

WASHINGTON STATIONS—Continued

KFPY, SPOKANE

Operator: Symons Broadcasting Co., Symons Bldg. **Phone:** Main 1218. **Power:** 5,000 and 1,000 watts on 890 kc. **Affiliation:** CBS. **Opened:** Oct. 22, 1922.

President: T. W. Symons, Jr.* **Vice-president:** Arthur L. Bright. **Program director:** Stuart L. Hannon. **Chief engineer:** George Langford. **Musical director:** James B. Clark.

Rep: The Katz Agency. **Seating facilities:** "Golden Concert Studio" seats 500. **Merchandising:** Complete services rendered at cost. **Foreign language programs:** Not accepted. **Artists bureau:** None. **Base rate:** \$100 (½ hr.).

Copy restrictions: Beer and wine accepted; no hard liquors; patent medicine accounts not invited. **E. T. library:** Lang-Worth; NAB. **News:** UP; local. **News periods:** 8 A.M., 11:45 A.M., 4:30 P.M., all 15 minutes, all Monday through Saturday; 9:30-9:45 P.M., midnight-12:05 A.M., both every day.

* Also president of KXL, Portland, Ore.

KGA, SPOKANE

Operator: Louis Wasmer, Inc., Radio Central Bldg. **Phone:** M-5383. **Power:** 5,000 watts on 1470 kc. **Affiliation:** NBC Pacific Coast Blue; Northwest Triangle Network. **Opened:** 1926. (Note: Same owner also controls KHQ, Spokane.)

President: Louis Wasmer. **Station and commercial manager:** Harvey Wixson. **Program director:** Roy Grandey. **Chief engineer:** Alger Sparling. **Musical director:** Earl Shinkoskey. **Publicity director, traffic manager:** Jessie McGrew.

Rep: Edward Petry & Co., Inc. **Seating facilities:** 100 persons. **Merchandising:** Broadcast advance plugs on new programs gratis; other services rendered at actual cost. **Foreign language programs:** Accepted, but foreign population is very small. **Artists bureau:** Yes; lists about 50 artists. **Base rate:** \$90 (½ hr.).

Copy restrictions: No beer, wine or hard liquor advertising accepted; all copy subject to station approval and FCC rules and regulations. **E. T. library:** NBC Thesaurus. **News:** UP. **News periods:** 7:45-8 A.M., 4:30-4:45 P.M., both Monday through Saturday; 10-10:15 P.M., Sunday through Friday; 11-11:15 P.M., Sunday only.

KHQ, SPOKANE

Operator: Louis Wasmer, Inc., Radio Central Bldg. **Phone:** M-5383. **Power:** 5,000 and 1,000 watts on 590 kc. **Affiliation:** NBC Pacific Coast Red; Northwest Triangle Net-

work. **Opened:** 1920. (Note: Same owner controls KGA, Spokane.)

President: Louis Wasmer. **Station and commercial manager:** Harvey Wixson. **Chief engineer:** A. G. Sparling. **Program director:** Roy Grandey. **Musical director:** Earl Shinkoskey. **Publicity director, traffic manager:** Jessie McGrew.

Rep: Edward Petry & Co., Inc. **Seating facilities:** 100 persons. **Merchandising:** Give pre-program announcements, or announce special features to be incorporated into programs; all other services billed at actual cost. **Foreign language programs:** Accepted, but foreign population is small. **Artists bureau:** Yes; lists several dozen artists, musicians and writers. **Base rate:** \$115 (½ hr.).

Copy restrictions: No beer, wine or liquor advertising accepted. **E. T. library:** NBC Thesaurus. **News:** UP. **News periods:** 7-7:15 A.M., 3:30-3:45 P.M., Monday through Saturday; 9:15-9:30 A.M., Sunday.

KMO, TACOMA

Operator: KMO, Inc., 914½ Broadway. **Phone:** Main 4144. **Power:** 1,000 watts on 1330 kc. **Affiliation:** Mutual; Don Lee Broadcasting System. **Opened:** Aug. 26, 1926.

General manager, station manager: Carl E. Haymond. **Assistant general and commercial manager:** Jack Buchanan. **Program director:** Larry Huseby. **Chief engineer:** Joe Kolesar. **Musical director:** Arnold Leverenz. **News editor and publicity director:** Roscoe Smith.

Rep: John Blair & Co. **Seating facilities:** None. **Merchandising:** Yes; limited policy. **Foreign language programs:** Accepted; must be accompanied by strict English translation. **Artists bureau:** None. **Stock:** 99% held by Carl E. Haymond. **Base rate:** \$75.

Copy restrictions: No patent medicine or alcoholic beverage advertising accepted; all copy strictly censored. **E. T. library:** World; Lang-Worth; Davis & Schwegler. **News:** UP. **News periods:** 7:30 A.M., 9:30 A.M., 12:15 P.M., 4:15 P.M., 6:30 P.M., 8 P.M., all 15 minutes, all daily; 7:15-7:30 P.M. (sports news), Monday, Wednesday, Friday.

KVI, TACOMA

Operator: Puget Sound Broadcasting Co., Inc., Rust Bldg., Tacoma (Business office); Olympic Hotel, Seattle, and Rust Bldg., Tacoma (studios). **Phones:** Broadway 4211 (Tacoma); Main 1171 (Seattle). **Power:** 5,000 and 1,000 watts on 570 kc. **Affiliation:** CBS. **Opened:** February, 1929.

President, general manager: Mrs. Vernice

WASHINGTON STATIONS—Continued

Irwin. **Assistant manager, publicity director:** Dorothy Doernbecher. **Commercial manager:** E. T. Irwin. **Promotion director:** Elvin E. Evans. **Program director:** Wade Thompson. **Chief engineer:** James W. Wallace. **Musical director:** Jane Powers.

Rep: Free & Peters, Inc. **Seating facilities:** Studios in both Seattle and Tacoma seat 100 persons; auditorium available in Seattle seating 1,600. **Merchandising:** All services rendered at cost. **Foreign language programs:** Not accepted. **Artists bureau:** None. **Base rate:** \$125 (½ hr.).

Copy restrictions: Accept beer and light wines; no hard liquor; patent medicines accepted after investigation by legal and medical advisers; conform generally to CBS program policies. **E. T. library:** None. **News:** AP (not for sponsorship); local.

KVAN, VANCOUVER

Operator: Vancouver Radio Corp. **Power:** 250 watts on 880 kc (daytime). **Affiliation:** None. **Opened:** During July, 1939. (Note: This station is newspaper-affiliated with the Coos Bay Times, Eugene News and Salem Statesman.)

General manager: Walter L. Read. **Technical supervisor:** Paul W. Spargo.

Seating facilities: None. **Merchandising:** Service available through regular sales department. **Base rate:** \$40.

Copy restrictions: All copy must meet approval of the station, as well as comply with all state and federal regulations. **E. T. library:** Standard.

At press time this station had a construction permit only.

KUJ, WALLA WALLA

Operator: KUJ, Inc., Marcus Whitman Hotel Bldg., Second & Rose Sts. **Phone:** 1230. **Power:** 100 watts on 1370 kc. **Affiliation:** None. **Opened:** 1928.

President, general manager: H. E. Studebaker.* **Advertising director:** M. F. Jensen. **Assistant advertising director:** Norval Armes. **Program director:** Al Amundsen. **Musical director:** Roy Dorr. **Chief engineer:** Milton McLafferty.

Rep: Walter Biddick; Sears & Ayer; Cox and Tanz. **Seating facilities:** Studio, small number. **Merchandising:** Surveys; contacts; letters to trade; other services at cost. **Foreign language programs:** Accepted if sufficient residents of that tongue are in station area. **Artists bureau:** None. **Stock:** Entirely owned by H. E. Studebaker. **Base rate:** \$15 (¼ hr.).

* Also owner of KRLC, Lewiston, Idaho.

Copy restrictions: No beer, wine or alcoholic beverages of any kind; no "questionable" patent medicines; no stock-selling, oil, mining, real estate accepted unless meeting all state and federal legislation; no spiritualists, mind-readers, soothsayers, etc.; all copy must comply with NAB Code of Ethics and station standards. **E. T. library:** World; Lang-Worth. **News:** UP. **News periods:** 7-7:15 A.M., 8-8:05 A.M., 10:30-10:45 A.M., 12:15-12:30 P.M., 5-5:15 P.M., 6-6:15 P.M. (sports news), 7-7:15 P.M., 9-9:15 P.M., 10-10:05 P.M.

KPQ, WENATCHEE

Operator: Wescoast Broadcasting Co., KPQ Bldg. **Phone:** 45. **Power:** 250 and 100 watts on 1500 kc. **Affiliation:** Mutual; Don Lee Broadcasting System. **Opened:** 1929.

President: Rogan Jones.* **Station manager:** Cole E. Wylie. **Commercial manager:** John C. Jessup. **Program director:** Dorothy Lee. **Chief engineer:** Ellwood Lippencott. **Musical director:** Gordon Capps.

Rep: John Blair & Co. **Seating facilities:** None. **Merchandising:** Assist advertisers in distributing promotional matter of all kinds. **Foreign language programs:** Accepted if programs comply with FCC rules. **Artists bureau:** None. **Base rate:** \$35.

Copy restrictions: Beer and wines accepted; no hard liquors; patent medicines accepted subject to FTC regulations. **E. T. library:** Davis & Schwegler. **News:** INS. **News periods:** 9-9:15 A.M., 12:30-12:55 P.M., 6:30-6:45 P.M., all Monday through Saturday.

* Also president of KVOS, Inc.

KIT, YAKIMA

Operator: Carl E. Haymond, 412 E. Yakima Ave. **Phone:** 8115. **Power:** 1,000 and 500 watts on 1250 kc. **Affiliation:** Mutual; Don Lee Broadcasting System. **Opened:** April 9, 1929.

General manager: Carl E. Haymond. **Station manager:** J. A. Murphy. **Commercial manager:** Arthur Q. Moore. **Program director:** David L. Lindberg. **Chief engineer:** H. B. Murphy. **Musical director:** Harrison Miller. **Publicity director:** P. N. Wick.

Rep: John Blair & Co. **Seating facilities:** Studio. Accommodates about 150 persons. **Merchandising:** Service rendered gratis within city limits; direct mail within 60 miles of Yakima handled for cost of paper, multigraphing and stamps. **Foreign language programs:** Swedish, Norwegian and

WASHINGTON STATIONS—Continued

French accepted. Artists bureau: None. Base rate: \$50.

Copy restrictions: Beer and wine copy accepted no hard liquor; all copy and program subject to station approval. E. T. library: Davis & Schwegler; Lang-Worth.

News: UP. News periods: 7:30-7:45 A.M., 10-10:15 A.M., 12:30-12:45 P.M., 2:35-2:40 P.M., 6:30-6:45 P.M., 9-9:15 P.M., 10-10:15 P.M., all Monday through Saturday; 12:30-12:45 P.M., 8-8:15 P.M., Sunday only.

WEST VIRGINIA

(348,300 radio homes, or 84% ownership among the State's total of 417,000 families. Urban ownership is 111,800, or 86% of urban families; rural ownership is 236,500, or 82% of rural families.)

Radio Homes by Counties

Barbour	3,920	Kanawha	32,280	Preston	5,740
Berkeley	5,840	Lewis	4,350	Putnam	3,190
Boone	4,530	Lincoln	3,240	Raleigh	12,440
Braxton	4,060	Logan	10,870	Randolph	4,720
Brooke	5,300	McDowell	16,380	Ritchie	3,290
Cabell	20,680	Marion	14,530	Roane	3,470
Calhoun	1,900	Marshall	8,290	Summers	3,780
Clay	2,280	Mason	4,190	Taylor	4,060
Doddridge	2,130	Mercer	11,830	Tucker	2,520
Fayette	13,660	Mineral	4,170	Tyler	2,820
Gilmer	2,010	Mingo	6,960	Upshur	3,680
Grant	1,610	Monongalia	10,960	Wayne	5,640
Greenbrier	6,790	Monroe	2,300	Webster	2,480
Hampshire	2,420	Morgan	1,790	Wetzel	4,520
Hancock	5,790	Nicholas	3,540	Wirt	1,270
Hardy	1,850	Ohio	17,760	Wood	13,470
Harrison	16,850	Pendleton	1,700	Wyoming	3,800
Jackson	3,190	Pleasants	1,410		
Jefferson	3,400	Pocahontas	2,650		

WJLS, BECKLEY

Operator: Joe L. Smith, Jr., WJLS Bldg. Phone: 2700. Power: 250 and 100 watts on 1210 kc. Affiliation: None. Opened: March 5, 1939.

Manager: Joe L. Smith. Commercial manager: C. H. Murphey, Jr. Program director: Barnes H. Nash. Chief engineer: Marion McDowell. Publicity director: V. Z. Neal.

Rep: Howland & Howland. Seating facilities: Can accommodate about 25 persons. Merchandising: All services rendered at actual cost. Foreign language programs: Hungarian, Polish and Italian programs accepted. Artists bureau: None. Base rate: \$66.25.

Copy restrictions: Beer and light wine advertising accepted; no hard liquor; all copy must conform to station standards. E. T. library: NBC Thesaurus. News: UP. News periods: Five minutes, every hour on the hour, Monday through Saturday; five five-minute periods, time not listed, Sunday only.

WHIS, BLUEFIELD

Operator: Daily Telegraph Printing Co., Bodell Bldg. Phones: 2618, 2400. Power: 1,000 and 500 watts on 1410 kc. Affiliation: None. Opened: May, 1928. (Note: This station is newspaper-owned by the Telegraph and Sunset News.)

President: H. I. Shott. Station manager, commercial manager: J. Lindsey Alley. Program director: Melvin Barnett. Musical director: Gibson Morrissey. Chief engineer: P. T. Flanagan.

Rep: The Katz Agency. Seating facilities: None. Merchandising: Plug programs in columns of the Telegraph and Sunset News. Foreign language programs: Have a 30-minute Hungarian program. Artists bureau: Complete setup. Stock: All stock in WHIS, as well as the newspapers, is owned by H. I. Shott. Base rate: \$70.

Copy restrictions: Beer accepted; no wines or whiskeys. E. T. library: World; Lang-Worth. News: AP; Christian Science Monitor. News periods: 9:25 A.M., 11:25 A.M., 1:25 P.M., 3:25 P.M., 5:25 P.M., 7:25

WEST VIRGINIA STATIONS—Continued

P.M., all five minutes, all Monday through Saturday; 6:15-6:25 P.M. (Monitor news), Tuesday through Saturday.

WCHS, CHARLESTON

Operator: Charleston Broadcasting Co., West Virginia Network Bldg. **Phones:** 28-131. **Power:** 1,000 and 500 watts on 580 kc. **Affiliation:** CBS; West Virginia Network. **Opened:** February, 1935.

President, general manager: John A. Kennedy. **Assistant general manager:** Howard Chernoff. **Program director:** Nicholas Pagliara. **Chief engineer:** Odes Robinson. **Publicity director:** James L. Cox.

Rep: The Branham Co. **Seating facilities:** WCHS Auditorium seats 3,000 persons; admission varies with performances. **Merchandising:** Complete service available, rendered at actual cost. **Foreign language programs:** Accepted, but restrictions are such they are rarely carried. **Artists bureau:** None listed. **Base rate:** \$150.

Copy restrictions: Advertising of alcoholic beverages accepted; patent medicines accepted with restrictions. **News:** UP.

WGKV, CHARLESTON

Operator: Kanawha Valley Broadcasting Co. **Power:** 100 watts on 1500 kc.

At press time this station had a construction permit only.

WBLK, CLARKSBURG

Operator: The Exponent Co., Robinson Grand Theatre Bldg. **Phone:** 3040. **Power:** 250 and 100 watts on 1370 kc. **Affiliation:** West Virginia Network. **Opened:** April 12, 1937. (Note: This station is newspaper-owned by the Clarksburg Exponent.)

President, general and station manager: John A. Kennedy. **Commercial manager:** Mike Layman. **Chief engineer:** Russell W. Banks. **Musical director:** Don McWhorter.

Rep: The Branham Co. **Seating facilities:** None. **Merchandising:** Tie-ups of various kinds arranged for the advertiser. **Foreign language programs:** Accepted. **Artists bureau:** None. **Base Rate** \$45.

Copy restrictions: Beer, wines and patent medicines accepted pending approval and restrictions of the station. **E. T. library:** World. **News UP.** **News periods:** 8-8:05 A.M., 1:30-1:35 P.M., 3-3:05 P.M., 6:15-6:30 P.M., 10:30-10:45 P.M., 11-11:05 P.M., all Monday through Saturday; noon-12:15 P.M., Monday through Friday; 12:55-1 P.M., 6-6:15 P.M., 11-11:05 P.M., Sunday only.

WMMN, FAIRMONT

Operator: Monongahela Valley Broadcasting Co., 208 Main St. **Phone:** 3100. **Power:** 5,000 and 1,000 watts on 890 kc. **Affiliation:** CBS. **Opened:** Dec. 22, 1928.

Managing director, commercial manager: O. J. Kelchner. **Program director, artists bureau head:** Howard Wolfe. **Chief engineer:** James R. Heck. **Musical director:** Frank Knutti. **Continuity director:** Wade Swiger. **Publicity director:** Kay Balfe.

Rep: John Blair & Co. **Seating facilities:** Accommodations for 2,000 at "Sagebrush Roundup" on Saturday night in Fairmont; also accommodations for 3,000 in Clarksburg. **Merchandising:** Full cooperation at no extra cost. **Foreign language programs:** Accepted, providing literal English translation is furnished in advance to Fred Shaffmaster, foreign program director. **Artists bureau:** Yes; complete roster of talent available. **Base rate:** \$75.

Copy restrictions: No disparagement of competitors or their products; no words such as "poisonous," or designations of actual or imaginary bodily disorders offensive to good taste; no fortune telling, etc.; beer accepted, but no other alcoholic beverages. **E. T. library:** Standard. **News:** INS. **News periods:** 10-10:05 A.M., noon-12:05 P.M., 4-4:15 P.M., 6-6:10 P.M., 8-8:05 P.M., 10-10:15 P.M., all Monday through Saturday; 6:30-6:45 P.M., 10-10:15 P.M., Sunday.

WSAZ, HUNTINGTON

Operator: WSAZ, Inc., Keith-Albee Theatre Bldg. **Phone:** 4106. **Power:** 1,000 watts on 1190 kc (operates to 8 P.M.) **Affiliation:** None. **Opened:** April 5, 1927. (Note: This station is newspaper-affiliated with the Huntington Advertiser and Herald-Dispatch.)

President, station manager: W. C. McKellar. **Commercial manager:** J. L. Henry. **Program director:** Fred Burns. **Chief engineer:** Glenn E. Chase. **Artists bureau head:** Lillian Swann. **Musical director:** Bill McKinney. **Publicity director:** Vernon Bailey.

Rep: None. **Seating facilities:** Can accommodate 100 persons. **Merchandising:** Services to suit advertiser furnished at cost. **Foreign language programs:** Accepted when accompanied by English translation. **Artists bureau:** Yes. **Base rate:** \$100.

Copy restrictions: Commercial copy must be truthful, contain no superlatives, or make invidious comparisons; beer and wine accepted; no hard liquors; patent medicines accepted if meeting FTC requirements. **E. T. library:** Standard; Lang-

WEST VIRGINIA STATIONS—Continued

Worth; MacGregor. **News:** Local. **News periods:** 6:45 A.M., 11:30 A.M., 6 P.M., all 15 minutes, all Monday through Saturday.

WPAR, PARKERSBURG

Operator: Ohio Valley Broadcasting Corp., Grinter Bldg. **Phone:** 2530. **Power:** 100 watts on 1420 kc. **Affiliation:** CBS; West Virginia Network. **Opened:** July 11, 1935. (Note: WPAR is under the same ownership as WBLK, Clarksburg, and WCHS, Charleston, q.v.)

President, general manager: John A. Kennedy. **Station and commercial manager:** A. Rauch. **Program director:** Ken D. Given. **Chief engineer:** Wm. A. Sodaro. **Musical director:** Sarah Louise Heermanns. **Publicity director:** Audrey Archer.

Rep: The Branham Co. **Seating facilities:** Small audience can be accommodated in the studio. **Merchandising:** Render complete service gratis, except mailings for which the sponsor is billed at actual cost. **Foreign language programs:** Not accepted. **Artists bureau:** None. **Base rate:** \$75.

Copy restrictions: NAB Code of Ethics. **E. T. library:** World. **News:** UP. **News periods:** Not listed.

CBS. Opened: Dec. 16, 1926. (Note: West Virginia Broadcasting Corp. is also a stockholder in WALR, Zanesville, O.)

President: George B. Storer.* **Vice-president, general manager:** J. H. Ryan. **Station manager, commercial manager:** George W. Smith. **Production manager, publicity director:** Paul J. Miller. **Program director, artists bureau head, musical director:** Wayne Sanders. **Chief engineer:** Glenn Boundy.

Rep: John Blair & Co. **Seating facilities:** Wheeling Municipal Auditorium, capacity 2,000; admission 25c. **Merchandising:** No regular department; co-operation given as desired. **Foreign language programs:** Accepted; English translation must be submitted in advance. **Artists bureau:** Nominally maintained; feature acts booked for personal appearances. **Base rate:** \$150.

Copy restrictions: Accept beer not over 6% in alcoholic content; no hard liquor; FCC rules strictly observed. **E. T. library:** NBC Treasuries. **News:** INS. **News periods:** 8-8:15 A.M., 1:20-1:25 P.M., 6:05-6:10 P.M., Monday through Saturday; 8-8:05 P.M., Tuesday and Thursday; 8:15-8:20 P.M., Monday and Wednesday.

* Also president of WSPD, Toledo.

WWVA, WHEELING

Operator: West Virginia Broadcasting Corp., Hawley Bldg. **Phone:** Wheeling 5383. **Power:** 5,000 watts on 1160 kc (divides time with WOWO). **Affiliation:**

WBTH, WILLIAMSON

Operator: Williamson Broadcasting Corp. **Power:** 100 watts on 1370 kc (daytime).

At press time this station had a construction permit only.

WISCONSIN

(612,700 radio homes, or 83% ownership among the State's total of 735,000 families. Urban ownership is 377,000, or 93% of urban families; rural ownership is 235,700, or 71% of rural families.)

Radio Homes by Counties

Adams	1,470	Eau Claire.....	8,950	Lincoln	4,140
Ashland	4,010	Florence.....	670	Manitowoc	12,000
Barron	6,100	Fond du Lac.....	12,690	Marathon	12,580
Bayfield	2,660	Forest	1,790	Marinette	6,260
Brown	14,030	Grant	7,720	Marquette	1,820
Buffalo	2,730	Green	4,680	Milwaukee	170,490
Burnett	1,820	Green Lake.....	3,010	Monroe	5,370
Calumet	2,940	Iowa	3,860	Oconto	4,460
Chippewa	6,460	Iron	1,750	Oneida	3,200
Clark	5,700	Jackson	2,830	Outagamie	12,630
Columbia	6,540	Jefferson	8,270	Ozaukee	3,440
Crawford	3,080	Juneau	3,320	Pepin	1,390
Dane	24,700	Kenosha	14,040	Pierce	3,940
Dodge	10,490	Kewaunee	2,880	Polk	4,560
Door	3,360	La Crosse	11,970	Portage	5,950
Douglas	10,120	Lafayette	3,500	Price	2,990
Dunn	5,000	Langlade	3,940	Racine	20,470

WISCONSIN STATIONS—Continued

Richland	3,610	Sheboygan	15,920	Washington	5,140
Rock	17,340	Taylor	2,800	Waukesha	10,630
Rush	2,760	Trempealeau	4,140	Waupaca	6,600
St. Croix	4,660	Vernon	5,050	Waushara	2,690
Sauk	6,610	Vilas	1,360	Winnebago	17,220
Sawyer	1,570	Walworth	6,980	Wood	7,290
Shawano	5,580	Washburn	1,980		

WEAU, EAU CLAIRE

Operator: Central Broadcasting Company, 203 S. Barstow St. **Phone:** 6149. **Power:** 1,000 watts on 1050 kc (daytime) (has construction permit for 5,000 and 1,000 watts). **Affiliation:** None. **Opened:** April 19, 1937. (Note: This station is newspaper-affiliated with the Eau Claire Telegram and Leader, and the Surperior Telegram.)

General, station and commercial manager: John J. Stack. **Engineer:** T. Jorgenson.

Rep: George P. Hollingbery Co. **Seating facilities:** None. **Merchandising:** None. **Foreign language programs:** None at present, but would accept with same restrictions as other advertising. **Artists bureau:** None. **Base rate:** \$50.

Copy restrictions: Accept beer, wine, liquor and patent medicines; all copy subject to station approval and government regulations. **E. T. library:** World. **News:** UP. **News periods:** 7-7:10 A.M., 8:45-8:55 A.M., 12:25-12:30 P. M., 2:30-2:45 P.M., 3:30-3:35 P.M., 6:15-6:30 P.M., Monday through Saturday; 10-10:05 A.M., Tuesday through Saturday; 9-9:15 A.M., 12:30-12:45 P.M., 6:15-6:30 P.M., Sunday only.

KFIZ, FOND DU LAC

Operator Reporter Printing Co., 18 W. First St. **Phone:** 356. **Power:** 100 watts on 1420 kc. **Affiliation:** Wisconsin Radio Network. **Opened:** 1922. (Note: This station is newspaper-owned by the Fond du Lac Commonwealth Reporter.)

President: A. H. Lange. **Station manager:** Lynn N. Fairbanks. **Program director:** Lucille Fairbanks. **Chief engineer:** Wendell S. Meyers.

Rep: None. **Seating facilities:** Can accommodate 25 persons. **Merchandising:** None. **Foreign language programs:** Accepted. **Artists bureau:** None. **Base rate:** \$60.

Copy restrictions: Beer, wine and liquor advertising accepted; outside advertising competitive to local merchants not accepted; all copy must conform to station policies and government regulations. **E. T. library:** None. **News:** UP. **News periods:** 9-9:15 A. M., 10-10:05 A.M., 11-11:05 A.M., 12:30-12:45 P.M., 2-2:05 P.M., 3-3:05 P.M., 4-4:05 P.M., 5-5:10 P.M. (local news), 6-6:10

P.M., 7-7:05 P.M., 8-8:05 P.M., all Monday through Saturday.

WHBY, GREEN BAY

Operator: WHBY, Inc., Bellin Bldg. **Power:** 250 and 100 watts on 1200 kc.

Base rate: \$70.

No other information available after repeated requests.

WTAQ, GREEN BAY

Operator: WHBY, Inc., Bellin Bldg. **Power:** 5,000 and 1,000 watts on 1330 kc. **Affiliation:** CBS.

Base rate: \$140.

No other information available after repeated requests.

WCLO, JANESVILLE

Operator: Gazette Printing Company, 200 E. Milwaukee St. **Phone:** 2500. **Power:** 250 and 100 watts on 1200 kc. **Affiliation:** None. **Opened:** August 1, 1930. (Note: This station is newspaper-owned by the Janesville Daily Gazette.)

General and station manager: James F. Kyler. **Commercial manager:** Earl Sheridan. **Program and musical director:** Hester Kyler. **Chief engineer:** Charles Brannen. **Publicity director:** Paul Ruhle.

Rep: None. **Seating facilities:** Studios A and B seat 30 persons each; observation-reception room seats 150. **Merchandising:** Complete service offered, including publicity in Janesville Daily Gazette and Beloit Weekly, window displays, inside show cards, promotion and direct mail; weekly drug and grocery bulletins are issued throughout territory. **Foreign language programs:** No rules; foreign population very small, and no requests for such programs have been received to date. **Artists bureau:** None. **Base rate:** \$55.

Copy restrictions: Beer accepted; no hard liquors; patent medicines thoroughly investigated before being accepted; no copy that would be offensive if heard by an "ordinary social group," and no exaggerated claims; commercials, alone or as part of a program, limited to 100 words each. **E. T. library:** NBC Thesaurus. **News:** AP. **News periods:** 7:30 A. M., noon,

WISCONSIN STATIONS—Continued

3:30 P.M., 6 P.M., all 15 minutes, all Monday through Saturday.

WKBH, LA CROSSE

Operator: WKBH, Inc., Radio Building. **Phone:** 450. **Power:** 1,000 watts on 1380 kc. **Affiliation:** CBS. **Opened:** 1923. (Note: This station is affiliated with, but not owned by, the La Crosse Tribune and Leader-Press.)

President, station manager: Otto M. Schlabach. **Commercial manager:** Charles F. Callaway. **Program director:** Berneice Callaway. **Chief engineer:** Al Leeman.

Rep: Howard H. Wilson Co. **Seating facilities:** Not listed. **Merchandising:** Salesmen call on the trade locally, while letters are written to dealers outside the city. **Foreign language programs:** Accepted under regular commercial regulations. **Artists bureau:** None. **Base rate:** \$95.

Copy restrictions: None indicated aside from standard rate card clauses. **E. T. library:** World. **News:** UP. **News periods:** 6:30-6:35 A.M., 8-8:15 A.M., 9:30-9:35 A.M., 11-11:05 A.M., 12:05-12:10 P.M., 12:45-1 P.M., 2:30-2:35 P.M., 4-4:05 P.M., 6:45-7 P.M., 10-10:10 P.M., 11:25-11:30 P.M., all Monday through Saturday.

WHA, MADISON

Operator: University of Wisconsin, State of Wisconsin, at Radio Hall. **Phone:** University 779. **Power:** 5,000 watts on 940 kc (to local sunset). **Opened:** March-April, 1917.

This station is non-commercial; state-university owned.

WIBA, MADISON

Operator: Badger Broadcasting Co., Inc., 111 King St. **Phone:** Fairchild 8800. **Power:** 5,000 and 1,000 watts on 1280 kc. **Affiliation:** NBC Basic Supplementary with Red and Blue Networks. **Opened:** 1924. (Note: This station is newspaper-owned by the Madison Capital-Times and Wisconsin State Journal.)

President: William T. Evjue. **Station and commercial manager:** W. E. Walker. **Program and publicity director:** K. F. Schmitt. **Chief engineer:** M. F. Chapin.

Rep: Reynolds-Fitzgerald, Inc. **Seating facilities:** Studio A seats 35 persons. **Merchandising:** Service arranged according to individual application. **Foreign language programs:** Not accepted. **Artists bureau:** None. **Base rate:** \$150.

Copy restrictions: Beer and wine accepted; no hard liquors; continuity must be furnished 24 hours in advance for po-

litical and controversial talks; other copy restrictions upon application. **E. T. library:** NBC Thesaurus; World. **News:** UP. **News periods:** 7:30-7:50 A.M., 12:30-12:50 P.M., 5:30-5:45 P.M., 10-10:15 P.M., Monday through Saturday; 8:45-9 A.M., 12:30-12:40 P.M., 10-10:15 P.M., Sunday.

WOMT, MANITOWOC

Operator: Francis M. Kadow, 1110 Washington St. **Phones:** 400 W; 167. **Power:** 100 watts on 1210 kc. **Affiliation:** None. **Opened:** 1926.

General and commercial manager: Francis M. Kadow. **Studio and program manager:** Fred Hessler. **Director of women's features:** Marguerite Meyer. **Chief engineer:** W. C. Dubin.

Rep: None. **Seating facilities:** None. **Merchandising:** None. **Foreign language programs:** Not accepted. **Artists bureau:** Setup nominal only. **Base rate:** \$60.

Copy restrictions: None listed. **E. T. library:** World. **News:** UP; local. **News periods:** 15 minutes every hour on the hour, daily.

WEMP, MILWAUKEE

Operator: Milwaukee Broadcasting Company, 711 Empire Bldg. **Phone:** Marquette 7722. **Power:** 250 and 100 watts on 1310 kc. **Affiliation:** None. **Opened:** October 15, 1935.

General and station manager: C. J. Lanphier. **Commercial manager:** Gene T. Dyer*. **Program director:** Charles LaForce. **Chief engineer:** Ray Host. **Artists bureau head:** Florence Kelly. **Musical director:** Arnold Kreuger. **Publicity director:** Bert Mulroy.

Rep: None. **Seating facilities:** None. **Merchandising:** Special division maintained; no specific services listed. **Foreign language programs:** German and Polish programs daily; Croatian, Hungarian, Italian, Jewish, Yugoslav, and Czecho-Slovak weekly. **Artists bureau:** Setup nominal only. **Base rate:** \$85.

Copy restrictions: All copy subject to station approval and government regulations. **E. T. library:** None. **News:** UP; local. **News periods:** 6:55 A.M., 10 A.M., noon, 1 P.M., 4 P.M., 6 P.M., 7:45 P.M., 9:45 P.M., all 15 minutes, all Monday through Saturday.

*Gene T. Dyer also operates WCBD, WGES and WSBC, Chicago.

WISN, MILWAUKEE

Operator: Hearst Radio, Inc., 123 W. Michigan Street. **Phone:** Daly 3900. **Power:**

WISCONSIN STATIONS—Continued

1,000 and 250 watts on 1120 kc. **Affiliation:** CBS. **Opened:** July, 1922. (Note: This station is affiliated with the Milwaukee Sentinel).

General manager: G. W. Grignon. **Commercial manager:** Fred E. Zindler. **Program director:** Woods Dreyfus. **Chief engineer:** D. A. Weller. **Artists bureau head, musical director:** Elmer Krebs. **Publicity director:** Evelyn Williams.

Rep: International Radio Sales. **Seating facilities:** Can accommodate 50 persons. **Merchandising:** Publicity and promotion in newspaper; blotters introducing new long-term programs. **Foreign language programs:** One Polish and two German participation programs produced by station. **Artists bureau:** Yes; lists about 15 artists. **Base rate:** \$200.

Copy restrictions: Beer and wine accepted any time; liquor advertising accepted after 10:30 P.M. if live talent show. **E. T. library:** World. **News:** INS. **News periods:** 10:15-10:30 A.M., 1-1:15 P.M., Monday through Saturday; 5:10 P.M., 10-10:05 P.M., every day.

WTMJ, MILWAUKEE

Operator: The Journal Co., 333 W. State St. **Phone:** Marquette 6000. **Power:** 5,000 and 1,000 watts on 620 kc. **Affiliation:** NBC Basic Red. **Opened:** July 25, 1927. (Note: WTMJ is owned by The Milwaukee Journal.)

Station head: Walter J. Damm (public relations manager of The Milwaukee Journal). **Station manager:** D. B. Abert. **Assistant station manager, program director:** R. G. Winnie. **Commercial manager:** W. F. Dittmann. **Chief engineer:** D. W. Gellerup. **Musical director:** W. J. Benning. **Sales promotion manager:** Russ W. Tolg. **Continuity director:** Harry Eldred.

Rep: Edward Petry & Co., Inc. **Seating facilities:** Audiences are limited to 25 persons. **Merchandising:** All services rendered at cost. **Foreign language programs:** No announcements; no others as a rule, "only when the content is of genuine public interest." **Artists bureau:** None. **Base rate:** \$320.

Copy restrictions: Beer accepted; no hard liquor; internal medicines accepted only on approval of management; no copy with comparative prices, disparaging of other products, superlatives or exaggerated claims, personal endorsements by announcers, or simulating news style with "flash," "bulletin," etc.; no vulgarity or suggestiveness, discussion of certain bodily functions, controversial topics, or fortune-telling, etc.; 5-minute programs have 150-word commercial maximum; 10 minutes, 225 words; 15 minutes, 300 words; 30 min-

utes, 500 words; 60 minutes, 750 words. **E. T. library:** NBC Thesaurus; Standard; NAB. **News:** UP. **News periods:** 6:30-6:35 A.M., 7-7:02 A.M., 7:30-7:35 A.M., 7:58-8 A.M., 8:25-8:30 A.M., 9:28-9:30 A.M., 11:30-11:32 A.M., 1:05-1:10 P.M., 5:25-5:30 P.M., 10:15-10:30 P.M., all Monday through Saturday; 9-9:15 A.M., noon-12:15 P.M., 10-10:05 P.M., Sunday only.

WIBU, POYNETTE

Operator: William C. Forrest, Poynette. **Phone:** 97 R 5. **Power:** 250 and 100 watts on 1210 kc. **Affiliation:** Wisconsin Radio Network. **Opened:** July 10, 1925. (Note: WIBU maintains studios at 114 N. Carroll St., Madison, Wis., in charge of Ralph O'Connor; in the First National Bank Bldg., Portage, Wis., in charge of M. A. Hayes; in the Baraboo News-Republic office, Baraboo, Wis., in charge of H. K. Page, and in Mayr's Seed and Feed Bldg., Beaver Dam, Wis., in charge of Hal Woods.)

Owner, station and commercial manager: William C. Forrest. **Program director:** Sarah Forrest. **Chief engineer:** Leonard Doese.

Rep: None. **Seating facilities:** No special facilities, though all studios could accommodate a certain number of program-viewers. **Merchandising:** Distribute window cards and tieup posters in five cities (see list of studios above) without cost; other services at cost on application. **Foreign language programs:** No set policy indicated; such programs not needed in this area. **Artists bureau:** None. **Base rate:** \$55.

Copy restrictions: "Good taste" and station approval are the only restrictions mentioned. **E. T. library:** Standard. **News:** UP through Baraboo News-Republic. **News periods:** 12:15-12:35 P.M. Monday through Saturday.

WRJN, RACINE

Operator: Racine Broadcasting Corp., American Bank Bldg. **Phone:** Jackson 290. **Power:** 250 and 100 watts on 1370 kc. **Affiliation:** None. **Opened:** December, 1926. (Note: This station is newspaper-affiliated with the Racine Journal-Times; also maintains studios in West Allis and Burlington, Wis.)

General manager: Harold J. Newcomb. **Program director:** Herbert Mann. **Chief engineer:** F. Lee Dechant. **Publicity and commercial continuity director:** Kenneth Hegard.

Rep: Joseph Hershey McGillvra. **Seating facilities:** 150 persons. **Merchandising:**

WISCONSIN STATIONS—Continued

Assist in distribution; letters to dealers and wholesalers; publicity and listings through Journal-Times. **Foreign language programs:** Broadcast Danish, German, Italian, Polish and Czechoslovakian programs; Racine is sometimes called the Danish Capital of America, and program in that language has been aired weekly since 1927. **Artists bureau:** None. **Base rate:** \$80.

Copy restrictions: Beer and wine accepted any time; liquor advertising after 9 P.M.; patent medicines subject to federal regulations; commercial copy limited to 3½ minutes per half-hour program. **E. T. library:** MacGregor; Lang-Worth. **News:** Transradio. **News periods:** 9-9:15 A.M., 12:20-12:30 P.M., 3:30-3:45 P.M., 6:45-7 P.M., 10:15-10:30 P.M., all daily.

WJMC, RICE LAKE

Operator: Walter H. McGenty. **Power:** 250 watts on 1210 kc (daytime).

At press time this station had a construction permit only.

WHBL, SHEBOYGAN

Operator: The Press Publishing Company, The Press Bldg. **Phone:** 1900. **Power:** 1,000 and 250 watts on 1300 kc. **Affiliation:** None. **Opened:** 1924. (Note: This station is newspaper-owned by the Sheboygan Press.)

Station director: Ed. Cuniff. **Program director:** Mona J. Pape. **Chief engineer:** Herbert Mayer.

Rep: Howard H. Wilson Co. **Seating facilities:** Can accommodate 40 persons. **Merchandising:** Complete service, operating in conjunction with Sheboygan Press. **Foreign language programs:** Accepted; news broadcast in German current. **Artists bureau:** Currently being organized. **Base rate:** \$60.

Copy restrictions: Beer advertising accepted. **E. T. library:** NBC Thesaurus; Standard. **News:** UP. **News periods:** 8-

8:05 A. M., 12:40-12:45 P.M., every day; 12:15-12:20 P.M., Monday through Saturday.

WLBL, STEVENS POINT

Operator: Board of Regents, University of Wisconsin. **Power:** 5,000 watts on 900 kc (daytime).

This station is non-commercial; state-owned.

WDSM, SUPERIOR

Operator: WDSM, Inc. **Power:** 100 watts on 1200 kc.

At press time this station had a construction permit only.

WSAU, WAUSAU

Operator: Northern Broadcasting Company, Inc., 113-115 Third St. **Phone:** 6521. **Power:** 250 and 100 watts on 1370 kc. **Affiliation:** North Central Broadcasting System. **Opened:** January 30, 1937.

Station and commercial manager: W. W. Cribb. **Program director:** Donald R. Burt. **Chief engineer:** R. W. Richard.

Rep: Reynolds-Fitzgerald, Inc. **Seating facilities:** Main studio seats 35; for "special occasions" studio in another building seats nearly 400. **Merchandising:** Complete service offered to all advertisers. **Foreign language programs:** Accepted; copy must have written approval of station management. **Artists bureau:** None. **Base rate:** \$70.

Copy restrictions: Beer, wine, liquor and patent medicines accepted if copy gains written approval of station management. **E. T. library:** World. **News:** UP. **News periods:** 8:45 A.M., noon, 3 P.M., 6 P.M., 8:45 P.M., 9:45 P.M., all 15 minutes, all Monday through Saturday; 10 A.M., 12:30 P.M., 3:30 P.M., 6 P.M., 8:45 P.M., 9:45 P.M., all 15 minutes, all Sunday.

WYOMING

(49,800 radio homes, or 80% ownership among the State's total of 62,000 families. Urban ownership is 18,100, or 90% of urban families; rural ownership is 31,700, or 75% of rural families.)

Radio Homes by Counties

Albany	2,950	Johnson	1,010	Sweetwater	4,350
Big Horn	2,180	Laramie	5,950	Teton	390
Campbell	1,350	Lincoln	2,180	Uinta	1,290
Carbon	2,620	Natrona	6,380	Washakie	790
Converse	1,500	Niobrara	1,010	Weston	990
Crook	1,020	Park	1,800	Yellowstone National	
Fremont	2,310	Platte	1,890	Park	60
Goshen	2,180	Sheridan	3,850		
Hot Springs	1,370	Sublette	380		

KDFN, CASPER

Operator: Donald L. Hathaway, First & Lennox. **Phone:** 407. **Power:** 500 watts on 1440 kc. **Affiliation:** None. **Opened:** Jan. 2, 1930.

Owner-manager: Donald L. Hathaway. **Rep:** Walter Biddick Co. (Pacific Coast); Sears and Ayer (Chicago and New York). **Seating facilities:** Studio seats 50 persons; auditorium seating 1,800 available. **Merchandising:** "Equipped to carry advertising programs through the dealer"; but no consumer merchandising. **Foreign language programs:** Can be handled; population, however, is less than 1% foreign. **Artists bureau:** None. **Base rate:** \$40.

Copy restrictions: Beer and wines accepted; no hard liquors; patent medicines accepted at discretion of station; FCC and Federal Trade Commission rules govern restriction of copy; price mentions permitted. **E. T. library:** Lang-Worth; NAB; Davis & Schwegler. **News:** Transradio. **News periods:** 8:30-8:35 A.M., 9:40-9:45 A.M., 10-10:05 A.M., 11-11:05 A.M., 12:25-12:35 P.M., 4-4:05 P.M., 5:30-5:35 P.M., 6:45-7 P.M., 8:30-8:40 P.M., all Monday through Saturday.

KVRS, ROCK SPRINGS

Operator: Wyoming Broadcasting Co., 1307 Wyoming Ave. **Phone:** 93. **Power:** 250 and 100 watts on 1370 kc. **Affiliation:** None. **Opened:** June 21, 1938.

President: R. R. West. **Station manager:** H. L. McCracken. **Program director:** Michael Reid. **Chief engineer:** C. R. Miller. **Artists bureau head:** Lottie Peach.

Rep: None. **Seating facilities:** Can accommodate about 150 persons. **Merchandising:** Have a daily program (15 minutes) devoted to promoting clients' program and products; no charge for inclusion in this "Shopping Service" broadcast. **For-**

eign language programs: None. **Artists bureau:** Setup nominal only. **Base rate:** \$30 (½ hr.).

Copy restrictions: Beer accounts accepted; station has no written rules governing copy, but decides each case individually. **E. T. library:** NBC Thesaurus; MacGregor. **News:** Transradio; Christian Science Monitor. **News periods:** 7:45 A.M., 10 A.M. (women's news), 12:15 P.M., 2 P.M., 4 P.M. (Monitor news), 6:30 P.M., all 15 minutes, all Monday through Saturday.

KWYO, SHERIDAN

Operator: Big Horn Broadcasting Co., 340 N. Main Street. **Phone:** 601. **Power:** 250 and 100 watts on 1370 kc. **Affiliation:** None. **Opened:** July 9, 1934.

Manager: Herbert Siebert. **Treasurer:** Bill Anthony. **Program director:** Kay Wadick. **Engineers:** Bob Crosswaite; Carl McGee.

Rep: Sears & Ayer; Homer Griffith. **Seating facilities:** Two studios, plus an auditorium seating 200. **Merchandising:** Supply publicity, work out window displays, etc.; all services rendered gratis. **Foreign language programs:** Will accept, but reserve right to refuse or discontinue any program for reasons satisfactory to the station; very large foreign audience in territory includes Poles, Bohemians, Germans, Italians. **Artists bureau:** Setup nominal only. **Base rate:** \$16.20 (quarter-hour once-weekly for one month).

Copy restrictions: Accept beer; no other alcoholic beverages; all copy subject to station approval or revision. **E. T. library:** Standard; MacGregor. **News:** Transradio. **News periods:** 7:30 A.M., 10 A.M., 12:15 P.M., 4:30 P.M., 7:30 P.M., all 15 minutes, all Monday through Saturday; 12:45-1 P.M., 4:45-5 P.M., Sunday only.

ALASKA

KFQD, ANCHORAGE

Operator: Anchorage Radio Club, Inc., Anchorage. **Phone:** 143 Y; 226 R. **Power:** 250 watts on 780 kc (operates nighttime only). **Affiliation:** None. **Opened:** May 27, 1924.

General and station manager, publicity director: R. E. McDonald. **Program and musical director:** Ken Laughlin. **Chief engineer:** W. J. Wagner.

Rep: Walter Biddick Co. **Seating facilities:** Can accommodate 100 persons. **Merchandising:** Service furnished on request. **Foreign language programs:** None. **Artists bureau:** None. **Stock:** Principally held by R. E. McDonald. **Base rate:** \$35.

Copy restrictions: Advertising of alcoholic beverages accepted on approval; all copy is subject to station standards. **E. T. library:** MacGregor. **News:** Transradio. **News periods:** 7 P.M. and 9 P.M. (duration not listed), Monday through Saturday; 8 P.M. ("News Magazine of the Air"), Monday, Wednesday, Friday.

KFAR, FAIRBANKS

Operator: Midnight Sun Broadcasting Co. **Power:** 1,000 watts on 610 kc.

At press time this station had a construction permit only.

KINY, JUNEAU

Operator: Edwin A. Kraft, Juneau, Alaska. **Power:** 1,000 watts on 1430 kc. **Affiliation:** None; occasional tie-up with NBC Red via shortwave. **Opened:** June 1, 1935.

Owner: Edwin A. Kraft. **Station manager:** C. B. Arnold. **Chief operator:** Fred Heister.

Rep: Northwest Radio Advertising Co., Inc. (Seattle); Joseph Hershey McGillvra, (New York). **Seating facilities:** Studio accommodates about 150; auditorium seating 500 available. **Merchandising:** Complete service; call on trade, assist in distribution, arrange for display cards, etc. **Foreign language programs:** Not accepted. **Artists bureau:** No information given. **Base rate:** \$25 (½ hr.).

Copy restrictions: No liquor advertising accepted. **News:** AP; Transradio.

KGBU, KETCHIKAN

Operator: Alaska Radio & Service Co., Inc. **Power:** 500 watts on 900 kc.

Base rate: \$60.

No other information available after repeated requests.

HAWAII

KHBC, HILO

Operator: Honolulu Broadcasting Co., Ltd. 1129 Kapiolani Blvd. **Phone:** 2323. **Power:** 250 watts on 1400 kc. **Affiliation:** CBS; Mutual. **Opened:** March 15, 1930. (Note: This station is sold in combination with KGMB, Honolulu; both are under the same ownership, and both are affiliated with the Honolulu Star-Bulletin.)

General manager: J. Howard Worrall. **Station manager:** Earl A. Nielsen. **Chief engineer:** Eugene Goldrup.

Rep: John Blair & Co. **Seating facilities:** None listed. **Merchandising:** Contact dealers by phone and personal calls; render follow-up work and co-operation in complete merchandising program. **Foreign lan-**

guage programs: Accept limited number of announcements for participating Japanese, Chinese and Filipino programs. **Artists bureau:** None, as such, but have local clearing house for talent. **Base rate:** \$32; with KGMB: \$80.

Copy restrictions: Accept beer and light wines, but no hard liquor; accept certain patent medicines, subject to advice of station attorneys; forbid excessive claims, such as use of the words "the best"; forbid use of "guaranteed" unless inspection bears out guaranty; no mail order or "per piece" advertising; all copy must conform to NAB Code of Ethics and Federal Trade Commission rules and regulations. **E. T. library:** World; MacGregor. **News:** UP. **News periods:** 5:45-6 P.M., daily.

HAWAIIAN STATIONS—Continued

KGMB, HONOLULU

Operator: Honolulu Broadcasting Co., Ltd., 1129 Kapiolani Blvd. **Phone:** 2323. **Power:** 5,000 and 1,000 on 590 kc. **Affiliation:** CBS; Mutual. **Opened:** March 15, 1930. (Note: KHBC, Hilo, is sold in combination with this station; both are under the same ownership, and both are affiliated with the Honolulu Star-Bulletin).

General manager: J. Howard Worrall. **Station manager:** Webley Edwards. **Program director:** Leo Rumsey. **Chief engineer:** Eugene Goldrup. **Production manager:** Bob Stanley. **Publicity director:** Henry C. Putnam.

Rep: John Blair & Co. **Seating facilities:** Main studio seats 200 persons; Princess Theatre, 1,800; Hawaii Theatre, 1,200 (used after regular performances). **Merchandising:** Dealer contacts by personal call or phone; render follow-up work and co-operation in complete merchandising program. **Foreign language programs:** Accept limited number of announcements for participating Japanese and Filipino programs. **Artists bureau:** Operate a clearing house for local talent. **Base rate:** \$72; with KHBC, \$80.

Copy restrictions: Beer and wine accepted; no liquor advertising; accept certain patent medicines, subject to advice of station attorneys; no mail order or "per piece" advertising; forbid excessive claims, such as "the best" and use of "guaranteed" unless inspection bears out guaranty; all copy must conform to NAB and Federal Trade Commission regulations. **E. T. Library:** World; Associated; MacGregor; NAB. **News:** UP. **News periods:** 7:15-7:30 A.M., 12:15-12:30 P.M., 6:45-7 P.M., all daily except Sunday.

KGU, HONOLULU

Operator: Advertiser Publishing Co., Ltd. Kapiolani Blvd. and South Street. **Phone:** 2311. **Power:** 2,500 watts on 750 kc. **Affiliation:** Special NBC Hawaiian service, available for use with NBC Pacific Coast Red or Blue. **Opened:** May 11, 1922. (Note: This station is newspaper-owned by the Honolulu Advertiser).

Station head and manager, chief engineer: M. A. Mulrony. **Assistant manager:** Donald O. Crozier. **Program manager:** Edward Jansen. **Musical director:** Verne W. Thompson.

Rep: The Katz Agency; Walter Biddick Co. (Pacific Coast). **Seating facilities:** Studio 1 seats 50 persons; Studio 2 seats 100; Auditorium seats 500. **Merchandising:** Complete news and merchandising service rendered in cooperation with the Honolulu Advertiser. **Foreign language programs:** Accepted at regular rate card rates plus a 40c or 75c translation charge for each announcement depending on its length; limited number of Japanese, Filipino and Chinese programs current. **Artists bureau:** None. **Base rate:** \$75.

Copy restrictions: Accept beer and wine accounts; all copy subject to station approval and FCC rules and regulations. **News:** Transradio.

KTOH, LIHUE

Operator: Garden Island Publishing Co., Ltd. **Power:** 250 and 100 watts on 1500 kc. **At press time this station had a construction permit only.**

V
R.D

Useful

Why and How Advertising Agencies Use

VARIETY

Some of the many and varied uses to which Variety has been put by leading agencies is briefly suggested in the following list:

Batten, Barton, Durstine & Osborn—Uses VARIETY to check relative values of stellar personalities and for general data.

Benton & Bowles—Uses VARIETY compilations on radio showmanship and allied subjects as supplementary to its own research.

Knox Reeves—Carefully consulted VARIETY'S exclusive data on parental reaction to children's programs in revising and re-editing its "Jack Armstrong" series.

Lennen & Mitchell—Checked through VARIETY for corroboration on popularity and box-office ranking of film stars.

Lord & Thomas—Uses VARIETY as checking source for popular music on its programs. (This is one of the commonest uses by advertising agencies of VARIETY news service.)

McCann-Erickson—In 1935, David Brown, then of this agency, declared that "VARIETY has become the bible of the advertising agencies so far as radio is concerned."

J. Walter Thompson—Clips and files VARIETY reviews of talent, and box-office report on stars, plays, films, etc. Used VARIETY clippings as evidence in recent presentation to Standard Brands.

Young & Rubicam—VARIETY showmanship ratings of local stations supplemented agency judgment in spot broadcast expenditures. Agency has featured VARIETY reviews of its showmanship efforts in its own advertising.

“WHY WE (Air Advertisers) Read

VARIETY”

A Sponsor's Comment:

[In introducing Robert J. Landry of Variety, who had been invited to address the convention of the Association of National Advertisers in Hot Springs, Va., Dr. D. P. Smelser of Procter & Gamble said:—*]

“Tuesday to some people is the day the Saturday Evening Post comes in. Friday to others is the day Time arrives. To a great many people Wednesday, or out in the sticks Thursday, is the day Variety arrives . . . Why do radio advertisers read Variety? Some of them read it to find out what the program critics of Variety have to say about their programs. But most of them read it to find out what we are going to do next.”

**(Stenographic Transcript Quoted)*

Critical

FRED ALLEN

With Portland Hoffa, Peter Van Steeden, Harry Von Zell, Merry Maes, Lynn Murray Choir, Minerva Pious, Eileen Douglas, Johnny Brown, Charlie Cantor.

Variety

60 Mins.

BRISTOL-MYERS

Wed., 9 p.m.

WEAF-NBC, New York

(Young & Rubicam)

Fred Allen took up last Wednesday (5) where he had left off last June with but a single change in his weekly pattern. He's eliminated all the hub-dub about it's being Town, to usher in...

RUDY VALLEE HOUR

With Rae Samuels, Freddy Bartholomew, Helen Claire, Wally Brown, George Givot.

Variety

60 Mins.

STANDARD BRANDS

Thurs., 8 p.m.

WEAF-NBC, New York

(J. Walter Thompson)

Standard Brands' Thursday evening event seems to have entrenched itself in a humdrum bog. Zest for novelty is largely gone, the air about the whole thing suggests a chore that had been given a quick and routine...

WARDEN LA

30 Mins.

SLOAN'S LINE

Friday, 8 p.m.

WJZ-NBC, New York

(Warwick)

This is becoming a stand-by. Off on prison melodrama. It remains good hokey, but also plausible way to ment being aimed...

'PEOPLE'S RALL

30 Mins.

MENNEN'S

Sunday, 3:30 p.m.

WOR-Mutual, New York

(Kieser)

Here's a combo common radio idea on the forum. Pretty ceived on both an should collect its share of listeners. Time of day is fairly good, and the presence of the New York Philharmonic...

SOUSA MEMORIAL

With B. A. Rolfe, William A. Brad Mrs. Sousa, Robert Ripley, Artie Fryor, Concert Band, Universit Glee Club of N. Y., Combined Hig Schools Band

30 Mins.

Sustaining

WABC-CBS, New York

An inspirational program, the first of the series in a campaign to raise funds memorializing John Philip Sousa the 'march king.' Clicked SIR CEDRIC HARDWICKE 'Merchand of Venice'

With Charles Warburton, Elizabeth Sifton, Ivor Lewis, William Strange, George Eaton, Allen King, Rupert Caplan, Gordon Forsythe, A. J. Rosance, Betty Boylan, Robert Elliot; Reginald Stewart and Orch.

Dramatic

60 Mins.

Sustaining

Sunday, 9 p. m.

CBM, Montreal

This is one of the shows that Canadian \$2x money and American commercials built. And if the tre-

KATE SMITH, Commentator

With Ted Collins

15 Mins.

DIAMOND CRYSTAL SALT

Tu.-Th.-Sa.; 12 Noon

WABC-CBS, New York

(Benton & Bowles)

Among ranking radio names, the duo of Rudy Vallee and Kate Smith can be set down as a pair with a real head full of sense. Vallee realized long ago that tooting a saxophone or singing through the nose...

JACK HALEY

With Virginia Verrill, Lucille Ball, Artie Auerbach Ted Flo-Rito Orchestra

30 Mins.

WONDER BREAD

Friday, 7:30 p.m.

WABC-CBS, New York

(Benton & Bowles)

Jack Haley presides over a hokey-pokey half hour that piles up quite a few giggles and will qualify as okay mass entertainment. It is neither a rival of the best in radio comedy, nor a fellow-sufferer with the problem shows. It shapes up as akin to vaudeville's once important inter-mediate time, the catered...

BING CROSBY

With Bob Burns, John Scott Trotter, Ken Carpenter, Walter Connolly, Joan Bennett, Johnny Mercer

Variety

60 Mins.

KRAFT CHEESE

Thurs., 10 p.m.

WEAF-NBC, New York

(J. Walter Thompson)

With the return of Bing Crosby last Thursday (20) this choice radio dish again became complete. But only for one installment. Crosby...

TOSCANINI NBC SYMPHONY

With Samuel Chotzinoff, commentator

90 Mins.

Sustaining

Sat., 10 p.m.

WJZ-NBC, New York

Toscanini is back on NBC. He starts at 10 p.m. and so does W. C. Fields on WABC. Most of the symph-maniacs won't know about that or much care, but it may be a predicament for those borderline...

AL PEARCE

With Carl Hoff

Reviews That Command Respect

whimsical- listeners for ed commer- integral part ere Pearce an element with the injected. ng. Much

Morris has been in the East doing personal appearances between pictures. His stage turn consists of a skit and a bit of magic, but television hasn't arrived yet and radio can't project rabbit producing bits into the...

HOBBY LOBBY

With Dave Elman, Harry Salter orch.

30 Mins.

FELS & CO.

Wed., 8:30 P.M.

WJZ-NBC, New York

(Young & Rubicam)

Program picked up new (its third) sponsor a week and a half after fading from the Jello spot it occupied as a summer replacement. New goal is to convince the housewife that Fels-Naptha Chips do a better job...

WILLIAM A. BRADY

With Elliott Reed, Janet Gilbert

Drama

15 Mins.

SWEETHEART SOAP

Friday, 7:45 p.m.

WEAF, New York

(Peck)

A review of this stanza must presuppose one major inconsistency in the whole setup: the sponsor wants drama; he has gone to the expense of getting Wolf Associates to produce the show and William A. Brady, a w.k. legit producer, to m.c. it; he has hired okay actors and scripters;

with straight music, booming auctioneers and frequent commercials (but don't forget Jack Pearl as one comedy association), has stuck W. C. Fields into its Saturday frolic on CBS. Thereby sending that show...

TEXACO STAR THEATRE

With Bette Davis, Adolphe Menjou, Una Merkel, Jane Froman, Kenny Baker, David Broekman orchestra, Charles Ruggles, Ned Sparks, Max Reinhardt

60 Mins.

TEXAS CO.

Thursday, 9:30 p. m.

WABC-CBS, New York

(Buchanan)

Although the Max Reinhardt insert starring Bette Davis was a flaming dramatic plum pudding, the Texaco banquet was otherwise a ho-hum hodge-podge. It stands in need of plenty of fixing. Most of all there's too much variety and too little co-

BENNY GOODMAN Orchestra

With Bert Parks

30 Mins.

CAMEL

Saturday, 10 p. m.

WEAF-NBC, New York

(Esty)

Shifted to a Saturday night groove on the Camel program—the ciggie account now has three slots a week. Benny Goodman's new live show (picked up this time from the Golden Gate International Exposition) essays a swine-instruction pattern.

Media and Agencies

SHOP TALK AT THIRTY



By MARLEN PEW
CHICAGO, ILL. NEWS

By EUGENE STINSON
I telephoned Mary Gordon last night to tell her, inquiringly enough, that Variety carries on its front page this week the announcement that she is to quit the Chicago Civic Opera and to go to Hollywood.

NIWS-WEEK
Fully Varlety grew to be one of the most important...

The rest of the New York Times... the standing exception... the one-column, four-inch reading matter... the Times is a shining example in the respect of its magazine material with that of Variety.

The Center Aisle

By ALFRED L. S. WOOD
But the outstanding ability of "Variety" merges to estimate the technical value of a new offering... the outstanding ability of "Variety" merges to estimate the technical value of a new offering...

By ALTON COOK
World-Telegram Radio Editor.
The theatrical weekly, pointed out another... the theatrical weekly, pointed out another...

Advertising News

Campbell Promotes Radio Debut in Newspapers

of 88 Cities—Shredded What Changes.
Bethish Movie... Principal reason why... eight-page advertisement... Campbell Promotes Radio Debut in Newspapers...

MUSICAL LEADER

One painter who has exhibited successfully... Europe came to Hollywood with... Europe came to Hollywood with...

All In A Day

By Mark Hellingner

Registered, Copyright, 1932, Daily Mirror, Inc.
The matter rests to date. So far it has produced only one publication... The matter rests to date. So far it has produced only one publication...

VARIETY PAPER THIS

define the readers list... VARIETY PAPER THIS... define the readers list...

The AMERICAN MERCURY

BY HUGH KENT
The AMERICAN MERCURY... achieved its distinction for fearlessness... achieved its distinction for fearlessness...

SUN, BALTIMORE, WHAT VARIETY THIS IS GALA WORLD AND BY LES SOMERS

News of the Radio Stations BY LARRY WOLTERS

BY HUGH KENT
The idea of publishing... have no interest in its exclusive news of the... have no interest in its exclusive news of the...

From VARIETY June 12, 1934
"Byrd Expedition—Grape-Nuts show a results-getter... "The Cook—Clicked instantly last year for Colgate... "45 Minutes in Hollywood—Borden's Young & Rubicam agency... "Albert Spalding—Class program elicited for Fletcher's Candies (Centaur, Young & Rubicam.)"

News of the Radio Stations BY LARRY WOLTERS
has the box some... the question in... Mr. Nathan and the work program... Mr. Nathan and the work program...

"Our booking agent says we're through!"
Illustration of a man in a suit standing next to a large stack of books or records.

Circulation

CROSSLEY SURVEY

OF

VARIETY

— FACTS —

72 Leading Advertising Agency Offices Spent \$38,762,089 for radio time . . .

148 Leading Radio Executives of These Leading Agencies (in New York and Chicago) did the spending . . . ALL BUT 10 READ VARIETY, RECEIVING IT BY SUBSCRIPTION IN THEIR OWN NAMES OR ON OFFICE ROUTE LISTS.

CANADA

SET OWNERSHIP: 1938

Province.	Population.	Families.	Sets.
Prince Edward Island, New Brunswick, Nova Scotia	1,087,000	258,100	125,130
Quebec	3,172,000	721,100	381,280
Ontario	3,731,000	873,544	868,126
Manitoba	720,000	171,000	170,421
Saskatchewan, Alberta	1,724,000	403,000	278,123
British Columbia	761,000	180,000	177,409
TOTAL CANADA	11,209,000	2,606,744	2,000,489

The above figures on set ownership in Canada were obtained through the courtesy of "Radio Trade Builder," and first appeared in that publication's issue of March, 1939 (Vol. 16, No. 3). These figures are estimates, and are, of course, much higher than figures on tax collections (there is a set tax of \$2.50 per annum in Canada; as of March 31, 1937, some 1,038,000 taxes were paid). Nor do the totals include auto radios, which are estimated to number 97,736. In the population by Provinces, the Yukon and Northwest Territory are not included. The number of families was computed by assuming that the average Canadian family (except in Quebec) has 4.3 persons (slightly higher in Quebec).

ALBERTA

(Holidays: New Year's Day, January 1; Ash Wednesday, February or March; Good Friday, March or April; Easter Monday, March or April; Victoria Day, May 24; King's Birthday, June 9; Dominion Day, July 1; Labour Day, first Monday in September; Thanksgiving Day, usually second Monday in October; Remembrance (or Armistice) Day, November 11; Christmas Day, December 25; Second Christmas Day, December 26.)

CFAC, CALGARY

Operator: Taylor, Pearson & Carson Broadcasting Co., Ltd., Southam Bldg. **Phone:** R 1036. **Power:** 1,000 watts on 930 kc. **Affiliation:** Canadian Broadcasting Corp. **Opened:** May 12, 1922. (Note: This station is newspaper-owned by the Calgary Herald.)

General manager: H. R. Carson. **Station manager:** Gordon S. Henry. **Program director:** Pat Freeman. **Chief engineer:** Earle C. Connor. **Musical director:** Cecil B. Kappey. **Publicity director:** Frank E. Fleming.

Rep: All-Canada Radio Facilities, Ltd., (Toronto); Weed & Co. (U. S.). **Seating facilities:** None. **Merchandising:** Newspaper and magazine publicity, window displays, display cards, etc.; all services rendered gratis. **Foreign language pro-**

grams: No rules; requests for commercial programs have never been made, though sustaining features have been presented. **Artists bureau:** None, as such, but a talent register is maintained; no charge made for registration; talent charged to accounts at cost. **Base rate:** \$80.

Copy restrictions: No beer, wine or liquor advertising accepted; no price mentions permitted; spot announcements restricted to 100 words and not accepted after 7:30 P.M. **E. T. library:** World; NBC Thesaurus. **News:** Canadian Press; local. **News periods:** 8-8:15 A.M., 12:15-12:30 P.M., Monday through Saturday.

CFCN, CALGARY

Operator: The Voice of the Prairies, Ltd., Toronto General Trusts Bldg. **Phone:**

ALBERTA STATIONS—Continued

M-1161. **Power:** 10,000 watts on 1030 kc. **Affiliation:** Canadian Broadcasting Corp.; Alberta Educational Network. **Opened:** 1922. (Note: Same operator also owns short-wave CFVP using 100 watts on 6030 kc.)

President: H. G. Love. **Commercial manager:** E. H. McGuire. **Program director:** W. H. Ross. **Chief engineer:** P. B. McCaffery. **Musical director:** Jerry Fuller.

Rep: Joseph Hershey McGillvra (U.S.); Jack Slatter (Toronto). **Seating facilities:** Studio seats 120 persons. **Merchandising:** Services rendered gratis. **Foreign language programs:** Accepted. **Artists bureau:** None. **Base rate:** \$100.

Copy restrictions: All copy subject to station approval and regulations of the Canadian Broadcasting Corp. **E. T. library:** Standard; Lang-Worth; Davis & Schwegler. **News:** Transradio; British UP. **News periods:** 8:15-8:30 A.M., 12:45-1 P.M., 10-10:15 P.M., all daily.

CJ CJ, CALGARY

Operator: Albertan Publishing Co., Ltd., Ninth Ave., W. **Phone:** M 5858. **Power:** 100 watts on 690 kc. **Affiliation:** None. **Opened:** No date given. (Note: This station is newspaper-owned by the Calgary Albertan.)

President: Gordon Bell. **Station manager:** H. A. Webster. **Commercial manager:** F. Shaw. **Chief engineer:** R. Henderson.

Rep: None. **Seating facilities:** None listed. **Merchandising:** Services being developed; no more specific data available. **Foreign language programs:** No information given. **Artists bureau:** None. **Base rate:** \$40.

Copy restrictions: Rules and regulations of Canadian Broadcasting Corp. **News:** Canadian Press.

CFRN, EDMONTON

Operator: Sunwapta Broadcasting Co., Ltd., C.P.R. Bldg. **Phone:** 22101. **Power:** 100 watts on 960 kc. **Affiliation:** Canadian Broadcasting Corp. **Opened:** Nov. 1, 1934.

Station manager: G. R. A. Rice. **Business manager:** H. F. Nielsen. **Program director:** S. Lancaster. **Chief engineer:** F. C. Makepeace. **Musical director:** R. Wright. **Publicity director:** Winifred Sutton.

Rep: Joseph Hershey McGillvra (U.S.); Jack Slatter (Toronto); Inland Broadcasting Service (Winnipeg). **Seating facilities:** Studio seats about 50 persons. **Merchandising:** Mailings to dealers; contacts, etc.; services at cost. **Foreign language programs:** Accepted; must be accompanied by certified English translation. **Artists bureau:** None. **Base rate:** \$50.

Copy restrictions: All patent medicine

copy must be checked by Dept. of Health, Ottawa; no defamatory or highly exaggerated statements; no price quotations; spot announcements limited to 100 words and not accepted after 7:30 P.M. **E. T. library:** Lang-Worth. **News:** British UP; local news. **News periods:** 8 A.M., 1 P.M., 9:45 P.M., all 15 minutes, all Monday through Saturday.

CJCA, EDMONTON

Operator: Taylor & Pearson Broadcasting Co., Ltd., Birk's Bldg. **Phone:** 26131. **Power:** 1,000 watts on 730 kc. **Affiliation:** Canadian Broadcasting Corp.; Foothills Network. **Opened:** May 1, 1922. (Note: This station is owned by the Edmonton Journal, but operated by Taylor & Pearson.)

Station manager: F. H. Elphicke. **Production manager, artists bureau head:** N. Botterill. **Chief engineer:** H. McMahon. **Publicity director:** W. Dales.

Rep: Weed & Co. (U.S.); All-Canada Radio Facilities, Ltd. (Canada). **Seating facilities:** Observation room accommodates about 100. **Merchandising:** Direct mail, personal contact work, window and outdoor displays, and publicity to 15 newspapers on contracts of 26 or more programs. **Foreign language programs:** Station carries two such programs. **Artists bureau:** Yes; lists 30 artists, script writers, orchestras, producers and announcers. **Base rate:** \$90.

Copy restrictions: Regulations of the Canadian Broadcasting Corp. **E. T. library:** NBC Thesaurus; World. **News:** Canadian Press; local news. **News periods:** 7:50 A.M., 1 P.M., 5:30 P.M., 8 P.M., 10:45 P.M., all 15 minutes all Monday through Saturday. (Note: Spots sold before and after, but not during, the newscasts.)

CKUA, EDMONTON

Operator: University of Alberta. **Power:** 500 watts on 580 kc.

This station is non-commercial; university-owned.

CFGP, GRANDE PRAIRIE

Operator: Northern Broadcasting Corp., Ltd., Donald Hotel. **Phone:** 153. **Power:** 100 watts on 1200 kc. **Affiliation:** Foothills Network. **Opened:** Nov. 2, 1937.

President, station and commercial manager, publicity director: C. L. Berry. **Program director:** Paul Guy. **Chief engineer:** George Sinclair. **Musical director:** Bert Churchill.

Rep: All-Canada Radio Facilities, Ltd. (Canada); Weed & Co. (U. S.). **Seating**

ALBERTA STATIONS—Continued

facilities: Studio seats 35. **Merchandising:** Distribute window cards; exhibit sponsor's products in station display window; obtain newspaper publicity; all services rendered gratis. **Foreign language programs:** French accepted. **Artists bureau:** None. **Base rate:** \$25.

Copy restrictions: Regulations of the Canadian Broadcasting Corp. **E. T. library:** Transcriptions obtained from All-Canada Radio Facilities (make not stated). **News:** Transradio. **News periods:** 8-8:10 A.M., 1-1:15 P.M., 7-7:15 P.M., all Monday through Saturday.

CJOC, LETHBRIDGE

Operator: Lethbridge Broadcasting, Ltd., Marquis Hotel Bldg. **Phone:** 3872. **Power:** 100 watts on 1210 kc. **Affiliation:** Canadian Broadcasting Corp.; Foothills Network. **Opened:** May 28, 1928.

Acting manager: Arthur H. Nicholl. **Program director:** Robert Buss. **Chief engi-**

neer: Robert Reagh. **Publicity director:** Cameron Perry.

Rep: All-Canadian Radio Facilities, Ltd. (Canada); Weed & Co. (U. S.). **Seating facilities:** Can accommodate 15 persons. **Merchandising:** Limited service offered by sales department. **Foreign language programs:** Accepted if transcribed and authorized by the Canadian Broadcasting Corp. **Artists bureau:** None. **Stock:** Principally held by H. R. Carson, Ltd. **Base rate:** \$50.

Copy restrictions: Beer, wine or liquor advertising not permitted by Provincial Government; all copy must conform to station standards and Canadian Broadcasting Corp. regulations. **E. T. library:** NBC Thesaurus. **News:** British UP; local news from Lethbridge Herald. **News periods:** 8:15 A.M., 11:45 A.M., 5:11 P.M., all 10 minutes, all Monday through Saturday; 4:45-4:55 P.M., Sunday only; local news broadcast, 5:20-5:30 P.M., Monday through Saturday.

BRITISH COLUMBIA

(Holidays: New Year's Day, January 1; Good Friday, March or April; Easter Monday, March or April; Victoria Day, May 24; King's Birthday, June 9; Dominion Day, July 1; Labour Day, first Monday in September; Thanksgiving Day, usually second Monday in October; Remembrance (or Armistice) Day, November 11; Christmas Day, December 25; Second Christmas Day, December 26.)

CHWK, CHILLIWACK

Operator: Chilliwack Broadcasting Co., Ltd., 16 Wellington Avenue. **Phone:** 6106. **Power:** 100 watts on 780 kc. **Affiliation:** Canadian Broadcasting Co. **Opened:** July, 1927.

Managing director, station and commercial manager, publicity director: C. Casey Wells. **Program director:** Ronald G. Wells. **Chief engineer:** Jack Pilling. **Artist bureau head, musical director:** Bertram Turvey.

Rep: Weed & Co. (U.S.); All-Canada Radio Facilities, Ltd. (Canada). **Seating facilities:** None. **Merchandising:** "Full cooperation" offered. **Foreign language programs:** Not accepted. **Artists bureau:** Set-up nominal only. **Base rate:** \$20.

Copy restrictions: No beer, wine or liquor advertising; no contracts accepted for mail order houses, chain stores, taverns, Sunday sports or amusements; all copy must conform to Canadian Broadcasting Corp. or other government regulations and is subject to station approval or revision. **E. T.**

library: None. **News:** Canadian Press; local; Christian Science Monitor. **News periods:** 11-11:15 A.M. (Monitor News), 12:10-12:20 P.M., 6-6:05 P.M. (local news), 7-7:15 P.M. (Canadian Press via network), all Monday through Saturday.

