNAX in combination with the Iowa Network at an exceptionally low rate.

WNAX

YANKTON, S.D. • 570 Kilocycles • CBS
5000 WATTS L.S. • 1000 WATTS NIGHT
Represented by THE KATZ AGENCY

Key to a 5-STATE, \$900,000,000 MARKET in the MIDWEST

SOUTH DAKOTA STATIONS—Continued

KSOO, SIOUX FALLS

Operator: Sioux Falls Broadcast Association, Inc., 317 S. Phillips Ave. **Phone:** 757. **Power:** 5,000 watts on 1110 kc (to local sunset) **Affiliation:** NBC Red and Blue Supplementary Service. **Opened:** Dec. 1, 1926. (Note: This company also owns KELO, Sioux Falls.)

President, manager: Joseph Henkin. **Vice-president, treasurer, publicity director:** Sam C. Fantle, Jr. **Commercial manager:** George R. Hahn. **Vice-president and program manager:** Morton Henkin. **Merchandising manager:** George (Bill) Rohn. **Chief engineer:** Max Staley.

Rep: Howard H. Wilson Co. **Seating facilities:** Studio A, 75 persons; theatre, 450 persons; coliseum, 5,000 (shared with KELO). **Merchandising:** Maintains separate department; services rendered on per unit basis. **Foreign language programs:** Not accepted. **Artists bureau:** None. **Base rate:** \$90.

Copy restrictions: Accept beer; no wine or hard liquor; all copy must be in English and is subject to federal, state and local rules and regulations. **E. T. library:** NBC Thesaurus. **News:** UP. **News periods:** 6:30-6:45 A.M., 7:30-7:45 A.M., 8:55-9 A.M., 9:28-9:33 A.M., 10:05-10:15 A.M., 11:23-11:28 A.M., 12:45-1 P.M., 4-4:05 P.M., 5:25-5:30 P.M., 6:15-6:20 P.M., all Monday through Saturday; 2:20-2:30 P.M., Monday through Friday only; 8:30-8:40 A.M., 10-10:05 A.M., 2-2:15 P.M., 4:30-4:45 P.M., 5:30-5:45 P.M., Sunday only.

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:** Dale Russell. **Chief engineer:** E. A. Blackburn. **Musical director:**

Aileen Johnson. **Sales manager:** Morris Wisott. **Assistant program director, studio technician:** W. Lowell Pitt.

Rep: Cox and Tanz. **Seating facilities:** Reception room seats 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. **E. T. library:** Standard. **News:** No service listed. **News periods:** 9-9:15 A.M., 10:55-11 A.M. (market news), 11:15-11:20 A.M. (hospital news), 12:15-12:30 P.M., 4:15-4:20 P.M. (hospital news), 5:30-5:45 P.M. (market news).

WNAX, YANKTON

Operator: WNAX Broadcasting Co., 2nd and Capitol Sts. **Phone:** 443. **Power:** 5,000 and 1,000 watts on 570 kc. **Affiliation:** CBS. **Opened:** April 4, 1927. (Note: WNAX is owned by the Des Moines Register & Tribune, and affiliated with KSO-KRNT, Des Moines, and WMT, Cedar Rapids.)

Vice-president, general manager: Luther L. Hill. **Vice-president, station manager:** Robert R. Tincher. **Commercial manager:** Haydn R. Evans. **Regional sales and merchandising director:** C. E. LaGrave. **Program director:** Arthur J. Smith. **Farm service director:** Charles Worcester. **Musical director:** Rex Hayes. **Chief engineer:** Clifton Todd. **Publicity director:** James Gies.

Rep: The Katz Agency. **Seating facilities:** Studio auditorium, 275 persons. **Merchandising:** Auditorium displays, dealer cooperation; contact work through jobbers, distributors and wholesale men. **Foreign language programs:** Not accepted. **Artists bureau:** Information on request. **Base rate:** \$150.

Copy restrictions: Beer accepted; no wines or hard liquor; no specific guarantee copy allowed; patent medicines must comply with all Federal Trade Commission rulings. **E. T. library:** Associated. **News:** UP. **News periods:** 5:45 A.M. (farm news and market review), 7:15 A.M., 12:15 P.M., 6 P.M., 10 P.M., all 15 minutes, all Monday through Saturday; 10 A.M., 9:30 P.M., both 15 minutes, both Sunday only.

TENNESSEE

(459,900 radio homes, or 67% ownership among the State's total of 689,000 families. Urban ownership is 211,200, or 82% of urban families; rural ownership is 248,700, or 58% of rural families.)

Radio Homes by Counties

Anderson	3,050	Hamilton	35,170	Morgan	1,910
Bedford	3,570	Hancock	1,170	Obion	5,010
Benton	1,690	Hardeman	3,070	Overton	2,300
Bledsoe	900	Hardin	2,300	Perry	1,020
Blount	5,470	Hawkins	3,380	Pickett	710
Bradley	3,790	Haywood	3,700	Polk	2,240
Campbell	4,280	Henderson	2,510	Putnam	3,450
Cannon	1,290	Henry	4,350	Rhea	2,130
Carroll	4,180	Hickman	2,030	Roane	3,860
Carter	4,330	Houston	830	Robertson	4,540
Cheatham	1,310	Humphreys	1,840	Rutherford	5,200
Chester	1,530	Jackson	1,770	Scott	2,100
Clairborne	3,330	Jefferson	2,520	Sequatchie	570
Clay	1,290	Johnson	1,590	Sevier	2,650
Cocke	3,060	Knox	31,370	Shelby	72,140
Coffee	2,670	Lake	1,790	Smith	2,400
Crockett	2,600	Lauderdale	3,610	Stewart	1,830
Cumberland	1,660	Lawrence	3,670	Sullivan	8,790
Davidson	48,810	Lewis	840	Sumner	4,570
Decatur	1,450	Lincoln	3,850	Tipton	3,930
De Kalb	2,050	Loudon	2,720	Trousdale	880
Dickson	2,890	McMinn	4,700	Unicoi	1,980
Dyer	5,170	McNairy	2,820	Union	1,380
Fayette	3,830	Macon	2,020	Van Buren	490
Fentress	1,520	Madison	9,820	Warren	3,190
Franklin	3,350	Marion	2,880	Washington	7,860
Gibson	7,550	Marshall	2,680	Wayne	1,720
Giles	4,240	Maury	6,060	Weakley	4,850
Grainger	1,780	Meigs	770	White	2,280
Greene	4,980	Monroe	2,910	Williamson	3,460
Grundy	1,630	Montgomery	5,090	Wilson	4,030
Hamblen	2,760	Moore	590		

WOPI, BRISTOL

Operator: Radiophone Broadcasting Station WOPI, Inc., 410 State St. **Phone:** WOPI. **Power:** 100 watts on 1500 kc. **Affiliation:** None. **Opened:** June 15, 1929.

President-treasurer: W. A. Wilson. **Commercial manager:** J. Harley Hubbard. **Chief engineer:** R. H. Smith. **Continuity director:** Harry S. Hudson. **Musical director:** Fey Rogers.

Rep: Burn-Smith Co., Inc. **Seating facilities:** Large reception room; also Auditorium, capacity 350, with admission charge for stage performances varying according to type of broadcast. **Merchandising:** Window cards; canvass distributors and larger merchants for proper display of merchandise, cooperation, etc. **Foreign language programs:** No rules. **Artists bureau:** None. **Base rate:** \$36.

Copy restrictions: No wine, beer or hard liquor copy accepted. **E. T. library:** NBC Thesaurus; World; Standard. **News:** UP. **News periods:** 7 A.M., 8 A.M., 9 A.M., 9:55 A.M., 11:45 A.M., 1:15 P.M., 3 P.M., 4 P.M., 5 P.M., 6:15 P.M., 8 P.M., 9:15 P.M., 10 P.M., 10:45 P.M. (duration not listed), all Monday through Saturday; 8 A.M., noon, 2:30 P.M., 6:15 P.M., 9:15 P.M., 10 P.M. (duration not listed), all Sunday. (Note: Spots preceding, following, or during newscasts carry higher rates.)

WAO, CHATTANOOGA

Operator: W. A. Patterson, Read House. **Phone:** 6-6141. **Power:** 250 and 100 watts on 1420 kc. **Affiliation:** NBC additional to the Red Southcentral and Blue Southern Group. **Opened:** Nov. 9, 1936.

TENNESSEE STATIONS—Continued

General and station manager: R. G. Patterson. **Commercial manager, publicity director:** R. N. Krepps. **Program director, artists bureau head:** T. K. Nobles. **Chief engineer:** Jimmy Johnston.

Rep: None. **Seating facilities:** Reception room with view of studios seats 200. **Merchandising:** Form or individual letters for special promotions sent out at no charge to client, providing his time purchases are on a contract run. **Foreign language programs:** None. **Artists bureau:** Setup nominal only. **Stock:** WAPO is entirely owned by W. A. Patterson. **Base rate:** \$120.

Copy restrictions: No hard liquor advertising accepted; all commercial copy left to discretion of station salesmen; all political copy must be approved by station manager. **E. T. library:** NBC Thesaurus. **News:** INS. **News periods:** 7 A.M., 8 A.M., 9 A.M., 11 A.M., 1 P.M., 3 P.M., 5 P.M., 7 P.M., 9 P.M., 11 P.M. (duration not listed), all apparently daily.

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. Lane. **Commercial manager:** Carter Parham. **Program director:** Dorothy W. McCurdy. **Chief engineer:** J. C. Vessels. **Musical director:** Bob Barrett.

Rep: Paul H. Raymer Co. **Seating facilities:** WDOD Radio Playhouse seats 650; admission to shows noonway and evenings is 20c. **Merchandising:** Policy varies in accordance with sponsor request; station renders all required services. **Foreign language programs:** None. **Artists bureau:** None. **Base rate:** \$125.

Copy restrictions: Accept beer and patent medicines. **E. T. library:** World; Lang-Worth. **News:** UP. **News periods:** 7:45 A.M., 12:25 P.M., 6 P.M., 10:30 P.M., all five minutes, all Monday through Saturday (Esso).

WTJS, JACKSON

Operator: Sun Publishing Co., Inc., Market and Baltimore Sts. **Phone:** 3340. **Power:** 250 and 100 watts on 1310 kc. **Affiliation:** None. **Opened:** Sept. 29, 1931. (Note: Station is newspaper-owned by the Jackson Sun.)

Vice-president: Albert A. Stone. **Station manager, commercial manager:** A. B. Robinson. **Studio manager:** Leslie Brooks. **Chief engineer:** B. C. Brummel. **Artists bureau head:** Bill Reeves. **Musical director:** James Allen. **Publicity director:** Val Morse.

Rep: The Branham Co. **Seating facili-**

ties: Can accommodate 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 musical units and other talent available. **Base rate:** \$50.

Copy restrictions: Beer accepted; patent medicine copy must have station scrutiny and approval before acceptance. **E. T. library:** NBC Thesaurus. **News:** UP; station operates its own weather bureau. **News periods:** 7:30 A.M., 8:30 A.M., 10:30 A.M., 12:30 P.M., 2:30 P.M., 4:30 P.M., 7 P.M., 9:45 P.M. (all five and 10-minute periods, duration not individually specified), all apparently daily.

WJHL, JOHNSON CITY

Operator: Johnson City Broadcasting Co. **Power:** 250 and 100 watts on 1200 kc.

No further information available; at press time this station had only recently been put into operation.

WNOX, KNOXVILLE

Operator: Scripps-Howard Radio, Inc. (Scripps-Howard Newspapers), 110-112 S. Gay St. **Phone:** 3-3171. **Power:** 5,000 and 1,000 watts on 1010 kc. **Affiliation:** CBS. **Opened:** 1921. (Note: This station is newspaper-owned by Scripps-Howard; the local S-H paper is the Knoxville News-Sentinel.)

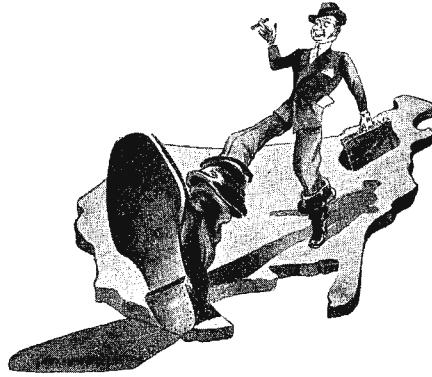
General and commercial manager: R. B. Westergaard. **Program director, artists bureau head:** Lowell Blanchard. **Chief engineer:** J. B. Epperson. **Musical director:** Harry Nides. **Publicity director:** C. B. Davis.

Rep: The Branham Co. **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; taxicab tire covers; 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 50. **Base rate:** \$140.

Copy restrictions: Accept beer and wine; no hard liquor; patent medicines accepted. **E. T. library:** Associated; Standard. **News:** UP. **News periods:** 7:15 A.M., noon, 5:40 P.M., 10 P.M., all five minutes, all Monday

NO ADVERTISING CAMPAIGN IS COMPLETE WITHOUT WSM

A Salesman with
SEVEN LEAGUE
BOOTS
For Thirty Bucks
a week!



Just because WSM is big don't get the idea that it costs a mint of money to buy.

It doesn't. WSM has one of the lowest clear channel rates in America. For instance, you can buy a fifteen minute early morning program on WSM once a week for the unbelievably small sum of *thirty dollars*. And this, mind you, on one of America's most effective sale mediums. The station that stands on the threshold of the New South and its gigantic program of expansion—the station that sends, and sells, north, west and east, as well.

Check your maps. You'll find WSM near the American population center. Check your business expansion charts. WSM dominates America's most active region. Check the places that show the biggest increases in electrical consumption. You'll find the best of the South and almost all the TVA region within WSM's primary listening area. Then listen to the economists. They will tell you that the economic future of America lies in this same land where WSM can do a really effective selling job. May we show you how little it will cost to put the WSM seven league salesman to work for your product in America's most promising market?

WSM
NASHVILLE, TENNESSEE

National Representatives,
EDWARD PETRY & CO., INC.

TENNESSEE STATIONS—Continued

through Saturday (Esso); 6:45-7 P.M., Monday through Saturday.

WROL, KNOXVILLE

Operator: Stuart Broadcasting Corp., 520 S. Gay St. **Phone:** 2-7112. **Power:** 250 and 100 watts on 1310 kc. **Affiliation:** NBC Supplementary Red Southcentral Group and Blue Southern Group. **Opened:** 1927.

President: S. E. Adcock. **General and commercial manager:** C. H. Frazier. **Program, musical, publicity director, promotion and traffic manager:** John Reese. **Chief engineer:** Joseph Wofford.

Rep: John Blair & Co. **Seating facilities:** None. **Merchandising:** Cooperation with local theatres and newspapers; window displays in Knoxville stores. **Foreign language programs:** Not accepted. **Artists bureau:** None. **Base rate:** \$120.

Copy restrictions: Beer accepted; no wines or hard liquors; patent medicines accepted; all copy subject to station approval. **E. T. library:** None. **News:** INS. **News periods:** 7:15-7:30 A.M., Monday through Saturday; 7-7:15 P.M., 9-9:15 P.M., every day; 9-9:15 A.M., Sunday only.

WHBQ, MEMPHIS

Operator: Broadcasting station WHBQ, Inc., Hotel Claridge. **Phone:** 8-6868. **Power:** 100 watts on 1370 kc. **Affiliation:** None. **Opened:** March, 1925.

General Manager: E. A. Alburty. **Commercial manager:** Eugene Pournelle. **Program director:** Emmet McMurray, Jr. **Chief engineer:** Weldon T. Roy. **Musical director:** Jimmy Klaer. **Publicity director:** Bert Ferguson.

Rep: None. **Seating facilities:** Auditorium studio, seats 850. **Merchandising:** Contact wholesalers and retailers; arrange counter and window displays; distribute sponsor's printed material; periodic check-ups on effectiveness of program, sales, repeat orders, etc. **Foreign language programs:** Accepted, but only at specified time periods. **Artists bureau:** Setup nominal only. **Base rate:** \$60.

Copy restrictions: Commercial copy may take a maximum of 15% of sponsored time; beer and wines accepted; no hard liquor; proprietary accounts subject to rigid investigation. **E. T. library:** Lang-Worth. **News:** No service listed. **News periods:** Midweek news summary, Wednesday 8-8:15 A.M.; weekend news summary, Saturday, 8-8:15 A.M.

WMC, MEMPHIS

Operator: Memphis Commercial Appeal Co., Hotel Gayoso. **Phone:** 87464. **Power:**

5,000 watts on 780 kc. **Affiliation:** NBC Red Southcentral Group. **Opened:** Jan. 23, 1923. (Note: This station is newspaper-owned by the Commercial Appeal; Scripps-Howard interests similarly control WMPS of the same city.)