CFJC, KAMLOOPS

Operator: Kamloops Sentinel, Ltd., 209 Victoria St. **Phones:** 1018; 1000; 1001. **Power:** 1,000 watts on 880 kc. **Affiliation:** Canadian Broadcasting Corp. **Opened:** 1926. (Note: This station is newspaper-owned by the Kamloops Sentinel.)

Managing director: R. E. White. **Station and commercial manager:** D. Homersham. **Program director:** Wm. McLeod. **Chief engineer:** G. Henderson. **Musical director:** Frank Brown, Jr. **Publicity director:** L. Irvine.

Rep: Weed & Co. (U. S.); All-Canada Radio Facilities, Ltd. (Canada). **Seating facilities:** None. **Merchandising:** Arrangements furnished on request. **Foreign lan-**

BRITISH COLUMBIA STATIONS—Continued

guage programs: Subject to Canadian Broadcasting Corp. approval. **Artists bureau:** None. **Base rate:** \$30.

Copy restrictions: Canadian Broadcasting Corp. regulations. **E. T. library:** Standard. **News:** Canadian Press. **News periods:** 7:50 A.M., 12:30 P.M., 6 P.M., all 10 minutes, all Monday through Saturday. (Note: Spots are sold before and after, but not during, the newscasts.)

CKOV, KELOWNA

Operator: Okanagan Broadcasters, Ltd., Mill Ave. **Phone:** 200. **Power:** 1,000 watts on 630 kc. **Affiliation:** Canadian Broadcasting Corp. **Opened:** Nov. 4, 1931.

Managing director, program and commercial manager: J. W. B. Browne. **Chief engineer:** J. H. B. Browne. **Continuity director:** Bernard A. Heeney. **Publicity director:** Mary E. Royle.

Rep: Joseph Hershey McGillvra (U. S. and Quebec); Dominion Broadcasting Co. (Toronto); Inland Broadcasting Co. (Winnipeg); J. E. Baldwin (Vancouver). **Seating facilities:** None listed. **Merchandising:** Full service rendered at actual cost. **Foreign language programs:** Accepted subject to CBC regulations; full literal translation must be submitted; special announcers are billed extra. **Artists bureau:** None. **Base rate:** \$40.

Copy restrictions: CBC regulations observed; no beer, wine, or liquor advertising permitted. **E. T. library:** NBC Thesaurus. **News:** Canadian Press. **News periods:** 8:15 A.M., 12:15 P.M., 5:45 P.M. all 15 minutes, all Monday through Saturday.

CFPR, PRINCE RUPERT

Operator: Felix E. Batt. **Power:** 50 watts on 580 kc.

No other information available.

CJAT, TRAIL

Operator: Kootenay Broadcasting Co., Ltd., 815 Victoria St. **Phone:** 737. **Power:** 1,000 watts on 910 kc. **Affiliation:** Canadian Broadcasting Corp. **Opened:** January, 1933.

General and station manager: T. G. Robinson. **Commercial manager:** W. W. Baggs. **Promotion director:** F. McDowell. **Chief engineer:** Thomas Smally. **Continuity director:** Kay Parkin. **Promotion director:** F. McDowell.

Rep: Weed & Co. (U. S.); All-Canada Radio Facilities, Ltd. (Canada). **Seating facilities:** Can accommodate about 75 persons. **Merchandising:** All services rendered at actual cost. **Foreign language programs:** Accept Italian programs only. **Artists bureau:** None. **Base rate:** \$50.

Copy restrictions: Rules and regulations of the Canadian Broadcasting Corp. **News:** Canadian Press.

CBR, VANCOUVER

Operator: Canadian Broadcasting Corp., Hotel Vancouver. **Power:** 5,000 watts on 1100 kc. **Affiliation:** Canadian Broadcasting Corp. **Opened:** 1925.

Base rate: \$110.

No other information available.

CJOR, VANCOUVER

Operator: G. C. Chandler, 846 Howe St. **Phone:** Trinity 5321. **Power:** 500 watts on 600 kc. **Affiliation:** None. **Opened:** July, 1926.

Owner, station manager: G. C. Chandler. **Commercial manager:** D. E. Laws. **Program director:** Dick Diespecker. **Chief engineer:** W. B. Seabrook. **Musical director:** Wally Peters. **Publicity director:** D. R. Baird.

Rep: Joseph Hershey McGillvra. **Seating facilities:** Can accommodate about 100 in the studio; theatre and auditorium available by direct wire, seating 1,000. **Merchandising:** Station issues a monthly publication, containing data on nationally advertised products on station, which is sent to dealers; publicity releases sent to 25 papers; window displays, mailings, and special events broadcasts tied in with client's programs; no charge for service, but client or agency is to supply the window cards. **Foreign language programs:** Accepted, if full literal translation is submitted; if a special announcer is required, an added fee is charged. **Artists bureau:** Yes; lists about 10 musicians, actors, orchestras, script writers and announcers. **Base rate:** \$75.

Copy restrictions: Regulations of the Canadian Broadcasting Corp. **E. T. library:** NBC Thesaurus. **News:** Transradio; British UP. **News periods:** 8-8:15 A.M., 11-11:15 A.M., 12:30-12:40 P.M., 7-7:15 P.M., 8-8:15 P.M., 10:30-10:35 P.M., all Monday through Saturday; 7 P.M., 9 P.M., both 15 minutes, both Sunday.

CKCD, VANCOUVER

Operator: Pacific Broadcasting Co., Ltd., 198 W. Hastings St. **Phone:** Seymour 2750. **Power:** 100 watts on 1010 kc (shares time with CKWX). **Affiliation:** None. **Opened:** No date given. (Note: This station is owned by the Vancouver Daily Province).

Station and commercial manager: W. G. Hassell. **Program director:** L. F. Hassell. **Chief engineer:** T. Derbyshire. **Musical director:** Geneva Calangis. **Publicity director:** L. F. Hassell.

BRITISH COLUMBIA STATIONS—Continued

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

Copy restrictions: CBC regulations. **E. T. library:** None. **News:** From parent paper **News periods:** 8-8:15 P.M., Monday through Saturday.

CKFC-CKFX, VANCOUVER

Operator: Standard Broadcasting System, Ltd., **Power:** 50 watts on 1410 kc (divides time with CKMO). (Short wave CKFX has 10 watts on 6080 kc. This station is controlled by the Vancouver Sun).

Base rate: \$30.

No further information after repeated requests.

CKMO, VANCOUVER

Operator: British Columbia Broadcasting System, Ltd., 812 Robson St. **Phone:** SEY. 8778. **Power:** 100 watts on 1410 kc. **Affiliation:** None. **Opened:** 1923.

President: R. J. Sprott. **Vice-president:** B. A. Arundel. **Station and commercial manager:** H. M. Cooke. **Program and musical director:** R. E. Misener. **Chief engineer:** E. Rose.

Rep: None. **Seating facilities:** Can accommodate 65 persons. **Merchandising:** Complete publicity and merchandising service rendered free. **Foreign language programs:** Accepted; translation must be furnished in advance. **Artists bureau:** None. **Base rate:** \$30.

Copy restrictions: Rules and regulations of the Canadian Broadcasting Corp.; no liquor advertising; limited acceptance of patent medicines; no price quoting permitted. **E. T. library:** None listed. **News:** Vancouver Sun; Canadian Press. **News periods:** 10:15 A.M., 10 P.M., both 15 minutes, both Monday through Saturday; 9:15-9:30 P.M., Sunday only.

CKWX, VANCOUVER

Operator: Western Broadcasting Co., Ltd., 801 W. Georgia St. **Phone:** Seymour

2288. **Power:** 100 watts on 1010 kc (shares time with CKCD). **Affiliation:** None. **Opened:** 1923.

General and station manager: A. Holstead. **Commercial manager:** Reginald M. Dagg. **Program and musical director:** Fred C. Bass. **Chief engineer:** E. Ross MacIntyre. **Publicity director:** Jack Emerson.

Rep: Weed & Co. (U. S.); All-Canada Radio Facilities, Ltd. (Canada). **Seating facilities:** None. **Merchandising:** Window tie-in material; sales staff cooperates in contacting merchants and creating and carrying out any plans of sponsors; regular publicity items are sent out each week concerning programs and happenings at station, to nine publications. **Foreign language programs:** Not accepted. **Artists bureau:** None. **Base rate:** \$40.

Copy restrictions: Rules of Canadian Broadcasting Corp.; no beer, wine or liquor advertising permitted; patent medicines accepted under government supervision. **E. T. library:** World; Davis & Schwegler. **News:** Local news (from Vancouver Sun). **News periods:** 7:30-7:40 A.M., 12:05-12:15 P.M., 6:30-6:45 P.M., all Monday through Saturday; 8:30-8:45 P.M., 10-10:15 P.M., both Sunday. (Note: Spots sold before and after, but not during, the newscasts.)

CFCT, VICTORIA

Operator: Victoria Broadcasting Association, Radio Center. **Phones:** G 2014; E 2442. **Power:** 500 watts on 1450 kc. **Affiliation:** None. **Opened:** March 24, 1924.

General and commercial manager: G. W. Deaville. **Station manager:** Cliff Deaville. **Program and publicity director, artists bureau head:** Clarence Carville. **Chief engineer:** Cliff Deaville. **Musical director:** Wm. Fletcher.

Rep: Joseph Hershey McGillvra (U. S.). **Seating facilities:** Can accommodate about 200 persons. **Merchandising:** All services rendered at cost. **Foreign language programs:** Not accepted. **Artists bureau:** Setup nominal only. **Base rate:** \$30.

Copy restrictions: Rules and regulations of the Canadian Broadcasting Corp. **News:** Transradio.

MANITOBA

(Holidays: New Year's Day, January 1; Good Friday, March or April; Victoria Day, May 24; King's Birthday, June 9; Dominion Day, July 1; Labour Day, first Monday in September; Thanksgiving Day, usually second Monday in October; Remembrance (or Armistice) Day, November 11; Christmas Day, December 25; Second Christmas Day, December 26.)

CKX, BRANDON

Operator: Manitoba Telephone System, City Hall Square. **Phone:** 4532. **Power:** 1,000 watts on 1120 kc. **Affiliation:** Canadian Broadcasting Corp. **Opened:** 1928.

Station manager: W. F. Seller. **Chief engineer:** C. E. R. Collins. **Publicity director:** D. R. P. Coats.

Rep: Weed & Co. (U. S.); All-Canada Radio Facilities, Ltd. (Canada). **Seating facilities:** None. **Merchandising:** Window cards and build-up announcements offered. **Foreign language programs:** None running commercially; have Ukrainian, Polish and French sustainers. **Artists bureau:** Yes: lists orchestras, continuity writers, commentators, announcers, vocalists, etc. **Base rate:** \$50.

Copy restrictions: Regulations of the Canadian Broadcasting Corp. **News:** Canadian Press.

CFAR, FLIN FLON

Operator: Arctic Radio Corp., 120 Main St. **Phone:** 290. **Power:** 100 watts on 1370 kc. **Affiliation:** None. **Opened:** Nov. 7, 1938.

President: George W. Bridgman. **Vice-president:** Monty Bridgman. **Business and commercial manager:** Geo. W. Bridgman. **Chief engineer:** R. V. Durie. **Musical director:** L. Thorsteinson.

Rep: All-Canada Radio Facilities, Ltd. (Canada); Weed & Co. (U. S.). **Seating facilities:** None. **Merchandising:** Window cards, theatre lobby and window displays, broadsides, billboards; service rendered gratis except for actual cost of materials used. **Foreign language programs:** Accepted. **Artists bureau:** None. **Stock:** Held by George W. and Monty Bridgman. **Base rate:** \$25.

Copy restrictions: Regulations of the Canadian Broadcasting Corp. **E. T. library:** World; transcriptions obtained from All-Canada Radio Facilities. **News:** Transradio; Christian Science Monitor. **News periods:** 7:15 A.M., 12:35 P.M., 6:10 P.M., 7:55 P.M., 8:55 P.M., 9:55 P.M., all five minutes, all Monday through Saturday; Monitor news, 5:30-5:45 P.M., daily.

CJRC-CJRO-CJRX, WINNIPEG

Operator: James Richardson & Sons, Ltd., Royal Alexandra Hotel. **Phone:** 92-266.

Power: 1,000 watts on 630 kc. **Affiliation:** Canadian Broadcasting Corp. **Opened:** February 16, 1934. (Note: This station also operates shortwave CJRO, 2,000 watts on 6150 kc; also shortwave CJRX, 2,000 watts on 11,720 kc.)

General and station manager: H. R. McLaughlin. **Assistant and commercial manager:** J. D. Kemp. **Program and promotion manager:** E. H. Houston. **Chief engineer:** Ken Cameron. **Publicity director:** E. V. Dutton. **Merchandising:** Rusty Young.

Rep: Joseph Hershey McGillvra (U.S.); J. Slatter (Eastern Canada); Inland Broadcasting Service (Western Canada). **Seating facilities:** None. **Merchandising:** Supply newspaper publicity, market and coverage data; contact dealers; mail announcements; window displays, etc. **Foreign language programs:** Accepted: translation must be furnished in advance and is strictly censored. **Artists bureau:** Yes. **Base rate:** \$80.

Copy restrictions: All copy subject to rules of the Canadian Broadcasting Corp. **E. T. library:** World; Lang-Worth; Standard. **News:** Transradio. **News periods:** 7:55-8 A.M., 8:45-9 A.M., 12:30-12:45 P.M., 7-7:05 P.M., 8-8:05 P.M., 9-9:05 P.M., 9:45-10 P.M., 11-11:05 P.M., all Monday through Saturday; 9-9:15 P.M., Sunday only.

CKY, WINNIPEG

Operator: Manitoba Telephone System, Telephone Bldg. **Phone:** 9291. **Power:** 15,000 watts on 910 kc. **Affiliation:** Canadian Broadcasting Corp. **Opened:** March 13, 1923. (Note: Owners of CKY also control CKX, Brandon.)

General and station manager: W. H. Backhouse. **Commercial manager:** P. H. Gayner. **Program director:** R. H. Roberts. **Chief engineer:** G. H. Mills. **Musical director:** P. H. Richardson. **Publicity and public relations director:** D. R. P. Coats.

Rep: Weed & Co. (U. S.); All-Canada Radio Facilities, Ltd. (Canada). **Seating facilities:** Can accommodate 100 persons. **Merchandising:** Maintain a "travel sign" on one of city's principal streets to advertise selected programs; sign is changed weekly;

MANITOBA STATIONS—Continued

offer full cooperation to the extent of facilities. **Foreign language programs:** Will accept, but no requests received to date. **Artists bureau:** None. **Base rate:** \$120.

Copy restrictions: No liquor advertising; no price quoting. **E. T. library:** NBC The-saurus; World. **News:** British UP; Cana-

dian Press. **News periods:** 8 A.M., 12:45 P.M., 4:45 P.M., 10 P.M. (Canadian Press), 11:45 P.M., all 15 minutes, all Monday through Saturday; 12:25 P.M., 10 P.M. (Canadian Press), 11:45 P.M. (Canadian Press), all 15 minutes, all Sunday only. (Note: Canadian Press news may not be sponsored.)

NEW BRUNSWICK

(Holidays: New Year's Day, January 1; Good Friday, March or April; Easter Monday, March or April; Victoria Day, May 24; King's Birthday, June 9; Dominion Day, July 1; Labour Day, first Monday in September; Thanksgiving Day, usually second Monday in October; Remembrance (or Armistice) Day, November 11; Christmas Day, December 25.)

CFNB, FREDERICTON

Operator: James S. Neill & Sons, Ltd., Queen St. **Phone:** 209. **Power:** 1,000 watts on 550 kc. **Affiliation:** Canadian Broad-casting Corp. **Opened:** Feb. 1, 1923.

Secretary-treasurer, station and commercial manager: J. Stewart Neill. **Program director:** (Miss) V. True. **Chief engineer:** T. B. Young.

Rep: Weed & Co. (U. S.); All-Canada Radio Facilities, Ltd. (Canada). **Seating facilities:** None. **Merchandising:** Traveling representative, using a truck carrying advertising for station clients, calls on every retail outlet in primary area. **Foreign language programs:** Not accepted. **Artists bureau:** None. **Base rate:** \$50.

Copy restrictions: Rules of the Canadian Broadcasting Corp. **E. T. library:** NBC The-saurus. **News:** Transradio. **News periods:** 8:15 A.M., 1:30 P.M., 6:15 P.M., all 10 minutes, all Monday through Saturday.

CKCW, MONCTON

Operator: Moncton Broadcasting Co., Ltd., K. of P. Bldg. **Phone:** 1302. **Power:** 100 watts on 1370 kc. **Affiliation:** Canadian Broadcasting Corp. **Opened:** Dec. 17, 1934. (Note: This station is affiliated with the Moncton Times and Moncton Transcript.)

President: J. L. Black. **Station manager:** F. A. Lynds. **Commercial manager:** B. A. Cooke. **Program and publicity director:** Earl McCarron. **Musical director:** S. B. Haines. **Chief engineer:** James White.

Rep: Joseph Hershey McGillvra. **Seating facilities:** Can accommodate about 600 persons. **Merchandising:** Complete service; window displays, theatre and school tie-ins, posters, etc. **Foreign language programs:** Accept English and French programs only. **Artists bureau:** None; station

can supply talent, however. **Base rate:** \$30.

Copy restrictions: Canadian Broadcasting Corp. regulations. **E. T. library:** World; Standard. **News:** Canadian Press. **News periods:** 8:30 A.M., 1 P.M., 6 P.M., 11 P.M., all 15 minutes, all Monday through Satur-day.

CHSJ, SAINT JOHN

Operator: New Brunswick Broadcasting Co., Ltd., Admiral Beatty Hotel. **Phone:** 3-2307. **Power:** 100 watts on 1120 kc. **Affiliation:** Canadian Broadcasting Corp. **Opened:** February, 1934. (Note: This station is owned by the St. John Telegraph-Journal and Times-Globe.)

Station manager, secretary-treasurer: L. W. Bewick. **Commercial manager:** George A. Cromwell. **Program director, artists bureau head:** deB. Holly. **Chief engineer:** J. G. Bishop. **Publicity director:** Christine Fewings.

Rep: Joseph Hershey McGillvra. **Seating facilities:** 20 persons; can arrange for 200 if necessary. **Merchandising:** Publicity and listings in Telegraph-Journal and Times-Globe; circular letters to the trade with suggestions for counter and window displays; all services rendered gratis. **Foreign language programs:** Not accepted. **Artists bureau:** Yes. **Base rate:** \$40.

Copy restrictions: Rules and regulations of the Canadian Broadcasting Corp.; spot announcements are limited to 100 words and are not accepted after 7:30 P.M. nor on Sunday; no price quoting permitted; all copy subject to station approval. **E. T. library:** World; Titan; Standard. **News:** Canadian Press; local news from parent papers. **News periods:** 8:15-8:27 A.M., 1:15-1:25 P.M., 6:30-6:40 P.M., all Monday through Saturday; 5-5:10 P.M., Monday through Friday.

NOVA SCOTIA

(Holidays: New Year's Day, January 1; Good Friday, March or April; Victoria Day, May 24; King's Birthday, June 9; Dominion Day, July 1; Labour Day, first Monday in September; Thanksgiving Day, usually second Monday in October; Remembrance (or Armistice) Day, November 11; Christmas Day, December 25.)

CHNS-CHNX, HALIFAX

Operator: Maritime Broadcasting Co., Ltd., Lord Nelson Hotel. **Phone:** B-8319. **Power:** CHNS: 1,000 watts on 930 kc; short-wave CHNX: 500 watts on 6130 kc. **Affiliation:** Canadian Broadcasting Corp. **Opened:** May 12, 1926. (Note: This station is owned by the Halifax Herald and Halifax Mail.)

Director: William C. Borrett. **Office and commercial manager:** John F. Clare. **Program, sales and publicity director:** Fletcher Coates. **Chief control operator:** Cecil A. Landry. **Chief transmitter operator:** Wm. C. L. Bauld. **Musical director:** Richard L. Fry. **Engineer:** Arthur Greig.

Rep: Weed & Co. (U. S.); All-Canada Radio Facilities, Ltd. (Canada). **Seating facilities:** Auditorium of School for Blind; ballroom of Lord Nelson Hotel; Theatre Arts Guild Playhouse; Casino Theatre; Capitol Theatre; at theatres regular admission charged; other locations admission free. **Merchandising:** Supply information for sponsors; send out a house organ; newspaper schedules printed. **Foreign language programs:** Not accepted. **Artists bureau:** None. **Base rate:** \$55.

Copy restrictions: No alcoholic beverage advertising; patent medicines must be approved by Department of Health; abide by Canadian Broadcasting Corp. rules and regulations. **E. T. library:** NBC Thesaurus; Lang-Worth; Standard. **News:** Transradio; Canadian Press. **News periods:** 9-9:15 A.M., noon-12:08 P.M., 1-1:15 P.M., 7:30-7:45 P.M., midnight-12:15 A.M., all Monday through Saturday.

CJCB-CJCX, SYDNEY

Operator: Eastern Broadcasters, Ltd., Radio Bldg. **Phones:** 170-209. **Power:** CJCB: 1,000 watts on 1240 kc; shortwave CJCX: 1,000 watts on 6010 kc. **Affiliation:** Canadian Broadcasting Corp. **Opened:** February 14, 1929.

Station manager: N. Nathanson. **Program and musical directors:** T. C. Robertson; C. J. MacDougall. **Chief engineer:** Charles Atkinson. **Publicity director:** C. Nunn.

Rep: Weed & Co. (U. S.); All-Canada Radio Facilities, Ltd. (Canada). **Seating facilities:** Limited; no figure given. **Merchandising:** Services, rendered gratis, include publicity, window displays, etc. **Foreign language programs:** Accepted between 2 and 4 P.M. weekdays. **Artists bureau:** None. **Base rate:** \$60.

Copy restrictions: No alcoholic beverages accepted; all copy subject to station approval and Canadian Broadcasting Corp. regulations. **E. T. library:** NBC Thesaurus. **News:** Transradio; British UP. **News periods:** 8:15 A.M., 10:30 A.M., 1 P.M., 6 P.M., 7:15 P.M., midnight, all 15 minutes, all Monday through Saturday.

CKIC, WOLFVILLE

Operator: Acadia University. **Power:** 50 watts on 1010 kc.

This station is non-commercial; university-owned.

CJLS, YARMOUTH

Operator: Laurie L. Smith, Radio Bldg., Main St. **Phone:** 500. **Power:** 100 watts on 1310 kc. **Affiliation:** Canadian Broadcasting Corp. **Opened:** April 6, 1934.

Station supervisor, chief engineer: Laurie L. Smith. **Commercial manager:** Fin Hollinger. **Program director (women's programs):** Kaye Colburne. **Publicity director:** Elsie Allen.

Rep: All-Canada Radio Facilities, Ltd. **Seating facilities:** Can accommodate about 100 persons. **Merchandising:** Publicity and program listings in local Nova Scotia and New Brunswick papers; air plugs publicizing Yarmouth shopping section and Yarmouth as a vacation-land. **Foreign language programs:** Continuity and copy subject to approval of the Canadian Broadcasting Corp. and the station. **Artists bureau:** None. **Base rate:** \$30.

Copy restrictions: Canadian Broadcasting Corp. regulations. **E. T. library:** Lang-Worth. **News:** Transradio. **News periods:** 10 A.M., 12:30 P.M., 5 P.M., 6:30 P.M., all 15 minutes, all Monday through Saturday.

ONTARIO

(Holidays: *New Year's Day, January 1; Good Friday, March or April; Victoria Day, May 24; King's Birthday, June 9; Dominion Day, July 1; Labour Day, first Monday in September; Thanksgiving Day, usually second Monday in October; Remembrance (or Armistice) Day, November 11; Christmas Day, December 25.*)

CKPC, BRANTFORD

Operator: Telephone City Broadcast, Ltd. **Power:** 100 watts on 930 kc.

Base rate: \$40.

No further information available after repeated requests.

CFCO, CHATHAM

Operator: John Beardall, William Pitt Hotel (operated as Western Ontario's Community Station). **Phone:** 2626. **Power:** 100 watts on 630 kc. **Affiliation:** Canadian Broadcasting Corp. **Opened:** 1925.

Station head, general manager: John Beardall. **Commercial director:** Peter A. Kirkey. **Program director:** Ross Wright. **Chief engineer:** Gordon Brooks.

Rep: Joseph Hershey McGillvra. **Seating facilities:** None in studios; have permanent remote wires to 24 points. **Merchandising:** Cooperate in obtaining distribution, window displays and advertisements, newspaper listings; keep local retail merchants posted on what products are being advertised; contact dealers in outlying territories. **Foreign language programs:** Accepted, subject to regulations of the Canadian Broadcasting Corp. **Artists bureau:** Yes; handles only local non-pro talent. **Base rate:** \$30.

Copy restrictions: No alcoholic beverages accepted; all patent medicine accounts must be paid in advance, by the week, unless placed by recognized agency; all advertising matter must conform to government regulations. **E. T. library:** None. **News:** Transradio; own local news. **News periods:** 8 A.M. (Transradio and local news), 12:10 P.M. (Transradio and local news), 7:15-7:30 P.M. (Transradio), 7:45 P.M. (local news), 10:15 P.M. (Transradio and local news), all Monday through Saturday.

CKMC, COBALT

Operator: R. L. MacAdam. **Power:** 50 watts on 1210 kc.

No further information available.

CKPR, FORT WILLIAM & PORT ARTHUR

Operator: Dougall Motor Car Co., Ltd., Radio Hall. **Phone:** S. 315. **Power:** 1,000 watts on 580 kc. **Affiliation:** Canadian Broadcasting Corp. **Opened:** Feb. 27, 1931.

Station manager: H. F. Dougall. **Program director:** I. Jones. **Chief engineer:** R. H. Parker. **Advertising director:** J. M. Hughes.

Rep: Weed & Co. (U. S.); Jack Slatter (Toronto). **Seating facilities:** Can accommodate about 100 persons. **Merchandising:** Yes; details not listed. **Foreign language programs:** Finnish and Ukrainian would be useful; will accept. **Artists bureau:** None. **Base rate:** \$50.

Copy restrictions: No alcoholic beverage advertising of any kind whatsoever; spot announcements can't exceed 100 words, and will not be accepted after 7:30 P.M. **E. T. Library:** NBC Thesaurus. **News:** Transradio; Canadian Press; own local news. **News periods:** 8:20-8:30 A.M., 1-1:15 P.M., 6:15-6:30 P.M., all Monday through Saturday.

CHML, HAMILTON

Operators: Maple Leaf Radio Co., Ltd., Pigott Bldg. **Phone:** 7-1539. **Power:** 100 watts on 1010 kc. **Affiliation:** Canadian Broadcasting Corp. **Opened:** 1927.

President: A. C. Hardy. **Station and commercial manager:** Ken Soble. **Chief engineer:** C. R. Snelgrove. **Musical director:** Ilene Baker.

Rep: None. **Seating facilities:** None. **Merchandising:** Pre-plug programs; window cards, special publicity, etc., supplied at cost; newspaper space furnished on request. **Foreign language programs:** Accepted at card rates. **Artists bureau:** Set-up nominal only. **Stock:** Held by A. C. Hardy, D. F. Hardy, A. S. Hardy and F. P. Hardy. **Base rate:** \$40.

Copy restrictions: Commercials may not exceed 10% of total program time; provincial ruling prohibits advertising of intoxicating beverages; Canadian Broadcasting

ONTARIO STATIONS—Continued

Corp. regulations. **E. T. library:** Standard. **News:** Transradio; own local news. **News periods:** 8-8:15 A.M. (local and Transradio), 10-10:05 A.M. (Transradio), 12:30-12:45 P.M. (local and Transradio), 3-3:05 P.M. (Transradio), 5-5:05 P.M. (Transradio), 6-6:15 P.M. (local and Transradio), 10-10:15 P.M. (local and Transradio), all Monday through Saturday; 12:30 P.M., 6:30 P.M., 10 P.M., all 15 minutes, all local and Transradio news, all Sunday only.

CKOC, HAMILTON

Operator: Wentworth Radio Broadcasting Co., Ltd., Wentworth Bldg. **Power:** 1,000 and 500 watts on 1120 kc. **Affiliation:** Canadian Broadcasting Corp. **Opened:** 1922.

Station manager: M. V. Chesnut. **Commercial manager:** W. T. Cranston. **Program director:** William Guild. **Chief engineer:** Leslie Horton. **Musical director:** Todd Russell. **Artists bureau head:** Werner Bartmann. **Publicity director:** Dave Robbins.

Rep: None. **Seating facilities:** Studio A, 10 persons; Studio C, 25 persons; concert studio, 150; Royal Connaught Hotel, 500; Capitol Theatre, 3,000. **Merchandising:** Arrange for program listings in newspapers, and advertise feature programs and sponsors in daily papers; maintain 18 billboards advertising sponsored programs; market surveys, sales checks, window displays, gift offerings and commercial tie-ins planned; all services gratis. **Foreign language programs:** Accepted; station reserves the right to limit daily quota. **Artists bureau:** Yes; lists about 25 artists. **Base rate:** \$80.

Copy restrictions: No beer, wine or liquor copy accepted; no price quotations; no spot announcements between 7:30 and 11 P.M. or Sundays. **E. T. library:** World. **News:** Transradio. **News periods:** 8 A.M., 12:15 P.M., 6:45 P.M., 10:45 P.M., all 10 minutes, all Monday through Saturday; 10:50 A.M., 2:30 P.M., 8 P.M., 11 P.M., all 10 minutes, all Sunday.

CKCA, KENORA

Operator: Kenora Broadcasting Co., Ltd., Kenora, Ont. **Phone:** 717 Blue. **Power:** 250 and 100 watts on 1420 kc. **Affiliation:** Canadian Broadcasting Corp. **Opened:** Feb. 18, 1939.

President: R. W. Starratt. **Station manager, publicity director:** Gerald F. Bourke. **Program and musical director:** Horace Smith. **Chief engineer:** E. Y. Tomkins.

Rep: All-Canada Radio Facilities, Ltd. **Seating facilities:** None. **Merchandising:** Station institutional advertising provides publicity for sponsors and the sale of their

products in local retail outlets. **Foreign language programs:** Accepted; must comply with Canadian Broadcasting Corp. regulations; translation must be submitted in advance. **Artists bureau:** None. **Base rate:** \$30.

Copy restrictions: Rules of the Canadian Broadcasting Corp. **E. T. library:** World. **News:** Canadian Press; network news. **News periods:** 8:15 A.M., 12:15 P.M., 5:15 P.M., 9 P.M. (network news), all 10 minutes, all Monday through Saturday. (Note: Station is on CST.)

CFRC, KINGSTON

Operator: Queen's University, Whig Standard Bldg. **Phone:** 616. **Power:** 100 watts on 1510 kc. **Affiliation:** Canadian Broadcasting Corp. **Opened:** June 29, 1936. (Note: This station is operated on a partnership basis with the Kingston Whig-Standard.)

Station head, program and advertising director: James Annand. **Chief engineer:** H. Stewart.

Rep: Weed & Co. (U. S.); Joseph Hershey McGillvra (Canada). **Seating facilities:** None. **Merchandising:** None. **Foreign language programs:** No policy formulated. **Artists bureau:** None. **Base rate:** \$35.

Copy restrictions: No alcoholic beverage or patent medicine advertising accepted. **E. T. library:** Standard. **News:** Canadian Press. **News periods:** 8 A.M., 12:30 P.M., 6:30 P.M., all 15 minutes, all Monday through Saturday.

CKJL, KIRKLAND LAKE

Operator: Northern Broadcasting Co., Sky Arcade. **Phone:** 27. **Power:** 100 watts on 1310 kc. (Has construction permit for 1,000 watts on 560 kc.) **Affiliation:** Canadian Broadcasting Corp. **Opened:** 1933. (Note: This station is under the same operator as CFCH and CKGB; affiliated with the Timmins Press).

President: Roy H. Thomson. **Station manager:** Brian Shellon. **Commercial manager:** Jerry Tonkin. **Program director:** Dick Irvine. **Chief engineer:** Lorne Macdonald. **Publicity director:** D. L. Bassett.

Rep: Jack Cooke (Toronto), All-Canada Radio Facilities (Montreal); Weed & Co. (U.S.). **Seating facilities:** Arrangements with various halls and theatres for such facilities. **Merchandising:** Arrange dealer cooperation, window cards, displays, counter displays, special publicity, etc. **Foreign language programs:** French accepted; extra charge is made for services of a French announcer. **Artists bureau:** None. **Base rate:** \$35.

Copy restrictions: No alcoholic beverage

ONTARIO STATIONS—Continued

age copy accepted; rules of the Canadian Broadcasting Corp. observed. News: Transradio; Canadian Press.

CKCR, KITCHENER-WATERLOO

Operator: Kitchener & Waterloo Broadcasting Co., Waterloo Trust Bldg., Kitchener. **Phone:** 4360. **Power:** 100 watts on 1510 kc. **Affiliation:** None. **Opened:** 1929.

Station manager: W. C. Mitchell. **Commercial manager:** G. Liddle. **Program director:** Karl Monk. **Chief engineer:** Ion Hartman. **Musical director:** Prof. C. F. Thiele.

Rep: Dominion Broadcasting Co. **Seating facilities:** Medium-sized studio; capacity not listed. **Merchandising:** Cooperate with advertisers to "fullest extent." **Foreign language programs:** No requests have ever been received, but German programs would be acceptable in territory. **Artists bureau:** None. **Base rate:** \$35.

Copy restrictions: Rules of Canadian Broadcasting Corp.; accept patent medicines; all copy subject to station approval. **E. T. library:** Standard. **News:** Transradio. **News periods:** 7:45 A.M., 12:30 P.M., 6:15 P.M., all 15 minutes, all Monday through Saturday.

CFPL, LONDON

Operator: London Free Press & Printing Co., Ltd., 442 Richmond St. **Phone:** Metcalfe 5200. **Power:** 100 watts on 730 kc. **Affiliation:** Canadian Broadcasting Corp. **Opened:** Sept. 26, 1933 (as successor to CJGC, which opened in 1922). (Note: This station is newspaper-owned by the London Free Press.)

Station manager: Philip Morris. **Chief engineer:** Lloyd Yorke.

Rep: Dominion Broadcasting Co. (Toronto); Joseph Hershey McGillvra (Montreal and U. S.). **Seating facilities:** Can accommodate about 100 persons. **Merchandising:** None. **Foreign language programs:** Accepted at stated times. **Artists bureau:** None. **Base rate:** \$45.

Copy restrictions: Canadian Broadcasting Corp. regulations. **E. T. library:** NBC Thesaurus. **News:** Canadian Press. **News periods:** 9-9:15 A.M., 6:15-6:30 P.M., Monday through Saturday.

CFCH, NORTH BAY

Operator: Northern Broadcasting Co., Capitol Theatre Bldg. **Phone:** 2400. **Power:** 100 watts on 930 kc. **Affiliation:** Canadian Broadcasting Corp. **Opened:** 1931. (Note: This station is under the same ownership as CJKL, Kirkland Lake, and CKGB, Timmins; affiliated with the Timmins Press.)

President: Roy H. Thomson. **Station and commercial manager:** Tom Darling. **Chief engineer:** Allan K. Taylor. **Publicity director:** D. L. Bassett.

Rep: Jack Cooke (Toronto); All-Canada Radio Facilities, Ltd. (Montreal); Weed & Co. (U. S.). **Seating facilities:** Arrangements with various halls and theatres for such facilities. **Merchandising:** Complete department; arrange dealer cooperation, window cards, displays, counter displays, special publicity, etc.; service rendered gratis. **Foreign language programs:** French accepted; extra charge is made for services of a French announcer. **Artists bureau:** None. **Base rate:** \$30.

Copy restrictions: Rules of Canadian Broadcasting Corp. **E. T. library:** NBC Thesaurus; Standard. **News:** Transradio; Canadian Press. **News periods:** 8:30-8:40 A.M., 11-11:05 A.M., 12:08-12:15 P.M., 1-1:07 P.M., 5-5:07 P.M., 6-6:07 P.M., 7-7:15 P.M. (sports news), all Monday through Saturday.

CBO, OTTAWA

Operator: Canadian Broadcasting Corporation, Chateau Laurier Hotel. **Phone:** 2-1151. **Power:** 1,000 watts on 880 kc. **Affiliation:** Canadian Broadcasting Corp. **Opened:** Feb. 27, 1924.

Station and commercial manager: Walter C. Anderson.

Rep: Canadian Broadcasting Corp. **Seating facilities:** None. **Merchandising:** None. **Foreign language programs:** Governed by regulations of Canadian Broadcasting Corp. **Artists bureau:** None. **Base rate:** \$80.

Copy restrictions: Canadian Broadcasting Corp. regulations. **E. T. library:** World; Standard. **News:** Canadian Press; Christian Science Monitor. **News periods:** 8:15 A.M., 12:30 P.M., 6:15 P.M., 11 P.M., all 15 minutes, all Monday through Saturday.

CJCU, OTTAWA

Operator: Department of Mines and Resources, Lands, Parks and Forests Branch (Bureau of Northwest Territories and Yukon Affairs). **Power:** 50 watts on 1210 kc.

CKCO, OTTAWA

Operator: G. M. Geldert, M. D., 272 Somerset St., W. **Phones:** 2-3611 and 2-7782. **Power:** 100 watts on 1010 kc. **Affiliation:** Canadian Broadcasting Corp. **Opened:** March 20, 1924.

Director, station manager: G. M. Geldert, M. D. **Program director:** R. Marier. **Chief engineer:** I. R. Henderson.

ONTARIO STATIONS—Continued

Rep: Joseph Hershey McGillvra. **Seating facilities:** None. **Merchandising:** Through Radiad Service. **Foreign language programs:** Not accepted. **Artists bureau:** Setup nominal only. **Base rate:** \$40.

Copy restrictions: Rules and regulations of the Canadian Broadcasting Corp.; accept beer, wine, patent medicines, but no hard liquors; spot announcements limited to 75 words and are not accepted between 7:30 and 11 P.M.; all copy subject to station approval. **E. T. library:** Lang-Worth. **News:** Transradio. **News periods:** 10:30-10:45 P.M., every day; 12:55-1 P.M., Monday through Saturday; news flashes broadcast on the quarter-hour between 8 A.M. and 1 P.M.

CFLC, PRESCOTT

Operator: The Radio Association of Prescott, George St. **Phone:** 302. **Power:** 100 watts on 930 kc. **Affiliation:** None. **Opened:** 1925.

Manager: A. G. Halliday. **Program director, artists bureau head:** A. M. Halliday. **Chief engineer:** L. F. Knight. **Musical director:** Harold Johnston.

Rep: J. P. McKinney & Son. **Seating facilities:** Studio seats 40; two church auditoriums, seating 400 each, 25c admission. **Merchandising:** No information given. **Foreign language programs:** Not accepted. **Artists bureau:** Setup nominal only. **Base rate:** \$60.

Copy restrictions: Advertising of any alcoholic beverages and price mentions prohibited by Government; all copy subject to station approval. **News:** Canadian Press.

CKTB, ST. CATHARINES

Operator: The Silver Spire Broadcasting Station, Ltd., 10 King St. **Phone:** 3900. **Power:** 100 watts on 1200 kc. **Affiliation:** Canadian Broadcasting Corp. **Opened:** Nov. 7, 1933.

President: E. T. Sandell. **Station manager:** Pauline Smyth. **Program director:** Bernard Mitchell. **Chief engineer:** W. H. Allen. **Musical director:** W. G. Adamson.

Rep: Dominion Broadcasting Co. (Toronto). **Seating facilities:** Can accommodate about 75 persons. **Merchandising:** Will make surveys, etc. **Foreign language programs:** Accepted; no announcements accepted. **Artists bureau:** None. **Stock:** Held by E. T. Sandell. **Base rate:** \$35.

Copy restrictions: All copy subject to approval of the Canadian Broadcasting Corp.; no alcoholic beverages of any type whatsoever accepted; patent medicine continuity subject to approval of the Department of Health. **E. T. library:** None. **News:**

Transradio. **News periods:** 8-9 A.M. (music and news), 1:15-1:25 P.M., 3:45-3:55 P.M., 6:15-6:25 P.M., 11-11:10 P.M., all Monday through Saturday; 12:15-12:25 P.M., 6-6:10 P.M., 11-11:10 P.M., Sunday.

CJIC, SAULT STE. MARIE

Operator: The Hyland Broadcasting Co., Windsor Hotel. **Phone:** 360. **Power:** 100 watts on 1500 kc. **Affiliation:** Canadian Broadcasting Corp. **Opened:** Oct. 15, 1934.

Commercial manager: J. G. Hyland. **Program director:** J. C. Whitby. **Chief engineer:** S. C. Cusack.

Rep: Joseph Hershey McGillvra. **Seating facilities:** None. **Merchandising:** Place photos of artists in windows; telephone follow-ups; tie-ins with theatres on occasion. **Foreign language programs:** Finnish accepted; foreign announcements of 100 words must be paralleled in English. **Artists bureau:** None. **Base rate:** \$35.

Copy restrictions: No beer, wines or alcoholic beverages; patent medicines subject to station approval and regulations. **E. T. library:** NBC Thesaurus. **News:** Transradio. **News periods:** Not listed.

CJCS, STRATFORD

Operator: Central Broadcasting Company, Windsor Hotel. **Phone:** 1675. **Power:** 100 watts on 1210 kc. **Affiliation:** None. **Opened:** 1922.

General and commercial manager: F. M. Squires. **Chief engineer:** W. J. Stauffer. **Musical director:** Chas. Trethewey.

Rep: Weed & Co. (U. S.); All-Canada Radio Facilities, Ltd. (Canada). **Seating facilities:** Can accommodate 100 persons. **Merchandising:** Complete service rendered gratis. **Foreign language programs:** Accept French programs. **Artists bureau:** None. **Base rate:** \$25.

Copy restriction: Canadian Broadcasting Corp. regulations. **E. T. library:** None. **News:** Transradio. **News periods:** 7:30-7:35 A.M., 8:30-8:45 A.M., 12:30-12:45 P.M., 4:30-4:45 P.M., 6:15-6:30 P.M., 8:30-8:35 P.M., all Monday through Saturday; 4:30-4:45 P.M., 6:15-6:30 P.M., both Sunday.

CKSO, SUDBURY

Operator: Sudbury Star, Ltd., 21 Elgin St. **Phone:** 280. **Power:** 1,000 watts on 780 kc. **Affiliation:** Canadian Broadcasting Corp. **Opened:** August, 1935. (Note: This station is newspaper-owned by The Sudbury Star.)

President: W. E. Mason. **Station manager, commercial manager:** W. J. Woodhill. **Program director:** Howard Clark. **Chief engineer:** Jim McCrae.

ONTARIO STATIONS—Continued

Rep: None. **Seating facilities:** Studio seats about 50 persons. **Merchandising:** Tie-up with newspaper allows publicity and listing of programs with sponsor's name or product. **Foreign language programs:** Not accepted. **Artists bureau:** None. **Base rate:** \$60.

Copy restrictions: Medicinal copy accepted; no liquors or wines. **E. T. library:** World; NBC Thesaurus. **News:** Canadian Press; local from parent paper. **News periods:** 8 A.M., 10:30 A.M., 12:30 P.M., 6:30 P.M., 11 P.M., all 15 minutes, all Monday through Saturday. (Note: News is not for sale, but spots are accepted before and after.)

CKGB, TIMMINS

Operator: Northern Broadcasting Co., Ltd., Daily Press Bldg. **Phone:** 500. **Power:** 100 watts on 1420 kc. **Affiliation:** Canadian Broadcasting Corp. **Opened:** December 7, 1933. (Note: This station is newspaper-affiliated with the Timmins Daily Press, and is under the same ownership as CJKL, Kirkland Lake, and CFCH, North Bay.)

President: R. H. Thomson. **Station manager:** William Wren. **Program director:** Stardee Jurvis. **Chief engineer:** Edgar Ryan. **Publicity director:** Don Bassett.

Rep: Weed & Co. (U. S.); Jay Cooke (Toronto); All-Canada Radio Facilities, Ltd. (Montreal). **Seating facilities:** None. **Merchandising:** Complete merchandising service. **Foreign language programs:** French newscast daily. **Artists bureau:** None. **Base rate:** \$35.

Copy restrictions: No liquor advertising permitted in this province; patent medicines must be approved by the Canadian Broadcasting Corp. **E. T. library:** NBC Thesaurus; Standard. **News:** Canadian Press; Transradio. **News periods:** 8:30 A.M., 9:30 A.M., 11 A.M., 12:10 P.M., 1 P.M., 4 P.M., 5:10 P.M., 6:15 P.M., 6:25 P.M. (French newscast), all 7 minutes, all Monday through Saturday.

CBL, TORONTO

Operator: Canadian Broadcasting Corp., 805 Davenport Rd. **Phone:** La. 2817. **Power:** 50,000 watts on 840 kc. **Affiliation:** Canadian Broadcasting Corp.; NBC Red and Blue Canadian Group; Mutual. **Opened:** Dec. 25, 1937.

Station manager, program director: J. R. Radford. **Commercial manager, supervisor of press and information:** E. A. Weir. **Chief engineer:** W. C. Little. **Press representative:** H. M. Ball.

Rep: Canadian Broadcasting Corp. **Seating facilities:** Limited facilities in present,

temporary quarters. **Merchandising:** None as yet developed. **Foreign language programs:** Governed by regulations of the Canadian Broadcasting Corp. **Artists bureau:** None. **Base rate:** \$300.

Copy restrictions: Regulations of the Canadian Broadcasting Corp. **E. T. library:** NBC Thesaurus; BBC Transcription. **News:** Canadian Press. **News periods:** 11-11:15 P.M., EDST, daily.

CBY, TORONTO

Operator: Canadian Broadcasting Corp., 805 Davenport Rd. **Phone:** La. 2817. **Power:** 100 watts on 1420 kc. **Affiliation:** Canadian Broadcasting Corp. **Opened:** 1935.

For personnel, see CBL, Toronto.

Rep: Canadian Broadcasting Corp. **Seating facilities:** Very limited; no figure given. **Merchandising:** No service developed as yet. **Foreign language program:** Canadian Broadcasting Corp. regulations observed. **Artists bureau:** None. **Base rate:** No rate card sent.

Copy restrictions: Canadian Broadcasting Corp. regulations. **E. T. library:** NBC Thesaurus. **News:** Canadian Press. **News periods:** 11-11:15 P.M., EDST, daily.

CFRB, TORONTO

Operator: Rogers Radio Broadcasting Co., Ltd., 37 Bloor St., W. **Phone:** Midway 3515. **Power:** 10,000 watts on 690 kc. **Affiliation:** CBS. **Opened:** No date given. (Note: This station also operates shortwave CFRX operating on 1,000 watts on 6070 kc.)

Managing director: Harry Sedgwick. **Commercial manager:** Lloyd Moore. **Program director:** Roy Locksley. **Chief engineer:** John Sharpe.

Rep: Joseph Hershey McGillvra (U. S.). **Seating facilities:** Can accommodate 200 persons. **Merchandising:** Services rendered at actual cost. **Foreign language programs:** Not accepted. **Artists bureau:** None. **Base rate:** \$110 (½ hr.).

Copy restrictions: No alcoholic beverages accepted; patent medicine advertising must be passed by National Board of Health. **E. T. library:** Standard. **News:** Local. **News periods:** Not listed.

CKCL, TORONTO

Operator: Dominion Battery Co., Ltd., 444 University Ave. **Phone:** Adelaide 1014. **Power:** 100 watts on 580 kc. **Affiliation:** Canadian Broadcasting Corp. **Opened:** 1923.

President: Henry S. Gooderham. **Station and commercial manager:** A. E. Leary. **Program and musical director, artists bureau head, publicity:** Maurice Rapkin. **Chief engineer:** Ernest O. Swan.

ONTARIO STATIONS—Continued

Rep: None. **Seating facilities:** Studio seats 60; Century Theatre provides facilities for 1,500. **Merchandising:** Arrange window displays; newspaper tieups; public address system tie-ups (station owned). **Foreign language programs:** Not accepted. **Artists bureau:** Yes. **Base rate:** \$60.

Copy restrictions: No alcoholic beverage advertising of any type; abide by rules of Canadian Broadcasting Corp.; spot announcements limited to 75 words and not accepted between 7:30 and 11 P.M. **E. T. library:** Lang-Worth; World; Davis & Schwegler; Standard. **News:** Transradio; Canadian Press. **News periods:** 7:45-8:45 A.M., Monday through Saturday; 6-6:15 P.M., every day.

CKLW, WINDSOR

See Detroit, Michigan.

CKNX, WINGHAM

Operator: Wingham Radio Club, Wingham, Ont. **Phones:** 158-W; 158-J. **Power:**

100 watts on 1200 kc. **Affiliation:** None. **Opened:** 1926.

Proprietor, station manager, chief engineer: W. T. Cruickshank. **Commercial manager, publicity director:** B. Howard Bedford. **Musical director:** C. N. Merkeley.

Rep: Joseph Hershey McGilvra. **Seating facilities:** Main studio, 100; Community Hall, 500; Wingham Armories, 2,000. **Merchandising:** Pre-plug programs and send out newspaper publicity; contact dealers for displays and counter-cards in Huron, Bruce, Grey, Perth and Wellington counties; distribution arranged as feasible; all service gratis, and in charge of Harry J. Boyle, merchandising manager. **Foreign language programs:** German only accepted. **Artists bureau:** Yes; lists several musical units and singers. **Stock:** Owned by W. T. Cruickshank and B. Howard Bedford. **Base rate:** \$30.

Copy restrictions: Regulations of the Canadian Broadcasting Corp. **E. T. library:** None. **News:** Via own correspondents. **News periods:** 11-11:05 A.M., 12:30-12:35 P.M., 6:10-6:20 P.M., 7:15-7:30 P.M., all Monday through Saturday.

PRINCE EDWARD ISLAND

(Holidays: New Year's Day, January 1; Good Friday, March or April; Easter Monday, March or April; Victoria Day, May 24; King's Birthday, June 9; Dominion Day, July 1; Labour Day, first Monday in September; Thanksgiving Day, usually second Monday in October; Remembrance (or Armistice) Day, November 11; Christmas Day, December 25.)

CFCY, CHARLOTTETOWN

Operator: Island Radio Broadcasting Co., Ltd., 8-9 Brace Block. **Phones:** 741; 1303. **Power:** 1,000 watts on 630 kc. **Affiliation:** Canadian Broadcasting Corp. **Opened:** Aug. 15, 1924.

Managing director: Lt. Col. Keith S. Rogers. **Commercial manager, program director, artists bureau head, publicity:** L. A. McDonald. **Chief engineer:** M. H. F. Young. **Musical director:** Mrs. K. S. Rogers.

Rep: All-Canada Radio Facilities, Ltd. (Canada); Weed & Co. (U. S.). **Seating facilities:** Can accommodate 75 persons. **Merchandising:** Contact dealers; place window display and counter material; advise local dealers of the campaign when it is under way, with the client or agency to assume the cost of postage; newspaper publicity; pre-program announcements;

service rendered to clients buying programs of five-minute or greater length; spot announcement campaigns are rendered a different service, not described. **Foreign language programs:** Accepted; if programs are not recorded, there is a special announcer's fee. **Artists bureau:** Yes; talent not listed. **Base rate:** \$60.

Copy restrictions: No beer, wines or whiskey; no announcements after 7:30 P.M.; patent medicine copy accepted if continuity is approved by Dominion authorities; spot announcements limited to 75 words; commercials limited to 250 words per quarter-hour; station reserves the right to reject any continuity. **E. T. library:** Lang-Worth; Standard; Davis & Schwegler. **News:** Transradio. **News periods:** 9:15 A.M., 1 P.M., 7:30 P.M., all 15 minutes, all Monday through Saturday; 7:30-7:45 P.M., Sunday.

PRINCE EDWARD ISLAND STATIONS—Continued

CHCK, CHARLOTTETOWN

Operator: CHCK Radio Broadcasting Co., Ltd. **Power:** 50 watts on 1310 kc. No other information available.

CHGS, SUMMERSIDE

Operator: R. T. Holman, Ltd., 190 Water Street. **Phone:** 134. **Power:** 50 watts on 1450 kc. **Affiliation:** Canadian Broadcasting Corp. **Opened:** 1925.

President: H. T. Holman. **Station and commercial manager:** R. L. Mollison. **Program director:** J. E. Millman. **Chief engineer:** W. R. Cannon.

Rep: None. **Seating facilities:** Can accommodate 50 persons. **Merchandising:**

Supply lists of retailers and wholesalers; mail printed matter and make personal calls on dealers at start of new campaign; arrange for window and counter displays. **Foreign language programs:** No rules; audience composed entirely of English-speaking people. **Artists bureau:** None. **Base rate:** \$25.

Copy restrictions: No beer, wine or liquor accepted; patent medicine continuity must be approved by the CBC; all copy subject to station and CBC rules and regulations. **E. T. library:** None. **News:** Canadian Press; Christian Science Monitor. **News periods:** 12:15-12:30 P.M., 5-5:15 P.M. (Monitor News), 6:15-6:30 P.M., all Monday through Saturday.

QUEBEC

(Holidays: New Year's Day, January 1; Epiphany, January 6; Ash Wednesday, February or March; Good Friday, March or April; Easter Monday, March or April; Ascension Day, 40 days after Easter; Victoria Day, May 24; King's Birthday, June 9; Jean Baptiste Day, June 24; Dominion Day, July 1; Labour Day, first Monday in September; Thanksgiving Day, usually second Monday in October; All Saints' Day, November 1; Remembrance (or Armistice) Day, November 11; Assumption Day, December 8; Christmas Day, December 25.)

CBJ, CHICOUTIMI

Operator: Canadian Broadcasting Corp., Chicoutimi, Que. **Power:** 100 watts on 1120 kc. **Affiliation:** Canadian Broadcasting Corp. **Opened:** Oct. 20, 1933.

In charge of all departments: V. Fortin. **Chief engineer:** J. E. Roberts.

Rep: Canadian Broadcasting Corp. **Seating facilities:** None. **Merchandising:** None. **Foreign language programs:** Station uses French almost entirely; English population in this area is only about 2%. **Artists bureau:** None. **Base rate:** \$25.

Copy restrictions: Accept patent medicine advertising, but refuse beer, wines and alcoholic beverages; regulations of the Canadian Broadcasting Corp. observed. **E. T. library:** None. **News:** From the newspaper Le Progres du Saguenay. **News periods:** 6:20-6:30 P.M., Monday through Saturday.

CKCH, HULL

Operator: Hull Broadcasting Co., Ltd., 85 Champlain Ave. **Phone:** 2-1701. **Power:** 100 watts on 1210 kc. **Affiliation:** Canadian Broadcasting Corp. **Opened:** June 30, 1932.

Director: Alexander Dupont. **Chief engineer:** J. F. Champagne. **Musical director:** Aurele Groulx. **Publicity director:** B. English.

Rep: None. **Seating facilities:** Laurier Theatre; Imperial and Capitol theatres (Ottawa); seating capacities not listed. **Merchandising:** No service listed. **Foreign language programs:** Accepted at a slight additional cost to pay for announcer; station is bilingual (French-English). **Artists bureau:** Has complete roster of artists; latter are not under contract to station, however. **Stock:** Principally held by Josaphat Pharand. **Base rate:** \$50.

Copy restrictions: Accept advertising for beer, wines and patent medicines; no announcements between 7 and 11 P.M. **E. T. library:** NBC Thesaurus. **News:** Canadian Press. **News periods:** 8:15-8:25 A.M. (English), 9:30-9:40 A.M. (French), 12:10-12:20 P.M. (English), 12:45-12:55 P.M. (French), 5:30-5:50 P.M. (bi-lingual), all Monday through Saturday.

CBF, MONTREAL

Operator: Canadian Broadcasting Corp., 1231 St. Catherine St., West. **Phone:** Mar-

QUEBEC STATIONS--Continued

quette 5211. **Power:** 50,000 watts on 910 kc. **Affiliation:** Canadian Broadcasting Corp.; NBC Red and Blue Canadian Groups. **Opened:** Dec. 11, 1937.

Regional program director for the Province of Quebec: Jean Marie Beaudet. **Station manager:** Maurice Goudrault. **Commercial manager:** J. A. Dupont. **Chief operator:** E. D. Roberts. **Musical director:** J. J. Gagnier. **Publicity director:** Leopold Houle.

Rep: Canadian Broadcasting Corp. **News:** Canadian Press. **Seating facilities:** None. **Merchandising:** None. **Foreign language programs:** No special rules. **Artists bureau:** None. **Base rate:** \$250.

Copy restrictions: Regulations of the CBC. **E. T. library:** RCA Northern Electric. **News:** Canadian Press. **News periods:** 8:30-8:45 A.M., 12:30-12:45 P.M., 6:30-6:40 P.M., 11-11:15 P.M., all Monday through Saturday. (Note: News itself may not be sponsored; sponsorship is sold around the 6:30 P.M. period, but not around the other periods excepting time announcements.)

CBM, MONTREAL

Operator: Canadian Broadcasting Corp., 1231 St. Catherine St., West. **Phone:** Marquette 5211. **Power:** 5,000 watts on 960 kc. **Affiliation:** Canadian Broadcasting Corp.; NBC Red Canadian Group. **Opened** November, 1933.

Regional program director for the Province of Quebec: J. M. Beaudet. **Station manager:** Maurice Goudrault. **Commercial manager:** J. Arthur Dupont. **Chief Operator:** E. D. Roberts. **Musical director:** Dr. J. J. Gagnier. **Publicity director:** Leopold Houle.

Rep: Canadian Broadcasting Corp. **Seating facilities:** None. **Merchandising:** None. **Foreign language programs:** No special rules. **Artists bureau:** None. **Base rate:** \$150.

Copy restrictions: No beer, wines or alcoholic beverage accounts accepted; patent medicines accepted subject to approval of Dominion Health Board; regulations of the CBC apply at all times. **E. T. library:** RCA Northern Electric. **News:** Canadian Press. **News periods:** 8:30-8:45 A.M., 12:30-12:45 P.M., 6:30-6:45 P.M., 11-11:15 P.M., all Monday through Saturday. (Note: News itself may not be sponsored; sponsorship is sold around the 6:30 P.M. period, but not around the other periods excepting time announcements.)

CFCF-CFCX, MONTREAL

Operator: Canadian Marconi Co., Ltd., Mount Royal Hotel. **Phone:** Marquette 7086. **Power:** CFCF: 500 watts on 600 kc;

CFCX: 75 watts on 6005 kc. **Affiliation:** NBC Blue Canadian Group. **Opened:** September, 1918.

General sales manager: M. M. Elliott. **Station manager:** V. F. Nielsen. **Program director:** James Shaw. **Chief engineer:** K. R. Paul. **Publicity director:** E. H. Smith.

Rep: All-Canada Radio Facilities, Ltd. (Canada); Weed & Co. (U. S.). **Seating facilities:** Tudor Hall, 250; Knights of Columbus Hall, 1,200; Salle D'Oree in Mount Royal Hotel, 400; York Room in Windsor Hotel, 200. **Merchandising:** Pre-plug programs over the air, release publicity to metropolitan newspapers, and (within certain limits) will contact dealers and distributors on request; window cards are not distributed in this service. **Foreign language programs:** Not accepted. **Artists bureau:** None. **Base rate:** \$125.

Copy restrictions: Beer and wine accepted, but not with time signals, and other services, and copy must not tend to promote the further use of such beverages; no hard liquor; spot announcements limited to 75 words and chain breaks to 20 words; observe regulations of the Canadian Broadcasting Corp. **E. T. library:** NBC Thesaurus. **News:** Transradio. **News periods:** 8-8:10 A.M., 9-9:05 A.M., 6:20-6:30 P.M., all Monday through Saturday; noon-12:05 P.M., Monday through Friday; 11-11:15 P.M., every day.

CHLP, MONTREAL

Operator: La Patrie Publishing Co., Ltd., Sun Life Bldg. **Phone:** Plateau 5225. **Power:** 100 watts on 1120 kc. **Affiliation:** None. **Opened:** Jan. 1, 1933. (Note: This station is newspaper-owned by La Patrie.)

Managing director: Marcel Lefebvre. **Chief engineer:** F. F. Tambling. **Publicity director:** Armand Goulet.

Rep: None. **Seating facilities:** Studio A seats 200; studio B seats 75. **Merchandising:** None. **Foreign language programs:** French and English programs only accepted. **Artists bureau:** None. **Base rate:** \$65.

Copy restrictions: Regulations of the Canadian Broadcasting Corp. **E. T. library:** Standard. **News periods:** 1:15 P.M., 6:15 P.M., Monday through Friday.

CKAC, MONTREAL

Operator: La Compagnie de Publication de La Presse Limitee, 980 St. Catharine St., West. **Phone:** Marquette 3611. **Power:** 5,000 watts on 730 kc. **Affiliation:** CBS. **Opened:** June, 1922. (Note: This station is newspaper-owned by La Presse.)

Managing director: Phil Lalonde. **Assistant manager:** Claire Oliver. **Program**

QUEBEC STATIONS—Continued

director: Yves Bourassa. **Technical director:** Leonard Spencer. **Chief transmitter engineer:** Percy Smith. **Musical director:** Henri Letondal. **Artists bureau head:** Ferdinand Biondi. **Local sales manager:** Paul Ouellet. **Promotion manager:** Andre Daveluy. **Traffic manager:** Flavius Daniel. **Continuity editor:** Marcel Baulu. **Public relations director:** Louis Leprohon. **Publicity director:** Louis Morisset.

Rep: Joseph Hershey McGillvra. **Seating facilities:** Three theatres, 800, 1,100 and 1,500. **Merchandising:** Complete listings in La Presse and all papers through publicity department. **Foreign language programs:** Station is bilingual; most announcements are given in French as well as English. **Artists bureau:** No information given. **Base rate:** \$165.

Copy restrictions: Advertising limited to 15% of time used; accept beer and wines; no hard liquors; spot announcements limited to 100 words maximum. **E. T. library:** World; Lang-Worth. **News:** British UP. **News periods:** 8:45-9 A.M., 1:15-1:25 P.M., both Monday through Saturday; 6:45-7 P.M., 10:45-11 P.M., both every day; 11-11:10 P.M. (sports news), every day.

CHNC, NEW CARLISLE

Operator: Gaspesia Radio Broadcasting Co., Ltd., new Carlisle. **Phone:** 38. **Power:** 1,000 watts on 610 kc. **Affiliation:** Canadian Broadcasting Corp. **Opened:** December 23, 1933.

President: Dr. Charles Dumont. **Station and commercial manager:** Dr. Charles Houde. **Program director:** C. S. Chapman. **Chief engineer:** J. R. McGough. **Musical director:** Paul Graham. **Publicity director:** V. Bernard.

Rep: None. **Seating facilities:** None. **Merchandising:** Publicity and listings in various newspapers. **Foreign language programs:** Accept English and French programs only. **Artists bureau:** None. **Base rate:** \$60.

Copy restrictions: Beer and wine accepted; no hard liquor; patent medicine copy must be approved by station; all continuities and commercials must conform to station standards and Canadian Broadcasting Corp. rules. **E. T. library:** Lang-Worth. **News:** British UP; Canadian Press. **British UP news periods:** 10:30-10:45 A.M., 12:20-12:35 P.M., 7:45-8 P.M., all Monday through Saturday. **Canadian Press news periods:** 8:30 A.M., 8:45 A.M. (French), 12:50 P.M., 1:15 P.M. (French), 5:40 P.M. (French), 5:50 P.M., all approximately 8 minutes, all Monday through Saturday. (Note: Canadian Press news is non-commercial.)

CBV, QUEBEC

Operator: Canadian Broadcasting Corp., Chateau Frontenac. **Phone:** 5658. **Power:** 1,000 watts on 950 kc. **Affiliation:** Canadian Broadcasting Corp. **Opened:** Sept. 23, 1934.

Station and commercial manager, program director: A. H. Houde. **Chief engineer:** Charles Frenette. **Musical director:** J. M. Beaudet. **Publicity director:** L. Houle.

Rep: Canadian Broadcasting Corp. **Seating facilities:** Following facilities in the various public halls of the Chateau Frontenac: Convention Hall, 800; Jacques Cartier Room, 150; Riverview, 300; Dining Room, 175. **Merchandising:** Program schedules and special publicity sent to all newspapers in the area gratis. **Foreign language programs:** Coverage area of station is 96.3% French; see CBC rules. **Artists bureau:** None. **Base rate:** \$70.

Copy restrictions: Regulations of the Canadian Broadcasting Corp. **News:** Canadian Press.

CHRC, QUEBEC

Operator: CHRC, Limited, Victoria Hotel. **Phone:** 2-8178. **Power:** 100 watts on 580 kc. **Affiliation:** None. **Opened:** April 1, 1926.

Director, manager, commercial manager: J. N. Thivierge. **Program director:** T. H. Burham. **Chief engineer:** Arsene Nadeau. **Artists bureau head:** A. Pelletier. **Musical director:** J. Croteau. **Publicity director:** S. Brefon.

Rep: Joseph Hershey McGillvra. **Seating facilities:** Accommodations for 600; admission free; sponsor pays so much rental per show. **Merchandising:** Complete service; surveys; interviews; investigation as to market for product, and competitor lines in both wholesale and retail field. **Foreign language programs:** Territory is bilingual; programs taken in French or English; no other languages. **Artists bureau:** Yes; handle over 100 artists per week. **Stock:** Principal holders are the Hon. Senator L. Moraud, Maj. Ed Flynn, Emile Fontaine, Capt. J. H. Baribeau, J. N. Thivierge, Gaston Pratte and Henri Lepege. **Base rate:** \$45.

Copy restrictions: Refuse all objectionable drug, toilet or other copy; accept beer and wines; no hard liquor. **E. T. library:** Lang-Worth. **News:** Own local news. **News periods:** 8-8:15 A.M., 1-1:15 P.M., both Monday through Saturday; 11:55-noon, Sunday only; 4:32-4:37 P.M., 6-6:05 P.M., 11-11:15 P.M., every day.

CKCV, QUEBEC

Operator: CKCV, Ltd., 142 St. John St. **Phone:** 2-1585. **Power:** 100 watts on 1310

QUEBEC STATIONS—Continued

kc. **Affiliation:** Canadian Broadcasting Corp. **Opened:** September, 1925.

President: H. Baribeau. **Station and commercial manager, publicity director:** Paul Lepage. **Program director:** Jean Nel. **Chief engineer:** Charles Frenette. **Musical director:** Edwin Belanger.

Rep: None. **Seating facilities:** Can accommodate 200 persons. **Merchandising:** None. **Foreign language programs:** 90% of programs are given in French. **Artists bureau:** None. **Base rate:** \$40.

Copy restrictions: Rules of the Canadian Broadcasting Corp. **E. T. library:** World. **News:** Canadian Press. **News periods:** 8-8:15 A.M., 11-11:05 A.M., 1-1:15 P.M., 6-6:05 P.M., 7:30-7:45 P.M., 10:30-10:45 P.M., all Monday through Saturday.

CJBR, RIMOUSKI

Operator: J. A. Brilliant, Power Bldg. **Phone:** 396. **Power:** 1,000 watts on 1030 kc. **Affiliation:** Canadian Broadcasting Corp. **Opened:** Nov. 15, 1937. (Note: This station is owned and operated by the Lower St. Lawrence Power Co.)

President: J. A. Brilliant (also president of the Lower St. Lawrence Power Co.). **Station and commercial manager:** G. A. Laviole. **Program and musical director, artists bureau head:** P. E. Corbeil. **Chief engineer:** L. Bernier. **Publicity director:** L. Lamontagne.

Rep: Joseph Hershey McGillvra (U. S. and Toronto). **Base rate:** \$60.

E. T. library: None. **News:** Canadian Press; Nouvelle Laurentiennes. **News periods:** 12:30 P.M., 5:45 P.M., 6:15 P.M., 11 P.M. (duration and days not listed).

CKRN, ROUYN

Operator: La Cie de Radiodiffusion Rouyn-Noranda Ltee., Reilly Bldg. **Phone:** 1400. **Power:** 100 watts on 1370 kc. **Affiliation:** None. **Opened:** Feb. 10, 1939.

General and station manager, publicity director: J. O. Tardiff. **Commercial manager, musical director:** Omer Roy. **Program director:** F. Bruneau. **Chief engineer:** A. E. Crump.

Rep: None. **Seating facilities:** Can accommodate about 20 persons. **Merchandising:** None. **Foreign language programs:** Acceptance guided by rules of the Canadian Broadcasting Corp. **Artists bureau:** None. **Base rate:** \$35.

Copy restrictions: Rules of the Canadian Broadcasting Corp. **E. T. library:** None. **News:** None.

(Note: Station policies and services are not yet completely set due to the short time of operation.)

CHLT, SHERBROOKE

Operator: La Tribune, Ltd., 3 Marquette St. **Phone:** 2071. **Power:** 100 watts on 1210 kc. **Affiliation:** None. **Opened:** June 27, 1937. (Note: This station is owned by the French-language newspaper La Tribune.)

President: J. Nicol. **Station and commercial manager, program and publicity director:** A. Gauthier. **Chief engineer:** C. Charlebois.

Rep: None. **Seating facilities:** None. **Merchandising:** None. **Foreign language programs:** No rules have been formulated by station. **Artists bureau:** None. **Base rate:** \$35.

Copy restrictions: Regulations of the Canadian Broadcasting Corp. **E. T. library:** World. **News:** Canadian Press; Christian Science Monitor. **News periods:** 8-8:10 A.M., 8:45-8:55 A.M. (French), 12:15-12:25 P.M., 12:45-12:55 P.M. (French), 1-1:15 P.M. (bi-lingual; farm news), 5-5:10 P.M., 6-6:10 P.M. (French), 6:10-6:15 P.M. (sports news; French), 10:15-10:30 P.M. (Christian Science Monitor News), all Monday through Saturday.

CHGB, St. ANNE de la POCATIERE

Operator: Le Poste CHGB Enrg. **Phones:** 20; 47. **Power:** 100 watts on 1200 kc. **Affiliation:** None. **Opened:** Oct. 5, 1938.

Station manager, chief engineer: G. T. Desjardins. **Commercial manager, program and publicity director:** George H. Bouchard.

Rep: None. **Seating facilities:** Agricultural high school auditorium available, seating 1,500. **Merchandising:** None. **Foreign language programs:** French language used almost entirely on this station. **Artists bureau:** No formal setup; station can, however, supply all necessary talent. **Base rate:** \$25.

Copy restrictions: All copy subject to station approval and government regulations. **E. T. library:** None. **News:** Furnished by the newspaper Action Catholique. **News periods:** 12:15-12:30 P.M., Monday through Saturday.

CHLN, THREE RIVERS

Operator: Le Nouvelliste, Ltd., Chateau de Blois. **Phone:** 3000. **Power:** 100 watts on 1420 kc. **Affiliation:** None. **Opened:** October, 1937. (Note: This station is newspaper-owned by the French-language daily Le Nouvelliste.)

Station director: Emile Jean. **Station manager, program and publicity director:** George Bourassa. **Chief engineer:** Leon Trepanier.

Rep: None. **Seating facilities:** None. **Merchandising:** None. **Foreign language**

QUEBEC STATIONS—Continued

programs: Accept French and English programs only. **Artists bureau:** None. **Base rate:** \$35.

Copy restrictions: Regulations of the Canadian Broadcasting Corp. **E. T. library:** World. **News:** From parent newspaper. **News periods:** 10-10:15 P.M., every day.

SASKATCHEWAN

(Holidays: New Year's Day, January 1; Ash Wednesday, February or March; Good Friday, March or April; Easter Monday, March or April; Victoria Day, May 24; King's Birthday, June 9; Dominion Day, July 1; Labour Day, first Monday in September; Thanksgiving Day, usually second Monday in October; Remembrance (or Armistice) Day, November 11; Christmas Day, December 25.)

CHAB, MOOSE JAW

Operator: CHAB, Ltd., Grant Hall Hotel. **Phone:** 2377. **Power:** 250 and 100 watts on 1200 kc. **Affiliation:** Canadian Broadcasting Corp. **Opened:** July 1, 1933.

Station manager: H. C. Buchanan. **Commercial manager:** L. A. Bourgeois. **Program director:** J. S. Boyling. **Chief engineer:** A. E. Jacobson. **Publicity director:** G. E. Walker.

Rep: All-Canada Radio Facilities, Ltd. (Canada); Weed & Co. (U. S.). **Seating facilities:** None. **Merchandising:** Complete service rendered gratis. **Foreign language programs:** Accepted; population is overwhelmingly English-speaking, however. **Artists bureau:** None. **Base rate:** \$40.

Copy restrictions: No beer, wine or alcoholic beverages of any type accepted; patent medicine copy under supervision of Food and Drug act; commercial copy subject to restrictions of the Canadian Broadcasting Corp. **E. T. Library:** Lang-Worth. **News:** British UP. **News periods:** 7:45 A.M., 12:30 P.M., 5:30 P.M., 9 P.M., (from CBC), 10:45 P.M., all 10 minutes, all Monday through Saturday; 2:45-3 P.M., Sunday only.

CKBL, PRINCE ALBERT

Operator: L. E. Moffat and R. E. Price, Sanderson Block, Central Ave. **Phone:** 3133. **Power:** 100 watts on 1210 kc (application for 1,000 watts pending). **Affiliation:** Canadian Broadcasting Corp. **Opened:** Feb. 1, 1934 (as a commercial station; previously dates back to 1924).

Station and commercial manager: R. E. Price. **Program director:** W. R. Hart. **Chief engineer:** L. E. Moffat. **Musical director:** I. Barrie. **Publicity director:** G. Prest.

Rep: All-Canada Radio Facilities, Ltd. (Canada); Weed & Co. (U. S.). **Seating facilities:** Can accommodate about 20 persons. **Merchandising:** Handle newspaper publicity, advertising space, and arrange and install window displays for national advertisers. **Foreign language programs:** Commercials in foreign languages not accepted, though station runs Ukrainian and Norwegian programs. **Artists bureau:** None; talent is largely non-professional. **Base rate:** \$30.

Copy restrictions: Regulations of the Canadian Broadcasting Corp. **E. T. Library:** World. **News:** British UP. **News periods:** 7:45 A. M., 12:45 P.M., 6:45 P.M., 9:45 P.M., all 10 minutes, all Monday through Saturday.

CJRM, REGINA

Operator: James Richardson & Sons, Ltd., Saskatchewan Life Bldg. **Phone:** 8424. **Power:** 1,000 watts on 540 kc. **Opened:** 1926.

Station director: H. R. McLaughlin (manager, James Richardson radio division). **Station and commercial manager:** F. V. Scanlan. **Program and publicity director:** D. E. Wright. **Chief engineer:** A. W. Hooper. **Musical director:** S. H. Hillier.

Rep: Joseph Hershey McGillvra (U. S. and Canada). **Seating facilities:** Studio accommodates about 100 persons. **Merchandising:** Supply window cards, posters, blotters, slides, etc.; service carries a charge. **Foreign language programs:** Accepted; all speeches in a foreign language must also be rendered in English by the station announcer. **Artists bureau:** None. **Base rate:** \$80.

Copy restrictions: No beer, wines or alcoholic beverages; all copy subject to regulations of the Canadian Broadcasting Corp. **News:** Transradio.

SASKATCHEWAN STATIONS—Continued

CKCK, REGINA

Operator: Leader-Post, Ltd., Leader-Post Bldg. **Phone:** 8525. **Power:** 1,000 watts on 1010 kc. **Affiliation:** Canadian Broadcasting Corp. **Opened:** April, 1922. (Note: This station is newspaper owned by the Regina Leader-Post.)

General manager: G. Gaetz. **Commercial manager:** A. J. Balfour. **Program director, artists bureau head:** W. A. Speers. **Musical director:** A. R. Smith.

Rep: Weed & Co. (U. S.); All-Canada Radio Facilities, Ltd. (Canada). **Seating facilities:** Can accommodate 300 persons. **Merchandising:** Supply listings and publicity through Leader-Post and weeklies throughout province; dealer contacts; cooperate in placing window displays, etc.; all services rendered gratis. **Foreign language programs:** No set rules, as no requests have been received to date. **Artists bureau:** Setup nominal only. **Base rate:** \$80.

Copy restrictions: Conform to rules and regulations of Canadian Broadcasting Corp. **E. T. Library:** NBC Thesaurus. **News:** British UP, also local news from parent paper. **News periods:** Not listed.

CFQC, SASKATOON

Operator: A. A. Murphy & Sons Ltd., 216 First Avenue, N. **Phones:** 7282; 5374. **Power:** 1,000 watts on 600 kc. **Affiliation:** Canadian Broadcasting Corp. **Opened:** July, 1923.

Owner, general and station manager: A. A. Murphy. **Commercial manager:** Vernon Dallin. **Program and musical director:** C. Cairns. **Chief engineer:** S. Clifton.

Rep: Joseph Hershey McGillvra; Jack Slatter (Toronto, Montreal). **Seating**

facilities: None listed. **Merchandising:** No information given. **Foreign language programs:** No information given. **Artists bureau:** None. **Base rate:** \$80.

Copy restrictions: Regulations of the Canadian Broadcasting Corp. **E. T. Library:** NBC Thesaurus; Standard. **News:** British UP. **News periods:** 7:45 A.M., 11:45 A.M., 6 P.M., 10:30 P.M., all 15 minutes, all Monday through Saturday; 4:30-4:45 P.M., Sunday only.

CJGX, YORKTON

Operator: Dawson Richardson Publications, Ltd., 171 McDermot Ave., Winnipeg, Man. **Phone:** 92-531. **Power:** 1,000 watts on 1430 kc. **Affiliation:** Canadian Broadcasting Corp. **Opened:** August, 1927. (Note: This station is operated by remote control over leased lines from Winnipeg, Manitoba.)

Manager: A. L. Garside. **Program director:** Clinton Godwin. **Chief engineer:** Arthur Mills. **Publicity director:** Cyril F. Greene.

Rep: Inland Broadcasting Service (Winnipeg); Jack Slatter (Toronto); Joseph Hershey McGillvra (U. S.). **Seating facilities:** Local theatre, 850; main dining room of the Yorkton hotel, 250. **Merchandising:** Contact local merchants; distribute cards, etc. **Foreign language programs:** Accepted. **Artists bureau:** None. **Base rate:** \$50.

Copy restrictions: Regulations of the Canadian Broadcasting Corp. **E. T. Library:** World. **News:** British UP. **News periods:** 8:15-8:25 A.M., 1-1:10 P.M., 7:30-7:40 P.M., 9:30-9:40 P.M., 10-10:15 P.M., all Monday through Saturday; 5-5:10 P.M., 10-10:15 P.M., Sunday.

CANADIAN BROADCASTING CORPORATION OFFICERS:

General Manager—W. E. Gladstone Murray.....Ottawa, Ontario
 Asst. General Manager—Augustin Frigon.....Keefer Building, Montreal, P. Q.
 Chief Executive Asst.—Donald Manson.....Ottawa, Ontario
 Asst. to the General Manager—E. A. Pickering...Ottawa, Ontario
 General Supervisor of Programs—E. L. Bushnell..341 Church St., Toronto, Ontario
 Chief Engineer—G. W. Olive.....Keefer Building, Montreal, P. Q.
 Secretary—R. P. Landry.....Ottawa, Ontario
 Treasurer—Harry Baldwin.....Ottawa, Ontario
 Commercial Manager—E. A. Weir.....1 Hayter Street, Toronto, Ontario
 Sup'vr Press and Information Service—E. A. Weir..1 Hayter Street, Toronto, Ontario
 Traffic Manager—E. W. Jackson.....1 Hayter Street, Toronto, Ontario
 Supervisor of Station Relations—H. N. Stovin.....1 Hayter Street, Toronto, Ontario

NATIONAL ASSOCIATION OF BROADCASTERS

Board of Directors

Paul W. Morency, General Manager
Radio Station WTIC
Hartford, Conn.
(District 1)

Harry C. Wilder, President
Radio Station WSYR
Syracuse, N. Y.
(District 2)

Clifford M. Chafey, General Manager
Radio Station WEEU
Reading, Pa.
(District 3)

John A. Kennedy, President
Radio Station WBLK
Clarksburg, W. Va.
(District 4)

W. Walter Tison, Director
Radio Station WFLA
Tampa, Fla.
(District 5)

Edwin W. Craig, Vice-President
Radio Station WSM
Nashville, Tenn.
(District 6)

J. H. Ryan, Vice-President
Radio Station WSPD
Toledo, Ohio
(District 7)

John E. Fetzer, President
Radio Station WKZO
Kalamazoo, Mich.
(District 8)

Gene T. Dyer, President
Radio Station WGES
Chicago, Ill.
(District 9)

John J. Gillin, Jr., Manager
Radio Station WOW
Omaha, Nebr.
(District 10)

Earl H. Gammons, General Manager
Radio Station WCCO
Minneapolis, Minn.
(District 11)

Herbert Hollister, General Manager
Radio Station KANS
Wichita, Kans.
(District 12)

O. L. Taylor, General Manager
Radio Station KFNC
Amarillo, Tex.
(District 13)

Eugene P. O'Fallon, President
Radio Station KFEL
Denver, Colo.
(District 14)

Howard Lane, Manager
Radio Station KFEK
Sacramento, Calif.
(District 15)

Donald W. Thornburgh, Vice-President
Radio Station KNX
Los Angeles, Calif.
(District 16)

C. W. Myers, President
Radio Station KOIN
Portland, Ore.
(District 17)

*Directors-at-Large**

Harold Hough, General Manager
Radio Station WBAP
Fort Worth, Tex.
(Clear Channel; District 13)

Lambdin Kay, Director
Radio Station WSB
Atlanta, Ga.
(District 5)

Frank M. Russell, Vice-President
Radio Station WRC
Washington, D. C.
(Regional Channel; District 4)

Elliott Roosevelt, President
Hearst Radio, Inc.
20 East 57th St.
New York, N. Y.
(District 13)

John Elmer, President
Radio Station WCBM
Baltimore, Md.
(Local Channel; District 4)

Edward A. Allen, President
Radio Station WLVA
Lynchburg, Va.
(District 4)

**Note: These directors-at-large were to be replaced by a new panel in July, 1939.*

N. A. B. COMMITTEES—Continued

Accounting Committee

Harry C. Wilder (Committee Chairman)
Radio Station WSYR
Syracuse, N. Y.

L. A. Benson
Radio Station WIL
St. Louis, Mo.

E. E. Hill
Radio Station WORC
Worcester, Mass.

E. M. Stoer
Hearst Radio, Inc.
New York, N. Y.

Harold Wheelahan
Radio Station WSMB
New Orleans, La.

Frank White
Columbia Broadcasting System
New York, N. Y.

Mark Woods
National Broadcasting Company, Inc.
New York, N. Y.

Committee to Consider Report of NAB Bureau of Copyrights, Inc.

John Elmer (Committee Chairman)
Radio Station WCBM
Baltimore, Md.

John J. Gillin, Jr.
Radio Station WOW
Omaha, Nebr.

Harold Hough
Radio Station WBAP
Fort Worth, Tex.

Committee to Study Questions of Associate Memberships in NAB

John J. Gillin, Jr. (Committee Chairman)
Radio Station WOW
Omaha, Nebr.

Earl H. Gammons
Radio Station WCCO
Minneapolis, Minn.

Eugene P. O'Fallon
Radio Station KFEL
Denver, Colo.

The Copyright Committee

Edwin W. Craig
Radio Station WSM
Nashville, Tenn.

Walter J. Damm
Radio Station WTMJ
Milwaukee, Wis.

John Elmer
Radio Station WCBM
Baltimore, Md.

I. R. Lounsberry
Radio Station WGR
Buffalo, N. Y.

Gregory Gentling
Radio Station KROC
Rochester, Minn.

Edward Klauber, Executive Vice-President
Columbia Broadcasting System
New York, N. Y.

Lenox Lohr, President
National Broadcasting Company
New York, N. Y.

Clair McCollough
Radio Station WGAL
Lancaster, Pa.

John Shepard, III, President
The Yankee Network
Boston, Mass.

Theodore C. Streibert, Vice-President
Mutual Broadcasting System
New York, N. Y.

Harold Wheelahan
Radio Station WSMB
New Orleans, La.

Engineering Committee

John V. L. Hogan (Committee Chairman)
Radio Station WQXR
New York, N. Y.

E. K. Cohan
Columbia Broadcasting System
New York, N. Y.

J. H. DeWitt, Jr.
Radio Station WSM
Nashville, Tenn.

William G. Egerton
Radio Station KTSA
San Antonio, Tex.

John E. Fetzer
Radio Station WKZO
Kalamazoo, Mich.

O. B. Hanson
National Broadcasting Company, Inc.
New York, N. Y.

N. A. B. COMMITTEES—Continued

Albert E. Heiser
Radio Station WLVA
Lynchburg, Va.

Herbert Hollister
Radio Station KANS
Wichita, Kans.

Porter Houston
Radio Station WCBM
Baltimore, Md.

Paul A. Loyet
Radio Station WHO
Des Moines, Ia.

Paul de Mars
Radio Station WNAC
Boston, Mass.

Carl J. Meyers
Radio Station WGN
Chicago, Ill.

J. R. Poppele
Radio Station WOR
New York, N. Y.

John T. Schilling
Radio Station WHB
Kansas City, Mo.

William H. West
Radio Station WTMV
East St. Louis, Ill.

Executive Committee

Neville Miller
National Association of Broadcasters
Washington, D. C.

Edwin W. Craig
Radio Station WSM
Nashville, Tenn.

Walter J. Damm
Radio Station WTMJ
Milwaukee, Wis.

John Elmer
Radio Station WCBM
Baltimore, Md.

Mark Ethridge
Radio Station WHAS
Louisville, Ky.

Herbert Hollister
Radio Station KANS
Wichita, Kans.

Frank M. Russell
Radio Station WRC
Washington, D. C.

Committee of Six of Federal Radio Education Committee

Levering Tyson (Committee Chairman)
National Advisory Council on Radio in
Education, Inc.
New York, N. Y.

Hadley Cantril
Princeton University
Princeton, N. J.

Dr. W. W. Charters
Ohio State University
Columbus, Ohio

Neville Miller
National Association of Broadcasters
Washington, D. C.

John F. Royal
National Broadcasting Company, Inc.
New York, N. Y.

Frederick A. Willis
Columbia Broadcasting System
New York, N. Y.

Finance Committee of the Board of Directors

Harold Hough (Committee Chairman)
Radio Station WBAP
Fort Worth, Tex.

Earl H. Gammons
Radio Station WCCO
Minneapolis, Minn.

John Shepard, III
Yankee Network
Boston, Mass.

Labor Committee

**Samuel R. Rosenbaum (Committee Chair-
man)**
Radio Station WFIL
Philadelphia, Pa.

Ralph R. Brunton
Radio Station KJBS
San Francisco, Calif.

Don S. Elias
Radio Station WWNC
Asheville, N. C.

Earl J. Glade
Radio Station KSL
Salt Lake City, Utah

N. A. B. COMMITTEES—Continued

George W. Norton, Jr.
Radio Station WAVE
Louisville, Ky.

J. H. Ryan
Radio Station WSPD
Toledo, Ohio

Lloyd C. Thomas
Radio Station WROK
Rockford, Ill.

Legislative Committee

John A. Kennedy (Committee Chairman)
Radio Station WBLK
Clarksburg, W. Va.

Harry C. Butcher
Radio Station WJSV
Washington, D. C.

Edwin W. Craig
Radio Station WSM
Nashville, Tenn.

William B. Dolph
Radio Station WOL
Washington, D. C.

John Elmer
Radio Station WCBM
Baltimore, Md.

Luther L. Hill
Radio Station KRNT
Des Moines, Ia.

Frank M. Russell
Radio Station WRC
Washington, D. C.

Theodore C. Streibert
Radio Station WOR
New York, N. Y.

The Program Standards Committee

Neville Miller (Committee Chairman)
National Association of Broadcasters
Washington, D. C.

Edgar L. Bill
Radio Station WMBD
Peoria, Ill.

E. B. Craney
Radio Station KGIR
Butte, Mont.

Walter J. Damm
Radio Station WTMJ
Milwaukee, Wis.

Earl J. Glade
Radio Station KSL
Salt Lake City, Utah

Herbert Hollister
Radio Station KANS
Wichita, Kans.

Edward Klauber
Columbia Broadcasting System
New York, N. Y.

Lenox Lohr
National Broadcasting Company, Inc.
New York, N. Y.

Paul W. Morency
Radio Station WTIC
Hartford, Conn.

Samuel R. Rosenbaum
Radio Station WFIL
Philadelphia, Pa.

Theodore C. Streibert
Mutual Broadcasting System
New York, N. Y.

Karl O. Wyler
Radio Station KTSM
El Paso, Tex.

Sales Managers Committee

Craig Lawrence (Committee Chairman)
Radio Station KSO
Des Moines, Ia.

Frank Bishop
Radio Station KFEL
Denver, Colo.

Charles C. Caley
Radio Station WMBD
Peoria, Ill.

K. W. Church
Radio Station KMOX
St. Louis, Mo.

William R. Cline
Radio Station WLS
Chicago, Ill.

E. Y. Flanigan
Radio Station WSPD
Toledo, Ohio

Purnell Gould
Radio Station WFBR
Baltimore, Md.

Herbert Hollister
Radio Station KANS
Wichita, Kans.

J. Buryl Lottridge
Radio Station KTUL
Tulsa, Okla.

N. A. B. COMMITTEES—Continued

Wage and Hour Act Committee

Joseph L. Miller (Acting Committee Chairman)

National Association of Broadcasters
Washington, D. C.

H. W. Batchelder
Radio Station WFBR
Baltimore, Md.

William B. Dolph
Radio Station WOL
Washington, D. C.

John V. L. Hogan
Radio Station WQXR
New York, N. Y.

C. T. Lucy
Radio Station WRVA
Richmond, Va.

NAB-RMA Committee

(NAB)

Neville Miller (Committee Chairman)
National Association of Broadcasters
Washington, D. C.

Edward Klauber
Columbia Broadcasting System
New York, N. Y.

I. E. Lounsberry
Radio Stations WGR-WKBW
Buffalo, N. Y.

H. Bliss McNaughton
Radio Station WTBO
Cumberland, Md.

Theodore Streibert
Mutual Broadcasting System
New York, N. Y.

E. M. Kirby
National Association of Broadcasters
Washington, D. C.

(RMA)

James M. Skinner (Committee Chairman)
Philadelphia Storage Battery Company
Philadelphia, Pa.

Henry C. Bonfig
RCA Manufacturing Company, Inc.
Camden, N. J.

Powel Crosley
The Crosley Corporation
Cincinnati, Ohio

Com. E. F. McDonald, Jr.
Zenith Radio Corporation
Chicago, Ill.

A. S. Wells (Ex-officio Member)
Wells-Gardner Company
Chicago, Ill.

Research Committee

***Arthur B. Church (Committee Chairman)**
Radio Station KMBC
Kansas City, Mo.

H. K. Carpenter
Radio Station WHK
Cleveland, Ohio

John V. L. Hogan
Radio Station WQXR
New York, N. Y.

***Paul Keston**
Columbia Broadcasting System
New York, N. Y.

***J. O. Maland**
Radio Station WHO
Des Moines, Ia.

George Roeder
Radio Station WCBM
Baltimore, Md.

***Roy C. Witmer**
National Broadcasting Company, Inc.
New York, N. Y.

Paul F. Peter (Ex-officio)
National Association of Broadcasters
Washington, D. C.

***Neville Miller**
National Association of Broadcasters
Washington, D. C.

*Committee of five representing NAB on the Joint Committee on Radio Research. Mr. Miller is chairman of this group.

NAB Committee of Cooperation Between Press, Radio and Bar

Harry C. Butcher
Radio Station WJSV
Washington, D. C.

Louis G. Caldwell
Washington, D. C.

Philip G. Loucks
Washington, D. C.

Neville Miller
National Association of Broadcasters
Washington, D. C.

N. A. B. COMMITTEES—Continued

Frank M. Russell
Radio Station WRC
Washington, D. C.

Jack R. Howard
Radio Station WCO
Cincinnati, Ohio

Committee of Independent Broadcasters

Lloyd C. Thomas
Rockford, Ill.

H. Bliss McNaughton
Radio Station WTBO
Cumberland, Md.

Harold A. LaFount
Radio Station WCOF
Boston, Mass.

Stanley Schultz
Radio Station WLAW
Lawrence, Mass.

C. Alden Baker
Radio Station WCHS
Charleston, W. Va.

Edgar Schutz
Radio Station WIL
St. Louis, Mo.

Gregory Gentling
Radio Station KROC
Rochester, Minn.

Frank R. Smith, Jr.
Radio Station WWSW
Pittsburgh, Pa.

N. A. B. PRESIDENTS SINCE 1923

Eugene F. McDonald, Jr. (WJAZ, Chicago, Ill.)	1923-1925
Frank W. Elliot (WHO, Des Moines, Ia.)	1925-1926
Earle C. Anthony (KFI, Los Angeles, Calif.)	1926-1928
William S. Hedges (WMAQ, Chicago, Ill.)	1928-1930
Walter J. Damm (WTMJ, Milwaukee, Wis.)	1930-1931
Harry Shaw (WMT, Cedar Rapids, Ia.)	1931-1932
J. Truman Ward (WLAC, Nashville, Tenn.)	1932-1933
Alfred J. McCosker (WOR, New York City)	1933-1935
Leo Fitzpatrick (WJR, Detroit)	1935-1936
Charles W. Myers (KOIN, Portland, Ore.)	1936-1937
John Elmer (WCBM, Baltimore, Md.)	1937-1938
Phillip G. Loucks (counsel)	1938
Mark Ethridge (WHAS, Louisville, Ky.)	1938
Neville Miller (ex-mayor, Louisville, Ky.)	1938

N. A. B. CONVENTIONS, 1923-1939

First annual convention, 1923	Chicago, Ill.
Second annual convention, 1924	New York City
Third annual convention, 1925	New York City
Fourth annual convention, 1926	New York City
Fifth annual convention, Sept. 19-21, 1927	New York City
Sixth annual convention, Oct. 15-17, 1928	Washington, D. C.
Seventh annual convention, Nov. 3-6, 1929	West Baden, Ind.
Eighth annual convention, Nov. 17-19, 1930	Cleveland, O.
Ninth annual convention, Oct. 26-28, 1931	Detroit, Mich.
Tenth annual convention, Nov. 14-16, 1932	St. Louis, Mo.
Eleventh annual convention, Oct. 9-11, 1933	White Sulphur Springs, W. Va.
Twelfth annual convention, Sept. 17-19, 1934	Cincinnati, O.
Thirteenth annual convention, July 8-11, 1935	Colorado Springs, Colo.
Fourteenth annual convention, July 5-8, 1936	Chicago, Ill.
Fifteenth annual convention, June 20-23, 1937	Chicago, Ill.
Special convention, Oct. 12-13, 1937	New York City
Sixteenth annual convention, Feb. 14-15, 1938	Washington, D. C.
Seventeenth annual convention, July 10-13, 1939	Atlantic City, N. J.

STATION REPRESENTATIVES

Information on the personnel and offices of the various U. S., Canadian, and foreign station representatives is given below.

Those firms whose names bear an asterisk (*) also represent newspapers or other media as well as radio stations.

All-Canada Radio Facilities, Ltd. Officers:

H. R. Carson, president, managing director; A. R. Gibson, secretary. **Winnipeg office:** c/o CKY, Manitoba Telephone System Bldg., Portage Ave., E.; P. H. Gaynor, representative (phone 92 191). **Calgary office:** Southam Bldg. (R 2021); F. W. Cannon, manager. **Montreal office:** Dominion Square Bldg. (LA 6400); Burt Hall, manager. **Toronto office:** 305 Victory Bldg. (Elgin 2464); G. F. Herbert, manager. **Vancouver office:** 541 W. Georgia St. (Trinity 1391); J. E. Baldwin, manager. (Note: This firm also serves as Canadian distributors for various American transcription producers, and is an amalgamation of the former All-Canada Broadcasting System and United Broadcast Sales, Ltd.)

William H. Anderson & Co., Inc. New York office: 25 Broadway (Digby 4-2478).

Associated Broadcast Advertising Co. Officers: Irving T. Porter, commercial manager and owner. **New York sales office for Station WFAS:** 152 W. 42nd St. (Wisconsin 7-2299). **Personnel:** Irving T. Porter; Gertrude Baron, Helen Gray.

Associated Broadcasting Co., Ltd. Toronto office: Hermant Bldg. (Elgin 3345); E. A. Byworth, president. **Montreal office:** Dominion Square Bldg. (Belair 3325); M. Maxwell, vice-president; W. A. Eversfield, secretary-treasurer.

Bertha Bannan. Boston office: 15 Little Bldg. (Hancock 6178).

I. Beck, Inc. New York office: 331 Fourth Ave. (Gramercy 5-2947). **Personnel:** Irving Goldman. (Representative for KZIB, Manila, P. I.).

Paul Belaire. Boston office: 80 Federal St. (Liberty 0437).

Walter Biddick Co. Officers: Walter Bid-

dick, general manager. **Los Angeles office:** 568 Chamber of Commerce Bldg. (Richmond 6184). **Personnel:** James C. McCormick, manager; C. A. Burpee. **San Francisco office:** 1623 Russ Bldg. (Sutter 5415). **Personnel:** Don C. Robbins. **Seattle office:** 1038 Exchange Bldg. (Main 6440).

***R. J. Bidwell Co. San Francisco office:** 703 Market St. (Exbrook 7604). **Personnel:** R. J. Bidwell, president, treasurer. **Los Angeles office:** 1031 S. Broadway (Prospect 3746). **Personnel:** W. H. Grubbs in charge.

John Blair & Co. Officers: John Blair, president; George W. Bolling, vice-president; Lindsey Spight, vice-president; Blake Blair, treasurer. **Chicago office:** 520 N. Michigan Ave. (Superior 8659). **Personnel:** John Blair, manager; Gale Blocki, Jr.; Charles F. Dilcher; W. Ward Dorrell. **New York office:** 341 Madison Ave. (Murray Hill 9-6084). **Personnel:** George W. Bolling, manager; Richard D. Buckley, William H. Weldon, H. Leach Laney. **Detroit office:** New Center Bldg. (Madison 7889). **Personnel:** R. H. Bolling, manager. **San Francisco office:** Russ Bldg. (Douglas 3188). **Personnel:** Lindsey Spight, manager. **Los Angeles office:** Chamber of Commerce Bldg. (Prospect 3584). **Personnel:** Carleton Coveny, manager.

Grover W. Boyd (affiliated with DeLisser-Boyd, Inc., newspaper representatives). **Officers:** Grover W. Boyd, president; William F. Gallagher, treasurer. **New York office:** 30 Rockefeller Plaza (Circle 7-4324). **Personnel:** Grover W. Boyd in charge. **Philadelphia office:** 1471 Chestnut St. **Chicago office:** 612 N. Michigan Ave.

***The Branham Co. Officers:** John Petrie, president. **Chicago office:** 360 N. Michigan Ave. (Central 5726). **Personnel:**

WEED

AND COMPANY

**NEW YORK
DETROIT
CHICAGO
SAN FRANCISCO**



**RADIO STATION
REPRESENTATIVES**



STATION REPRESENTATIVES—Continued

- E. F. Corcoran, vice-president; L. S. Greenberg, secretary-treasurer, head of accounting department; H. C. Shomaker, J. B. Guenther, C. B. Peterson, Joseph F. Timlin, Carl Sundberg, in charge of research. **New York office:** 230 Park Ave. (Murray Hill 6-1860). **Personnel:** Fred P. Motz and M. H. Long, vice-presidents; C. W. Mitchell, M. J. Foulon, H. C. Blake, P. E. Johnson, A. J. Marucchi, G. E. Pamental, J. H. Connolly, John E. Dean. **Detroit office:** General Motors Bldg. (Trinity 1-0440). **Personnel:** H. A. Anderson, Edwin Charney. **St. Louis office:** Arcade Bldg. (Chestnut 6192). **Personnel:** W. F. Patzlaff. **Kansas City office:** National Fidelity Life Bldg. (Harrison 1023). **Personnel:** George F. Dillon, Julian Kirk. **Los Angeles office:** 448 S. Hill St. (Michigan 1269). **Personnel:** W. L. Blythe. **Atlanta office:** Rhodes Haverly Bldg. (Walnut 4851). **Personnel:** J. B. Keough. **Dallas office:** Mercantile Bldg. (2-8569). **Personnel:** A. J. Putnam, J. P. Dobbs. **San Francisco office:** George D. Close, Inc., 5 S. Third St. (Garfield 6740). **Personnel:** G. D. Close, J. H. Hornung. **Seattle office:** George D. Close, Inc. 1004 Second Ave. (Melrose 9193). **Personnel:** Arthur G. Neitz. **Portland office:** George D. Close, Inc., 429 S.W. Fourth Ave. (Atwater 7484). **Personnel:** Fred Young. **Charlotte office:** 612 Commercial National Bank Bldg. (8839). **Personnel:** H. L. Ralls.
- *Bryant-Griffith & Brunson, Inc. Officers:** Harry C. Griffith, president and treasurer; Fred F. Parsons, vice-president; Harry W. Pollard, vice-president; George Gundling, secretary. **New York office:** 9 E. 41st St. (Murray Hill 2-2174). **Personnel:** Harry C. Griffith, George Gundling, Bob Greene, Frank J. Coyle, John McDonald. **Chicago office:** 360 N. Michigan Ave. (Andover 1040). **Personnel:** Fred F. Parsons, manager; W. W. Sauerberg, Roy Black, John Murphy. **Detroit office:** General Motors Bldg. (Madison 3534). **Personnel:** Harry W. Pollard, manager. **Atlanta office:** Walton Bldg. (Walnut 1231). **Personnel:** B. Frank Cook, manager; Pierce W. Cook (working out of Charlotte, N. C.). **Boston office:** 201 Devonshire St. (Liberty 4259). **Personnel:** Joseph F. Walsh, manager; P. B. Silk. **Salt Lake City office:** 838 24th St. **Personnel:** J. Wayne Eldredge.
- Burn-Smith Co., Inc. Officers:** John A. Toothill, president; J. Byron Smith II, secretary, treasurer. **New York office:** 7 West 44th St. (Murray Hill 2-7462). **Chicago office:** 2001 Bell Bldg. (Central 4270). **Detroit office:** New Center Bldg. (Madison 3350).
- *The Capper Publications, Inc. Officers:** Arthur Capper, president and publisher; Marco Morrow, vice-president and assistant publisher; H. S. Blake, vice-president and general manager. Ben Ludy, manager WIBW; W. A. Bailey, manager KCKN. **New York office:** 420 Lexington Ave. (Mohawk 4-3280). **Personnel:** W. L. McKee, Dean Bailey. **Chicago office:** 180 N. Michigan Ave. (Central 5977). **Personnel:** Felix Morris. **Detroit office:** General Motors Bldg. (Madison 2125). **Personnel:** Edward McKernon. **Cleveland office:** 1013 Rockwell Ave. (Cherry 5775). **Kansas City (Mo.) office:** 21 W. 10th St. (Harrison 4700). **Kansas City (Kans.) office:** Eighth and Armstrong. **Topeka office:** Eighth and Jackson Ave. **St. Louis office:** 2202 Pine St. (Central 3330). **San Francisco office:** Russ Bldg. (Douglas 5220). **Personnel:** W. B. Flowers.
- Conquest Alliance Co., Inc. Officers:** C. H. Venner, Jr., president; A. M. Martinez, vice-president; Henry S. Hendricks, secretary. **New York office:** 515 Madison Ave. (Plaza 3-5650). **Rio de Janeiro office:** Edificio Odeon, Sala 710. **Personnel:** Roberto Constantinesco, manager. **Havana office:** Edificio La Metropolitana. **Personnel:** Rene Canizares, manager.
- Cox and Tanz. New York office:** 535 Fifth Ave. (Murray Hill 2-8284). **Personnel:** E. R. Tanz, manager in charge. **Chicago office:** 228 N. LaSalle St. (Franklin 2095). **Personnel:** A. P. Cox, manager in charge. **Philadelphia office:** Drexel Bldg. (Lombard 1720). **Personnel:** Joseph Cox, manager in charge.
- *Allan W. Creel. New York office:** 15 E. 40th St. (Lexington 2-4588).
- Harry E. Cummings. Jacksonville (Fla.) office:** 306 Florida National Bank Bldg. (3-0381).
- John G. Dale. New York office:** 551 Fifth Ave. (Murray Hill 2-8219). **Chicago office:** 360 N. Michigan Ave. (Dearborn 0351).
- James F. Fay. Officers:** James F. Fay, president and treasurer; Gertrude Saxe, office manager. **Boston office:** 1011 Statler Bldg. (Hubbard 1225).
- William M. Fleischman, Jr. New York office:** 247 Park Ave. (Eldorado 5-5183). (See also William D. Watson, Chicago associate.)
- Forjoe & Co. Officers:** Joseph Bloom,



YEAR after year, more important spot advertisers buy more time through Radio Sales.

Radio Sales, unlike most station representatives, is part of the organization it represents—the stations *operated by* CBS. As a division of the Columbia Broadcasting System, Radio Sales makes available to all of its clients the most complete facilities in radio...Columbia's Market Research, Promotion, Publicity and Program Departments.

These services help make spot radio pay when added to...

LISTENING AUDIENCES FOR YOUR ADVERTISING

In nine major markets, are nine major CBS stations represented by Radio Sales. With the heaviest big-time, big-name network structure in radio, these important stations provide big habitual audiences for your spot programs.

Radio Sales stations span the nation. They represent almost every known spot need...varying from stations with broad regional coverage to those concentrating their influence in a single trading area...from stations that serve rich farming areas to those whose appeal is solely to industrial regions...

But in one respect, these stations are all alike. Each is operated by CBS—offering advertisers and listeners the benefits of single-standard management and program policies...the policies established by Columbia, the world's largest network.

And—for advertisers—an integral part of this complete service is Radio Sales—likewise, a division of Columbia—to provide prompt, efficient, complete service regarding these stations and the markets which they cover.

Whether you plan a widespread spot radio campaign or seek to test radio in a limited way, consult Radio Sales—the spot radio *service* unit for Columbia's own stations.

RADIO SALES

A Division of the Columbia Broadcasting System. New York, Chicago, Detroit, St. Louis, Cincinnati, Charlotte, N.C., Los Angeles, San Francisco

OPERATED BY COLUMBIA

REPRESENTED BY RADIO SALES

WABC New York • WBBM Chicago • WEEI Boston

WCCO Minneapolis-St. Paul • KMOX St. Louis

KNX Los Angeles • WBT Charlotte, N. C.

WKRC Cincinnati • WJSV Washington

The Columbia Pacific Network;

The Columbia New England Network;

(also representing WAPI, Birmingham)

STATION REPRESENTATIVES—Continued

president; Forrest U. Daughdrill, vice-president, general manager. **New York office:** 19 West 44th St. (Vanderbilt 6-3816).

Free & Peters, Inc. Officers: James L. Free, president and treasurer; H. Preston Peters, vice-president and secretary; Virginia Weber, assistant secretary and assistant treasurer; J. F. Johns, vice-president Free, Johns & Field, Inc. **Chicago office:** 180 N. Michigan Ave. (Franklin 6373). Personnel: James L. Free, manager; Hugh M. Feeley, sales manager; Hal W. Hoag, A. J. Barry, Jr., J. W. Knodel. **New York office:** 247 Park Ave. (Plaza 5-4131). Personnel: H. Preston Peters, manager; Russel Woodward, sales manager; C. T. Clyne, H. K. Boice, Jr., Robert G. Patt. **Detroit office:** New Center Bldg. (Trinity 2-8444). Personnel: Charles G. Burke, manager. **San Francisco office:** One Eleven Sutter (Sutter 4353). Personnel: A. Leo Bowman, manager. **Atlanta office:** Bona Allen Bldg. (Jackson 1678). Personnel: F. Lacle Williams, manager. **Los Angeles office:** Chamber of Commerce Bldg. (Richmond 6184). Personnel: Walter Biddick, manager; James C. McCormick.

Gene Furgason & Co. (formerly Furgason & Aston, Inc.). Officers: Gene Furgason, president; C. L. Sleininger, secretary-treasurer; Arch Kerr, vice-president. **New York office:** 551 Fifth Ave. (Murray Hill 2-3734). Personnel: Gene Furgason in charge; Harry Burdick. **Chicago office:** 360 N. Michigan Ave. (State 5262). Personnel: C. L. Sleininger in charge; Arch Kerr; Howard Dodge. **Kansas City office:** 1012 Baltimore St. (Grand 0810). Personnel: Joseph J. Farrell. **San Francisco office:** 681 Market St. (Douglas 4475). Personnel: Homer O. Griffith.

Norman B. Furman, Inc. President: Norman B. Furman. **New York office:** 117 West 46th St. (Longacre 3-0035).

Arthur H. Hagg & Associates, Inc. Chicago office: 360 N. Michigan Ave. (Central 7553). **New York office:** 366 Madison Ave. (Vanderbilt 3-1265). **Denver office:** 1863 Wazee St. (Keystone 2371). **Kansas City office:** 6810 Edgevale Rd. (Jackson 8308). **Omaha office:** 340 Electric Bldg. (JA 7319). **San Francisco office:** 564 Market St. (Garfield 7511).

Hearst Radio. (See also **International**)

Radio Sales.) Officers: T. J. White, vice-president; Bradley Kelly, vice-president; O. J. Fernsten, assistant treasurer; R. F. McCauley, secretary; W. P. McGoldrick, assistant secretary; H. S. MacKay, Jr., resident assistant secretary, Los Angeles; Grove J. Fink, resident vice-president, San Francisco. **New York office:** International Radio Sales (division of Hearst Radio), 20 East 57th St. (Plaza 8-2600). Personnel: Loren L. Watson, general manager; Robert E. Howard, Allan W. Kerr. **Chicago office:** International Radio Sales (division of Hearst Radio), 326 W. Madison St. (Central 6124). Personnel: Ralph N. Weil, manager; J. Chris Hetherington, Robert M. Flanagan. **San Francisco office:** International Radio Sales (division of Hearst Radio), Third and Market Sts. (Douglas 2536). Personnel: John Livingston, manager. **Los Angeles office:** 141 N. Vermont Ave. (Exposition 1341). Personnel: John Livingston, manager.

Harold C. Higgins. Chicago office: Tribune Tower (Superior 5110).

George P. Hollingbery Co. (formerly Craig & Hollingbery, Inc.). Chicago office: 307 N. Michigan Ave. (State 2898). Personnel: George P. Hollingbery, president. **New York office:** 420 Lexington Ave. (Murray Hill 3-8078). Personnel: F. E. Spencer, Jr., manager. **Detroit office:** Park and Adams Sts. (Cherry 5200). Personnel: Fred F. Hague, manager. **San Francisco office:** 564 Market St. (Garfield 7511). Personnel: J. Leslie Meek, manager. **Atlanta office:** Walton Bldg. (Walnut 4039). Personnel: George Kohn, manager.

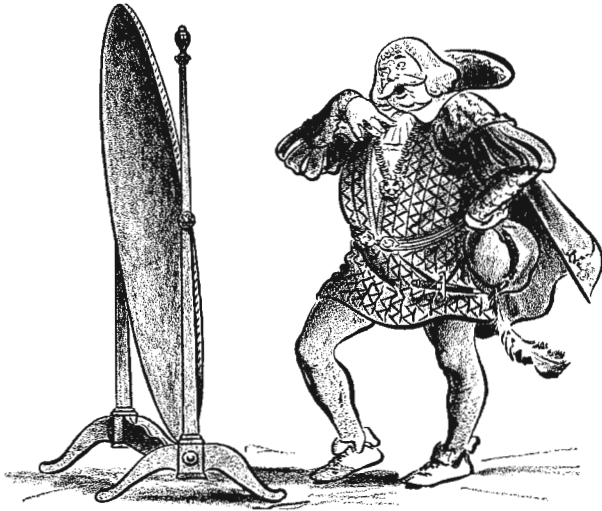
Inland Broadcasting Service. Officers: Dawson Richardson, president; A. L. Garside, manager. **Winnipeg office:** 171 McDermot Ave. (92 531). **Toronto office:** Affiliated with Jack Slatter, 4 Albert St. (Adelaide 3383).

International Broadcasting Co., Ltd. Officers: Capt. Leonard F. Plugge, chairman; G. Shanks, H. E. Needham, directors; Richard L. Meyer, general manager; Frank Lamping, assistant general manager; Jack Hargreaves, programme director. **London (England) office:** 37, Portland Place, London, W. 1 (Langham 2000). (European agents for Canadian Broadcasting Corp.; British Empire agents for Norwegian Radio Corp.)

International Radio Sales. (See also **Hearst Radio.**) (Division of Hearst Radio.)

STATION REPRESENTATIVES—Continued

- New York office:** 20 East 57th St. (Plaza 8-2600). Personnel: Loren L. Watson, general manager; Robert E. Howard, Allan W. Kerr. **Chicago office:** 326 W. Madison St. (Central 6124). Personnel: Ralph N. Weil, manager; J. Chris Hetherington, Robert M. Flanigan. **San Francisco office:** Third and Market Sts. (Douglas 2536). Personnel: John Livingston, manager. **Los Angeles office:** 141 N. Vermont Ave. (Exposition 1341). Personnel: John Livingston, manager.
- *The Katz Agency, Inc. Officers:** G. R. Katz, president; S. L. Katz, vice-president; M. J. Beck, treasurer; Eugene Katz, secretary. **New York office:** 500 Fifth Ave. (Longacre 5-4595). Personnel: G. W. Brett, sales manager; G. H. Gunst, A. Doris, N. Costello, M. Kellner, S. Rintoul, M. O'Mara. Promotion department: Eugene Katz, D. Denenholz, T. Kruglak, H. R. Goldberg. **Chicago office:** 307 N. Michigan Ave. (Central 4238). Personnel: Paul Ray, manager; S. L. Katz, Lowell Jackson, A. N. Armstrong, Jr., O. R. Whitaker, Stanley Ruelman. **Detroit office:** General Motors Bldg. (Trinity 2-7685). Personnel: Ralph Bateman, manager; D. Decker. **Atlanta office:** 22 Marietta St. Bldg. (Walnut 4795). Personnel: Fred M. Bell, manager; Marvin Smith. **Philadelphia office:** 260 S. Broad St. (Kingsley 1950). Personnel: M. J. Flynn, manager. **Kansas City office:** Bryant Bldg. (Victor 7095). Personnel: Gordon Gray, manager; Gilbert Berry. **San Francisco office:** Monadnock Bldg. (Sutter 7498). Personnel: R. S. Raitton, manager. **Dallas office:** Republic Bank Bldg. (2-7936). Personnel: Frank Brimm, manager.
- *Kelly-Smith Co. Officers:** Frank W. Miller, president and treasurer; Fred D. Stahl, M. Charles Rogers, vice-presidents; James E. Mullins, secretary. **New York office:** Graybar Bldg. (Mohawk 4-2434). Personnel: F. M. Headley, manager; L. Blumenthal. **Chicago office:** 180 N. Michigan Ave. (Franklin 4687). Personnel: D. S. Reed, manager. **Detroit office:** New Center Bldg. (Madison 4675). Personnel: Robert B. Rains, manager.
- G. B. McDermott. Officers:** G. B. McDermott, J. M. Ward. **Chicago office:** 360 N. Michigan Ave. (State 9493). **New York office:** WMCA, 1657 Broadway (Circle 6-2200).
- Joseph Hershey McGillvra. New York office:** 366 Madison Ave. (Murray Hill 2-8755). Personnel: Joseph H. McGillvra, manager; Adam J. Young, Jr. **Chicago office:** 919 N. Michigan Ave. (Superior 3444). Personnel: S. M. Aston, manager. **San Francisco office:** 627 Mills Bldg. Personnel: Duncan A. Scott, manager. **Los Angeles office:** 527 W. Seventh St. Personnel: William S. Wright, manager. **Toronto (Canada) office:** 1713 Metropolitan Bldg. (Adelaide 4429). Personnel: C. W. Wright, manager; J. L. Alexander. **Montreal office:** 510 Keefer Bldg. Personnel: Lovell Mjckles, Jr., manager.
- *J. P. McKinney & Son. New York office:** 30 Rockefeller Plaza (Circle 7-1178). **Chicago office:** 400 N. Michigan Ave. (Superior 9866). **San Francisco office:** 557 Market St. (Sutter 5333).
- *Mitchell & Ruddell, Inc. Kansas City office:** 1004 Baltimore (Victor 1421). **Chicago office:** 180 N. Michigan Ave. (Central 1160). **New York office:** 295 Madison Ave. (Ashland 4-6698). **St. Louis office:** Insurance Exchange Bldg. (Chestnut 1965).
- National Broadcasting Co., Inc. Headquarters:** 30 Rockefeller Plaza, New York, N. Y. **National spot and local sales manager:** J. V. McConnell. **National spot and local sales New York:** 30 Rockefeller Plaza (CI 7-8300); Maurice M. Boyd, sales manager. **Chicago:** Merchandise Mart (Superior 8300); Oliver Morton, sales manager. **Detroit:** Fisher Bldg. (Trinity 2-7900); Robert H. White (national spot). **Cleveland:** 815 Superior Ave., N. E. (Cherry 0942); Donald G. Stratton (national spot). **Pittsburgh:** Grant Bldg. (Grant 4200). **San Francisco:** 111 Sutter St. (Sutter 1920); William B. Ryan, sales manager. **Hollywood:** Sunset and Vine (Hollywood 6161); Sydney Dixon, sales manager. **Local station sales: New York:** WEAJ and WJZ, 30 Rockefeller Plaza (Circle 7-8300); Maurice M. Boyd, sales manager. **Boston:** WBZ-WBZA, Hotel Bradford (Hancock 4261). **Schenectady:** WGY, 1 River Road (Schenectady 4-2211); Kolin Hager, sales manager. **Philadelphia:** KYW, 1619 Walnut St. (Locust 3760); G. B. Thompson, sales manager. **Washington:** WRC-WMAL, Trans Lux Bldg. (Republic 4000); John H. Dodge, sales manager. **Pittsburgh:** KDKA, Grant Bldg. (Grant 4200); William E. Jackson, sales manager. **Cleveland:** WTAM, 815 Superior Ave., N. E. (Cherry 0942); Howard A. Barton, sales manager. **Chicago:** WMAQ-WENR, Merchandise Mart (Superior 8300); Oliver Morton, sales manager. **Denver:** KOA, 1625 California St. (Main 6211); A. W. Crapsey, sales manager. **San Francisco:** KPO-KGO, 111 Sutter St.



"To be or not to be..."

TO be or not to be a radio advertiser—that is a question which needn't be decided "by guess or by gosh" . . . After all, radio is now of sufficient age and background to permit any advertiser to make a seasoned, mature and well-founded decision.

Helping you to make such a decision is a big part of our job. The main part, of course, is to sell radio time. But these stations want *permanent* radio advertisers—not a graveyard of failures. To secure the first and preclude the latter, we are just as eager for *wise decisions* as you are yourself.

Our really tremendous files of data—our 165 cumulative years of experience—all our best thought is yours for the asking. We confidently believe that we can help you make a *wise decision* about radio. Won't you give us a ring?

Exclusive Representatives:

WGR-WKBW Buffalo
 WCKY Cincinnati
 WOC Davenport
 WHO Des Moines
 WDAY Fargo
 WOWO-WGL Ft. Wayne
 KMBC Kansas City
 WAVE Louisville
 WTCN Minneapolis-St. Paul
 WMBD Peoria
 KSD St. Louis
 WFBL Syracuse

Southeast

WCSC Charleston
 WIS Columbia
 WPTF Raleigh
 WDBJ Roanoke

Southwest

KGKO Ft. Worth-Dallas
 KTUL Tulsa

Pacific Coast

KOIN-KALE Portland
 KSFO San Francisco
 KVI Seattle-Tacoma

FREE & PETERS, INC.

(AND FREE, JOHNS & FIELD, INC.)

CHICAGO
 180 N. Michigan Ave.
 Franklin 6873

SAN FRANCISCO
 One Eleven Sutter
 Sutter 4353

NEW YORK
 247 Park Ave.
 Plaza 5-4131

LOS ANGELES
 C. of C. Bldg.
 Richmond 6184

DETROIT
 New Center Bldg.
 Trinity 2-8444

ATLANTA
 617 Walton Bldg.
 Jackson 1678

STATION REPRESENTATIVES—Continued

- (Sutter 1920); William B. Ryan, sales manager.
- *Northern Broadcasting Co., Ltd. Officers:** Jack Cooke, manager; P. M. Seaborn, station relations. **Toronto office:** 305 Victory Bldg. (Elgin 2464). (Handle national sales for own Canadian radio stations and newspapers.)
- Northwest Radio Advertising Co., Inc.**
Seattle office: American Bank Bldg.
- *John H. Perry Associates. New York office:** 225 W. 39th St. (Bryant 9-3357). Personnel: Wm. K. Dorman, manager; W. T. Kelly, Hines Hatchette. **Chicago office:** 122 S. Michigan Ave. (Harrison 8085). Personnel: O. J. Ranft in charge. **Detroit office:** 7338 Woodward Ave. (Madison 0790). Personnel: J. J. Higgins in charge. **Atlanta office:** 406 Chamber of Commerce Bldg. (Walnut 3443). Personnel: R. S. Kendrick in charge. **San Francisco office:** R. J. Bidwell Co., 742 Market St. (Garfield 4917).
- Edward Petry & Co., Inc. New York office:** 17 E. 42nd St. (Murray Hill 2-4401). **Chicago office:** 400 N. Michigan Ave. (Delaware 8600). **Detroit office:** General Motors Bldg. (Madison 1035). **San Francisco office:** 111 Sutter St. (Garfield 4010). **Los Angeles office:** Edison Bldg., 601 W. Fifth St. (Michigan 8729). **St. Louis office:** Southwestern Bell Telephone Bldg. (Garfield 5194).
- Radio Advertising Corp. Officers:** Barnwell Elliott, president; Henri O. Molley, vice-president; Robert T. Williams, treasurer; Gladola Dilly, secretary. **New York office:** 341 Madison Ave. (Murray Hill 4-0212). **Chicago office:** 400 N. Michigan Ave. (Whitehall 4262). Personnel: George Roesler, manager (also Chicago manager of CKLW, Detroit). **Cleveland office:** Terminal Tower (Prospect 5800). Personnel: Charles A. Stevens. **San Francisco office:** Russ Bldg. (Exbrook 4860). **Los Angeles office:** Chamber of Commerce Bldg (Prospect 1643).
- Radio Sales, Inc. (Division of Columbia Broadcasting System). Officers:** M. R. Runyon, vice-president in charge; J. Kelly Smith, general sales manager. **New York office:** 485 Madison Ave. (Wickersham 2-2000). Personnel: A. E. Joscelyn, eastern sales manager; Howard S. Meighan, account executive; Robert Somerville, account executive; Frank R. McDonnell, account executive; William Hylan, account executive. **Chicago of-**
- ice:** 410 N. Michigan Ave. (Whitehall 6000). Personnel: Paul Wilson, western sales manager; E. H. Shomo, account executive; Wendell B. Campbell, account executive. **Detroit office:** Fisher Bldg. (Trinity 2-5500). Personnel: H. A. Carlborg, manager. **Los Angeles office:** Columbia Square (Hollywood 1212). Personnel: George L. Moskovics, manager; Roger K. Huston, account executive. **San Francisco office:** Palace Hotel (Yukon 1700). Personnel: Charles E. Morin. **Charlotte sub-office:** Wilder Bldg. (Charlotte 3-7107). Personnel: Royal Penny. **Boston sub-office:** 182 Tremont St. (Hubbard 2323). Personnel: Harold E. Fellows. **Cincinnati sub-office:** Hotel Alms (Woodburn 0550). Personnel: William J. Williamson. **St. Louis sub-office:** Mart Bldg. (Central 8240). Personnel: John Bohn. **Washington sub-office:** Earle Bldg. (Metropolitan 3200). Personnel: William Murdock.
- Radio Time Agency. Chicago Office:** 360 N. Michigan Ave. (Dearborn 0351).
- William G. Rambeau Co. Chicago Office:** 360 N. Michigan Ave. (Andover 5566). Personnel: William G. Rambeau, in charge. **New York office:** Chanin Bldg. (Caledonia 5-4940). Personnel: Roy F. Shults, in charge. **Detroit office:** General Motors Bldg. (Madison 6828). **San Francisco office:** Russ Bldg. (Garfield 5533).
- Paul H. Raymer Co. Officers:** Paul H. Raymer, owner; Fred Brokaw, general manager. **New York office:** 366 Madison Ave. (Murray Hill 2-8690). Personnel: Fred Brokaw, in charge; Peirce Romaine, Paul Tiemer. **Chicago office:** Tribune Tower (Superior 4473). Personnel: Paul H. Raymer, manager; George Diefenderfer, Richard F. Kopf. **Detroit office:** General Motors Bldg. (Trinity 2-8060). Personnel: George W. Diefenderfer. **San Francisco office:** Russ Bldg. (Douglas 2373). Personnel: Edward S. Townsend, manager; Elmer B. Wynne.
- John H. Reagin. Atlanta office:** 125 1/2 Luckie St.
- Reiter-Spadea Co. Chicago office:** 410 N. Michigan Ave. (Superior 8260). Personnel: Virgil Reiter, Jr., in charge. **New York office:** At press time, this office was being organized, with Joseph R. Spadea in charge.
- *Reynolds-Fitzgerald, Inc. Officers:** John T. Fitzgerald, vice-president (Chicago); Harry D. Reynolds, president (New

STATION REPRESENTATIVES—Continued

- York); Edwin C. Allen, in charge of radio (Chicago). **Chicago office:** 360 N. Michigan Ave. (State 4294-5-6). Personnel: John T. Fitzgerald. **New York office:** 515 Madison Ave. Personnel: Harry D. Reynolds, Edwin C. Allen. **Detroit office:** General Motors Bldg. Personnel: Richard T. Healy. **Philadelphia office:** 1734 Land Bank Bldg. Personnel: J. D. Cathcart. **Los Angeles office:** 117 West 9th St. Personnel: Charles E. Fisher. **San Francisco office:** 58 Sutter St. Personnel: Judson H. Carter.
- Harry Roberts. Pittsburgh office:** 7955 Tioga St. (Churchill 8843).
- Sears & Ayer. Officers:** A. T. Sears, B. H. Sears. **Chicago office:** 520 N. Michigan Ave. (Superior 8177). Personnel: B. H. Sears, manager. **New York office:** 565 Fifth Ave. (Murray Hill 2-2046), Paul F. Adler, manager.
- Jack Slatter. Toronto office:** 4 Albert St. (Adelaide 3383). (Also Canadian representative for Harry S. Goodman, New York, transcription manufacturers).
- William R. Stewart. Chicago office:** 9 S. Clinton St. (Franklin 1133).
- *Tenney, Woodward & Conklin, Inc. Officers:** Walter I. Tenney, president and general manager. **New York office:** 285 Madison Ave. (Ashland 4-0996). **Chicago office:** 333 N. Michigan Ave. (Central 1743). **Detroit office:** New Center Bldg. (Trinity 1-0529). **Boston office:** Globe Bldg. (Capital 0864). **Kansas City office:** 1012 Baltimore Ave. (Victor 1713). **San Francisco office:** Russ Bldg. (Exbrook 4860). **Los Angeles office:** Chamber of Commerce Bldg. (Prospect 1643).
- Texas State Network, Inc. Officers:** Elliott Roosevelt, president; John T. Adams, executive vice-president; Gerald T. Stanley, vice-president, treasurer; Frank S. Fenton, eastern manager, executive assistant to the president; George J. Podyyn, general sales manager. **Texas office:** Texas State Network, Fort Worth. **New York office:** 630 Fifth Ave. (Circle 5-8394). Personnel: Frank S. Fenton, George J. Podyyn. **Chicago office:** 466 Wrigley Bldg. (Delaware 5526). Personnel: William Joyce, manager.
- Edward S. Townsend. San Francisco office:** Russ Bldg. (Douglas 2373).
- Transamerican Broadcasting and Television Corp. Officers:** John L. Clark, president (New York); E. J. Rosenberg, vice-president (New York). **New York office:** 1 East 54th St. (Plaza 5-9800). **Chicago office:** 333 N. Michigan Ave. (State 0366). Personnel: DeWitt C. Mower. **Hollywood office:** 5833 Fernwood Ave. (Hollywood 5315). Personnel: William Ray.
- *Universal Publishers Representatives, Inc. New York office:** 500 Fifth Ave. (Pennsylvania 6-0408). Personnel: Karl Katz, manager; staff of four.
- J. Franklyn Viola & Co. New York office:** 152 West 42nd St. (Chickering 4-3254). (Represents stations for foreign language programs.)
- Wythe Walker & Co. Chicago office:** 360 N. Michigan Ave. (State 5037). Personnel: Wythe Walker, president. **New York office:** 22 West 48th St. (Pennsylvania 6-2409). Personnel: R. L. Ferguson, manager.
- J. M. Ward. Chicago office:** 360 N. Michigan Ave. (State 9493).
- William D. Watson. Chicago office:** 360 N. Michigan Ave. (State 4439). (See also William M. Fleischman, Jr., New York associate.)
- Weed & Co. Officers:** Joseph J. Weed, president and treasurer; C. C. Weed, vice-president; Grace Walsh, secretary. **New York office:** 350 Madison Ave., (Vanderbilt 6-4542). Personnel: J. J. Weed, manager; J. C. Lyons, Norman V. Farrell, Paul Frank. **Chicago office:** 203 N. Wabash Ave. (Randolph 7730). Personnel: C. C. Weed, manager; William Reilly, William Flynn. **Detroit office:** Michigan Bldg. (Cadillac 3810). Personnel: Charles Adell, manager. **San Francisco office:** 111 Sutter St. (Douglas 6446). Personnel: Roy Frothingham, manager.
- Howard H. Wilson Co. Chicago office:** 75 East Wacker Drive (Central 8744). Personnel: Howard H. Wilson in charge; J. Frank Johns, Harlan Oakes. **New York office:** 551 Fifth Ave. (Murray Hill 6-1230). Personnel: Horace Hagedorn in charge. **Kansas City (Mo.) office:** 1012 Baltimore (Grand 0810). Personnel: J. J. Farrell in charge. **San Francisco office:** 681 Market St. (Douglass 4475). Personnel: Homer O. Griffith in charge.

SPORTS

BASEBALL 1939: GENERAL MILLS AND CO-SPONSORS

Biggest of all baseball sponsors is General Mills (for Wheaties). Within the past several years this sponsor has adopted the policy of buying baseball rights largely in conjunction with other sponsors, costs and facilities being shared conjointly. (For the General Mills' 1938 baseball schedule, see VARIETY RADIO DIRECTORY, Vol. II, pages 1089-1091).

Herewith is the General Mills 1939 list. The major portion of this schedule was placed and supervised by Knox Reeves Advertising, Inc.

In certain Western cities the broadcasts were placed and supervised by the Westco Advertising Agency. These cities are marked with an asterisk (*).

City	Station	Sponsor	Announcer
Akron, Ohio.....	WJW.....	{General Mills {Procter & Gamble	Bill Griffiths
Albany, N. Y.....	{WABY..... {WOKO	{General Mills {Atlantic Refining	{Gren Rand {Sherb Herrick
Atlanta, Ga.....	WAGA.....	{General Mills {B. F. Goodrich	Joe Hill
Baltimore, Md.....	WCBM.....	{General Mills {Atlantic Refining	Lee Davis
Beaumont, Tex.....	KFDM.....	General Mills	A. B. Carroll
*Bellingham, Wash.....	KVOS.....	{General Mills {B. F. Goodrich	Del Cody
Birmingham, Ala.....	WSGN.....	{General Mills {B. F. Goodrich	Bill Terry
*Boise, Idaho.....	KIDO.....	{General Mills {Sperry Products	Roy Civile
Bridgeport, Conn.....	WICC.....	Games synchronized with WABC, q.v.	
Buffalo, N. Y.....	{WGR..... {WKBW	{General Mills {B. F. Goodrich	Ralph Hubbell
Charleston, W. Va.....	WCHS.....	General Mills	George Gow
Charlotte, N. C.....	WBT.....	General Mills	Russ Hodges
Chattanooga, Tenn.....	WAPO.....	{General Mills {B. F. Goodrich	Tom Nobles
Chicago, Ill.....	WBBM.....	{General Mills {Socony-Vacuum	{Pat Flanagan {John Harrington
Cincinnati, O.....	WSAI.....	{General Mills {Socony-Vacuum	{Roger Baker {Dick Bray
Cincinnati, O.....	WCPO.....	{General Mills {Socony-Vacuum	Harry Hartman
Cleveland O.....	WCLE.....	{General Mills {Socony-Vacuum	{Jack Graney {Pinky Hunter
Columbus, Ga.....	WRBL.....	{General Mills {B. F. Goodrich	Jack Gibney

WHEATIES' 1939 BASEBALL—Continued

City	Station	Sponsor	Announcer
Columbus, O.....	WBNS.....	{General Mills }Socony-Vacuum	Johnny Neblett
Dallas, Tex.....	WRR.....	{General Mills }Coca-Cola	Charlie Jordan
Dayton, O.....	WHIO.....	Games synchronized with WSAI, q.v.	
*Denver, Colo.....	KLZ.....	{General Mills }B. F. Goodrich	Jack Fitzpatrick
Des Moines, Ia.....	WHO.....	General Mills	Bill Brown
Detroit, Mich.....	WWJ.....	{General Mills }Socony-Vacuum	"Ty" Tyson
Detroit, Mich.....	WXYZ.....	{General Mills }Socony-Vacuum	Harry Heilmann
{ Battle Creek.....	WELL.....	{General Mills }Socony-Vacuum	Harry Heilmann
{ Bay City.....	WBCM.....	"	"
{ Flint.....	WDFD.....	"	"
{ Grand Rapids.....	WOOD-WASH.....	"	"
{ Jackson.....	WIBM.....	"	"
{ Kalamazoo.....	WKZO.....	"	"
{ Lansing.....	WJIM.....	"	"
Duluth, Minn.....	KDAL.....	{General Mills }B. F. Goodrich	Bill Harrington
Fort Worth, Tex.....	KFJZ.....	General Mills	Zack Hurt
Grand Forks, N. D.....	KFJM.....	{General Mills }Cities Service	Elmer Hanson
Indianapolis, Ind.....	WIRE.....	{General Mills }Socony-Vacuum	Vic Lund
Iowa- S. Dak.- Neb.- Network {	Des Moines.....KRNT..... Lincoln.....KFAB..... Shenandoah.....KMA..... Yankton.....WNAX.....	{General Mills }Socony-Vacuum	{Harry Johnson & }Gene Shumate
Jacksonville, Fla.....	WMBR.....	{General Mills }B. F. Goodrich	Jack Rathbun
Kansas City, Kans.....	KCKN.....	{General Mills }Socony Vacuum	Walt Lochman
Kansas City, Mo.....	KMBC.....	{General Mills }Socony-Vacuum	Walt Lochman
Knoxville, Tenn.....	WNOX.....	{General Mills }B. F. Goodrich	Lowell Blanchard
*Los Angeles, Calif.....	{KFAC..... }KNX	General Mills	Mike Frankovitch
Louisville, Ky.....	WAVE.....	{General Mills }Socony-Vacuum	Don Hill
Milwaukee, Wis.....	WISN.....	{General Mills }Socony-Vacuum	Alan Hale
Minneapolis, Minn.....	{WCCO..... }WMIN	{General Mills }Socony-Vacuum	Eddie Gallaher
{ Mankato.....	KYSM.....	{General Mills }Socony-Vacuum	Eddie Gallaher
{ Rochester.....	KROC.....	"	"
{ St. Cloud.....	KFAM.....	"	"
{ Winona.....	KWNO.....	"	"

WHEATIES' 1939 BASEBALL—Continued

City	Station	Sponsor	Announcer
Mobile, Ala.....	WALA.....	{General Mills {B. F. Goodrich	Jack Bridges
Nashville, Tenn.....	WLAC.....	{General Mills {B. F. Goodrich	Herman Grizzard
New Orleans, La.....	WDSU.....	{General Mills {B. F. Goodrich	Roger Phillips
New York City.....	WABC.....	{General Mills {Socony-Vacuum {Procter & Gamble	{Arch McDonald {Garnett Marks
New York City.....	{WOR..... {WHN.....	{General Mills {Socony-Vacuum {Procter & Gamble	{Red Barber {Al Helfer
Newark, N. J.....	WNEW.....	{General Mills {Atlantic Refining	Earl Harper
Norfolk, Va.....	WTAR.....	{General Mills {Sears Roebuck	Blair Eubanks
*Oakland, Calif.....	KROW.....	{General Mills {B. F. Goodrich	Dean Maddox
*Ogden, Utah.....	KLO.....	{General Mills {B. F. Goodrich	Merrill Bunnell
Oklahoma City, Okla.....	KOCY.....	{General Mills {Procter & Gamble	Ted Andrews
Philadelphia, Pa.....	WCAU.....	{General Mills {Socony-Vacuum	{Bill Dyer {Taylor Grant
Pittsburgh, Pa.....	{KDKA..... {WWSW	{General Mills {Atlantic Refining	Rosey Rowswell
*Portland, Ore.....	KEX.....	{General Mills {B. F. Goodrich	Rollie Truitt
Quincy, Ill.....	WTAD.....	General Mills	Bob Lee
Rochester, N. Y.....	{WHAM..... {WSAY	{General Mills {Socony-Vacuum	Harry McTigue
Rock Island, Ill.....	WHBF.....	General Mills	Walt Gillespie
St. Louis, Mo.....	KMOX.....	{General Mills {Socony-Vacuum	{France Laux {Charles Casper
St. Paul, Minn.....	WTCN.....	{General Mills {Socony-Vacuum	George Higgins
{ Mankato	KYSM.....	{General Mills {Socony-Vacuum	George Higgins
{ Rochester	KROC.....	"	"
{ St. Cloud.....	KFAM.....	"	"
{ Winona	KWNO.....	"	"
*Salt Lake City, Utah.....	KUTA.....	{General Mills {B. F. Goodrich	Hal Parkes
San Antonio, Tex.....	KABC.....	{General Mills {B. F. Goodrich	Dave Young
*San Francisco, Calif.....	KGO.....	{General Mills {B. F. Goodrich	Ernie Smith
*Seattle, Wash.....	KJR.....	{General Mills {B. F. Goodrich	Leo Lassen
Shreveport, La.....	KWKH.....	General Mills	Jerry Bozeman
*Spokane, Wash.....	KGA.....	{General Mills {B. F. Goodrich	Pat Hayes

WHEATIES' 1939 BASEBALL—Continued

City	Station	Sponsor	Announcer
Springfield, Mo.	KGBX	General Mills	Tom Kelly
Syracuse, N. Y.	WSYR	{ General Mills } Atlantic Refining	Nick Stemmler
*Tacoma, Wash.	KMO	{ General Mills } B. F. Goodrich	Jerry Geehan
Toledo, Ohio	WSPD	{ General Mills } Socony-Vacuum	Connie Desmond
Tulsa, Okla.	KTUL	{ General Mills } B. F. Goodrich	Vic Rugh
Washington, D. C.	WJSV	General Mills	{ Walter Johnson } Warren Sweeney
*Wenatchee, Wash.	KPQ	{ General Mills } B. F. Goodrich	Louis F. Gillette
Wichita, Kans.	KFH	{ General Mills } Socony-Vacuum	Larry Stanley
*Yakima, Wash.	KIT	{ General Mills } B. F. Goodrich	Art Cheyne

BASEBALL 1939: ATLANTIC REFINING CO.

Another sponsor active in the field of sponsored baseball during 1939 is the Atlantic Refining Co., whose schedule appears below, as placed by N. W. Ayer & Son, Inc.

It should be noted that one column is marked "School." This refers to a merchandising program in which boys in certain cities where the broadcasts take place are enrolled in baseball schools, receiving instruction in the game. In 1938, according to the sponsor's dealer literature, some 66,000 boys were enrolled in these schools.

City	Team	Station	Announcer	School
*Albany, N. Y.	Senators	{ WABY } WOKO	{ Gren Rand } Sherb Herrick	No
Augusta, Ga.	Tigers	WRDW	Thurston Bennett	No
*Baltimore, Md.	Orioles	WCBM	Lee Davis	Yes
Binghamton, N. Y.	Triplets	WNBK	Tom McMahon	Yes
Boston, Mass.	Bees; Red Sox	WAAB	Frank Frisch	No
Fall River, Mass.	Bees	WSAR	Frank Frisch	No
Greenfield, Mass.	Bees	WHAI	Frank Frisch	No
†Hartford, Conn.	Bees	WTHT	Frank Frisch	No
Laconia, N. H.	Bees	WLNH	Frank Frisch	No
Lowell, Mass.	Bees	WLLH	Frank Frisch	No
Manchester, N. H.	Bees	WFEA	Frank Frisch	No
New Bedford, Mass.	Bees	WNBH	Frank Frisch	No
New London, Conn.	Bees	WNLC	Frank Frisch	No
Providence, R. I.	Bees	WEAN	Frank Frisch	No
†Springfield, Mass.	Bees	WSPR	Frank Frisch	No
Waterbury, Conn.	Bees	WATR	Frank Frisch	No

* In Albany, N. Y., Baltimore, Md., Newark, N. J., Pittsburgh, Pa., and Syracuse, N. Y., the games are broadcast under a co-sponsorship arrangement with General Mills (Wheaties) which account is handled by Knox Reeves Advertising, Inc.

† In Hartford, Conn., and Springfield, Mass., games of the Eastern League are broadcast in addition to the Boston major league fare. The Hartford team is the "Laurels," whose play-by-play is announced by Jack Lloyd. The Springfield team is the "Nationals," whose play-by-play is announced by Ed Kennedy.

ATLANTIC'S 1939 BASEBALL—Continued

City	Team	Station	Announcer	School
Charlotte, N. C.	Hornets	WSOC	Paul Norris	Yes
Elmira, N. Y.	Pioneers	WESG	Bill Pope	Yes
*Newark, N. J.	{Newark Bears } Jersey City Giants	WNEW	Earl Harper	No
Philadelphia, Pa.	Phillies; A's	WIP	Byrum Saam	Yes
Allentown, Pa.	Phillies	WSAN	Byrum Saam	Yes
Atlantic City, N. J.	Phillies	WPG	Byrum Saam	Yes
Easton, Pa.	Phillies	WEST	Byrum Saam	Yes
Harrisburg, Pa.	Phillies	WKBO	Byrum Saam	Yes
Hazleton, Pa.	Phillies	WAZL	Byrum Saam	Yes
Lancaster, Pa.	Phillies	WGAL	Byrum Saam	Yes
Reading, Pa.	Phillies	WEEU	Byrum Saam	Yes
Wilmington, Del.	Phillies	WILM	Byrum Saam	Yes
York, Pa.	Phillies	WORK	Byrum Saam	Yes
*Pittsburgh, Pa.	Pirates	{KDKA } WWSW	Rosey Rowswell	Yes
Richmond, Va.	Colts	WRTD	Peco Gleason	Yes
Rochester, N. Y.	Red Wings	WHEC	Jack Barry	Yes
Savannah, Ga.	Indians	WTOC	Windy Herrin	Yes
Scranton, Pa.	Red Sox	WGBI	{Claude Haring } Dave Griffiths	Yes
*Syracuse, N. Y.	Chiefs	WSYR	Nick Stemmler	Yes
Wilkes-Barre, Pa.	Barons	WBAX	Harry Thomas	Yes
Williamsport, Pa.	Grays	WRAK	Woody Wolf	Yes

STATION RECORDS ON SPONSORED SPORTS: SUMMER 1938 TO SPRING 1939

Sports sponsored over individual stations or regional hookups (but not over national networks) are noted below. No sustaining sports are included. In the case of local sponsorship, the sponsor is described as "local sponsor"; national and regional sponsors are named.

This data was compiled via questionnaires to all U. S. and Canadian stations. In tabulating replies, it was assumed that the sports were sponsored only if a definite notation to that effect was made. **Names in bold face are sports announcers' names.**

In notations on the 1939 baseball broadcasts, some divergence occurs in a few instances from the baseball lists supplied by N. W. Ayer and Knox Reeves (advertising agencies for Atlantic Refining and General Mills, respectively) which lists are printed above. This divergence is mainly due to the fact that the stations received their questionnaires before the complete baseball schedule was set, and thus may have made tentative entries. The editors of the **DIRECTORY** have attempted to eradicate all discrepancies, but a few do not lend themselves to such treatment.

KABC, SAN ANTONIO, TEX. San Antonio team (Texas League) baseball for Kellogg (Wheaties and Goodrich in 1939) (**Sam Goldfarb**, in 1938; **Dave Young** in 1939). Southwest Conference football for Humble Oil (via network). Local

boxing for Southern Select Beer (**Dave Young**; **Jimmy McLain**).

KABR, ABERDEEN, S. D. Local baseball games and tourney for local sponsors (**Elmer Clark**; **Bernie Williamson**). High

SPORTS BY STATIONS—Continued

- school and Northern Normal football games for local sponsors (**Elmer Clark**). Several local high school basketball, games and Eastern South Dakota high school conference basketball for local sponsor (**Elmer Clark**).
- KADA, ADA, OKLA.** Five East Central State College of Ada and eight high school football games for various local sponsors, singly and cooperatively (**Jack Whitney**; **Bufford Howard**).
- KALB, ALEXANDRIA, LA.** Out-of-town baseball games of the Alexandria Aces (Evangeline League) for National Bakery (**Irv Welch**).
- KALE, PORTLAND, ORE.** Pacific Coast Conference football for Associated Oil (**Frank Bull**; **Stan Church**). One 1939 basketball game (club not listed) for local sponsor (**Stan Church**).
- KAND, CORSICANA, TEX.** High school football for local sponsor (**Chick Whittier**).
- KANS, WICHITA, KANS.** Soap Box Derby for Chevrolet (**Herb Hollister**; **Don Evans**). Nine football games (one Wichita University, and eight apparently high school games) for various local sponsors (**Herb Hollister**; **Jack Todd**). Corn husking contest for Western Iron & Foundry and Standard Oil (**Herb Hollister**; **Don Evans**). Hockey games for local sponsor (**Herb Hollister**; **V. Cory**). Exhibition 1939 baseball for local sponsor (**Virgil Cory**; **C. Garnes**).
- KARK, LITTLE ROCK, ARK.** Entire schedule of University of Arkansas football games for Lion Oil (**Dale Alford**). Arkansas State vs. Fresno State for Colonial Baking (**Dale Alford**). Duck calling contest for Colonial Baking (**Doug Romine**). (Note: during 1939 Colonial Baking is sponsoring out-of-town baseball games of the Little Rock Travelers, announced by **Benny Craig**).
- KARM, FRESNO, CALIF.** Midget auto races, twilight baseball, and bicycle races for various local sponsors (**Bob Davies**). Horse races, San Joaquin Valley swimming championship, and San Joaquin Valley handball play-offs for various local sponsors (**Dick Wegener**). San Joaquin Valley League Sunday baseball games for local sponsor (**Bob Davies**).
- KASA, ELK CITY, OKLA.** Local semi-pro Sunday baseball for local cooperative sponsors (**Tiny Mayhew**).
- KAST, ASTORIA, ORE.** Nine Pacific Coast Conference football games and numerous basketball games (1939) for Associated Oil (no announcer given; evidently on a network).
- KAWM, GALLUP, N. M.** Six high school football games for local coal company (**Johnny D'Maris**).
- KBST, BIG SPRING, TEX.** One-third of West Texas-New Mexico League baseball games for cooperative sponsors (**C. M. Garnes**; **Jack Maynard**). Wrestling weekly for cooperative sponsors (**C. M. Garnes**; **Jack Maynard**). Local high school football for cooperative sponsors (**Jack Maynard**; **Jack Wallace**). Texas quarter-final, semi-final, and final high school football championships for Magnolia Petroleum (**Kern Tips**, via KPRC, Houston).
- KCKN, KANSAS CITY, KANS.** Kansas City (Kans.) semi-pro baseball, semi-pro baseball tourney, and soft ball for various local sponsors (**Ralph Nelson**). Interscholastic football for Martin Oil-Socony-Vacuum (**Dave Chapman**). College football via telegraph for Heathwood Oil-Skelly (**Dave Chapman**). Interscholastic 1939 basketball for Martin Oil (**Dave Chapman**; **Ralph Nelson**). American Legion 1938-39 weekly wrestling for local sponsor (**Dave Chapman**; **Ralph Nelson**). Golden Gloves boxing for local sponsor (**Dave Chapman**; **Ralph Nelson**). Kansas City Blues 1939 baseball games for Wheaties and Socony-Vacuum (**Walt Lochman**).
- KCRC, ENID, OKLA.** Baseball, basketball, boxing and football (contestants not listed) for various local sponsors (**Glen Williams**). Wrestling for local sponsors (**Ralph Rogers**).
- KDAL, DULUTH, MINN.** Northern League baseball (also in 1939) for Wheaties and Goodrich Rubber (**Wm. J. Harrington**). High school football for local sponsor (**Ellis Harris**).
- KDKA, PITTSBURGH, PA.** Away games of the Pittsburgh Pirates (except when playing New York or Brooklyn) for Wheaties and Socony-Vacuum (**Albert K. Rowswell**; **Jack Craddock**). (Note: in 1939 KDKA is carrying all the Pirates' baseball games for Wheaties and Atlantic Refining, with the same announcers as last year. KDKA will also carry football, schedule not yet completed, for Atlantic Refining in the fall with **Bill Sutherland**, **Claude Haring** and **Jack Barry** announcing).