General manager: H. W. Slavick. **Commercial manager:** J. C. Eggleston. **Program director:** John Cleghorn. **Chief engineer:** Clyde E. Baker. **Merchandising and production manager:** W. H. Fielding.

Rep: The Branham Co. **Seating facilities:** Reception room and mezzanine studio, seat 400. **Merchandising:** Furnish route lists and maps; special surveys conducted at actual cost; provide general market data; will mail, without cost, 200 letters to acquaint trade with new programs; additional letters at cost; distribute counter cards or window displays at 10c. per location; will make reasonable air announcements anent new campaigns; list programs in The Commercial Appeal. **Foreign language programs:** Accepted; must be repeated in English; foreign population is limited. **Artists bureau:** None. **Base rate:** \$200.

Copy restrictions: Beer and wine accepted; all copy must conform to Federal Trade Commission requirements. **E. T. library:** NBC Thesaurus; NAB. **News:** INS. **News periods:** 7:45 A.M., 9:55 A.M., 12:15 P.M., 3:30 P.M., 4:30 P.M., 6:30 P.M., 10:30 P.M. (duration not listed), Monday through Saturday; 10 A.M., 11 P.M. (duration not listed), Sunday only.

WMPS, MEMPHIS

Operator: Memphis Broadcasting Co., Columbian Tower. **Phone:** 5-2721. **Power:** 1,000 and 500 watts on 1430 kc. **Affiliation:** NBC Blue Southern Group. **Opened:** 1925. (Note: This station is newspaper-owned by the Scripps-Howard Memphis Press-Scimitar Co.; WMC, same city, is likewise a Scripps-Howard station.)

General manager, program director: J. C. Hanrahan. **Commercial manager:** Mallory Chamberlin. **Chief engineer:** Joe Epperson.

Rep: Weed & Co. **Seating facilities:** 350 persons. **Merchandising:** Window displays; letters to dealers; newspaper publicity; calls on key dealers. **Foreign language programs:** No demand for same in station area. **Artists bureau:** None. **Stock:** Entirely owned by the Memphis Press-Scimitar Co. **Base rate:** \$120.

Copy restrictions: "Rules of reason" govern commercial copy; beer accepted; no hard liquors; patent medicines subject to Food and Drug and FTC approval. **E. T. library:** Associated; Standard. **News:** None.

TENNESSEE STATIONS—Continued

WREC, MEMPHIS

Operator: WREC Broadcasting Service, Hotel Peabody. **Phone:** 5-1313. **Power:** 5,000 and 1,000 watts on 600 kc. **Affiliation:** CBS. **Opened:** 1922.

Owner: Hoyt B. Wooten. **Station manager:** Hollis Wooten. **Program director:** Roy Wooten. **Chief engineer:** S. D. Wooten, Jr., **Publicity director:** Charlie Maughan.

Rep: The Katz Agency. **Seating facilities:** Can accommodate about 1,000 persons. **Merchandising:** Amount and kind of service depends on importance of account; generally rendered at actual cost. **Foreign language programs:** No set rules; no requests received to date. **Artists bureau:** None. **Base rate:** \$200.

Copy Restrictions: Beer and patent medicine advertising accepted. **News:** UP.

WLAC, NASHVILLE

Operator: WLAC Broadcasting Service, Third National Bank Bldg. **Phone:** 6-0161. **Power:** 5,000 watts on 1470 kc. **Affiliation:** CBS. **Opened:** November, 1926.

Owner, operator: J. Truman Ward. **General manager:** F. C. Sowell, Jr. **Production manager:** Tim Sanders. **Chief engineer:** F. D. Binns. **Musical director:** Charles Nagy. **Merchandising manager:** Bob Maddux. **Publicity director:** Paul Oliphant.

Rep: Paul H. Raymer Co. **Seating facilities:** Two observation rooms accommodate 50 persons each. **Merchandising:** Pre-program announcements calling attention to a forthcoming series; issue letters to the trade advising of the series; follow up with calls on the trade; help salesmen working in the territory for the sponsor; stories arranged for the newspapers; mailing pieces are sent out for cost of postage and material; displays delivered to the trade for a charge of \$5 per day for one man's time (it takes about five days to cover the metropolitan grocery trade, and three days for the drug trade); displays built for minimum charges; will furnish a man for any sort of survey, calls, promotional work, and on occasion, actual sales work at a cost of \$5 per day. **Foreign language programs:** No information given. **Artists bureau:** None. **Base rate:** \$225.

Copy restrictions: Beer and wine accepted; no hard liquor; certain nationally known or well established medicinal remedies are accepted. **E. T. library:** World. **News:** UP. **News periods:** 7:30 A.M., 11:25 A.M., 2 P.M., 6 P.M., 10 P.M., all five minutes, all Monday through Saturday (Esso).

WSIX, NASHVILLE

Operator: WSIX, Inc., Nashville Trust Bldg. **Phone:** 5-5431. **Power:** 250 and 100 watts on 1210 kc. **Affiliation:** Mutual. **Opened:** 1927.

President: Jack M. Draughon. **Chief engineer:** Bascom Porter.

Rep: Kelly-Smith Co. **Base rate:** \$100.

Copy restrictions: All copy must conform to station standards. **E. T. library:** NBC Thesaurus; Standard; MacGregor; Davis & Schwegler; Lang-Worth. **News:** Transradio. **News periods:** 6:30 A.M., 8 A.M., 10:30 A.M., 1 P.M., 4 P.M., 7 P.M., all 15 minutes, all Monday through Saturday; 9 A.M., 1:30 P.M., 6 P.M., all 15 minutes, all Sunday only; 9:30-9:45 P.M., 11:45-11:50 P.M., both every day.

WSM, NASHVILLE

Operator: National Life and Accident Insurance Co., National Bldg. **Phone:** 6-7181. **Power:** 50,000 watts on 650 kc. **Affiliation:** NBC Red and Blue Midsouth Group. **Opened:** Oct. 5, 1925.

Vice-president: E. W. Craig. **Station manager:** Harry Stone. **Commercial manager:** Harben Daniel. **Program director:** Jack Stapp. **Chief engineer:** J. H. DeWitt, Jr. **Artists bureau head:** David Stone. **Musical director:** Peter Brescia. **Audience relations:** George D. Hay. **Publicity director:** Jack Harris.

Rep: Edward Petry & Co., Inc. **Seating facilities:** Auditorium studio seats 500; lease on outside auditorium seating 2,200 persons. **Merchandising:** Complete service, including mailing pieces to the trade, point-of-sale displays, sales surveys, etc., at actual cost; programs are also merchandised by 3,500 field representatives of National Life & Accident Insurance Co., calling on thousands of homes in 21 states daily. **Foreign language programs:** Never requested to date; foreign population small. **Artists bureau:** Yes; lists about 125 artists. **Base rate:** \$360.

Copy restrictions: Accept beer and wine; no hard liquor advertising; medical accounts subject to approval of WSM Executive Committee; commercial copy must be of reasonable length and conform to station's established standards of good taste. **E. T. library:** None. **News:** INS; UP local news bureau. **News periods:** 7:30-7:45 A.M., 9-9:15 A.M., 12:30-12:45 P.M., Monday through Saturday; 3-3:15 P.M. (women's news), 10:15-10:30 (comment), Monday through Friday.

TEXAS

(1,033,500 radio homes, or 68% ownership among the State's total of 1,516,000 families. Urban ownership is 556,200, or 84% of urban families; rural ownership is 477,300, or 56% of rural families.)

Radio Homes by Counties

Anderson	5,520	Dawson	2,010	Hudspeth	550
Andrews	130	Deaf Smith	930	Hunt	8,250
Angelina	4,380	Delta	1,810	Hutchinson	2,960
Aransas	360	Denton	5,480	Irion	340
Archer	1,550	De Witt	4,390	Jack	1,370
Armstrong	490	Dickens	1,190	Jackson	1,470
Atascosa	2,040	Dimmit	1,200	Jasper	2,530
Austin	2,860	Donley	1,630	Jeff Davis	290
Bailey	670	Duval	1,560	Jefferson	29,450
Bandera	580	Eastland	6,410	Jim Hogg	670
Bastrop	3,560	Ector	690	Jim Wells	1,970
Baylor	1,180	Edwards	440	Johnson	5,850
Bee	2,420	Ellis	9,180	Jones	3,790
Bell	8,560	El Paso	25,430	Karnes	2,970
Bexar	61,820	Erath	3,370	Kaufman	5,820
Blanco	530	Falls	5,490	Kendall	820
Borden	180	Fannin	6,320	Kenedy	100
Bosque	2,330	Fayette	4,360	Kent	500
Bowie	8,130	Fisher	1,830	Kerr	1,880
Brazoria	3,520	Floyd	1,930	Kimble	650
Brazos	3,780	Foard	950	King	150
Brewster	1,190	Fort Bend	4,060	Kinney	570
Briscoe	760	Franklin	1,150	Kleberg	2,090
Brooks	780	Freestone	3,340	Knox	1,550
Brown	5,000	Frio	1,380	Lamar	7,910
Burleson	2,870	Gaines	370	Lamb	2,420
Burnet	1,560	Galveston	15,280	Lampasas	1,580
Caldwell	4,890	Garza	790	La Salle	1,170
Calhoun	750	Gillespie	1,670	Lavaca	4,130
Callahan	1,950	Glasscock	180	Lee	1,760
Cameron	13,120	Goliad	1,330	Leon	2,830
Camp	1,500	Gonzales	3,930	Liberty	3,040
Carson	1,290	Gray	4,550	Limestone	6,000
Cass	3,890	Grayson	12,340	Lipscomb	690
Castro	640	Gregg	2,660	Live Oak	1,150
Chambers	850	Grimes	3,450	Llano	870
Cherokee	6,100	Guadalupe	4,130	Loving	40
Childress	2,780	Hale	3,600	Lubbock	7,470
Clay	2,100	Hall	2,660	Lynn	1,630
Cochran	260	Hamilton	2,000	McCulloch	2,110
Coke	740	Hansford	560	McLennan	18,910
Coleman	3,750	Hardeman	2,400	McMullen	190
Collin	7,150	Hardin	2,400	Madison	1,620
Collingsworth	2,220	Harris	85,110	Marion	1,500
Colorado	3,040	Harrison	7,760	Martin	760
Comal	2,380	Hartley	340	Mason	840
Comanche	2,810	Haskell	2,480	Matagorda	2,960
Concho	1,060	Hays	2,380	Maverick	1,040
Cooke	4,070	Hemphill	700	Medina	1,980
Coryell	2,790	Henderson	4,240	Menard	730
Cottle	1,420	Hidalgo	12,410	Midland	1,600
Crane	570	Hill	6,640	Milam	5,440
Crockett	490	Hockley	1,220	Mills	1,190
Crosby	1,540	Hood	890	Mitchell	2,250
Culberson	230	Hopkins	4,300	Montague	3,160
Dallam	1,590	Houston	4,110	Montgomery	2,330
Dallas	76,570	Howard	4,590	Moore	230

TEXAS STATIONS—Continued

Morris	1,350	Runnels	3,440	Trinity	1,970
Motley	940	Rusk	4,260	Tyler	1,730
Nacogdoches	4,400	Sabine	1,730	Upshur	2,930
Navarro	9,630	San Augustine	1,650	Upton	1,280
Newton	1,830	San Jacinto	1,360	Uvalde	2,160
Nolan	3,840	San Patricio	3,330	Val Verde	2,700
Nueces	9,380	San Saba	1,480	Van Zandt	4,300
Ochiltree	1,010	Schleicher	480	Victoria	3,370
Oldham	220	Scurry	1,780	Walker	2,680
Orange	2,770	Shackelford	1,130	Waller	1,620
Palo Pinto	3,150	Shelby	3,960	Ward	810
Panola	3,100	Sherman	380	Washington	4,010
Parker	3,110	Smith	8,460	Webb	6,990
Parmer	800	Somervell	470	Wharton	4,430
Pecos	1,370	Starr	1,440	Wheeler	2,430
Polk	2,510	Stephens	3,050	Wichita	16,030
Potter	11,050	Sterling	240	Wilbarger	4,210
Presidio	1,490	Stonewall	750	Willacy	1,490
Rains	900	Sutton	440	Williamson	7,090
Randall	1,390	Swisher	1,080	Wilson	2,240
Reagan	610	Tarrant	46,660	Winkler	1,580
Real	340	Taylor	8,120	Wise	2,950
Red River	4,290	Terrell	460	Wood	3,490
Reeves	1,190	Terry	1,160	Yoakum	150
Refugio	1,140	Throckmorton	770	Young	3,490
Roberts	240	Titus	2,360	Zapata	380
Robertson	3,920	Tom Green	7,620	Zavala	1,410
Rockwall	1,210	Travis	14,840		

KRBC, ABILENE

Operator: Reporter Broadcasting Company, Hilton Hotel. **Phone:** 6255. **Power:** 250 and 100 watts on 1420 kc. **Affiliation:** Texas State Network; Mutual. **Opened:** October 1, 1936. (Note: This station is newspaper-affiliated with the Abilene Reporter and News and various other Texas papers).

President: M. Bernard Hanks. **Station manager:** Howard Barrett. **Commercial manager:** Poole Robertson. **Program and musical director:** Mary Vance Keneaster. **Chief engineer:** W. W. Robertson, Jr. **Publicity director:** Bro Mingus.

Rep: Joseph Hershey McGillvra. **Seating facilities:** Reception room seats 120. **Merchandising:** Services of this and the publicity department included in all contracts; extra services, when requested, rendered at actual cost. **Foreign language programs:** Would accept, though occasion has not arisen to date; would require that announcements be given in English as well as foreign language. **Artists bureau:** Newly established; artists furnished on commercial programs at set rate. **Base rate:** \$50.

Copy restrictions: No beer, wine or liquor advertising accepted; patent medicine copy strictly censored; commercials limited to 25 percent of program time, announcements to 100 words. **E. T. library:** MacGregor. **News:** AP; UP. **News periods:** Five minutes, every hour on the hour, Monday through Saturday.

KFDA, AMARILLO

Operator: Amarillo Broadcasting Corp. **Power:** 100 watts on 1500 kc. **At press time this station had a construction permit only.**

KGNC, AMARILLO

Operator: Plains Radio Broadcasting Company, Eighth & Harrison Sts. **Phone:** 4242. **Power:** 2,500 and 1,000 watts on 1410 kc. **Affiliation:** NBC Red and available on Blue Southwestern Group; Texas State Network; Mutual. **Opened:** June 1, 1935. (Note: This station is newspaper-affiliated with the Amarillo Globe and News, and various other Texas, Kansas and Nebraska papers.)

President: O. L. (Ted) Taylor. **General manager:** John Ballard. **Chief engineer:** W. S. Bledsoe. **Merchandising manager:** Raymond Hollingsworth. **Musical director:** Eddie Baumel.

Rep: Howard H. Wilson Co. **Seating facilities:** 100 persons. **Merchandising:** Complete service offered free, except printed matter, for which advertiser is billed at actual cost; service includes letters to trade, market surveys, contacts with distributors and jobbers, window and store displays, personal calls, etc.; special services at cost. **Foreign language programs:** Not accepted. **Artists bureau:** None. **Base rate:** \$120.

TEXAS STATIONS—Continued

Copy restrictions: Beer accepted; no wine or hard liquor; price quoting permitted, but all copy checked for truthful representation of product. **E. T. library:** World; Lang-Worth. **News:** UP. **News periods:** 7:45-7:50 A.M., 9:30-9:45 A.M., 12:30-12:45 P.M., 6:15-6:30 P.M., 10-10:15 P.M., Monday through Saturday; 12:30-12:45 P.M., 7:15-7:30 P.M., Sunday.

O. L. Taylor is also president of KRGV, Weslaco, KFYO, Lubbock, and KTSA, San Antonio.

KNOW, AUSTIN

Operator: Frontier Broadcasting Co., 1312 Norwood Bldg. **Phone:** 2-6213. **Power:** 100 watts on 1500 kc. **Affiliation:** Mutual; Texas State Network. **Opened:** 1929.

Station manager: James W. Pate. **Commercial manager:** Paul Forchheimer. **Program and publicity director, artists bureau supervisor:** Pat Adelman.

Rep: International Radio Sales. **Seating facilities:** Two studios combined seat 250 persons. **Merchandising:** Offer complete service at actual cost. **Foreign language programs:** No set rules; do not encourage such programs. **Artists bureau:** Yes. **Base rate:** \$60.

Copy restrictions: All copy subject to station approval or revision. **E. T. library:** None listed. **News:** INS. **News periods:** 7:30 A.M., 11 A.M., noon, 3 P.M., 8 P.M., 10 P.M., all 15 minutes, all Monday through Saturday.