SPORTS BY STATIONS—Continued

- KDLR, DEVILS LAKE, N. D.** High school basketball for local sponsor (**Donald Donahue**).
- KDNT, DENTON, TEX.** North Texas State Teachers College and local high school football games for local sponsors (announcer not listed).
- KDON, MONTEREY, CALIF.** Santa Cruz-Watsonville football game for Pontiac dealers (**Earl Harris**). Weekly wrestling (1939) for local sponsor (**Reed Pollock**).
- KDYL, SALT LAKE CITY, UTAH.** National combined cross country and ski jumping tourney for local sponsor (**Ted Kimball**; **Dave Simmons**). Local boxing for local sponsor (**Jack Gregson**).
- KEHE, LOS ANGELES, CALIF.** All Loyola football games and Pacific Coast Conference basketball for Associated Oil (**Frank Bull**). Professional football for local sponsor (**Reid Kilpatrick**). Ice hockey (1938-39) for Associated Oil (**Frank Bull**; **Mike Frankovitch**).
- KELA, CENTRALIA-CHEHALIS, WASH.** Chehalis and Centralia high school football for Associated Oil Dealers (**Paul Corbin**; **Bud Morris**). Local and Longview high school basketball for local and Longview sponsors (**Paul Corbin**; **Perry Hilleary**).
- KELD, ELDORADO, ARK.** All El Dorado Lions baseball games for group of local sponsors (**F. E. Bolis**; **Leon Sipes**). All local high school football games for group of local sponsors (**Red Gordon**; **Leon Sipes**).
- KELO, SIOUX FALLS, S. D.** Midget auto races for Goodrich Silvertown Stores (**Gene Dennis**). Children's field days for participating sponsors (**Gene Dennis**; **Bill Rohn**). High school football games for Gas Co. (**Gene Dennis**; **Bill Rohn**). Augustana College football for local sponsor (**Bill Rohn**). High school basketball games for local sponsor (**Bill Rohn**). Bowling for local sponsor (**Bill Rohn**). Amateur boxing (1939) for local sponsor (**Bill Rohn**).
- KEX, PORTLAND, ORE.** Pacific Coast League baseball (also 1939) for Wheaties and Goodrich Tires (**Rollie Truitt**). Portland High School League football for Wheaties (**Rollie Truitt**; **Jack Little**). Pacific Coast League hockey for local sponsors (**Bill Adams**). Semi-weekly wrestling bouts for local sponsor (**Rollie Truitt**; **Jack Little**).
- KFAB, LINCOLN, NEB.** Telegraphic reports of major league baseball (also in 1939) for Wheaties and Socony-Vacuum (**Harry Johnson**; also sent to **WNAZ**, **Yankton**, **KMA**, **Shenandoah**, and **KRNT** for Wheaties; Socony-Vacuum schedule on **KFAB** only). Same football schedule as **KFOR**, **Lincoln**, which see.
- KFAC, LOS ANGELES, CALIF.** Pacific Coast League baseball for Wheaties and Goodrich Tires (Wheaties only in 1939) (**Mike Frankovich**). High school football for local sponsor (**John Canady**).
- KFAM, ST. CLOUD, MINN.** Five football games (teams not listed) for local sponsor (**LaVell Waltman**). Three basketball games (teams not listed) for Northern States Power (**LaVell Waltman**). Golden Gloves boxing for **Jacob Schmitt Brewing (LaVell Waltman)**. Note: 1939 baseball is being sponsored by Wheaties and Socony-Vacuum, and originates in Minneapolis-St. Paul.
- KFBB, GREAT FALLS, MONT.** Montana state semi-pro baseball tourney for Anaconda Copper (**Ed Wilson**). Montana state swim meet for local sponsor (**Ed Wilson**). Montana state tennis tourney for local sponsor (**Ed Wilson**; **Roy Mason**). North Montana state fair horse races for local sponsor (**Ed Wilson**). Northern division Montana state high school 1939 basketball tourney for local sponsor (**Bill Tredway**; **Sam Chase**).
- KFBK, SACRAMENTO, CALIF.** Sacramento Club, Pacific Coast League baseball (also in 1939) for P. Lorillard (**Tony Koester**). Harness and running races for Sacramento Tractor Co. (**Tony Koester**). Intercollegiate boxing (1939) for local sponsor (**Tony Koester**). Pacific Coast Conference football and track, and West Coast Relays for Associated Oil (via network).
- KFDM, BEAUMONT, TEX.** Beaumont Exporters (Texas League) 1939 baseball for Wheaties (**A. B. Carroll**). High school football for Magnolia Petroleum (**Bo Baumeat**).
- KFEL, DENVER, COLO.** Re-creation of American League baseball games each Sunday during season for Kellogg (**Bill Welsh**). Re-creation of three Pittsburgh Pirates pro football games for local sponsors (**Bill Welsh**). Rocky Mountain A.A.U. swimming for local sponsor (**Bill Welsh**; **Frank Bishop**; **Mark Crandall**; **Marjorie Gestring**). Midget auto races for local sponsor (**Bill Welsh**). Elks' amateur boxing tourney for local sponsor

SPORTS BY STATIONS—Continued

- sor (**Bill Welsh; Frank Bishop**). National A.A.U. basketball tourney for K. & B. Packing (**Bill Welsh; Joe Myers; Frank Bishop**).
- KFH, WICHITA, KANS.** All St. Louis Cards baseball games for Wheaties (**Vic Rugh; Larry Stanley**). Kansas state national semi-pro baseball tourneys for Socony-Vacuum (**Vic Rugh; Larry Stanley**). (Note: Wheaties and Socony-Vacuum have bought the 1939 major league baseball with **Larry Stanley** announcing).
- KFI, LOS ANGELES, CALIF.** Nine Pacific Coast Conference football games for Associated Oil (no announcer listed).
- KFIO, SPOKANE, WASH.** High school football for various local sponsors (**W. M. Bruner**). High school basketball for various local sponsors (**Earl Mennett**). Pacific Coast Conference basketball for Associated Oil (**John Carpenter**).
- KFIZ, FOND DU LAC, WIS.** High school football for local sponsor (**Hazen McEssy; Bruce Beichs**). High school basketball for various local sponsors (**Wally Konz**). Local boxing for local sponsor (**S. Ted Hitzler**). Local wrestling for local sponsor (**Fahey Flynn**).
- KFJB, MARSHALLTOWN, IA.** Local boys' and local girls' basketball tourneys (1939) for local merchants (**Don Elder**).
- KFJM, GRAND FORKS, N. D.** Home baseball games of Grand Forks team in Northern League for Wheaties (Wheaties and Cities Service in 1939) (**Elmer Hanson**). Entire football schedule of University of North Dakota for Northern States Power and Cities Service (**Elmer Hanson**). University of North Dakota and Grand Forks high school basketball for local sponsors (**Elmer Hanson**). Six hockey games in States Dominion League for various local sponsors (**Gleason Kistler**).
- KFJZ, FORT WORTH, TEX.** Fort Worth baseball team schedule for Kellogg (**Zack Hurt**). High school football games for Magnolia Petroleum (**Charlie Jordan**). (Note: 1939 baseball is being sponsored by Wheaties with **Zack Hurt** announcing.)
- KFOR, LINCOLN, NEB.** Nine University of Nebraska football games for Guarantee Mutual Life Insurance (eight announced by **Bob Russell**; one by **Harry Johnson**).
- KFPW, FORT SMITH, ARK.** Fort Smith Baseball Giants games for Kellogg (**Bill Slates**). University of Arkansas football for Lion Oil (announcer not listed).
- KFPY, SPOKANE, WASH.** Pacific Coast Conference football games for Associated Oil (**Johnny Carpenter; Bob Anderson; Bill McCord**; plus outside announcers on games via wire).
- KFRC, SAN FRANCISCO, CALIF.** Seventeen Pacific Coast Conference football games for Associated Oil (the five games originated by KFRC were announced by **Doug Montel; Ernie Smith; Phil Ray; Mel Venter**).
- KFRO, LONGVIEW, TEX.** East Texas League baseball for local sponsors; 10 local high school football games for local sponsors; State high school football championship playoffs for Magnolia Petroleum (via network); two additional football games for Magnolia Petroleum (via network); Cotton Bowl football game (1939) for Humble Petroleum (via network); several high school basketball games for local sponsors; "hell drivers" for local distributors (no local announcers listed by name).
- KFRU, COLUMBIA, MO.** St. Louis Cardinals and Browns home baseball games for Kellogg (**Johnny O'Hara**, via KWK, St. Louis). Five University of Missouri football games for local sponsor (**George Guyan; Allen Franklin**).
- KFWB, LOS ANGELES, CALIF.** Hollywood Legion bouts for Warner Theatres (**Harry Le Roy**). Santa Anita races for Pacific Electric R.R. (**Joe Hernandez**).
- KFYO, LUBBOCK, TEX.** All local West Texas-New Mexico League baseball games for cooperative local sponsors; eight Lubbock high school football games for Magnolia Petroleum and local sponsors; four Texas Tech football games and eight high school basketball (1939) games for participating local sponsors (all announced by **Judge Landis; Wes Youngblood; R. B. McAlister**).
- KFYR, BISMARCK, N. D.** High school basketball tourney for local sponsor (**Fay Brown; Wayne Griffin**).
- KGA, SPOKANE, WASH.** Western International League baseball (also in 1939) for Wheaties and Goodrich Tires (**Archie Buckley** in 1938; **Pat Hayes** in 1939). Pacific Coast Conference football for

SPORTS BY STATIONS—Continued

- Associated Oil (**Archie Buckley**). High school football for Silverloaf Baking (**Archie Buckley**). Pacific Coast Conference track meets for Associated Oil (**Harry Lantry** and NBC announcers). Pro hockey for local sponsor (**Harry Lantry**). High school basketball for Silverloaf Baking (**Archie Buckley**; **Pat Hayes**).
- KGB, SAN DIEGO, CALIF.** At time of inquiry this station was arranging for soft ball broadcasts under sponsorship of Wheaties (announcer not listed).
- KGBX, SPRINGFIELD, MO.** See KWTO-KGBX.
- KGCU, MANDAN, N. D.** High school football games for various local and Bismarck sponsors (**Forrest Edwards**).
- KGCX, WOLF POINT, MONT.** High school 1939 basketball tourney for Westland Oil (**Bob Lowry**; **Reverand Cropp**). Northern division 1939 basketball tourney and State basketball tourney, both for Westland Oil (**Red Lodmell**).
- KGDE, FERGUS FALLS, MINN.** All high school football and basketball games for local sponsors (**Rus Kaber**).
- KGER, LONG BEACH, CALIF.** Football (teams not listed) for Montgomery Ward (**Frank Bull**).
- KGFF, SHAWNEE, OKLA.** Oklahoma Baptist U. football for local sponsors; also Shawnee high school football for local sponsors (both by **Dick Johnson**).
- KGFW, KEARNEY, NEBR.** Sunday afternoon 1939 baseball for local sponsor (**Howard Baxter**). Golden Gloves boxing for participating local sponsors (**Del Brandt**).
- KGGM, ALBUQUERQUE, N. MEX.** All University of New Mexico football games for Standard Oil of Texas (announcer not listed).
- KGHL, BILLINGS, MONT.** Thirty baseball games (teams and sponsors not listed) (**H. I. Pierce, Jr.**). Twenty football games (teams and sponsors not listed) (**E. E. Cooney**). Forty basketball games (teams and sponsors not listed) (**Franz Robischon**; **T. M. Cameron**).
- KGKB, TYLER, TEX.** One hundred forty Tyler (East Texas League) baseball games for participating sponsors (**Jack Kretsinger**; **Neal Fletcher**; **M. E. Danbom**). Eleven high school football games for participating sponsors (**Jack Kretsinger**; **M. E. Danbom**). Three State final high school football games for Magnolia Petroleum (**Bill Ware**; **Byrum Saam**). Football game between Texas A & M and Tulsa for Humble Oil (**Cy Leland**; **Harfield Wheaton**). Weekly wrestling for local sponsors (**Jack Kretsinger**). Same schedule for 1939.
- KGKL, SAN ANGELO, TEX.** Seven San Angelo football games, three for Continental Oil, four for Texaco (**Walter Smith, Jr.**).
- KGKO, FORT WORTH, TEX.** Southwest Conference football for Humble Oil (**Cy Leland**; **Kern Tips** via KPRC, Houston). Semi-final Texas high school football games for Magnolia Petroleum (**Cy Leland**).
- KGLO, MASON CITY, IA.** Women's State golf tourney, Iowa-Southern Minnesota softball tourney, skeet shoot at local gun club, 14 local high school and junior college football and 25 basketball (1939) games, and wire account of the Iowa-UCLA football game—all for various local sponsors (all announced by **Jim Woods**).
- KGLU, SAFFORD, ARIZ.** Local football and baseball (teams not listed) for local and regional advertisers (**John Merino**; **Lester MacBride**; **Ruel Bingham**; **Johnny Riggs**; **Ralph Langley**).
- KGMB, HONOLULU, HAWAII.** Local football for Standard Oil of California (**Web Edwards**, **Bob Stanley**). Pacific Coast Conference football for Associated Oil (via network). Local (1939) baseball for Standard Oil of California (**Web Edwards**).
- KGNC, AMARILLO, TEX.** Amarillo high school and West Texas State Buffaloes football games for groups of local sponsors (**Cal Farley**). Local wrestling for local cooperative sponsors (**Cal Farley**).
- KGNO, DODGE CITY, KANS.** Nine football games (teams not listed) for local sponsors (**Tim George**; **J. A. Allen**; **Al Bissing**).
- KGO, SAN FRANCISCO, CALIF.** San Francisco Seals baseball games (also in 1939) for Wheaties and Goodrich (**Ernie Smith**).
- KGVO, MISSOULA, MONT.** Four college (Montana, North Dakota, Gonzaga, Ari-

SPORTS BY STATIONS—Continued

- zona) football games by wire for various local sponsors (**Nick Mariana**). (Note: in 1939 KGVO is broadcasting Montana State League baseball and the state semi-pro tourney for sponsors not completely identified at time of inquiry; **Nick Mariana**).
- KGW, PORTLAND, ORE.** Pacific Coast Conference football for Associated Oil (via network).
- KGY, OLYMPIA, WASH.** High school football and basketball for local sponsors (**Ward Clasby**). Pacific Coast Conference football and track meets for Associated Oil (via network).
- KHBC, HILO, HAWAII.** Rebroadcast sports of KGMB, q.v.
- KHQ, SPOKANE, WASH.** Pacific Coast Conference football for Associated Oil (**Harry Lantry** and **Archie Buckley** — of NBC).
- KICA, CLOVIS, N. MEX.** Entire schedule of Clovis high school and home schedule of Eastern New Mexico Junior College football games for participating sponsors (**Leon Womack**). Clovis Pioneers home baseball games (also in 1939) for participating sponsors (**Charles C. Alsop**).
- KIDO, BOISE, IDAHO.** All University of Idaho football games for Associated Oil (**Roy Civile**). High school (1939) district basketball tourney for local sponsor (**C. G. Phillips**). Boxing matches (1939) for local sponsors (**Billy Phillips**). Baseball in 1939 for Wheaties and Sperry Products (**Roy Civile**).
- KIEM, EUREKA, CALIF.** Four high school football games for Harris Sheet Metal Works (**Aaron Funk**).
- KIT, YAKIMA, WASH.** Yakima Western International League (1938 and 1939) baseball games (away-games via re-creation) for Wheaties and Goodrich Rubber (**Art Cheyne**). Pacific Coast Conference football via network for Associated Oil.
- KITE, KANSAS CITY, MO.** Kansas City Blues baseball games (out-of-town games by wire, home games from field) for Wheaties and Socony-Vacuum (**Walt Lochman**). Metropolitan 1939 Double-A softball games for cooperative national and local sponsors (**Hal Mulligan**).
- KIUL, GARDEN CITY, KANS.** Baseball and football (teams not listed) for local sponsors (**Buddy Brown**). Basketball (teams not listed) for local sponsor (**Bob Wells**).
- KIUN, PECOS, TEX.** Eight Pecos football games for four local merchants (**Jack Hawkins**).
- KJBS, SAN FRANCISCO, CALIF.** Pacific Coast Conference 1939 basketball for Associated Oil (**Phil Ray**).
- KJR, SEATTLE, WASH.** Pacific Coast League baseball in 1939 for Wheaties and Goodrich Tires (**Leo Lassen**; **Harry Jordan**).
- KLAH, CARLSBAD, N. MEX.** Ten high school football games for local sponsors cooperatively (**Fred Kincaid**; **Jack Hawkins**).
- KLO, OGDEN, U.** Burke-Garcia fight for American Packing (**M. J. Bunnell**; **P. R. Heitmeyer**). High school, Weber College, Idaho Normal, Aggies and Utah State football for Dundee's and American Packing (**M. J. Bunnell**; **P. R. Heitmeyer**). Golden Gloves boxing bouts for American Packing (**M. J. Bunnell**; **John Woolf**). (Note: 1939 baseball is being sponsored by Wheaties and Goodrich with **Merrill Bunnell** announcing.)
- KLPM, MINOT, N. D.** Five semi-pro baseball games, high school and Class B championship football games, high school and Minot Teachers basketball, ABA championship basketball tourney, district and regional basketball tourney, North Dakota Class B championship basketball tourney, all for various local sponsors (**Floyd Wynne**).
- KLRA, LITTLE ROCK, ARK.** Southern Association baseball for Wheaties and Goodrich (**Benny Craig**).
- KLZ, DENVER, COLO.** National open golf tourney for various local sponsors (**Charles Inglis**). Re-creation of 120 National League (mainly Cubs) baseball games for Wheaties (**Jack Fitzpatrick**). Two University of Denver football games, one Pittsburgh Pirates pro game, plus the state high school championship for various local and regional sponsors (**Charles Inglis**; **Warren Williams**; **Jack Fitzpatrick**). Elks boxing tourney finals for La Confession Cigars (**Charles Inglis**; **Frank De Ray**). (Note: 1939 baseball is being sponsored by Wheaties and Goodrich, and announced by **Jack Fitzpatrick**.)

SPORTS BY STATIONS—Continued

- KMA, SHENANDOAH, IA.** Major League baseball via wire from Iowa Network and Central States Broadcasting System for Wheaties (**Harry Johnson**, of Central States; **Gene Shumate**, of KSO-KRNT). Sidney Rodeo for Robinson Seed Co. (**Fred Greenlee**; **J. C. Rapp**). Hawkeye Six football for local sponsor (**J. C. Rapp**). (Note: 1939 baseball is sponsored by Wheaties and Socony-Vacuum with same announcers as in 1938.)
- KMBC, KANSAS CITY, MO.** Eight Big Six football games for local Oldsmobile Dealers (**Walt Lochman**). Kansas City Blues 1939 baseball games (147) for Wheaties and Socony-Vacuum (**Walt Lochman**).
- KMED, MEDFORD, ORE.** Ten Pacific Coast Conference football games for Associated Oil (network announcers). Weekly wrestling matches for local sponsor (announcer not listed).
- KMMJ, GRAND ISLAND, NEB.** All University of Nebraska football games for Guarantee Mutual Life Insurance (**Bob Russell** and **Harry Johnson** of Central States Broadcasting System).
- KMO, TACOMA, WASH.** High school, Northwest Conference, and pro football games for Hancock Gasoline (**Larry Huseby**; **Dick Ross**). City and Cross State League 1939 basketball for local sponsors (**Larry Huseby**). Western International League 1939 baseball for Wheaties and Goodrich (**Jerry Geehan**). City 1939 golf tourneys for local sponsor (**Larry Huseby**).
- KMOX, ST. LOUIS, MO.** Baseball (teams not listed) for Socony-Vacuum and Wheaties (also in 1939) (**France Laux**). Broadcasts from baseball training camps (also in 1939) from Hyde Park Breweries (**France Laux**). Wrestling and boxing for Hyde Park Breweries (**France Laux**; **Cy Casper**).
- KMPC, BEVERLY HILLS, CALIF.** Major league baseball (American and National) for local auto dealer (**Hal Berger**). Beverly Hills 1939 tennis tourney for Arrowhead Water (**Hal Berger**). Note: 1939 major league baseball is being sponsored by Firestone and announced by **John Canady**.
- KNEL, BRADY, TEX.** High school football games for local sponsors (**Pearly Samuelson**).
- KNOW, AUSTIN, TEX.** All local high school football games for local sponsor (**Pat Adeiman**). Semi-final and final high school football games for Magnolia Petroleum (origin and announcer not listed). All University of Texas football games for Humble Oil (origin and announcer not listed).
- KNX, LOS ANGELES, CALIF.** Pacific Coast Conference football for Associated Oil (**Gary Breckner**; **Frank Bull**; **Tom Hanlon**; **Doug Montell**). (Note: 1939 baseball is being sponsored by Wheaties with **Mike Frankovitch** announcing.)
- KOAM, PITTSBURG, KANS.** Ten Kansas State Teachers College football games, plus one high school game, for three local sponsors (**Bruce Robertson**; **Allen Pratt**).
- KOB, ALBUQUERQUE, N. MEX.** Seven University of New Mexico football games plus the Sun Bowl game (1939) for local auto company (**Joe Roehl**).
- KOBH, RAPID CITY, S. D.** Eight high school football games for two local sponsors (**Bernie Barth**). High school basketball for four local sponsors (**George Bruntlett**; **Bernie Barth**; **Al Arnold**). State high school basketball tourney (1939) for local sponsor (**Bernie Barth**; **Al Arnold**).
- KOCA, KILGORE, TEX.** Baseball (also in 1939), football and wrestling (participants not listed) for local sponsors (**Orvin Franklin**).
- KOH, RENO, NEV.** University of Nevada football for Chism Ice Cream (**Bill Nash**). High school basketball for Signal Oil (**Bill Nash**). Boxing (1939) for Blatz Beer (**Merrill Inch**). Wrestling (1939) for local sponsor (**Jerry Cobb**).
- KOIL, OMAHA, NEB.** Same as KFOR, Lincoln, which see.
- KOIN, PORTLAND, ORE.** Pacific Coast Conference football for Associated Oil (**Art Kirkham**; **Stanley Church**).
- KOME, TULSA, OKLA.** Northeastern Oklahoma Golden Gloves boxing tourney for local sponsor (**Buddy Siegel**; **Bob Latting**).
- KOMO, SEATTLE, WASH.** Seven Pacific Coast Conference football games for Associated Oil (five via NBC wire; two locally, announced by **Hal Wolf**).

SPORTS BY STATIONS—Continued

- KORE, EUGENE, ORE.** Six Pacific Coast Conference basketball and 10 football games for Associated Oil; one high school football game for local sponsor (announcer not listed). Weekly wrestling for local sponsor (**Johnny Carpenter; Jim Lawson; Jack McCarty; Leo Lassen; Pete Pringle; Stanley Church; Sam Hayes; Art Kirkham**).
- KOTN, PINE BLUFF, ARK.** Games of Pine Bluff Club in the Cotton States Baseball League (also in 1939) for participating sponsors (**George Curlin**).
- KOVC, VALLEY CITY, N. D.** Valley City State Teachers College home football and basketball games for local sponsor (**Robert E. Ingstad**). High school home football and basketball games for local sponsor (**Robert E. Ingstad**). Barnes County basketball tourney, State Consolidated basketball tourney, and State track meet for various local sponsors (**Robert E. Ingstad; William L. Wallace**).
- KOWH, OMAHA, NEB.** Creighton University football games for Uncle Sam Breakfast Food (**Bert Smith**).
- KOY, PHOENIX, ARIZ.** Six midget auto races, five wrestling matches, two softball games, and 14 horse races, all for local dealers or distributors (all announced by **Lou Kroeck**).
- KPAB, LAREDO, TEX.** Nine football games (teams not listed), boxing, and basketball (teams not listed) all for local co-sponsorship (**William Vela**).
- KPMC, BAKERSFIELD, CALIF.** All Bakersfield high school and junior college football games for local lumber company (**Curt Sturm; Morton Block; Glenn Richardson**).
- KPO, SAN FRANCISCO, CALIF.** Pacific Coast Conference football for Associated Oil (announcers not listed).
- KPQ, WENATCHEE, WASH.** Western International League baseball (also in 1939) for Wheaties and Goodrich (**Patrik Hayes** in 1938; **Louis Gillette** in 1939).
- KPRC, HOUSTON, TEX.** Fifteen major university football games (Texas, TCU, Rice, Texas A. & M., SMU) plus the Cotton Bowl game for Humble Oil (**Kern Tips; Hal Thompson**).
- KQV, PITTSBURGH, PA.** Duquesne vs. Miami football game, high school basketball, and weekly wrestling for various local sponsors (**Johnny Boyer**).
- KQW, SAN JOSE, CALIF.** Pacific Coast Conference football for Associated Oil (via Don Lee network).
- KRE, BERKELEY, CALIF.** Pacific Coast Conference football and 1939 baseball for Associated Oil (**Fred MacPherson**). Basketball (teams not listed), wrestling, boxing, and hockey for various local sponsors (**Fred MacPherson**).
- KRGV, WESLACO, TEX.** Twelve football games (teams not listed) for local co-sponsorship (**I. S. Roberts**). Eight major college football games for Humble Oil (via KPRC, q.v.).
- KRKO, EVERETT, WASH.** Seven Pacific Coast Conference football games for Associated Oil (evidently via network).
- KRLC, LEWISTON, IDAHO.** Pacific Coast Conference football for Associated Oil (**John Carpenter; Archie Buckley**). Baseball (teams not listed; also in 1939) for local sponsors (**R. A. Klise**). Pacific Coast Conference basketball for Associated Oil (**John Carpenter; Ralph Rogers**).
- KRLD, DALLAS, TEX.** Annual Dallas Yacht Club motor boat races for Johnson and Seahorse Motors (**Jesse Milburn; Howard Smith**). Southwest Conference football for Humble Oil (various including **Cy Leland; Eddie Dunn; Hal Thompson; Bill Ware**). State high school championship football for Magnolia Petroleum (various including **Bill Ware; Eddie Dunn; Byrum Saam**). Play-by-play summaries of other Southwest Conference football games for Firestone Tire (**Jim Crocker**). Boxing matches (1939) for Jackson Brewing Co. (**Bill Ware**).
- KRMC, JAMESTOWN, N. D.** Local baseball and football for local sponsors (**Tom Farley**). Local basketball for local sponsors (**Ray Stough**). (Note: station has kept no record of the names of competing teams).
- KRMD, SHREVEPORT, LA.** Seventeen high school and Tulane football games, 41 high school and YMCA basketball games, and Golden Gloves boxing for various local sponsors (**Van Patrick**).
- KRNE, ROSEBURG, ORE.** High school football and basketball for local sponsors (**Marshall H. Pengra**). Pacific Coast Conference football for Associated Oil

SPORTS BY STATIONS—Continued

- (via network). Boxing for local sponsor (Marshall H. Pengra).
- KRNT, DES MOINES, IA.** St. Louis Cardinals baseball (also in 1939) for Wheaties (Wheaties and Socony-Vacuum in 1939) (Gene Shumate).
- KROW, OAKLAND, CALIF.** Pacific Coast League baseball for Wheaties and Goodrich Rubber (Herb Allen in 1938; Dean Maddox, Art Gleason in 1939). University of California, University of San Francisco and St. Mary's basketball for Associated Oil (Doug Montell; Ernie Smith).
- KRRV, SHERMAN, TEX.** Three football games for Magnolia Petroleum (teams not listed; evidently via network). Two football games for local sponsor (teams not listed; W. E. Rowens, Jr.).
- KRSC, SEATTLE, WASH.** Pacific Coast League baseball for Wheaties and Goodrich Tires (Leo Lassen; Ted Bell). Pacific Coast Conference basketball for Associated Oil (Leo Lassen; Ted Bell). Coast League Hockey for local sponsor (Leo Lassen).
- KSAL, SALINA, KANS.** Western Association baseball for Kellogg (Stuart Dunbar). Kansas Wesleyan University, Salina high school, and Sacred Heart high school football and basketball (1939) for local sponsors (Stuart Dunbar). Salina county and regional 1939 basketball tourney for local sponsors (Stuart Dunbar).
- KSAN, SAN FRANCISCO, CALIF.** San Francisco high school football for Wheaties (Frank Arthur).
- KSEI, POCATELLO, IDAHO.** High school basketball tourney for local sponsor (Alvin Kempton).
- KSFO, SAN FRANCISCO, CALIF.** Three sessions of the Roller Derby (one in 1939) for the Roller Derby (Joe Walters; Bill Baldwin). Three Pacific Coast Conference football games for Associated Oil (Doug Montell).
- KSL, SALT LAKE CITY, UTAH.** Baseball (team not listed) for Kellogg (Wally Sandack). Auto racing for local sponsor (Glenn Shaw; Wally Sandack; Richard L. Evans; Tommy Axelson). Basketball for local sponsor (Wilby Durham). U. S. ski championships for Holsum Baking (Glenn Shaw; Wally Sandack). Sun Valley ski championships for Union Pacific R. R. (Wally Sandack).
- KSLM, SALEM, ORE.** Five Willamette University football games for local sponsor (Herb Johnston, Jr.). Weekly wrestling for local sponsor (Herb Johnston, Jr.).
- KSO, DES MOINES, IA.** Girls' 1939 state basketball tourney for American Institute of Business and American Institute of Commerce (Gene Shumate; color and interviews by Bill Baldwin and Gale Hayes). Boys' 1939 state basketball tourney for Post Toasties (Gene Shumate; color and interviews by Bill Baldwin and Gale Hayes).
- KSOO, SIOUX FALLS, S. D.** One polo game for local firm (Cliff Johnson; Bill Rohn). Three South Dakota University football games for Homestake Mining (Bill Rohn; Joseph Gene McDonnell). Spencer air races for Spencer Mail (Gene Dennis).
- KSRO, SANTA ROSA, CALIF.** Three Pacific Coast Conference football and a score of basketball games for Associated Oil (Douglas Montell).
- KTAR, PHOENIX, ARIZ.** Three University of Arizona and one Tempe Teachers College football games for Alka-Seltzer (Bill Kimball; Bert Fireman). One Arizona State Teachers College football game for local sponsor (Bert Fireman). Four Pacific Coast Conference football games for Associated Oil (via NBC).
- KTAT, FORT WORTH, TEX.** High school football for Bowen Motor Lines (Cy Leland; Len Finger). College football for Bowen Motor Lines (Len Finger). High school football for Magnolia Petroleum (Cy Leland; Len Finger; Byrum Saam). Roller derby for local sponsor (Chic Snyder; Len Finger). Midget auto races and wrestling for local sponsors (Len Finger). Golden Gloves boxing for local sponsor (Len Finger; Fritz Kuler). Motor boat races for local sponsor (Len Finger).
- KTBS, SHREVEPORT, LA.** One football game (Tulane vs. Alabama) for Peacock's Surgical Sales (Dean Schmitter). Sugar Bowl football game for local auto company (Woodrow Hattie).
- KTEM, TEMPLE, TEX.** Six football games (teams not listed) for local co-sponsorship (Burton Bishop). State high school championship football for Magnolia Petroleum (originated by KRLD, q.v.).
- KTFI, TWIN FALLS, IDAHO.** High school 1939 district basketball tourney and

SPORTS BY STATIONS—Continued

- State tourney for participating sponsors (**Alvin Kempton**). Legion 1939 wrestling matches for participating sponsors (**Harry Doyle**).
- KTMS, SANTA BARBARA, CALIF.** State College football and women's soft ball games for various local sponsors (announcers not listed).
- KTOK, OKLAHOMA CITY, OKLA.** All home (except Sunday) baseball games of the Indians (Texas League) for Wheaties and Ivory Soap (**Ted Andrews**). High school football for Seven Up (**Bill Mosier**; **Ted Andrews**). Midget auto races (also in 1939) for Midget Auto Races (**Ted Andrews**). Weekly wrestling (also in 1939) for the wrestling club (**Ted Andrews**; **John Harrison**).
- KTRH, HOUSTON, TEX.** City auditorium weekly wrestling and Olympiad prize fights for Southern Select Beer and Grand Prize Beer (**Harry Grier**).
- KTRI, SIOUX CITY, IA.** All games of local baseball team in Nebraska State League (also in 1939) for participating sponsors (**Bill Treadway**, in 1938; **Gordon Horner**, in 1939). High school and Morningside College football and basketball for Weatherwax (**Bill Treadway**).
- KTSA, SAN ANTONIO, TEX.** State high school football for Magnolia Petroleum (via network). Rice, SMU, Texas A. & M., and Texas football games for Humble Oil (via network). Roller Derby for San Antonio Brewing Assn. (**Chick Snider**).
- KTUL, TULSA, OKLA.** Tulsa Oilers (Texas League) baseball for Wheaties and Goodrich (**Don Hill**). Wrestling for local sponsor (**Roch Ulmer**; **Vic Rugh**). Boxing for Polar Bear Coffee (**Vic Rugh**). All Tulsa University football games for Mid-Continent Petroleum (**Don Hill**). (Note: 1939 baseball is under the same sponsorship, announcing by **Vic Rugh**. Latter will also announce same football, wrestling and boxing for same sponsors).
- KUJ, WALLA WALLA, WASH.** Whitman College baseball, track and football, Elks baseball, and Walla Walla high school football for cooperative group of local sponsors ("**Jerry**" **Jensen**). (Note: in 1939 same type of sponsorship has bought Whitman College baseball and track, high school baseball and track, and semi-pro baseball, to be announced by "**Jerry**" **Jensen**).
- KUTA, SALT LAKE CITY, UTAH.** University of Utah football games for Breakfast Club Coffee (**Hal Parkes**). Utah State high school football for Deseret News (**Hal Parkes**). Boxing and wrestling for local sponsors (**Bill Sears**). High school basketball 1939 play-offs for Deseret News (**Bill Sears**). Pioneer League 1939 baseball for Wheaties and Goodrich Rubber (**Hal Parkes**).
- KVEC, SAN LUIS OBISPO, CALIF.** All sports from Don Lee Network.
- KVGB, GREAT BEND, KANS.** Local baseball tourney for Dr. Pepper's (**Dave Wilson**, commentator; **Vern Minor**, commercials). All high school football games, complete bowling matches, and A.A.U. basketball (in 1939) for cooperative sponsors (**Dave Wilson**; **Vern Minor**).
- KVOA, TUCSON, ARIZ.** Nine University of Arizona football games for Holsum Baking (**William Kimball**, eight games; **Del Crosby**, one game). Seven Tucson high school football games for various local sponsors (**Del Crosby**). Sixty-three home baseball games of the Tucson Cowboys (Arizona-Texas League) for participating sponsors (**Andy White**).
- KVOD, DENVER, COLO.** American League baseball (team not listed) for Kellogg (**Bill Welch**).
- KVOE, SANTA ANA, CALIF.** Three USC and four UCLA Pacific Coast Conference football games for Associated Oil (**Sam Hayes**; **Frank Bull**).
- KVOO, TULSA, OKLA.** Road games, by wire, of the Tulsa Ice Oilers hockey team (also in 1939) for regional sponsor (**Tom Dailey**).
- KVOR, COLORADO SPRINGS, COLO.** Will Rogers rodeo for Broadmoor Hotel (**Jack Fitzpatrick**). Local high school and Colorado College football for local sponsors (**Hugh B. Terry**). One Pittsburgh Pirates pro football game for Oldsmobile Dealers (**Warren William**). Two hockey games for Broadmoor Hotel (**Mathew McNery**). State high school basketball tourney for local sponsors (**Hugh B. Terry**).
- KVOS, BELLINGHAM, WASH.** Western International League baseball (also in 1939) for Wheaties and Goodrich Rubber (**William Healy** in 1938; **Del Cody**

SPORTS BY STATIONS—Continued

- in 1939). Pacific Coast Conference football for Associated Oil (via network). Basketball (teams not listed) for local sponsors (**Del Cody**).
- KVOX, MOORHEAD, MINN.** Fifteen football games of North Dakota State College, Moorhead Teachers College, Concordia, and Moorhead high school; 50 basketball games of above schools plus Fargo high school; 10 wrestling shows at Fargo auditorium; 10 hockey games of N. D. Amateur Hockey League; all for local sponsors (all announced by **Manny Marget**).
- KVRS, ROCK SPRINGS, WYO.** High school football games for local sponsors (**Michael Reid**). State and district high school 1939 basketball tournaments for local sponsors (**Michael Reid**).
- KVSO, ARDMORE, OKLA.** Two Ardmore football games for local sponsors (**Calvin Darnell**). Iowa State vs. Oklahoma U. football games for local Coca-Cola bottler (no announcer listed).
- KVWC, VERNON, TEX.** High school basketball semi-finals for local sponsors (**Herman Cecil**; **John Sullivan**).
- KWBG, HUTCHINSON, KANS.** Western Association baseball (also in 1939), local college and high school football and basketball, all for participating sponsors (**Bud Dettler**).
- KWKG, STOCKTON, CALIF.** Baseball, football and basketball (teams not listed) for participating sponsorship (**George Ross**). Wrestling for local sponsor (**George Ross**).
- KWJB, GLOBE, ARIZ.** Entire local softball and football schedule for Arizona Baking (**Jack Stafford**). Entire Miami football schedule for Conoco Oil (**Jack Stafford**).
- KWK, ST. LOUIS, MO.** All home baseball games of the St. Louis Cardinals and Browns for Hyde Park Brewers (**Johnny O'Hara**). Western Open Golf tourney for Hyde Park Brewers (**Johnny O'Hara**; **Bob Richardson**). All home hockey games and playoffs of the St. Louis Flyers, all local wrestling matches, plus bowling for Hyde Park Brewers (**Ray Schmidt**). All local prize fights for Hyde Park Brewers (**Johnny O'Hara**).
- KWKH, SHREVEPORT, LA.** Entire baseball season of the Shreveport Texas League team (also in 1939) for Wheaties (**Jerry Bozeman**). Two Centenary College football games for Grogan Oil (**Jerry Bozeman**). Boxing matches (1939) for Sparco Gasoline (**Jerry Bozeman**).
- KWLK, LONGVIEW, WASH.** Longview and Kelso high school football, baseball and track for local sponsors (**Frank Coffin**).
- KWOS, JEFFERSON CITY, MO.** St. Louis Cards and Browns baseball for Kellogg (**John O'Hara**, of KWK). Two Minnesota and numerous Lincoln University, Jefferson City high school, and St. Peter's high school football games for local sponsor ("**Bud**" **Jackson**). Golden Gloves boxing and a bowling tourney for Hyde Park Beer ("**Bud**" **Jackson**).
- KWTN, WATERTOWN, S. D.** All games of Watertown independent baseball team; Clark baseball tourney; all high school basketball games; all independent basketball games; entire schedule sponsored by local or regional firms (all announced by **M. W. Plowman**).
- KWTO-KGBX, SPRINGFIELD, MO.** Baseball (teams not listed) for Kellogg (announcers not listed). Five local football games for local sponsors (**Lee George**; **Bill Ring**). Local basketball games and tournaments for local sponsors (**Lee George**; **Bill Ring**). Wrestling and boxing for local sponsors (**Russ Davis**; **Lee George**; **Bill Ring**). (Note: 1939 baseball is being sponsored via KGBX by Wheaties with **Tom Kelly** announcing.)
- KWYO, SHERIDAN, WYO.** High school football for Yale Oil Corp. (**Herb Siebert**). District track meet for participating sponsors (announcers not listed).
- KXL, PORTLAND, ORE.** Northwest basketball series for Associated Oil (**John Carpenter**).
- KXRO, ABERDEEN, WASH.** Pacific Coast Conference Football for Associated Oil (announcer not listed; evidently via network). All local football and basketball games for local sponsorship.
- KYA, SAN FRANCISCO, CALIF.** Pacific Coast Conference football (sponsor not listed but apparently Associated Oil) (**Ernie Smith**; **Doug Montell**). Pacific Coast Conference basketball (sponsor not listed but apparently Associated Oil) (**Doug Montell**).

SPORTS BY STATIONS—Continued

- KYOS, MERCED, CALIF.** Various San Joaquin Valley high school baseball and football games for cooperative local sponsors (**Beryl Bryant**).
- KYSM, MANKATO, MINN.** Thirteen baseball games (teams not listed) for Mankato Bottling (**Bob Kunkel**). Fourteen football games (teams not listed) for Mankato Natural Gas (**Bob Kunkel**). Basketball (teams not listed) for Mankato Natural Gas (**Cliff Johnson**). (Note: 1939 baseball is being sponsored by Wheaties and Socony-Vacuum from Minneapolis and St. Paul).
- KYW, PHILADELPHIA, PA.** Three Cornell, two Notre Dame, two Villanova, and one Dartmouth football games for Atlantic Refining (announcers not listed).
- WAAB, BOSTON, MASS.** Home baseball games of the Boston Bees and Red Sox for Kellogg and Socony-Vacuum (**Fred Hoey**). Boston Bruins hockey games (1938-39) for Larus & Bro. Co. (**Frank Ryan**; games also sent to WEAN, WSAR, WNBH, WLLH, WFEA, WLNH, WCOU, WRDO, WTHT). (Note: in 1939 the Bees and Red Sox home baseball games are being sponsored by Atlantic Refining and a co-sponsor, not known at time of inquiry, with **Frankie Frisch** announcing).
- WABI, BANGOR, ME.** Horse racing for local sponsor (**E. M. Wallace**). Football (teams not listed) for Burnham & Morrill (**Jack Maran**). Basketball (teams not listed) for local sponsor (**Jack Maran**).
- WABY, ALBANY, N. Y.** Albany Senators baseball games (also in 1939) for Wheaties and Atlantic Refining (**Gren Rand**; **Sherb Herrick**).
- WACO, WACO, TEX.** Texas semi-pro baseball tourney for Brazos Valley Cotton Oil ("**Cottonseed Clark**" **Fulks**). One high school football game for local sponsors ("**Cottonseed Clark**" **Fulks**).
- WADC, AKRON, O.** Nine Akron University football games for Atlantic Refining (**Carl Kent**). Local and international soap box derby for local sponsor (**Bob Wilson**; **Harold Hageman**; **Ray Spencer**).
- WAGA, ATLANTA, GA.** Baseball (also in 1939) for Wheaties and Goodrich (**James Bibson** in 1938; **Joe Hill** in 1939).
- WAGM, PRESQUE ISLE, ME.** Schoolboy basketball tourney (1939) for Cole's Express, Atlantic Commission Co. and local sponsor (**Ted Coffin** and **Sid Cook**; also **Stuart Mosher** and **Walter Ulmer** of WLBZ).
- WAIM, ANDERSON, S. C.** All Clemson College football games for Coca-Cola and Amoco Oil (**Bulleit Coggins**).
- WAIR, WINSTON-SALEM, N. C.** Carolina vs. Davidson football games for Seven-Up, and Carolina vs. Fordham for Wachovia Oil (**Roger von Roth**).
- WALA, MOBILE, ALA.** Out-of-town games of Mobile team in Southeastern Baseball League for Kellogg (**Jack Bridges**). Southern Conference football for local stores (various announcers from other stations at point of play). (Note: 1939 baseball is being sponsored by Wheaties and Goodrich with **Jack Bridges** announcing).
- WAPI, BIRMINGHAM, ALA.** One Howard University and two Miami University football games, former for Coca-Cola Bottling, and latter two for Florida Power & Light (**Maury Farrell**).
- WAPO, CHATTANOOGA, TENN.** All out-of-town and a few home games of the Chattanooga Lookouts baseball team for Wheaties and Goodrich Tire (**Tom Nobles**). High school and prep school football for local sponsors (**Tom Nobles**). Wrestling for local sponsor (**Nelson Krepps**). Wrestling for Falstaff Beer (**Tom Nobles**; **Nelson Krepps**). Golden Gloves boxing for Chattanooga Free Press (**Tom Nobles**). (Note: in 1939 all home (except Sunday) and road baseball games of the Lookouts are under same sponsorship as in 1938.)
- WATL, ATLANTA, GA.** Atlanta Crackers' road baseball games (via wire) for Wheaties and Goodrich Rubber (**Maurice Coleman**). Perry-Vines tennis matches for local sponsor (**J. H. Clarke**).
- WATR, WATERBURY, CONN.** Semi-pro baseball for local sponsor (**William Derwin**). For 1939 baseball and football, see WAAB and WNAC, Boston.
- WAVE, LOUISVILLE, KY.** One championship high school football game for Falls City Brewing (**Bill Brundige**; **Jim Brett**). (Note: 1939 baseball is being sponsored by Wheaties and Socony-Vacuum with **Don Hill** announcing).
- WAZL, HAZELTON, PA.** Philadelphia Athletics and Phillies 1939 baseball

SPORTS BY STATIONS—Continued

- games for Atlantic Refining (from WIP, Philadelphia).
- WBAP, FORT WORTH, TEX.** Thirteen Southwest Conference Football games for Humble Oil (Kern Tips, Hal Thompson and Eddie Dunn of KPRC).
- WBAX, WILKES-BARRE, PA.** Catholic Youth Organization boxing bouts for local sponsors (Harry Thomas). Cole Brothers circus performance for local sponsor (Harry Thomas). High school football for local sponsors (Harry Thomas). Local 1938-39 wrestling for local sponsors (Harry Thomas). All 1939 baseball games of the Wilkes-Barre Barons (Eastern League) for Atlantic Refining (Harry Thomas).
- WBBM, CHICAGO, ILL.** Chicago Cubs and White Sox baseball games for Wheaties and Socony-Vacuum (Truman Bradley; Pat Flanagan; Charlie Grimm). Same sponsors have 1939 games with Pat Flanagan, Charlie Grimm and John Harrington announcing.
- WBIG, GREENSBORO, N. C.** Inter-school football for Coca-Cola Bottling (Bob Poole). Football on network for Atlantic Refining. Wrestling for Coca-Cola Bottling (Bill Jackson). Boxing for Beverages, Inc. (Bill Jackson).
- WBLK, CLARKSBURG, W. VA.** Sixteen football games (teams not listed) for various local sponsors (Blair Eubanks, nine games; Jack Welch, six; Ken Given, one). Thirteen pro basketball games for Pure Oil Dealers (Jack Welch, eleven games; Blair Eubanks, one; Charles Snowdon, one). Sectional basketball tourney for local sponsors (Charles Snowdon). Regional and state basketball tourneys for local sponsor (Jack Welch). Rolla derby for local sponsor (Jack Welch).
- WBNS, COLUMBUS, O.** Columbus AA team baseball for Wheaties and Socony-Vacuum (Johnny Neblett). Eight Ohio State football games for Atlantic Refining (Johnny Neblett). (Note: in 1939 same sponsors are buying same baseball with same announcer.)
- WBOW, TERRE HAUTE, IND.** Nine Big Ten football games for Mid-Continent Petroleum (Luke Walton). Nine local high school football games for Holsum Bakery (Luke Walton). Twenty-six basketball games (teams not listed) for Holsum Bakery (Luke Walton).
- WBRB, RED BANK, N. J.** County school football for Jersey Central Power & Light (Herbert Kamm; William Lybarger). County school basketball for Jersey Central Power & Light (Herbert Kamm; Ralph Manchee).
- WBRC, BIRMINGHAM, ALA.** Four University of Alabama and four Auburn (Ala. Polytechnic Institute) football games for Coca-Cola distributor (Allen McCartee; B. C. McCoy). (Note: WBRC and WAPI of the same city split the Alabama University and Auburn schedules between themselves for the same sponsor.)
- WBRE, WILKES-BARRE, PA.** Wilkes-Barre Eastern League baseball and Wyoming Valley scholastic football for Atlantic Refining (Little Bill Phillips; Franklin D. Coslett). All P.I.A.A. basketball playoffs for participating sponsors (Carl Man). Local Catholic Youth Organization and professional boxing for local sponsors (Franklin D. Coslett; Arnold Kraft).
- WBRY, WATERBURY, CONN.** Boston Bees and Red Sox home baseball games for Kellogg and Socony-Vacuum (Fred Hoey, via WAAB, Boston). Waterbury city championship football for participating local sponsors (Chick Kelly).
- WBT, CHARLOTTE, N. C.** Major league baseball reenactments for B-C Remedy (Chas. H. Crutchfield). American Legion junior baseball for Wheaties (Lee Kirby). Duke University football for Atlantic Refining (Lee Kirby; A. B. Penfield; Jerry Gerard). Baseball in 1939 for Wheaties (Russ Hodges).
- WBTM, DANVILLE, VA.** Ten major college football games for Atlantic Refining via network.
- WCAE, PITTSBURGH, PA.** Pitt football games for Atlantic Refining (Jim Murray).
- WCAM, CAMDEN, N. J.** Weekly wrestling bouts for M.A.B. Paints (Bill Markward; Charlie Wagner). Scholastic basketball finals for M.A.B. Paints (Dr. Ethan A. Lang).
- WCAO, BALTIMORE, MD.** Major college football, including all University of Maryland games, for Atlantic Refining (via network).
- WCAP, ASBURY PARK, N. J.** County school football games for Jersey Cen-

SPORTS BY STATIONS—Continued

- tral Power & Light (**Everett G. Hill; Herbert Kamm**). Local basketball with conference finals for Jersey Central Power & Light (**Herbert Kamm; Richard Gibbons**).
- WCAU, PHILADELPHIA, PA.** Philadelphia National League baseball games for Wheaties and Socony-Vacuum (**Bill Dyer**). University of Pennsylvania football games for Atlantic Refining (**Woody Wolf**). (Note: in 1939 Wheaties and Socony-Vacuum are sponsoring both American and National League baseball in Philadelphia with **Bill Dyer** announcing.)
- WCAX, BURLINGTON, VT.** Burlington Cardinals baseball games (also in 1939) for Socony-Vacuum (**Lawrence Killick; Dutch Smith**). Two baseball games for M. M. Farrell & Sons (**Lawrence Killick; Dutch Smith**). State scholastic basketball tourney, University of Vermont basketball, Northern scholastic and N. E. scholastic tourneys for several local sponsors (**Lawrence Killick; Dutch Smith**).
- WCBD, CHICAGO, ILL.** Girls softball games for Elam's Yeast (**Dick Kross; Doc Rudolph**).
- WCBM, BALTIMORE, MD.** Baltimore Orioles baseball games (also in 1939) for Wheaties and Atlantic Refining (**Lee Davis**).
- WCBS, SPRINGFIELD, ILL.** Springfield Browns baseball games for Kellogg (**Roger Laux**). Local high school football for local sponsor (**Howard Dorsey**). K of C wrestling for Griesedieck Bros. Brewing (**Don Hill**).
- WCCO, MINNEAPOLIS - ST. PAUL, MINN.** Minneapolis Millers baseball during 1938 and 1939 seasons for Wheaties and Socony-Vacuum (**Eddie Gallaher**).
- WCFL, CHICAGO, ILL.** Baseball (team not listed) for Texas Co. (**Hal Totten**). Football (teams not listed) for Chicago Solvay Coke (**Hal Totten**).
- WCHV, CHARLOTTESVILLE, VA.** Sandlot baseball for Dr. Pepper's (**Tuck Young**). University of Virginia football for Atlantic Refining (**Joe Handlan**). University of Virginia boxing for Phillips Packing Co. (**Joe Handlan**).
- WCLE, CLEVELAND, O.** All Cleveland Indians baseball games (also in 1939) for Wheaties and Socony-Vacuum (**Jack Graney; Pinky Hunter**).
- WCLO, JANESVILLE, WIS.** Football (teams not listed) for local sponsor (**Jim Kyler**). Basketball (teams not listed) and boxing for local sponsors (**Lyell Ludwig**). Baseball (teams not listed) for Goebel Brewing (**Lyell Ludwig**). Swimming meet and sailboat races for local sponsor (**Lyell Ludwig**).
- WCLS, JOLIET, ILL.** Six Joliet high school and six Catholic basketball games for Household Finance (**Larry Furlong**).
- WCMI, ASHLAND, KY.** Tri-State League Sunday baseball games for various local sponsors (announcers not listed).
- WCOA, PENSACOLA, FLA.** During 1938 station had mainly reviews, etc. During 1939 Goodrich and Regal is sponsoring the Pensacola Fliers baseball (**Wesley Chalk**).
- WCOU, LEWISTON, ME.** Hockey and baseball from Colonial Network (see WAAB, Boston). One boxing match for local sponsor (... **Levenson**). Central Maine Basketball championships for local sponsor (... **Levenson**; ... **Durgin**; ... **Libby**). Two St. Doms hockey games for local sponsors (**Guy LaDouceur**).
- WCPO, CINCINNATI, OHIO.** Sportsmen Show for local firm (**Harry Hartman**). Roller Derby for Coca-Cola (**Harry Hartman**). Roller hockey (also in 1939) and roller polo for local firms ("**Red**" **Thornburgh**). Boxing and wrestling (also in 1939) for local firms (**Harry Hartman**; "**Red**" **Thornburgh**). Pro football games for local shoe dealer ("**Red**" **Thornburgh**). Cincinnati Reds baseball (also in 1939) for Wheaties and Socony-Vacuum (**Harry Hartman**; "**Red**" **Thornburgh**). Softball and bowling (also in 1939) for Bavarian Beer ("**Red**" **Thornburgh**).
- WDAE, TAMPA, FLA.** University of Tampa football for Southern Brewery (**Sol Fleischman**).
- WDAF, KANSAS CITY, MO.** Kansas vs. Missouri football game for Folger Coffee (**Fred Weingarh; Ernest Mehl**). Golden Gloves boxing sectional finals for Truly-Warner Hat Co. (**Fred Weingarh**).
- WDAN, DANVILLE, ILL.** Two high school football games for local sponsor (**Francis "Jake" Higgins; Bill Adams**). Danville

SPORTS BY STATIONS—Continued

- Golden gloves boxing, high school 1939 basketball, city 1939 bowling tourney, and 1939 high school regional basketball tourney for various local and regional sponsors (**Francis "Jake" Higgins**).
- WDAS, PHILADELPHIA, PA.** Weekly wrestling bouts (also in 1939) for local sponsor (**Harold Davis; Lanse McCurley; Pat Stanton**).
- WDAY, FARGO, N. D.** Northern League baseball for participating local sponsors and Y-B Cigars (**El Prough**). State Agricultural football and basketball for local sponsors (**El Prough**).
- WDBJ, ROANOKE, VA.** Major college football games for Atlantic Refining (via network).
- WDBO, ORLANDO, FLA.** Home baseball games of the Orlando Senators for local sponsor (**Charles Batchelder**). Diamond-ball for local sponsors (**Charles Batchelder; H. P. Danforth**). Local high school and Rollins College football for local sponsors (**Charles Batchelder**). Central Florida tennis tourney for local sponsors (**Charles Batchelder**). (Note: Same sports setup for 1939).
- WDEL, WILMINGTON, DEL.** University of Delaware football for Atlantic Refining (announcer not listed).
- WDEV, WATERBURY, VT.** Vermont junior and senior basketball tourney for Northern Oil (Richfield distributors) (**Jake Deal**).
- WDNC, DURHAM, N. C.** Durham Bulls (Piedmont League) baseball for Coca-Cola (**Woody Woodhouse**). Duke University football for Atlantic Refining (**Lee Kirby; Add Penfield; Marcus Bartlett; Byrum Saam**). Durham high school football for Coca-Cola (? **Tice**? **Estes**; **Add Penfield**). Soapbox Derby for Coca-Cola (**George Case; Woody Woodhouse**). Duke University Southern Conference basketball for Coca-Cola (**Gerry Gerrard; Woody Woodhouse**). Southern-Southeastern Conference Indoor (track) Games for Coca-Cola (**Woody Woodhouse**). Southern Conference basketball playoffs for Coca-Cola (**Gerry Gerrard; Woody Woodhouse**). Durham high school basketball for Coca-Cola (**Woody Woodhouse**). North Carolina high school championship basketball tourney for Coca-Cola (**Woody Woodhouse**). South Atlantic basketball tourney for Coca-Cola (**Gerry Gerrard; Woody Woodhouse**). (Note: during 1939 Coca-Cola is sponsoring the Durham Bulls baseball and Duke football with **Penfield-Woodhouse** announcing the football and **Woodhouse** the baseball.)
- WDSU, NEW ORLEANS, LA.** Louisiana State University football for Coca-Cola (**Edley Rogers**). High school football for 7-Up (**Stanley Holiday; Roger Phillips**). New Orleans open golf tourney for Jax Beer (**P. K. Ewing; Roger Phillips**). All New Orleans (Southern Association) 1939 baseball games for Wheaties and Goodrich (**Gene Sommers; Roger Phillips**).
- WDWS, CHAMPAIGN, ILL.** High school basketball tourneys (except state tournament) for various local sponsors (**Jack Beynon**). Eastern Illinois League baseball for various local sponsors (**Jack Beynon**).
- WDZ, TUSCOLA, ILL.** Football and basketball tourneys (teams not listed) for local co-sponsorship (**Hank Fisher**).
- WEAN, PROVIDENCE, R. I.** All sponsored sports from WNAC and WAAB, Boston (q.v.).
- WEAU, EAU CLAIRE, WIS.** Local baseball for local sponsor (**Art Hanstrom**). Golden Gloves boxing for Walter's Brewing Co. (**Art Hanstrom**).
- WEBC, DULUTH, MINN.** Hockey games for Firestone Service Stores (**Don Olson; Wayne Byers**).
- WEBR, BUFFALO, N. Y.** Baseball for Atlantic Refining and Kellogg (**Claude Haring**).
- WEED, ROCKY MOUNT, N. C.** Coastal Plains Baseball League games for 40-50 local firms cooperatively (**Wally Williams; Thomas Snowden, Jr.**). Rocky Mount high school football for local firm (**Wally Williams; Thomas Snowden, Jr.**).
- WEEL, BOSTON, MASS.** Nine Holy Cross football games for Atlantic Refining (**Al Helfer; Jack Knell**).
- WELI, NEW HAVEN, CONN.** Yale-Harvard commencement baseball games; All Connecticut Semi-Pro League baseball; midget auto races; softball; four outdoor track meets; three mile cross-harbor swim; 12 high school football games; Connecticut high school basketball (1939); Eastern Intercollegiate wrestling

SPORTS BY STATIONS—Continued

- and swimming championships (1939); Connecticut high school swimming championship (1939); Heptagonal college track meet at Yale (1939); Blackwell Cup Regatta (1939); Semi-Pro League Baseball (1939); all for various local sponsors singly or cooperatively (all announced by **Philip Buxbaum, Jr.**).
- WELL, BATTLE CREEK, MICH.** Three local (1939) swimming meets for local sponsor (**Forest Flagg Owen, Jr.**). Three local (1939) basketball games for local sponsor (**Ted Baughn; George MacKenzie**). For 1939 baseball, see WXYZ.
- WEMP, MILWAUKEE, WIS.** Four Marquette, two Wisconsin and one Notre Dame football games for local sponsor (**Charles La Force; Frank Klode**).
- WEOA, EVANSVILLE, IND.** Three I League baseball (Wednesdays, Thursdays, Saturdays) for Kellogg (**Paul Clark**). Weekly wrestling and boxing for local firm (**Kenneth Boultinghouse**).
- WESG, ELMIRA, N. Y.** Elmira club baseball games for Atlantic Refining (**Bill Pope**). (Note: same sponsor has same games with same announcer in 1939).
- WEST, EASTON, PA.** Lafayette football for Atlantic Refining (**Dick West**). Basketball (teams not listed) for local sponsor (**Dick West**). Philadelphia Phillies and Athletics 1939 baseball games for Atlantic Refining (**Byrum Saam, from WIP, Philadelphia**).
- WEW, ST. LOUIS, MO.** Three St. Louis University football games for Hyde Park Brewers (**Herb Maccreeady; A. Jones**).
- WFAA, DALLAS, TEX.** Thirteen major college (Texas, TCU, Rice, SMU, Texas Tech) football games for Humble Oil (**Kern Tips and Hal Thompson of KPRC, Houston**).
- WFBC, GREENVILLE, S. C.** South Atlantic League baseball for Kellogg (**Jimmie Thompson**). Textile League baseball for Coca-Cola (**Jimmie Thompson**). Major college football for Atlantic Refining (**Jimmie Thompson**). Southern Textile Basketball tourney for Coca-Cola (**Jimmie Thompson**). (Note: 1939 Textile League baseball is being sponsored by Coca-Cola with **Jimmie Thompson** announcing.)
- WFBL, SYRACUSE, N. Y.** Eastern amateur golf tourney for two local sponsors (**Bob Kenefick, Jr.; Harry Nash, of CBS**).
- WFEM, INDIANAPOLIS, IND.** Two Purdue football games for local sponsor (**Len Riley**). Indiana State high school basketball finals for Pure Oil (**Tony Hinkle; Bill Fox; Wally Middlesworth**).
- WFDF, FLINT, MICH.** Detroit Tigers baseball games for Kellogg and Socony-Vacuum (**Harry Heilmann** on Michigan Radio Network). Local wrestling for local sponsors (**Charles H. Park; John J. Hurd**). For 1939 baseball schedule see WXYZ, Detroit.
- WFIL, PHILADELPHIA, PA.** Philadelphia Athletics baseball games for Kellogg (**Stan Lomax**).
- WFLA, TAMPA, FLA.** University of Tampa vs. University of Havana football game for local 7-Up bottling company (**Carl Fritz**).
- WFMD, FREDERICK, MD.** Preakness for American Oil (via Maryland Coverage Network; **Clem McCarthy**).
- WFTC, KINSTON, N. C.** All baseball games of Coastal Plains League played in Kinston for local sponsors (**Paul Moyle**).
- WGAL, LANCASTER, PA.** Franklin and Marshall football games for Atlantic Refining. Philadelphia Athletics and Phillies 1939 baseball games for Atlantic Refining (from WIP, Philadelphia).
- WGAN, PORTLAND, ME.** Five Bowdoin and one Colby football games variously for Coca-Cola Bottling, Burnham & Morrill and Coles Express (**Richard E. Bates Samuel Henderson; Adam Walsh**). Rumford 1939 Winter Carnival for King & Dexter Co. (**Carlyle N. DeSuze; William Dow**).
- WGAU, ATHENS, GA.** All University of Georgia home football and baseball games for local sponsors (**A. Lynne Brannen**).
- WGBF, EVANSVILLE, IND.** Three I League baseball games (Mondays, Tuesdays, Fridays) for Kellogg (**Paul Clark**). High school football for local bank (**Paul Clark**). High school basketball (also 1939) for local bank (**Paul Clark; Dale Phares**).
- WGBI, SCRANTON, PA.** Football (games not specified) for Atlantic Refining (announcer not listed; evidently on a net-

SPORTS BY STATIONS—Continued

- work). Eastern League (1939) baseball for Atlantic Refining (**Dave Griffiths**).
- WGIL, GALESBURG, ILL.** All Knox College football games for cooperative local sponsors (**Howard Miller**).
- WGL, FT. WAYNE, IND.** Night baseball games of Tri-State semi-pro league for participating sponsors (**John Hackett**). All available regular season (1938-39) home basketball games of Ft. Wayne high schools, plus sectional tourney, plus regional tourney, plus super-regional tourney, plus final tourney for local sponsors (**John Hackett**). Allen County 1938-39 high school and State Catholic high school basketball championships for Inland Oil (**John Hackett**).
- WGN, CHICAGO, ILL.** All home games of White Sox and Cubs baseball teams for Old Golds (**Bob Elson**). All home games of Chicago National Hockey League team for Old Golds (**Bob Elson**). (Note: same sponsor has same sports in 1939 with same announcer.)
- WGPC, ALBANY, GA.** Albany Cardinals baseball games for Kellogg (**Bill Poole** in 1938; **Hubert Batey** in 1939 for Goodrich Silvertown). High school football for Goodrich Silvertown (not identified as to parent firm or local branch) (**Hubert Batey**).
- WGR-WKBW, BUFFALO, N. Y.** Buffalo baseball games in International League for Wheaties, Wm. Simon Brewery and Kleinhans Clothing (**Roger Baker**) 1939 season sponsored by Wheaties and Goodrich Rubber with **Ralph Hubbell** announcing). Wrestling for Lang Brewery (**Siegmund Smith**).
- WGST, ATLANTA, GA.** University of Georgia football games for Beeman's Laboratories (**John Fulton**).
- WGY, SCHENECTADY, N. Y.** Six Syracuse University, one Yale, and one Pittsburgh football games for Atlantic Refining (originated at various points, principally WSYR, q.v.).
- WHAI, GREENFIELD, MASS.** Boston Bees and Red Sox home baseball games for Kellogg and Socony-Vacuum (**Fred Hoey**, via WAAB, Boston). High school football for local sponsors (**Hal Goodwin**; **Warren Greenwood**). (Note: For 1939 baseball, see WAAB, Boston.)
- WHAM, ROCHESTER, N. Y.** All home (except Sunday and holiday) and all away baseball games of the Rochester Red Wings (also in 1939) for Wheaties and Socony-Vacuum (**Harry McTigue**).
- WHAS, LOUISVILLE, KY.** Louisville Colonels baseball games for Wheaties (**George Walsh**). One high school football game for Honey-Krust bread (**George Walsh**).
- WHB, KANSAS CITY, MO.** Missouri U. vs. Kansas U. football game for local sponsor (**Ernie Smith**).
- WHBB, SELMA, ALA.** Entire out-of-town schedule of Selma baseball team (also in 1939) for five local merchants (**Ward Coleman**). All University of Alabama football games for five local merchants (**Bill Terry**, Alabama Network). High school basketball and State basketball tourney (1939) for local sponsor (**Paul Grist**; **Dan Chapman**). Selma high school baseball games (1939) for local sponsor (**Ward Coleman**).
- WHBF, ROCK ISLAND, ILL.** Three I League baseball for local sponsors (**Maurice Corken**). Softball tourney for local sponsor (**Ray Anderson**). Bowling (1939) for local sponsor (**Ray Anderson**). Football (apparently local) for various local sponsors (**Paul Roscoe**). Golden Gloves boxing for local sponsors (**Paul Roscoe**; **Maurice Corken**). Basketball (apparently local) for local sponsor (**Ted Arnold**; **Paul Roscoe**). Chicago Golden Gloves fights for local sponsors (**Maurice Corken**). Auto races for local sponsor (**Ted Arnold**; **Ivan Streed**). (Note. 1939 baseball is being sponsored by Wheaties with **Walt Gillespie** announcing.)
- WHBL, SHEBOYGAN, WIS.** Home basketball games of the Sheboygan team in the National Professional League for Wadhams Oil (**Art Bramhall**).
- WHBQ, MEMPHIS, TENN.** Baseball (1938 and 1939), weekly wrestling, high school and college football, bowling tourney, handball tourney, softball tourney, all for Coca-Cola Bottling (teams not generally identified) (**Bob Alburty**).
- WHBU, ANDERSON, IND.** Local club baseball broadcasts for Dietzen Bakery (**Lewis Shroyer**). Nine high school football games for Dietzen Bakery (**Wayne Reeves**). Seventy-eight 1938-39 high school basketball games plus tourneys for Dietzen Bakery and Hughes Curry Packing (**Wayne Reeves**).
- WHDL, OLEAN, N. Y.** Three St. Bona-venture and one Olean high school foot-

SPORTS BY STATIONS—Continued

- ball games for local sponsor (**Freddy Meyer; Tom Brown**). Pony League 1939 baseball games for local sponsor (**Joseph M. Cleary**).
- WHEC, ROCHESTER, N. Y.** Rochester Red Wings baseball games (also in 1939) for Atlantic Refining (**Jack Barry**).
- WHIO, DAYTON, O.** Cincinnati Reds baseball games for Wheaties and Socony-Vacuum (**Red Barber** and **Dick Bray** in 1938; **Roger Baker** and **Dick Bray** in 1939) (games received from WSAI, Cincinnati).
- WHK, CLEVELAND, O.** Sunday out-of-town baseball games (apparently Cleveland Indians) for Wheaties and Socony-Vacuum during 1938 and 1939 (**Jack Graney; Pinky Hunter**). Six-day bicycle races for Sears, Roebuck (**Guy Wallace**). Training camp reports for Socony-Vacuum (**Jack Graney; Pinky Hunter**).
- WHLB, VIRGINIA, MINN.** Football and basketball (teams not listed) for local sponsors (**Wayne Byers**). Hockey for Hamm's Beer (**Wayne Byers**). Northwest Publinox golf tourney for local sponsors (**Wayne Byers; Barney Irwin**). State boy's swimming meet for local sponsors (**Bill Lofback**). Wrestling for local sponsors (**Wayne Byers**).
- WHLS, PORT HURON, MICH.** Seven high school football games for cooperative local sponsors (**Ray Bouslog; Fred Knorr**). Two Canadian rugby matches for cooperative local sponsors (**Wilford Molloy**).
- WHMA, ANNISTON, ALA.** University of Alabama football games for local sponsors (via inter-city network). Eight exhibition baseball games, between Anniston and major and secondary league clubs, for various local sponsors (**Ed Mullinax; Harold Russey**).
- WHN, NEW YORK CITY.** All Jersey City Giants baseball games for Wheaties and Socony-Vacuum (**Joe Bolton**). Brooklyn Dodgers 1939 home and away games for Wheaties, Socony-Vacuum and Procter & Gamble (**Red Barber**).
- WHO, DES MOINES, IA.** Chicago Cubs and White Sox home baseball games (also in 1939) for Wheaties (**Bill Brown**).
- WHP, HARRISBURG, PA.** Philadelphia Athletics home baseball games for Atlantic Refining.
- WIBA, MADISON, WIS.** University of Wisconsin football for Wadhams Oil (**Bill Walker; Russ Winnie**, of WTMJ). University of Wisconsin basketball and boxing for local sponsors (**Bill Walker**).
- WIBM, JACKSON, MICH.** High school football for Auto Club of Michigan (announcer not listed). Golden Gloves boxing for local sponsor (announcer not listed). Michigan State football games for Auto Club of Michigan (via Michigan Radio Network). For 1939 baseball, see WXYZ, Detroit.
- WIBU, POYNETTE, WIS.** University of Wisconsin football and basketball for local sponsors (**Art Bramholz**). Madison high school basketball for local sponsors (**Art Bramholz**). University of Wisconsin 1939 boxing for local sponsor (**Fahey Flynn**). Madison Blues 1939 baseball games for local co-sponsorship (**Art Bramholz**).
- WIBX, UTICA, N. Y.** Major college football for Atlantic Refining (via network; no details listed).
- WICC, BRIDGEPORT, CONN.** All sponsored sports from WNAC and WAAB, Boston (q.v.). Baseball in 1939 is being sponsored by Wheaties, Socony-Vacuum and Procter & Gamble, and is received via wire from WABC, New York.
- WIL, ST. LOUIS, MO.** St. Louis University and Washington University football for local bank (**Neil Norman**). St. Louis Gunners pro football for Hyde Park Beer (**Neil Norman**). Midget auto racing and wrestling for Hyde Park Beer (**Neil Norman; Bill Durney**). Boxing for Hyde Park Beer (**Neil Norman**). St. Louis University and Washington University 1938-39 basketball for Hyde Park Beer (**Neil Norman**). St. Louis Flyers' 1938-39 pro hockey for Hyde Park Beer (**Neil Norman; Bill Durney**). Pro soccer 1938-39 for Hyde Park Beer (**Bill Durney**).
- WILM, WILMINGTON, DEL.** Philadelphia Athletics and Phillies 1939 baseball games for Atlantic Refining (from WIP, Philadelphia).
- WIND, CHICAGO, ILL. (GARY, IND.).** Chicago Cubs and White Sox baseball games for Wheaties (**Russ Hodges; Jimmy Dudley**). Re-creation of same games, with same announcers, for J. R. Thompson Restaurants. Major college (Northwestern, Illinois) football for Phillips 66 (**Russ Hodges**). Pro football

SPORTS BY STATIONS—Continued

- (Bears, Cards) for Wheaties (**Russ Hodges; Jimmy Dudley**). Northwestern University 1938-39 basketball for Chevrolet Dealers (**Russ Hodges**). High school state 1939 basketball tourney for Public Service of Northern Indiana (**Russ Hodges**). Boxing matches (1939) for various local sponsors (**Russ Hodges; Jimmy Dudley**).
- WIP, PHILADELPHIA, PA.** All home baseball games of Philadelphia Athletics for Atlantic Refining (**Byrum Saam**, play-by-play; **Stoney McLinn**, general comment; **Walton Newton**, commercials). All football games of Temple University for Atlantic Refining (**Byrum Saam**, play-by-play; **Walton Newton**, between half comments and commercials). Major portion of Villanova College football games for Atlantic Refining (**Byrum Saam**, play-by-play; **Walton Newton**, between half comment and commercials). (Note: In 1939 Atlantic Refining is sponsoring complete home baseball schedule of the Athletics and Phillies, 154 games in all (**Byrum Saam**, play-by-play).
- WIRE, INDIANAPOLIS, IND.** Indianapolis Indians baseball games (also 1939) for Wheaties and Socony-Vacuum (**Wally Nehrling; Norm Perry, Jr.; Vic Lund**). Two Purdue football games for local sponsors (**Luke Walton; Bill Frosch**). Indiana University home basketball games (transcribed) for General Foods' Post Toasties (**Bill Frosch; Piggy Lambert; Luke Walton**).
- WIS, COLUMBIA, S. C.** Columbia Reds baseball games for Kellogg (**Jim Young**). Carolina Gamecocks football for Coca-Cola (**Jim Young**). Southern Conference boxing (1939) for electrical distributor (**Ira Koger**).
- WISN, MILWAUKEE, WIS.** Milwaukee Brewers baseball games (also in 1939) for Wadhams Oil and Wheaties (**Alan Hale**). Marquette University football games for Wadhams Oil (**Alan Hale**). Wrestling matches for local sponsor (**Alan Hale**). Marquette University basketball (1939) for Wadhams Oil (**Alan Hale**).
- WJAG, NORFOLK, NEB.** Basketball tourney for cooperative sponsors (**Floyd Shelby**). Northeast Nebraska track meet for cooperative sponsors (**Floyd Shelby**). Local high school football games for cooperative sponsors (**Gene Corrigan**).
- WJAX, JACKSONVILLE, FLA.** Local baseball games for Wheaties (**Jack Rathbun**).
- WJBK, DETROIT, MICH.** University of Detroit football games for the Automobile Club of Michigan (**Al Nagler**).
- WJBL, DECATUR, ILL.** Decatur club baseball games (Three I League) for Kellogg (? **Howard**; ? **Millard**). Play-off of first and second teams in Three I Baseball League for Wheaties (**Howard; Millard**).
- WJBO, BATON ROUGE, LA.** All Louisiana State University football games for Coca-Cola Bottling (**Edly Rogers**). High school football for various local sponsors (**Woodrow Hattie**). Giants exhibition baseball games for Sears, Roebuck (**Woodrow Hattie**). Louisiana State University boxing for local sponsor (**Woodrow Hattie**).
- WJDX, JACKSON, MISS.** Mississippi State College and University of Mississippi football games for Lion Oil (**Joe Paget**).
- WJIM, LANSING, MICH.** Detroit Tigers baseball games for Kellogg and Socony-Vacuum (**Harry Heilmann**, Michigan Radio Network). Amateur boxing and heavyweight wrestling for local sponsors (**Howard Finch**). Michigan State College football games for Olds Motor Works (**Carl Gensel**, Michigan Radio Network). For 1939 baseball, see WXYZ, Detroit.
- WJJD, CHICAGO, ILL.** Cubs and White Sox baseball for Kellogg (**John Harrington**). Northwestern University football for Oldsmobile Dealers (**Jimmy Dudley**). Bears and Cards pro football games for Wheaties (**Russ Hodges; Jack Drees**).
- WJLS, BECKLEY, W. VA.** State sectional and regional 1939 basketball tourneys for various local sponsors (**Barnes Nash; Hulet Smith**).
- WJMS, IRONWOOD, MICH.** University of Wisconsin and Green Bay Packers pro football games for Wadhams Oil (**Russ Winnie**, of WTMJ, Milwaukee, Wis). Ironwood high school home football and basketball for local sponsors (**Dick Hasbrook**).
- WJNO, WEST PALM BEACH, FLA.** Southern States high school baseball championship for local firm (**Reginald Martin**). Palm Beach high school foot-

SPORTS BY STATIONS—Continued

- ball for local firm. (**Reginald Martin**). Weekly wrestling matches for the American Legion (**Soccer Coe**; **Ben Decker**).
- WJR, DETROIT.** Detroit Tigers baseball for Penn Tobacco and Dodge Dealers (**Jimmie Stevenson**). Detroit Lions pro football for Chrysler Corp. (**Harry Wismer**). University of Michigan football for Fleetwing Gasoline (**Harry Wismer**).
- WJRD, TUSCALOOSA, ALA.** All University of Alabama football games for various local sponsors (**Frank W. Bruce**).
- WJSV, WASHINGTON, D. C.** Washington Senators baseball games (also in 1939) for Wheaties (**Arch McDonald** in 1938; **Walter Johnson** and **Warren Sweeney** in 1939).
- WKAT, MIAMI BEACH, FLA.** University of Miami football games and race results, sponsors not noted (announcers not noted).
- WKBB, DUBUQUE, IA.** Home football and basketball games of University of Dubuque, Loras College, Loras Academy, and Dubuque Senior High School for local sponsors (**Jim Carpenter**).
- WKBN, YOUNGSTOWN, O.** Local high school football championship for Lyden Oil ("**Don**" **Gardner**; "**Dutch**" **Bowden**). K. of C. Golden Gloves boxing for K. of C. ("**Don**" **Gardner**). State basketball finals for Lyden Oil ("**Don**" **Gardner**).
- WKBW, BUFFALO, N. Y.** See WGR-WKBW.
- WKOK, SUNBURY, PA.** Local football games for local sponsor (**George Stahl**; **Herman Noll**). University of Pennsylvania football games for Atlantic Refining (from WCAU, q.v.).
- WKY, OKLAHOMA CITY, OKLA.** Ten University of Oklahoma football games for the Daily Oklahoman & Times (**John Shafer**).
- WLAC, NASHVILLE, TENN.** Home and away games of the Nashville baseball club for Kellogg (Wheaties and Goodrich Rubber in 1939) (**Herman Grizzard**). Wrestling matches for local sponsor (**Herman Grizzard**).
- WLAK, LAKELAND, FLA.** High school football for local sponsor (**G. G. Fletcher**; **E. B. Wilson**). Outboard Race Regatta (1939) for local sponsor (**G. G. Fletcher**; **E. B. Wilson**). Spring training baseball of Detroit Tigers (1939) for Kellogg (**G. G. Fletcher**; plus guest announcers from other stations including **France Laux**, **Harry Heilmann**, **Ty Tison**, **George Patterson**).
- WLAW, LAWRENCE, MASS.** Four Lawrence and one Phillips Andover Academy football games for local sponsors (**Stanley Schultz**; **Alex MacBeth**; **Jack Malloy**).
- WLBC, MUNCIE, IND.** All Central high school and Ball State College football and basketball games, 10 Burris high school basketball games, 10 county high school basketball games, four Big Ten football games, two Big Ten basketball games, all for local sponsors (**Don Burton**).
- WLBY, BANGOR, ME.** Bangor regional and state championship basketball tournaments for local and regional sponsors (**Walter Ulmer**).
- WLLH, LOWELL, MASS.** Baseball for Kellogg and Socony-Vacuum (from WAAB, Boston, q.v.). Football for Atlantic Refining (from WNAC, Boston, q.v.). One high school football game for local sponsor (**Tom Clayton**). Hockey for Larus & Bro. (from WAAB, Boston, q.v.). For 1939 baseball, see WAAB, Boston.
- WLNH, LACONIA, N. H.** Baseball and football from Yankee and Colonial Networks (see WNAC and WAAB, Boston).
- WLVA, LYNCHBURG, VA.** Major college football games for Atlantic Refining (via network). High school football for local sponsor (**Glenn Jackson**). Marble tournament (1939) for Nehi Bottling (**Eric Lund**).
- WMBD, PEORIA, ILL.** All Bradley College 1938-39 basketball games for various groups of local sponsors (**Jack Brickhouse**).
- WMBR, JACKSONVILLE, FLA.** Jacksonville baseball games for Wheaties and Goodrich (also in 1939) (**Jack Rathbun**).
- WMC, MEMPHIS, TENN.** Vanderbilt vs. Georgia Tech, and LSU vs. Mississippi State football games for local sponsors (**John Cleghorn**, action; **Bob Pigue**, resumes).