KTBC, AUSTIN

Operator: State Capitol Broadcasting Assn. (R. B. Anderson, president). **Power:** 1,000 watts on 1120 kc (to operate specified hours and share daytime with WTAW)

At press time this station had a construction permit only.

KFDM, BEAUMONT

Operator: Beaumont Broadcasting Corp., P. O. Box 2950. **Phone:** 3882. **Power:** 1,000 and 500 watts on 560 kc. **Affiliation:** NBC additional to Red and Blue Southern Groups. **Opened:** October, 1924.

President: C. W. Snider. **Secretary and treasurer:** D. A. Kahn. **General manager:** C. B. Locke. **Program director:** Faye McCarthy. **Production manager:** Leon Taylor. **Chief engineer:** Leon Saye.

Rep: John Blair & Co. **Seating facilities:** 100. **Merchandising:** Help in sales work; render any other cooperative service that clients and their wholesalers, representatives, and salesmen might desire; (posters, handbills, etc. furnished at actual cost; other services gratis. **Foreign language**

programs: None listed. **Artists bureau:** None. **Base rate:** \$120.

Copy restrictions: Hard liquor advertising not accepted. **E. T. library:** NBC Thesaurus. **News:** UP. **News periods:** 6:30-6:35 A.M., 10-10:15 A.M., 1-1:15 P.M., 2:55-3 P.M., 6:25-6:30 P.M., (sportcast), 9-9:05 P.M., 11-11:15 P.M., all Monday through Saturday; NBC news, 7-7:05 A.M., and 4:30-4:35 P.M.

KRIC, BEAUMONT

Operator: Beaumont Broadcasting Assn., 130 Wall St. **Power:** 250 and 100 watts on 1420 kc. **Affiliation:** Mutual; Texas State Network. **Opened:** 1938.

Base rate: \$55.

No further information available.

KBST, BIG SPRING

Operator: Big Spring Herald Broadcasting Co., Crawford Hotel. **Phone:** 1500. **Power:** 100 watts on 1500 kc. **Affiliation:** Mutual; Texas State Network. **Opened:** Dec. 21, 1936. (Note: This station is newspaper-affiliated with the Big Spring Herald.)

President: Joe C. Galbraith. **Station manager, publicity director:** Howard Barrett. **Commercial manager:** Jack Wallace. **Program and musical director, artists bureau head:** Mary V. Keneaster. **Chief engineer:** John B. Casey.

Rep: Joseph Hershey McGillvra. **Seating facilities:** Can accommodate 50 persons for smaller programs; for larger programs facilities in the Crawford hotel will accommodate 200. **Merchandising:** Distribute window cards, publicize programs in the Big Spring Herald, etc.; all services gratis unless special work is wanted. **Foreign language programs:** Accept only transcribed foreign language programs, which must be accompanied by an English script. **Artists bureau:** Yes. **Stock:** Held by Joe C. Galbraith (publisher of Big Spring Herald), M. Bernard Hanks (stockholder in KRBC, Abilene, and stockholder in various newspapers), Houston Harte (stockholder in KGKL, San Angelo, KRBC, Abilene, and in various newspapers), and Howard Barrett. **Base rate:** \$45.

Copy restrictions: No beer, wines or hard liquor accounts accepted; patent medicines rigidly censored; adhere to NAB Code of Ethics; commercial copy limited to 20% of program time; spot announcements limited to 100 words; transcribed announcements limited to one minute; no programs may be shorter than five minutes. **E. T. library:** None. **News:** UP through Texas State Network. **News periods:** 7-7:15 A.M., 8:55-9 A.M., 11-11:05 A.M., 1-1:05 P.M., 2:30-2:35

TEXAS STATIONS—Continued

P.M. (market news), 4-4:05 P.M., 5-5:05 P.M., 6:30-6:35 P.M., 7-7:05 P.M., 8-8:05 P.M., midnight-12:15 A.M., all apparently daily.

KNEL, BRADY

Operator: G. L. Burns. **Phone:** 77. **Power:** 250 watts on 1500 kc (daytime). **Affiliation:** None. **Opened:** Nov. 7, 1935.

Managing director: J. S. Sloane. **Commercial manager:** C. N. Newlin. **Program director:** Forrest Cox. **Chief engineer:** Marion Crawford. **Musical director:** Cecil Streigler.

Rep: Cox and Tanz. **Seating facilities:** Small reception room. **Merchandising:** Contact retail outlets, furnish letters to trade, arrange window displays, counter cards, route lists, market surveys, etc.; newspaper cooperation on programs. **Foreign language programs:** Spanish programs currently on station; all announcements subject to strict supervision. **Artists bureau:** Setup nominal only. **Base rate:** \$50.

Copy restrictions: No announcements may be over 100 words in length. **E. T. library:** MacGregor; Davis & Schwegler. **News:** From San Angelo Times & Standard; also local news. **News periods:** 8-8:15 A.M., 6:15-6:30 P.M., both every day.

KGFL, BROWNSVILLE

Operator: Eagle Broadcasting Co., Inc., P. O. Box 329, Brownsville; Stonewall Jackson Hotel, San Benito; Madison Hotel, Harlingen. **Phones:** Brownsville 1044; San Benito 666; Harlingen 1474. **Power:** 250 and 100 watts on 1500 kc. **Affiliation:** None. **Opened:** Aug. 20, 1937.

General manager: Lawrence D. Yates. **Station and commercial managers:** Lawrence D. Yates, Brownsville; Grover A. Godfrey, Harlingen; ??? Ransom, San Benito. **Program directors:** Bob Thornton, Brownsville; M. Gallagher, San Benito; B. Simpson, Harlingen. **Chief engineer:** Willis Wilson.

Rep: Cox and Tanz. **Seating facilities:** None listed. **Merchandising:** None listed. **Foreign language programs:** Accept Spanish programs only. **Artists bureau:** None. **Base rate:** \$30 (½ hr.).

Copy restrictions: All copy subject to approval of station management. **E. T. library:** MacGregor. **News:** AP. **News periods:** 7:15-7:30 A.M., 7-7:15 P.M., Monday through Saturday; noon-12:15 P.M., every day.

WTAW, COLLEGE STATION

Operator: Agricultural and Mechanical College of Texas. **Power:** 500 watts on 1120 kc (operates specified hours).

This station is non-commercial; college-owned.

KRIS, CORPUS CHRISTI

Operator: Gulf Coast Broadcasting Co. **Power:** 500 watts on 1330 kc. **Affiliation:** NBC Southwestern Additional to Red or Blue; Mutual; Texas State Network. **Opened:** 1937. (Note: This station is affiliated with the Corpus Christi Caller-Times.)

Base rate: \$120.

No further information available.

KAND, CORSICANA

Operator: Navarro Broadcasting Assn., State National Bank Bldg. **Phone:** 30. **Power:** 100 watts on 1310 kc (to local sun-set). **Affiliation:** Mutual; Texas State Network. **Opened:** May 17, 1937.

Personnel: Station policy does not permit such listing.

Rep: None. **Seating facilities:** Main studio accommodates 100; theatre available seating 800. **Merchandising:** Issue direct mail to dealers; distribute window cards. **Foreign language programs:** Accepted. **Artists bureau:** None. **Base rate:** \$32.90.

Copy restrictions: Beer, wine, and patent medicines accepted providing copy conforms to Federal Trade Commission regulations. **E. T. library:** Standard. **News:** UP. **News periods:** 7 A.M., noon, 3 P.M., 6 P.M. (duration not listed), all apparently weekdays.

KRLD, DALLAS

Operator: KRLD Radio Corp., Adolphus Hotel. **Phone:** 2-6811. **Power:** 50,000 watts on 1040 kc. **Affiliation:** CBS. **Opened:** 1926. (Note: This station is newspaper-owned by the Dallas Times-Herald.)

Managing director: John W. Runyon. **Station and commercial manager:** Clyde W. Rembert. **Program director:** Ruth Clem. **Chief engineer:** Roy M. Flynn. **Musical director:** Hyman Charninsky. **Publicity director:** Douglas Hawley.

Rep: The Branham Co. **Seating facilities:** Observation room seats 100 persons; studio seats 20; Palm Garden, 500; Adolphus ballroom, 1,500. **Merchandising:** Complete service includes daily listings and general publicity, daily and Sunday display advertisements in Times-Herald. **Foreign language programs:** Accepted with reservations. **Artists bureau:** None. **Base rate:** \$400.

Copy restrictions: Accept beer and wine, but no hard liquors; reserve right to censor all copy not meeting station standards. **E. T. library:** Standard. **News:** INS. **News**

TEXAS STATIONS—Continued

periods: 6:40-6:45 A.M., 11:45-11:50 A.M., Monday through Friday; 7:55-8 A.M., 10-10-15 P.M. (latter news and sports), Monday through Saturday; 12:30-12:45 P.M., 5:05-5:10 P.M. (latter comprised of sports news following a prior CBS news interval), days of broadcast not listed.

WFAA, DALLAS

Operator: A. H. Belo Corp., Baker Hotel. **Phone:** 7-9631. **Power:** 50,000 watts on 800 kc. (Note: WFAA and WBAP, Fort Worth, use the same transmitter, sharing continuous operation.) **Affiliation:** NBC Southwestern Group; Texas Quality Network. **Opened:** June 26, 1922. (Note: This station is newspaper-owned by the Dallas Morning News.)

Station manager: Martin B. Campbell. **Regional sales manager:** Alexander Keese. **Program director:** Ralph W. Nimmons. **Chief engineer:** Raymond Collins. **Merchandising manager:** Irvin Gross. **Musical director:** Karl Lambertz. **Publicity director:** Dick Jordan.

Rep: Edward Petry & Co., Inc. **Seating facilities:** Ballrooms of Baker Hotel and Adolphus Hotel. **Merchandising:** Maintain close contact with chains, wholesale houses, and distributing firms; advisory service; limited cooperation in making personal contacts and surveys without charge; all other services rendered at actual net cost to station. **Foreign language programs:** Station has had no requests for same. **Artists bureau:** None. **Base rate:** \$420.

Copy restrictions: Advertising must conform to NAB Code of Ethics; beer accepted; no wine or other alcoholic beverages. **E. T. library:** Associated; Lang-Worth. **News:** UP. **News periods:** 7:45-8 A.M., 11:55-noon, 4:25-4:30 P.M., Monday through Saturday; 9:30-9:45 P.M., Monday through Friday; 10:00-10:15 P.M., Saturday; 9:30-9:35 A.M., Sunday.

WRR, DALLAS

Operator: City of Dallas, Southland Life Insurance Co. Bldg. **Phone:** 2-1411. **Power:** 500 watts on 1280 kc. **Affiliation:** Mutual; Texas State Network. **Opened:** 1920. (Note: This is a municipally-owned station.)

Rep: None. **Seating facilities:** Can accommodate about 250 persons. **Merchandising:** No service rendered as part of regular broadcast rates; special arrangements can be made for outside sources to conduct a campaign of merchandising. **Foreign language programs:** Accepted, provided that commercial copy be read in both the foreign language and English; foreign-born population not large. **Artists bureau:**

Inactive at present time. **Base rate:** \$65 (½ hr.).

Copy restrictions: Accept beer, wines, and alcoholic beverages; station is "not favorable" to patent medicines, though they are not barred; no hard-and-fast rules beyond good taste. **News:** Transradio.

KDNT, DENTON

Operator: Harwell V. Shepard, 300 W. Ross St. **Phone:** 276. **Power:** 100 watts on 1420 kc (daytime). **Affiliation:** None. **Opened:** June 1, 1938. (Note: KDNT also maintains studios in Gainesville, Tex., whence about half its programs originate.)

Owner, station and commercial manager: Harwell V. Shepard. **Program director:** Tom Herron. **Chief engineer:** Bob Douglas.

Rep: None. **Seating facilities:** Three large auditoriums available; capacities not listed. **Merchandising:** Pre-announcements, window cards, and personal letters issued, with a small fee for the cards and the letters. **Foreign language programs:** Accepted. **Artists bureau:** None. **Base rate:** No card sent.

Copy restrictions: No alcoholic beverage advertising of any kind accepted. **E. T. library:** None. **News:** UP. **News periods:** Four 15-minute programs daily, time not listed.

KFPL, DUBLIN

Operator: C. C. Baxter, 205 Grafton St. **Phone:** 183. **Power:** 250 and 100 watts on 1310 kc. **Affiliation:** None. **Opened:** June 26, 1924.

General manager: C. C. Baxter.

Rep: None. **Merchandising:** None listed. **Foreign language programs:** None listed. **Artists bureau:** None. **Base rate:** \$7.50.

Copy restrictions: None listed. **E. T. library:** None. **News:** None.

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. **Phones:** Main 46-47-48. **Power:** 250 and 100 watts on 1310 kc (divides time with WDAH and has permanent authority to carry WDAH's schedule). **Affiliation:** NBC Red and Blue South Mountain Group. **Opened:** August, 1929.

**WFAA - WBAP NOW HAS THE
LARGEST 50,000 WATT PRIMARY
COVERAGE IN THE UNITED STATES**



50,000 WATTS . . . NATIONALLY CLEARED CHANNEL . . . 800 KILOCYCLES

WFAA—WBAP

DALLAS

FORT WORTH

Martin Campbell, General Manager WFAA, General Sales Manager WFAA-WBAP

National Representatives: Edward Petry & Co.

TEXAS STATIONS—Continued

Vice-president and general manager: Karl O. Wyler. **Program director:** Roy T. Chapman. **Chief engineer:** E. L. Gemoets. **Artists bureau head:** Conrey Bryson. **Musical director:** John R. Lewis. **Commercial director:** W. L. Kline.

Rep: George P. Hollingsbery Co. **Seating facilities:** Can accommodate 50 persons. **Merchandising:** All services offered gratis. **Foreign language programs:** Not accepted. **Artists bureau:** Yes. **Base rate:** \$120.

Copy restrictions: Accept beer and wine; no hard liquor; acceptance of patent medicines restricted to certain types; all copy must be in good taste. **E. T. library:** Standard. **News:** UP. **News periods:** 7:15-7:20 A.M., 9-9:15 A.M., 12:15-12:30 P.M., 5:30-5:45 P.M., 9-9:15 P.M., 11-11:15 P.M., all Monday through Saturday; 7-7:15 P.M., 9:25-9:30 P.M., both Sunday only.

WDAH, EL PASO

Operator: Tri-State Broadcasting Co., Inc. **Power:** 250 and 100 watts on 1310 kc (shares time with KTSM).

This station is non-commercial.

KFJZ, FORT WORTH

Operator: Fort Worth Broadcasters, Inc., 1201 W. Lancaster. **Phone:** 3-3474. **Power:** 250 and 100 watts on 1370 kc. **Affiliation:** Mutual; Texas State Network. **Opened:** 1927.

President: Elliott Roosevelt. **Manager:** Gene L. Cagle. **Program director:** Roy Duffy. **Chief engineer:** Ed. L. Starnes.

Rep: None. **Seating facilities:** Can accommodate about 50 persons. **Merchandising:** Service furnished on request. **Foreign language programs:** Not accepted. **Artists bureau:** None. **Stock:** Owned 99¼% by Ruth G. and Elliott Roosevelt. **Base rate:** \$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. **E. T. library:** NBC Thesaurus. **News:** UP. **News periods:** 7-7:15 A.M., 8-8:05 A.M., 1-1:05 P.M., 3-3:15 P.M., 4-4:05 P.M., 7-7:05 P.M., all Monday through Saturday; 11-11:05 A.M., 8-8:05 P.M., both Monday through Friday; noon-12:15 P.M., 10-10:15 P.M., 11-11:05 P.M., every day.

KGKO, FORT WORTH

Operator: KGKO Broadcasting Co., Medical Arts Bldg. **Phone:** 3-1234. **Power:** 5,000

and 1,000 watts on 570 kc. **Affiliation:** NBC Blue Southwestern Group. **Opened:** 1928. (Note: This station is owned by the Fort Worth Star-Telegram as is WBAP, also of Fort Worth.)

General manager: Harold V. Hough. **Assistant general manager:** George Cranston. **Program and musical director:** Ed Lally. **Chief engineer:** R. C. Stinson. **Merchandising manager:** Jack Keasler. **Publicity director:** Elbert Halting.

Rep: Free & Peters, Inc. **Seating facilities:** Can accommodate 60 persons in the main studio, and a similar number just outside this studio. **Merchandising:** Issue letters to dealers; house organ; personal calls; public relations assistance. **Foreign language programs:** Not accepted. **Artists bureau:** None. **Base rate:** \$248.

Copy restrictions: Beer advertising accepted; no hard liquor; "good taste" and FTC regulations observed at all times. **E. T. library:** World. **News:** INS. **News periods:** 6:15-6:30 A.M., 10:15-10:30 A.M., 12:30-12:45 P.M., Monday through Saturday; 6:45-7 P.M., Monday through Friday; 1-1:15 P.M., 9-9:15 P.M., Sundays only.

KTAT, FORT WORTH

Operator: Tarrant Broadcasting Co., Inc., Hotel Texas. **Phone:** 3-1381. **Power:** 1,000 watts on 1240 kc. **Affiliation:** Mutual; Texas State Network. **Opened:** 1922.

President: Raymond E. Buck. **Station manager:** Sam H. Bennett. **Commercial manager:** Howard Foley. **Program and publicity director, artists bureau head:** Len Finger. **Chief engineer:** Hum Sutton. **Musical director:** Billy Muth.

Rep: International Radio Sales. **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 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; abide by NAB Code of Ethics. **E. T. library:** Standard. **News periods:** 7-7:15 A.M., 8-8:05 A.M., noon-12:15 P.M., 3-3:15 P.M., 4-4:05 P.M., 6:30-6:35 P.M., 7-7:05 P.M., all Monday through Saturday.

WBAP, FORT WORTH

Operator: Carter Publications, Inc., Blackstone Hotel. **Phone:** 2-4466. **Power:**

TEXAS STATIONS—Continued

50,000 watts on 800 kc. (Note: WBAP and WFAA, Dallas, use the same transmitter, sharing continuous operation.) **Affiliation:** NBC Red Southwestern Group; Texas Quality Network. **Opened:** May 2, 1922. (Note: This station is newspaper-owned by the Fort Worth Star-Telegram as is KGKO, also Fort Worth.)

President: Amon G. Carter. **General manager:** Harold V. Hough. **Assistant general manager:** H. C. Southard. **Chief engineer:** A. M. Woodford. **Musical director:** Eugene Baugh. **Publicity director:** William Jolesch. **Technical supervisor:** R. C. Stinson.

Rep: Edward Petry & Co., Inc. **Seating facilities:** Audience hall seats 200; also Blackstone Hotel ballroom. **Merchandising:** Maintain such a service. **Foreign language programs:** None. **Artists bureau:** None. **Base rate:** \$420.

Copy restrictions: Governed by NAB Code of Ethics; beer advertising accepted, but no hard liquors. **E. T. library:** World; NAB; Davis & Schwegler. **News:** From parent newspaper. **News periods:** 6-6:15 A.M., Monday through Saturday; 6-6:15 P.M., Monday through Friday; 3:15-3:30 P.M., Sunday only. (Note: See also WFAA, Dallas.)

KLUF, GALVESTON

Operator: KLUF Broadcasting Co., 60th and Broadway. **Phone:** 6676. **Power:** 250 and 100 watts on 1370 kc. **Affiliation:** Mutual; Texas State Network. **Opened:** 1937.

President, general manager: George Roy Clough.

Rep: None. **Base rate:** \$55.

Copy restrictions: All copy subject to station approval. **E. T. library:** Standard. **News:** Transradio; UP through Texas State Network. **News periods:** Not listed.

KGVL, GREENVILLE

All particulars stricken from FCC records.

KPRC, HOUSTON

Operator: Houston Printing Corporation, Lamar Hotel. **Phone:** Fairfax 7101. **Power:** 5,000 and 1,000 watts on 920 kc. **Affiliation:** NBC Red Southwestern Group; Texas Quality Network. **Opened:** May, 1925. (Note: This station is newspaper-affiliated with the Houston Post.)

Station manager: Kern Tips. **Program director:** Jack McGrew. **Chief engineer:** Harvey Wheeler. **Musical director:** Bert Sloan. **Publicity director:** Lois Cain.

Rep: Edward Petry & Co., Inc. **Seating facilities:** Can accommodate 250 persons. **Merchandising:** No information given. **Foreign language programs:** No information given. **Artists bureau:** None. **Base rate:** \$250.

Copy restrictions: Accept beer and wine; no hard liquor; all copy subject to station approval. **E. T. library:** NBC Thesaurus. **News:** From parent paper. **News periods:** 7:55-8 A.M., Monday through Saturday; 6-6:15 P.M., 10:15-10:30 P.M., both Monday through Friday; 10:30-10:45 P.M., Sunday only.

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.)

Station manager: B. F. Orr. **Commercial manager:** Ray E. Bright. **Program and publicity director:** Harry Grier. **Chief engineer:** King Robinson. **Plant supervisor:** Tom Hiner.

Rep: John Blair & Co. **Seating facilities:** KTRH Radio Theatre, 2,000. **Merchandising:** Complete service offered. **Foreign language programs:** Accepted, providing they "conform with a high standard." **Artists bureau:** None. **Base rate:** \$250.

Copy restrictions: Beer and wine accounts accepted; no liquor advertising; station observes same standards as CBS relative to amount of copy and patent medicines. **E. T. library:** World; Standard. **News:** From parent newspaper. **News periods:** 5:05-5:15 P.M. (CST), Monday through Saturday.

KXYZ, HOUSTON

Operator: Harris County Broadcast Co. **Power:** 1,000 watts on 1440 kc. **Affiliation:** NBC Blue Southwestern group; Texas State Network; Mutual. (Note: This station is newspaper-affiliated with the Houston Chronicle and the Houston Post.)

Base rate: \$200.

No other information available after repeated requests.

KSAM, HUNTSVILLE

Operator: Sam Houston Broadcasting Assn., 1021 Twelfth St. **Phone:** 666. **Power:** 250 watts on 1500 kc (daytime). **Affiliation:** None. **Opened:** Sept. 26, 1938.

President: H. G. Webster. **Station manager:** Harold C. Scott. **Program director:** Frank L. Dent. **Chief engineer:** Paul Wolf.

TEXAS STATIONS—Continued

Rep: None. **Seating facilities:** None. **Merchandising:** Distribution of window cards rendered gratis; services requiring mailing and printing billed at cost. **Foreign language programs:** Accepted. **Artists bureau:** None. **Base rate:** \$45.

Copy restrictions: Beer, wine or alcoholic beverage copy of any kind not accepted. **E. T. library:** Standard. **News:** UP. **News periods:** 12:30-12:45 P.M., 3:30-3:35 P.M., 6-6:15 P.M., all Monday through Saturday.

KOCA, KILGORE

Operator: Oil Capitol Broadcasting Association, Radio Bldg. **Phone:** 616. **Power:** 250 and 100 watts on 1210 kc. **Affiliation:** None. **Opened:** Dec. 23, 1936. (Note: This station is affiliated with the Kilgore Daily News.)

President and general manager: Roy G. Terry. **Program and musical director:** Orvin Franklin. **Chief engineer:** Eugene A. Norris. **Artists bureau head:** Margaret Campbell.

Rep: None. **Seating facilities:** Can accommodate 100 persons. **Merchandising:** None. **Foreign language programs:** Not accepted. **Artists bureau:** Setup nominal only. **Base rate:** \$55.

Copy restrictions: Beer, wine and patent medicines accepted; no liquor advertising; no restrictions on copy other than those of "common-sense rules of decency". **E. T. library:** Standard. **News:** UP. **News periods:** Every hour on the hour, five minutes, all Monday through Saturday.

KPAB, LAREDO

Operator: Mervel M. Valentine, Hamilton Hotel. **Power:** 250 and 100 watts on 1500 kc. **Affiliation:** None. **Opened:** June 1, 1938.

Owner, general manager, program and publicity director: Mervel M. Valentine. **Commercial manager:** R. W. Bennett. **Chief engineer:** Fred C. Hammond. **Musical director:** Wm. O. Vela.

Rep: Forjoe & Co. (New York); William R. Stewart (Chicago). **Seating facilities:** None. **Merchandising:** Distribute display materials; call on wholesalers; distribute samples. **Foreign language programs:** Accept Spanish only. **Artists bureau:** None. **Base rate:** \$60.

Copy restrictions: Proprietary medicines, beer and light wine accounts accepted, subject to standard copy regulations; no high proof alcoholic beverages. **E. T. library:** NBC Thesaurus. **News:** Transradio. **News periods:** 7:45 A.M., 12:15 P.M., 6 P.M., 9 P.M., all 15 minutes all Monday through Saturday.

KFRO, LONGVIEW

Operator: Voice of Longview, Glover-Crim Building. **Phone:** 411. **Power:** 250 and 100 watts on 1370 kc (licensed for day time only, but operates by special monthly FCC authorization at night; operates weekdays 6:30 A.M. to 11:05 P.M.; Sundays, 7 A.M. to 11:05 P.M.) (Station has construction permit for 1,000 watts full time on 1340 kc.) **Affiliation:** Mutual; Texas State Network. **Opened:** January, 1935.

President: James R. Curtis.

Rep: Radio Time Agency (Chicago); Forjoe & Company (New York); Radio Advertising Associates (Atlanta); Walter Bid-dick Co. (Coast). **Seating facilities:** Studio, seats 50 persons; high school auditorium available, seating 1,000 persons, for a rental fee of \$30. **Merchandising:** Supply route sheets and dealer lists; mail letters; newspaper publicity; price markers; contact key dealers and jobbers; other helps. **Foreign language programs:** None; market is 99% English speaking. **Artists Bureau:** Yes; several orchestras and other musical talent available. **Base rate:** \$87.50.

Copy restrictions: Beer and wines accepted; no hard liquor; no lotteries, gift enterprises, or gambles allowed; no mention of competitors, directly or indirectly by company name, individual name or brand name; reserve right to cut off any program failing to conform to rules of management, FCC or FTC; false statements and obscene or libelous matter will be eliminated; testimonials must "reflect genuine experiences"; no per-inquiry or contingent accounts. **E. T. library:** NAB. **News:** UP. **News periods:** 7-7:15 A.M., 8-8:05 A.M., 8:55-9 A.M., 10-10:05 A.M., 11-11:05 A.M., noon-12:15 P.M., 1-1:05 P.M., 3-3:15 P.M., 4-4:05 P.M., 5-5:15 P.M., 6:30-6:35 P.M., 8-8:05 P.M., 10-10:15 P.M., 11-11:05 P.M., all Monday through Saturday; 7-7:15 A.M., 8-8:05 A.M., noon-12:15 P.M., 10-10:15 P.M., all Sunday.

KFYO, LUBBOCK

Operator: Plains Radio Broadcasting Co., 914 Avenue J. **Phone:** 1700. **Power:** 250 and 100 watts on 1310 kc. **Affiliation:** Mutual; Texas State Network. **Opened:** 1927. (Note: Station is newspaper-owned by the Amarillo Globe, Amarillo News, Lubbock Avalanche, Lubbock Journal, Dalhart Texan, Shamrock Texan, Atchison (Kans.) Globe and Falls City (Neb.) Journal).

President: O. L. Taylor*. **Station and commercial manager:** De Witt Landis. **Sales and promotion:** Bruce Collier. **Program director:** R. B. McAlister. **Chief engi-**

* Also president of KRGV, Weslaco, and KGNC, Amarillo.

TEXAS STATIONS—Continued

neer: William Torrey. **Artists bureau head:** Wesley Youngblood. **Musical director:** Burnie Howell. **Publicity director:** Bruce Collier.

Rep: Howard H. Wilson Co. **Seating facilities:** None. **Merchandising:** Furnish personal contacts, mail, newspaper publicity displays. **Foreign language programs:** Accepted. **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). **E. T. library:** Standard; N.A.B. **News:** UP. **News periods:** 8 A.M., 10 A.M., 12:45 P.M., 6:15 P.M., all 15 minutes, all Monday through Saturday.

KRBA, LUFKIN

Operator: Red Lands Broadcasting Assn. **Power:** 100 watts on 1310 kc (daytime). **Affiliation:** None. **Opened:** 1938.

Base rate: \$55.

No further information available.

KRLH, MIDLAND

Operator: Clarence Scharbauer, 117 S. Loraine St. **Phone:** 1070. **Power:** 100 watts on 1420 kc (daytime). **Affiliation:** None. **Opened:** Dec. 20, 1935.

Owner: Clarence Scharbauer. **General manager:** Pete Gates. **Chief engineer:** Robert Harmon.

Rep: None. **Seating facilities:** Can accommodate about 200 persons. **Merchandising:** Personal contacts, direct mail, window displays rendered. **Foreign language programs:** No rules; no demand for same, as foreign population is very small. **Artists bureau:** None. **Base rate:** \$50.

Copy restrictions: No liquor, laxatives or "cure-all" advertising; all copy must conform to station standards and FCC rules and regulations. **News:** Transradio.

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.

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: Sidney L. Patterson. **Program and publicity director, artists bureau head:** Gene Moser. **Chief engineer:** Herman Kreiger. **Musical director:** Ken Bennett. **Continuity editor:** Betty Dunbar.

Rep: None. **Seating facilities:** Studio and reception lounge seat about 100 persons. **Merchandising:** Posters; displays; publicity and listings in Pampa Daily News. **Foreign language programs:** Not accepted. **Artists bureau:** Yes; lists about 45 artists. **Base rate:** \$45.

Copy Restrictions: Beer and wine copy accepted; no liquor advertising; patent medicines must be approved by Pure Food & Drug Commission; copy must conform to station standards. **News:** Transradio.

KPLT, PARIS

Operator: North Texas Broadcast Co., Corner South Main and Austin Sts. **Phone:** 1124. **Power:** 250 watts on 1500 kc (daytime). **Affiliation:** Mutual; Texas State Network. **Opened:** Dec. 15, 1936. (Note: This station is newspaper-owned by the Paris News.)

General and commercial manager: Fred E. Humphrey. **Program director, office secretary:** Mary Jo Mayse. **Chief engineer:** Weldon Jeffus.

Rep: Joseph Hershey McGillvra. **Seating facilities:** Mezzanine foyer seats 100 persons. **Merchandising:** Standard type of service offered gratis; extra services billed at net cost. **Foreign language programs:** Accepted if wanted by client, but not deemed feasible in this area. **Artists bureau:** None. **Base rate:** \$45.

Copy restrictions: Beer and light wine advertising accepted; patent medicine copy subject to revisions making it "suitable for presentation in the home"; station adheres to N.A.B. Code of Ethics. **E. T. library:** Standard. **News:** UP (from Texas State Network). **News periods:** 7-7:15 A.M., 8-8:05 A.M., noon-12:15 P.M., every day; 11-11:05 A.M., 1-1:05 P.M., 3-3:15 P.M., 4-4:05 P.M., 6:30-6:35 P.M., all Monday through Saturday.

KIUN, PECOS

Operator: Jack W. Hawkins and Barney H. Hubbs, KIUN Bldg. **Phone:** 21. **Power:** 100 watts on 1370 kc. **Affiliation:** None. **Opened:** Sept. 22, 1935. (Note: This station is newspaper-affiliated with the Pecos Enterprise.)

General and station manager: Jack

TEXAS STATIONS—Continued

Hawkins. **Commercial manager:** Carl Watts. **Chief engineer:** Grady Cotten. **Program and musical director:** Wray Guye. **Publicity director:** Barney Hubbs.

Rep: None. **Seating facilities:** Can accommodate 100 persons. **Merchandising:** Contact dealers; supply publicity and listings in Pecos Enterprise; arrange talent appearances. **Foreign language programs:** Accept Spanish programs only. **Artists bureau:** Set-up nominal only. **Base rate:** \$35.

Copy restrictions: Beer and wine accepted; no liquor advertising; patent medicines must be approved by Federal Trade Commission; all copy must conform to FCC rules and regulations. **E. T. library:** Standard. **News:** Transradio. **News periods:** 7:30 A.M., 10:45 A.M., 1 P.M., 3 P.M., 5:45 P.M., 7:45 P.M. (duration not listed), all Monday through Saturday.

KPAC, PORT ARTHUR

Operator: Port Arthur College, 1500 Procter Street. **Phone:** 3320. **Power:** 500 watts on 1260 kc (daytime; construction permit granted for 500 watts on 1220 kc unlimited). **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:** Joe Walters. **Artists bureau head:** Marjorie Vickers.

Rep: Cox and Tanz. **Seating facilities:** Studio in Hotel Sabine seats 700 persons; also studio in Port Arthur College, seating 1,200. **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:** \$55 (½ hr.).

Copy restrictions: Do not accept alcoholic beverages of any kind; all copy subject to station approval. **News:** Transradio.

KGKL, SAN ANGELO

Operator: KGKL, Inc., St. Angelus Hotel. **Phones:** 6715; 6716; 5516. **Power:** 250 and 100 watts on 1370 kc. **Affiliation:** Mutual; Texas State Network. **Opened:** Sept. 28, 1928. (Note: Houston Harte, one of the stockholders in this station, is publisher of the San Angelo Standard and San Angelo Times; same stockholder also holds stock in KRBC, Abilene.)