SPORTS BY STATIONS—Continued

- WMCA, NEW YORK CITY.** All Star football game for Modern Industrial Bank (**Alan Waltz**; **Bert Lee**). Boxing bouts from Bronx Coliseum for Colarena (**Joe O'Brien**; **Irving Rudd**).
- WMFD, WILMINGTON, N. C.** Two football games (high school and N. C. State) for local sponsor (**Foster Edwards**; **Jimmie Moore**; **R. A. Dunlea**).
- WMFF, PLATTSBURG, N. Y.** Local and out-of-town baseball for local sponsors (**Don Trayser**). Same in 1939 for cooperative sponsors (**Mart Traynor**).
- WMFG, HIBBING, MINN.** Home series of 16 professional hockey games for local sponsor (**Mark Forgette**).
- WMFJ, DAYTONA BEACH, FLA.** Baseball (team not listed) and high school football for Daytona Sheet Metal Works (**Ed Sims**). High school basketball for local sponsor (**Ed Sims**).
- WMFO, DECATUR, ALA.** Alabama University football games for Coca-Cola (from Alabama Network). Decatur high school football games for local sponsor (**Charles H. Clements**).
- WMIN, MINNEAPOLIS-ST. PAUL, MINN.** Minneapolis Millers baseball games (also in 1939) for Wheaties and Socony-Vacuum (**Eddie Gallaher**). St. Thomas football and basketball games for local sponsors (**Dick Enroth**).
- WMPS, MEMPHIS, TENN.** Telegraphic play-by-play of last nine games in 1938 National League baseball race (Cubs, Pirates, Cardinals) for Canova Coffee (**Francis Chamberlin**). All University of Tennessee football games for Dr. Pepper's (**Francis Chamberlin**, telegraphic reports; **Joe Epstein**, from field). Eleven National League pro football games (Cards, Redskins) via telegraph for Canova Coffee (**Francis Chamberlin**). Southwestern vs. Loyala football game for Dr. Pepper's (**Henry Dupre**, of WWL). University of Mississippi vs. Mississippi State football game for Lion Oil (originated by WJDX).
- WMSD, SHEFFIELD, ALA.** All Alabama University football games for RCA (evidently via network). Florence Army prize fights for local sponsor (**Coach West**, high school athletic coach).
- WMT, CEDAR RAPIDS, IA.** Three I League baseball for participating local sponsors (**Bert Puckett**). Telegraphic major league baseball for Wheaties (**Gene Shumate**, of KRNT, Des Moines). Coe College football for local sponsor (**Bert Puckett**). State 1939 basketball tourney for American Institute of Business (**Gene Shumate**, from KSO, Des Moines).
- WNAC, BOSTON, MASS.** Nine football games, consisting of six Yale home games, Penn-Yale, Cornell-Dartmouth, and Duke-Pitt for Atlantic Refining (**Bill Slater**; games also sent to WTIC, WEAN, WTAG, WICC, WSAR, WNBH, WLLH, WNLG, WSPR, WBRY). (Note: in 1939 Atlantic Refining is sponsoring eight football games, consisting of six Yale home games, plus Michigan-Yale, plus one unannounced game (announcer not yet determined); games also to be sent to WTIC, WEAN, WTAG, WICC, WSAR, WNBH, WLLH, WNLG, WSPR, WATR, WFEA, WLNH).
- WNAX, YANKTON, S. D.** Baseball from Iowa Broadcasting System and Central States Broadcasting System for Wheaties (Wheaties and Socony-Vacuum in 1939) (**Gene Shumate**, of IBS; **Harry Johnson**, of KFAB). University of South Dakota 1939 basketball game for local sponsor (**Herb Evans**).
- WNBK, BINGHAMTON, N. Y.** Binghamton Triplets baseball games (also in 1939) for Atlantic Refining (**Thomas J. McMahon** in 1939; 1938 announcer not listed).
- WNBX, SPRINGFIELD, VT.** Northern League baseball for Esslinger Breweries (via WSYB, Rutland). Vermont basketball tourney for Twin State Fruit Co. and local sponsors (**Bob Kelley**).
- WNBZ, SARANAC LAKE, N. Y.** Northern League baseball for Kellogg (**Ray English**). One high school football game for local sponsor (**Harley Hodgkins**). North American championship speed skating races for local sponsor (**Ray English**).
- WNEW, NEW YORK CITY.** All baseball games of the Newark (International League) Bears, plus play-off series, plus Little World Series for Wheaties and Socony-Vacuum (**Earl Harper**). (Note: 1939 setup covers Newark Bears and Jersey City Giants on alternate days for Wheaties and Atlantic Refining with **Earl Harper** announcing.)
- WNLG, NEW LONDON, CONN.** Two local football games for cooperative sponsors

SPORTS BY STATIONS—Continued

- (Gort Wilbur; Joseph Dyer). (Also see WNAC and WAAB, Boston.)
- WNOX, KNOXVILLE, TENN.** All baseball games of Knoxville Smokies (also in 1939) for Wheaties and Goodrich Rubber (**Lowell Blanchard**). All University of Tennessee football games for cooperative sponsors (**Joe Epstein**). Miscellaneous basketball games and tourneys for Knoxville News-Sentinel (**Mike Hunicutt**).
- WOAI, SAN ANTONIO, TEX.** Southwest Conference football for Humble Oil (**Kern Tips**; **Hal Thompson**, both of KPRC, Houston, for the Texas Quality Network).
- WOC, DAVENPORT, IA.** All high school football games and all University of Iowa football games for Block Coal Co. (**Moon Reagan**). Local and Chicagoland Golden Gloves boxing (1939) for De Soto Dealers (**Moon Reagan**).
- WOKO, ALBANY, N. Y.** Albany Senators baseball games for Atlantic Refining (Wheaties and Atlantic Refining in 1939) (**Gren Rand**; **Sherb Herrick**).
- WOL, WASHINGTON, D. C.** Eleven Washington Redskins pro football games for Tru Blu Beer (**Tony Wakeman**, play-by-play; **Frank Blair**, color).
- WOMI, OWENSBORO, KY.** High school football and basketball for local sponsors (**LeRoy Woodward**).
- WOMT, MANITOWOC, WIS.** High school and state tourney basketball for cooperative local sponsors (**Fred Hessler**).
- WOPI, BRISTOL, TENN.** Eleven football games (teams not listed) for various local sponsors (**Fred Reuning**, eight games; **Fey Rogers**, one game; two games via hookups).
- WOR, NEW YORK CITY.** Yale and other major college football for Atlantic Refining (**Bill Slater**). Brooklyn Dodgers 1939 baseball games for Wheaties, Socony-Vacuum and Procter & Gamble (**Red Barber**).
- WORK, YORK, PA.** Franklin and Marshall football games for Atlantic Refining, Philadelphia Athletics and Phillis 1939 baseball games for Atlantic Refining (from WIP, Philadelphia).
- WOWO, FT. WAYNE, IND.** Eight-game schedule of Purdue and Indiana universities football for Mercury Oil (**John Hackett**). Indiana state 1938-39 high school basketball championship, plus super-regional tourney, plus final tourney for Dietzen Bakeries (**John Hackett**).
- WPAR, PARKERSBURG, W. VA.** All high school football games for local sponsors (**Ken Given**).
- WPAY, PORTSMOUTH, O.** Portsmouth Red Birds baseball games for Kellogg (**Paul Wagner**). Portsmouth high school and Central Catholic football for local sponsors (**Paul Wagner**).
- WPG, ATLANTIC CITY, N. J.** All home games of Philadelphia Athletics for Atlantic Refining (**Byrum Saam**, of WIP). University of Pennsylvania (and other major college) football for Atlantic Refining (**Woody Wolf**, of WCAU). For 1939 baseball schedule, see WIP, Philadelphia.
- WQAM, MIAMI, FLA.** Two Miami University football games for Nehi (**Leslie Harris**).
- WQDM, ST. ALBANS, VT.** Home baseball games of St. Albans team in the Northern League for Dominion Dry (**Ed Anderson**; **Orson Jay**). Montpelier home baseball games on days when St. Albans games were not broadcast, for Esslinger Ale (? **Killick**; ? **White**). (Note: Same baseball setup in 1939, but sponsor not revealed.)
- WRBL, COLUMBUS, GA.** All Columbus Red Birds (South Atlantic League) baseball games for Kellogg (**Jack Gibney**). Seven high school and seven vocational high school football games for Nehi (**Jack Gibney**). Five University of Georgia football games sponsored locally and by Beeman's Laboratories (**Jack Gibney**). (Note: 1939 Red Birds baseball is sponsored by Wheaties and Goodrich Rubber (**Jack Gibney**).
- WRDW, AUGUSTA, GA.** Home and away baseball games of the Augusta Tigers for Atlantic Refining and Kellogg (Atlantic Refining only in 1939) (**Thurston Bennett**). Georgia Tech football (also in 1939) for Atlantic Refining (**Thurston Bennett**). Local football and basketball and Master's golf tourney for local sponsors (**Thurston Bennett**).
- WRGA, ROME, GA.** Baseball (team not listed) for Coca-Cola (**Price Selby**).

SPORTS BY STATIONS—Continued

- WRJN, RACINE, WIS.** Washington Park and Horlick high school football and basketball for participating sponsors (**Herb Mann**).
- WRNL, RICHMOND, VA.** Nine major college football games for Atlantic Refining (**Meb Davis**; **Ed Burch**).
- WROK, ROCKFORD, ILL.** Rockford high school football games for Ken-L-Ration and local sponsors (**Morey Owens**). Rockford high school home basketball games plus state championship games for local sponsors (**Morey Owens**).
- WROL, KNOXVILLE, TENN.** Eleven high school football games for various local sponsors (**Harry Moreland**; **Joe Wheeler**; **Len Broughton, Jr.**).
- WRTD, RICHMOND, VA.** Richmond Colts baseball games for Atlantic Refining and Kellogg (**Peco Gleason**). (Note: Atlantic Refining has the 1939 series with **Gleason** announcing).
- WRUF, GAINESVILLE, FLA.** University of Florida football games for Atlantic Refining (**Dan Riss**).
- WRVA, RICHMOND, VA.** Major college football for Atlantic Refining (**Joe Handlan**; **Lew Avery**).
- WSAI, CINCINNATI, O.** Cincinnati Reds baseball games for Wheaties and Socony-Vacuum (**Red Barber**; **Dick Bray**). Reconstruction of baseball games for Bavarian Brewing (**Red Barber**; **Dick Bray**). Baseball in 1939 for Wheaties and Socony-Vacuum (**Roger Baker**; **Dick Bray**).
- WSAN, ALLENTOWN, PA.** Baseball (1938-39) for Atlantic Refining (from WIP, Philadelphia, q.v.). Amateur boxing for local sponsor (**Johnny Van Sant**). Muhlenberg college football for Atlantic Refining (**Johnny Van Sant**). Scholastic night football for Lehigh Valley Oil (**Joseph Peterson**; **Lee Dietrich**). Scholastic basketball (1938-39) for local sponsor (**Johnny Van Sant**).
- WSAR, FALL RIVER, MASS.** Home baseball games of Boston Red Sox and Bees for Kellogg and Socony-Vacuum (**Fred Hoey**, of WAAB, Boston). Yale and other major college football games for Atlantic Refining (**Bill Slater** of WNAC, Boston). Boston Bruins hockey games for Larus & Bro. Co. (**Frank Ryan**, of WAAB, Boston). For 1939 baseball, see WAAB, Boston.
- WSAU, WAUSAU, WIS.** All Wausau baseball games in the Northern League for local sponsors (**J. W. Killeen**). High school football and basketball for local sponsor (**Jim Shelton**).
- WSAZ, HUNTINGTON, W. VA.** Five Marshall College football games, one local high school football game, and four Huntington Stars hockey games for various local sponsors (**Fred Burns**).
- WSBT, SOUTH BEND, IND.** Bendix softball games (Thursday evening) for local sponsor (**Jack Ledden**).
- WSFA, MONTGOMERY, ALA.** Out-of-town games of Montgomery team in Southeastern Baseball League for two local sponsors (**Irv Rapp**). Twelve Southeastern Conference football games for local sponsors (**Allen McCartee**; **B. C. McCoy**). Eight local high school football games for local sponsors (**Stuart X. Stephenson**).
- WSGN, BIRMINGHAM, ALA.** University of Alabama football for RCA-Victor distributor (**Bill Terry**). Boxing for various local sponsors (**Bill Terry**). Birmingham Barons baseball games for Kellogg (1938), Wheaties and Goodrich (1939) (**Bill Terry**).
- WSJS, WINSTON-SALEM, N. C.** Piedmont League baseball for Atlantic Refining and Kellogg (**Johnny Miller**). Local high school football for local sponsor (**Johnny Miller**). Southern Conference (Duke) football for Atlantic Refining (evidently via remote; no announcer listed).
- WSM, NASHVILLE, TENN.** Entire Vanderbilt football schedule for Zenith Radio (**Jack Harris**).
- WSMB, NEW ORLEANS, LA.** High school football, complete Tulane football schedule, and Tulane basketball for Coca-Cola (**Bill Brengel**). Tulane and Loyola fights for Maison Blanche (**Bill Brengel**).
- WSNJ, BRIDGETON, N. J.** All home football games of local high school plus Vineland-Millville game for local sponsors (**F. Wood**).
- WSOC, CHARLOTTE, N. C.** Charlotte Hornets baseball games for Kellogg and Atlantic Refining (**Paul Norris**). Davidson College football for local sponsor (**Paul Norris**). Charlotte high school boxing (1939) for City of Charlotte (**Ben**

SPORTS BY STATIONS—Continued

- Douglas**). (Note: Atlantic Refining is sponsoring the Hornets baseball games in 1939 with **Norris** announcing.)
- WSPA, SPARTANBURG, S. C.** Spartanburg (South Atlantic League) baseball and American Legion junior baseball for Coca-Cola Bottling (**Jimmy Mugford**). Wofford College and high school home football games for Coca-Cola Bottling (**Bob Williams**; **Tuck Young**).
- WSPD, TOLEDO, O.** All Toledo Mud Hens baseball games (also in 1939) for Wheaties and Socony-Vacuum (**Connie Desmond**).
- WSPR, SPRINGFIELD, MASS.** Baseball for Kellogg and Socony-Vacuum (see WAAB, Boston). For 1939 baseball, see WAAB, Boston; additionally, WSPR is broadcasting games of the local "Nationals" club for Atlantic Refining with **Ed Kennedy** announcing.
- WSTP, SALISBURY, N. C.** Three 1939 local boxing matches for local sponsors (**Johnny Shultz**; **Bing Bennett**; **Joe Brown**). Local 1939 college and league baseball (sponsor not named at time of inquiry) (**Joe Brown**; **Johnny Shultz**).
- WSVA, HARRISONBURG, VA.** Ten major college (University of Virginia, Duke) football games for Atlantic Refining (via network).
- WSYR, SYRACUSE, N. Y.** Syracuse Chiefs baseball games for Wheaties and Socony-Vacuum (Wheaties and Atlantic Refining in 1939) (**Nick Stemmler**). Syracuse University football games for Atlantic Refining (**Tom McMahon**; **Fred R. Ripley**).
- WTAD, QUINCY, ILL.** St. Louis Cards baseball games for Wheaties (**Mac Dill**). All 1939 home games of St. Louis Cards and Browns for Wheaties (**Bob Lee**).
- WTAM, CLEVELAND, O.** Ohio State football games for Atlantic Refining (**Tom Manning**). (Note: Same setup tentatively for 1939.)
- WTAR, NORFOLK, VA.** Baseball for Wheaties and Procter & Gamble (**Vic Lund**). (1939 baseball is being sponsored by Wheaties and Sears, Roebuck and announced by **Blair Eubanks**).
- WTAX, SPRINGFIELD, ILL.** Three I League baseball for Wheaties (**Don Hill**; **Bob Lyle**). High school football for local sponsor (**Art Durham**).
- WTBO, CUMBERLAND, MD.** Pitt football games for Atlantic Refining (apparently via network).
- WTCN, MINNEAPOLIS-ST. PAUL, MINN.** St. Paul American Association baseball (also in 1939) for Wheaties and Socony-Vacuum (**George Higgins**). Local wrestling, boxing and hockey for local sponsors (**George Higgins**). St. Paul open golf tourney (also 1939) for the Burlington Route (**George Higgins**). One football game for local sponsor (**Bob De Haven**).
- WTEL, PHILADELPHIA, PA.** Wrestling matches in Camden (also in 1939) for local sponsor (**Doug Hibbs**; **Mort Farr**).
- WTHT, HARTFORD, CONN.** Hartford Laurels baseball games (also in 1939) for Atlantic Refining (**Jack Lloyd**; **Ray Markey**). Re-creation of Dartmouth-Stanford football game for Godard Rice (**Cedric Foster**; **Ray Markey**). Boxing, wrestling and bowling (1939) for various local sponsors (**Ray Markey**; **Jack Lloyd**). For baseball in addition to the "Laurels" broadcasts, see WAAB, Boston.
- WTIC, HARTFORD, CONN.** Football for Atlantic Refining (from WNAC, Boston, q v.).
- WTJS, JACKSON, TENN.** All Jackson High School football games for Dr. Pepper's (**Bill Winsett**). Union University football games for same sponsor with same announcer. (Note: 1939 schedule of the Jackson baseball team in the Kitty League is being sponsored by Coca-Cola with **Windy McGill** announcing.)
- WTMJ, MILWAUKEE, WIS.** All University of Wisconsin and all Green Bay Packer pro football games for Wadhams Oil (**Russ Winnie**; one pro game by **Bob Heiss**). University of Wisconsin basketball (1939) (**Russ Winnie**; one by **Bob Heiss**).
- WTOC, SAVANNAH, GA.** Savannah Indians baseball games for Wheaties and Goodrich Tires (for Atlantic Refining in 1939) (**Weldon Herrin**). Auto races every other Sunday for local sponsors (**Weldon Herrin**). Georgia Tech football games for Atlantic Refining (via network).
- WTOL, TOLEDO, O.** Ten Toledo University football games for Driggs Dairy (**Bob Ingham**).
- WTRC, ELKHART, IND.** Elkhart high school football, basketball and track

SPORTS BY STATIONS—Continued

- 1938-39 events, plus all Indiana State high school basketball tournaments for local sponsors (**Eldon Lundquist**, play-by-play; **Don McFall**, comment).
- WWJ, DETROIT, MICH.** Detroit Tigers baseball games (also in 1939) for Kellogg and Socony-Vacuum (Wheaties and Socony-Vacuum in 1939) (**E. L. "Ty" Tyson**).
- WWNC, ASHEVILLE, N. C.** All Asheville Tourists baseball games for Kellogg (**Bob Bingham**). Southern tennis championships for Coca-Cola (**Bob Bingham**; **Steve Douglas**). One fight for ABC club (**Bob Bingham**). One Appalachian State and nine high school football games for local sponsor (**Bob Bingham**).
- WWSW, PITTSBURGH, PA.** Seven Pittsburgh Pirates pro football games plus championship play-off for Oldsmobile Dealers (**Joe Tucker**). Duquesne-Texas Tech football game for Gimbel's (**Joe Tucker**). Four Penn State football games for Atlantic Refining (**Jack Barry**; **Ollie O'Toole**). Two Carnegie Tech and two Duquesne football games for Atlantic Refining (**Claude Haring**). McKeesport-Johnstown championship high school football game, and McKeesport-Miami intersectional football game for local sponsor (**Joe Tucker**). Carnegie Tech vs. Penn State basketball game (1939) for Atlantic Refining (**Joe Tucker**). (Note: in 1939 Wheaties and Atlantic Refining are sponsoring baseball with **Rosey Rowsell** announcing).
- WXYZ, DETROIT, MICH.** Detroit Tigers baseball games for Kellogg and Socony-Vacuum (**Harry Heilmann**). Michigan State College football games for Olds Motor Works (**Carl Gensel**). (Note: 1939 baseball is sponsored by Wheaties and Socony-Vacuum and again announced by **Harry Heilmann**).
-
- CBL, TORONTO, ONT.** National League hockey for Imperial Oil (**Foster Hewitt**, via network). Rugby games for National Breweries (**Roy Dilworth**; **Bob Bowman**).
- CBO, OTTAWA, ONT.** National Hockey League games for Imperial Oil (**Foster Hewitt**, via network).
- CBY, TORONTO, ONT.** See CBL.
- CFAR, FLIN FLON, MAN.** Saskatchewan Senior amateur hockey and Flin Flon Ice Follies for various local sponsors (**Charlie O'Brien**).
- CFCF, MONTREAL, QUE.** Montreal baseball games (International League) for National Breweries (**Bill Simms**). Big "4" Rugby and Intercollegiate Rugby Union games for Imperial Tobacco (**Red Foster**). National League hockey for Imperial Oil (**Buz Robinson**).
- CFCH, NORTH BAY, ONT.** Weekly hockey games for various local sponsors and Purity Flour Co. (**T. Darling**; **C. Pickrem**).
- CFCO, CHATHAM, ONT.** Night baseball for Imperial Tobacco (**Ross Wright**). Hockey for local sponsors (**Ross Wright**).
- CFCY, CHARLOTTETOWN, P. E. I.** Provincial baseball finals for local sponsors (**W. J. Brown, Jr.**).
- CFGP, GRANDE PRAIRIE, ALTA.** Series of hockey broadcasts (1938-39) and a curling championship for various local sponsors (**Bud Powell**).
- CFQC, SASKATOON, SASK.** Forty hockey games for local sponsor (**G. A. Jordan**; **Jack Wells**).
- CFRB, TORONTO, ONT.** National League hockey for Imperial Oil (**Foster Hewitt**, via network). Long Branch and Dufferin races for Grads Cigarettes (**Foster Dryden**; **Wes McKnight**).
- CFEN, EDMONTON, ALTA.** Six Edmonton Commercial Grads basketball games for Blue Ribbon, Ltd. (**Gordon Williamson**). Two fight broadcasts for Saskatoon Welding (**Gordon Williamson**). Twenty-nine senior hockey games for local sponsor and Imperial Tobacco (**Gordon Williamson**). One pro hockey game (Rangers-Americans) for local sponsor (**Gordon Williamson**).
- CHAB, MOOSE JAW, SASK.** Boxing matches plus middleweight Western Canada championship for local sponsors (**A. W. "Pallie" Pascoe**). Home and play-off hockey games of the Moose Jaw Millers for local sponsor (**Sid Boyling**). Toronto Maple Leafs hockey games for Imperial Oil. Saskatchewan junior finals hockey for local sponsor.

SPORTS BY STATIONS—Continued

- CHLP, MONTREAL, QUE.** International League baseball games (also in 1939) for National Breweries (**Bill Simms**). National League hockey games for Imperial Oil (**Foster Hewitt**, via network).
- CHLT, SHERBROOKE, QUE.** All Sherbrooke Braves baseball games (away-games reconstructed) for National Breweries, Rosenbloom's, Ltd., and Fairbanks-Morse, former two of which are also sponsoring the 1939 season (**Rollie Bayeur**). Boxing (1938-39) for local sponsor (**Rollie Bayeur**). All Red Raider hockey games (away-games reconstructed) for National Breweries, Rosenbloom's, Ltd., Molson's Breweries, National Wallpaper Co., and local tire service (**Rollie Bayer**; **Henry Delorme**).
- CHNC, NEW CARLISLE, QUE.** National Hockey League games for Imperial Oil (**Foster Hewitt**, via network).
- CHRC, QUEBEC, QUE.** All home hockey games of the Aces in the Senior Group for Imperial Tobacco (**Phil Gimael**, play-by-play in French; **Roy Halpin**, English between-periods resume).
- CHWK, CHILLIWACK, B. C.** Hockey games for Imperial Oil (**Foster Hewitt** via network).
- CJCA, EDMONTON, ALTA.** Edmonton Commercial Grads basketball for local sponsor (**Lyll Holmes**). National League hockey for Imperial Oil (**Foster Hewitt**, via network). Provincial boxing championships for local sponsor (**Lyll Holmes**).
- CJIC, SAULT STE. MARIE, ONT.** Curling for local sponsor (**Wilson Sims**).
- CJLS, YARMOUTH, N. S.** Weekly baseball for local sponsors (**Joe Leblond**).
- CJOC, LETHBRIDGE, ALTA.** Weekly hockey games for International Harvester Co. (**Henry Viney**; **Gail Egan**).
- CJOR, VANCOUVER, B. C.** Box lacrosse for Shell Oil of B. C. (**Leo Nicholson**; **Geoff Davis**). Western International League baseball for local participating sponsors (**Leo Nicholson**; **Geoff Davis**). Wrestling, boxing, basketball and Coast League hockey for participating sponsors and Vancouver Province (**Leo Nicholson**; **Geoff Davis**).
- CJRC, WINNIPEG, MAN.** Eight Western Inter-Provincial Football Conference games for Aberdeen Hotel (**Rusty Young**). Manitoba Junior hockey for Aberdeen Hotel and Brandon cooperative sponsors (**Rusty Young**). Curling for Aberdeen Hotel (**Bill McAlpine**).
- CKBI, PRINCE ALBERT, SASK.** National Hockey League games for Imperial Oil (**Foster Hewitt**, via network).
- CKCL, TORONTO, ONT.** Toronto Maple Leafs home and two-thirds of the out-of-town baseball games (also in 1939) for Dawes Brewery (**Al Leary**). All Senior O. H. A. hockey games for Canada Cycle & Motor plus other sponsors (**Foster Hewitt**). Junior O. H. A. Hockey for various local sponsors (**Foster Hewitt**). All home games of the Toronto Maple Leafs hockey team for Imperial Oil (**Foster Hewitt**). Year-around wrestling (about thrice monthly) for Sheaffer Pen Co. (**Foster Hewitt**). Boxing for various sponsors (**Foster Hewitt**).
- CKCO, OTTAWA, ONT.** Hockey for Imperial Oil (**Foster Hewitt**, via network).
- CKCR, KITCHENER, ONT.** Inter-county baseball for local sponsor (**W. C. Mitchell**; **G. Liddle**). Intermediate and junior hockey for local sponsor (**W. C. Mitchell**). Local wrestling for local sponsor (**G. Liddle**).
- CKGB, TIMMINS, ONT.** National League hockey for Imperial Oil (**Foster Hewitt**, via network).
- CKNX, WINGHAM, ONT.** Local baseball for local restaurant (**John Cruickshank**).
- CKOC, HAMILTON, ONT.** Local baseball for local sponsor (**Frank Lynch**). Hamilton Race Meet for Tuckett Tobacco (**Tom Daly**). Big Four Rugby for Imperial Tobacco (announcer not listed).
- CKOV, KELOWNA, B. C.** British Columbia Senior A & B Divisions basketball and Intercity Okanagan Valley League basketball for various local sponsors (**Bert Johnston**). North Okanagan hockey, local sponsor (**Buster Huffman**).
- CKPR, FORT WILLIAM, ONT.** Several hockey games for local sponsor (**Jack Hughes**).
- CKSO, SUDBURY, ONT.** Northern Ontario Hockey Assn. senior finals for Imperial Tobacco (**Tim Reid**).
- CKTB, ST. CATHERINES, ONT.** Lacrosse for local sponsor (**Rex Stimers**). Industrial league hockey for various industries with teams in league (**Charley Bastanski**). One hockey game for General Motors of Canada (**Rex Stimers**).

Technical Research

TELEVISION: 1938-1939

World-wide television news and developments centered largely in the U.S. during the past year, although England, as usual, was a fairly steady contributor to the art.

In the Spring of 1939, television suddenly became a U.S. headline-maker for three reasons: 1) the first real drive was launched to sell sets to the public; 2) NBC finished rebuilding its transmitter atop the Empire State Building in Manhattan, and began pumping 10 kilowatts over a radius estimated at 50 miles; and 3) NBC in the East—as well as the Don Lee Broadcasting System in the West—inaugurated extensive experiments in programming, thus focusing attention away from the technical to the entertainment phases of the new medium.

The drive to sell sets (largely in New York City) was, at press time, far from a success. In six weeks of campaigning less than 500 units had been sold. Television stations, in answer to a questionnaire issued by the *DIRECTORY*, blamed the failure of the sales drive on high prices. Regular television sets—as distinguished from smaller and cheaper attachments for converting radio sets into television receivers—retailed around \$400, with some of the units priced as high as \$1,000*.

Whether the first six weeks of selling is an omen for the future remains to be seen. But certainly this much is true—manufacturers priced their sets almost entirely by rule-of-thumb. It was difficult to tell in advance how much the public was willing to pay, or where the dividing line lay between economic acceptance and refusal to buy on the grounds of high prices. Quite likely, price revisions will soon come as the result of a better understanding of market conditions.

RMA Standards

As for existing television stations, or those now in the process of construction, the emphasis is entirely on electronic transmission. The Radio Manufacturers Association as long ago as September, 1938, issued the standards governing the mechanical performance of such transmitters. These standards specify the following: 1) high-fidelity pictures, incorporating 441 lines per frame; 2) flicker elimination by interlaced scanning; 3) adequate clarity via 30 frames per second, and a field frequency of 60 per second; 4) single side-band operation at the transmitter.

Transmitter Costs

Meantime, it has become somewhat more apparent how big an outlay is required to build a television transmitter.

A 1 kilowatt transmitter, manufactured by RCA, is priced at a minimum of \$100,000. This figure includes studio equipment, but does not include installation.

* A list of radio set manufacturers now contemplating the manufacture of television sets is too tentative to be included at this time. However, virtually every major manufacturer plans to enter the television field.

TELEVISION—Continued

Transmitters with less power output, and less elaborate studio equipment, are costing between \$20,000 and \$30,000.

However, installations of 10 kilowatts and over are apt to run as high as \$400,000, and possibly more.

Additionally, the price of a mobile unit to pick up on-the-scene telecasts is quoted by RCA in the neighborhood of \$150,000, thus virtually doubling the original transmitter cost. (Note: RCA prices are from a booklet issued by that firm under the title "Television." Other prices quoted are from answers to a questionnaire issued by the DIRECTORY.)

Operating Costs

Operating costs are more difficult to establish. The art of programming is so incipient that until a month prior to press time, "programming" was non-existent. However, it may be said that a one-hour broadcast in a metropolitan center of first rank will approximate \$2,500 when live talent is used. It is impossible to gauge costs of film.

As for programming itself, all that may currently be said on the topic was summed up thus in VARIETY (June 14, 1939): "Television experience has already indicated quite clearly that the medium will not, like radio, be able to flourish by mere borrowing of people and ideas. Vaudeville may be the closest easily-adaptable existing 'art form' for television. Vaudeville and newsreel equivalents, viz., current events,* are, to date, the standard staples of American television." To which might be added that the Don Lee Broadcasting System has been experimenting for a year with serial drama.

As the DIRECTORY went to press, other items in the foreground worthy of a tentative place in the record included:

a. Two technical developments: 1) a receiver-tube manufactured by Philco which has a flat viewing end—as opposed to the standard convex-surfaced tubes—and is claimed to eliminate "ion blemish"; 2) exhibition of Baird (of England) large-screen television in the U.S.

b. A somewhat apprehensive report made for the Motion Picture Producers and Distributors of America, Inc., by Courtland Smith. The author herein expressed the concept that television will eventually become a serious problem for the film exhibitor.

**NBC has been particularly active in televising current events, including sports (baseball, boxing, etc.), and such items as the opening of the New York World's Fair, visit of King George VI and Queen Elizabeth, etc.*

TELEVISION STATIONS

W1XG, BOSTON, MASS.

Licensee: General Television Corp. **Location of transmitter and studios:** 70 Brookline Ave., Boston, Mass. **Power (visual):** 500 watts on 46,500 kc. **Power (aural):** No aural broadcasts. **Station opened:** July, 1934.

Station director, program supervisor: J. A. Perrault. **Chief engineer:** Hollis Baird. **Chief operator:** Fred Kuehl. **Motion picture operator:** Ray Beach.

Hours of telecast: About an hour daily, but on no regular schedule; regular schedule will begin in the Fall of 1939. **Type of telecast:** Motion picture film and simple

studio scenes. **Average and maximum distance of reception:** About 10 miles.

System of transmission: RCA equipment (Iconoscope camera) on RMA standards.

W2XAX, NEW YORK CITY

Licensee: Columbia Broadcasting System, 485 Madison Ave.

(Note: The visual power of this station will be increased from 50 watts to 15,000 watts as soon as a new transmitter is completed atop the Chrysler Tower. Gilbert Seldes is Director of Television programs. No further data available until the new plant is put into operation).

TELEVISION STATIONS—Continued

W2XB, SCHENECTADY, N. Y.

Licensee: General Electric Co. **Location of studios:** Schenectady, N. Y. **Location of transmitter:** Indian Ladder, southeast of Schenectady, N. Y. **Power (visual):** 40,000 watts peak power (10,000 watts RMA carrier power) on 156,000-162,000 kc. **Power (aural):** 10,000 watts. **Station opened:** Aug. 1, 1939 (date given at DIRECTORY press time which was in July).

Station director: C. H. Lang. **Chief engineer:** C. A. Priest.

Hours of telecast: One hour in the afternoon; two hours at night.

No further details available until station is in operation.

W2XBS, NEW YORK CITY

Licensee: National Broadcasting Co., Inc. **Location of transmitter:** Empire State Bldg., Manhattan. **Location of studios:** 30 Rockefeller Plaza, Manhattan. **Power (visual):** 10,000 watts on 45,250 kc. **Power (aural):** 15,000 watts on 49,750 kc. **Station opened:** April 4, 1928. (Note: Various standards have been employed since 1928; equipment complying with latest standards was completed in the Spring of 1939).

Vice-president in charge of television: Alfred W. Morton. **Vice-president, chief engineer:** O. B. Hanson. **Program supervisor:** Thomas H. Hutchinson. **Television coordinator:** C. W. Farrier.

Hours of telecast: Wednesday and Friday, 8 to 9 P.M.; special events as they occur; plus film and test patterns daily for dealers and servicemen. **Type of telecast:** Vaudeville and theatrical entertainment; educational and sporting events; plus various types of outdoor pickups. **Maximum distance of reception:** Signals have been picked up in Hartford, Conn. **Average distance of reception:** 50 miles.

System of transmission: RCA, in accordance with latest RMA standards.

W2XVT PASSAIC, N. J.

Licensee: Allen B. Du Mont Laboratories, Inc. **Location of studios:** Passaic, N. J. **Location of transmitter:** Passaic, N. J. **Power (visual):** 50 watts on 45,250 kc. **Power (aural):** 50 watts on 49,750 kc. **Station opened:** January, 1939.

Station director, program supervisor: Richard C. Campbell. **Chief engineer:** Thomas T. Goldsmith, Jr. **Other station personnel:** Robert E. Kessler; William H. Sayer.

Hours of telecast: At will anytime between midnight and 9 A.M. EST., but usually between 8 and 10 A.M. EDST. **Type of telecast:** News reels, cartoons,

travelogues, and assorted film short subjects. **Maximum distance of reception:** About 10 miles. **Average distance of reception:** About seven miles.

System of transmission: All-electronic system, either on RMA or on Du Mont standards.

W3XE, PHILADELPHIA, PA.

Licensee: Philco Radio & Television Corp. **Location of studios and transmitter:** Tioga and C Sts. **Power (visual):** 10,000 watts on 50,000-56,000 kc. **Power (aural):** 10,000 watts. **Station opened:** 1931.

Station director: Albert F. Murray. **Chief engineer:** W. H. Grinditch.

Hours of telecast: No regularly scheduled broadcasts; transmission is entirely for experimental, and not entertainment, purposes. **Type of telecast:** Resolution charts; photographs; announcers; film.

Maximum distance of reception: About 12 miles. **Average distance of reception:** Nine miles.

System of transmission: All-electronic on RMA standards; a specially designed antenna 220 feet above the street is employed which gives a cloverleaf field pattern with an increased power gain due to reduction of skywave. Philco also employs a transmission line modulation invented by Mr. Parker of the firm; it permits maximum modulating frequencies up to 4 megacycles. Since September, 1938 single sideband transmission has been used. Philco has also designed its own portable transmitter—a unit 2 ft. x 1½ ft. x 5 ft., weighing 450 lbs., which can be wheeled around to the scene of telecast. The equipment is rated as of 1 watt output, and includes spotlights, camera, amplifying and synchronizing devices.

W6XAO, LOS ANGELES, CALIF.

Licensee: Don Lee Broadcasting System. **Location of transmitter and studios:** Don Lee Bldg., Seventh and Bixel Sts. **Power (visual):** 1,000 watts on 45,000 kc. **Power (aural):** 1,000 watts on 49,750 kc. **Station opened:** Dec. 23, 1931.

Vice-president, general manager: Lewis Allen Weiss. **Director of television:** Harry R. Lubcke. **Chief engineer:** Wilbur Thorpe. **Program supervisor:** Charles D. Penman. **Television supervisor:** William S. Klein. **Television engineers:** Harold W. Jury; Robert Pitzer. **Programs:** Wendolyn Urdahl. **Assistant producer:** Whit Waldegrave. **Stage manager:** Kurt Simon. **Assistant stage manager:** Ramon Navarro. **Makeup man:** A. Haberman. **Camerman:** C. Leeds. **Assistant cameraman:** D. Gould.

TELEVISION STATIONS—Continued

Lighting supervisor: J. Wellman. **Sound supervisor:** John Peoples.

Hours of telecast: Monday and Saturday, 7 to 8 P.M.; Tuesday, Thursday, Friday, 7:30 to 8:30 P.M.; Wednesday, 11:30 to 12:30 P.M., and 7:30 to 8:30 P.M. or longer.

Type of telecast: 35mm films, including news reels and short subjects, are broadcast Monday and Saturday; the other days are occupied with live talent presentations. Among these is a twice-weekly comedy-dramatic serial, "Vine Street" (in its 50th episode at DIRECTORY press time); also a once-weekly serial entitled "Gibbons Family." Other programs and talent include: dramatic productions by the Tele-Theatre Guild and Dramas of Youth; one educational or artistic demonstration each evening by the University of Southern California and other organizations; Betty Jane Rhodes and Chicco's Orchestra; The Singing Chimes, trio; Phil Stuart and Tony Romano, soloists; The Pitch Pipers, trio; The Singing Strings and other musical acts; excerpts from the Serge Oukrain-sky ballets; rhumba, tango, acrobatic, and hula dancers; Jean Markel, fashion shows; magicians (Hubert Brill); mimics; monolog-ists; puppets; wrestlers; jiu-jitsu experts; Hollywood commentators with guests; sports experts with demonstrations of differ-ent sports. **Maximum distance of re-ception:** 30 miles (Pomona) and 20 miles (Long Beach). **Average distance of re-ception:** Seven miles.

System of transmission: All electronic system, invented by Harry R. Lubcke and staff, and controlled (as to patents) by the Don Lee Broadcasting System; a mosaic type camera is utilized, mounted on a special arm-type dolly with complete pan-ning, tilting and elevating adjustments; focusing is accomplished by a precision mechanism, plus a built-in viewfinder; an image monitor is part of the control equip-ment; from the television studio, a co-axial cable carries the amplified signal to an- other floor of the building where the trans- mitter is located.

W9XG, WEST LAFAYETTE, IND.

Licensee: Purdue University. **Location of transmitter and studios:** West Lafayette, Ind. **Power (visual):** 1,000 watts on 2050 kc. **Power (aural):** No aural broadcasts. **Station opened:** March, 1932.

Station director: Dr. C. F. Harding.

Hours of telecast: Tuesday, 7:30 P.M. CST; Thursday, 8 P.M. CST; duration of broadcasts is between 45 and 60 minutes.

Types of telecast: All programs are from 35 mm film, representing plays, news, edu- cational features, etc. **Maximum distance of reception:** 1,050 miles. **Average distance of reception:** 300 miles.

System of transmission: Based on RCA patents; a progressive type of scanning is employed; there are 60 horizontal lines to the picture, and the frame frequency is 20; the line frequency is 1,200; the synchron- izing signals have an amplitude about 20% greater than the maximum signal, and consist of a short pulse at each end of the line, and a longer one at the end of each frame; the maximum modulating fre- quency is 43,200 cycles.

W9XK, IOWA CITY, IA.

Licensee: University of Iowa. **Location of transmitter and studios:** Electrical En- gineering Bldg. **Power (visual):** 100 watts on 2050 kc. **Power (aural):** 1,000 watts on 880 kc. **Station opened:** Early in 1933.

Station director: Prof. E. B. Kurtz. **Chief engineer:** J. L. Potter.

Hours of telecast: Tuesday and Thurs- day, 7:15 to 7:30 P.M. **Type of telecast:** All types of educational material. **Maximum distance of reception:** 1,000 miles. **Average distance of reception:** "Several hundred miles."

System of transmission: Via a 45-hole, three spiral disc scanner, revolving at 900 RPM.

W9XUI, IOWA CITY, IA.

Licensee: University of Iowa. **Location of transmitter and studios:** Electrical En- gineering Bldg. **Power (visual):** 100 watts on 42,000-56,000 kc and 60,000-86,000 kc. **Power (aural):** No aural broadcasts.

Station director: Prof. E. B. Kurtz. **Chief engineer:** J. L. Potter.

System of transmission: Electronic, using Iconoscope (RCA).

No further information available.

W9XZV, CHICAGO, ILL.

Licensee: Zenith Radio Corp. **Location of transmitter and studios:** 6001 Dickens Ave., Chicago, Ill. **Power (visual):** 1,000 watts (in FCC Group B and C—i.e., 42,000 to 56,000 kc; and 60,000 to 86,000 kc). **Power (aural):** 1,000 watts. **Station opened:** Nov. 25, 1938.

Chief television engineer: J. E. Brown.

Hours of telecast: Daily, but irregular.

No further data available.

TELEVISION BROADCAST STATIONS

(From F.C.C. Records)

Licensee and Location	Call Letters	Frequency (kc) or Group	Power	
			Visual	Aural
Columbia Broadcasting System, Inc., New York, N. Y.....	W2XAX	B, C	50 w C.P.7½kw	7½kw
Don Lee Broadcasting System, Los Angeles, Calif.....	W6XAO	B, C	1 kw	150 w
Allen B. Du Mont Laboratories, Inc., Passaic, N. J.....	W2XVT	B	50 w	50 w
Farnsworth Television, Incorporated of Pennsylvania, Springfield, Pa.....	W3XPF	B, C	250 w	1 kw
First National Television, Inc., Kansas City, Mo.	W9XAL	B, C	300 w	150 w
General Electric Company, Bridgeport, Conn.	W1XA	C	10 kw	3 kw
General Electric Company, Albany, N. Y..	W2XB	C	10 kw	3 kw
General Electric Company, Schenectady N. Y.....	W2XD	D (156,000-162,000)	40 w	
General Electric Company, Schenectady, N. Y.....	W2XH	B	40 w	
General Television Corporation, Boston, Mass.	W1XG	B, C	500 w	
National Broadcasting Co., Inc., New York, N. Y.....	W2XBS	B, C	12 kw	15 kw
National Broadcasting Co., Inc., Portable (Camden, N. J., and New York, N. Y.)..	W2XBT	D (92,000 and 175,000-180,000)	400 w	100 w
Philco Radio and Television Corporation, Philadelphia, Pa.....	W3XE	B, C	10 kw	10 kw
Philco Radio and Television Corporation, Philadelphia, Pa.....	W3XP	D (204,000-210,000)	15 w	
Purdue University, West Lafayette, Ind...	W9XG	A	1½ kw	
Radio Pictures, Inc., Long Island City, N. Y.....	W2XDR	B, C	1 kw	500 w
RCA Manufacturing Co., Inc., Portable (Camden, N. J.).....	W3XAD	D (124,000-130,000)	500 w	500 w
RCA Manufacturing Co., Inc., Camden, N. J.....	W3XEP	B, C	30 kw	30 kw
RCA Manufacturing Co., Inc., Portable-Mobile (Camden, N. J.).....	W10XX	B, C	50 w	50 w
University of Iowa, Iowa City, Iowa.....	W9XK	A	100 w	
University of Iowa, Iowa City, Iowa.....	W9XUI	B, C	100 w	
Zenith Radio Corporation, Chicago, Ill....	W9XZV	B, C	1 kw	1 kw

Group A—2,000 to 2,100 kc.

Group B—42,000 to 56,000 kc.

Group C—60,000 to 86,000 kc.

Group D—Any 6,000 kc. frequency band above 110,000 kc., excluding 400,000 to 401,000 kc.

TELEVISION TERMS

This list is compiled from lists issued separately by the Radio Corporation of America, and the Allen B. Du Mont Laboratories, Inc., plus several terms reported in use at the Crosley plant.

- AUDIO** (Latin "I hear"): Pertaining to the transmission of sound; also pertaining to the sound section of the receiver.
- AMPLITUDE**: A term synonymous with gain or size.
- AUTOMATIC BRIGHTNESS CONTROL**: A device for automatically controlling the average illumination of the reproduced image.
- AXIS**: In television the horizontal plane is called the "X Axis" and the vertical plane the "Y Axis."
- BLIZZARD HEAD**: A blonde on whom flares are to be avoided in lighting.
- BRIGHTNESS CONTROL**: The control which varies the average illumination of the reproduced image.
- BROAD**: A general illumination unit used in lighting a television studio set.
- CATHODE-RAY TUBE**: An evacuated glass tube comprised of a structure for producing and focusing a stream of electrons upon an internal screen.
- COAXIAL CABLE (OR LINE)**: A special cable for conveying television signals with as little loss as possible.
- CONTRAST CONTROL**: A control on the receiver for adjusting the range of brightness between highlights and shadows in a picture.
- DEFLECTION (MAGNETIC)**: A system where the motion of the spot in producing the picture is controlled by magnetic fields.
- DEFLECTION (ELECTROSTATIC)**: A system where the motion of the spot in producing the picture is controlled by the static action of the deflection plates.
- DEFLECTION (PLATES)**: Plates located inside a cathode-ray tube to provide for the electrostatic deflection of the beam.
- DEFLECTION (COILS)**: Coils mounted externally about the cathode-ray tube to produce magnetic deflection of the beam.
- DIPOLE**: An aerial comprised of two separate rods.
- DOUBLE IMAGE**: Where two images appear separately on the screen, one of the sweep circuits is adjusted to half its correct speed. If the horizontal is at fault, the images will appear side by side; conversely, if the images are vertically displaced, the vertical sweep is at fault.
- FIELD**: In the RMA Television System, there are two fields to each frame. In other words, each picture is comprised of two fields scanning alternate lines.
- FOCUSING CONTROL**: A control on the receiver for bringing the picture into sharpest definition; it actually controls the width and sharpness of individual lines on the cathode-ray tube.
- FOCUSING (ACTION)**: This is the action of the "gun" of the cathode-ray tube which concentrates the stream of electrons to a small spot. (This can be accomplished by either electrostatic or magnetic methods).
- FRAME**: One complete picture; 30 of these are shown in one second on a television screen.
- GHOST**: An unwanted image in the picture; it is usually caused by signal reflection.
- GOBO**: A light-deflecting fin which directs illumination in the studio, and protects the camera lens from glare.
- GUN (CATHODE RAY)**: The structure or mount inside the cathode-ray tube which produces, accelerates and focuses the electron beam.
- HORIZONTAL TEAROUT**: This term describes the breaking up of the upper part of the picture, either to the right or left. The cause is usually poor low frequency response in the sweep circuits or video amplifier.
- ICONOSCOPE**: A type of television camera tube used by RCA.
- INTERLACING**: A technique of dividing each picture into two sets of lines to eliminate flicker.
- INTERACTION**: A term used by designers indicating leakage or the mixing of a signal into another circuit.
- KINESCOPE**: A receiving cathode-ray tube developed by RCA.
- LINE**: A single line across a picture, containing highlights, shadows, and half-

TELEVISION TERMS—Continued

- tones; 441 lines make a complete picture.
- LINEARITY:** Indicating uniform rate of motion. This is required as the picture will be distorted in non-linear portions.
- MODULATION:** A process of applying the video signal to the modulating or control electrode (or grid) of a cathode-ray tube so as to produce the lights or shadows of a picture.
- PANNING:** A horizontal sweeping of the camera.
- PHASMAJECTOR:** A tube developed by the Allen B. Du Mont Laboratories, Inc., for generating television picture signals.
- REFLECTORS:** Additional rod or rods placed near the antenna to reinforce signals.
- SAWTOOTH:** A saw-shaped wave of electric current or voltage employed to scan or sweep a cathode-ray tube.
- SCOOPS:** Multiple lighting units in the studio.
- SEPARATOR:** The circuit used to separate the horizontal and vertical synchronizing pulses from each other and the video signal.
- SPOT:** A visible spot of light formed by the impact of the electron beam upon the screen.
- SPOTTINESS:** Spottiness is the effect on a television picture resulting from the variation of the instantaneous light value of the reproduced image due to electrical disturbance between the scanning and reproducing devices.
- SWEEP:** The action of an electron beam in tracing lines across the screen.
- SYNCHRONIZATION:** The process of maintaining synchronism between the scanning motions of the electron beams in the camera tube and in the receiver-tube.
- TELECAST:** A television broadcast.
- TELECINE TRANSMISSION:** A moving picture (film) program.
- TELEVISION:** The transmission and reproduction of transient visual images by radio.
- TELETRON:** A receiving cathode-ray tube developed by the Allen B. Du Mont Laboratories, Inc.
- VIDEO** (Latin "I see"): Pertaining to the transmission of transient visual images; also pertaining to the picture section of the receiver or transmitter.
- WINDSHIELD:** A perforated metal cover which fits over the microphone, and protects it from draughts caused by the powerful air-conditioning system. The latter is necessary to remove heat caused by the studio lights.
- WOMP:** A sudden surge in signal strength, resulting in a flare-up of light in the picture.

FACSIMILE BROADCASTING

Prior to the fall of 1937, research in facsimile broadcasting (i.e., the transmission of printed matter) was confined to short-wave work. Virtually all of the results of this research were laboratory results, best suited to the comprehension of highly skilled technicians.

On September 7, 1937, the FCC opened the ordinary (long-wave) broadcast frequencies to facsimile experiment, and about a dozen stations have subsequently probed the new medium in the early morning hours after the regular broadcast schedule was signed off for the night.

Currently eight stations are still experimenting. The results of their work were gathered via questionnaire by the VARIETY RADIO DIRECTORY, and show the following:

Findings

1. The cost of installing a facsimile transmitter is \$10,000. This average cost figure was so uniformly cited by all the stations that it may be assumed to be a fairly exact estimate.
2. Cost of operation seems to be confined to two distinct levels. Fifty percent of the stations said that operation costs would amount to \$5,000 annually, while the other half estimated them at \$15,000. Wattage does not seem to have anything to do with this

FACSIMILE—Continued

variation in operation costs, but inasmuch as the DIRECTORY did not ask for breakdowns of the figures, no explanations can be attempted here.

3. All eight stations believe that facsimile broadcasting has bright possibilities, and that it will particularly benefit the rural audience. There were no adverse comments whatsoever on the general future possibilities of the medium.

Faults

4. Numerous detailed (usually technical) difficulties were, however, brought forth—as would be expected in the course of experimentation. Herewith some of them:

- a. Manufacturers have insufficiently developed receiver-units, and the operation of these units is too complicated for an ordinary set-owner.
- b. The size of the facsimile page should be increased.
- c. Recorder-paper in the receivers is not good enough.
- d. Variations in power supply in different cities limit the effectiveness of transmission.
- e. Facsimile is not—like television—a publicity “natural,” and therefore any apathy on the part of the public toward facsimile must be overcome by a selling campaign.
- f. Reception at large distances may be marred by static and fading.

5. The type of material broadcast during the experimental work is largely what would be expected—that is, pictures, cartoons, educational material, news, weather reports and maps, drawings, police information, and scenes from baseball games. In short, facsimile broadcast material largely coincides with the type of printed matter appearing in a newspaper.

6. Distances of broadcast reception varied so greatly from station to station that the figures undoubtedly can mean only this: those stations which reported very short distances did not have receivers far enough afield to measure maximum distance. Reception distances varied thus: 15 miles; 90 miles; 600 miles; 800 miles; 1,000 miles; 2,500 miles; indefinite.

7. Manufacturers currently making facsimile equipment in use by the experimenting stations are: RCA Manufacturing Co., Inc. (transmitters and receivers); Finch Telecommunications Laboratories, Inc. (transmitters and receivers); and the Crosley Corp. (receivers via Finch patents).

Facsimile Network

Meantime, the Mutual Broadcasting System has been experimenting with a facsimile network since March 11, 1938. Three of the member stations—WGN, Chicago, WLW, Cincinnati, and WOR, New York City—are linked by wires after the Saturday night programs are concluded for facsimile experiments. Each station takes its turn feeding the others facsimile broadcast material. The Finch system is employed for this work.

KMJ, FRESNO, CALIF.

Operator: McClatchy Broadcasting Co., Fresno Bee Bldg. **Power:** 10,000 watts on 580 kc.

For all details on KMJ's facsimile work, see KFBK, Sacramento, Calif., whose broadcasts KMJ releases via network wire.

KFBK, SACRAMENTO, CALIF.

Operator: McClatchy Broadcasting Co., 708 Eye St. **Power:** 10,000 watts on 1490 kc. (Note: This station is owned by the McClatchy newspapers).

In charge of facsimile: Howard Lane, business manager, McClatchy Broadcasting Co. **Chief engineer:** Norman D. Webster, chief engineer, McClatchy Broadcasting Co.

Equipment: Standard RCA facsimile transmitter and receivers. **Hours of broadcast:** Midnight to 3:30 A. M., seven days per week since Feb. 1, 1939 (also sent via wire to KMJ, Fresno). **Materials broadcast:** Full United Press reports, pictures and comics.

(Note: KFBK reports that the use of a regular broadcast network [telephone] wire proved entirely satisfactory in connecting KMJ, Fresno, thus spanning the 175 mile

FACSIMILE—Continued

distance between the two stations and eliminating one transmitter. The line was rigged with amplifiers and equalizers to serve its purpose.

(It was further discovered that in preparing facsimile "copy" the use of newspaper banners and headlines was not as feasible as the use of brief commentary in paragraph form with a single-line head. The style is described as "tabloid with a vengeance.")

(A typical editorial problem encountered in facsimile transmission, according to KFBK, is how to get the "front page" in its right sequence from the receiving end. Newspapers make up the front page last—which, if practiced in facsimile—would mean that the last set of items, and not the first set would amount to the front page. In one major instance, KFBK overcame this difficulty by using a large photo to start the broadcast, and concluded the broadcast with details about the personality in the photo. This kept the front page last, but also gave the major event first play via the photograph and its brief caption).

WGN, CHICAGO, ILL.

Operator: WGN, Inc., 441 N. Michigan Ave. **Power:** 50,000 watts on 720 kc. (Note: This station is owned by the Chicago Tribune).

Chief engineer: C. J. Meyers, chief engineer, WGN. **Assistant engineer:** Joseph Turner.

Equipment: Finch transmitter, with a compact scanner-unit, two feet long, one foot high and one foot wide. Receivers are manufactured by Crosley (under Finch patents) and are composed of a receiver and a printer, requiring merely a standard receiving antenna and 110-volt power. The receivers can be operated automatically by use of an electric clock, and thus require no attention whatsoever. **Hours of broadcast:** Tuesday, Thursday and Saturday, 1:30 to 2 A. M. CDST; also Saturday 2 to 3 A.M. CDST. **Materials broadcast:** Pictures and printed matter.

WHO, DES MOINES, IA.

Operator: Central Broadcasting Co., 914 Walnut St. **Power:** 50,000 watts on 1,000 kc.

Technical director: P. A. Loyet. **Research directors:** F. W. Pierce and John Beaton.

Equipment: Finch oscillating type scanner used. An unusual feature claimed in this unit is the cam-operated synchronizing pulse of 500 cycles to synchronize each

sweep of the recorder; a variable amplitude 2,000 cycle modulation is applied to the transmitter, with the highest amplitude printing the blackest. Finch and Crosley recorders are used. **Hours of broadcast:** Monday, Wednesday and Friday, 12 midnight to 1 A.M. **Materials broadcast:** News and pictures.

WOR, NEW YORK CITY

Operator: Bamberger Broadcasting Service, Inc., 1440 Broadway. (Note: This station is licensed for Newark, N. J., but its studios and general operations are centered in New York City). **Power:** 50,000 watts on 710 kc. (Note: WOR also operates short-wave facsimile station W2XUP powered with 100 watts on 25.7 megacycles).

Facsimile supervisor: J. R. Poppele, chief engineer, WOR.

Equipment: Both Finch and RCA transmitters and receivers are employed. **Hours of broadcast:** From 4 to 6 P.M. daily (via W2XUP using Finch transmission); from 2:05 to 4:30 A.M., Friday and Saturday (via WOR, using Finch transmission); from 2:05 to 4:30 A.M. Tuesday, Wednesday, Thursday (via WOR, using RCA transmission). **Materials broadcast:** Pictures, cartoons, educational material, and—via arrangement with 20th Century-Fox Film Corp.—film publicity materials.

(Note: In addition to installing receiver-recorder units in the homes of various executives, WOR has likewise installed them in the following universities: Lehigh, Columbia, Capitol Radio Institute, College of the City of New York, and Rutgers (all RCA units); also at Cornell, Columbia, College of the City of New York, and Capitol Radio Institute (all Finch units).

(WOR's schedule for the future growth and experimentation in facsimile includes the following: (1) prepare and collate material for transmission; (2) maintain records; (3) interview persons interested in facsimile, and keep records of such persons and organizations; (4) obtain statements and expressions of opinions from persons having recorders-receivers; (5) arrange a system for installation of recorders-receivers; (6) install recorders-receivers where greatest value can be derived; (7) write and prepare one facsimile publicity release each week; (8) write and prepare stories for magazines and radio periodicals on facsimile operation; (9) arrange facsimile demonstrations in stores, schools, clubs, government organizations, etc.; (10) keep accurate records of all transmitted materials, Finch and RCA, with date and details; (11) develop proper material for transmission; (12) establish con-

FACSIMILE—Continued

tacts with various schools and universities where journalism is taught; (13) distribute facsimile material to executives; (14) determine the type of materials—type, cartoons, photos, etc.—best suited to transmission; (15) send copies of transmitted material to various radio organizations, stores, schools, etc. for display purposes; (16) prepare data and explanation on transmission so that schools may be fully aware of the new medium).

WLW, CINCINNATI, O.

Operator: The Crosley Corp., 1329 Arlington St. **Power:** 50,000 watts on 700 kc. (Note: Crosley also operates short-wave facsimile station W8XUJ, powered with 1,000 watts on 26 megacycles).

Technical superintendent: R. J. Rockwell. **Assistant superintendent:** J. M. McDonald. **Research engineer:** John Silver. **Assistant research engineers:** Phil Konhler and Charles Sloan. **Coordinator:** Wilfred Guenther. **News editor:** Bill Bailey. **Artist:** Rudy Prihoda.

Equipment: Standard Finch transmission system employed. The receivers are Crosley Reado receivers (made under Finch patents). **Hours of broadcast:** From 2:15 to 3:15 P.M. (via W8XUJ; days of transmission not listed); from 2:15 to 3:15 A.M. (via WLW; days of transmission not listed). **Materials broadcast:** Weather maps and reports, photos, ball game scenes, Bible verses, Army Signal Corps maps, police information, and drawings.

WHK, CLEVELAND, O.

Operator: Radio Air Service Corp., Terminal Tower. **Power;** 1,000 watts on 1390 kc.

Copy and promotion director: John T. Vorpe, advertising manager, WHK-WCLE. **Chief engineer:** Edward L. Gove. **Transmitter engineer:** Price Fish.

Equipment: Finch transmitter is employed. The receivers are Crosley-built and operate on both the standard and ultra-high frequency bands. **Hours of broadcast:** 2:30 to 3:30 P.M. EST daily (via W8XE); 2:30 to 3:30 A.M. EST daily (via WHK); also Saturday 2 to 3 A.M. EST (via WHK). **Materials broadcast:** Sport cartoons, comic strips, and normal newspaper material.

WSM, NASHVILLE, TENN.

Operator: National Life and Accident Insurance Co., Seventh Ave. & Union St. **Power:** 50,000 watts on 650 kc.

Station manager: Harry Stone. **Chief engineer:** J. H. DeWitt, Jr. **Studio engineer:** George Reynolds. **Engineer:** Aaron Shelton. **News editor:** J. H. Nolan.

Equipment: Finch reciprocating type transmission, sending a four-inch line at the rate of .6 inches per minute. Finch receivers are employed; also Crosley printers and receivers. **Hours of broadcast:** Half-hour, three days per week (days and time not listed). **Materials broadcast:** News, weather reports, etc.

FACSIMILE STATIONS USING HIGH FREQUENCIES

Licensee and Location	Call Letters	Frequency (kc)	Power
Bamberger Broadcasting Service, Inc., New York, N. Y.....	W2XUP	31600, 35600, 38600, 41000	100w
The Crosley Corporation, Cincinnati, Ohio....	W8XUJ	26000	1kw
The Evening News Association, Detroit, Mich..	W8XTY	31600, 35600, 38600, 41000	150w
The Pulitzer Publishing Co., St. Louis, Mo....	W9XZY	31600, 35600, 38600, 41000	100w
Radio Air Service Corp., Cleveland, Ohio.....	W8XE	31600, 35600, 38600, 41000	100w
Radio Pictures, Inc., Long Island City, N. Y....	W2XR	1614, 2012, 2398, 23100, 41000, 86000-400000	1kw
Sparks-Withington Company, Jackson, Mich..	W8XUF	31,600 35600, 38600, 41000	100w
Star-Times Publishing Co., St. Louis, Mo.....	W9XSP	31600, 35600, 38600, 41000	100w
WBNS, Incorporated, Columbus, Ohio.....	W8XUM	31600, 35600, 38600, 41000	100w
The Yankee Network, Inc.	W1XMX	41000	500w

CONSULTING RADIO ENGINEERS

Altec Service Corp.
250 W. 57th Street
New York City.

Victor J. Andrews
6429 So. Lavergne Avenue
Chicago, Ill.

Thomas Appleby
Southern Bldg.
Washington, D. C.

Stuart L. Bailey
Jansky & Bailey
National Press Bldg.
Washington, D. C.

John H. Barron
Earle Bldg.
Washington, D. C.

William W. L. Burnett
William W. L. Burnett Radio Laboratory
4814 Idaho Street
San Diego, Cal.

Joseph A. Chambers
McNary & Chambers
National Press Bldg.
Washington, D. C.

Commercial Radio Equipment Co.
7134 Main Street
Kansas City, Mo.

A. Earl Cullum, Jr.
2935 N. Henderson Avenue
Dallas, Tex.

John H. De Witt
Radio Station WSM
Nashville, Tenn.

George C. Davis
Page & Davis
Munsey Bldg.
Washington, D. C.

Doolittle & Falknor, Inc.
7421 S. Loomis Blvd.
Chicago, Ill.

Edwards & Martin
Union Guardian Bldg.
Detroit, Mich.

Glenn D. Gillett
National Press Bldg.
Washington, D. C.

Paul F. Godley
10 Marion Road
Upper Montclair, N. J.

Dr. Alfred N. Goldsmith
444 Madison Avenue
New York City

Fred O. Grimwood
1407 S. E. Howard Street
Evansville, Ind.

John V. L. Hogan
730 Fifth Avenue
New York City

Holey & Rollins
1368 Northview Avenue, N. E.
Atlanta, Ga.

C. M. Jansky, Jr.
Jansky & Bailey
National Press Bldg.
Washington, D. C.

Robert M. Marriott
1470 E. 18th Street
Brooklyn, N. Y.

R. D. Martin
7 S. Howard Street
Spokane, Wash.

Harold J. McCreary
105 W. Adams Street
Chicago, Ill.

J. C. McNary
McNary & Chambers
National Press Bldg.
Washington, D. C.

E. C. Page
Page & Davis
Munsey Bldg.
Washington, D. C.

Dr. Greenleaf Whittier Pickard
Seabrook Beach, N. H.

Harold C. Singleton
2005 N. E. 28th Avenue
Portland, Ore.

Hector R. Skifter
St. Paul Hotel
St. Paul, Minn.

W. Arthur Steele
56 Sparks St.
Ottawa, Ont., Canada

Washington Inst. of Technology
McLachlan Bldg.
Washington, D. C.

Westinghouse Electric & Mfg. Co.
2519 Wilkens Avenue
Baltimore, Md.

Raymond M. Wilmotte
730 Fifth Avenue
New York City

Herbert L. Wilson
260 E. 161st Street
New York City

LAW

DEVELOPMENTS IN FEDERAL REGULATION OF BROADCASTING

By LOUIS G. CALDWELL

Member of the District of Columbia and Illinois Bars

Editor's Note: It is significant that Louis G. Caldwell's third article in this series is by all odds the most lengthy and detailed. Its mere length indicates—perhaps better than all the statistics, tables, and charts elsewhere in this book—the stage of historical development now reached by radio as an industry. That stage may be designated as the transition between late adolescence and maturity. Its hallmark is the inevitable government-industry preoccupation with socio-economic problems in place of the earlier, simpler attention to supervision of mechanical contrivances.

The ways of socio-economic regulation being complex, it is impossible to fashion a chronicle of them without at times waxing critical. The editors of the *DIRECTORY* frankly acknowledge that this is the most critical of the author's three articles, but do not know how any other mental attitude short of a pre-disposition to whitewashing, could have been adopted. They believe that, notwithstanding his participation in or close association with many of the developments which are discussed in the article, the author has succeeded in maintaining an objective attitude.

The reader wishing to pursue the study of the problems and procedures mentioned in this article further is advised to read the various government radio documents of the past year, as well as the several briefs filed by lawyers on behalf of their clients. The testimony at the allocation proceedings has been conveniently issued in transcript form by the National Association of Broadcasters. It comprises 360 pages of transcript and 458 pages of exhibits (charts, etc.). Copies of the Committee's Report resulting from these proceedings may be obtained from the Commission.

LOUIS GOLDSBOROUGH CALDWELL is a member of the District of Columbia and State of Illinois Bars. He was the first president of the Federal Communications Bar Association, is chairman of the Committee on Administrative Practice of the District of Columbia Bar Association, and a member of the Washington Committee of the American Bar Association; and his writings and achievements as regards radio are too lengthy and detailed to mention.

INTRODUCTION

Had it not been for the past two months, the period covered by this article* would have achieved distinction as one of the most barren eras in the history of the Federal Communications Commission and (except for 1927) of its predecessor, the Federal Radio Commission. The past few weeks, however, have witnessed accomplishments which, in volume at least and perhaps also in merit, have gone far to redeem it and have converted an unpleasing spectacle of inaction accompanied by internal wrangling into one of productive activity, attended by a remarkable degree of harmony.

This is not to say that the twelve months prior to about May 1, 1939, were uneventful. On the contrary, they were crowded with incidents worth recording for the student of governmental regulatory machinery. In a sense, the Commission has been subjected to a process of vivisection by which its internal workings

* Roughly, from early in May, 1938, to July 1, 1939.

FEDERAL RADIO REGULATION—Continued

have been exposed to public view, and have provided valuable data on the influences and factors which have played a part in the results.

Both in organization and in the writing, this article has presented difficulties considerably greater than those encountered in the two DIRECTORY articles for preceding years. These difficulties have compelled departures in outline and in method of treatment. Such departures will be explained at appropriate junctures, but they should be prefaced by a brief attempt to provide a perspective—always hazardous when undertaken at a range so close to the event.

The twelve-months' period appears sterile in its production of formal law—that is, the adoption of policies, principles, and rules expressed in regulations or in decisions. It is nevertheless rich in something equally important to the *development* of the law, that is, in *tendencies* and *directions*. Like civilization itself, law is an ever-changing mixture of static and flux, never completely one or the other, but undergoing variations in composition between wide extremes. When flux predominates, precedents diminish in significance, and greater recourse must be had to events and facts if we would prophecy the law of the future.