President: H. C. Ragsdale. **Station manager:** Howard Barrett. **Commercial manager:** Lonnie Preston. **Program director:**

Lynn Bigler. **Chief engineer:** Frank M. Jones.

Rep: Joseph Hershey McGillvra. **Seating facilities:** Two studios, seating about 50 persons each. **Merchandising:** Distribute window cards, and contact dealers personally, by phone, and by letter; obtain information on sale of sponsor's product, etc.; service rendered gratis. **Foreign language programs:** Spanish only accepted. **Artists bureau:** None. **Stock:** Principally held by H. C. Ragsdale, Houston Harte, Frank M. Jones, G. J. Bailey, and Mrs. H. C. Ragsdale. **Base rate:** \$50.

Copy restrictions: Beer and wine copy accepted; no hard liquor; no fraudulent claims permitted by patent medicines; abide by NAB Code of Ethics and Texas Broadcasters Association Code. **E. T. library:** NBC Thesaurus. **News:** UP. **News periods:** 12:45-1 P.M., Monday through Friday.

KABC, SAN ANTONIO

Operator: Alamo Broadcasting Co., Inc., Milam Bldg. **Phone:** Garfield 4241. **Power:** 250 and 100 watts on 1420 kc. **Affiliation:** Mutual; Texas State Network. **Opened:** September, 1926.

President: R. Early Willson. **General manager:** Cliff Tatom. **Chief engineer:** Kenny Hyman.

Rep: None. **Seating facilities:** Studio seats 80 persons. **Merchandising:** Local outlets contacted personally and advised of programs; send letters to retail outlets, calling attention to program and advertiser's product; credit checks; surveys and listings on wholesalers and retailers supplied; demonstrations arranged at cost. **Foreign language programs:** Accepted; commercials must be limited and an English translation supplied in advance. **Artists bureau:** Set-up nominal only. **Base rate:** \$50.

Copy restrictions: Beer and wines accepted weekdays; no whisky or hard liquors; copy subject to station approval and FCC regulations. **E. T. library:** MacGregor. **News:** UP. **News periods:** 7-7:15 A.M., 8-8:05 A.M., 11-11:05 A.M., noon-12:15 P.M., 1-1:05 P.M., 4-4:05 P.M., 6:30-6:35 P.M., 8-8:05 P.M., 10-10:15 P.M., all Monday through Saturday; noon-12:15 P.M., 6:30-6:35 P.M., 10-10:15 P.M., Sunday.

KMAC, SAN ANTONIO

Operator: Walmac Co., Smith Young Tower. **Phone:** Cathedral 6211. **Power:** 250 and 100 watts on 1370 kc (shares time with KONO). **Affiliation:** None. **Opened:** July 28, 1930.

President: W. W. McAllister. **Station**

TEXAS STATIONS—Continued

and commercial manager: Howard W. Davis. Program director: A. S. Bessan. Chief engineer: R. R. Hayes. Publicity director: W. P. Smythe.

Rep: None. Seating facilities: Visitors gallery, adjacent to main studio and available for broadcasts, seats 300. Merchandising: Maintain contact with food, drug and beverage retail outlets; make personal calls; send out letters and other material supplied by advertisers; all services gratis. Foreign language programs: Not accepted "because we believe the broadcasting of foreign language programs does not encourage the assimilation of racial groups." Artists bureau: None. Stock: Station is a partnership of W. W. McAllister and Howard W. Davis. Base rate: \$60.

Copy restrictions: Accept beverage and patent medicine advertising if it conforms with standards of the Bexar County Medical Assn., Better Business Bureau and San Antonio Chamber of Commerce; station reserves the right to edit, change or reject announcements not in keeping with its policy, and to refuse or discontinue any copy for reasons satisfactory to itself. News: None listed.

KONO, SAN ANTONIO

Operator: Mission Broadcasting Co., 317 Arden Grove. Phone: F 5171. Power: 250 and 100 watts on 1370 kc (divides time with KMAC). Affiliation: None. Opened: Jan. 28, 1927.

Owner and general manager: Eugene J. Roth. Commercial manager: James M. Brown. Program director: Bill Laurie. Chief engineer: George Ing. Musical director: Ted Brown.

Rep: None. Seating facilities: Studio seats 150 persons. Merchandising: Publicity tie-ups, stunts, artists appearances, etc.; any other service at actual cost. Foreign language programs: Programs and spot announcements in Spanish accepted; must be placed on the nightly two-hour "International Goodwill Program." Artists bureau: Yes; lists a complete roster. Base rate: \$36 (½ hr.).

Copy restrictions: Beer and wine accepted; no hard liquors; all products and copy must conform to "public welfare" and not be in violation of any laws. E. T. library: None. News: La Prensa (Spanish). News periods: 6:45-7 P.M., Monday through Saturday; 5:50-6 P.M., Sunday only. (Note: All news is in Spanish.)

53.4%* OF THE
COMBINED SAN ANTONIO,
AUSTIN & CORPUS CHRISTI
AUDIENCE ARE TUNED
to
WOAI

*According to a week's study made by
ROSS-FEDERAL RESEARCH
Write us for further details

50,000 WATTS
SAN ANTONIO
CLEARED CHANNEL
1190 KILOCYCLES
MEMBER TON AFFILIATE NBC

REPRESENTED NATIONALLY BY EDWARD PETRY & CO.

TEXAS STATIONS—Continued

KTSA, SAN ANTONIO

Operator: Sunshine Broadcasting Co., Gunter Hotel. **Phone:** Garfield 1251. **Power:** 5,000 and 1,000 watts on 550 kc. **Affiliation:** CBS. **Opened:** 1928.

Station manager: George W. Johnson. **Program director:** Wm. C. Bryan. **Chief engineer:** W. G. Egerton.

Rep: Howard H. Wilson Co. **News:** INS. **Seating facilities:** Rose Room Studio, 1,500 persons; Studio A, 100; Studio B, 25. **Merchandising:** Complete service offered at actual cost. **Foreign language programs:** None. **Artists bureau:** None. **Base rate:** \$165.

Copy restrictions: Beer and wine accepted any time; liquor advertising after 10 P.M.; all copy subject to station approval or revision. **E. T. library:** World. **News:** UP. **News periods:** 7:30-7:45 A.M., 12:45-1 P.M., 2:30-2:45 P.M., 5:45-6 P.M., 10-10:15 P.M., 11:55-midnight, all Monday through Saturday; 8:30-8:45 P.M., Sunday only.

WOAI, SAN ANTONIO

Operator: Southland Industries, Inc., WOAI Bldg. **Phone:** Garfield 4221. **Power:** 50,000 watts on 1190 kc. **Affiliation:** NBC Red and Blue Southwestern Group; Texas Quality Network. **Opened:** 1922.

President and general manager: Hugh A. L. Half. **Sales promotion and merchandising manager:** Walter S. Zahrt. **Program director:** Dwight Bourn. **Chief engineer:** Fred Sterling. **News editor:** Corwin Riddell. **Women's news editor:** Leona Bender.

Rep: Edward Petry & Co., Inc. **Seating facilities:** Three studios; auditorium seating 150. **Merchandising:** Complete service offered. **Foreign language programs:** Accepted, if accompanied by an English translation and if copy conforms to station policy. **Artists bureau:** None. **Base rate:** \$275.

Copy restrictions: Beer and wine copy accepted; no hard liquors; strict censorship on patent medicines with very few accepted; all programs and announcements subject to approval of station management, government and FCC regulations, and NAB code of ethics; all contracts subject to conditions of standard AAAA form. **E. T. library:** Standard; Lang-Worth. **News:** U.P. **News periods:** 7:45-8 A.M., noon-12:15 P.M., 3-3:15 P.M., 6-6:15 P.M., all Monday through Saturday; 10-10:15 P.M., every day, 10-10:05 A.M., Sunday only.

KRRV, SHERMAN

Operator: Red River Valley Broadcasting Corp., 1910 S. Crockett St. **Phone:** 201. **Power:** 250 watts on 1310 kc (daytime). **Affiliation:** Mutual; Texas State Network.

Opened: Oct. 15, 1936. (Note: This station also maintains studios in Denison, Tex.)

President: G. H. Wilcox. **Station manager:** L. L. Hendrick. **Commercial manager:** Jack Scott. **Program director:** Gordon Rainey. **Chief engineer:** T. E. Spellman.

Rep: None. **Seating facilities:** Sherman studio seats 60; Denison studio seats 100. **Merchandising:** All services rendered at actual cost. **Foreign language programs:** No rules listed. **Artists bureau:** None. **Base rate:** \$35.

Copy restrictions: All copy subject to approval of the station management. **E. T. library:** None. **News:** UP. **News periods:** 7-7:05 A.M., 8-8:05 A.M., 8:55-9 A.M., 11-11:05 A.M., 1-1:05 P.M., 3-3:15 P.M., 6:30-6:35 P.M., all Monday through Saturday; noon-12:15 P.M., Sunday only.

KXOX, SWEETWATER

Operator: Sweetwater Radio, Inc. **Power:** 250 watts on 1210 kc (daytime).

At press time this station had a construction permit only.

KTEM, TEMPLE

Operator: Bell Broadcasting Co., Kyle Hotel. **Phone:** 4646. **Power:** 250 watts on 1370 kc (operates to local sunset). **Affiliation:** Mutual; Texas State Network. **Opened:** Dec. 1, 1936. (Note: This station is affiliated with the Temple Telegram.)

General manager: Frank W. Mayborn. **Station manager:** Burton Bishop. **Program director, musical director:** Edwin Callaway. **Chief engineer:** Paul Shaw. **Artists bureau head:** Kirby Gunn.

Rep: None. **Seating facilities:** Studio-auditorium, seats 500 persons. **Merchandising:** Complete merchandising and promotion service available. **Foreign language programs:** German, Czechoslovakian, Mexican, Bohemian, Slavic languages acceptable. **Artists bureau:** Operated for booking purposes only. **Stock:** Privately held by Mrs. Ruth Mayborn, J. C. Mitchell, Walter Humphrey. **Base Rate:** \$45.

Copy restrictions: Dry county, but will accept beer and wines; patent medicines accepted; price quoting permitted. **E. T. library:** MacGregor. **News:** UP. **News periods:** 7-7:15 A.M., noon-12:15 P.M., both every day; 8-8:05 A.M., 8:55-9 A.M., 1-1:05 P.M., 3-3:15 P.M., 4-4:05 P.M., 5-5:05 P.M., all Monday through Saturday; 11-11:05 A.M., Monday through Friday.

KCMC, TEXARKANA

Operator: KCMC, Inc., 317 Pine Street. **Phone:** 958. **Power:** 250 and 100 watts on

TEXAS STATIONS—Continued

1420 kc. **Affiliation:** Mutual; Texas State Network. **Opened:** September, 1932. (Note: This station is newspaper owned by the Texarkana Gazette and Daily News.)

General, station and commercial manager, publicity director: Foster W. Fort. **Program director, artists bureau head:** Thomas Dillahunt. **Chief engineer:** Harvey Robertson. **Musical director:** Edward Dill. **Traffic manager:** Pauline Sorsby.

Rep: Radio Time Agency. **Seating facilities:** Studio seats 25 persons; City Auditorium, 1,500. **Merchandising:** Front page listings and other publicity in Gazette and Daily News; contact local outlets by personal calls, retail stores by mail, advising of new campaigns and urging use of special window cards, displays and demonstrations; credit checks, surveys and listings on wholesalers and retailers furnished to national accounts on request; demonstrations arranged at actual cost. **Foreign language programs:** Not accepted. **Artists bureau:** Setup nominal only. **Base rate:** \$50.

Copy restrictions: Beer and wine accepted; liquor advertising not accepted; all drug and food products checked with Federal departments concerned; copy subject to station censorship for exaggerated claims, excess wordage and anything offensive to any member of the family, regardless of race, creed or age. **E. T. library:** MacGregor. **News:** UP; AP. **News periods:** 11-11:05 A.M., 1-1:05 P.M., 3-3:15 P.M., 6-6:15 P.M., 6:25-6:30 P.M., all Monday through Saturday; 7-7:45 A.M., 8-8:05 A.M., noon-12:15 P.M., 10-10:15 P.M., all every day.

KGKB, TYLER

Operator: East Texas Broadcasting Co., Tyler Commercial College Bldg. **Phone:** 1106. **Power:** 250 and 100 watts on 1500 kc. **Affiliation:** Mutual; Texas State Network. **Opened:** April, 1931.

Operator: James G. Ulmer. **Station and commercial manager:** M. E. Danbom. **Program and publicity director:** Jack Kretzinger. **Chief engineer:** John B. Sheppard.

Rep: None. **Seating facilities:** Reception room seats about 100. **Merchandising:** Help secure distribution; set up window and counter displays; letters to dealers, promotional plugs, etc. **Foreign language programs:** No information given. **Artists bureau:** None. **Base rate:** \$55.

Copy restrictions: Beer advertising accepted; no hard liquors; some patent medicines accepted. **E. T. library:** MacGregor. **News:** UP. **News periods:** 7-7:15 A.M., 8-8:05 A.M., 10-10:15 A.M., noon-12:15 P.M., 1-1:05 P.M., 3-3:15 P.M., 5-5:15 P.M., 10-10:15 P.M., all Monday through Saturday.

KVWC, VERNON

Operator: Northwestern Broadcasting Co., 1813 Wilbarger St. **Phone:** 1048. **Power:** 250 and 100 watts on 1500 kc. **Affiliation:** None. **Opened:** Feb. 12, 1939. (Note: R. H. Nichols, one of the three equal partners in this station, is publisher of the Vernon Daily Record.)

President: R. H. Nichols. **Station manager:** Herman Cecil. **Commercial manager:** W. D. Dixon. **Program and publicity director, artists bureau head:** Jack D. Ralston. **Chief engineer:** W. M. Fowler, Jr. **Musical director:** Inez Black.

Rep: None. **Seating facilities:** Can accommodate about 30 persons. **Merchandising:** Offer general cooperation at no additional charges. **Foreign language programs:** Accepted; full translations must accompany originals. **Artists bureau:** Setup nominal only. **Base rate:** \$45.

Copy restrictions: Beer and wine copy accepted; no hard liquors; patent medicines accepted if complying completely with Federal regulations; talks, programs, and continuities must be submitted one week in advance; announcements will be broadcast as submitted, if approved, but charges will be made at next higher rate if the number of words exceeds the limit of its class. **E. T. library:** NBC Thesaurus; MacGregor. **News:** AP. **News periods:** 10 A.M., 1 P.M., 5:30 P.M., all 15 minutes, Monday through Saturday.

WACO, WACO

Operator: Frontier Broadcasting Co., Amicable Bldg. **Phone:** 2700. **Power:** 250 and 100 watts on 1420 kc. **Affiliation:** Mutual; Texas State Network. **Opened:** July, 1922.

General manager, J. W. Pate. Commercial manager: R. E. Lee Glasgow. **Program director:** Bernard Helton. **Chief engineer:** L. H. Appleman.

Rep: International Radio Sales. **Seating facilities:** Can accommodate about 75 persons. **Merchandising:** Send out circulars, dodgers, placards, and direct mail aids. **Foreign language programs:** No set rules; do not encourage such programs. **Artists bureau:** None. **Base rate:** \$60.

Copy restrictions: Beer copy accepted, but no liquor advertising. **E. T. library:** None. **News:** INS. **News periods:** 7:45 A.M., 12:15-12:30 P.M., 3-3:15 P.M., 6:30-6:35 P.M., all Monday through Saturday.

KRGV, WESLACO

Operator: KRGV, Inc., P. O. Box 5. **Phones:** 375; 376; 118. **Power:** 1,000 watts

TEXAS STATIONS—Continued

on 1260 kc. **Affiliation:** NBC, Additional to Red and Blue Southwestern Group; Mutual; Texas State Network. **Opened:** Sept. 6, 1926.

President: O. L. Taylor*. **Station manager:** Ken Lowell Sibson. **Commercial manager:** I. S. Roberts. **Program and musical director:** Dick Watkins. **Chief engineer:** Neal McNaughton. **Publicity director:** Tom Brown.

Rep: Howard H. Wilson Co. **Seating facilities:** Can accommodate 50 persons. **Merchandising:** Special department handles display and poster distribution, trade mailings, air build-ups and sales reports; all services free except where special services are requested by the advertiser. **Foreign language programs:** Have daily Spanish program via which the services of announcers and program directors are ten-

* Also president of KFYO, Lubbock, and KGNC, Amarillo, Tex.

dered without extra charge. **Artists bureau:** None. **Base rate:** \$120.

Copy restrictions: Beer accepted, but restricted on Sunday; no other alcoholic beverages; patent medicine copy must be "in good taste" and comply with all Federal Trade Commission regulations. **E. T. library:** Standard. **News:** Transradio. **News periods:** 7:45-8 A.M., Monday through Friday; 1-1:15 P.M., Monday through Thursday; 4:50-5 P.M., Monday through Saturday (Spanish); 6:45-7 P.M., every day; 10-10:15 P.M., Monday through Friday; 2-2:15 P.M., Friday only; 8-8:15 A.M., 9:45-10 A.M., Saturday only; 10:50-11 A.M. (Spanish), 12:45-1 P.M., Sunday only.

KWFT, WICHITA FALLS

Operator: Wichita Broadcasting Co. **Power:** 1,000 and 250 watts on 620 kc.

At press time this station had a construction permit only.

UTAH

(111,000 radio homes, or 90% ownership among the State's total of 123,000 families. Urban ownership is 61,800, or 91% of urban families; rural ownership is 49,200, or 89% of rural families.)

Radio Homes by Counties

Beaver	1,150	Iron	1,560	Sevier	2,260
Box Elder	3,630	Juab	1,890	Summit	1,980
Cache	5,930	Kane	420	Tooele	2,060
Carbon	3,680	Millard	2,050	Uintah	1,900
Daggett	90	Morgan	520	Utah	10,060
Davis	2,940	Piute	400	Wasatch	1,150
Duchesne	1,630	Rich	360	Washington	1,490
Emery	1,410	Salt Lake	44,720	Wayne	370
Garfield	850	San Juan	700	Weber	11,980
Grand	400	Sanpete	3,420		

KSUB, CEDAR CITY

Operator: Leland Perry, doing business as Southern Utah Broadcasters, El Escalante Hotel. **Phone:** 398. **Power:** 100 watts on 1310 kc. **Affiliation:** None. **Opened:** July 3, 1937.

Station manager, publicity director, chief engineer: Sherman T. Wright. **Program and musical director, artists bureau head:** Inez Corry.

Rep: Cox and Tanz. **Seating facilities:** None. **Merchandising:** None. **Foreign language programs:** No information given. **Artists bureau:** Setup nominal only. **Base rate:** \$20.

Copy restrictions: None listed. **E. T. li-**

brary: NBC Thesaurus; MacGregor. **News:** Transradio. **News periods:** 9-9:05 A.M., 10-10:05 A.M., 12:45-1 P.M., 4:30-4:35 P.M., 6:30-6:45 P.M., all Monday through Saturday; 5:45-6 P.M., Sunday only.

KVNU, LOGAN

Operator: Cache Valley Broadcasting Co., 41 So. Main St. **Phone:** 1400. **Power:** 100 watts on 1200 kc. **Affiliation:** None. **Opened:** Dec. 30, 1938.

Station manager, publicity director: Reed Bullen. **Commercial manager:** Jack Luther. **Program director:** Don Wark. **Chief engineer:** J. M. Reeder.

UTAH STATIONS—Continued

Rep: None. **Seating facilities:** None. **Merchandising:** Publicity service rendered at no extra cost. **Foreign language programs:** Not accepted. **Artists bureau:** None. **Base rate:** Card not sent.

Copy restrictions: Recommendations of the NAB Code of Ethics observed. **E. T. library:** Standard. **News:** From the Salt Lake Tribune; Christian Science Monitor. **News periods:** 7:30-7:45 A.M. (Tribune news), 9:45-10 A.M. (Monitor news), 12:15-12:30 P.M. (Tribune news), 6:30-6:45 P.M. (local news), all Monday through Saturday; 1:15-1:30 P. M. (Tribune news), Sunday only.

KLO, OGDEN

Operator: Interstate Broadcasting Corp., Hotel Ben Lomond. **Phone:** 84. **Power:** 5,000 and 1,000 watts on 1400 kc. **Affiliation:** NBC Blue Mountain Group. **Opened:** December, 1926. (Note: This station is affiliated with the Ogden Standard-Examiner.)

General manager: Paul R. Heitmeyer. **Commercial manager:** Merrill J. Bunnell. **Program director:** Ethel G. Clark. **Chief engineer:** W. D'Orr Cozzens. **Production manager:** Jack Riaska. **Musical director:** Ed Berry.

Rep: Bryant, Griffith & Brunson, Inc. **Seating facilities:** Two auditoriums, one seating 650 persons, the other 400. **Merchandising:** Pre-program announcements, news stories in newspaper affiliate, and one gratis newspaper advertisement—this schedule depending on type of sponsor contract; will issue letters to the trade for exact cost of postage and printing; will mail promotional material supplied by advertisers for cost of postage. **Foreign language programs:** Would not be useful in this region. **Artists bureau:** None. **Stock:** Principally held by A. L. Glasmann and Paul R. Heitmeyer. **Base rate:** \$125.

Copy restrictions: Beer accepted; no wines or hard liquors; all other advertising matter subject to existing federal, state and municipal regulations. **E. T. library:** MacGregor. **News:** AP. **News periods:** 8:30 A.M., 12:30 P.M., 6:30 P.M., all 15 minutes, all Monday through Saturday.

KEUB, PRICE

Operator: Eastern Utah Broadcasting Co. (Sam G. Weiss), Price. **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:** Carl E. Busart.

Rep: None. **Seating facilities:** Can accommodate about 25 persons. **Merchandising:** None. **Foreign language programs:**

No restrictions against this type of program. **Artists bureau:** None. **Base rate:** \$35.

Copy restrictions: Beer and wines accepted; no hard liquors; all contracts subject to government regulations. **News:** Transradio.

KOVO, PROVO

Operator: Clifton A. Tolboe tr. as Citizens Voice and Air Show. **Power:** 250 and 100 watts on 1210 kc.

At press time this station had a construction permit only.

KDYL, SALT LAKE CITY

Operator: Intermountain Broadcasting Corp., Tribune-Telegram Bldg. **Phone:** Wasatch 7180. **Power:** 5,000 and 1,000 watts on 1290 kc. **Affiliation:** NBC Red Mountain Group. **Opened:** 1922.

President, general manager: S. S. Fox. **Commercial manager:** W. E. Wagstaff. **Program director:** George Snell. **Production manager:** George Provol. **Musical director:** B. Woodbury. **Chief engineer:** J.

In
SALT LAKE CITY
—the first station in popularity—the first station in getting results for advertisers, is KDYL. This has been amply proved over many years.

5,000 WATTS anytime 1,000 WATTS night

KDYL
The Popular Station
SALT LAKE CITY
NBC RED NETWORK

Representative John Blair & Co.

UTAH STATIONS—Continued

M. Baldwin. **Publicity director:** D. N. Simmons.

Rep: John Blair & Co. **Seating facilities:** Studio A, 50 persons; KDYL Radio Playhouse, 450; KDYL Open Air Theatre in summer (Liberty Park) has capacity of 2,000; no admission charged. **Merchandising:** Display in KDYL's Radio Playhouse lobby show cases and windows; letters to dealers in certain cases. **Foreign language programs:** Not accepted. **Artists bureau:** Yes. **Base rate:** \$200.

Copy restrictions: Accept beer; no other alcoholic beverage advertising; patent medicines subject to prior audition and approval of copy; all copy subject to approval of Federal Trade Commission. **E. T. library:** World; NBC Thesaurus. **News:** Transradio. **News periods:** 7:30 A.M., 10:15 A.M., 3:30 P.M., 10 P.M., all 15 minutes, all Monday through Saturday; 6:15-6:30 P.M., Monday, Tuesday, Saturday; 6:30-6:45 P.M., Wednesday and Friday; 4:15-4:30 P.M., 11-11:15 P.M., Sunday only.

KSL, SALT LAKE CITY

Operator: Radio Service Corporation of Utah, Union Pacific Bldg. **Phone:** Was.

3900. **Power:** 50,000 watts on 1130 kc. **Affiliation:** CBS. **Opened:** April 20, 1921. (Note: KSL is affiliated with the Salt Lake Tribune).

President: J. Reuben Clark, Jr. **Executive vice-president:** Earl J. Glade. **Director of station operations:** Ivor Sharp. **Commercial manager:** D. H. Vincent. **Sales manager:** Lennox Murdoch. **Program supervisor:** Glenn Shaw. **Acting chief engineer:** Willice Graves. **Artists bureau head:** Irma Felt Bitner. **Musical director:** Albert J. Southwick. **Publicity director:** Thomas H. Axelsen.

Rep: Edward Petry & Co., Inc. **Seating facilities:** KSL Concert Hall seats 800. **Merchandising:** Circular letters calling attention to program sent to dealers and distributors; arrange for newspaper space and publicity; issue courtesy spot announcements pre-plugging programs; contact dealers, distributors, etc.; arrange display cards in studios; any other cooperation, deemed reasonable, will be offered. **Foreign language programs:** No call for these in view of the population's high (99%) English-speaking character. **Artists bureau:** Yes. **Stock:** Principal holders are the Latter Day Saints Church, The Salt

There can be only one



LEADER

In SALT LAKE CITY

and the

INTERMOUNTAIN
MARKET

It's **KSL**

50,000 WATT
CBS AFFILIATE

Nationally Represented by
EDWARD PETRY & COMPANY

UTAH STATIONS—Continued

Lake Tribune, and several Salt Lake City citizens. **Base rate:** \$300.

Copy restrictions: Commercial copy limited to 300 words per quarter-hour; no alcoholic beverages accepted; patent medicines not accepted unless approved by the American Medical Association. **E. T. library:** Associated; Standard; MacGregor. **News:** INS; UP. **News periods:** 7 A.M., 7:45 A.M., 12:30 P.M., 3:45 P.M., 5:45 P.M., 10:30 P.M. (duration not listed), Monday through Saturday; 11:30 A.M., 5:45 P.M., 9:45 P.M. (duration not listed), Sunday only.

KUTA, SALT LAKE CITY

Operator: Utah Broadcasting Co., Belvedere Apartment Hotel. **Phone:** Wasatch 1730. **Power:** 100 watts on 1500 kc. **Affiliation:** NBC Blue Mountain Group. **Opened:** Aug. 1, 1938.

Station manager: Frank C. Carman.

Commercial manager: Arch Madsen. **Assistant manager, musical director:** William B. Sears. **Special events director:** Hal Parkes. **Chief engineer:** Lyle Walquist. **Artists bureau head, publicity director:** Victor Bell.

Rep: Joseph Hershey McGillvra. **Seating facilities:** Can accommodate about 50 persons. **Merchandising:** Pre-announcements and extensive direct mail campaign rendered gratis. **Foreign language programs:** Almost no foreign listeners claimed in station area. **Artists bureau:** Setup nominal only. **Base rate:** \$100.

Copy restrictions: No alcoholic beverage announcements accepted; all copy subject to Federal Trade Commission and FCC regulations. **E. T. library:** Standard. **News:** INS. **News periods:** 7:30 A.M., 9 A.M., noon, 3 P.M., 6 P.M., 9:15 P.M., 11 P.M., all 15 minutes, all Monday through Saturday; 12:30 P.M., 6 P.M., 9 P.M., 11 P.M., all 15 minutes, all Sunday.

VERMONT

(88,600 radio homes, or 90% ownership among the State's total of 99,000 families. Urban ownership is 30,000, or 91% of urban families; rural ownership is 58,600, or 89% of rural families.)

Radio Homes by Counties

Addison	4,460	Franklin	6,990	Rutland	11,930
Bennington	5,850	Grand Isle	900	Washington	10,200
Caledonia	6,670	Lamoille	2,700	Windham	6,860
Chittenden	11,150	Orange	4,250	Windsor	9,490
Essex	1,690	Orleans	5,460		

WCAX, BURLINGTON

Operator: The Burlington Daily News, Inc., 203 College St. **Phones:** 306; 373; 134. **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.)

President: C. P. Hasbrook. **Manager:** H. B. Wight. **Chief engineer:** J. W. Tierney.

Rep: None. **Seating facilities:** About 75 persons. **Merchandising:** No information listed. **Foreign language programs:** Will accept; French program current; large French population claimed in station area. **Artists bureau:** Arrange dates for sustaining programs within a radius of 50 miles without charge or commission. **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. **E. T. library:** World. **News:** UP (for general news and sports); also local news from parent paper. **News periods:** 7:30 A.M., 9 A.M., 11 A.M., 12:30 P.M., 1:30 P.M., 2-2:15 P.M. (comment), 3:30 P.M., 5:30 P.M., 6:30 P.M., 7:30 P.M., 8:30 P.M., all daily.

WSYB, RUTLAND

Operator: Philip Weiss Music Co., 80 West Street. **Phone:** 1247. **Power:** 100 watts on 1500 kc. **Affiliation:** None. **Opened:** December 7, 1930.

President, publicity director: P. Weiss. **Station manager:** J. H. Weiss. **Chief engineer:** M. R. Francis.

VERMONT STATIONS—Continued

Rep: None. **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, but no other alcoholic beverages; some patent medicines accepted after investigation of products. **News:** Transradio.

WQDM, ST. ALBANS

Operators: E. J. Regan and F. Arthur Bostwick, doing business as Regan and Bostwick, 32 N. Main St. **Phone:** 1390. **Power:** 1,000 watts on 1390 kc (daytime). **Affiliation:** None. **Opened:** 1928. (Note: G. S. Wasser and Glenn D. Gillett have a management contract with option to purchase WQDM on file with the FCC.)

General manager: G. S. Wasser. **Chief engineer:** E. J. Regan. **Studio manager:** Byron Snowden.

Rep: Weed & Co. **Seating facilities:** Studio seats 100; remote facilities from three theatres available. **Merchandising:** Check merchandise for sponsor; distribute posters, etc; direct mail and newspaper advertising; will aid in getting distribution through wholesalers and jobbers. **Foreign language programs:** French accepted. **Artists bureau:** Yes, for personal appearances; lists about 25 artists; **Base rate:** \$50.

Copy restrictions: Beer and wine accepted; all copy must be in good taste; patent medicines must comply with Federal Trade Commission rulings. **E. T. library:** NBC Thesaurus; Lang-Worth. **News:** Transradio. **News periods:** 6:30-6:35 A.M., 7:45-7:55 A.M., 11-11:10 A.M., 1-1:10 P.M., 5-5:15 P.M., all Monday through Saturday; 11:10-11:15 A.M. (local news), Monday through Friday; 9-9:15 A.M., 1:15-1:30 P.M., Sunday only.

WNBX, SPRINGFIELD

Operator: Twin State Broadcasting Corp., Woolson Block. **Phone:** 663. **Power,** 1,000 watts on 1260 kc. **Affiliation:** CBS. **Opened:** Oct. 29, 1933.

Manager: Herman Steinbruck. **Chief Engineer:** Charles Doe. **Musical director:** Grace Cross. **Program, publicity director:** Nick Carter.

Rep: Paul H. Raymer Co. **Seating facilities:** Can accommodate about 60 persons. **Merchandising:** Make regular coverage of the market. **Foreign language programs:** Accepted; scheduled at certain times when foreign news and music are featured; mostly Polish and Russian. **Artists bureau:** Set-up nominal only. **Base rate:** \$125.

Copy restrictions: Accept beer and wines; no hard liquors; accept all advertising legal in the state of Vermont. **E. T. library:** Associated. **News:** UP. **News periods:** 7:45 A.M., 10 A.M., 1 P.M., 7:30 P.M., all 15 minutes, all Monday through Saturday; 6:45-7 P.M., Sunday only.

WDEV, WATERBURY

Operators: Lloyd E. Squier and William G. Ricker. **Phone:** Waterbury 13-2; Montpelier 200. **Power:** 500 watts on 550 kc (to local sunset). **Affiliation:** Champlain Valley Network. **Opened:** July, 1931.

General and station manager: Lloyd E. Squier. **Commercial manager, publicity director:** William G. Ricker. **Program director:** Mal Weaver. **Chief engineer:** Melvin H. Stickles. **Musical director:** Harold Deal.

Rep: Howard H. Wilson. **Seating facilities:** Montpelier studio, 30. **Merchandising:** Make recommendations only; actual plans must be carried out by the sponsor. **Foreign language programs:** Accepted, but not encouraged or solicited. **Artists bureau:** Yes. **Base rate:** \$60.

Copy restrictions: Liquor advertising not accepted; copy must not consume more than 10% of program time and must conform to FCC rules and regulations. **E. T. library:** Standard. **News:** UP. **News periods:** 7-7:30 A.M., 9-9:15 A.M., 10-10:15 A.M., noon-12:15 P.M., 2-2:15 P.M., 3-3:15 P.M., 4-4:15 P.M., all Monday through Saturday (note: in summer, when sunset is later, station also has periods at 5-5:15 P.M., 6-6:15 P.M., 7-7:15 P.M.); 10-10:15 A.M., noon-12:30 P.M., Sunday only.