To assert that either suddenly or unexpectedly the pendulum has swung from static to flux would be an overstatement. At no time in its brief history has the law of radio-communication been so fixed that the stream of events could safely be ignored. Yet the federal statute governing radio regulation has not been materially modified in its substantive features since its original enactment on February 23, 1927.* Following the reallocation of November 11, 1928, until a date which may be indefinitely placed at about 1936, regulation of broadcasting exhibited an outwardly gradual and unexciting evolution, with no very sensational change in the problems and issues at the forefront from year to year. Since about 1936, however, the symptoms have increasingly indicated a state of flux.

It is easier now than then to discuss yesterday's shadows of today's principal controversies. More recently, and particularly during the past year, they have advanced to the front of the stage. Among them may be cited the manifest tendency of so-called economic factors to crowd technical facts into the background, the tendency to place more emphasis on the content of broadcast programs than on the need for improved service in the physical sense through stronger signals, and the tendency to subject new uses of radio to more rigid restrictions than have been imposed on broadcasting. We have not time to inquire into all the causes and the implications of the phenomena we shall note. In part, they reflect social and economic philosophies which have been in the ascendancy of late and which are not peculiar to radio. In part, they are symptoms of the unrest which normally attends a rapid march forward by applied science and the rapid emergence of new discoveries from the laboratory into practical use. And in part, they are simply the expression of the particular commercial interests of groups within the industry.

PART I

THE MACHINERY OF REGULATION

More space and importance is assigned to this subject than in the earlier articles. Tested by actual effect on the development of the law, an express

* Title III of the Communications Act of 1934 is, with immaterial exceptions, a re-enactment of the Radio Act of 1927.

FEDERAL RADIO REGULATION—Continued

statutory provision now on the books may play a role inferior to that played by new personnel in the regulatory agency because of human variations in philosophy, industry, capability and courage, or by a bill or a resolution pending in Congress, or by widespread criticism and threatened investigation, or by some prevalent technical or economic theory, whether sound or fallacious.

As Lord Beaconsfield said: "England is not governed by logic; she is governed by Parliament." To paraphrase a statement of the late Justice Holmes, on some legal questions a page of history is worth a whole volume of logic.

Such influences have been at work in the regulation of broadcasting during the past two or three years and will continue to be significant for some time to come. There has, for example, been a distinct procedural trend at the Commission toward what its friends call "efficiency" and its enemies call "administrative absolutism," visible principally in the activities and viewpoints of the Commission's Law Department, and resulting in dissension in the Commission. There has been an underlying issue between two schools of thought among the members of the Commission on economic regulation and on censorship. There has been the eternal human equation based on personalities and on different degrees of susceptibility to pressure from the outside. The developments of the past year cannot be understood, and those of next year cannot be prophesied, without a few pages of history giving a moving picture rather than a snapshot of the facts.

A. PERSONNEL AND INTERNAL ORGANIZATION OF THE COMMISSION

During the past year further important changes have taken place in the personnel and the internal organization of the Commission.

Frank R. McNinch, appointed chairman in August, 1937, has continued in that office despite persistent rumors, still prevalent, that he would soon leave. At the time of his appointment he was chairman of the Federal Power Commission; technically, he continued a member of that body until June 22, 1939, when his term expired and a successor was appointed. The impression was given out that his connection with the Federal Communications Commission was in the nature of a temporary and short-term loan (originally said to be for three months), in order, by extensive remodeling of its internal organization and by correcting its alleged evils, to temper the increasing pressure for an investigation. More recently, his absence since April 29, 1939, because of ill health, has revived rumors of an early resignation.

During the winter, Eugene O. Sykes, an original member of the Federal Radio Commission, resigned, effective April 5, 1939, and was replaced by Frederick I. Thompson, an Alabama newspaper publisher, who had been a member of the United States Shipping Board, 1920-1925. Norman S. Case, whose term expired in July, 1938, was reappointed for a term of seven years, although his status was uncertain for months under a recess appointment, with a hiatus between the opening of Congress and his confirmation on February 6, 1939, and constant rumors during the interim that the hearing on his confirmation might be converted into the long-threatened Congressional investigation of the Commission. The next term to expire was that of Paul A. Walker, in July, 1939. His reappointment on June 26 was confirmed by the Senate four days later.

The first step in the heralded program of remodeling the internal organization occurred on November 15, 1937, and was noted briefly in last year's article.*

* VARIETY RADIO DIRECTORY, II, p. 525.

FEDERAL RADIO REGULATION—Continued

It consisted in the abolishment of the three-fold division of the Commission into Broadcast, Telegraph and Telephone Divisions and the automatic dismissal of the three directors of the divisions.* Thereafter, all business, including regulation of rates and other economic aspects of communications common carriers (such as telegraph, telephone, cable and wireless communication companies), as well as the technical regulation of all radio stations under the license system, was handled by the full Commission. In a published statement justifying the action, the Chairman declared that the division system tended away from cooperation and mutual understanding, vested an unnecessary load of responsibility and an undesirably large portion of the Commission's powers and functions in each division, and prevented a rounded development of each Commissioner's knowledge and experience, saying: "The aggregate wisdom and judgment of seven minds is surely greater than any two or three of the seven."†

No further steps were attempted until about a year later, in the fall of 1938. In the meantime turmoil and dissension developed within the Commission, attended by a marked decline in the morale of its staff and a recurrent vigorous demand in Congress for investigation. The latter was temporarily halted by the defeat of a resolution in the House of Representatives on June 14, 1938. A few days later, on June 25th, in a public address, the Chairman served notice of impending changes in staff and procedure and let it be known that his dissatisfaction was chiefly with the Law, the Examining and the Press Departments.

Suddenly, on September 23, 1938, by letter to the Civil Service Commission sent with the approval of three other members of the Commission, and without the knowledge of the remaining members, the Chairman sought to have six groups of employees removed from the protection of civil service and rendered subject to dismissal or change in status without hearing. About 60 employees were to be affected, including attorneys, trial examiners, and the director of press information. Two of the other Commissioners (the third being absent) communicated their vigorous disapproval to the Civil Service Commission by letter made public October 7th. Presumably because of opposition on the part of either the Civil Service Commission or the President, the Chairman's attempt was unsuccessful.

The following week, on October 13th, the Chairman, supported by the same three members, brought about the dismissal of Hampson Gary, general counsel of the Commission since 1935 and previously a member of the Commission, stating that the dismissal was based on "inefficiency and lack of administrative ability." In his place was appointed William J. Dempsey, theretofore legal adviser to the Chairman and special counsel in charge of the network investigation. Two Commissioners again dissented, a third being absent because of illness.

On November 9th, by a vote of four to three, the Examining Department was abolished, entailing the automatic dismissal of the chief examiner and the assistant chief examiner, and the remaining members of the Department were transferred to the Law Department. A new procedure was inaugurated which will be summarized under the next subheading.

*Sec. 5 of the Communications Act specifically authorizes the Commission to divide its members into not more than three divisions, each to consist of not less than three members, to distribute and delegate its powers and functions to the divisions, and to appoint a director for each division, but does not require it to do so. The purpose of Congress was expressed in the report of the Senate Committee on Interstate Commerce on the bill, quoted in *VARIETY RADIO DIRECTORY*, I, pp. 273-4. Accordingly, on July 17, 1934, immediately after its organization, the Commission established the three divisions.

†See also Fourth Annual Report, FCC, p. 3.

FEDERAL RADIO REGULATION—Continued

On the same day, by a vote of five to two, the Information Section was abolished, entailing the automatic dismissal of the chief of that section. The Chairman was authorized to borrow the director of information and research of the Rural Electrification Administration for a period of 90 days, to serve as special assistant to the chairman

“to make a study of methods for the collection and dissemination of information for this Commission and assist and advise the Commission in connection with this and related matters and assist in the initial work of handling such matters.”

The Chairman stated that the Information Section had been “wholly inadequate and ineffective” and that there had been no arrangement for collecting and disseminating the large amount of important information received by the Commission relating to developments in radio and wire communications. The Chairman further ordered that all matters released to the public clear through this newly-organized temporary information section. He then announced that, with these steps accomplished, the major portion of his reorganization program was completed and that any further personnel changes would be minor in character.

On December 8, 1938, the new general counsel reorganized the Commission's Law Department. The Department was divided into three major divisions, (1) Broadcasting, (2) Common Carrier, and (3) Litigation and Administration. The first was subdivided into five sections devoted respectively to new stations, changes in existing facilities, renewals, assignments of license, and transfers of control. The third division was subdivided into four sections devoted respectively to litigation, research, hearings, and legislation and rules and regulations. The arrangement was explained as enabling “the attorney or attorneys assigned to a matter to handle it from the time it reaches the Law Department until it is finally acted on by the Commission.” In this connection it should be kept in mind that by this time the Law Department was, in effect, performing the functions of the Examining Department, and that the explanation was tantamount to saying that the same small section would have charge both of hearing a case and of doing all legal work in connection with it.

On March 6, 1939, the Commission extended the temporary information section until March 31. There was dissension over retention of the principal incumbent of the office (who had been borrowed from the REA). His employment was extended only to March 31, with the requirement that he submit a final recommendation for a permanent information section by March 15. On March 23, following submission of the report, the Commission voted to establish a permanent office of information to function directly under the Commission rather than the Chairman or the Secretary. Neither the interim or the final reports were ever made public. The principal changes inaugurated by the special assistant consisted of revised methods of releasing the various decisions and other pronouncements of the Commission, aimed chiefly at making such information available to the press at or before the time of furnishing such information to parties and their attorneys.

During this same period, as will be shown in later portions of this article, pressure in Congress for reorganization and investigation of the Commission was increasing; criticism was breaking out in the press and in magazines; the Commission's judicial machinery had bogged down because of its new procedure; the Commission was torn with dissension over ques-

FEDERAL RADIO REGULATION—Continued

tions of policy as well as procedure, and it was receiving severe reprimands from the reviewing court on appeals from its decisions. The situation was saved only by the unremitting industry of certain of the Commission's members and its staff which paved the way for the remarkable progress made by the Commission during the last two months.

Since April 29, in the absence of the Chairman on sick leave, members of the Commission (with the exception of one of the dissenters) have successively been designated by him as acting chairman for one-week periods.

B. PROCEDURE

REVISION OF RULES OF PRACTICE AND PROCEDURE. On July 11, 1938, the Commission made public proposed new rules of practice and procedure which had been drawn up and presented to the Commission on the preceding February 9th by a Rules Committee consisting of members of its staff under the chairmanship of former general counsel Hampson Gary. As noted in last year's article*, revision of the rules had been under consideration for months before then. The Rules Committee was authorized to hold hearings and was directed to report to the Commission.

On November 28, effective January 1, 1939, the Commission adopted new rules of practice and procedure, following, in the main, the draft proposed by its Rules Committee (except for changes in procedure accompanying the abolition of the Examining Department).

The changes accompanying abolition of the Examining Department will be separately described below. Other important changes include (1) the establishment of a motions docket, which had been urged by practitioners before the Commission for several years to fill an obvious need for speedy and impartial disposition of routine motions and petitions not involving final disposition of cases, (2) relaxation of the "two-year rule," which had likewise been urged by practitioners through the Federal Communications Bar Association, (3) requirement of more complete information in applications, and (4) substitution of a new rule governing the filing of petitions for rehearing for the former rules governing rehearings and protests.

The revised rules were, however, in imperfect form, and maintained in force, or introduced a number of unnecessarily rigid prescriptions making for delay and expense and providing pitfalls for the unwary. Since their adoption, through cooperation between the general counsel of the Commission and representatives of the Association, gradual progress has been made toward remedying some of the defects.

THE NEW HEARING PROCEDURE. By far the most important change, however, was not the result of the revision proposed by the Commission's Rules Committee (which had advocated maintaining the examiner system) but came about with the abolition of the Examining Department on November 9, 1939. The working of the examiner system prior to that date has been described in an earlier article†. For present purposes, a brief summary will suffice. The Department, headed by a chief examiner and with a corps of trial examiners, was patterned after the system employed by a number of other important federal administrative agencies. It

* VARIETY RADIO DIRECTORY, II, p. 542.

† VARIETY RADIO DIRECTORY, I, pp. 295-9.

FEDERAL RADIO REGULATION—Continued

was directly responsible to the Commission, ranking with the Law Department, the Engineering Department, the Accounting, Statistical, and Tariff Departments, and the Secretary's Office. With rare exceptions, hearings were held before an examiner and were attended by a member of the Law Department representing the Commission as a party to the proceeding. In a sense, the examiner was a trial judge. After the hearing, he prepared and submitted a written report containing his findings from the evidence, his conclusions, and a recommendation. Parties dissatisfied with his report thereupon had the right to file exceptions and to present oral argument to the Commission, which thereafter issued a final decision, subject, of course, to petition for rehearing and appeal to the courts.

The system seemed to have a number of advantages making for the impartial and efficient administration of justice. To a fair degree it segregated the Commission's judicial function, represented by the Examining Department, from its prosecutor function, represented by its Law Department. The initial findings of fact were made by a judge present throughout the proceeding, hearing the witnesses and observing their demeanor; such judges, by constant practice, become experienced in presiding over hearings and in drafting findings and conclusions. By the time the case reached the Commission, the issues were narrowed to those that were substantial and were really in controversy, and members of the Commission were relieved of the burdensome detail of sorting the wheat from the chaff. The issues, thus narrowed and presented by the examiner's report, were squarely placed before the Commission for decision, and were difficult to side-step or ignore. While the system was not free of defects, they were remediable and it was fundamentally sound. In two decisions the Court of Appeals has admonished the Commission to pay more heed to the findings of its examiners*.

Under the new system adopted November 9, 1938, hearings are held before a member of the Law Department staff, designated from case to case by the Commission. Sometimes they are attended by another member of the Department's staff representing the Commission as party or prosecutor but more frequently the same lawyer acts as both judge and prosecutor. Ostensibly the lawyer-examiner's function is limited to forwarding the transcript of evidence to the Commission without findings, conclusions, or recommendation. Within 20 days the parties must file "proposed findings and conclusions" with the Commission. Thereafter, according to the new regulations, the Commission renders a "proposed decision" in the name of the Commission. Parties dissatisfied with the "proposed decision" may file exceptions and have oral argument before the Commission†. Finally, the Commission sits in review of its own "proposed decision" and renders a final decision.

Actually, the procedure works out somewhat differently. The "proposed decision," as a rule, is not prepared by the Commission or any member thereof, but by the Law Department and usually by the lawyer-examiner who heard the case. It may be prepared by any other lawyer in the

* *Heitmeyer v. FCC*, Dec. 27, 1937, 95 F (2d) 91; *Courier-Post Publishing Co. v. FCC*, May 6, 1939, not yet reported.

†The Law Department does not participate in the filing of exceptions or the oral argument.

FEDERAL RADIO REGULATION—Continued

Department (including the prosecuting representative) or any other employee of the Commission. The preparation is brought about after consultation with the Engineering Department and the Accounting Department, members of whose staffs have usually testified as witnesses in the case. The draft decision is assigned by the Chairman to a particular Commissioner who is expected to study it and report his recommendation to his colleagues. Either as submitted or as modified, it is then adopted as the "proposed decision."

The Commission's order justified the new procedure in a recital that it was "to provide for the more efficient discharge of the business of the Commission, particularly with respect to the handling of matters involving hearings." The Chairman stated that it would place responsibility more definitely upon Commissioners, would bring the Commission's practice into line with pronouncements of the Supreme Court*, would expedite the Commission's consideration of cases, making it "fuller and fairer to all parties," would cut overlapping and duplication to a minimum, would close the gap between the time applications are heard and decided, would prevent knowledge of the identity of the presiding officer until the hearing actually took place, would remedy past complaints arising out of reversals of recommendations of examiners by the Commission, and, inferentially, would reduce or eliminate the part supposedly played by "politics." None of these expectations has, as yet, been fulfilled.

The most immediate and noticeable consequence was the slowing down of proceedings with a log-jam of "proposed decisions" in the Commission's Law Department. The first "proposed decision" made its appearance January 31, 1939, in a case heard by an examiner prior to the adoption of the new system. Thereafter, no "proposed decisions" were forthcoming until the last week in March, when two more were announced. Two additional "proposed decisions" made their appearance in April. This was all until May 19. The net product of over six months of the new procedure was a total of five such documents (all uncontested or not vigorously contested and three of them resulting from hearings held prior to November 9, 1938), and in each such case the parties still had to face the filing of exceptions and oral argument before final decisions could be had. During the same period about 75 hearings had been held on approximately 110 separate applications, including a number involving important issues and calling for prompt action. In addition, some 60 cases were scheduled for hearing prior to July 15th, and a number of other cases had been designated for hearing with no dates set. Even petitions for rehearing on decisions previously rendered remained unacted on for months.

Increasing complaint, general among the legal profession, publicized in the trade journals, echoed in Congress and shared by certain members of the Commission and its staff, led to attempts to relieve the log-jam and to reduce the delays. In the spring of 1939, the Commission suddenly found it possible thenceforth to dispense with hearings in a large proportion of the assignment-of-license and transfer-of-control cases, which theretofore had been deemed to involve some of the most warmly controverted issues. Finding itself swamped with pending cases which had already gone to hearing, the Commission announced on May 6 that it would recess from July 15 to September 5, and during that period would hold only such hearings

* Presumably the Morgan cases, 298 U. S. 468 and 304 U. S. 1.

FEDERAL RADIO REGULATION—Continued

as might be specifically ordered, saying that the recess "can well be used in accelerating the disposition of pending cases." On May 23, it amended its rules so as to permit the immediate issuance of a final order (in lieu of a "proposed decision") in cases where the proposed findings filed by the parties present no substantial conflict and the Commission is in accord with the ultimate conclusions proposed. Every effort was made to bring about more rapid handling in the Law Department.

An immediate improvement was noted. Three "proposed decisions" were released on May 19, and by June 24 five more were made public, making a total of 13 since the system was established. In addition, a dozen or so cases were finally decided by order unaccompanied by findings, under the amendment of May 23. Of this total of 25 or so, however, five were in cases which were actually heard prior to the adoption of the new procedure in November, 1938, and there were still about 12 cases heard prior to that date which were awaiting final decision, and in some of them no "proposed decision" had yet been rendered. At present writing, "proposed decisions" and final orders without findings (mostly the latter) are appearing at a fairly rapid rate and it may be that, before summer recess, the delays will have been greatly mitigated. There are prospects, furthermore, that the hearings will be reduced in length and in expense by a practice inaugurated late in June, 1939, of confining the scope of hearings to those issues on which the applicant is deemed to have made an insufficient showing in his application.

Criticisms have not, however, been confined to the delay. The new procedure involves an extreme form of the prosecutor-judge combination, with the prosecution, the hearing, and the preparation of the "proposed decision" all largely under the control of the Law Department, which must ultimately defend the final decision on appeal. It calls for off-the-record consultation by the anonymous "judge" with other members of the Commission's staff who, if they have facts or opinions relevant to the issues, should testify to them in public hearing. If followed literally, and to achieve its announced purposes and advantages, the procedure imposes an impossible burden of detail on members of the Commission who do not have time to study the record and the proposed findings and who are deprived of the benefit of a narrowing of the issues. Actually, this burden is not met (except where individual Commissioners take it on themselves), with the result that responsibility for errors and partisanship may be concealed from the parties and the public, the side-stepping of important issues is facilitated, the development of rules and principles is hampered, and unnecessary labor, expense and exposure to pitfalls are imposed on the parties.

QUESTIONNAIRES. It seems appropriate in connection with procedure to discuss the plethora of questionnaires with which broadcasters have been deluged during the past 15 months. The phenomenon is of interest because of the conscious or unconscious tendency it exhibits in the direction of a common-carrier or public utility attitude toward the regulation of broadcast stations, notwithstanding the specific provision in the Communications Act that "a person engaged in radio broadcasting shall not . . . be deemed a common-carrier." The tendency was fostered by the abolition in November, 1937, of the three divisions of the Commission, which had largely segregated the regulation of communications common-carriers from the regulation of broadcasters, and, as believed in some quarters, by the fact that many of the Commission's employees, particularly in

FEDERAL RADIO REGULATION—Continued

its Accounting, Statistical and Tariff Department, have a background of experience and training with the Interstate Commerce Commission and other public utilities agencies.

At his first press conference on October 2, 1937, shortly after he took office, Chairman McNinch classed broadcasting as a "public utility" and asserted that it might be advisable for the Commission to recommend that Congress amend the law so as to confer rate-fixing authority, saying

"I question the wisdom of a policy which would leave forever free from regulating control the charges made by any public utility."

Many months later, in June, 1938, he retracted this view and stated that such regulation was out of the question.

On January 24, 1938, there was made public a Report on Social and Economic Data, submitted to the Commission on July 1, 1937, by its Engineering Department as the result of an extended hearing on the subject of allocation improvements in the standard broadcast band held beginning October 5, 1936. One of the chief issues raised at that hearing (as it was also at the hearing of June 8, 1938) was the question whether the 50-kilowatt maximum power restriction on clear channel stations should be removed or at least increased to 500 kilowatts. The undisputed technical evidence having shown the desirability of the removal of the restriction for the sake of improved broadcast service over large areas now inadequately served, opponents urged that there were economic factors militating against the increased power. The Engineering Department recommended, in effect, that the Commission's regulations be amended so as to remove the restriction*, but that the Commission exercise caution in granting applications to the end that the broad social and economic effects might be taken into account.† It devoted a substantial section of the Report to the "need of additional social and economic data," stating:

"It is the opinion of the Engineering Department that data is needed for intelligent planning and is essential before final conclusions can be made, and by reason of the lack of accumulated evidence bearing on the trends of broadcasting, the Engineering Department is impressed with the desirability, if not the necessity, of the Commission organizing better methods to secure statistical data of a social and economic character, and having available an expert to advise the interpretation of the data."

Among the methods suggested was the securing of "better factual data with reference to revenue, expenses and programs" through a questionnaire to be included in renewal applications. The Department clearly and expressly disavowed any thought of, or tendency toward, rate regulation.

Pursuant to this recommendation the Commission sent out elaborate questionnaires in March and April, 1938, the resulting information to be analyzed and summarized and to be employed in connection with the hear-

* See also its Preliminary Engineering Report of Jan. 11, 1937.

† The Engineering Department stated, in its report released Jan. 24, 1938, that it saw "no logical reason for an arbitrary defensive regulation which would prevent the future use of power in excess of 50 kw. in the event that evidence and data should show conclusively that such power in certain individual cases is in the interests of the public."

FEDERAL RADIO REGULATION—Continued

ing on the proposed rules and regulations governing standard broadcast stations, later held June 6-30, 1938. These questionnaires, having to do with the earnings and expenses of broadcast stations and networks for the year 1937, with employment and with programs, aroused a considerable degree of apprehension over possible rate-regulation. Some of the resulting information, and its effect on the issues of the June hearing, will be mentioned later in this article. The information was also used in connection with the network investigation which began November 14, 1938.

In the fall of 1938 the Commission commenced a second series of questionnaires relating to the issues involved in the network investigation (which, as elsewhere pointed out, extended to phases of the industry other than network operation), four in all, the last being dispatched January 5, 1939. These questionnaires were sent to a total of about 2,300 persons or concerns, including station owners, holding companies, officers and stockholders, and others holding direct or indirect interests in stations. They sought data on the innermost phases of ownership, voting proxies, operations, policies, investments and even the antecedents of personnel. They revealed a probe for full information on multiple ownership, absentee ownership, character of ownership, other business affiliations, tendencies toward monopoly, unfair competition or restraint of trade. There were claims that the questions transcended the scope of the Commission's authority, particularly insofar as they related to businesses other than broadcasting. The smaller station owners encountered great difficulty in interpreting and executing them and again there were widespread protests which were echoed in Congress. To a considerable degree, summaries and analyses of the resulting information were introduced in evidence in the network investigation.

On February 15, 1939, a 29-page questionnaire was sent to all broadcast stations, covering financial, personnel, and program statistics for 1938, to be returned by March 15. Its financial portion contained important innovations over the questionnaire for 1937, including requirements that a balance sheet be submitted by each station and for more detailed information as to the source of income from the sale of time, including specific breakdowns on receipts from networks, whether national or regional, plus bulk sales. The reasons for the innovations were closely related to the outcome of the June, 1938, hearings. The Committee's Report resulting from the hearing recommended against removal or increase of the 50-kilowatt power restriction on clear channels. It premised its conclusion largely on alleged insufficiency of economic data on the revenue of stations from the several classes of advertising, particularly what is known as national spot advertising. At about the same time, it was learned that shortly thereafter the Commission planned to send out even more elaborate questionnaire forms, double in size or more, to be employed for 1939 data.

At this point a storm broke loose. The Board of Directors of the National Association of Broadcasters, at a special meeting on February 27-28, 1939, released a statement saying:

"At present broadcasting stations are being overwhelmed by questionnaires, demands for information which obviously come from an atmosphere of common-carrier regulation. Our feeling is that the continuation of the practice is not only harrassing but also dangerous, in that it must inevitably lead to regulation of program content."

FEDERAL RADIO REGULATION—Continued

The Montana broadcasters petitioned their Congressional delegations to intercede. The Commission's conduct was denounced on the floor of the House. At the same time it was pointed out by critics that the Commission's power to keep the returns on the questionnaire secret was more than doubtful under the statute, although the Commission was taking pains to assure everyone that the resulting information would be treated as confidential.

As a result of the protest, the Commission indicated its willingness to alleviate the requirements, particularly for the smaller stations. A series of conferences have taken place between an Association committee and the Commission's accounting staff. As matters now appear, the questionnaires for 1939 will probably not be sent to stations until early next fall. There will be three grades, one for stations (about 125) having annual time sales less than \$25,000, a second for stations (about 250) having time sales from \$25,000 to \$50,000, and a third for the remaining stations having time sales over \$50,000. The questionnaires will probably be divided into two separate schedules, the financial schedule to fill about 20 pages, and the program-employment schedule about two pages. The Commission's aim is said to be the establishment of a progressive system of bookkeeping whereby a station's accountants can at any time, without undue difficulty, supply information requested by the Commission.

Notwithstanding the unquestioned good faith and laudable intentions which led to the questionnaires, no illusion may be entertained as to the outcome if the tendency is not kept within bounds.* The search for information by government agencies has, as its usual sequel, the paternalistic conviction that there are evils to be remedied and help to be given the industry (particularly the weaker units in the industry), by rules and decisions based on the information acquired, and that the agency's powers and jurisdiction should be enlarged for such purposes. The present momentum of events, when considered together with the preponderating role now being played at the Commission by economic and program factors over technical factors, is heading surely and directly toward economic regulation of broadcasting by the usual route of uniform cost accounting, inquisition of books and records, and eventually rate-regulation and perhaps also taxation of a regulatory character. Until recently it was also heading just as surely to-

* **DIRECTORY** Editor's Note: Aside from their legal and similar implications, the statistics on revenue, etc., issued by the FCC are undoubtedly of considerable value to the radio industry. Without them, the radio industry would have only meager indices on its revenue as an advertising medium, especially since the National Association of Broadcasters no longer issues time-sale dollar-volume figures. The editors of the **DIRECTORY**, however, believe that the FCC's compilations—laudable and accurate as they are—can be improved in several respects, as follows: (1) the reports from year to year should follow the same formula, and employ the same categories or "breakdowns," so that comparisons may be made; (2) inasmuch as all media employ "gross revenue" as yardstick, the FCC (which issues "net" revenue figures) should provide a yardstick for converting the "net" into "gross"; (3) the industry balance sheet now issued by the FCC is strictly an accounting tool, and should be accompanied by a simplified breakdown useful to radio as an advertising medium; (4) some of the items included in the balance sheet are, without benefit of footnote, apt to be highly misleading when made public. For instance, a radio station owned directly by another firm—such as an insurance company or newspaper—must report that parent firm's revenue to the FCC, which makes the information public. However, if the station is owned by an insurance company or newspaper through an intervening subsidiary corporation, the information is not issued by the FCC. On the whole, however, the figures have many day-to-day industry uses, and are of utmost reliability.

FEDERAL RADIO REGULATION—Continued

ward program regulation. Call it what you will, the result is the equivalent of public utility regulation on the one hand and censorship on the other.

APPLICATION FORMS. When the simple two and four-page application forms originally prescribed by the Federal Radio Commission are recalled, the elaborate and intricate forms adopted in the early part of 1939 furnish a striking contrast. There has, of course, been a gradual growth in the dimensions, in the details and in the number of application forms during the intervening years. An application for the Commission's consent to the assignment of a construction permit or license totals 39 mimeographed pages, and must be accompanied by elaborate inventories, income statements and balance sheets on separate printed forms. An application for the Commission's consent to transfer of control of a licensee corporation totals 56 mimeographed pages and must be similarly accompanied by returns on the printed forms.

C. CONGRESSIONAL PROPOSALS FOR INVESTIGATION AND REORGANIZATION

The preceding review of developments in the Commission's personnel, internal organization, and procedure, gives a helpful background for the course and fate (to date) of proposals in Congress to investigate and to reorganize the Commission. A further necessary part of the background is furnished by the Commission's policies (or lack thereof) on *substantive* matters in the regulation of broadcasting, and the dissension and vacillation within the Commission over the principles to be applied. The chief controversial issues, such as the use of high power by clear channel stations, newspaper ownership of stations, so-called trafficking in licenses, alleged tendencies toward monopoly in the industry, and censorship of broadcast programs, will be considered under the next heading.

As the account proceeds, it will be observed that controversy over some of these issues (for example, newspaper ownership and so-called trafficking in licenses) originated *outside* and not within the Commission, and that differences of opinion within the Commission were not the cause but the *consequence* of external attacks. It is true that, once controversy over such an issue was set in motion, it was attended by a state of reciprocal oscillation between developments within the Commission and demands for investigation. It is a regrettable but thoroughly understandable phenomenon of administrative regulation that criticism by persons occupying influential official positions elsewhere in the Government affects the regulatory agency's policies and decisions, sometimes at the expense of undisputed facts and of generally accepted expert opinion. On the side of the critics, it must be conceded that really important problems are all too frequently ignored by the regulators until they have become so acute as to be forced on public attention by the efforts of interested parties. An atmosphere in which the regulators are torn between a desire to vindicate their past conduct and at the same time to appease their critics is far from ideal for the formulation of sound conclusions in the public interest.

INVESTIGATION OF THE COMMISSION. At no time since the establishment of the Federal Radio Commission under the Radio Act of 1927 was either it or its successor free from criticism and demands for investigation in Congress. The same was true of the Secretary of Com-

FEDERAL RADIO REGULATION—Continued

merce, the licensing authority under the Radio Act of 1912. Broadcasting, as an agency of mass-communication, touches most of the public so intimately, is so little understood on its technical side by the layman, and furnishes so tempting a vehicle for publicity, that it has ever been the easy prey of plausible theories, claims, and alarms.

Because of differences of opinion as to the merits of radio regulation under the Radio Act of 1912 and distrust of the licensing authority on the part of certain Senators, enactment of an adequate statute was delayed two or three years beyond the date when it was imperatively needed. When, under the Radio Act of 1927, a five-man commission was appointed, the same differences and distrust led to confirmation by the Senate of only three of the five nominees and the failure by Congress to make any appropriations for the first year. Shortcomings on the part of the Commission in fulfilling the highly conflicting expectations of members of Congress led to virulent criticism on the floor of both Houses, severe inquisitions of members of the Commission by Congressional committees, and legislation in March, 1928, cutting the terms of the Commissioners to one year and prescribing a rigid and technically impossible standard for the geographical distribution of broadcast stations. The criticism, it must be conceded, was largely deserved since, during its first year, the Commission had done little more than temporize with pressing allocation problems and, in some respects, made matters worse rather than better. The onslaught was, however, repeated in March, 1929, when, after further severe inquisitions before Congressional committees and a filibuster which threatened to extinguish the Commission entirely, the terms of the members were cut to one year and the original jurisdiction of the Commission was limited to a 9-months' period expiring December 31, 1929.

Yet, it was during this stormy period, the real equivalent of which has not yet been witnessed by the present Commission, that the standard broadcast allocation of November 11, 1928, was prepared and adopted by a bare majority, largely through the courage, expert technical knowledge and tireless energy of former Commissioner O. H. Caldwell,* assisted by Acting Chief Engineer J. H. Dellinger. This allocation was sufficiently sound to stand unaltered in its essential features for over 10 years and is now being only slightly revised to become the basis for allocation for all of North America. It was also during this period that the present allocation of the high-frequency (short-wave) portion of the radio spectrum from 1500 kc. to 30,000 kc., then newly opened to practical use, was devised by the Commission's Assistant Chief Engineer, T. A. M. Craven, now a member of the Federal Communications Commission. It, too, has not had to be greatly changed and, in substance, has become the basis for allocation in the entire Western Hemisphere and, to a large extent, in the entire world. The action of Congress at the end of 1929, placing the Commission on a permanent basis, was due in no small measure to recognition of these accomplishments. They stand as enduring monuments long after the timorous apprehensions of the minority of the Commission, and the resounding criticisms against the majority by outsiders have sunk into oblivion.

During the next few years, further crucial situations developed from time to time but, until the past three years, did not rival the furor of the earlier

* Who had been confirmed by the Senate in 1928 by a vote of 35 to 34 and who never could have been confirmed in 1929, when he retired from the Commission, urging on Congress that the Commission be relieved of its original jurisdiction as the licensing authority.

FEDERAL RADIO REGULATION—Continued

period. Among the issues at the forefront were those created by the demands of particular groups, including labor and a group of educational institutions, for allocation of broadcast facilities (for example, a specified percentage of frequencies in the standard broadcast band). The repercussions were severe and, for a while, had a considerable effect on the decisions and policies of the Commission, but are now all but forgotten. At all times, including the present, it must be added, there has been an undercurrent of charges and suspicions that the Commission's decisions in individual cases have been too often the result of political pressure and other off-the-record considerations rather than of evidence received in open hearing, and that the Commission has not hesitated, for reasons best known to itself, to ignore its own rules and regulations to the advantage of certain favored applicants, or to rest decisions granting applications on substantially the same facts and arguments as those cited as reasons for denying other applications.

Beginning in about 1936, agitation against the Commission has revived and, by a succession of events, has been fanned into a flame which recently threatened to parallel that of 1928-9. In a general way, the agitation may be said to have begun with complaints stirred up in Congress against the network companies by a religious organization endeavoring to secure better facilities for its broadcast station in New York. This led to charges in Congress of undue favoritism to the networks on the Commission's part, of failure to exercise the power conferred on it by Congress to adopt regulations on chain broadcasting, of permitting the networks to acquire ownership or control of too many stations (specifically the high-power clear channel stations), and of tying up too large a proportion of the remaining stations by contracts with unduly restrictive provisions. The charges were aggravated by the Commission's approval, in the summer of 1936, of a sale of a 50-kilowatt clear channel station in Los Angeles to one of the networks at the price of \$1,250,000 and subsequent attempts on the part of the same network to secure other stations by purchase or lease, leading to the claim that the Commission was sanctioning "trafficking in licenses" and the "sale of wave-lengths." Into the resulting melee was tossed the issue of newspaper ownership of stations. To all this was added a continuing indictment of the Commission for improper practices in the decision of cases. There were thus initiated a succession of violent attacks on the Commission in both Houses of Congress and of insistent demands for investigation both of it and of the industry.

A resolution introduced by Senator White calling for such an investigation by a sub-committee, with an appropriation of \$25,000, was favorably reported by the Senate Committee on Interstate Commerce on August 11, 1937, and escaped adoption only by a narrow margin due to the strategy of Administration leaders. It was no secret that the President's appointment of Mr. McNinch as chairman of the Commission was for the purpose of bringing about sufficient remodeling of the Commission's policies and practices to deflect the pressure for investigation.

Senator White's resolution slumbered in the hands of the Senate Audit and Control Committee until the spring of 1938. In the meantime, the Senator, the original sponsor in the House of the Radio Act of 1927 and generally acknowledged the leading radio authority in Congress, was appointed Chairman of the American Delegation to the International Telecommunications Conference at Cairo and was absent from the country for

FEDERAL RADIO REGULATION—Continued

several months. Upon his return in April, pressure for enactment of the resolution was revived. On May 10, 1938 the Senate Audit and Control Committee reported the resolution without recommendation. Administration leaders in the Senate announced opposition to the proposed investigation, characterizing it as a political move and pointing out that the Commission was already engaged in investigating most of the important subjects enumerated in the resolution. The reference was to the Commission's Order No. 37, adopted March 18, 1938, calling for an investigation by a committee of the Commission of networks and alleged tendencies toward monopoly in the broadcasting industry, and on which hearings actually commenced some eight months later.

In May, 1938, pressure for adoption of similar resolutions in the House gained impetus and hearings were held before the House Rules Committee. At these hearings Chairman McNinch answered arguments for an investigation by explaining that the Commission was undertaking an inquiry of its own into the network-monopoly subject (referring to Order No. 37), telling of extensive work which had already been done, and stating that the Commission would be prepared to submit legislative recommendations to Congress at its next session. By a vote of seven to six, the House Committee reported one of the resolutions favorably. On June 14th, the resolution came before the House. There followed a tumultuous session characterized by impassioned speeches on both sides. Those supporting the resolution bitterly attacked what was described as the "radio lobby" for the "radio trust," charging wrong-doing by the Commission and comparing its internal strife with that of the Tennessee Valley Authority. Those opposing the resolution relied principally on the points made by Chairman McNinch and urged that he should be given a reasonable opportunity to carry out his program and to make definite legislative recommendations before subjecting the Commission to Congressional scrutiny. The issue was complicated by an unfavorable impression created by another member of the Commission, who had testified before the House Rules Committee and had been unable to substantiate charges he made against his colleagues. The resolution was voted down by an overwhelming majority of 234 to 101.

Congress adjourned on June 16, 1938 without enacting any of the resolutions. With the opening of the next Congress on January 3, 1939, it seemed almost certain there would be an investigation in view of continued dissatisfaction with the Commission, the widely-publicized reports of dissension within the Commission, the slowness of the Commission in moving forward with its network-monopoly hearing, and the great reduction in Administration forces due to the election. On January 25th, immediately after the President's proposal that the Commission be reorganized, separate resolutions for investigation were introduced by Representatives Wigglesworth and Connery in the House and, on March 6, 1939, by Senator White in the Senate. The White resolution enumerated the subjects to be investigated in 11 paragraphs, including, generally, the acts, practices and policies of the Commission; censorship; the term of licenses; newspaper ownership; network ownership and control; ownership of two or more stations; transfers of licenses and control of stations; financial and other aspects of network operations; duplication of programs; the use of high-power; competition; the Commission's questionnaires; possible license fees; and other matters. While the House resolutions contained considerably more detail, in the nature of specific charges of improper practice against the Commission, they did not differ sufficiently in scope to justify a separate sum-

FEDERAL RADIO REGULATION—Continued

mary. Senator White stated that he regarded the network-monopoly inquiry as one in which members of the Commission were passing on their own prior conduct, in other words, were studying conditions which they, themselves, had created. It is impossible, within reasonable limitations, to advert to the many speeches on the floors of both Houses, criticizing the Commission. It was obvious that Congressional dissatisfaction was greater than ever.

At present writing, none of the resolutions has been reported by the Committees to which they were referred. It is impossible to predict their fate with any confidence although it seems more likely than not that there will be no action on any of them at the present session, both because of a recent apparent relaxation in the pressure for their adoption, and because of the many other matters that urgently call for the attention of Congress prior to its adjournment this summer.

PROPOSALS FOR REORGANIZATION OF THE COMMISSION.

In his statement explaining the actions of a majority of the Commission on November 9, 1938, abolishing the Examining Division and the Information Section, Chairman McNinch declared he had no plan whatever regarding the Commission itself and had made no recommendations to the President, but added that there had been discussions as to the size of boards. There were, however, persistent rumors of an impending legislative proposal for reorganization of the Commission. Early in December the *Washington Post* published a front-page story to the effect that a bill to substitute a three-man agency for the seven-man Commission was being drafted by Messrs. Corcoran and Cohen. On December 7, the Chairman asserted that the article was "utterly without foundation," as was also the statement that any such legislation had his approval. He charged that "this misinformation must have come from a source desirous of sabotaging the Commission's work."

On January 24, 1939, without advance warning, President Roosevelt sent letters to the chairman of the Senate and House Committees on Interstate Commerce reading, in part, as follows:

"Although considerable progress has been made as a result of efforts to reorganize the work of the Federal Communications Commission under existing law, I am thoroughly dissatisfied with the present legal framework and administrative machinery of the Commission. I have come to the definite conclusion that the new legislation is necessary to effectuate a satisfactory reorganization of the Commission.

"New legislation is also needed to lay down clearer congressional policies on the substantive side—so clear that the new administrative body will have no difficulty in interpreting or administering them."

The President expressed the hope that the committees "will consider the advisability of such new legislation" and stated that he had asked Chairman McNinch to discuss the problem with them and to give them his recommendations.

Immediately following the publication of the President's letter, Chairman McNinch issued a statement describing himself as "wholly sympathetic with the President's proposal" and adding that he had "recommended to the President some time ago that the Commission be reorganized."

FEDERAL RADIO REGULATION—Continued

While it appeared that on Sunday, January 22, and on the two preceding Sundays, Mr. McNinch had conferred with the President on the subject, the sudden move for reorganization was generally viewed as having been precipitated by an incident occurring January 18. On that date the Committee on the Proposed Rules and Regulations which had presided over the hearing in June, 1938, (described in Part II of this article) made public Part I of its Report on the hearing and, in so doing, did not comply with the Chairman's edict that all such matters clear through the newly organized temporary information section. This caused the sub-surface disension to break out in open warfare.

It was then announced that a two-phase legislative program had been decided upon by the President, Senator Wheeler (Chairman of the Senate Committee), and Mr. McNinch: (1) the first part, to be executed as quickly as possible, would be restricted to reorganization of the Commission, and (2) the second part, to materialize within about two months, would embrace the formulation and prescribing of policies to guide the reorganized Commission. At a press conference January 24 the President stated that the principal difficulty with the existing law was its failure to prescribe policies on such matters as newspaper ownership, transfers of station licenses, limitations on power, liability of broadcasters for defamation, alleged network dominance and the like. So far as is known to the writer, no bill was ever drafted to carry the second part of the program into effect, and certainly none was introduced, presumably because of the intense opposition which completely thwarted endeavors to carry out the first part.

On February 9, a bill (S. 1268) was introduced to effect reorganization of the Commission, drafted by Senator Wheeler in collaboration with Mr. McNinch and with the Administration's approval and support. Its principal features were: (1) substitution of a new three-man commission for the present seven-man commission, (2) enlargement of the powers of the chairman, who would become "the principal executive officer of the Commission," (3) establishment of three "administrative assistants," under the "administrative supervision" of the chairman, for broadcasting, communications carriers, and international matters, respectively; (4) extension of scope within which the Commission might delegate its functions to an individual member or to one or more of its employees; (5) establishment of a new department of research and information, and (6) important extensions in the Commission's power to dismiss or reclassify employees. Senator Wheeler issued a statement in which, among other things, he declared that the bill was "intended to correct looseness and uncertainty as to functioning and diffused responsibility" and charged that in the Commission

"such conditions have been aggravated because the Commission for years has been plagued by politics—not simple party politics alone but the politics of big business too."

The next day, February 10, Chairman McNinch delivered an address over a national network in which, to an unprecedented extent, he aired scathing charges against a minority of his colleagues who had disagreed with his views both on procedural and policy matters. He criticized them directly or by necessary implication for lack of cooperation, hostile tactics, public detraction of their fellow members, individual struggle for power, the seeking of personal prestige and advantage, inability to resist the urge for personal acclaim, inefficiency, lost motion, wasted time, injudicious

FEDERAL RADIO REGULATION—Continued

action, inaction, unjust action, a breakdown of regulation, playing into the hands of industry and leaving the public interest unprotected, and susceptibility to political influence. One of his most interesting statements, in view of his first step in the reformation of the Commission in 1937 (abolition of the three divisions and dismissal of their directors) was his justification for establishment of three "administrative assistants." He said that "approximately ninety per cent of the time and energy of the staff and the Commission are devoted to broadcasting," and that the effect had been "to cause measurable neglect of the regulation of the telephone and telegraph industries," which "should not longer go without aggressive, intelligent, fair regulation." He also bitterly attacked the author of an article in that week's *Saturday Evening Post*, which had charged the Commission with exercising censorship.

It was at first thought that the bill could be passed without hearings. Vigorous opposition, however, was manifested on Capitol Hill, based on objections that a three-man board would be too small in view of the diverse character of the Commission's jurisdiction, that its enactment would mean virtually a one-man dictatorship over each of the important fields of regulation, that the bill was really a device to "unpack" the Commission and eliminate the dissenting minority, that the President's appointment to the new commission might be of the rubber-stamp variety under the thumb of the Chairman, that injustice and spoils politics would be visited on the employees, that the proposed department of research and information was really an apparatus for program regulation and censorship (which was the subject of acute differences of opinion within the Commission at the time), and that no amendment of the Act was necessary to authorize the appointment of "administrative assistants" (i. e., directors) or to achieve the efficiency sought by the Chairman.

Senator White announced his opposition in a forceful statement, and, on February 22, introduced a bill (S. 1520) constructed on an entirely different model and dealing both with reorganization of the Commission and with substantive matters. It proposed that the Commission be increased from seven to 11 members; that it be divided into two autonomous divisions, each of five members, one of which would have jurisdiction principally over broadcasting and related services, and the other principally over communications common carriers and related services; that the chairman would be the chief executive officer but would not sit as a member of either division, and that the requirement of examiners' reports be reinstated.

The industry made it clear that it would oppose any restrictive legislation, that it was against the McNinch bill, and that it favored segregation of regulation of broadcasting from regulation of common carriers, because of the tendencies at the Commission already noted. During this same month of February, deep-seated differences of opinion within the Commission on the subject of censorship broke into the open and made the McNinch proposal seem all the more dangerous.

Thereafter the atmosphere on Capitol Hill became increasingly calm. The McNinch bill had also been introduced in the House, but Chairman Lea of the Interstate Commerce Committee stated repeatedly that his committee would not consider the legislation until the Senate had acted. Senator Wheeler's committee in the Senate was concentrating its attention on railroad legislation. For a while there were indications that Senators

FEDERAL RADIO REGULATION—Continued

Wheeler and White would work out a reorganization measure meeting with mutual approval, and that any bill would have to provide for at least five members on the Commission. It was generally agreed that the House would never assent to a three-man Commission. In the face of the opposition, enthusiasm for the McNinch measure, on the part of both the White House and the Chairman himself, appeared to dwindle to the vanishing point. Recently the Commission's standing with Congress has improved materially, considered with the industry and efficiency with which it has operated since early in May. At present writing it appears certain that there will be no reorganization legislation before Congress adjourns, and, subject to developments during the interim, there is not likely to be any great pressure for such legislation during the next session.

The story would not be complete without reference to legislative proposals of a more far-reaching character, affecting federal administrative agencies (including the Federal Communications Commission) generally. Since 1933 there has been a rising tide of reaction against such agencies, due in part to real or alleged misconduct, arbitrary action and inefficiency on the part of some of the agencies, in part to an increasing sentiment, chiefly among lawyers, that too broad a combination of legislative, executive and judicial powers has been reposed in many of the agencies with inadequate provision for judicial control of their decisions, and in part to opposition to the Government's invasion of certain fields of regulation. The Federal Communications Commission has been among the agencies most frequently cited as examples of the need for reform. This reaction has been expressed in a number of ways, including bills introduced in Congress.

Among the proposals has been one suggested early in 1937, in the Report of the President's Committee on Administrative Management, with particular reference to the so-called independent regulatory commissions, describing them as

“a headless ‘fourth branch’ of the Government, a haphazard deposit of irresponsible agencies and uncoordinated powers.”

The Report proposed that the staff of such commissions be absorbed into one or the other of the Executive Departments of the Government (e. g., the Department of Commerce in the case of the Federal Communications Commission and the Interstate Commerce Commission), and that the Commission itself become a board practically independent of the Department, to sit in review on all controverted cases of a judicial character. This would be somewhat on the model of the Board of Tax Appeals with reference to the Bureau of Internal Revenue in the Treasury Department, and would be not radically different from what was proposed in the Radio Act of 1927 as originally enacted.* Having become badly entangled in politics, the proposal of the President's Committee has made little or no progress in Congress. In the Reorganization Act adopted by Congress, approved April 3, 1939, however, there were indications (which did not materialize) that an attempt would be made to include the Federal Communications Commission among the agencies over which the President would have broad powers of remodeling.

Another important proposal has been incorporated in a bill sponsored

* Under the Act, after the end of one year, the Secretary of Commerce was to be the licensing authority, the Commission to hear controverted matters and to sit in review of the Secretary's decisions. Because of later legislation by Congress, this provision never became effective.

FEDERAL RADIO REGULATION—Continued

by the American Bar Association since 1937. Early in 1939 companion bills were introduced in the Senate and the House and for a while made remarkable progress, receiving a favorable report from the Senate Judiciary Committee and favorable action on the part of a subcommittee of the House Judiciary Committee. At present, its prospects for enactment are dim, due to an increasing appreciation by members of Congress of the need for further study before drastic or reckless reforms are imposed on the agencies generally, and to the appointment by the Attorney General of a committee of eminent persons to make this study.

THE COMMISSION'S APPROPRIATION. Since 1934, the Commission's appropriation has been increased from year to year. For the fiscal year just closed, the appropriation was \$1,700,000 for salaries and expenses (exclusive of printing and binding). In the fall of 1938 the Commission submitted an estimated budget of \$2,385,000 for the fiscal year beginning July 1, 1939, basing its request on a need for additional personnel, including additional attorneys and engineers in the Washington headquarters, and proposed new branch offices of its Accounting Department in seven cities. The need for additional funds was stressed in the Commission's Annual Report to Congress. The sum actually submitted to Congress was \$2,038,175.

Because of dissatisfaction with the Commission in Congress, and the unsettled state of affairs, hearings on the request which were scheduled to begin before a subcommittee of the House Committee on Appropriations in December were indefinitely postponed but were eventually held January 23, 1939, behind closed doors in what proved to be a very heated session, in the course of which the Chairman and others were subjected to vigorous examination of the Commission's actions and policies. This was on the same day that the President made public his letter calling for reorganization of the Commission. An unexpected result of this situation was that the House Appropriations Committee determined not to act on the appropriation until the reorganization matter was settled and, on February 8, the House passed the Independent Offices Supply Bill without any provision for funds for the Commission, and, on February 22, the Senate followed the example of the House and the bill became law.

From that time until well along in June all efforts to obtain an appropriation for the Commission were unavailing. Rumors were prevalent that the appropriation, if passed, would be greatly reduced or would be for only a limited period, or would be contingent on adoption of a resolution for investigation of the Commission, or might not be made at all. There was a substantial possibility that the experience of the Federal Radio Commission in 1927 would be repeated. With the improved standing of the Commission during the last two months, however, the way was paved for an about-face by Congress. Hearings were held before the House subcommittee on June 20, a deficiency bill carrying an appropriation of \$1,838,175 for the Commission was passed by the House on June 23, and, by last-minute action, the bill was passed by the Senate and was approved by the President on June 30. The hearings before the subcommittee and the debate on the floor of the House were far from free of criticism of the Commission (particularly with respect to the recent rules governing international short-wave broadcasting), but, in comparison with earlier experiences, they were surprisingly mild.

PART II

REGULATION OF STANDARD BROADCAST STATIONS

For reasons based on the nature of the developments during the period covered by this article, the material has been organized with reference to *subject-matter* rather than *method* of regulation. In the two prior articles, a distinction was made between the exercise of the Commission's *legislative* functions, expressed in rules and regulations, and the exercise of its *judicial* functions, expressed in its actions and decisions in granting or denying applications. In this article its actions of whatever character will be summarized under three broad headings denoting the principal *fields* in which it regulates, or attempts to regulate, broadcasting.

The three fields, in general terms, are (1) allocation, (2) ownership and control of stations, and (3) program content. The first deals with the assignments of stations with respect to location, frequency, power and hours of operation and with measures taken to minimize interference, to produce efficient use of facilities, and to assure a maximum of broadcast service in the physical sense. At present, it appears to have two important subheadings. Originally it consisted almost entirely, if not entirely, of technical factors. In more recent years, according to the view taken by the Commission, there are also "economic and social factors," often more important than technical factors, to be considered and regulated.

The second heading has to do with the determination of what persons and corporations shall be permitted to acquire or retain control over broadcast stations, and the permissible limits of such control. The third has to do with regulation of what programs may be broadcast, including the limitations imposed on the Commission by the Constitutional guaranty of free speech and the prohibition against censorship in Section 326 of the Communications Act of 1934.

It is not difficult to demonstrate from the language of the statute, its legislative history, and the circumstances which led to its original enactment in 1927, that the principal functions which Congress intended to confide in the Commission were, first and foremost, regulation of the *technical* factors of allocation, including relief from the chaos of interference created in 1926, and a fair and equitable geographical distribution of stations; and, secondly, regulation of ownership and control in such manner as to preserve competition and prevent monopoly in radio communication. One purpose served by the arrangement followed below is to bring into bold relief the Commission's straying from the original concept of the law, to the point where so-called "economic factors" prevail over technical facts, and the forbidden field of program regulation and straw men have engrossed its attention frequently at the expense of problems urgently calling for study and constructive action. A by-product of the arrangement consists in the occasional glimpses it affords of the currents and cross-currents which have assisted to produce the results.

A. REGULATION OF BROADCAST ALLOCATION

PROCEEDINGS LEADING TO REVISION OF REGULATIONS.

Of transcendent importance in the regulation of broadcasting was the adoption by the Commission on June 23, 1939 of a thorough-going revision of its rules governing standard broadcast stations. The revision deals principally, but not entirely, with allocation matters, and discussion of it will occupy most of this subheading.

FEDERAL RADIO REGULATION—Continued

The earlier proceedings were recounted in last year's article.* Beginning on June 6, 1938, an extended hearing was held on "Proposed Rules Governing Standard Broadcast Stations" and on "Proposed Standards of Good Engineering Practice Concerning Standard Broadcast Stations," as set forth in two bulky documents, before a committee of the Commission consisting of Commissioners Case, Chairman, Craven and Payne. The hearing, which was expeditiously and efficiently conducted, closed on June 30, with a record of nearly 2,200 pages and over 400 technical and statistical exhibits. The principal (although not the only) issues were (1) the number of channels to be preserved as clear channels, and (2) the maximum power of clear channel stations. On one side of these issues was the so-called Clear Channel Group, an informal organization consisting of 14 licensees of independently-owned clear channel stations. On the other side were the National Association of Regional Broadcast Stations, an organization of the owners of some 74 regional broadcast stations, and National Independent Broadcasters, an organization of the owners of some 105 local broadcast stations. There were, of course, other parties to the hearing.

Early in September, 1938, briefs were filed with the Committee by the principal parties. On January 18, 1939, the Committee released Part I† of its Report on the issues raised at the hearing and on April 7, 1939, Part II** of the Report. Part I of the Report comprised 35 single-spaced mimeographed pages and contained two sections, Section I being devoted to introductory matter and Section II, entitled "General Policy Considerations," covering a number of subjects, including the principal issues raised at the hearing together with newspaper ownership, economics, programs and other items. Part II of the Report added 149 such pages (accompanied by about 300 pages of appendices, including many elaborate charts and tabulations). It contained Section III entitled "Social Aspects" and Section IV entitled "Economic Aspects."

Dissatisfied parties were given an opportunity to file exceptions and briefs and, on June 1, 1939, a day was consumed in oral argument before the Commission. As already stated, final action on the proposed regulations and standards was taken June 23rd.

It is impossible, within reasonable limitations of space, to present an adequate picture of either the contents of the Committee's Report or the provisions of the revised regulations. Discussion will be limited to noting the outstanding features of the regulations and the disposition of the principal issues.

TERM OF BROADCAST LICENSES. Notwithstanding repeated attempts by the broadcasting industry for years to persuade the Commission to avail itself of the power given it by Congress to issue licenses for a period up to three years, the Commission had steadfastly shied away

* VARIETY RADIO DIRECTORY, II, pp. 526-532.

† It was the release of this document by the Committee without making use of the newly organized temporary Information Section of the Commission (and possibly also its contents) which, as pointed out in Part I-C of this article, was apparently the cause for the President's letter of January 23, 1939, and the move to force legislative reorganization of the Commission.

** In compliance with the Chairman's wishes, Part II was released through the Information Section but, to the consternation of parties and their attorneys, was distributed to the press three days before copies were available to them.

FEDERAL RADIO REGULATION—Continued

from any increase beyond the six-months' period which has obtained since April, 1931—until its action of June 23, 1939, in which a one-year period was inaugurated. This was pursuant to a recommendation made in Part I of the Committee's Report.

Back in May, 1938, just prior to the hearing on the proposed regulations, Chairman McNinch, in a letter to the president of the National Association of Broadcasters (which organization planned to participate in the hearing in behalf of the industry) had stated his personal belief that discussion of an increase in the six-months' license period "would not be opportune now or at any time soon." As late as January 23, 1939, in his appearance before the House Appropriations subcommittee, Mr. McNinch declared that in his opinion a majority of the Commission did not favor a longer license period, despite the recommendation of the Committee only five days before.

The change in attitude came about largely through a growing realization on the part both of certain members of the Commission and members of Congress that the short license period, combined with the procedure employed on renewal applications, was, in addition to being an unnecessary burden on the industry and on the Commission's staff, a constant threat of censorship. Senator White's bill, introduced on February 22, 1939, proposed a minimum period of one year and, on March 2, 1939, Representative McLeod introduced a bill to establish a minimum period of three years, with a maximum of five, and at the same time to eliminate the possibility of political reprisals against stations by the Commission.

With the adoption of the revision on June 23, it was stated at the Commission that, had it not been for the uncertainty with respect to Mexico's ratification of the North American Regional Broadcasting Agreement (see Part V—B), a three-year license period would have been approved.

CLASSIFICATION OF CHANNELS AND STATIONS. In last year's article*, the classification of channels and stations as originally proposed in the revision was set forth. It is necessary to point out only the modifications in the revision as finally adopted, which are few in number.

The subclassification of Class I stations into Class I-A and Class I-B was abandoned, but in name only, since the distinction applying to nighttime duplication is preserved with respect to the frequencies on which they operate. All told, 44 frequencies are designated as "clear channels." On 26 of these frequencies, nighttime duplication is not to be permitted. The revision originally proposed that 25 be free of such duplication, the increase being due to the addition of 1170 kc (WCAU, Philadelphia) to the list. The remaining 18 are to be subject to nighttime duplication under restrictions designed to minimize interference.

The attempt to persuade the Commission to increase or remove the 50 kw. power limitation on the unduplicated clear channels was unsuccessful, and the dominant stations on those channels are subject to both a maximum and a minimum power limitation of 50 kw. The dominant stations on the remaining 18 clear channels have a maximum of 50 kw. and a minimum of 10 kw. A Class II, or secondary, station on a clear channel may have power ranging from 50 kw. down to 250 watts.

* VARIETY RADIO DIRECTORY, II, p. 530. In the preceding article, VARIETY RADIO DIRECTORY, I, p. 278, the situation heretofore existing was set forth.

FEDERAL RADIO REGULATION—Continued

The maximum nighttime power of Class III-A (regional) stations was increased from 1 kw. to 5 kw., and of Class IV (local) stations, from 100 watts to 250 watts, in both instances upon individual application and where engineeringly feasible.

For the first time, formal recognition of the "Standards of Good Engineering Practice" is given in the regulations, although there are qualifications which partly vitiate this welcome step. Heretofore, these standards, which have been developed over a period of some 10 years in an evolutionary manner by Assistant Chief Engineer Ring and his staff, have had only a semi-official status, representing merely recommendations of the Commission's Engineering Department.

Except for reallocation of frequencies to make room for assignments to Canada, Cuba and Mexico, the new rules, accompanied by the standards, give effect to virtually all the provisions of the North American Regional Broadcasting Agreement. It had been hoped that the Agreement and the regulations might go into effect simultaneously, but this has been prevented by Mexico's failure to ratify.

The revision of regulations and standards constitutes the first substantial change in the general reallocation of November 11, 1928. Taken in conjunction with the Agreement, it represents remarkable accomplishments in the practical solution of a number of baffling problems. If it is not free from defects it can be said only that, in view of the difficulties, it is surprising that the defects are not more numerous and more serious in their consequences.

SPECIAL EXPERIMENTAL AUTHORIZATIONS. No changes were made in the rules covering this type of authorization as summarized in last year's article*. They are of particular interest in view of the decisions of the Commission and of the Court of Appeals in the WLW case, as well as certain authorizations now outstanding. The applicant must sustain the burden of making a satisfactory showing of a program of research and experimentation and that the operation will be under the direct supervision of a qualified engineer with an adequate staff. In case the authorization permits additional hours of operation,

"no licensee shall transmit any commercial or sponsored program or make any commercial announcement during such time of operation. In case of other, additional facilities, no additional charge shall be made by reason of transmission with such facilities."

The authorization will not be extended after the actual experimentation is concluded. A report must be filed with each application for an "extension."

SHOWING TO BE MADE IN SUPPORT OF ALLOCATIONS.

The provision quoted in last year's article† having to do with the showing to be made on program service, and involving a serious issue of censorship, was omitted. Likewise were omitted the proposed requirement of a showing of adequate commercial support and that an applicant for a Class IV station be a resident in and familiar with the needs of the community to be served. A requirement that the transmitter

"be so located that primary service is delivered to the city in which the main studio is located"

* VARIETY RADIO DIRECTORY, II, p. 531.

† VARIETY RADIO DIRECTORY, II, p. 531.

FEDERAL RADIO REGULATION—Continued

was retained, over the objection of a number of station-owners.

THE WLW CASE. On July 18, 1938, shortly after the hearing on the proposed new rules, the Committee entered on a ten-day hearing on the application of the Crosley Corporation for extension of its special experimental authorization to operate WLW, Cincinnati, with power of 500 kw. Except for a brief interruption in 1935, the authorization had regularly been renewed since it was first issued in the spring of 1934. Notwithstanding the fact that on the face of the record the issues were primarily technical, namely, the feasibility of the experimental operation and the question whether it should be continued, a large portion of the hearing was taken up with a minute inquiry into WLW's program service and its alleged shortcomings, and with the economic issue as to whether or not WLW's operation at 500 kw. had caused regional and local broadcast stations in other cities to lose advertising revenue.

On October 17, 1938 the Committee rendered its report recommending denial of the extension, relying both on the ground that the authorization was unnecessary from the technical experimental viewpoint and the ground of economic injury. In its decision February 8, 1939, rendered after exceptions had been filed and oral argument heard, the Commission followed the Committee's recommendation and denied the extension, effective at 3:00 A. M. March 1, but omitted reference to the economic issue as a ground for its decision. A petition for rehearing having been filed February 17th and denied February 20th, an appeal was taken to the United States Court of Appeals on the latter date. A motion for stay order was denied on February 28th, and the power of WLW was reduced to 50 kw. on March 1st. On June 26th the Court dismissed the appeal (see Part IV).

NEED FOR IMPROVEMENT IN SERVICE. The subject cannot be left with a bare recital of the results. Both at the October 5, 1936, and at the June 6, 1938 hearings, there were presented to the Commission the most thorough-going exploration into the problems of broadcast service, the nature and extent of the need for improvement, and the methods available to effect the improvement, that is to be found anywhere. As to the technical facts, there was no substantial dispute and, although in some of their most important aspects they were not accorded recognition in the outcome, it is necessary that they be kept constantly in mind in the hope that on a future and more auspicious occasion a suitable further revision of the regulations may be achieved.

As of 1930, the United States has a population slightly over 122,000,000 and a land area slightly under 3,000,000 square miles. During the daytime a population of over 16,000,000, residing in about 40% of the area, does not receive a satisfactory signal from a single broadcast station. At night, a population of over 50,000,000 people, residing in 82% of the area and mainly in rural regions and in small towns and cities having no stations of their own, is entirely dependent on clear channel stations for service. Out of these totals, a population of over 21,000,000 residing in about 60% of the country's area receives only *sky-wave* service from clear channel stations at night, subject to the well-known vagaries of fading and the wide variations in average signal strength from hour to hour, season to season, and year to year. The service received by this population of 21,000,000 residing in 60% of the area, measured merely on the minimum standards of satisfactory

FEDERAL RADIO REGULATION—Continued

daytime service, is nowhere sufficient to constitute adequate service, at the present power of clear channel stations. An additional 7,000,000 while receiving *ground-wave* service at night from clear channel stations, receives only signals of inadequate strength.

The above figures are based on *minimum* standards as to what constitutes satisfactory service, as recognized by the Commission's Engineering Department, and are based on reception from *only one station*, that is, they do not take a choice of at least two programs into account as a necessary element in good service. The inadequacy extends, in one form or another, into every State in the Union, from Maine to California.

The test of satisfactory service, in the physical sense, is a combination of two factors. The first factor is the *strength of the electric signal* at the point where it is received by the listener, expressed in terms of small fractions of a volt, millivolts (thousandths) and microvolts (millionths). The second factor (in the absence of interference from other stations) is the *strength of interfering electrical noise*, which may be due to natural static produced by thunderstorms and other atmospherics, or man-made static produced by innumerable kinds of electrical apparatus usually found in profusion in inhabited communities. As a rule, natural static predominates in rural communities and man-made static in towns and cities. The strength of the broadcast signal must be sufficiently strong to override the interfering electrical noise. According to the Standards of Good Engineering Practice, in city business or factory areas a broadcast signal of from 10 to 50 millivolts is necessary; in city residential areas, from 2 to 10 millivolts, and in rural areas, from 100 microvolts to 1 millivolt, depending on the season and the region (natural static being greater in the south). According to the same standards, although subject to wide variations in individual cases, a city of 10,000 population or more is regarded as requiring a signal of at least 10 millivolts; and a city of from 2,500 to 10,000, a signal of at least 2 millivolts.

By and large, and subject to minor exceptions that would not materially affect the result, the only method of effecting improvement in service from standard broadcast stations for these people and areas is by increasing the power of clear channel stations above the present maximum fixed by the rules of the Commission. At night, on any channel where simultaneous operation of two or more stations is permitted, no horizontal increase of the power of the stations, however large, will change the pattern of areas served and those not served, since the stations limit each other by mutual interference. The several hundred regional and local stations in the United States, taken all together, give interference-free service to only about 18% of its area. In the main, they are located in cities with the result that most of the urban population of the United States receives a broadcast service far superior to that enjoyed by most of the rural population. During the daytime, theoretically, improvement could be brought about by very large increases in the power of existing regional and local stations and by establishing a number of new daytime stations in the more sparsely settled parts of each state, but prohibitive economic obstacles stand in the way.

The benefits of the higher power have been thoroughly demonstrated through the operation of WLW at 500 kw. for a period of five years, and by the operation of high-power stations in other countries. In 1935 and again in 1937 extensive listener surveys were conducted by the Commission among the country's rural population. The first of these surveys revealed that WLW was first choice of the rural listeners in some 13 or 14 states

FEDERAL RADIO REGULATION—Continued

and second choice in six or seven more. The second showed that about 80% of the rural listeners relied primarily on service from clear channel stations at night and about 59% by day.

There are 72 broadcast stations in other countries operating with power in excess of 50 kw., most of them with 100 kw. or more, including 60 in Europe and 4 in Mexico. One of the Mexican stations, located on the border, has been authorized to use 850 kw. and appears actually to be using 500 kw.* Stations are operating with 500 kw. at Moscow and Warsaw. Germany, with a present area slightly less than that of Texas, has three 120 kw. stations, seven 100 kw. stations, and one 60 kw. station.

In the face of these facts, the Commission has decreed that the urban population, which least needs improved service, shall have the benefit resulting from substantial increases in the power of regional and local stations, whereas the rural and small-town population which now suffers most from inadequate service shall be denied any betterment. Fortunately, however, by leaving 26 channels really clear (i.e., unduplicated) it has left the door open for future remedy of the inadequacy.

ECONOMIC FACTORS. The Committee's recommendation against increasing or removing the power maximum is based on "possible disadvantages of an economic and social character." It is apprehensive of adverse economic effects upon smaller stations primarily serving the smaller metropolitan areas. It concedes that the claim that, in its five years of operation at 500 kw. WLW had not caused such injury, "was not successfully controverted in the testimony." The evidence showed that, at most, only a tiny handful of stations, located within the primary service areas of the clear channel stations, ran any hazard of losing revenue. It argues simply that there are "uncertainties" and that additional data are necessary, particularly with respect to what is known as national spot advertising.

Implicit in the Committee's reasoning, however, are conclusions based on the financial data compiled from the questionnaires (see Part I-B) sent to all broadcast stations and networks, covering the year 1937. According to these figures, the net income of the entire industry for 1937 (before federal income taxes) was \$22,630,174,† of which \$4,543,890 was earned from network operations and \$18,086,284 from the 624 commercial stations, including 23 stations owned or managed by two of the national networks. The 33 stations having power of 50 kw. or more, including WLW, accounted for just half the total for the 624 stations. This, reasoned the Committee, is too large a proportion (overlooking the fact that almost the entire station revenue proceeds from not over 200 stations). These figures, however, proved to be misleading. When the revenue figures for the 23 stations are included in the network figures, the total for the networks becomes \$9,828,932 and for the remaining 601 stations, \$12,801,242, while the figure for the independently-owned 50 kw. clear channel stations undergoes a marked drop to a figure not out of line with the earnings of regional stations under similar circumstances. Further analysis shows that the Committee not only did not take earnings on investment into account but, in making its comparisons, placed undue emphasis on power and not sufficient emphasis

* Editor's Note: This station is XERA, Villa Acuna, Mexico, operating on 840 kc. with an allowable wattage of 850,000.

† Editor's Note: The net operating profit of the industry in 1937 was \$18,883,935 (net excess of revenue over expenses after federal income taxes).

FEDERAL RADIO REGULATION—Continued

on such matters as desirability of frequency, population within the station's primary service area, and national network affiliation. One regional station, for example, actually showed larger net earnings than 13 out of 15 independently-owned clear channel stations.

These facts are recited, not to re-argue the case for higher power, but as further evidence of the significant *trend* of radio regulation referred to in Part I of this article. The significant thing is that, in the face of the undisputed facts showing a need for improved service for a large population over wide areas and the obvious remedy for the need, the Commission should give greater weight to a *possibility* of loss of income on the part of a few stations resulting from disturbing the *status quo* and to an implied sentiment that certain stations are taking too large a share of the industry's profits. This reasoning is in the direction of *economic* supervision of the industry, and, if not checked, leads inevitably to regulation of the public utility common carrier type. It is responsible for the questionnaires which have already flooded the industry and will be responsible for even more searching questionnaires in the future.

This is not an appropriate occasion for a legal discussion of the nature and extent of the Commission's power to take so-called economic factors into account in its regulation of broadcast stations. In passing, however, it may be noted that in 1927, when the standard of "public interest, convenience or necessity" was originally prescribed by Congress for the Commission's guidance, the standard could not have had any substantial economic aspect since the future of the industry's financial support was not generally appreciated or foreseen. Congress must have intended to place some limitation on the Commission's power with respect to economic factors when it declared in the Communications Act of 1934 that a broadcaster shall not "be deemed a common carrier" and did not subject him to the provisions of Title II of the Act which deal with economic regulation. Throughout its career, the Federal Radio Commission declined (almost consistently) to recognize any economic or competitive interest in licensees or applicants. Even now, the Federal Communications Commission does not accord complete recognition of such an interest and is resisting the assertion thereof before the Court of Appeals.

The present ascendancy of real and pseudo-economics had an innocent genesis, in practices participated in by applicants and their lawyers, and they are fully as responsible as the Commission for the result. The story is not unlike that which culminated in the present threat of censorship of broadcast programs. The seeds were sown when, early in the days of the Federal Radio Commission, the practice was initiated of making showings of proposed and past program service in support of applications, with the natural result that those who opposed the applications sought to expose the applicant's shortcomings in program service and the Commission eventually sought to prevent the evils and to subject them to discipline. Similarly, parties seeking to establish new stations or improved facilities for existing stations gradually acquired the habit of making elaborate showings of a "need" in the community to be served and of available commercial support. Their opponents countered with claims that there was no such need, that service from existing stations was adequate, that commercial support was not available except at the expense of existing stations, and that *ergo* the application could not be granted without causing economic injury to those stations and impairing their ability to serve

FEDERAL RADIO REGULATION—Continued

the public interest. From this point it was but a short and plausible step for the Commission to conclude, without any considerable dissent from the broadcasters, that part of its duty, in administering the standard of "public interest, convenience or necessity," is to protect existing stations from what it may choose to regard as excessive competition on the particular facts of each case and to think in terms of trade areas instead of broadcast service areas and listeners. This it has now done to the extent of giving effect to the philosophy in its regulations and of calling a halt on improvement in radio reception. If it is correct in its conclusion it may, with an equal show of logic, decide to take further steps to prevent threatened impairment of service, including the prevention of various forms of rate-cutting and unfair trade practices, or to assure that each class of station gets its fair share of the various types of advertising revenue. The underlying tendency, by whatever name it be called, is today the most portentous development in the regulation of broadcasting,* particularly since the tendency toward censorship now shows definite symptoms of being on the wane.

OTHER FACTORS. On June 13, 1938, in the very midst of the hearing on the proposed new rules, the Senate adopted a resolution reciting it to be the sense of the Senate that the Commission

"should not adopt or promulgate rules to permit or otherwise allow any station operating on a frequency in the standard broadcast band (550 to 1600 kilocycles) to operate on a regular or other basis with power in excess of 50 kilowatts."

Passage of this resolution was the price paid for securing ratification of the North American Regional Broadcasting Agreement, two days later (see Part V-B). In addition, in the several resolutions introduced in Congress during the past two years seeking investigation of the Commission, "super-power" has usually been in the enumeration of proposed subjects of inquiry.

From almost the beginning of broadcasting, popular prejudices and fallacies have succeeded in attaching themselves to the phrases "clear channels" and "high power." Each proposed increase in power has been tagged as "super-power." In 1922, when WLW increased from 20 watts to 50 watts, its competitor station in Cincinnati raised this cry. In the fall of 1924, when there was a movement forward from 500 watts to 5 kilowatts, there was an alarm which has not been equalled until this past year. The Secretary of Commerce, then the licensing authority, received thousands of letters from men, women and children expressing fear of "a monopoly of the air," and "the blotting out of smaller competitors." At the Third National Radio Conference in October, 1924, debate on the issue reached dramatic heights, and a spokesman for the opposing groups, referring to 5 kilowatts as "super-power," stated

"If the power is increased without any limitation of hours or season, it will result in less enjoyment to millions of people."

The principal spokesman against "super-power" of 500 kilowatts at the June 6, 1938, hearing, almost repeated the alarm voiced fourteen years before, when he declared that such power "would be a curtailment of service to millions" and that it would

* Contrast the present tendency with that exhibited in the Report of the Federal Radio Commission entitled "Commercial Radio Advertising," submitted to the Senate on June 9, 1932, in response to S. Res. 129.

FEDERAL RADIO REGULATION—Continued

“probably upset the whole present structure of the broadcast industry and its service to the public.”

At the time of the re-allocation of November 11, 1928, agitation in Congress against clear channels and “super-power” of 50 kilowatts so impressed the Federal Radio Commission that it omitted the word “clear” from its order and provided that the maximum power on such channels should be 25 kilowatts plus an additional 25 kilowatts “experimentally,” and later, in 1930, restricted the number of 50 kilowatt stations to 20 in this entire country (a restriction which was removed without ceremony some three years later). Yet each advance in power has simply reflected the progress of science (which, it is hoped, will not be arrested by Government fiat) toward transmitting apparatus capable of giving better service over wider areas and thus taking advantage of radio’s greatest asset and contribution as an agency of mass-communication, *radiation*. As stated by O. H. Caldwell, one of the original members of the Federal Radio Commission:

“Having laid the tracks for good reception, one can then decide what is going to be supplied on those tracks. *But the first thing is to get the tracks laid.*”

B. REGULATION OF OWNERSHIP AND CONTROL OF STATIONS

STATUTORY PRESCRIPTIONS. Within the four corners of the Communications Act of 1934 are three specific indications by Congress of policies to be followed by the Commission in determining eligibility for license or renewal of license, (1) the barring of alien ownership or control, (2) the preservation of competition, and (3) by implication, satisfactory standards as to character and “financial, technical and other qualifications of the applicant.” In the opinion of the writer, the broad standard “public interest, convenience or necessity” does not add anything to the foregoing, that is, it does not authorize the Commission to impose other and different tests of eligibility.

The barring of alien interests is covered by definite provisions in Section 310 (a) and need not detain us. The provisions are, in origin and purpose, closely associated with considerations of national defense, more likely to arise in the regulation of international communications, and, while they may conceivably assume importance for broadcasting in time of war, have not so far presented any substantial problem. To make these provisions effective, and to prevent tendencies toward monopoly were, historically, the principal reasons for giving the Commission control over assignments of license and transfers of control in Section 310 (b).

With respect to eligibility tests as to the character of an applicant, and his technical and other qualifications, there is so little to be said at present that a separate subheading is not justified. Very little attention has been, or need be, paid to an applicant’s technical qualifications since ordinarily the applicant himself (or itself) will not claim to be qualified in this respect and must rely on the employment of engineers. Such broad terms as “character” and “other qualifications,” if not reasonably construed, do, of course, open the door to a wide latitude of arbitrary and capricious conduct on the part of the licensing authority, including censorship, and, if they are to be used as reasons for rejecting applications, should be translated into intelligible standards and formal regulations.*

* The Commission’s new regulations provide simply that the applicant must make a satisfactory showing that he is “legally qualified” and “is of good character and possesses other qualifications sufficient to provide a satisfactory public service.”

FEDERAL RADIO REGULATION—Continued

The requirement of "financial qualifications" has occupied a large, and at times quite disproportionate, amount of time and attention in hearings and in the Commission's consideration of cases,* complicated as it has been with the seeming necessity for also making a showing of adequate commercial support. Its significance is, however, tending to diminish. The new regulations stipulate that the applicant must show that he "is financially qualified to construct and operate the proposed station," with a footnote referring to a portion of the Standards of Good Engineering Practice in which the sums required to construct and complete electrical tests of stations of different classes and powers are tabulated.

The policy of preservation of competition has proved the source of the principal real or apparent problems in regulating the ownership and control of broadcast stations, and, at bottom, is directly or indirectly (or allegedly) associated with nearly all the topics hereinafter discussed under this sub-heading.

The issue of monopoly has been raised, in one form or another, from the earliest days of radio communication, within a few years after Marconi first placed his invention in practical use. The issue was largely responsible for the first endeavor to negotiate a general international radio treaty at Berlin in 1903, successfully consummated at that city in 1906, and, in its earliest aspect, is still reflected in an article in the International Telecommunications Convention of 1932 and in Section 322 of the Communications Act of 1934. Section 322 requires land and ship stations open to public service to exchange communications "without distinction as to radio systems or instruments adopted by such stations."

In a somewhat different guise, the issue of monopoly developed shortly after the advent of broadcasting and led to an extensive investigation and report by the Federal Radio Commission in 1923, in response to a resolution adopted by the House of Representatives. It was largely a controversy over an alleged undue control of the manufacture of radio apparatus (and consequently of radio communication) through patents, and of international radio communication through traffic agreements. The apprehensions resulting from this controversy found expression in several provisions in the Radio Act of 1927, carried over into the Communications Act, such as Sections 311 and 313. By Section 311 the Commission is directed to refuse a license to any person finally adjudged guilty by a Federal court "of unlawfully monopolizing or attempting unlawfully to monopolize, radio communication, directly or indirectly, through the control of the manufacture or sale of radio apparatus, through exclusive traffic arrangements, or by any other means, or to have been using unfair methods of competition."

Section 315 extended the anti-trust laws of the United States to the manufacture and sale of, and trade in, radio apparatus.

A third phase came to a head only barely in time to be included in the Radio Act of 1927. When the bill passed the House on March 15, 1926, it contained no provision regarding chain broadcasting. In the Senate, a clause was inserted which, as described in the report of the Senate Committee, authorized the Commission "to control chain broadcasting." The bill passed the Senate on July 2, 1926. When it emerged from conference on January 27, 1927, in its present form, it was again debated and, on Feb-

* See VARIETY RADIO DIRECTORY, I, p. 285; II, pp. 536-7.

FEDERAL RADIO REGULATION—Continued

bruary 3, 1927, the Senator from Louisiana read a telegram from Mr. Henderson of Shreveport, one of broadcasting's most picturesque characters of that era, pointing out that the press had "this morning carried headlines of 35 stations to be chained together" and that "chain stations will monopolize and independent stations . . . are practically done for." The Senator asked how the bill covered the matter. Senator Dill, the sponsor of the bill in the Senate, replied with a statement which was, and remains, practically the only explanation of the legislative intent behind the provision contained in Section 303 (i) of the Communications Act of 1934, authorizing the Commission "to make special regulations applicable to radio stations engaged in chain broadcasting." After referring to the fact that various radio organizations were building up chain stations "without let or hindrance and without any restrictions," he said, in part,

"Unless this proposed legislation shall be enacted they will continue to do so, and they will be able by chain-broadcasting methods practically to obliterate the independent small broadcaster."*

As explained in last year's article, except for an abortive foray by the Federal Radio Commission in 1928, no regulations were ever promulgated under Section 303 (i).† The actual or prospective use of chain programs has, however, played a decisive role in determining the fate of many applications, sometimes one way and sometimes the other.

THE NETWORK INVESTIGATION. The antecedents of the current network investigation were reviewed in last year's article.** On July 6, 1938, the Commission appointed William J. Dempsey (later appointed general counsel) as special counsel for the proceedings. During the preceding month, Chairman McNinch had, in his appearance before the House Appropriations subcommittee, prophesied that the hearings would run from four to six weeks and that the Commission would be prepared to submit legislative recommendations to Congress for the next session.

On September 20, 1938, the Committee charged with the investigation, consisting of Chairman McNinch and Commissioners Brown, Sykes and Walker, announced that public hearings would begin October 24, and released the notice of hearing. The notice enumerated 20 items which each network organization was expected to cover in its presentation, extending into virtually every phase of network development, network ownership of stations, contractual relationships between networks and affiliated stations, advertising agencies and advertisers, extent of control exercised over affiliated stations, financial arrangements including basis for charges made by networks and affiliates, network policies on program standards and advertising continuity, agreements with wire companies, and other subjects. Nearly a score of networks, national and regional, were asked to supply data, along with more than 150 transcription and recording companies.

Later, the opening of the hearing was postponed to November 14, 1938. The subject-matter was divided under four general headings, to be heard in the following order: (1) network operations, (2) management contracts,

* Congressional Record, Vol. 68, p. 2881.

† VARIETY RADIO DIRECTORY, II, p. 533.

** VARIETY RADIO DIRECTORY, II, pp. 533-4.

FEDERAL RADIO REGULATION—Continued

leases, etc., (3) nature and extent of common ownership of broadcast stations, and (4) transcription services.

The hearing opened on the date scheduled. Contrary to earlier estimates as to the time it would consume, it was three months before the presentation of the three major or national networks was concluded, and it was April 19, 1939, before the hearing adjourned, to resume for a brief three-day session on May 17-19, when it finally closed, with a record of nearly 9,000 pages and some 700 exhibits, many of them bulky. The time consumed was partly due to the fact that the Committee sat for only four days a week and in some weeks less, the daily hours of hearing were relatively short, and there were occasional interruptions.

By the time the hearing closed it seemed fairly clear that the principal issues raised, in the minds both of the Commission and the parties, had to do with the contractual relations between network companies and their affiliated stations. The chiefly controverted features of those contracts, exhibited either generally or in a large portion of the contracts, were (1) the exclusive feature which obligated the affiliate not to take programs from any other national network, (2) the option feature, by which, with respect to all its hours, or a large portion of its most desirable hours, the affiliate was obligated to give right-of-way to a commercial network program on 28 days' notice, and (3) the term of years covered by the contracts. Also, the question was raised whether one company should be permitted to operate two national networks.

Toward the end of the hearing a motion was filed in behalf of Mutual Broadcasting System asking the Committee to recommend to the Commission the adoption of a temporary regulation to prevent new contracts, or extensions or renewals of existing contracts, beyond a date to be fixed by the Commission, alleging among other things that, particularly in cities having less than four stations with comparable facilities, such contracts prevented Mutual's entry into those areas and handicapped it competitively, and that National Broadcasting Company and Columbia Broadcasting System were in the process of renewing or extending such contracts for a further period of five years after their present expiration dates. At present writing the motion has not been acted on by the Committee.

On June 7, 1939, the Committee planned its procedure for a report based on the investigation. S. King Funkhouser, an attorney of Roanoke, Va., who had been engaged in December, 1938, to assist in the investigation, was designated to assist in preparing the report, under the supervision of General Counsel Dempsey with Rosel H. Hyde, of the Commission's Law Department, as chief legal assistant. At present writing, it appears that a preliminary report will not be ready until September and that submission of a report by the Committee to the Commission is not likely until sometime later in the fall.

MULTIPLE OWNERSHIP OF STATIONS. The Commission has adhered to the principle, announced in a case mentioned in last year's article,* that acquisition of a second station in a city by the licensee of an existing station is ordinarily contrary to public interest. On May 27, 1938, it denied an application for its approval of a transfer of WREN, Lawrence, Kans., to the Kansas City Star, owner of WDAF at Kansas City, for a price of \$295,000. It held that joint ownership of the two stations would create a competitive situation dangerous to another Kansas City station

* VARIETY RADIO DIRECTORY, II, p. 535.

FEDERAL RADIO REGULATION—Continued

and would "materially reduce competition in the area," citing its earlier decision. At the time, it appeared that the newspaper-ownership feature might also have been a factor in the Commission's decision.

On October 20, 1938, however, a majority of the Commission (including Chairman McNinch) approved the sale of WNAX, Yankton, S. D., to the South Dakota Broadcasting Corporation for \$200,000. The principal stockholder of the assignee corporation was an Iowa newspaper publisher identified with the ownership of two of the three broadcast stations in Des Moines and of the only station at Cedar Rapids. The majority opinion stated:

"The purchase price for a station may be so high that the conclusion is inescapable that a valuation has been placed on the station's operating assignment, or that burdening of the station in a financial way will result so that its inability to operate in the public interest may not be clear from the record,"

but concluded that such was not the case before it. Commissioner Craven, however, dissented, expressing himself in favor of "a diversification of licensees controlling regional broadcasting stations," and against "a concentration of such licensees in the same or allied interests," and recommended that the case be remanded for further hearing. From the majority decision, it would appear that the Commission does not intend to extend its principle of multiple ownership to stations in different cities, but it would be premature to venture a conclusion to this effect. Cases are pending before it, involving somewhat the same issue, and they have been designated for hearing.

There has still been no indication that the Commission intends to apply its restriction in multiple ownership in the same city retroactively.

The most significant development, at least in its potentialities, was the searching inquiry into ownership and control initiated by the questionnaires sent out in the fall of 1938 and the early winter of 1939, the compilations drawn from the returns by the Commission's Accounting Department, and the introduction of the compilations in the form of 117 exhibits at the network hearing on March 30, 1939, accompanied by elaborate indices. The exhibits were not all instances of multiple ownership since many of them dealt solely with situations where a substantial interest in a licensee corporation having a single station was held by another corporation. The exhibits tended to show that some 341 stations were affected by multiple ownership or control, although in some instances, the relationship was exceedingly tenuous.

ABSENTEE OWNERSHIP. In the proposed revision of its rules governing standard broadcast stations, as submitted for hearing in June, 1938, there was a requirement that an applicant for a Class IV (local) station must be "a resident in, and familiar with the needs of, the community to be served." This was eliminated in the rules as finally adopted on June 23, 1939.* In support of its recommendation that it be eliminated the Committee stated:

"If, however, a local resident makes an application and makes a showing which is equal to that made by a concurrent non-resident applicant, the Committee of course would recommend that preference be given to the application of the local resident."

* See VARIETY RADIO DIRECTORY, II, pp. 522, 536.

NEWSPAPER OWNERSHIP OF BROADCAST STATIONS. On June 27, 1939, after a tumultuous experience of some three years, the issue of newspaper ownership of broadcast stations passed away, at least temporarily and certainly without fanfare. The demise was brought about by an action of the Commission, unanimous as to the six active members, reconsidering an earlier action setting for hearing a case involving assignments of license of two stations in Allentown, Pa., to a newspaper-controlled corporation, and granting the applications without hearing. The two stations shared time on 1440 kc. One of them, having slightly more than half the time, was owned by a company publishing the only morning and evening newspapers in the city. The transaction resulted in giving the newspaper publisher 65% control of the resulting full-time station, the only station in the city.

On March 13, 1939, a bare majority of the Commission (Commissioners Case and Craven dissenting and Brown not participating) had designated the applications for hearing

“to determine whether the granting of the applications to consolidate the two existing stations would result in, or tend toward a monopoly in radio broadcasting in Allentown and its immediate environs, and to determine if the operation of the stations”

by the newspaper would be in the public interest. The majority action was not accompanied by any statement of reasons. In an able and vigorous dissenting opinion, which will probably be recorded as the final turning-point in the controversy, Commissioner Craven declared that the action meant that the majority had already adopted in their own minds, or contemplated adopting, a principle adverse to newspaper ownership (or, at least, a class thereof), and in enumerating his reasons for voting against such a policy, stated that the Commission had no power under the statute to exclude newspaper publishers; that, even on the assumption that it has the power, its exercise would be contrary to public interest, and that a hearing on the particular applications involving stations in a comparatively small city in one State

“is not a proper or fair method of determining whether such a policy should be adopted.”

He cited the fact that as of January 15, 1939, some 238 broadcast stations in the United States had newspaper publishers identified with their ownership and that the number had increased since that date. If the Commission were to adopt the policy in question

“it must be prepared to extend it to all cases, existing and future. It must be prepared to refuse to renew the licenses of some 240 broadcast stations and to destroy or hand over to others the investments which their owners have in these stations.”

The continuous record of some 18 years of newspaper ownership of a number of broadcast stations, he argued, refutes any implication that such stations as a class render less meritorious service or exhibit greater evils or dangers than stations under non-newspaper ownership. He directed attention to the fact that, by common knowledge, the newspaper extras of former days have almost disappeared, that broadcast stations are relied upon to a constantly increasing extent for news and comments upon news, and that they are both important customers of news services and creators of news agencies. Facsimile may ultimately mean that the newspaper of the future will be transmitted by radio into the home.

FEDERAL RADIO REGULATION—Continued

Chairman McNinch immediately released a statement commenting on the dissenting opinion, saying

“What objection can there be to allowing the people directly affected by a proposed local monopoly of communications to say what they want in an open hearing?”

So far as is known, however, no one had protested against the proposed assignments of license.

On May 1, 1939, the Commission issued its notice of hearing in the case, specifying three issues, including the specific question of alleged monopoly, and the hearing was scheduled for June 6. On May 18 the applicants filed a motion to quash the hearing on the ground that the Commission had no power to consider the question. This motion was referred to the full Commission because of the “novelty of the issue,” but was denied on June 6, Commissioner Craven dissenting. Suddenly and somewhat unexpectedly, the Commission reconsidered and granted the applications on June 27th.

Another indication of the more recent views of the Commission is found in the testimony of Commissioner Brown, then Acting Chairman, before the House Appropriations subcommittee on June 20, 1939. In response to a question he said:

“Except through its decisions, the Commission had not arrived at any definite policy. In that connection, I would like to refer the Congressman to this language in a recent decision of the Court of Appeals of the District, in which the court stated, ‘We know of no statute which would prohibit a newspaper from owning a broadcasting station.’ That is our position.”

The history of the question is both interesting and instructive. It is one of the principal examples of issues that originated and developed *outside* the Commission, finally to assume such proportions as to force itself on the Commission’s attention and to persuade some of its members of its merits. There is nothing in the Radio Act of 1927 or the Communications Act of 1934 which even remotely suggests that Congress intended to make newspaper ownership a disqualification. On the contrary, in 1927 and even more so in 1934, a large number of the better-known broadcast stations were owned by newspaper publishers without substantial objection or complaint.

The birth and growth of the anti-newspaper school of thought has been ascribed to a number of factors and is probably due to a combination of several of them rather than to any one. In the first place, after 1934 there began a general movement of newspaper publishers to secure stations and in several instances, including the Hearst organization, a multiplicity of stations. In the second place the President, after his experience with opposition from the press, was known to look on newspaper ownership with askance, as were also other public officials and members of Congress. In the third place, several influential members of Congress had specific situations in mind which, in their opinion, presented dangers. Additional factors sometimes mentioned included a tendency on the part of certain representatives of national networks to exploit the issue as a red herring to deflect charges made against their organizations, the business practices of a few newspaper-station combinations, and possibly others. In any event, by the summer of 1937, as pointed out in an earlier article,* the

* VARIETY RADIO DIRECTORY, I, pp. 286-7.

FEDERAL RADIO REGULATION—Continued

school of thought had found expression in a minority opinion by one member of the Commission, in speeches and statements by prominent members of Congress, and in a bill introduced to require a complete divorce of newspaper and broadcast station ownership.

With the appointment of Mr. McNinch as Chairman in 1937 there were unmistakable indications that newspaper ownership would be considered a major issue. In his first press conference, he stated that he regarded it as "one of the important policy problems to be thought through and either determined by the Commission or presented to Congress with recommendations, if any, as the Commission may see fit to make." In the meantime, resolutions introduced in Congress in 1938, and again in 1939, for investigation of the Commission regularly specified newspaper ownership as a subject of inquiry. For a period of a year or more, while no application was denied solely and expressly because the applicant was identified with a newspaper, a number of applications by newspaper publishers met adverse decisions on other grounds.

By the end of March, 1938, as appears from last year's article,* it seemed that there had been sufficiently definite pronouncements by both the Commission and the Court of Appeals and that henceforth it was unlikely that newspaper publishers would be at a disadvantage. In addition, the Report on Social and Economic Data submitted to the Commission by its Engineering Department on July 1, 1937, and made public January 24, 1938, contained a sensible discussion of the subject, which was elaborated in Part I of the Report of the Committee on Proposed Rules, made public January 18, 1939.

The issue, however, still persisted into the year 1938-1939. In a report submitted early in November, 1938, an examiner recommended denial of an application involving transfer of control of a station to a newspaper concern already owning 49% of the licensee's stock, saying that a grant would give that concern

"all the means of disseminating news or other information in the area and complete control of all advertising media available in the area. * * * In view of these facts, it appears that this would tend to restrict competition in the dissemination of news and information, and in advertising."

During oral argument on this case on May 11, 1939, Commissioner Thompson, newly appointed to the Commission in April, gave indications by his questions that he viewed the situation as a prospective monopoly. The matter of newspaper ownership was commonly regarded as one of the focal issues in the background of the President's move on January 23, 1939, for reorganization of the Commission and amendment of the Act, and was specifically mentioned by him at his press conference the next day. Nevertheless, in a number of cases, with Commissioners McNinch and Walker dissenting in certain of them, the Commission approved the acquisition of stations by publishers, frequently and to an increasing extent without hearing.

A curious twist to the newspaper question arose in Part II of the committee's report on rules and regulations, released June 7. In stating reasons for refusing to authorize power in excess of 50 kw., and in pointing to "certain policies" in the argument in behalf of the higher power, the

* VARIETY RADIO DIRECTORY, II, pp. 535-6.

FEDERAL RADIO REGULATION—Continued

committee stated that it cannot be concluded safely that if radio competition with other media should be "highly successful," the public interest would be served by permitting the "economic annihilation of these other media." The committee further states:

"Consequently, it may be possible that influence might be exerted to stem an economic trend having adverse social effects. Such a movement has been attempted already but so far without success. However, since radio is an industry dependent upon governmental license to use the public domain, it cannot safely be argued that Congress will always permit radio licensees unlimited opportunity to secure all advertising business to the serious detriment of the economic structure of important and necessary services rendered to the public by unlicensed media. The latter have a far greater capital investment and affect the employment of many more thousands of people than radio. Labor displacement resulting from technological development is one of the social problems of the modern age and consequently this is a significant economic factor to be considered in the future of radio advertising business."

This was followed by press association stories interpreting the language as forecasting steps by the government to protect newspapers from unlimited radio competition. The interpretation was promptly denied at the Commission.

SALE AND LEASE OF BROADCAST STATIONS. Except for leases, management contracts and similar arrangements, the issue of "trafficking in licenses" and "sale of wave-lengths" has run a course closely parallel to the issue of "monopoly" based on newspaper ownership. Applications for the Commission's consent to an assignment of license or a transfer of control, which until a few months ago would regularly have been subjected to severe scrutiny, expensive hearing, and hazard of denial, are now granted without hearing almost as a matter of course. An important subdivision of such cases, involving the sale of a station to be moved from one city to another, was, by "proposed decisions" rendered June 21, 1939, and June 27, 1939, tentatively held to be not within the scope of Section 310 (b) of the Act requiring the Commission's consent to assignments of license and transfers of control. Thus, quietly and almost unnoticed, a dispute which at all times was more over words than ideas but which nevertheless gave provender for endless demagoguery, has, after a meteoric career, all but burned itself out. It, too, was an issue which originated *outside* the Commission.

In view of the phraseology and legislative history of Section 310 (b), there is room for no great difference of opinion as to its meaning or the intent of Congress. It was originally inserted in the Radio Act of 1927 to fill a gap left by the Radio Act of 1912, so as to give the licensing authority control over changes in the ownership and control of stations and to subject the purchaser to the same tests of eligibility as were applied to applicants for new stations. The first consideration which Congress had in mind was to prevent stations from passing into the control of aliens. Another consideration which came to the forefront in the years immediately prior to 1927 was to prevent and control any tendency toward monopoly. Whether or not the price paid by the purchaser was too high was *not* regarded as a material consideration requiring regulation by the government. In fact, when the bill which became the Radio Act of 1927 came before the Senate

FEDERAL RADIO REGULATION—Continued

an amendment was added forbidding the Commission to approve any transfer where the price exceeded the physical assets, "to prevent the selling of wave-lengths for profit." This amendment, however, was stricken from the bill as it finally passed.

From 1927 to 1936 no substantial issue was raised. In a large number of cases, the Federal Radio Commission and, after 1934, the Federal Communications Commission, approved transfer after transfer, more often than not without hearing, although an increasing tendency to require data as to price and value of assets was exhibited. In 1934 the section was elaborated to extend to transfers of control in licensee corporations but otherwise no material change was made. A proposal to require a hearing in each case was rejected.

A milestone was erected by the Commission's approval, on August 18, 1936, after hearing, of the sale of KNX, a 50 kw. clear channel station in Los Angeles, to Columbia Broadcasting System for \$1,250,000, whereas the original cost of the physical property was \$177,982.15 and its depreciated value only \$63,763.30. The Commission's decision passed on the reasonableness of the price and justified its conclusion by pointing out that, on the basis of the present and probable future earnings of KNX, a return of approximately 16% or 17% would be received on the consideration paid. This case was followed in the fall of 1936 by applications seeking Commission approval of the sale of WOAI, a 50 kw. clear channel station at San Antonio, Texas, to Columbia Broadcasting System, for a price of \$825,000 on facts showing a larger proportion both of value of physical assets and of earnings to purchase price than in the KNX case. By this time, however, pandemonium had broken loose, in Congress and elsewhere, on the subject of "trafficking in licenses" and "sale of wave-lengths," and the examiner who heard the WOAI case turned in a scathing report in December, 1936, denouncing the transaction and recommending denial. Because of the expiration of the contract of purchase, the case was not passed on by the Commission. At about the same time, Commission approval was asked of an assignment of the license of KSFO, San Francisco, to the Columbia Broadcasting System, under a lease. The examiner who heard this case in December, 1936, later turned in a report recommending denial.

The furor over the "sale of wave-lengths" was really closely related to the then current agitation against the national networks on the score of monopoly, but curiously neither the Commission, its examiners, nor the complaining members of Congress seemed to realize that the question whether a network organization already had too many stations, or should be allowed to acquire another, was a separate issue, and might be passed on as such without reference to the price paid. In any event, in speeches on the floor of Congress, in hearings before Congressional committees, and in resolutions seeking investigation of the Commission, the charge of permitting "trafficking in licenses" became and remained one of the principal allegations against the Commission from 1937 to 1939. When Mr. McNinch became Chairman of the Commission, at his first press conference in October, 1937, he declared that, according to his understanding, a licensee has nothing to sell except the physical property, that there is no good will to pass on, and that, as applications came before the Commission for action, he would be interested to know "what is the actual, legitimate cost or value of the equipment that would follow with the transfer of license." The subject was one of those mentioned by the President on January 24, 1939, in

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support of the statements in his letter on the previous day that "new legislation is also needed to lay down clearer Congressional policies on the substantive side."

During 1937 and for a considerable portion of 1938, matters remained at a standstill at the Commission, and applications, including a number that had been heard, were subjected to interminable delays while a flood of oral arguments and briefs were submitted, and members of the Commission debated and failed to agree. The pressure of need for action on normal business transactions became too great to be longer resisted, however, and the issue was compromised (and its solution avoided) by the simple device of issuing decisions approving transfers, in which the facts were recited and no reasons, principles or grounds were stated. This process, which began in April, 1938, was applied to a gradually increasing extent to other cases, some of them involving just as great a disparity (proportionately) between the value of physical assets and the purchase price as in the KNX case and several of them being the subject of adverse examiners' reports. With two exceptions to be noted below, virtually the only applications denied were in cases where other considerations intervened and predominated, such as multiple ownership.

The first exception was a proposed transfer of license of WTIC, a 50 kw. station at Hartford, Connecticut. The license was held by a subsidiary corporation of the Travelers Insurance Company and the application was for approval of an assignment to another newly-organized subsidiary corporation. The motive for the transaction was more efficient bookkeeping and operation through combining ownership of the station property and equipment (which had theretofore been owned by the parent corporation and leased to the subsidiary) and operation of the station in one corporation. Losses of nearly \$2,000,000 had been incurred in the operation of WTIC over a period of years, and the subsidiary had given the parent corporation a note for \$1,500,000, payable as to both principal and interest only out of profits. Under the proposed transfer the new subsidiary would take over this note. The application, filed in the spring of 1937, had been heard before an examiner in October of that year. The examiner (the same one that had turned in the report in the WOAI case and a number of others in which a similar philosophy was given effect) recommended denial in a document fulminating against the transaction which he characterized, in substance, as the sale of a wave-length for \$1,500,000. The case was argued orally before the Commission in May, 1938, and on November 1, 1938, a bare majority of the Commission (Commissioners Brown and Craven dissenting and Case not participating) rendered a decision denying the application without, however, placing it squarely on the question of price. In a courageous dissenting opinion, which must now be regarded as a landmark in the history of this issue, Commissioner Craven reviewed the subject at length, including reference to the legislative history of Section 310 (b) and stated that he knew of no law, philosophy or regulation making it good public policy to deprive a pioneer of the opportunity to regain moneys expended for development when the development has resulted in benefit to the public. He expressed himself strongly against the "bare bones" policy in transfer cases, and pointed out that if this policy were the law it was just as illegal to pay \$25,000 more than the value of the assets as it is to pay \$1,500,000 more. He further pointed out the hardships, injustices and difficulties that would be corollary to such a policy, as well as of other poli-

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cies that had been suggested. On November 28, 1938, a petition for rehearing was filed. It slumbered in the Commission's Law Department for over six months. Finally, on June 20, 1939, the Commission reopened the case for further oral argument on July 13.

The second exception has to do with transfers of license under a lease by which the assignee pays the assignor a rental over a period of years and is obligated to re-assign the license to the assignor at the expiration of the lease. As pointed out in last year's article,* the Commission's position on this question was forecast in a negative action having to do with WMAL, Washington, D. C., on April 20, 1938. The position crystallized in a decision rendered October 20, 1938, in which an application (filed and heard in 1936) for approval of assignment of the license for KSFO, San Francisco, to Columbia Broadcasting System was denied.† The majority opinion stated that to recognize a right in the assignor to recapture the license upon expiration of the lease "would be tantamount to the recognition of an outsider to the use of a frequency for a future time" and that the arrangement "is misleading to the public generally and particularly misleading to the investing public." Referring to previous actions in earlier years, in which consent had been given to similar transactions, it stated that if any of them might be considered as approval of such lease provisions, "then to that extent such actions are hereby overruled." The case was appealed and is now pending before the Court of Appeals (see Part IV).

On May 16, 1939, the Commission adhered to this position in denying an application involving an assignment of the license of WAPI, Birmingham, Ala., to a new corporation, of which Columbia Broadcasting System held 45% of the stock. The Commission labelled the arrangement as "subversive of the general public interest," stating that it would have a tendency toward

"domination and control of radio broadcast facilities by persons or corporations to whom licenses therefore are once issued by the Commission, and who, therefore, although not operating the stations themselves, exact tribute in the form of rental from those actually using the facilities to serve the public,"

and that the Commission did not

"consider it in the public interest to permit a practice to continue which has the effect of permitting existing broadcasting licensees who disassociate themselves from the operation of their stations for a period of years to be in the same position as those who continue to operate their stations."

On June 2, 1939, a petition for rehearing was filed and is still pending.**

* VARIETY RADIO DIRECTORY, II, p. 542.

† Commissioner Brown concurred in the result but not in the reasons.

** A further example of the same principle is furnished by a decision of the Commission in December, 1938, in which the Commission made its approval of a transfer conditional upon modification of the sales contract to preclude recapture by the assignor should the assignee fail to comply with its terms.

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It is possible that the principle thus applied to leases of stations may be extended to lesser arrangements whereby control of the station passes in part (or is alleged to do so), such as in the so-called "management contracts" under which, for a 10-year term, National Broadcasting Company manages four broadcast stations owned by and licensed to the Westinghouse company. On June 1, 1938, the Commission ordered a hearing on these contracts, and the inquiry was later conducted as part of the network investigation. During the investigation it was alleged, furthermore, that the prevalent contracts between networks and their affiliated stations constituted *pro tanto* assignments of licenses.

Following the adoption of the elaborate new application forms in the early part of 1939 (see Part I-B), the Commission adopted the policy of dispensing with any hearing at all in assignment cases where only a sale was involved, and thereafter granted such applications without hearing, apparently without any regard for or consideration of the purchase price. Since no decisions or findings are made or published under such circumstances, it is impossible to state dogmatically what principles (if any) have been agreed on or are being followed by the Commission, but it seems fair to say that the "bare bones policy" has been completely discarded. This is all the more remarkable in that, as late as January 23, 1939, in his appearance before the House Appropriations subcommittee, Chairman McNinch disclosed that the Commission had been unable to agree upon any formula or yardstick to be applied to transfer cases.

It remained for the closing days in June, 1939, to provide a fitting anticlimax to the shadow-boxing. On June 27, the Commission announced its "proposed decision" in what the parties and all persons following the proceedings had treated and regarded as a transfer case but which, according to the Commission, was no such thing. The Greater New York Broadcasting Corporation (controlled by Arde Bulova), the owner of two part-time stations in New York City (WBIL, having one-fourth time on 1100 kc., and WOV, operating daytime only on 1130 kc.), entered into an arrangement to purchase WPG, Atlantic City (having the remaining three-fourths time on 1100 kc.) for \$275,000.* The net result of the proposed transaction was that the owner of the two stations in New York would end up with one full-time station in that city on 1100 kc., and Atlantic City would lose its station. Following the procedure which has been regularly followed and prescribed for years, an application was filed asking the Commission's consent to assignment of the license for WPG to the New York corporation, accompanied by the usual application for a construction permit. The hearing was one of the most hotly contested in recent years, the principal issue being over the alleged sale of a wave-length.†

The Commission's proposed decision gives effect to the transaction but holds that, in essence, the application was for the establishment of a full-time station in New York on 1100 kc., that it "does not involve a transfer of license now held by the City of Atlantic City," and that this contract "in so far as it deals with the purchase of the facilities of Station WPG

* Bulova had already paid large sums for the acquisition of WBIL and WOV and it is said that his total outlay for acquisition of the three stations was close to \$900,000.

† The case has a long history, WBIL having formerly been owned by the Paulist Fathers, a religious organization which played an important role in stirring up agitation against the networks in 1936.

FEDERAL RADIO REGULATION—Continued

is a matter of private concern between the City of Atlantic City and the Greater New York Broadcasting Corporation and does not require Commission consent or approval.”

On June 21, 1939, the same reasoning had been applied to a proposed purchase of a station in Los Angeles, to be moved to San Diego but, since the procedure did not square with the new theory (although it had been expressly approved in previous decisions of the Commission), the “proposed decision” denied the application—to the discomfiture of the attorneys for the parties. It is interesting (but futile) to speculate how the Commission will henceforth dispose of transfers involving a change of site, frequency, power or hours of operation in the same city.

C. REGULATION OF PROGRAM CONTENT

STATUTORY PRESCRIPTIONS. If there is any one thing clearer than another in the Radio Act of 1927 and in the Communications Act of 1934, it is that Congress intended that the Commission should *not* have the power to regulate the contents of broadcast programs. Section 326 of the Communications Act, which cannot be too frequently repeated, provides in part:

“Nothing in this Act shall be understood or construed to give the Commission the power of censorship over the radio communications or signals transmitted by any radio station, and no regulation or condition shall be promulgated or fixed by the Commission which shall interfere with the right of free speech by means of radio communication.”

If it be necessary to demonstrate that this language was intended to mean what it says, and that it should be construed in accordance with its intent, reference may be had to its legislative history and to the experience of the Federal Radio Commission and of the Federal Communications Commission in deviating from its mandate.*

There are, it is true, certain express prohibitions in the Act. Section 326 forbids the utterance of “any obscene, indecent, or profane language by means of radio communication.” Broadcasters must afford equal opportunity to legally qualified candidates for public office. The broadcasting of any lottery matter is forbidden. Announcements must be made of sponsored programs. Unauthorized rebroadcasting is prohibited.

Violation of any of these provisions is made a criminal offense, punishable by heavy fine and imprisonment. A person charged with such a violation is entitled to a jury trial and to numerous other procedural guarantees and safeguards which are lacking in a proceeding on an application for renewal of license or a revocation-of-license proceeding before an administrative agency such as the Commission. Logic would seem to require that, before the Commission may take such an offense into account (if it is to do so at all), there should first be a conviction by a court of competent jurisdiction. Some doubt, however, is bred by Section 312(a) of the Act which authorizes the Commission to revoke a license “for violation of or failure to observe any of the restrictions and conditions of this Act,” and, until the courts pass on the question, it remains uncertain whether the Commission itself is to determine the violation from the facts or whether it must await a conviction by a court. During the past year its

* See VARIETY RADIO DIRECTORY, I, pp. 290-293; *ibid.*, II, 539-541; also articles by the writer *Freedom of Speech and Radio Broadcasting* (1935), 177 *Annals of Amer. Acad. of Pol. & Soc. Sci.* 179, and *Comments on the Procedure of Federal Administrative Tribunals* (1939), *Geo. Wash. Law Rev.*, April, 1939.

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power to determine the violation itself was directly challenged with reference to alleged lotteries and, while the Commission has not obligated itself, it has implied that henceforth it will refer reported violations of the Act over to the Department of Justice.

PROGRAM STANDARDS. From the outset until the past year the Commission has consistently taken the position that it has no power under the Act to prescribe standards of program service, or even of advertising, by formal rule or regulation, although strongly urged to do so at times by interested groups and by members of the Commission itself. The promulgation of such standards, it has said, would be censorship in violation of Section 326. Its attitude was expressed in the following excerpt from a report which the Federal Radio Commission made to the Senate in 1932:

“Any plan to reduce, limit, and control the use of radio facilities for commercial advertising purposes to a specific amount of time or to a certain per cent of the total time utilized by the station must have its inception in new and additional legislation which either fixes and prescribes such limitations or specifically authorizes the Commission to do so under a general standard prescribed by that legislation. While the Commission may under the existing law refuse to renew a license to broadcast or revoke such license because the character of program material does not comply with the statutory standard of public interest, convenience, and necessity, there is at present no other limitation upon the use of radio facilities for commercial advertising.”*

The experience of the Commission during the period covered by this article has confirmed the wisdom of its earlier view. Under the proposed revision of regulations presented as the basis for the hearing of June 6, 1938, an applicant for a new station or for an increase in facilities of an existing station would be required to make a satisfactory showing among other things:

“(1) That the proposed programs are of such standard as to provide a meritorious service, *including such cultural programs as may be required*, to the listening public; that there is a need for such service; and that the necessary program material is available to provide such service.” (Italics supplied.)

This proposal raised a storm of protest, voiced at the hearing by representatives of the industry and others. In Part I of the Committee's Report, released January 18, 1939, it recommended that the proposed rule be deleted from the revision, and the Commission followed this recommendation on June 23, 1939. The Committee also, however, discussed at some length “rules governing program service” and “standards of public service,” making a distinction between the two. It rejected the idea of rules

“because it has the danger of requiring the Commission to exercise a regimented control of program service which would result in the imposition of its judgment upon the American people”

and because of “the specific prohibition against censorship.”

The Committee showed a more receptive attitude toward the promulgation of “standards of public service.” It stated that “it is the duty of the Commission to see to it that the radio service is not debased and that it shall be operated in the public interest,” and that the Commission shares

* Report on Commercial Radio Advertising, in response to S. Res. 129, Doc. No. 137, 72d Cong., 1st Sess.

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in the responsibility that each station licensee "offer programs which will fully satisfy the public needs in the particular area served." It concludes that some standards "might not be unreasonable," but

"that such standards should be minimum standards and that they should be utilized solely as guides and subject to variation in accordance with changed conditions and even then should not be requirements of the Commission."

It then proceeds, in 13 paragraphs, to enumerate such standards, preceded by the statement,

"For example—subject to exceptions to the rule—a station licensee might be considered to have earned the right of expectancy of renewal of license if he had adhered to the following practices in the operation of a broadcasting station:"

Following the enumeration, the Committee expresses the opinion that "the Commission should not prescribe such standards at this time. However, this matter might be the subject of a future hearing of a legislative character in which may be considered not only the feasibility of adopting standards but also the procedure for making them effective."

These 13 paragraphs of standards are most illuminating. With respect to programs, they would ban

"programs in which there is obscenity, profanity, salaciousness, immorality, vulgarity, viciousness, malicious libel, maligning of character, sedition, and malicious incitement to riot or to racial or religious animosities so as to contrive the ruin and destruction of peace, safety, and order of the public,"

and would require that

"all programs should be formulated for broadcasting to the home, so that no listener would be compelled to tune out the station because of doubtful effect on youth."

A station must at all times maintain "a liberal reaction to public opinion and demands with respect to the service rendered by the broadcasting station"; must be "fair and equitable when making its broadcasting facilities available to citizens and organizations of the community . . . regardless of race, creed, or social and economic status"; must render "a balanced program of service of diversified interest to all the public"; must exercise "care to insure that the listening public has an opportunity to hear opposing schools of thought on controversial subjects of public interest"; and must avoid "making the station's facilities available for editorial utterances which reflect solely the opinion of the licensee or the management of the station."

With respect to advertising, the station must avoid

"the broadcasting of lottery information, false, fraudulent or misleading advertising, and programs containing uninteresting and lengthy advertising continuity."

In the advertising of medical services or products, the station must require that

"the representations made be strictly truthful and decorous,"

and must use

"as a basis for determining the truth of such advertising the findings

FEDERAL RADIO REGULATION—Continued

of the United States Food and Drug Administration, the Post Office Department, the Federal Trade Commission, the local medical authorities and the expression of the Federal Communications Commission as found in its decisions.”

The station must exercise

“care in making its facilities available on an equitable basis to all if to any advertisers in the community.”

In Part II of the Committee’s Report, released April 7, 1939, some 52 pages are devoted to “Program Service,” (as compared with less than 22 pages devoted to the technical facts showing need for improved service) with a succession of tabulations and analyses of program data resulting from the questionnaires sent out in the spring of 1938, in an attempt to determine the apparent effect and influence of various factors such as (1) class of station, (2) time designation of station, (3) power classification of station, (4) size of community, (5) network affiliation of station, (6) revenue classification of station according to net sales, (7) geographic regions, and (8) media of rendition. The Committee found the data inadequate as a basis for final conclusions and stated there was a

“need for additional data thoroughly analyzed and presented both as to listener preference for a pattern of program service as provided by the broadcasters.”

To obtain the desired data a revised and more complete questionnaire form was recommended, the Committee saying,

“This procedure would tend to lead toward a general and satisfactory standardization in classification of programs and make possible for comparative purposes a more ready evaluation of the program service of broadcast stations.”

The distinction made by the Committee between a “rule” forbidding a certain type of program and a “standard” under which the Commission may refuse to renew a license for broadcasting the same type of program, is too subtle for the writer. In practical operation, it is to be feared that the only difference would be that the “standard,” qualified vaguely by “exceptions,” would simply serve as a device for permitting discrimination between two licensees guilty of the same offense, a situation which has arisen altogether too frequently in the past. Notwithstanding the Committee’s protestations to the contrary, the inevitable tendency of its reasoning, its conclusions and its recommendations is toward formal regulation of program content to the point of regimentation and censorship. All that can be said in its favor is that, if this is to be the tendency, it is better that it be done openly in the form of published standards of which licensees may have advance knowledge than that it be done purely *ex post facto* in decisions denying applications for renewal of license.

In its action of June 23, 1939, adopting the revised regulations, the Commission took no action on the Committee’s proposal with respect to standards, and, it may be predicted, it is not likely to take such action in the near future. In the interim, the tendency toward censorship was overtaken and, it is believed, turned back by a succession of events, the principal of which will be mentioned below, including the Mae West, the “Beyond the Horizon” and “War of the Worlds” incidents, the release on February 27, 1939, of a report of the Committee on Program Complaints, accompanied

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by a robust dissent by Commissioner Craven, and the Commission's adoption on May 23, 1939, of its rules relating to international broadcasting (discussed in Part III-C), each action followed by a country-wide flood of complaint, criticism and charge of censorship.

PROGRAM COMPLAINTS—PROCEDURE. On March 9, 1938, the Commission set up a "Committee on Informal Complaints," consisting of Commissioners Payne, chairman, McNinch and Sykes. Mr. McNinch asked to be relieved and, two weeks later, Mr. Craven was appointed in his stead. The occasion for the Committee was the extensive criticism then prevalent of the Commission's procedure in handling complaints of all kinds against stations, including program complaints. The Commission's practice, instituted several months before, was to notify stations of all complaints received against them, no matter from what source or with how little foundation. Without any investigation worthy of the name, licensees would be given only "temporary" renewals of license, instead of regular renewals, and the fact of their uncertain status would be made public, to their great damage and to the advantage of competitors. After investigation, if the charges proved unjustified, the "temporary" licenses would be replaced by regular licenses; otherwise, the renewal applications would be set for hearing. The price of securing a regular license and of escaping hearing was frequently the discontinuance or modification of the program objected to, to meet the demands of the Commission (or, more frequently, its Law Department).

The Committee held a meeting in April, 1938, at which it asked the Law Department for certain information, which was supplied late in July. The Committee then asked the Law Department to submit a plan of organization and procedure, defining the manner in which complaints should be handled and routed through the Commission's staff.

In the meantime, in May, it became known that the Commission's Secretary, presumably upon direction of the Commission, was sending out a new form letter stating that thereafter it would not be the practice to supply any person with copies of complaints against stations, and that, in following up each complaint which on its face appeared meritorious, the Commission would request the station to supply certain information. It then developed that the Commission was asking stations for verbatim copies of continuity of the program in question, although neither the law nor the regulations required the keeping of transcripts of all words uttered and such a requirement entailed a tremendous and expensive burden for many stations. On July 6, 1938, a letter from the Secretary in response to an inquiry was construed as indicating that the Commission expected stations to maintain complete transcripts of all programs broadcast. Reports from the field indicated that inspectors were becoming more active in monitoring and investigating stations, particularly with respect to programs.

By the middle of August, while the Commission was in the midst of a summer slump of partial inactivity, the industry was in a state amounting almost to an uproar. About 24 stations had had their renewal applications set for hearing, most of them because of program complaints, and an additional 15 stations held "temporary" licenses pending investigation of similar complaints. On September 27th, the Commission set the renewal applications of some 10 more stations for hearing because of the broadcast of "Beyond the Horizon" and issued "temporary" licenses to them. Com-

FEDERAL RADIO REGULATION—Continued

missioner Craven had expressed disagreement with the Commission's action. At this point, because of the brisk and unanimous public reaction to this incident, there was a noticeable abating of the tide. On October 25th, on the initiative of Commissioners Sykes and Craven, the Commission rescinded its action with respect to the 10 stations, and gave them regular license renewals (although at the same meeting it set another renewal application for hearing and issued a "temporary" license to the station). It also instructed its Law Department to make a study of the whole subject of program jurisdiction, especially as to lottery information and profanity,* it being understood that this study was not to supplant the work of the Committee on Program Complaints. The general counsel was instructed to confer with the Department of Justice, which he did, and thereafter submitted a memorandum to the Committee. It was understood that the Department had offered its services on program violations falling within the penal clauses of the Act, which would permit the Commission in such cases simply to notify the Department of the results of its investigations and to let the Department take the responsibility thereafter.

By December it became known that there was disagreement within the Committee, which had been asked to submit its report by December 15th. The disagreement persisted and was later reflected in the release, on February 27, 1939, of a majority report by Commissioners Payne and Sykes, and a minority report by Commissioner Craven. The majority report was adopted on that day by the other six members of the Commission. It was intended to deal primarily with the procedure to be followed in handling complaints. Without distinguishing between complaints as to kind or seriousness, it directed the Law Department to investigate all complaints "of an informative character . . . in such manner as may appear warranted," and provided:

" . . . Thereafter and upon the completion of the investigation the Law Department should report its findings with appropriate recommendation either upon the renewal of license application or with a memorandum on the subject of revocation of license, as the case may appear to warrant. As to revocation few single complaint matters will warrant such action. In addition, such proceedings may or may not appear warranted in cases of specific violations of the Act, orders or rules and regulations of the Commission where the complaint matter is being *contemporaneously* reported to the Department of Justice for possible criminal action."

Naively enough, the report included "a summary of the usual complaint matters handled," under two headings. The first heading embraced violation of the statute and of the Commission's regulations. The second heading was "Programs contrary to public interest," over the following enumeration:

1. Fortune telling.
2. Astrology.
3. Solicitation of funds.
4. False, fraudulent and misleading advertising.

* In pleadings filed in August, 1938, the Commission's jurisdiction over program offenses subject to criminal proceedings and penalties under the Act had been challenged by the owners of two stations.

FEDERAL RADIO REGULATION—Continued

5. Defamatory statements.
6. Refusal to give equal opportunity for discussion on controversial subjects.
7. Suggestive programs bordering on obscenity or indecency.
8. Programs offending the religious sensibilities of listeners.
9. Programs in which the station takes sides on political, religious or racial questions.
10. Children's programs.
11. Liquor and cigarette advertising.
12. Programs in which a concert or music is interrupted for the interpolation of advertising announcements.
13. Programs containing too much advertising.
14. Too many recorded programs.

Naturally, the enumeration was widely construed as a code of forbidden programs.

In his minority report, Commissioner Craven, for the first time in the Commission's history, expressed the view that the procedure theretofore followed was tantamount to censorship. He strongly recommended that

"the Commission abolish entirely its past and present procedure of handling complaints, as well as the practice of designating applications for renewal of license for hearing for isolated instances of infractions of the Act or the Commission's Rules and Regulations, or of conduct of the station contrary to the standard of public interest."

He stated:

"Everyone will agree that there is nothing more vital to our form of government than the preservation of liberty of expression. Broadcasting has largely replaced the public platform of former days as the forum for discussion of issues of public interest, and, if the Constitutional guarantee of free speech is to have any real meaning, it must extend to utterances before the microphone,"

and suggested that the Commission impose four restrictions on itself designed to restrict discipline of stations for program offenses within a narrow compass.

The publication of the majority and minority reports was followed by country-wide reverberations. On March 1, Chairman McNinch issued a blast about what he termed the "gratuitous, alarmist statements by Commissioner T. A. M. Craven in a one-man minority report," using such expressions as "grandstand play," "stump speech" and "flag-waving." Commissioner Craven did not reply.

During the winter and spring of 1939, however, one by one nearly all the pending proceedings against stations on program complaints were dropped and regular renewal licenses were granted. For months, there have been no new instances of "temporary" licenses or the holding up of renewal applications for this cause. There has also been at least one indication of a change in procedure. On February 20, 1939, for the first time in its history, the Commission employed the revocation procedure to terminate a license, because of false statements by the licensee with respect to control of the station. There have also been indications that advantage is being taken of the offer of the Department of Justice.

FEDERAL RADIO REGULATION—Continued

PROGRAM COMPLAINTS—SUBSTANCE. The complete story has yet to be written—and probably never will be—as to the kinds and varieties of programs which the Commission and its Law Department have deemed serious enough to justify it in initiating disciplinary proceedings. A large proportion of them have never seen the light of day because of steps immediately taken by the station's owner to correct the alleged evil and thus avoid the issuance of a temporary license and eventually an expensive and hazardous hearing on a renewal application.

The more sensational cases have been the Mae West, the "Beyond the Horizon" and the "War of the Worlds" incidents. The first of these was recounted in last year's article.* Chairman McNinch's letter to the network executive on January 14, 1938, had flatly stated that

"upon application for renewal of the licenses of the stations carrying this broadcast, the Commission will take under consideration this incident along with all other evidence tending to show whether or not a particular licensee has conducted his station in the public interest."

A few months later, however, he testified before the House Appropriations subcommittee that the Commission had agreed the broadcast was "legally not a violation of the statute."

On July 28, 1938, WTCN, Minneapolis, together with some nine other stations affiliated with NBC, broadcast Eugene O'Neill's play, "Beyond the Horizon." The play had won the Pulitzer prize some years before and another federal agency, The Federal Theatre, had three times presented the same play, uncensored. The program was broadcast as a sustaining (non-commercial) program over a network, and the affiliated stations, such as WTCN, had no control over what was in the broadcast. During August, on the single complaint from a man and his wife in Minnesota, and, so far as is known, without verifying the authenticity of the complaint, the Commission asked the station to supply a certified verbatim transcript. The station having no copy, it requested NBC to supply it, which was done.

On September 27 the Commission set WTCN's renewal application for hearing because of allegations of "numerous expressions of profane language." At various junctures in the continuity were the words "God" and "damn." The citation led to a peak (up to that time) of press and public criticism of the Commission and, as already pointed out, the action was rescinded less than a month later.

On October 30, 1938, occurred the now-famous "War of the Worlds" (Men from Mars) broadcast of Orson Welles over CBS, resulting in a furor more in the press than in actual fact, since the listener reaction was apparently greatly exaggerated. By this time, however, the Commission had learned to exercise more caution and, in a statement issued by Chairman McNinch the following day, he said, in part,

"I withhold final judgment until later, but any broadcast that creates such general panic and fear as this one is reported to have done is, to say the least, regrettable."

He invited the heads of three national network organizations to a conference in Washington. There was a strict injunction of secrecy on the discussion, but it was known that program standards constituted the principal topic. After the conference he issued a statement saying that the three network heads saw no reason to alter the present bulletin practice

* VARIETY RADIO DIRECTORY, II, p. 539.

FEDERAL RADIO REGULATION—Continued

but that it was agreed that such terms as "flash" should be used with discretion in the dramatization of fictional events to avoid possible general alarm. In an announcement a few days later, Mr. McNinch expressed the belief that program standards, general in character, might well get a start after the Law Department had completed its initial study on lotteries and profanity.

These three incidents, while they did much to crystallize public sentiment against censorship by the Commission, do not by any means represent all, or even the most important instances of the tendency during the same period. Most of the others have occurred without attracting publicity and have been buried in a procedural labyrinth. From about May 1, 1938, to about December 1, 1938, renewal applications were set for hearing, or "temporary" licenses were issued, because of complaints as to such programs as the following: discussion of the processing tax in South Dakota, an attack on a medical school and anti-vivisection, discussion of pension plans in California, CIO talks, talks sponsored by the "League for Civic and Political Decency," anti-Catholic broadcasts, depiction of a white-slave situation, an Italian verse in which Woodrow Wilson was referred to as "potzo" (crazy), and pro-Fascist broadcasts. One of the most interesting involved WAAB and WNAC, two Boston stations owned by the Yankee Network. Their renewal applications were designated for hearing on such issues as whether the licensee or any of its officers, directors or employees had used the stations

"to promote or oppose the interest of any candidate in the 1937 mayoralty election"

in Boston, or

"at other times to promote or oppose the interest of any candidate for public office or has used the station to promote the viewpoint of the licensee or persons in control thereof, on public questions in general, particularly during any program identified as 'editorial' or release of the Colonial Network News Service Broadcast during certain periods from 1937 to 1938."

On November 1, 1938, an indefinite postponement of the hearings was ordered, and some months later the stations were granted renewal applications without hearing.

During the same period, similar action was taken with reference to alleged objectionable advertising in a number of instances. Most of the continuities involved fortune-telling or astrology, lotteries and various kinds of contests (including a radio version of Bingo), and medical and patent medicine advertising. In one case, on June 20, 1938, the Commission, in its release justifying its designating a renewal application for hearing, said that its investigation of the programs

"did not disclose that the advertising was in accord with stipulations entered into by the manufacturers with the Federal Trade Commission and Food and Drug Administration, Department of Agriculture, following proceedings had and cease and desist orders entered by those agencies."

The continuities in question were commercial announcements for Cystex, an internal remedy, and Kolor-bak, a hair preparation. A large number of other stations had been carrying the same announcements. The action was later rescinded.

FEDERAL RADIO REGULATION—Continued

Almost the only ray of hope during this period was the announcement on October 27, 1938, that a protest by the president of the Bach Society of New Jersey against the broadcasting of music "swinging" the classics and asking that offending stations be penalized by suspension or revocation of license, had been rejected by the Commission on the ground that it had no jurisdiction over the matter.

The last occasion on which the Commission actually denied a renewal application for any such cause was on May 27, 1938. On that date it announced decisions which deleted three stations. In two of the cases the offenses were violations of technical regulations. In the third, the grounds were that the station had been used "to broadcast information relating to a lottery" and that it had "failed to exercise proper control over the broadcasting of foreign commercial announcements." In a decision on January 16, 1939, granting a renewal of license, the Commission made it clear that it intended to hold stations strictly accountable for commercial programs making fraudulent claims "concerning the treatment of human disease and misery." The license was renewed because the station's management had changed and the programs had long since been discontinued. The announcements found objectionable were of the Basic Science Institute, a chiropractic organization, and the Samaritan Institute, which advertised a 48-hour treatment for alcoholism.

The question of selling time for religious or quasi-religious broadcasts was brought to the front late in November, 1938, following the widely-publicized addresses of Father Charles E. Coughlin, speaking over an independent hook-up of some 50 stations. Three stations declined to carry the broadcast when he failed to submit his manuscript in advance, and certain New York stations were thereupon subjected to picketing and near-rioting, and there was a deluge of literature urging listeners and advertisers to boycott them. In an address on November 19, Chairman McNinch stated that if any attempt were made to debase radio as an instrument of racial or religious persecution in this country, the Commission would employ every resource at its disposal "to prevent any such shocking offense." Later, in an address on January 26, 1939, he expressed himself strongly against censorship but also said that broadcasting cannot

"become a propaganda medium serving the interests of any administration, Democratic or Republican, or any political, religious or economic organization, or any individual, however rich or powerful, to the exclusion of others."

An important factor in steering public sentiment against censorship in addition to editorials and columns in the press, was a series of magazine articles. In an article appearing in *Fortune* in the spring of 1938 there had been a warning against meddling with broadcast programs. Articles entitled "Radio Gets the Jitters" in the March, 1939, issue of the *American Magazine* and "Freedom, Radio, and the FCC" in the May, 1939, issue of *Harper's Magazine* also contributed. The principal and most effective presentation, however, was the essay "Not So Free Air," by Stanley High, in the February 11, 1939, issue of the *Saturday Evening Post*. Its charges against the Commission on the score of censorship so stirred Chairman McNinch that in his radio address February 10 he paid his respects to the author of the article. Organizations such as the Federal Council of Churches and the National Council on Freedom from Censorship also evidenced deep interest in the issue of censorship.

FEDERAL RADIO REGULATION—Continued

THE ADOPTION OF PROGRAM STANDARDS BY THE INDUSTRY. At the beginning of the network hearing on November 14, 1938, Sarnoff, president of RCA, proposed self-regulation of broadcasting through a voluntary code embodying program standards. The suggestion was promptly acted upon by the Executive Committee of the National Association of Broadcasters, and a representative committee was appointed to draft a plan. On June 10, 1939, after extended studies and meetings, the committee submitted its proposed "Code and Standards of Practice of the NAB." The code is subject to revision and action by the Association at its annual convention to be held at Atlantic City beginning July 10th. Considerable controversy over its provisions, and over the proper method of enforcing them, has already been manifested and its adoption is a matter of uncertainty.

REGULATION OF ADVERTISING CONTINUITY BY THE FEDERAL TRADE COMMISSION. On October 18, 1938, the Federal Trade Commission set up a new bureau, known as the Radio and Periodical Division, displacing the special board which had reviewed advertising continuities and copy since 1929. Under the Wheeler-Lea Amendment to the Federal Trade Commission Act, the Commission's jurisdiction extends to any case involving false or misleading practices in advertising, with no requirement that unfair practice resulting in injury to a competitor be shown.

The division scans advertising matter for possible violations of the statute. In its systematic review of broadcast advertising copy, calls are issued to individual stations about four times yearly for commercial script covering specified 15-day periods. National and regional networks report on a continuous weekly basis. Producers of electrical transcription recordings submit monthly returns of the commercial portions of all recordings produced by them for broadcasts. The material is supplemented by periodic reports from individual stations listing the programs of recordings, transcriptions and other essential data.

MISCELLANEOUS. For years it has been the practice for applicants, both in their applications and in their evidence produced at hearings, to make extensive and attractive showings as to their proposed program services. To a considerable extent the Commission's decisions have relied in whole or in part on such showings as grounds for granting or denying the applications, and this has not infrequently been the case when it has had to choose between two or more competing applications. To those who have watched the process and have observed that in a substantial proportion of such cases the successful applicant has later paid little or no attention to the optimistic picture he presented to the Commission, it has only been a question of time before the Commission's attention would be invited to the fact by a defeated applicant. Such a case is now pending before the Commission.

Under Section 325 of the Communications Act, a permit from the Commission is necessary in order to transmit programs to a station in a foreign country so located that it may be received consistently in the United States. An interesting case arose out of a protest by a Detroit station which resulted in the Commission's setting for hearing an application of Mutual Broadcasting System for renewal of its authority to transmit programs to

FEDERAL RADIO REGULATION—Continued

Canadian stations, particularly CKLW, at Windsor, which serves an audience in Detroit as well as in Canada. As part of its case, the Detroit licensee urged alleged program deficiencies and unfair advertising practices on the part of CKLW with respect to that station's own programs (it being conceded that there was no complaint against Mutual programs). On June 27, 1939, the Commission issued its proposed decision in which it would grant Mutual's application and, as one of its conclusions, recited:

"This record does not disclose sufficient facts to justify Station WJBK's claim that it has been impaired by unfair practices. Therefore, at this time, consideration of the maintenance of a free interchange of programs with stations licensed by the Government of Canada outweighs the present suggestion of possible adverse effect upon the service rendered by the American station."

COMMENTS. From what has been set forth under this subheading, it must not be concluded that the Commission, or any of its members, has intentionally or consciously determined to exercise censorship in contravention of Section 326 of the Act. Each of the Commissioners, if asked, would say (as several of them have said repeatedly in public utterances) that he is opposed to censorship, that the Commission has never been guilty of it, and that it has no intention of exercising it. It must be recognized that men (and courts) differ in their conceptions of what constitutes an unlawful restraint on liberty of expression. Much of what the Commission has done is actually based on, and well within, principles announced in decisions of the United States Court of Appeals for the District of Columbia back in 1931 and 1932,* and the issue, so far as broadcasting is concerned, has yet to reach the Supreme Court. There have been times when influential and vocal members of Congress have taken the Commission to task just as strongly for its failure to discipline alleged program offenses, as they now criticize it for doing so. Bills are introduced every year (including the current session) which, if enacted, would constitute or lead to one form or another of suppression of broadcast programs or advertising. Even the National Council on Freedom from Censorship has sponsored bills that tend in this direction, and one of the militant organizations of educational institutions, the National Committee on Education by Radio, has strongly urged that the Commission develop and enforce program standards. Consequently, it is hardly a cause for wonder that the Commission has had differences of opinion within its own ranks, or that it has taken actions that have led to criticism.

The writer ventures the opinion that, unless war or other national emergency or hysteria develops, the tendency toward censorship of broadcasting is now definitely checked and that it is no longer the serious danger that it appeared to be a year ago.

PART III REGULATION OF RADIO SERVICES RELATED TO BROADCASTING

The achievements of science in opening vast new portions of the radio spectrum to immediate or potential practical use, and in developing new

* *KFKB Broadcasting Ass'n v. Federal Radio Commission*, 47 F (2d) 670; *Trinity Methodist Church, South v. Federal Radio Commission*, 62 F (2d) 850.

FEDERAL RADIO REGULATION—Continued

forms of public service for radio, have gone forward at an accelerated pace, so much so as at times to threaten to outdistance the Commission in its efforts to make its regulations keep pace with and conform to technical progress. What has come to be known as the "ultra-high frequency" portion of the spectrum, extending from about 25 mc. or 30 mc. to 300 mc.* and higher, and impressive forward steps in television, facsimile, and a new system of transmission known as frequency modulation, have provided a series of remarkable and frequently sensational events.

The year just ended, and particularly its closing months, have witnessed extensive efforts on the part of the Commission to translate these events into appropriate rules. The subjects covered exhibit such variety and overlapping that they are not easily organized into satisfactory sub-headings. There are, furthermore, miscellaneous developments which must be noted but which, strictly speaking, have no necessary relation to the above title.

It is appropriate to note, by way of preface, that on May 16, 1939, the Commission announced that, effective June 15th, a codification of its rules and regulations had been adopted, constituting a framework into which all specific rules would be fitted. For simplified reference, the codification is arranged in five parts, including procedural, technical, administrative and related phases of radio regulation. In itself, the codification involved no basic change in policy.†

A. RULES GOVERNING BROADCAST SERVICES OTHER THAN STANDARD BROADCAST

On April 17, 1939, effective the same day, the Commission adopted its "Rules Governing Broadcast Services other than Standard Broadcast," in a 42-page mimeographed document. The contents were subdivided into seven parts which, after a part containing general provisions, were devoted to relay broadcast stations, international broadcast stations, visual broadcast service (television and facsimile broadcast stations), high frequency broadcast stations, non-commercial educational broadcast stations, and developmental broadcast stations. The part devoted to international broadcast stations was, however, omitted, with the explanation that such rules would be promulgated at a later date. They were published on May 23, 1939.

It is impracticable to attempt more than a superficial summary of the new rules. On the other hand, such a summary, even in detail, would not reflect important developments with respect to certain of the services. It seems advisable, therefore, to confine this sub-heading to a word about the general provisions, and to a general account of the Commission's allocation of the ultra-high frequencies to the several services, and to deal with specific services under separate sub-headings.

The general provisions in the first part of the revised rules deal with a number of subjects, some of them highly technical, such as frequency tolerance, frequency monitors, station's records, equipment charges, emission authorized, and the like. The normal license period is specified as one

* For convenience, the term megacycle (abbreviated "mc.") will be used in referring to the high and ultra-high frequencies. A megacycle is 1,000 kilocycles (kc.), a kilocycle being 1,000 cycles.

† Only mimeographed copies are now available, but the Commission plans to issue the codification in printed form as soon as funds are available.

FEDERAL RADIO REGULATION—Continued

year, with dates of expiration staggered for the several classes of stations. Various limitations and restrictions are imposed to insure that stations licensed experimentally will be actually conducted experimentally. Specific and rigid rules are prescribed to govern rebroadcasting by international and non-commercial educational broadcast stations, as well as by the other classes.

The frequencies allocated to the broadcast services covered by the rules cover a wide range from 1,600 kc. to 300 mc. and above. They may be summarized as follows:

Relay Broadcast Stations: 12 frequencies in the band 1,600-3,000 kc., 12 frequencies in the band 30-40 mc., 8 frequencies in the band 130-140 mc., and any four frequencies above 300 mc.

International Broadcast Stations: 58 frequencies in the bands provided by the International General Radio Regulations, as revised at Cairo in 1938, in the bands 6,000-6,200 kc., 9,500-9,700 kc., 11,700-11,900 kc., 15,100-15,350 kc., 17,750-17,850 kc., 21,450-21,750 kc., and 25,600-27,000 kc.

Television Broadcast Stations: A total of 19 channels, each of 6,000 kc., of which seven channels are in the range 44-108 mc., and 12 are in the range 156-294 mc., and, in addition, any 6,000 kc. channel above 300 mc.

Facsimile Broadcast Stations: 10 frequencies in the 25 mc. band, 11 frequencies in the 43 mc. band, four frequencies in the 116 mc. band, and any frequency above 300 mc.*

High Frequency Broadcast Stations (amplitude modulation): 24 channels of 25 kc. each in the 25 mc. and 26 mc. bands, 12 channels of 40 kc. each in the 42 mc. band, five channels of 120 kc. each in the 116 mc. band, and any frequency above 300 mc.

High Frequency Broadcast Stations (frequency modulation): Four-200 kc. channels in the 26 mc. band, five-200 kc. channels in the 42 mc. and 43 mc. bands, four-240 kc. channels in the 117 mc. band, and any frequency above 300 mc.

Non-Commercial Educational Broadcast Stations: 25 channels, each of 40 kc., in the 41 mc. band.

Developmental Broadcast Stations: A number of frequencies, also available for assignment to all other stations in the experimental service, ranging from 1614 kc. to above 300 mc.

Assignments above 300 mc. are all subject to an exception for the band 400-401 mc.

The foregoing allocations, particularly in so far as they involve the ultra-high frequency portion of the radio spectrum, were preceded by intensive study and investigation, and a moderate amount of controversy between the interests affected, dating back to the extensive hearing held by the Commission in June, 1936, on the initiative of Commissioner Craven, then chief engineer. By its Order No. 18, promulgated in October, 1937, the Commission adopted an allocation of the ultra-high frequencies to the various services, to go into effect a year later.

* Other broadcast or experimental frequencies may be authorized on condition that a need be shown and that there will not be interference.

FEDERAL RADIO REGULATION—Continued

A number of protests having been filed, a hearing was held June 20-23, 1938, before a special committee of the Commission. There was little objection to the allocations in the lower portions in the band and the hearing was confined principally to the range from 60 mc. to 300 mc. It was contended, among other things, that too large a portion of this band had been marked off for government and other specified services, and that too little had been left open for research and experimentation without restriction as to type of service. On August 2, 1938, the Commission extended the effective date of its Order No. 18 to April 13, 1939. Provision was made, however, for putting allocations below 60 mc. into immediate operation, including two television channels.

On March 13, 1939, the Commission finally adopted an allocation, effective April 13th. Relatively few changes were made in Order No. 18 as originally promulgated.

B. RELAY BROADCAST STATIONS

A "relay broadcast station" is a station licensed to transmit, from points where wire facilities are not available, programs to be broadcast by one or more regular broadcast stations. The new regulations limit the issuance of such licenses, in general, to licensees of standard broadcast stations, although suitable exceptions are provided. The programs transmitted may be commercial or sustaining, or orders concerning such programs, and they may be broadcast by several stations simultaneously or furnished to the network with which the licensee is regularly affiliated.

C. INTERNATIONAL BROADCAST STATIONS

No action of the Commission during the period covered by this article had led to more criticism and unfavorable comment (and, it may well be added, misunderstanding) than its adoption on May 23, 1939, of revised rules dealing with international broadcast stations.

This type of station is defined as "licensed for the transmission of broadcast programs for international public reception." The frequencies allocated for this purpose are, as already pointed out, in the range from 6,000 kc. to 26,600 kc., the allocations being governed primarily by the General Radio Regulations annexed to the International Telecommunications Convention. Except for the bands in the upper portion of this range, the frequencies are capable of regularly spanning tremendous distances day and night because of their sky-wave propagation characteristics. On the other hand, their ground-wave service areas are small and there are intervening zones in which, depending on the hour, the season, and the year, there is a skip-distance effect resulting in an absence of an intelligible or satisfactory signal. Their interference range being so great, each such frequency must be used exclusively by a single station over the entire world, subject to exceptions due to conditions which need not be enumerated, or to special precautions.

In the light of the events of recent years, the importance of this class of station looms large. The use of these frequencies by other countries to reach large areas outside their own boundaries, sometimes for alleged propaganda purposes, has been brought to the attention of the public in a wealth of literature, varying in tone from moderate to lurid. Several such stations, the so-called short-wave stations, have been in operation in the United States for years, but until fairly recently have largely confined

FEDERAL RADIO REGULATION—Continued

themselves to broadcasting the same programs as those disseminated by standard broadcast stations operated by their owners.

The principal controversial issue raised by the new regulations is one of censorship. Discussion of it will be preceded by a brief review of some of the other provisions.

An applicant for a license must make a satisfactory showing that there is a need for the international broadcast service proposed to be rendered, that the necessary program sources are available to the applicant to render an effective international service, that the technical facilities are available without causing interference, that directive antennas and other technical facilities will be employed to deliver maximum signals to the country or countries for which the service is designed, that the station will be conducted by qualified persons, and certain other general matters.

Heretofore, this class of station has not been permitted to be conducted on a commercial basis. Within limitations this restriction has been liberalized, although not sufficiently to be free from objection by existing licensees of such stations. Commercial program continuities are limited to the name of the sponsor and the name and general characteristics of the commodity, utility or service, or attraction advertised. The commodity must be regularly sold or promoted for sale in the open market in the foreign country or countries to which the program is directed. There are further restrictions. The station may transmit the program of a standard broadcast station or network system, provided restrictions with respect to commercial continuities are observed and, when station identifications are made, only the call-letter designation of the international station is given. In the case of chain broadcasting, the program may not be carried simultaneously by another international station, directing service to the same foreign countries, except another station owned by the same licensee operating on a different frequency to obtain continuity of service.

No international broadcast station will be authorized to install equipment or be licensed for operation with a power less than 50 kw.* As applied to existing stations this provision becomes effective July 1, 1940. Directive antennas must be so designed and operated that the station's signal toward the countries served shall be 3.16 times normal.

The provision giving rise to the criticism above referred to reads as follows:

"A licensee of an international broadcast station shall render only an international broadcast service which will reflect the culture of this country and which will promote international goodwill, understanding and cooperation. Any program solely intended for, and directed to an audience in the continental United States does not meet the requirements for this service."

At the time the regulations were adopted, Commissioner Craven objected to this phraseology, on the ground of censorship. The charge that the language constitutes censorship, in violation of the First Amendment to the Constitution and Section 326 of the Communications Act, was voiced from one end of the country to the other immediately after the rule was made public. It has furnished material for countless newspaper editorials

* This requirement stands in curious contrast with the Commission's action of June 23, 1939, limiting its domestic broadcast stations to a maximum of 50 kw.

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and dissertations by columnists, for thundering reverberations in Congress including an attempt to annul the regulations by a rider to the Commission's appropriation, for a vigorous protest filed with the Commission on June 3, 1939, by the President of the National Association of Broadcasters, and for a petition filed by the American Civil Liberties Union on June 9, 1939.

In fairness to the Commission, it must be said that the language was innocuous in origin and in intent. It was designed as a gesture of international goodwill based on, or drawn from, language originally used in the convention resulting from the Pan American Conference at Montevideo in 1933 with reference to the allocation of five frequencies for use in furthering the good-neighbor policy between nations in the Western Hemisphere. The language, as interpreted by members of the Commission, was for descriptive and not regulatory purposes. Following the outcry, the Commission granted a hearing on the petition of the American Civil Liberties Union, ignoring the protest filed in behalf of the National Association of Broadcasters, but providing an opportunity for it and any other interested organization or person to participate. The hearing, originally scheduled for July 12, was postponed to July 14. The National Association of Broadcasters and certain of the licensees of international broadcast stations are objecting not only to the above-quoted provision but also to some of the commercial and other restrictions imposed by the new regulations.

As a helpful background, references to proposed legislation in Congress during the past two years will not be amiss. Early in 1938 bills were introduced in both Houses proposing the establishment of a government-owned short-wave broadcast station at San Diego, California, to promote "good will" among the American nations. Similar bills were introduced for the establishment of such stations in Florida, Texas and the Canal Zone. Hearings were held before subcommittees in both Houses, at which the bills were strongly opposed by representatives of the broadcasting industry on the ground that they would serve as the entering wedge for general government operation of broadcast stations and for censorship. Support for the bills faded away quickly and Congress adjourned without further developments.