VIRGINIA

(400,200 radio homes, or 65% ownership among the State's total of 613,000 families. Urban ownership is 178,800, or 82% of urban families; rural ownership is 221,400, or 56% of rural families.)

Radio Homes by Counties

Accomac	6,140	Frederick	4,550	Orange	1,800
Albemarle	7,150	Giles	1,660	Page	2,190
Alleghany	4,640	Gloucester	1,630	Patrick	1,840
Amelia	1,110	Goochland	970	Pittsylvania	12,120
Amherst	2,350	Grayson	2,610	Powhatan	730
Appomattox	1,060	Greene	710	Prince Edward	2,100
Arlington	10,960	Greensville	1,790	Prince George	3,680
Augusta	7,870	Halifax	5,090	Prince William	1,990
Bath	1,090	Hanover	2,310	Princess Anne	2,440
Bedford	3,930	Henrico	49,810	Pulaski	3,080
Bland	750	Henry	3,750	Rappahannock	970
Botetourt	2,170	Highland	580	Richmond	890
Brunswick	2,440	Isle of Wight	1,890	Roanoke	22,120
Buchanan	1,730	James City	1,120	Rockbridge	3,900
Buckingham	1,730	King and Queen	920	Rockingham	5,800
Campbell	11,660	King George	750	Russell	3,290
Caroline	1,880	King William	1,110	Scott	2,940
Carroll	2,820	Lancaster	1,330	Shenandoah	3,290
Charles City	640	Lee	4,010	Smyth	3,350
Charlotte	1,950	Loudoun	3,060	Southampton	3,400
Chesterfield	3,860	Louisa	1,950	Spotsylvania	2,810
Clarke	1,030	Lunenburg	1,800	Stafford	1,120
Craig	510	Madison	1,140	Surry	1,030
Culpeper	1,900	Mathews	1,200	Sussex	1,620
Cumberland	950	Mecklenburg	4,010	Tazewell	4,540
Dickenson	1,870	Middlesex	1,100	Warren	1,270
Dinwiddie	8,210	Montgomery	4,230	Warwick	9,120
Elizabeth City	4,720	Nansemond	5,220	Washington	6,440
Essex	930	Nelson	2,080	Westmoreland	1,180
Fairfax	3,930	New Kent	620	Wise	7,260
Fauquier	2,940	Norfolk	47,910	Wythe	2,900
Floyd	1,450	Northampton	2,910	York	1,250
Fluvanna	990	Northumberland	1,560		
Franklin	2,910	Nottoway	2,090		

WCHV, CHARLOTTESVILLE

Operator: Community Broadcasting Corp., 4th & E. Market Sts. **Phone:** 2500. **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: John F. Arrington, Jr. **Production manager:** George B. Russell. **Chief engineer:** W. W. Gray.

Rep: Burn-Smith Co., Inc. **Seating facilities:** Studio seats 30 persons. **Merchandising:** Newspaper space in two papers at station's expense; contacts with dealers to increase sale of goods; obtain orders and display space; distribute pamphlets and samples from house-to-house. **Foreign language programs:** Not accepted. **Artists**

bureau: Set-up nominal only. **Base rate:** \$60.

Copy restrictions: Beer and wine accepted. **E. T. library:** Associated; Lang-Worth. **News:** UP. **News periods:** 7:25-7:30 A.M., 8-8:05 A.M., noon-12:05 P.M., 4:55-5 P.M., 6:30-6:35 P.M., 7-7:10 P.M., 10-10:05 P.M., all Monday through Saturday.

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:** Phil Briggs.

VIRGINIA STATIONS—Continued

Rep: Burn-Smith Co., Inc. **Seating facilities:** Can accommodate 30 persons. **Merchandising:** Co-operate with advertiser in any way; complete service now being developed. **Foreign language programs:** Will accept, but 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. **Base rate:** \$75.

Copy restrictions: Beer and wine accepted; no liquor advertising, patent medicine copy subject to local consorship; no fixed rules for copy, other than that it conform to accepted standards of good taste. **E. T. library:** MacGregor. **News:** Transradio. **News periods:** 12:25 P.M. (Parade of Events; duration not listed), Monday through Saturday.

WFVA, FREDERICKSBURG

Operator: Fredericksburg Broadcasting Corp. **Power:** 250 watts on 1260 kc (daytime).

At press time this station had a construction permit only.

WSVA, HARRISONBURG

Operator: Shenandoah Valley Broadcasting Corp., Main & Market Sts. (Staunton, Va., business office: Professional Bldg). **Phones:** 875; in Staunton, 647. **Power:** 500 watts on 550 kc (daytime). **Affiliation:** Virginia Broadcasting System. **Opened:** June 9, 1935.

General and commercial manager: Charles P. Blackley. **Program director:** Wendell Siler. **Chief engineer:** U. L. Lynch.

Rep: Sears & Ayer. **Seating facilities:** Auditorium, County Court House, 275 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:** \$50.

Copy restrictions: Beer advertising accepted; no wines or hard liquors; patent medicine copy subject to station approval. **E. T. library:** World. **News:** Transradio. **News periods:** 8-8:15 A.M., 12:30-12:45 P.M., both Monday through Saturday; 9:55-10 A.M., Sunday only.

WLVA, LYNCHBURG

Operator: Lynchburg Broadcasting Corp., Allied Arts Bldg. **Phone:** 3030. **Power:** 250 and 100 watts on 1200 kc. **Affiliation:** Vir-

ginia Broadcasting System. **Opened:** April 21, 1930.

President: Edward A. Allen. **Station manager:** Philip P. Allen. **Commercial manager:** James L. Howe. **Program director, assistant manager:** James H. Moore. **Chief engineer:** Albert E. Heiser. **Musical director:** Fred Johnstone.

Rep: None. **Seating facilities:** None. **Merchandising:** Maintains a merchandising and production department. **Foreign language programs:** None. **Artists bureau:** None. **Base rate:** \$60.

Copy restrictions: Beer and wine accepted; no hard liquors; FCC rulings cover other commercial copy. **E. T. library:** NBC Thesaurus; Lang-Worth; Davis & Schwegler; MacGregor; NAB. **News:** Transradio. **News periods:** 7-7:05 A.M., 8:15-8:30 A.M., 9:10-9:15 A.M., 11-11:05 A.M., 12:30-12:35 P.M., 2-2:05 P.M., 4-4:05 P.M., 7:15-7:30 P.M., 10-10:05 P.M., 10:30-10:45 P.M., all Monday through Saturday; 9:30 A.M., 2:30 P.M., 5:15 P.M., all 15 minutes, all Sunday only.

WGH, NEWPORT NEWS

Operator: Hampton Roads Broadcasting Corp., end Jefferson Ave., Newport News; Portlock Bldg., Norfolk; American National Bank Bldg., Portsmouth. **Phones:** Newport News 2297; Norfolk 21831; Portsmouth 991. **Power:** 250 and 100 watts on 1310 kc. **Affiliation:** Virginia Broadcasting System; optional programs from CBS. **Opened:** December, 1928.

President: Major Raymond D. Bottom. **Vice-president, station manager:** Edward E. Bishop. **Commercial manager:** Edward E. Edgar. **Program director:** Irving Waugh. **Chief engineer:** Raymond P. Aylor, Jr. **Artists bureau head:** Joel Wahlberg. **Musical director:** Wilby Goff. **Publicity director:** Gene Stratton.

Rep: Burn-Smith Co., Inc. **Seating facilities:** Newport News, 25; Norfolk, 25; Portsmouth, 25. **Merchandising:** Contact dealers; will utilize newspapers and give programs publicity in advance. **Foreign language programs:** Would be acceptable if public interest in them were apparent, and if text conformed to station policies. **Artists bureau:** Yes; has about 20 performers available. **Base rate:** \$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. **E. T. library:** NBC Thesaurus; NAB; Lang-Worth. **News:** AP; Transradio. **News periods:** 7:45 A.M., 12:15 P.M., 3:15 P.M., 6:15 P.M., 8:15 P.M., 10:45 P.M., all 15 minutes, all Monday through Saturday.

WRVA 50,000 WATTS MAKE CASH REGISTERS SING!



**VIRGINIA'S ONLY
50,000 WATT STATION
GIVES YOU MANY
MARKETS AT THE
COST OF ONLY ONE!**

IT PAYS—in every way—to use WRVA, because **only** this radio station (with its new 50,000 watt power) provides such thorough coverage of Richmond and the rich Tidewater area in this great State.

Although located near Richmond, Virginia, WRVA's popularity helps sell the dealers as well as the customers throughout this broad area. That's why cash registers sing a song of sales!

Write, wire or 'phone for the naked truth about WRVA's new 50,000 watt coverage PLUS the bare facts about this rich and responsive market.

PAUL H. RAYMER COMPANY
National Representative

NEW YORK • CHICAGO • DETROIT • SAN FRANCISCO



WRVA 50,000 WATTS

VIRGINIA STATIONS—Continued

WTAR, NORFOLK

Operator: WTAR Radio Corp., National Bank of Commerce Bldg. **Phone:** 25671. **Power:** 5,000 and 1,000 watts on 780 kc. **Affiliation:** NBC Basic Supplementary with Red or Blue Network. **Opened:** Sept. 21, 1923. (Note: WTAR Radio Corp. is a subsidiary of the Norfolk Newspapers, Inc.—Ledger-Dispatch and Virginian-Pilot.)

General manager: Campbell Arnoux. **Sales manager:** John W. New. **Program director:** Henry Cowles Whitehead. **Commercial traffic manager:** Shirley Enright. **Production manager:** Vaughn Bradshaw. **Chief engineer:** J. L. Grether. **Continuity director:** Lee Chadwick. **Sales promotion director:** Ralph S. Hatcher.

Rep: Edward Petry & Co., Inc. **Seating facilities:** Studio seats 75-100 persons. **Merchandising:** Advance courtesy announcements; dealer and distributor contacts; sales and market analyses, etc. **Foreign language programs:** Will accept if complete contents are made clear and are acceptable to the standards of the station. **Artists bureau:** None. **Base rate:** \$150.

Copy restrictions: Beer and wine accepted; no hard liquors; patent medicines must meet station requirements. **E. T. library:** NAB. **News:** UP. **News periods:** 8 A.M., 12:30 P.M., 6:30 P.M., 11 P.M., all five minutes, all Monday through Saturday (Esso).

WPIV, PETERSBURG

Operator: Petersburg Newspaper Corp. **Power:** 250 and 100 watts on 1210 kc (to operate unlimited time except when WBBL operates).

At press time this station had a construction permit only

WBBL, RICHMOND

Operator: Grace Covenant Presbyterian Church (M. A. Sitton, Agent). **Power:** 100 watts on 1210 kc (specified hours).

This station is non-commercial; church-owned.

WMBG, RICHMOND

Operator: Havens and Martin, Inc., 3301 West Broad St. **Phone:** 5-8611. **Power:** 5,000 and 1,000 watts on 1350 kc. **Affiliation:** NBC Supplementary Basic Service. **Opened:** October, 1926.

President and general manager: Wilbur M. Havens. **Commercial manager:** Robert Mitchell. **Program and musical director:** T. Spencer Meyer. **Chief engineer:** Wilfred Wood. **Artists bureau head:** Jack Hooper. **Publicity director:** Katherine Hawks.

Rep: John Blair & Co. **Seating facilities:** New studio has an auditorium, capacity 150, as well as a reception room with a view of the studios, seating 60. **Merchandising:** Service available; diversified as to product exploited. **Foreign language programs:** No policy listed. **Artists bureau:** Yes; lists about 100 artists, teams, etc. **Base rate:** \$150.

Copy restrictions: Beer and wine accepted if copy conforms to policies of the Virginia Alcoholic Beverage Control Board; no hard liquor; all copy must conform to rules and regulations of the FCC. **E. T. library:** NBC Thesaurus. **News:** Transradio. **News periods:** 7:45-7:50 A.M., 9-9:15 A.M., 12:15-12:20 P.M., 6:45-7 P.M., 11-11:05 P.M., all Monday through Saturday; 12:15-12:30 P.M., 9-9:15 P.M., 11-11:15 P.M., all Sunday only.

WRNL, RICHMOND

Operator: Richmond Radio Corp., 323 E. Grace St. **Phone:** 3-4242. **Power:** 500 watts on 880 kc (operates to local sunset; station has construction permit for 1,000 watts unlimited time). **Affiliation:** Virginia Broadcasting System. **Opened:** 1927. (Note: This station is affiliated with the Richmond News Leader.)

Manager: E. S. Whitlock. **Program director:** William C. Hamilton. **Chief engineer:** Walter R. Selden. **Artists bureau head:** Marynelle Guthridge.

Rep: Burn-Smith Co., Inc. **Seating facilities:** Studio seats 200 persons. **Merchandising:** Service available; rates on application. **Foreign language programs:** Accepted at same rates as other business. **Artists bureau:** Yes. **Stock:** 500 shares held by John Stewart Bryan, president of the Richmond News Leader, and president of William & Mary College; Tennant Bryan, vice-president of the Richmond News Leader; and Douglas S. Freeman, editor of the Richmond News Leader and president of the board of trustees of the University of Richmond. **Base rate:** \$60.

Copy restrictions: Spot announcements limited to 100 words; no whiskey advertising; beer and wines accepted; patent medicines accepted if complying with Pure Food & Drug Act, and approved by the Virginia State Pharmaceutical Board. **E. T. library:** Associated; MacGregor; Lang-Worth. **News:** UP. **News periods:** 7:55 A.M., 9 A.M., 11 A.M., 1 P.M., 3 P.M., 5 P.M., all five minutes, all Monday through Saturday.

WRTD, RICHMOND

Operator: The Times Dispatch Radio Corp., State Planters Bldg. **Phone:** 3-7471.

VIRGINIA STATIONS—Continued

Power: 100 watts on 1500 kc. **Affiliation:** NBC Supplementary Basic Service. **Opened:** June 27, 1937. (Note: This station is licensed to the firm publishing the Richmond Times Dispatch.)

Manager: Ovelton Maxey. **Program director:** Grace E. Gatling. **Chief engineer:** David Bain. **Publicity director:** Robert W. Ehrman.

Rep: Edward Petry & Co., Inc. **Merchandising:** Supply advance courtesy announcements, sales and market analyses; contact dealers and distributors. etc. **Foreign language programs:** No information given. **Artists bureau:** Yes. **Base rate:** \$105.

Copy restrictions: Accept beer and wine, but no hard liquor; proprietary medicines must be approved by station. **News:** Christian Science Monitor; local.

WRVA, RICHMOND

Operator: Larus and Brother Co., Inc., Hotel Richmond. **Phone:** 3-6633. **Power:** 50,000 watts on 1110 kc. **Affiliation:** CBS; Mutual Broadcasting System. **Opened:** Nov. 2, 1925.

General manager: C. T. Lucy. **Business manager:** Barron Howard. **Public relations, publicity:** Walter R. Bishop. **Production manager:** Irvin G. Abeloff. **Traffic manager:** Burt T. Repine. **Chief engineer:** D. C. Woods. **Musical director:** Edward D. Naff.

Rep: Paul H. Raymer Co. **Seating facilities:** Studio D seats about 100 persons; also reception room and smaller studios; Hotel Richmond Ballroom, 1,000. **Merchandising:** No formal department; will direct a campaign for an advertiser and furnish stationery for mailings; if personnel is otherwise involved, a charge is made. **Foreign language programs:** Not accepted generally. **Artists bureau:** Yes. **Base rate:** \$300.

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 are to be observed. **E. T. library:** World; Lang-Worth. **News:** UP. **News periods:** 7:55 A.M., 11:55 A.M., 5:55 P.M., 11 P.M., all five minutes, all Monday through Saturday (Esso).

WDBJ, ROANOKE

Operator: Times-World Corp., 124 West Kirk Ave. **Phone:** 8131. **Power:** 5,000 and 1,000 watts on 930 kc. **Affiliation:** CBS. **Opened:** June 20, 1924. (Note: WDBJ is newspaper-owned by The Roanoke Times and The Roanoke World-News.)

President: Junius P. Fishburn, president, The Times-World Corp. **Station manager, program director:** Ray P. Jordan. **Com-**

mercial manager: Frank D. Kesler. **Chief engineer:** James W. Robertson. **Artists bureau head, musical director:** Mary A. Henson. **Publicity director:** Jack Weldon.

Rep: Free & Peters, Inc. **Seating facilities:** Studio A, 100 persons; studio B, 25. **Merchandising:** Write letters to dealers and distributors; free announcements regarding new programs; limited personal calls; displays in stores of leading dealers; displays in own studio building show windows; publicity with pictures in radio pages of parent newspapers. **Foreign language programs:** No rule against acceptance; but not recommended, since population is only 2% foreign born. **Artists bureau:** Yes; have about 40 singers and musicians under contract. **Base rate:** \$100.

Copy restrictions: Beer and wines accepted; no hard liquors; accept "limited number of the highest type of patent medicines"; otherwise, rules are approximately the same as those of CBS. **E. T. library:** World. **News:** AP. **News periods:** 8:40-8:45 A.M., 1:50-2 P.M., 6:20-6:25 P.M., all Monday through Saturday; 10-10:05 P.M., Monday through Friday; 9:45-9:50 P.M., Saturday only; 5:45-5:55 P.M., Sunday only.

WRNL

RICHMOND, VA.

"The Friendly Station in
the Middle of Your Dial"

880 K.C.

Serves Virginia's richest
market with fine enter-
taining, educational, dra-
matic and news features.

WASHINGTON

(443,300 radio homes, or 95% ownership among the State's total of 468,000 families. Urban ownership is 254,400, or 94% of urban families; rural ownership is 188,900, or 96% of rural families.)

Radio Homes by Counties

Adams	1,950	Grays Harbor	16,380	Pierce	46,940
Asotin	2,320	Island	1,780	San Juan	1,040
Benton	3,120	Jefferson	2,390	Skagit	9,600
Chelan	8,730	King	134,090	Skamania	880
Callam	5,670	Kitsap	9,270	Snohomish	22,990
Clark	11,360	Kittitas	4,680	Spokane	42,220
Columbia	1,530	Klickitat	2,840	Stevens	5,310
Cowlitz	8,650	Lewis	11,150	Thurston	9,030
Douglas	2,230	Lincoln	3,280	Wahkiakum	1,060
Ferry	1,310	Mason	2,780	Walla Walla	7,460
Franklin	1,630	Okanogan	5,260	Whatcom	16,730
Garfield	970	Pacific	4,200	Whitman	7,500
Grant	1,610	Pend Oreille	2,040	Yakima	21,320

KXRO, ABERDEEN

Operator: KXRO, Inc., 207 E. Market St. **Phone:** Aberdeen 4098. **Power:** 250 and 100 watts on 1310 kc. **Affiliation:** Mutual; Don Lee Broadcasting System. **Opened:** May 28, 1928.

General and station manager: Harry R. Spence. **Commercial manager:** Fred G. Goddard. **Program director, artists bureau head:** Ben K. Weatherwax. **Chief engineer:** W. M. McGoffin. **Musical director:** Arthur Lindsay. **Publicity director:** E. J. Alexander.

Rep: John Blair & Co. **Seating facilities:** Hall, seating 600 persons, available. **Merchandising:** Supply publicity and work out window displays. **Foreign language programs:** Accepted if "in the public interest." **Artists bureau:** Setup nominal only. **Base rate:** \$35.

Copy restrictions: Accept beer and wine; no hard liquor; 100-word limit on commercials except with special dispensation. **News:** Transradio.

KVOS, BELLINGHAM

Operator: KVOS, Inc., 1321 Commercial St. **Phone:** 4200. **Power:** 100 watts on 1200 kc. **Affiliation:** Mutual; Don Lee Broadcasting System. **Opened:** 1927.

Station director: Rogan Jones.*

Rep: John Blair & Co. **Seating facilities:** Small facilities at studios (no number given); have access to outside facilities. **Merchandising:** Subject to arrangement with each account. **Foreign language programs:** Accepted; station runs regular

* Also president of KPQ, Wenatchee, Wash.

Scandinavian program. **Artists bureau:** None. **Stock:** Principally held by Rogan Jones, Tom Shafer and Cole Wylie. **Base rate:** \$35.

Copy restrictions: Accept beer and wine; no hard liquor; rules of "good taste" prevail. **E. T. library:** Lang-Worth; MacGregor; Davis & Schwegler. **News:** INS. **News periods:** 7:30-7:45 A.M. (network news), 9:30-9:45 A.M., 12:15-12:45 P.M., 4-4:15 P.M. (network news), 7:15-7:30 P.M., 9-9:15 P.M. (network news) 10-10:15 P.M., all apparently daily.

KELA, CENTRALIA-CHEHALIS

Operator: Central Broadcasting Corp., KELA Bldg., midway between Centralia and Chehalis. **Phone:** 721. **Power:** 1,000 watts on 1440 kc. **Affiliation:** Mutual; Don Lee Broadcasting System. **Opened:** Nov. 1, 1937.

General manager: J. Elroy McCaw. **Commercial manager:** Joe Chytil. **Program director:** Paul Corbin. **Chief engineer:** L. Samuel Norin. **Musical director:** Arnold Werner.

Rep: John Blair & Co. **Seating facilities:** Studio seats 60 persons; one auditorium available, seating 1,200; second auditorium, seating 550. **Merchandising:** Will set up various kinds of displays; use theatre slides and trailers. **Foreign language programs:** None. **Artists bureau:** None. **Base rate:** \$35.

Copy restrictions: Beer and light wines accepted after 9:30 P.M.; all copy subject to approval by station. **E. T. library:** Lang-Worth. **News:** Transradio. **News periods:** 8:15 A.M., 12:15 P.M., 3:45 P.M., 7:15 P.M., 11 P.M., all 15 minutes, all Monday through

WASHINGTON STATIONS—Continued

Saturday; 7:30-7:35 A.M., 9-9:15 P.M., every day.

KRKO, EVERETT

Operator: Lee E. Mudgett, 300 Clarke Bldg. **Phone:** Main 526. **Power:** 50 watts on 1370 kc (divides time with KEEN). **Affiliation:** Mutual; Don Lee Broadcasting System. **Opened:** January, 1922.

Manager, commercial manager: W. F. Knehr. **Production manager:** Cliffe Hansen. **Musical director:** Maynard Borden.

Rep: John Blair & Co. **Seating facilities:** Lobby seats 50 to 75 persons. **Merchandising:** Render any reasonable service; conduct surveys if desired. **Foreign language programs:** Accepted. **Artists bureau:** Set-up nominal only. **Base rate:** \$25.

Copy restrictions: No beer, wines or hard liquors accepted. **E. T. library:** None. **News:** Transradio; Christian Science Monitor. **News periods:** 7:45 A.M. (network news), 9:45 A.M., 11:30 A.M., 6 P.M., all 15 minutes, all Monday through Saturday.

KWLK, LONGVIEW

Operator: Twin City Broadcasting Corp., 1262 Fourteenth Ave. **Phone:** Lv. 1-500. **Power:** 250 watts on 780 kc (daytime). **Af-**

iliation: Mutual; Don Lee Broadcasting System. **Opened:** May 10, 1938. (Note: This station is affiliated with, but not owned by, the Longview Daily News.)

General and station manager: M. F. Woodling. **Commercial manager:** King Mitchell. **Program director:** Robert Ferris. **Chief engineer:** John Boren. **Publicity director:** D. Hamilton.

Rep: Cox and Tanz; Walter Biddick (Coast). **Seating facilities:** Two studios, seating 25 and 75 respectively. **Merchandising:** Work closely with clients in promotion of program and product; window placards, etc.; no charge for regular services. **Foreign language programs:** Accepted with copy subject to station revision; scripts must be in English and in the foreign language, and submitted 24 hours in advance. **Artists bureau:** None. **Stock:** Held by A. C. Campbell (11%), A. L. Raught (8%), J. M. McClelland (25%), Ray McClung (34%), Hugh McClung (22%) **Base rate:** \$30.

Copy restrictions: Only "generally accepted" patent medicine accounts taken; beer and light wines accepted, but copy is subject to station approval and revision. **E. T. library:** NBC Thesaurus; Standard. **News:** AP. **News periods:** 7:45 A.M., 10:30

for SEATTLE and western WASHINGTON

- * a new standard in local programming
- * a new concept of true public service
- * a new force in resultful advertising
- * THE new choice of informed advertisers

CBS
Affiliate

KIRO

710
Kilocycles

"THE FRIENDLY STATION"

National Representatives: THE KATZ AGENCY, INC.

WASHINGTON STATIONS—Continued

A.M., 12:15 P.M., 6 P.M., all 15 minutes, all Monday through Saturday.

KGY, OLYMPIA

Operator: KGY, Inc., 11th and Capitol Way. **Phone:** 5000. **Power:** 100 watts on 1210 kc (unlimited except when KTW is operating; KGY is silent on Sundays; otherwise it operates to 11 P.M. except Thursdays when it signs off at 7:30 P.M.). **Affiliation:** Mutual; Don Lee Broadcasting System. **Opened:** 1922 (experimentally); 1932 (commercially).

President: Louis Wasmer*. **Station manager, publicity director:** W. R. Taft. **Commercial manager:** Tom Olsen. **Program director:** Dan Cubberly. **Chief engineer:** Jack Thatcher.

Rep: John Blair & Co. **Seating facilities:** Auditorium below studios seats 2,000 persons; standing room for 1,000 more. **Merchandising:** Pre-plug new programs; arrange newspaper publicity; place window cards and displays; no charge for regular services. **Foreign language programs:** None current; Scandinavian would be suitable. **Artists bureau:** None. **Base rate:** \$30.

Copy restrictions: Beer and wine advertising accepted; no hard liquor; chain-breaks limited to 40 words; local breaks limited to 100 words; patent medicine acceptance determined by individual circumstances. **E. T. library:** None. **News:** Transradio; UP; local. **News periods:** 7:15 A.M., 8 A.M., 9:30 A.M., 11 A.M., 12:30 P.M., 2:30 P.M., 5 P.M., 6:30 P.M., 8 P.M., 9 P.M. (from Don Lee), 9:45 P.M., all Monday through Saturday. (Note: Due to sign-off at 7:30 P.M. on Thursdays, the late evening periods are not run that night, but there is a special period at 7:15 P.M.)

*Also president of KGA and KHQ, Spokane.

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.

This station is non-commercial; college-owned.

KEEN, SEATTLE

Operator: KVL, Inc., Smith Tower. **Power:** 100 watts on 1370 kc (shares time with KRKO). **Affiliation:** None.

Base rate: \$25.

No further information available.

KIRO, SEATTLE

Operator: Queen City Broadcasting Co., 66 Cobb Bldg. **Phone:** Seneca 1500. **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:** Tommy Thomas. **Chief engineer:** James Hatfield. **Publicity director:** Vera Jedlick.

Rep: The Katz Agency. **Seating facilities:** Yes; capacity not listed. **Merchandising:** Direct mail; window displays and posters. **Foreign language programs:** Accepted; currently broadcasting Scandinavian program. **Artists bureau:** None. **Base rate:** \$215.

Copy restrictions: Beer and wine accepted; no liquor advertising; observe NAB and CBS policies generally. **E. T. library:** World; Standard. **News:** Transradio. **News periods:** 7:30-7:45 A.M., Monday through Saturday; noon-12:15 P.M., 10:30-10:45 P.M., both Monday through Friday; 10:45 A.M., 2 P.M., 7:45 P.M., 10:45 P.M., all 15 minutes, all Sunday only.

KJR, SEATTLE

Operator: Fisher's Blend Station, Inc., Skinner Bldg. **Phone:** Elliott 5890. **Power:** 5,000 watts on 970 kc. **Affiliation:** NBC Pacific Coast Blue. **Opened:** 1923. (Note: This station is owned by the National Broadcasting Co., Inc. The lessee, Fisher's Blend Station, Inc., also operates KOMO, same city.)

General and station manager: Birt Fisher. **Commercial manager:** H. M. Feltis. **Program director:** Willard Warren. **Chief engineer:** Francis Brott. **Publicity director:** Dick Keplinger.

Rep: Edward Petry & Co., Inc. **Seating facilities:** Can accommodate 150 persons. **Merchandising:** No information given. **Foreign language programs:** Scandinavian only accepted. **Artists bureau:** None. **Base rate:** \$200.

Copy restrictions: Spiritous liquor advertising not accepted. **E. T. library:** NBC Thesaurus. **News:** UP. **News periods:** 7:45 A.M., 9:30 A.M., 12:30 P.M., 6:15 P.M., 9 P.M. (8 P.M. and 10:30 P.M. instead on nights when night baseball is broadcast), all 15 minutes, all Monday through Saturday; 8-8:30 P.M. (dramatized news), 9-9:15 P.M., both Sunday.

KOL, SEATTLE

Operator: Seattle Broadcasting Co., Inc., Northern Life Tower. **Phone:** Main 2312. **Power:** 5,000 and 1,000 watts on 1270 kc. **Affiliation:** Mutual; Don Lee Broadcasting System. **Opened:** 1922.

Vice-president: Archie Taft. **Station**

WASHINGTON STATIONS—Continued

manager, commercial manager: Elmer D. Pederson. **Production manager:** Dudley E. Williamson. **Chief engineer:** A. L. Henderson. **Musical director:** Don Isham. **Publicity director:** Margaret Emahiser.

Rep: John Blair & Co. **Seating facilities:** Can accommodate about 100 persons. **Merchandising:** No information given. **Foreign language programs:** No information given. **Artists bureau:** None. **Stock:** Principally held by Archie Taft and Louis Wasmer. **Base rate:** \$150.

Copy restrictions: Wine and beer advertising accepted; no hard liquors; some patent medicines acceptable; strict supervision of copy for propriety and good taste. **News:** Transradio.

KOMO, SEATTLE

Operator: Fisher's Blend Station, Inc., Skinner Bldg. **Phone:** Elliott 5890. **Power:** 5,000 and 1,000 watts on 920 kc. **Affiliation:** NBC Pacific Coast Red. **Opened:** 1925. (Note: KJR, same city, is also under control of Fisher's Blend Station, Inc.)

General and station manager: Birt Fisher. **Commercial manager:** H. M. Feltis. **Program director:** Willard Warren. **Chief engineer:** Francis Brott. **Publicity director:** Dick Keplinger.

Rep: Edward Petry & Co., Inc. **Seating facilities:** Can accommodate 150 persons. **Merchandising:** No information given. **Foreign language programs:** None. **Artists bureau:** None. **Base rate:** \$240.

Copy restrictions: Spirituous liquor advertising not accepted. **E. T. library:** NBC Thesaurus. **News:** None.

KRSC, SEATTLE

Operator: Radio Sales Corp., 819 Fairview Place. **Phone:** Main 0110. **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:** Ted Bell. **Chief engineer:** George Freeman. **Musical director:** Jack Meues. **Publicity director:** Eddie Rivers.

Rep: None. **Seating facilities:** None. **Merchandising:** Support advertisers with ads in 15 local and community newspapers; ads occupy 12 inches; account must furnish mats. **Foreign language programs:** None. **Artists bureau:** None. **Stock:** Principal holders are P. K. Leberman and R. E. Priebe. **Base rate:** \$30 (½ hr.).

Copy restrictions: No alcoholic beverages of any kind; no patent medicines, doctors or dentists; commercial announcements must not exceed 100 words. **E. T. library:**

Lang-Worth; Standard; Associated; Davis & Schwegler. **News:** Transradio; also gather own. **News periods:** 7-7:05 A.M., 8-8:10 A.M., 9-9:05 A.M., 10-10:10 A.M., 11-11:05 A.M., noon-12:10 P.M., 1-1:05 P.M., 2-2:05 P.M., 3-3:05 P.M., 4-4:10 P.M., 5-5:05 P.M., 6-6:10 P.M., 8-8:10 P.M., all Monday through Saturday; 4-4:10 P.M., 9-9:10 P.M., both Sunday.

KTW, SEATTLE

Operator: The First Presbyterian Church of Seattle, Washington. **Power:** 1,000 watts on 1220 kc (shares time with KWSC).

This station is non-commercial.

KXA, SEATTLE

Operator: American Radio Telephone Co., 312 Bigelow Bldg. **Phone:** Seneca 1000. **Power:** 500 and 250 watts on 760 kc (limited evening time with WJZ, New York; have construction permit for 1,000 watts). **Affiliation:** None. **Opened:** May 1, 1928.

President, general manager: R. F. Meggee. **Station manager:** Florence Wallace. **Commercial manager:** Frank S. Powers. **Program director:** Jackson Latham. **Chief engineer:** Maurice M. McMullen.

Rep: Cox and Tanz. **Seating facilities:** None. **Merchandising:** None. **Foreign language programs:** Accepted; translation must accompany copy. **Artists bureau:** None. **Base rate:** \$48.

Copy restrictions: Accept beer; no wine, liquor or patent medicine advertising. **E. T. library:** None listed. **News:** INS. **News periods:** 8:30 A.M., 12:30 P.M., 5:30 P.M., 9:30 P.M., 11 P.M., all 10 minutes all Monday through Saturday.

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. **Seating facilities:** Studio seats 50 persons; two theatres, seating 350 each. **Merchandising:** None. **Foreign language programs:** None. **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. **E. T. library:** MacGregor. **News:** Local. **News periods:** 12:15-12:30 P.M., Monday through Saturday.