In the 1939 session the bills were re-introduced in slightly different form. A bill introduced by Representative Celler proposed government construction of a "superpower short-wave station" for transmission of programs to "all parts of the United States and from this country to other countries in the western hemisphere," to be located in Panama. The Secretary of the Navy would be authorized to construct the station. Its policies and programs would be determined by an advisory council headed by the Secretary of State. Senator Chavez introduced a somewhat similar bill. Both bills have remained pigeon-holed in committee and neither has any present prospect of enactment.

An inter-departmental committee, which had been appointed by the President late in 1937 or early in 1938, under the chairmanship of Mr. McNinch, to deal with the subject of international broadcasting and to consider the most effective means of combating alleged propaganda broadcast to the Latin-American nations primarily by stations in Germany, Great Britain and Italy, was expected to submit a report to the President but, so far as is known to the writer, no report has been forthcoming. In

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an oral statement on January 27, 1939, Mr. McNinch declared himself opposed to government ownership or operation of broadcast stations "except possibly in the international field."

On November 29, 1938, an inter-departmental committee on cooperation with the American republics, headed by Sumner Welles (also a member of the committee on international broadcasting), submitted a report to the President enumerating three projects for expansion of broadcasting and communications as part of a broad program of cooperation. The fact that none of the projects envisaged expenditure by the government encouraged the belief that the idea of a government short-wave broadcast station had been abandoned.

D. VISUAL BROADCAST SERVICE

The term "visual broadcast service," as used in the regulations, means a service rendered by stations broadcasting images for general public reception. It comprises two classes of broadcast stations, television and facsimile. A television broadcast station is licensed

"for the transmission of transient visual images or moving or fixed objects for simultaneous reception and reproduction by the general public."

The transmission of the synchronized sound is considered an essential phase, and both the visual and the aural broadcast will be authorized in a single license. A facsimile broadcast station is licensed

"to transmit images of still objects for record reception by the general public."

An applicant for a television license must sustain the burden of making a satisfactory showing

"That the applicant has a program of research and experimentation which indicates reasonable promise of substantial contribution to the development of the television broadcast art"

and that the program will be conducted by a qualified engineer. An applicant for a facsimile license must sustain a burden expressed in the same language except that the words "facsimile broadcast *service*" are substituted for "television broadcast *art*," and except for the additional condition

"That sufficient facsimile recorders will be distributed to accomplish the experimental program proposed."

These apparently simple differences in phraseology have significant differences in implication with respect to eligibility for license and the scope of privileges conferred thereby.

The licensees of both classes of stations are prohibited from making any charge, directly or indirectly, for the transmission of programs. The aural program of a television broadcast station may be broadcast by a standard broadcast station subject to restrictions as to announcements and call-letter designations. Limitations are placed on the power of both classes of stations, and both are required to file supplemental reports with each renewal application, showing the number of hours of operation, the research and experimentation conducted, the conclusions and program for further development, all developments and major changes in equipment, and any other pertinent developments.

Progress in the manufacture of television transmitting and receiving apparatus, the satisfactory public demonstrations of experimental operation

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of television broadcast stations, and the resulting pressure for a liberalization of the Commission's regulations on the subject, have led to important developments not yet reflected in regulations, resulting in a report submitted to the Commission on May 22, 1939, by a committee of its members, consisting of Commissioners Craven, chairman, Brown and Case. This document, constituting Part I of a complete report on the subject, was adopted by the Commission June 27th. The remaining portion of the report, Part II, is to be completed at an early date but probably will not be acted on by the Commission until September.

For over a decade television licenses have restricted their holders to purely experimental operation. In addition to the prohibition against commercial features, the regulations have required each licensee to contribute to the technical advancement of the art by conducting regular laboratory experiments and by submitting periodical reports. The sort of experimentation which would consist in carrying on operations to gauge public reaction and to mold program technique would require a change in the regulations.

By way of contrast, television was introduced to the public in Great Britain some three years ago by the British Broadcasting Corporation operating in London. From the point of view of geographical location and distribution of population, the London station is operated under extremely favorable conditions, since there are approximately 14,000,000 persons within range of the station. While technically the results seemed satisfactory (the British system being practically the same as the American), the public reaction, as expressed in the purchase of receiving sets, has not been overly encouraging. Recent estimates, referred to in the Committee's report, indicate that not more than 14,000 sets have been sold.

As of November 1, 1938, there were 19 authorizations in effect for experimental television transmission in the United States, some of them, however, representing licenses issued to the same licensee to operate on more than one channel. In reality, there were 10 concerns actually in the television field, with two more holding construction permits. The Radio Corporation of America (RCA) and its subsidiary, National Broadcasting Company (NBC), have been operating an experimental station on top of the Empire State Building in New York for some time. Columbia Broadcasting System has recently purchased a transmitter, which, with other equipment, represents an outlay of \$650,000, which it expects to place in operation on top of the Chrysler Building in New York. Early in the fall of 1938, RCA announced a plan to open the television field to others through sale of standard 1 kw. transmitters along with experimental receivers.

On January 27, 1938, began what was described as "television's first road show" at Washington, D. C., consisting of a seven-day public demonstration by RCA and NBC. On April 30, with the opening of the New York World's Fair, the public was afforded a large-scale demonstration of high-definition television broadcasting by stations located in New York. The Crosley Corporation, which had filed an application in March, announced that it had leased the 48th floor of the tallest building in Cincinnati for television studios. During April the Don Lee Broadcasting System announced plans to erect a television station on one of the highest peaks overlooking Hollywood. During this period, broadcasters throughout the country manifested increased interest in the subject and a desire to engage in

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experimental transmission, more, however, from the point of view of determining public reaction than to carry on purely technical experiments.

In the meantime, the public was not permitted to become over-optimistic on the early advent of television on a regular basis. The principal obstacles, repeatedly emphasized in public pronouncements by the representatives of reputable concerns, are economic and, among other things, have to do with the expense of program production and with network distribution of programs.

The initial outlay for a television transmitter need not in itself be prohibitive. It has been estimated that the cost of a 1 kw. unit, accompanied by certain necessary equipment, will run about \$60,000,* although large additional sums would have to be expended for a complete studio outlay. For wire transmission of programs from one city to another, however, a very expensive type of cable, known as a coaxial cable, is necessary, and the only such cable now existing links New York and Philadelphia. It is believed, however, that this obstacle will be overcome by automatic booster stations on ultra-high frequencies placed at frequent intervals between cities, involving a cost of only about \$500 each, and not requiring the attendance of operators. Recent experiments have also indicated reasonable success in transmitting television pictures over an ordinary telephone line especially adapted for the purpose by appropriate accessories.

Program production is another matter. It has been said that motion pictures range in cost from about \$3,000 to \$25,000 a minute, and that television must find some way of cutting this cost to about \$50 a minute before it can safely consider commercial operation. In February, the president of NBC conjectured that it would be five years before television could ask for advertising support, and that to maintain a program of five hours a week would require an expenditure of approximately \$1,000,000 annually.

The progress in technical development, combined with realization of economic obstacles, has brought the Commission face to face with serious problems. One problem is whether (and to what extent) standards should be adopted so as to facilitate the public use and acceptance of television. It would obviously be unfortunate if television transmitters and receivers should be developed on different systems so that a particular type of receiver would not be able to reproduce the programs of some of the stations. On the other hand, it would be unfortunate if by specifying standards the Commission should hamper or discourage technical improvements. The equipment used and sold by RCA and by some of the others is based on the cathode ray and is constructed for 441 lines, framed at the rate of 30 per second, interlaced to provide 60 exposures per second. The demonstrations at Washington in January were on receivers giving images 9 inches by $7\frac{1}{2}$ inches.

The RCA announcement started a movement for standardized equipment. On October 20, 1938, the Radio Manufacturers' Association released a statement recognizing that experimental television service to the public was at hand and submitted to the Commission proposed standards for television transmission and reception. At the same time, other manufacturers and experimenters expressed opposition to promulgation of such standards.

*Editor's Note: A booklet issued by RCA ("Television," p. 12) states: "At the present time, the minimum cost of a 1 kw. RCA Television Transmitter is approximately \$100,000, including studio equipment, but not including installation."

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A second problem was created by the filing of applications by broadcasters not equipped to do the purely experimental or laboratory type of research, but desiring to gauge public reaction and to experiment with program production. The first such application was one filed by The Milwaukee Journal in the fall of 1938, after contracting for the purchase of an RCA transmitter. This application was followed by others, including the Crosley Corporation at Cincinnati and Earle C. Anthony, Inc., in Los Angeles.

In its annual report transmitted to Congress in December, 1938, the Commission stated that while technical phases of television were progressing satisfactorily, it was not ready for standardized or commercial use. On January 3, 1939, the Commission appointed the committee, above referred to, to study the whole subject and to prepare recommendations, including the matter of proposed standards and the policy to be followed with reference to applications.

The committee held informal sessions immediately. For a while, it seemed likely there would be an immediate general hearing, but the committee later determined that this would not be advisable. On April 11, the committee, accompanied by members of its engineering and legal staff, visited the principal laboratories during a five-day fact-finding expedition. By May 15, it had completed its conferences with manufacturers.

On May 22, 1939, the committee submitted Part I of its report, dealing principally with the proposed standards. It recommended, among other things, that the Commission neither approve nor disapprove the standards proposed by the Radio Manufacturers' Association, explaining that this was not to be understood as a holding that the standards were objectionable, but rather because it appeared undesirable to take action which might discourage private enterprise or decrease the incentive to research to effect further improvements. It recommended that future applicants proposing external transmitter performance on standards other than those in general use be required to demonstrate not only at least equal quality but also public interest; and that the Commission adopt a policy of cooperation with the industry, enabling it to keep abreast of technical developments to acquaint the industry with the resulting problems. While the belief was expressed that constructive results could not be obtained by a public hearing at this time, it suggested that such a hearing might be opportune after experimentation had made it possible to gauge public reaction more accurately.

According to the report, while television is now emerging from the technical research stage, practical television service on a nation-wide scale is not to be expected for some time. Facilities for network distribution of programs have not been developed, and much has yet to be learned concerning program production and the financing thereof. Only the larger metropolitan centers will receive television service in the immediate future, and the smaller centers must wait several years. Because of the high cost of operation, cities of less than 100,000 population may have difficulty in supporting a single television station, and cities of less than 1,000,000 population may not support two stations, on the basis of income from advertising. Further, according to the committee, the proposed standards do not at this time appear to be suitable for the 12 undeveloped ultra-high frequency channels above 150 mc. The patent situation is chaotic, and no accurate conclusion can be reached as to the ultimate holder of any patent

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essential to a complete television system. Reference was also made to the problem created by electrical interference from devices such as X-ray, automobile ignition and similar apparatus, which may have the effect of blurring or blotting out images.

Somewhat less spectacular but nevertheless of great potential importance has been the advance in facsimile. As stated in last year's article, provision was made for the use of facsimile by standard broadcast stations by order of the Commission in September, 1937. With this step, facsimile may be said to have left the technical research stage (in which the Commission's regulations have so far left television), and a number of broadcasters were authorized to use the early morning hours, when their stations are normally silent, for this purpose.

In January, 1939, the Crosley Corporation announced that it was placing a facsimile receiver on the market, at a retail price of \$79.50, reproducing pictures and printed matter in black on a grey paper two columns wide. A group of three clear channel stations, WGN, WLW and WOR, disclosed a plan for an experimental network of television programs. In March, 1939, plans for a chain of facsimile newspapers were announced by Transradio Press Service. Facsimile, like television, is receiving a large-scale demonstration at the New York World's Fair, with an exhibit called "The Newspaper of Tomorrow." Some idea of the technical progress already made is afforded by the announcement in June, 1939, by Finch Telecommunications Laboratories, Inc., in New York, of the development of a facsimile transmitter with recording equipment, producing a five-column copy of tabloid size at a speed of 20 square inches a minute or eight full pages an hour. It was described as capable of transmitting and receiving printed matter, drawings, photographs, advertisements and, in sum, all the usual features of a modern newspaper.

Television is already the subject of legislative attention. Early in 1939 a bill was introduced in the Senate by Senator Barbour to eliminate the existing statutory provision which would prohibit the televising of prize-fights across State lines. Passage of the bill was urged before a subcommittee of the Senate Committee on Interstate Commerce by the president of the National Association of Broadcasters on May 25, 1939, who pointed out that programming will be one of television's major problems and that the existing ban on prize-fights will deprive television broadcasters of valuable program material.

E. HIGH FREQUENCY BROADCAST STATIONS

A "high frequency broadcast station" is "a station licensed on frequencies above 25,000 kilocycles for transmission of aural programs for general public reception."

The applicant is required to make a satisfactory showing that he has a program of research and experimentation indicating reasonable promise of substantial contribution to the development of high frequency broadcasting; that substantial data will be taken on propagation characteristics, on noise level, on the field intensity necessary to render good broadcast service, on antenna design and characteristics, and on allied phases of broadcast coverage; and that the research and experimentation will be conducted by qualified engineers. No charge may be made, directly or indirectly, but the programs of a standard broadcast station or network, including com-

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mercial programs, may be transmitted under certain restrictions. Supplemental reports are required to be filed with renewal applications.

As has been shown under sub-heading "A" above, the frequencies allocated to this class of station are, in terms of band-width, about equally divided between two types of transmission, known respectively as "amplitude modulation" and "frequency modulation." Beneath the somewhat forbidding technical exterior of these terms lies what may prove to be a startling revolution in broadcasting service, rendering obsolete all or a large portion of existing transmitters and of the 35,000,000 receiving sets now in use by the public. The system now used by all standard and international broadcast stations, and nearly all other classes of broadcast stations, is amplitude modulation, requiring a minimum channel 10 kc. in width and increasing somewhat in width in the higher frequencies because of the limitations on precision apparatus and other considerations. The new system of frequency modulation, on the other hand, requires a channel of 200 kc. in width and is, therefore, feasible only in the ultra-high frequency spectrum.

The advantages of the new system were persuasively demonstrated by its inventor, Major E. H. Armstrong, at the general hearing held in June, 1936. Since then it has made impressive advances. In the Commission's Annual Report submitted to Congress in December, 1938, its Engineering Department expressed itself as foreseeing bright prospects for the system, declaring that available data indicate a material gain in effectiveness of reception through static, both natural and man-made, and, since the required signal-to-noise ratio is less, good reception at greater distances and a correspondingly larger service area may be had for the same amount of power.

It is claimed that, whereas under the system of amplitude modulation interference of 5% or less can be extremely annoying, the interference factor must be at least 50% to be objectionable under the system of frequency modulation. Stations on the same 200 kc. channel may be located as close as at New York and Philadelphia. There are indications that both the initial cost and the cost of operation are less. Among other things, the need for a studio engineer to "edit" musical programs is done away with. It permits broadcasting of multiple signals within the band or channel, for example, the simultaneous transmission of facsimile copy and sound from a single station.

A few stations employing the new system have been in experimental operation for some time, principally in New York. Early in June, the operation of such a station was commenced in New England, on the top of a hill about 1,400 feet above sea-level. With a power of only 2 kw. (which is to be later increased to 50 kw.), on a frequency in the 43 mc. band, its owner expects it to serve all of southern New England with static-free reception equivalent to that available from any local station. Other New England broadcasters have applications pending for the same sort of station.

In its new regulations, the Commission has given practical recognition to the new system not merely for high frequency broadcast stations but also, subject to limitations, for relay broadcast stations and non-commercial educational broadcast stations.

Earlier notions that the ultra-high frequencies are limited in range to

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the horizon are being badly disturbed by evidence that, under the new system, clear coverage over a primary area with a radius of 100 miles or more may be had.

F. NON-COMMERCIAL EDUCATIONAL BROADCAST STATIONS

A non-commercial educational broadcast station is licensed "to an organized non-profit educational agency for the advancement of its educational work and for the transmission of educational and entertainment programs to the general public."

The advancement of the agency's program is to be "particularly with regard to use in an educational system consisting of several units." Each station "may transmit programs directed to specific schools in the system for use in connection with the regular courses as well as routine and administrative material pertaining to the school system and may transmit educational and entertainment programs to the general public." They are not required to operate on any definite schedule or minimum hours.

The broadcast service furnished shall be "non-profit and non-commercial."

"No sponsored or commercial program shall be transmitted nor shall commercial announcements of any character be made. A station shall not transmit the programs of other classes of broadcast stations unless all commercial announcements and commercial references in the continuity are eliminated."

This class of station is largely the product of the issue raised by a group of educational institutions some years ago, demanding the allocation of a substantial portion of the standard broadcast band to such institutions.

G. DEVELOPMENTAL BROADCAST STATIONS

In the new regulations the term "developmental broadcast stations" appears for the first time, to replace the term "experimental broadcast stations" and thus to avoid confusion with other stations operating on an experimental basis. The term means a station

"licensed to carry on development and research for the advancement of broadcast services along lines other than those prescribed by other broadcast rules or a combination of closely related developments that can be better carried on under one license."

It is unnecessary to summarize the requirements with respect to the showing to be made by applicants, the limitations on program service and on commercial use, the reports to be filed, and other provisions.

H. MISCELLANEOUS

LOW-POWER RADIO FREQUENCY DEVICES AND DIATHERMY APPARATUS. On August 30, 1938, the Commission ordered an informal conference to be held September 19 to consider proposed rules to govern use of low-power radio frequency devices which probably do not radiate more than one-billionth of a watt but which nevertheless have interference implications if not properly controlled. This was brought about by the sudden influx of radio-controlled devices, such as phonograph record players, so-called "mystery control" attachments for radio receivers, garage door openers, remote floodlight switches, and burglar alarms. These de-

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vices throw signals only from 20 to 50 feet. Later in the fall, such regulations were adopted.

On January 9, 1939, a meeting was held at Columbia University, New York, attended by approximately 100 representatives of the broadcasting industry, the medical profession, and firms manufacturing diathermy and other electrical medical apparatus, to discuss the problem of interference. The result of the meeting was the adoption of a resolution requesting the Physical Therapy Council of the American Medical Association and the Commission to cooperate in organizing a committee to study the problem and suggest a solution.

On May 24, 1938, Senator Wheeler introduced a bill (S. 4074) to enable the Commission to check interference to radio reception caused by diathermy apparatus. This was pursuant to a recommendation from the Commission.

The amendment would authorize the Commission to make such rules and regulations and prescribe such restrictions and conditions as it might deem necessary to prevent interference from such sources. Diathermy machines have interfered primarily with high-frequency transmission and might become an important factor in the event of development of television. No action was taken on the bill.

REGULATIONS GOVERNING EXPERIMENTAL STATIONS.

On May 23, 1939, the Commission promulgated new regulations governing experimental stations generally. Experimenters are grouped under three general classifications:

1. Stations licensed for general or specific research and experimentation for advancement of the radio art along lines not specifically directed to any proposed or established radio service.

2. Stations licensed for research and experimentation directed toward the development of a proposed or established radio service, with several sub-classes, such as police, broadcast television, high-frequency broadcasting, etc.

3. Stations licensed to a citizen interested in radio technique solely with a personal aim to conduct experiments on his own behalf, requiring the use of radio facilities for a limited time.

The rules cover a variety of details.

OPERATOR RULES. Hearings were held July 11-12, 1938, regarding proposed changes in radio operator rules. The main exceptions to the proposed changes had to do with the "physical, mental and moral" standards as eligibility requirements, the provision that applicants for license renewals be required to pass examinations as for original licenses, and the requirement that operators point out all defects and imperfections in the radio equipment they operate. The first of the foregoing was described as an attempt to exercise "bedroom powers" by the Commission. Hearings were recessed, to resume September 14.

Revised rules were adopted December 19, to become effective May 1, 1939. They will affect between 3,000 and 4,000 commercial operators and apply to about 40,000 operators altogether. The rules as adopted made allowance for the major objections voiced at the hearing. The proposal to set up definite "physical, mental and moral standards" was deleted along with the rule which would have made the operator responsible for reporting deficiencies in the equipment he is operating. The proposal to issue

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renewal licenses upon re-examination only was modified to provide renewal based in large measure on experience and service. The license term was extended from three to five years.

PART IV

APPEALS FROM THE COMMISSION'S DECISIONS

During a period of almost 14 months,* 13† opinions have been handed down by the United States Court of Appeals for the District of Columbia in cases involving appeals from decisions of the Federal Communications Commission on broadcast station applications. In its total of decisions affirmed (including appeals dismissed), the Commission fared considerably better than in the previous year, but it was occasionally treated to pointed criticism by the reviewing court.

APPEALABLE INTEREST. In one case,** three appeals were dismissed by the Court on the ground that none of the appellants had an appealable interest. Two appellants were the licensees of existing regional stations who had applications pending to increase nighttime power from 1 kw. to 5 kw., and whose interest arose from the fact that, if the proposed application were granted, it would create a situation which, because of considerations of interference, might operate as a bar to the granting of their applications. The Court said:

“This is a matter so wholly of policy under the provisions of the Act and so peculiarly within the special and expert knowledge of the Commission that to undertake to control it judicially would be clearly an impingement upon the jurisdiction of the Commission.”

The present regulations of the Commission have, since 1928, limited the nighttime power of regional stations to 1 kw., but a proposal to amend the regulations to increase the maximum to 5 kw. has been pending for several years, has been virtually certain of adoption for over two years, and, in fact, was adopted June 23, 1939, effective August 1, 1939. In the meantime, several regional stations have been authorized by “special experimental authorization” to use the higher power and have done so for two years or more, on a regular commercial basis. The applications of others for a similar increase have actually (although not always openly) been taken into account by the Commission in precisely similar situations. Whatever may be the correct view on the question presented to the Court, the result has been highly discriminatory.

* From May 9, 1938, to July 1, 1939.

† *Pittsburgh Radio Supply House v. F.C.C.*, May 23, 1938, 98 F. (2d) 303; *Southland Industries, Inc. v. F.C.C.*, June 15, 1938, 99 F. (2d) 117; *Woodmen of the World v. F.C.C.*, June 15, 1938, 99 F. (2d) 122; *Sanders Bros. Radio Station v. F.C.C.*, January 23, 1939; *Courier-Post Publishing Co. v. F.C.C.*, March 6, 1939; *Pottsville Broadcasting Co. v. F.C.C.*, April 3, 1939; *McNinch et al v. Heitmeyer*, April 3, 1939; *Woodmen of the World v. F.C.C.*, April 17 1939; *Colonial Broadcasters, Inc. v. F.C.C.*, June 12, 1939; *W. P. Stuart v. F.C.C.*, June 12, 1939; *Evangelical Lutheran Synod v. F.C.C.*, June 26, 1939; *The Crosley Corporation v. F.C.C.*, June 26, 1939, and *Courier-Post Publishing Co. v. F.C.C.*, June 30, 1939.

** *Pittsburgh Radio Supply House v. F.C.C.*, May 23, 1938, 98 F. (2d) 303.

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In another case,* now a *cause celebre*, a similar question involving a more fundamental issue was presented, and, on motion of the Commission, the appeal was dismissed for want of jurisdiction. It involved the "extension" of the "special experimental authorization" of WLW, Cincinnati, to operate with power of 500 kw. instead of with power of 50 kw. as authorized in its regular license. The earlier proceedings in this case before the Commission have already been reviewed and need not be repeated. The Commission's regulations limit the power of clear channel stations to 50 kw. and, while a proposal to increase the maximum to 500 kw. has been pending for some three years, it was finally rejected by the Commission on June 23, 1939. WLW was first authorized to use 500 kw. in April, 1934, and extensions of its authority have been granted from time to time since then, always subject to

"the express condition that it may be terminated by the Commission at any time without advance notice or hearing if in its discretion the need for such action arises."

After hearing by a committee and report to the Commission, the Commission on February 8, 1939, denied an application for further extension, effective 3:00 A. M., March 1, 1939. The station's owner appealed and petitioned the Court to stay the effective date of the order. The Court, without opinion, denied the petition in the early evening of February 28, 1939.†

When the case came before the Court for argument, it was urged in behalf of WLW that the "special experimental authorization" was in reality a license and that the Commission could not, by calling a license by another name, deprive the licensee of the rights to notice, hearing, and appeal which are specifically conferred by the statute. This contention seems unassailable. In unambiguous and unqualified terms the statute (Section 301) provides, in substance, that

"no person shall use or operate any apparatus for the transmission of energy or communications or signals by radio . . . except under and in accordance with this Act and with a license in that behalf granted under the provisions of this Act."

Violation of this prohibition entails a fine of \$10,000 and imprisonment for two years. Section 309(a) makes notice and hearing prerequisite to any denial of an application for renewal or modification of license. Section 402 (b) gives the right of appeal to any person whose application for renewal or modification is refused.

The Court's answer to the contention is both surprising and uncon-

* The Crosley Corporation v. F.C.C., June 26, 1939.

†Among the arguments urged by the Commission in opposition to the petition for stay order was that the Court could not grant it without, in effect, substituting itself for the Commission as the licensing authority. In view of the Court's final decision, as well as the procedural situation before the Commission, it seems unlikely that the Court gave effect to this argument. If it did, it disrobed itself of a power which it had regularly exercised, in its discretion, ever since its first decision on an appeal from the Federal Radio Commission. *General Electric Co. v. Federal Radio Commission* (1929), 31 F. (2d) 630; *Nelson Bros. Bond & Mfg. Co. v. Federal Radio Commission* (1932), 62 F. (2d) 854.

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vincing. It states that it is unnecessary to decide whether or not the "special experimental authorization" is a "license" (although, if it was not a license, the operation of WLW was a criminal offense and it is clear that neither the Commission nor the owner of WLW intended that the operation should be anything but lawful). The Court seems to say that either (1) the license was not the sort of license which Congress authorized the Commission to issue under Section 309 and authorized the Court to review, or (2) if it was anything more than for purely experimental purposes and subject to termination at the will of the Commission, it "would have been beyond the power of the Commission to grant under its own rules and regulations." The Court said:

"At the time the grant was made the Commission was required to limit licenses for standard stations issued under Sec. 309 of the Act to the power of 50 kw. When it gave appellant more than this manifestly it was assuming to act under Sec. 303(g),* which authorized it to endeavor by trial and experiment to determine how and in what manner larger results might be obtained in the use of frequencies."

As pointed out in a concurring opinion by Justice Stephens, the opinion "implies that the Commission has power to issue and terminate special experimental authorizations without conformance to the provisions of the statute for notice, hearing and review, and that the Commission can by contract with a licensee render ineffective or inapplicable those provisions."

It seems unfortunate that the appeal was dismissed on this point of jurisdiction (as distinguished from affirming the Commission's decision on the merits), both for the reason suggested by Justice Stephens and because of the opening it gives the Commission by this device to inflict injury on existing stations by way of interference without possibility of recourse to the Court. The same device of "special experimental authorization" has been used for years to cover up departures from regulations so as to permit duplication on certain of the clear channels, power in excess of the maximum permitted on regional channels and other special privileges which have been continuously enjoyed on a regular commercial basis.

Another question of appealable interest of vital importance to the future development of rate regulation is now pending before the Court for decision. It involves principally the matter of so-called "economic injury" inflicted on existing broadcast stations in a given community when the Commission authorizes the establishment of a new station in that community, or an improvement in facilities of one of the existing stations. The subject is closely related to matters already discussed in connection with the plethora of questionnaires and the allocation regulations in Parts I and II of this article.

* Sec. 303 of the Communications Act of 1934 enumerates what may be described generally as the legislative or regulation-making powers of the Commission. Clause (g) authorizes it to

"Study new uses for radio, provide for experimental uses of frequencies, and generally encourage the larger and more effective use of radio in the public interest." This clause, which was not contained in the Radio Act of 1927, had never previously (so far as known to the writer) been understood or used to justify the issue of a new species of license not subject to the procedural requirements of the Act. The legislative history does not justify the interpretation given it by the Court.

FEDERAL RADIO REGULATION—Continued

As already pointed out, the Commission was slow to give formal recognition to interests based on economic injury, although it frequently gave effect to such interests in actual practice. For several years now, however, it has become axiomatic that such interests are entitled to recognition, and persons asserting them have been given the right to notice and participation in hearings. This is still the case, although by a change put into effect during the last few days it is said that such parties will not automatically be given notice, but on petition may intervene.

In the main, the Court has followed and upheld the Commission's viewpoint in its various stages of evolution. In its first pronouncement on the subject* the Court held the complaint of economic injury to be "so vague, problematical and conjectural as not to furnish a person substantial objection to the Commission's decision." Four years later, by way of dictum the Court did an about-face, saying:

" . . . we are by no means in agreement with the contention frequently urged upon us that evidence showing economic injury to an existing station through the establishment of an additional station is too vague and uncertain a subject to furnish proper grounds of contest. On the contrary, we think it is a necessary part of the problem submitted to the Commission in the application for broadcasting facilities. In any case where it is shown that the effect of granting a new license will be to defeat the ability of the holder of the old license to carry on in the public interest, the application should be denied unless there are overweighing reasons of a public nature for granting it. And it is obviously a stronger case where neither licensee will be financially able to render adequate service. . . ."[†]

Carrying this same reasoning to its logical conclusion, the Court, in a case decided during the past year,** reversed a decision of the Commission because of the Commission's failure to make appropriate findings of fact one way or the other on the economic issue. In this case the owner of an existing station appealed from a grant of a new station in the same city on the ground of economic injury.

At this point there developed a sudden change in philosophy on the part of the Commission's Law Department. A petition for rehearing was filed in the case just described, and motions were made, briefs filed, and arguments presented in other cases pending before the Court,**^{††} disclosing a five-point program of contentions somewhat as follows:

- (1) Economic damage through loss of advertising, even though substantial, does not confer the right of appeal because such damage, in legal phraseology, is "without injury."

* WGN, Inc., v. Federal Radio Commission, December 11, 1933, 68 F. (2d) 432.

[†] Great Western Broadcasting Association, Inc. v. F.C.C., December 6, 1937, 94 F. (2d) 244.

** Sanders Bros. Radio Station v. F.C.C., January 23, 1939, not yet reported.

*** One of these cases involved the appeal of KTSM, El Paso, Texas, from a decision authorizing a new station in that city. The other case involved three appeals from a decision authorizing a large increase of power and improvement in assignment of WMEX, Boston; two of the appellants raising the economic issue and the third raising the question of interference.

FEDERAL RADIO REGULATION—Continued

- (2) Similarly, loss of listening audience, talent, or program material resulting from the grant of a new station does not confer the right of appeal.
- (3) Injury from interference does not confer the right of appeal if the interference occurs outside the "normally protected" contour of the complaining station.*
- (4) That the Commission is not required to render a written decision reciting findings of fact when it *grants* new facilities, and that the requirement extends only to cases where it *denies* an application.
- (5) That an applicant for new or additional facilities may not appeal from the grant of the same facilities to another applicant until such time as the Commission renders its decision on the former's case.

These surprising contentions, which would overturn principles recognized by the Commission and the Court for years, were argued at length orally before the Court early in March. With an exception not material to this discussion,† no decision has as yet been rendered by the Court, and the long interval since the date of oral argument, during which other cases have been both argued and decided, gives ground for apprehension that the Court is having difficulty in arriving at conclusions.

EFFECT OF PENDING PETITION FOR REHEARING. In two decisions the Court held that it lacked jurisdiction to review a Commission decision if, at the time the appeal was taken, a petition for rehearing was pending before the Commission.** By this holding the Court completely removed the ambiguity, part of which had been removed in a decision three months earlier.†† In one of the two cases*** the Court said:

"We have heretofore suggested that rehearings should be availed of by aggrieved persons both for their own protection, and in order to afford opportunity to the Commission to correct errors or to hear

* By "normally protected" is meant the contours which, under the Engineering Department's Standards of Good Engineering Practice, should be protected from anything greater than a certain degree of interference. These Standards have never been given the status of regulations by the Commission and on the whole have been more honored in the breach than in the observance. Even under the new regulations adopted June 23, 1939, they are not controlling and may be disregarded by the Commission.

† Colonial Broadcasters, Inc., v. F.C.C., June 12, 1939, not yet reported. Departing from its practice in previous years, the Court will continue to issue decisions during the summer, and it is not unlikely that these cases will be determined in the near future.

** Southland Industries, Inc. v. F.C.C., June 15, 1938, 99 F. (2d) 117; Woodmen of the World v. F.C.C. June 15, 1938, 99 F. (2d) 122.

†† Saginaw Broadcasting Co. v. F.C.C., March 16, 1938, 96 F. (2d) 554, in which the Court had held that the filing of a petition for rehearing automatically suspended the running of the 20-day period during which an appeal must be taken under the statute.

*** Southland Industries, Inc. v. F.C.C. *supra*.

FEDERAL RADIO REGULATION—Continued

newly discovered evidence before appeal. This is not and should not be an arbitrary requirement. Whether a petition for rehearing should be filed in a particular case must be decided on the merits as each case arises. However, in our view, its use as an administrative remedy should not be discouraged, but instead should be encouraged—"not to supplant, but to supplement" appellate review. For that reason, in our opinion, the purpose of the law is defeated if the Commission declines to act upon such petitions when they are filed, or dismisses them without consideration, as was done in the present case. Its action, therefore, was arbitrary and capricious and constituted an improvident exercise of power. Until the Commission has considered and acted upon such a petition, the administrative remedy of the aggrieved person cannot properly be said to have been exhausted, and resort to this court in such cases is, therefore, premature."

FINDINGS OF FACT BY THE COMMISSION. As above noted, the Court reversed a decision of the Commission because of its failure to make appropriate findings of fact one way or the other on the issue of economic injury. Answering the contention that the record contained insufficient evidence of facts to support findings, the Court said:

"... it is not sufficient that they be marshalled and presented in the brief on appeal. They must be prepared as findings of fact, upon which the decision of the Commission may be rested." *

Presumably this holding is still at least partly in suspense because of the petition for rehearing and the recent contentions of the Commission's Law Department.

Another decision of the Court is difficult to classify, but may properly be considered in this connection.† The Court reversed a decision of the Commission denying an application for a new station at Hannibal, Mo. Contrary to the findings of the Commission, the Court found there was a public need shown for the station, as well as a demand by the merchants at Hannibal for the service. The language of the opinion, written by a member of the Court who had not previously written opinions in radio cases, is difficult to reconcile with those written by other members of the Court. In defining what constitutes "substantial evidence," the Court cites a decision holding that it means such relevant evidence as a reasonable mind might accept as adequate to support a conclusion. The Court suggests that the Commission might have profited from a more careful consideration of the examiner's report.** In meeting appellant's contention that the Commission had failed to apply standards which it followed in other cases, the Court said:

* Sanders Bros. Radio Station v. F.C.C., *supra*.

† Courier-Post Publishing Co. v. F.C.C., March 6, 1939.

** This was not the first occasion on which the Court admonished the Commission to pay more heed to the reports of its examiners. In *Heitmeyer v. F.C.C.*, 95 F. (2d) 91, the Court said: "While the Commission is not bound by the findings of the Examiner, it is itself charged with the responsibility of making findings. . . . In this case it would have profited from a more careful consideration of those which the Examiner prepared."

FEDERAL RADIO REGULATION—Continued

"In administering the law, the Commission must consider each case upon its individual grounds. The permit should be granted if it meets the statutory criterion of public convenience, interest or necessity, if not, it should be denied."

This is hardly consistent with the Court's tendency, exhibited in several pronouncements during the past two years, to require the Commission to formulate and adhere to more definite standards.

Another decision* in which the Court affirmed the Commission's findings deserves mention because of the facts brought to the Court's attention. The application had been originally filed June 26, 1934, and was not finally acted upon until June, 1938. In the interim it had been granted three times, had been subjected to a bewildering succession of reconsiderations, examiner's reports, oral arguments, and petitions for rehearing.

An even more striking instance of delay, with ultimate hardship upon all parties involved, was exhibited by another appeal which was dismissed October 13, 1938, without opinion.† The case involved renewal applications which had been pending before the Commission since 1932, principally on charges of misconduct in program service. After an interminable controversy, in the course of which there were two hearings and a multiplicity of other proceedings, the Commission denied the renewal applications and the owners of the stations appealed. The cost of printing the record alone was \$6,118, paid by appellants. After appellants' brief was filed and before the case was argued, the Commission filed a motion with the Court conceding that its findings were inadequate and asking the Court to remand the case for the purpose of making further findings. The Court had no alternative but to grant the motion, but at a conference of interested attorneys the Chief Justice stated that it was "unconscionable" that the Commission should stipulate so expensive a record.**

Three other decisions of the Court may be passed over briefly. In all three the Court affirmed the Commission's decisions, either wholly or partly, because the Commission's findings were deemed to be supported by the evidence. In one of them†† the Court also emphasized the necessity for designation of particular errors in an appellant's statement of reasons for appeal. In the second, the Court upheld the Commission's rule, pursuant to which it refused to postpone a hearing scheduled on an application until another application, filed subsequently to the date on which the first application was designated for hearing, was itself ready for hearing.*** In the third case the Court, in rejecting a contention that public interest

* *Woodmen of the World v. F.C.C.*, April 17, 1939, not yet reported.

† *Voice of Brooklyn, Inc. v. F.C.C.*

** The court has prepared and has under consideration revised rules governing appeals from the Commission's decisions, in which a commendable effort is made to reduce the expense.

†† *W. P. Stuart v. F.C.C.*, June 12, 1939, not yet reported.

*** *Colonial Broadcasters v. F.C.C.*, June 12, 1939, not yet reported.

FEDERAL RADIO REGULATION—Continued

requires "an equal division of time between respectable stations which operate on one frequency in one locality," stated:

"The public interest requires, on the contrary, that existing arrangements be not disturbed without reason."*

USE OF CONFIDENTIAL MEMORANDA. The question raised by the Commission's use of confidential memoranda submitted by its staff *dehors* the record in arriving at its decisions was again raised.† The Commission having again specifically and formally denied the allegation, the Court applied the presumption of regulatory or official conduct but condemned any "Star Chamber procedures to deprive a citizen of a fair hearing."

COMMISSION PROCEDURE FOLLOWING REVERSAL BY THE COURT. A tangled and complex situation which has arrayed the Commission in open conflict with the Court has arisen in cases where Commission decisions denying applications for new stations have been reversed by the Court. In three such cases** the Commission's procedure following the decisions has been such as to take the parties back into court.

The procedure followed in all three cases was substantially the same. After a decision denying an application had been reversed, the Commission refused to reconsider and grant the application, but, instead, ordered a new hearing, in which other applications for the same or competing facilities, filed subsequently to the original application, were also to be heard. In the language of one of its orders, the Commission announced that it would hear the several applications

"individually on a comparative basis, the application which in the judgment of the Commission will best serve public interest to be granted."

To prevent the carrying out of such an order, one applicant applied to the Court of Appeals for writs of prohibition and mandamus. The Court rendered an opinion severely condemning the Commission's conduct, declaring:

"... In saying this much, we do not wish to be understood as implying that the Commission may not, upon a showing of newly discovered evidence or upon a showing of supervening facts which go to the very right of the applicant to have a license, remake the record in those respects without the necessity of a bill of review or other like technical methods of bringing into the record new and previously undiscovered facts, but there should be some control of the exercise of this right, and we think control is of necessity lodged in this court. But we think it is obvious that the particular objections of the Commission to a reconsideration on the record—to which we have referred—are mere

* *Evangelical Lutheran Synod v. F.C.C.*, June 26, 1939, not yet reported, citing *Chicago Federation of Labor v. Federal Radio Commission*, 41 F. (2d) 422, and *Journal Co. v. Federal Radio Commission*, 48 F. (2d) 461.

† *Sanders Bros. Radio Station v. F.C.C.*, *supra*.

** *Heitmeyer v. F.C.C.*, December 27, 1937, 95 F. (2d) 91; *Pottsville Broadcasting Co. v. F.C.C.*, May 9, 1938, 98 F. (2d) 288; and *Courier-Post Publishing Co. v. F.C.C.*, March 6, 1939, not yet reported.

FEDERAL RADIO REGULATION—Continued

makeweights, and that the real bone of contention is the insistence by the Commission upon absolute authority to decide the rights of applicants for permits without regard to previous findings or decisions made by it or by this court. . . .

" . . . In such a case petitioner ought not now to be put in any worse position than it occupied on the original hearing, and therefore ought not to be required any more now than originally to be put in hodge-podge with later applicants whose records were not made at the time of the previous hearing. On this state of facts, we are of opinion the Commission should rehear the application on the record and in the light of our opinion. We believe that this expression of our views on the subject will obviate the necessity of issuing the writ. If it becomes necessary for the protection of petitioner's rights, counsel may submit a proposed form of order within 30 days. Otherwise an order will be entered denying the petition for prohibition and mandamus."*

In another case, while the procedure followed by the applicant was somewhat different, the result was the same.†

Notwithstanding the Court's pronouncements, the Commission has insisted on its right to consider other applications in its later proceedings. It finally became necessary for the Court to issue a writ of mandamus in one of the cases on May 24th.**

In a second case, the Court issued a writ of mandamus on June 30, 1939.†† At present writing the matter is likely to be presented to the Supreme Court by petitions for certiorari by the Commission.***

ASSIGNMENT-OF-LICENSE CASES. There is now pending before the court a case††† involving the right of appeal under Section 402 (b) from

* Pottsville Broadcasting Co. v. F.C.C., April 3, 1939, not yet reported.

† McNinch et al. v. Heitmeyer, April 3, 1939, not yet reported. By reason of these and other decisions of the Court of Appeals, cited in the foregoing, it is now clear that the remedy by appeal under Section 402 (b) of the Act to the United States Court of Appeals for the District of Columbia is exclusive, and that proceedings for injunction or mandamus against the Commission in the lower Court may not be maintained in matters embraced within the section.

** The Heitmeyer case, Part IV-p. 13. On motion of the Commission, the Court, on June 20th, suspended the writ for 10 days to permit the Commission to file a statement of grounds for opposition.

†† Courier-Post Publishing Co. v. F.C.C., not yet reported. In this case the application had been originally heard in competition with another application for the same facilities in the same town. The Commission had denied both applications. The other applicant had not appealed, so the decision of the Commission became final as to it, and being a corporation, it was subsequently dissolved by surrender of its charter. Nevertheless, after the Court's decision the Commission set the successful appellant's application for hearing in a consolidated proceeding and on a comparative basis with the other applicant.

*** Petitions for certiorari to the Supreme Court have frequently been filed by parties defeated in the Court of Appeals. No petition, however, has ever been granted in a radio case by the Court except in two early instances, where petitions were filed by the Commission, and in one of these the petition was later dismissed. General Electric Co. v. Federal Radio Commission, 281 U. S. 464; Federal Radio Commission v. Nelson Bros. Bond & Mortgage Co., 289 U. S. 266.

††† Associated Broadcasters, Inc. v. F.C.C. See Part II, B.

FEDERAL RADIO REGULATION—Continued

a Commission decision refusing its consent to a transfer of license and, on the merits, the Commission's power to approve or disapprove such a transfer. The Commission moved to dismiss the appeal, principally on the ground that the Act omits to provide for such an appeal in these cases, relying on a decision rendered by a majority of the Court several years ago.* The case was argued orally early in March, and the long interval since then seems to indicate that the Court is having difficulty in deciding the issues. If it holds that such matters are not appealable, the only recourse open to a defeated applicant is to the statutory three-judge court in the district, where the applicant resides or does business, under Section 402 (a). That such recourse is open would seem to be indicated by a recent decision of the Supreme Court.†

COMMENTS. On the whole, for reasons sufficiently indicated in the foregoing review, progress in clarification of the law through decisions of the reviewing court has not been as satisfactory during the past, as during the preceding year. This conclusion is based not at all upon the count of decisions affirmed or reversed. In the writer's opinion, the Court's errors, if they be such, have been just as frequently at the expense of the Commission as in its favor. In one direction there has been a tendency too closely to restrict the Commission's discretion and its continuing power of supervision and regulation.** In another direction unnecessary loopholes have been provided for arbitrary and capricious rulings.††

One phenomenon is so important that it cannot be ignored, and that is, the attitude of and the growing authority exercised by the Commission's Law Department. No matter what the case or the issue, the Department is relentlessly urging a point of view that would limit the scope of the Court's review, and would, in certain classes of cases, free the Commission from any judicial control whatsoever. In a word, its position is that of "administrative absolutism". At the same time, the Law Department is urging principles, such as on the question of economic injury, which are at least partly inconsistent with the position of the Commission itself, evidenced by its practice and its decisions over a period of years.

PART V

INTERNATIONAL RADIO REGULATION

Developments in international radio regulation, so far as it affects broadcasting, have been few in number.

A. THE INTERNATIONAL TELECOMMUNICATIONS CONVENTION

As pointed out in last year's article,** the International Telecommuni-

* *Pote v. Federal Radio Commission*, 67 F. (2d) 509, *Justice Groner* (now Chief Justice) dissenting.

† *Rochester Telephone Corporation v. United States of America*, April 17, 1939.

** For example, in the second decisions in the Heitmeyer, Pottsville and Courier-Post cases. Reference is had to decisions of the Supreme Court and other courts, in which the continuing right of supervision by administrative agencies is recognized, and the doctrine of "final decision" (in the sense in which the term is used as to court decisions) is rejected.

†† For example, in *The Crosley Corporation* and the first Courier-Post decisions.

*** VARIETY RADIO DIRECTORY, II, p. 546.

FEDERAL RADIO REGULATION—Continued

cations Convention, signed at Madrid in 1932, and later ratified by the United States, was not subject to revision at the Conference held at Cairo beginning February 1, 1938. The General Radio Regulations, annexed to the Convention, were revised in a number of respects (effective January 1, 1939), including a very moderate increase in the bands of frequencies above 6,000 kc. allocated to broadcasting. The congestion of stations in these bands continues, however, because of the widespread use of these frequencies for long-distance or international broadcasting, together with their use in tropical regions to avoid static. It may safely be predicted that they will continue to constitute one of the principal problems of international radio regulation and that they will be one of the most controversial topics of debate at the next Conference to be held in Rome, probably early in 1943.

B. THE NORTH AMERICAN REGIONAL BROADCASTING AGREEMENT

The North American Regional Broadcasting Agreement, negotiated at a six weeks' conference in Havana beginning November 1, 1937, and described in last year's article, was ratified by the United States following action by the Senate on June 15, 1938. Because of a sedulously circulated misinterpretation of the provisions of the Agreement, the Senate's action was not taken until after adoption of a resolution on June 13th, advising the Federal Communications Commissions that it was the sense of the Senate that power in excess of 50 kw. is against public interest and that its regulations should not be amended to permit higher power. The Agreement did not, however, call for or require the use of power in excess of 50 kw. on clear channels, but simply *permitted* the higher power, leaving each country free to adopt its own policy.

Unfortunately, the Agreement has encountered obstacles which may prevent it from becoming effective. According to its provisions, ratification by Canada, Cuba, Mexico and the United States is prerequisite to its validity (although if three of these countries ratify and the fourth evidences readiness to ratify, there is provision for its becoming valid by administrative arrangement). It does not become effective until one year after ratification by the fourth of these governments. Shortly after the Agreement was signed, Cuba ratified. On November 28, 1938, Canada ratified. Mexico, however, has so far proved a stumbling-block.

It was understood at the time of the Havana Conference that, under Mexico's Constitution, that country could not ratify earlier than December, 1938. On October 26, 1938, newspapers in Mexico City published stories to the effect that the Mexican Senate had approved the other treaties and agreements negotiated at Havana but, in secret session, had declined to ratify the Broadcasting Agreement on the ground that it

"imposed limitations upon Mexico without affording any benefits in return."

While the action was not necessarily final, it naturally created apprehension. It soon became known that the owners of the so-called border stations, who had been successful in frustrating efforts to reach agreement at a conference held in Mexico City in 1933, and whose stations (with one exception) would be eliminated, re-located, or reduced in power under the terms of the Havana Agreement, had again been politically active, and were largely responsible for the situation.

Overtures were made to the Mexican Government to clear up the mis-

FEDERAL RADIO REGULATION—Continued

understanding. A collateral agreement, covering use of some of the clear channels, was considered as a temporary expedient. An effort was made to persuade the Mexican Post Office Department and the Ministry of Communications to take advantage of the Agreement's provision for an administrative arrangement in lieu of ratification. On January 11, 1939, the State Department was notified that the Mexican Government had this proposal under consideration, and the prospects for a successful outcome seemed bright. On January 23rd, the sudden resignation of the Mexican Minister of Communications took place, and on the following day a successor was appointed. While this incident disrupted negotiations, it was hoped that the disruption would be only temporary. On February 22nd, the Mexican Postmaster General, a personal friend of Commissioner Craven (who had headed the United States Delegation at Havana), paid an unofficial visit to Washington, and left the impression that his government would sanction the Agreement in the early future, probably not later than March 22nd. It was reported that the Mexican Cabinet had the matter under consideration, and that formal word of approval had been delayed only by the illness of the new Minister of Communications. Word was received that President Cardenas had signed the administrative arrangement on April 14th, and that formal ratification by the Mexican Senate would be had at a special session to be convoked late in April or early in May. Later it developed, however, that the administrative approval was subject to reservations on the subject of re-location of the border stations and that probably the intention was to attach similar reservations to the formal ratification. The latter would be objectionable to the United States.

At present the matter is at an impasse, and Mexican ratification appears not to be close at hand. During the last few days it is reported that the Mexican Senate has again rejected the Agreement without a provision that would permit use of Mexico's exclusive clear channels by the border stations. If this proves to be the case, it is a tragedy from the standpoint of the listening public not only in the United States but in the other North American countries. The Havana Agreement was a brilliant diplomatic and technical achievement over what appeared to be insuperable obstacles. Its provisions are unquestionably fair to all the participating countries, almost to the point of generosity in the case of Mexico. That the interests of a few border stations, largely owned and operated by citizens of the United States who have been deprived of licenses to operate stations in this country because of misconduct, and designed to serve an audience in this country and not in Mexico, should have so far prevailed over truly Mexican stations and the Mexican listening public, is regrettable.

C. THE INTERNATIONAL RADIO CONSULTING COMMITTEE

The Fifth Meeting of the International Radio Consulting Committee (the C.C.I.R.) will be held at Stockholm, Sweden, in 1940. The earlier meetings have been held at The Hague in 1929, at Copenhagen in 1931, at Lisbon in 1934, and at Bucharest in 1937.

Provision is made for "international consulting committees" in Article 16 of the International Telecommunications Convention of 1932, the number, composition, duties and functioning of these committees to be defined in the several sets of Regulations annexed to the Convention. The General Radio Regulations, as revised at Cairo in 1938, provide for the International

FEDERAL RADIO REGULATION—Continued

Radio Consulting Committee in Article 33. It is

“charged with the study of technical radio questions and operating questions the solution of which depends principally upon considerations of a technical character.”

It is formed principally “of experts of the contracting administrations and of private operating enterprises or groups of private operating enterprises recognized by the respective contracting governments.” In principle, its meetings take place every three years.

The results of agreements reached at these meetings are expressed in “opinions.” They have a very considerable practical importance both in saving time and unnecessary controversy at the general international telecommunications conferences, and in laying an interim basis for formal and binding agreements expressed later in revisions of the Regulations.

Preparation for the Stockholm Meeting has been in process for several weeks under the auspices of the Division of International Communications, Department of State, at a series of conferences to which all interested organizations and groups are admitted. The questions, including a few directly affecting broadcasting, are of a highly technical character and no attempt will be made to summarize them in this article.



FEDERAL COMMUNICATIONS COMMISSION COMMISSIONERS

McNINCH, FRANK R. Nominated chairman of the FCC (to fill the unexpired term of the late Anning S. Prall) August 17, 1937. **Political party:** Democrat. **Length of appointment:** To July 1, 1942. **Previously:** Lawyer; member, North Carolina House of Representatives, 1905; mayor and commissioner of finance of Charlotte, N. C., 1917 to 1921; member, Federal Power Commission, 1930 to 1933; chairman, Federal Power Commission, 1933 to 1937. **Born:** April 27, 1873, in Charlotte, N. C.

CASE, NORMAN STANLEY. Appointed to the FCC in July, 1934. **Political party:** Republican. **Length of appointment:** To July 1, 1945. **Previously:** Lawyer; Providence, R. I., City Council member, 1914 to 1918; General Staff Officer during World War; member of the Soldiers Bonus Board of Rhode Island, 1920 to 1922; U. S. Attorney for the District of Rhode Island, 1921 to 1926; elected lieutenant governor of Rhode Island in 1926, succeeding to the governorship in 1928 on the death of Governor Pothier; elected governor in 1928, and again in 1930. **Born:** Oct. 11, 1888, in Providence, R. I.

CRAVEN, COMMANDER T. A. M. Became member of the FCC in August, 1937. **Political party:** Democrat. **Length of appointment:** To July 1, 1944. **Previously:** Radio officer on USS Delaware, 1913 to 1915; fleet radio officer, U. S. Asiatic Fleet, 1915 to 1917; in charge U. S. Naval Coastal and Transoceanic Operations, 1917 to 1920; battleship force radio officer, 1921; fleet radio officer, U. S. Atlantic fleet, 1921 to 1922; fleet radio officer, United States fleet, 1922 to 1923; in charge of radio research and design section, Bureau of Engineering, 1923 to 1926; private consulting radio engineer. 1930 to 1935; appointed chief engineer to the FCC on Nov. 20, 1935. **Born:** Jan. 31, 1893, in Philadelphia, Pa.

PAYNE, GEORGE HENRY. Became FCC member July 11, 1934. **Political party:** Republican. **Length of appointment:** To July 1, 1943. **Previously:** Exchange editor and editorial writer, *Commercial Advertiser*, 1895 to 1896; associate editor.

Criterion Magazine, 1896 to 1899; music and dramatic critic, *New York Evening Telegram*, 1903 to 1907; member, New York County Republican Committee, 1906 to 1907; candidate for Assembly, 1908; political writer, *New York Evening Post*, 1909 to 1912; manager literary bureau for Henry L. Stimson, Republican candidate for governor, 1910; one of the New York campaign managers during presidential campaign of Theodore Roosevelt, 1912; manager, campaign for George McAneny, president Board of Aldermen, 1913; lecturer on history and development of American journalism, Cooper Union, 1915; delegate, Republican National Convention (floor manager for General Wood) in Chicago, 1920; candidate for U. S. Senator, 1920; one-time tax commissioner, New York City; one-time president Bronx National Bank; author, playwright. **Born:** Aug. 13, 1876, in New York City.

THOMPSON, FREDERICK INGATE. Became FCC member on April 13, 1939, to fill the vacancy caused by the resignation of Commissioner Eugene O. Sykes. **Political party:** Democrat. **Length of appointment:** To July 1, 1941. **Previously:** Newspaper executive; became editor of the Aberdeen (Miss.) *Weekly* in 1892; member, Democratic National Convention, 1912, 1924 and 1928; chief owner and publisher of the Mobile, Ala., *Daily and Sunday Register*, 1909 to 1932; chief owner and publisher of the *Mobile News-Item*, 1916 to 1932; appointed Commissioner of the U. S. Shipping Board by President Wilson in 1920, and re-appointed by Presidents Harding and Coolidge in 1921 and 1923 (resigned from the Board in November, 1925); chief owner and publisher of the Birmingham, Ala., *Daily and Sunday Age-Herald*, 1922 to 1927; owner and publisher of the Montgomery, Ala., *Journal* since 1922; director of the Associated Press for 10 years; appointed by President Roosevelt to the Advisory Board of Public Works in 1933; member of the Alabama State Docks Commission since 1935. **Born:** Sept. 29, 1875, in Aberdeen, Miss.

BROWN, COLONEL THAD H. Became member of the Federal Radio Commis-

F. C. C. COMMISSIONERS—Continued

sion March 28, 1932. **Political party:** Republican. **Length of appointment:** To July 1, 1940. **Previously:** School teacher; admitted to law practice, 1912; served in the World War as Captain and later Major; appointed member of State Civil Service Commission of Ohio in 1920; Secretary of State of Ohio, 1923 to 1927; President Cleveland Radio Broadcasting Corp. (manager, WJAY), 1927 to 1928; chief counsel, Federal Power Commission, 1929; general counsel, Federal Radio Commission, 1929 to 1932; became Federal Radio Commission member in 1932 and vice-chairman in April, 1933; active in the American Legion in Ohio. **Born:** Jan. 10, 1887, in Lincoln Township, Morrow County, Ohio.

WALKER, PAUL ATLEE. Appointed to the FCC July 11, 1934. **Political party:** Democrat. **Length of appointment:** To July 1, 1939. **Previously:** Lawyer; one time high school principal, Shawnee, Okla.; one time instructor, University of Oklahoma; counsel and commissioner of the State Corporation Commission of Oklahoma for 15 years; referee for the Supreme Court of Oklahoma, 1919 to 1921; chairman, Committee on Cooperation with the Interstate Commerce Commission in the National Association of Railroad Utilities Commissioners, 1925 to 1934. **Born:** Jan. 11, 1881, in Washington, Pa.

F. C. C. EXECUTIVE PERSONNEL

SECRETARY

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ASSISTANT SECRETARY

Reynolds, John B.

GENERAL COUNSEL

Dempsey, William J.

ASSISTANT GENERAL COUNSELS

Porter, George B. (In charge of all broadcast applications)

Kennedy, James A. (Common carrier—telephone and telegraph)

Koplowitz, William C. (Research and litigation matters)

CHIEF ENGINEER

Jett, Ewell K.

ASSISTANT CHIEF ENGINEERS

Ring, A. D.

Cruse, Andrew

Webster, E. M.

CHIEF ACCOUNTANT

Norfleet, William J.

CHIEF INTERNATIONAL SECTION, ENGINEERING DEPARTMENT

Gross, Gerald C.

CHIEF, FIELD SECTION, ENGINEERING DEPARTMENT

Terrell, W. D.

CHIEF, TECHNICAL INFORMATION SECTION, ENGINEERING DEPARTMENT

Wheeler, Lynde P.

CHIEF, LICENSE BUREAU

Massing, Wm. P.

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ACTING DIRECTOR OF INFORMATION

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CHIEF, DUPLICATING

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Arnold, Carl F.
Federal Comm. Comm.
Washington, D. C.

Ashby, Aubrey Leonard
30 Rockefeller Plaza
New York City.

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- | | | |
|--|---|---|
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Washington, D. C.</p> | <p>Colin, Ralph F.
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231 South La Salle St.
Chicago, Ill.</p> | <p>Briggs, Frankland
540 Broad St.
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Washington, D. C.</p> |
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Washington, D. C.</p> | <p>Caldwell, Louis G.
914 National Press Bldg.
Washington, D. C.</p> | <p>Davis, Herbert L.
1118 Woodward Bldg.
Washington, D. C.</p> |
| <p>Beelar, Donald C.
914 National Press Bldg.
Washington, D. C.</p> | <p>Callahan, Leonard D.
National Press Bldg.
Washington, D. C.</p> | <p>Davis, John Morgan
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Philadelphia, Pa.</p> |
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Natl. Assn. of Broadcasters
1626 K St., N. W.
Washington, D. C.</p> | <p>Callister, Reed E.
650 South Spring St.
Los Angeles, Calif.</p> | <p>Davis, Manton
30 Rockefeller Plaza
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Colorado Bldg.
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New York City.</p> | <p>Carrigan, Joe B.
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Wichita Falls, Tex.</p> | <p>Derig, Will M.
Dept. of Public Service
Olympia, Wash.</p> |
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Washington, D. C.</p> | <p>Carson, Byron G.
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Washington, D. C.</p> | <p>Dill, Clarence C.
817 Bowen Bldg.
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New York City.</p> | <p>Cohen, Lester
Colorado Bldg.
Washington, D. C.</p> | <p>Dunbar, Frank C.
3230 A. I. U. Bldg.
Columbus, Ohio</p> |

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- Faegre, J. B.**
1260 Northwestern Bank
Bldg.
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- Feen, A. Pearley**
119 S. Winooski Ave.
Burlington, Vt.
- Fisher, Ben S.**
Earle Bldg.
Washington, D. C.
- Fleming, Noel W.**
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- Fletcher, Frank U.**
Munsey Bldg.
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- Foe, Glen H.**
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Newark, N. J.
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Chicago, Ill.
- Gaugette, Orville C.**
1030 Earle Bldg.
Washington, D. C.
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Washington, D. C.
- George, Arthur T.**
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120 West 42nd St.
New York City.
- Gerrity, Harry J.**
1001 Hill Bldg.
Washington, D. C.
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66 Broad St.
New York City.
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712 Electric Bldg.
Indianapolis, Ind.
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1501 Broadway
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Washington, D. C.
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30 Rockefeller Plaza
New York City.
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810 Colorado Bldg.
Washington, D. C.
- Gum, James W.**
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- Hanley, James H.**
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- Hannon, William A.**
21 W. 10th St.
Kansas City, Mo.
- Hanson, Elisha**
729 Fifteenth St., N. W.
Washington, D. C.
- Harry, Lawrence W.**
2800 Terminal Tower
Cleveland, Ohio
- Hausman, Albert E.**
910 Wainwright Bldg.
St. Louis, Mo.
- Hayden, James J.**
737 Woodward Bldg.
Washington, D. C.
- Hennessey, Philip J., Jr.**
836 Woodward Bldg.
Washington, D. C.
- Herriott, Irving**
120 S. La Salle St.
Chicago, Ill.
- Hildreth, Melvin D.**
716 Evans Bldg.
Washington, D. C.
- Horne, Richard C.**
908 G St., N. W.
Washington, D. C.
- Hoshour, Harvey S.**
195 Broadway
New York City.
- Hurd, George F.**
52 Broadway
New York City.
- Hurley, John J.**
836 Woodward Bldg.
Washington, D. C.
- Hurt, Willson**
30 Rockefeller Plaza
New York City.
- Hyde, Charles A.**
602 Engineers Bldg.
Cleveland, Ohio
- Hyde, H. H.**
Federal Comm. Comm.
Washington, D. C.
- Jacobs, Carl M.**
Union Central Bldg.
Cincinnati, Ohio
- James, William R.**
733 Roosevelt Bldg.
Los Angeles, Calif.
- Jameson, Guilford S.**
921 Tower Bldg.
Washington, D. C.
- Jansky, Maurice M.**
Munsey Bldg.
Washington, D. C.
- Jevons, Richard A.**
1627 K St., N. W.
Washington, D. C.
- Johnston, E. D.**
Munsey Bldg.
Washington, D. C.
- Joyce, Joseph G.**
1103 R. A. Long Bldg.
Kansas City, Mo.
- Kahn, Alexander**
220 Broadway
New York City.
- Karbe, Otto F.**
105 North Seventh St.
St. Louis, Mo.

BAR ASSOCIATION—Continued

- Kaye, Sidney M.**
165 Broadway
New York City.
- Keller, Joseph E.**
Munsey Bldg.
Washington, D. C.
- Kendall, John C.**
358 U. S. Bank Bldg.
Portland, Ore.
- Kendall, John W.**
Earle Bldg.
Washington, D. C.
- Kern, Howard L.**
67 Broad St.
New York City, N. Y.
- Kerr, William L.**
Box 190
Pecos, Texas
- Kimball, Ralph H.**
60 Hudson St.
New York City.
- Kopietz, Frank M.**
1326 National Bank Bldg.
Detroit, Mich.
- Kovner, Joseph**
1106 Connecticut Ave., N. W.
Washington, D. C.
- Kremer, J. Bruce**
921 Tower Bldg.
Washington, D. C.
- Krizek, Joseph F.**
722 North Broadway
Milwaukee, Wis.
- Kurtz, Alvin A.**
460 North Commercial St.
Salem, Ore.
- Ladner, Henry**
30 Rockefeller Plaza
New York City.
- Lamb, William H.**
1835 Arch St.
Philadelphia, Pa.
- Lancaster, Emery**
715 W. C. U. Bldg.
Quincy, Ill.
- Landa, Alfons B.**
815 15th St., N. W.
Washington, D. C.
- Landon, S. Whitney**
32 Sixth Ave.
New York City.
- Law, George Stewart**
Union Bank Bldg.
Pittsburgh, Pa.
- Leahy, William E.**
Investment Bldg.
Washington, D. C.
- LeRoy, Howard S.**
412 Colorado Bldg.
Washington, D. C.
- Leuschner, Frederick**
6253 Hollywood Blvd.
Los Angeles, Calif.
- Levine, J. L.**
1115 Hamilton Bank Bldg.
Chattanooga, Tenn.
- Levinson, Louis**
1622 Chestnut St.
Philadelphia, Pa.
- Levy, Isaac D.**
1622 Chestnut St.
Philadelphia, Pa.
- Littlenage, John M.**
815 Fifteenth St., N. W.
Washington, D. C.
- Littlenage, Thomas P.**
815 Fifteenth St., N. W.
Washington, D. C.
- Littlepage, Thomas P., Jr.**
815 Fifteenth St., N. W.
Washington, D. C.
- Lohnes, Horace L.**
Munsey Bldg.
Washington, D. C.
- Loucks, Philip G.**
National Press Bldg.
Washington, D. C.
- Lovett, Eliot C.**
729 Fifteenth St., N. W.
Washington, D. C.
- McCaughey, Raymond F.**
2 Columbus Circle
New York City.
- McCormick, H. L.**
Munsey Bldg.
Washington, D. C.
- McDonald, Joseph A.**
National Broadcasting Co.
New York City.
- Mack, Edwin S.**
1504 First Wisconsin Natl.
Bank Bldg.
Milwaukee, Wis.
- Marks, Norman L.**
10 E. 40th St.
New York City.
- Martin, Paul L.**
524 Omaha National Bank
Bldg.
Omaha, Neb.
- Masters, Keith**
33 North La Salle St.
Chicago, Ill.
- Mather, E. Everett, Jr.**
1835 Arch St.
Philadelphia, Pa.
- Meyers, Milton H.**
182 Grand St.
Waterbury, Conn.
- Middleton, J. S.**
1035 Pacific Bldg.
Portland, Ore.
- Miles, Clarence W.**
Baltimore Trust Bldg.
Baltimore, Md.
- Miller, Henry**
117 North Sixth St.
Camden, N. J.
- Miller, Neville**
Natl. Assn. of Broadcasters
1626 K St., N. W.
Washington, D. C.
- Milligan, Jacob L.**
617 Commerce Bldg.
Kansas City, Mo.
- Milne, T. Baxter**
725 Thirteenth St., N. W.
Washington, D. C.
- Montfort, Louis B.**
218 Munsey Bldg.
Washington, D. C.
- Morrow, Henry B.**
1331 G St., N. W.
Washington, D. C.
- Mullen, Arthur F.**
931 Tower Bldg.
Washington, D. C.
- Murray, John J.**
20 Pemberton Square
Boston, Mass.

BAR ASSOCIATION—Continued

- Myers, Robert P.**
30 Rockefeller Plaza
New York City.
- Neal, (Miss) Annie Perry**
Federal Comm. Comm.
Washington, D. C.
- Neyman, (Miss) Fanny**
Federal Comm. Comm.
Washington, D. C.
- Niner, Isidor**
366 Madison Ave.
New York City.
- O'Brien, Arthur A.**
625 Henry Bldg.
Washington, D. C.
- O'Brien, Seymour**
2400 Baltimore Trust Bldg.
Baltimore, Md.
- O'Connor, John J.**
Washington Bldg.
Washington, D. C.
- Oehler, Karl F.**
1365 Cass Ave.
Detroit, Mich.
- Oliver, Fred N.**
519 Investment Bldg.
Washington, D. C.
- O'Ryan, John**
120 Broadway
New York City.
- Palens, Louis N.**
1211 Chestnut St.
Philadelphia, Pa.
- Patrick, Duke M.**
810 Colorado Bldg.
Washington, D. C.
- Peck, Herbert M.**
500 North Broadway
Oklahoma City, Okla.
- Perry, David R.**
Altoona Trust Bldg.
Altoona, Pa.
- Peycke, Tracy J.**
Telephone Bldg.
Omaha, Neb.
- Plock, Richard H.**
406 Tama Bldg.
Burlington, Ia.
- Porter, George B.**
Federal Comm. Comm.
Washington, D. C.
- Porter, Paul A.**
Earle Bldg.
Washington, D. C.
- Porter, William A.**
815 Fifteenth St., N. W.
Washington, D. C.
- Powell, Garland**
Radio Station WRUF
Gainesville, Fla.
- Pratt, Elmer W.**
Normandy Bldg.
Washington, D. C.
- Price, T. Brooke**
195 Broadway
New York City.
- Prime, E. Gardner**
30 Rockefeller Plaza
New York City.
- Proffitt, James L.**
1210 Massachusetts Ave.,
N. W.
Washington, D. C.
- Pryor, J. C.**
Union Station
Burlington, Ia.
- Quigley, Frank**
195 Broadway
New York City.
- Rainey, Garnet C.**
650 S. Grand Ave.
Los Angeles, Calif.
- Randall, Cuthbert P.**
Telephone Bldg.
Omaha, Neb.
- Ray, John H.**
195 Broadway
New York City, N. Y.
- Ream, Joseph H.**
485 Madison Ave.
New York City, N. Y.
- Roberson, Frank**
Munsey Bldg.
Washington, D. C.
- Roberts, Glenn D.**
1 West Main St.
Madison, Wis.
- Robinson, C. Ray**
Bank of America Bldg.
Merced, Calif.
- Rollo, Reed T.**
National Press Bldg.
Washington, D. C.
- Ronon, Gerald**
1907 Packard Bldg.
Philadelphia, Pa.
- Rosenthal, Isidor Stanley**
50 Court St.
Brooklyn, N. Y.
- Rosenzweig, Manheim**
2 Columbus Circle
New York City.
- Russell, Charles T.**
140 West St.
New York City.
- Russell, Percy H., Jr.**
914 National Press Bldg.
Washington, D. C.
- Ryan, William**
122 West Washington Ave.
Madison, Wis.
- St. Clair, Orla**
311 California St.
San Francisco, Calif.
- Sammond, Frederic**
First Wisconsin National
Bank Bldg.
Milwaukee, Wis.
- Scharfeld, Arthur W.**
750 National Press Bldg.
Washington, D. C.
- Schroeder, Arthur H.**
1030 National Press Bldg.
Washington, D. C.
- Scott, Frank D.**
215-217 Munsey Bldg.
Washington, D. C.
- Seeman, Bernard J.**
705 First Natl. Bank Bldg.
Denver, Colo.
- Segal, Paul M.**
Woodward Bldg.
Washington, D. C.
- Senneff, John A., Jr.**
Northwest Savings Bank
Bldg.
Mason City, Iowa
- Shea, George F.**
931 Tower Bldg.
Washington, D. C.
- Sherley, Swagar**
American Security Bldg.
Washington, D. C.

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Washington, D. C.
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Woodward Bldg.
Washington, D. C.
- Smith, Karl A.**
810 Colorado Bldg.
Washington, D. C.
- Smith, Milton**
931 14th St.
Denver, Colo.
- Smith, William Montgomery**
739 Shoreham Bldg.
Washington, D. C.
- Smith, William P.**
409 Metropolitan Bank
Bldg.
Washington, D. C.
- Socolow, A. Walter**
580 Fifth Ave.
New York City.
- Soule, O. P.**
702 Walker Bank Bldg.
Salt Lake City, Utah
- Sovik, Lawrence**
University Bldg.
Syracuse, N. Y.
- Spearman, Paul D. P.**
Munsey Bldg.
Washington, D. C.
- Sprague, E. Stuart**
117 Liberty St.
New York City.
- Stephens, Hubert D.**
Munsey Bldg.
Washington, D. C.
- Stevens, Richard K.**
1907 Packard Bldg.
Philadelphia, Pa.
- Stollenwerck, Frank**
National Press Bldg.
Washington, D. C.
- Sullivan, Francis C.**
Alworth Bldg.
Duluth, Minn.
- Sutton, George O.**
1030 National Press Bldg.
Washington, D. C.
- Temin, Henry**
1420 Walnut St.
Philadelphia, Pa.
- Tucker, John H.**
901 Commercial Bldg.
Shreveport, La.
- Tumulty, Joseph P., Jr.**
1317 F St., N. W.
Washington, D. C.
- Tyler, Varro E.**
109 South Ninth St.
Nebraska City, Neb.
- Van Allen, John W.**
1008 Liberty Bank Bldg.
Buffalo, N. Y.
- Van Den Berg, George,**
Evans Bldg.
Washington, D. C.
- Van Orsdel, Ralph A.**
725 Thirteenth St., N. W.
Washington, D. C.
- Vesey, Howard W.**
914 National Press Bldg.
Washington, D. C.
- Waddell, James E.**
815 Fifteenth St., N. W.
Washington, D. C.
- Walker, Henry B.**
Old National Bank
Evansville, Ind.
- Walker, Ralph**
Federal Comm. Comm.
Washington, D. C.
- Wallace, Howard E.**
530 Judge Bldg.
Salt Lake City, Utah
- Warner, Harry P.**
Woodward Bldg.
Washington, D. C.
- Wattawa, John**
1317 F St., N. W.
Washington, D. C.
- Wayland, Charles V.**
Earle Bldg.
Washington, D. C.
- Webster, Bethuel M.**
15 Broad St.
New York City.
- Weekes, John Wesley**
140 Sycamore St.
Decatur, Ga.
- Welch, Francis X.**
1038 Munsey Bldg.
Washington, D. C.
- Wharton, John H.**
67 Broad St.
New York City.
- Whissell, George B.**
2305 Telephone Bldg.
St. Louis, Mo.
- Wiggin, Chester H.**
30 Rockefeller Plaza
New York City.
- Willebrandt, (Miss) Mabel
Walker**
739 Shoreham Bldg.
Washington, D. C.
- Williams, A. Rea**
627 Union Trust Bldg.
Washington, D. C.
- Wing, John Edwin**
72 West Adams St.
Chicago, Ill.
- Wozencraft, Frank W.**
30 Rockefeller Plaza
New York City.
- Wright, James Warren**
Bureau of Engineering,
Navy Dept.
Washington, D. C.



NEWS - PUBLICITY

RADIO EDITORS AND NEWSPAPER RADIO POLICIES

During the past year there were many instances of drastic reduction in the amount of space ordinarily devoted by newspapers to radio columns and/or radio logs. This phenomenon—sometimes attributed to anti-radio feeling on the part of newspapers during a period of shrinking advertising, and sometimes attributed to a simple and necessary cut in editorial volume to offset decreases in revenue and the rising costs of paper—resulted in an aggregate decrease of 570 columns of radio space per week among papers having a circulation of 7,317,300 daily. Increases in radio space were noted in only a small number of instances, the circulation of such papers being 600,155 daily. These figures were compiled by the VARIETY RADIO DIRECTORY via a special survey during October, 1938. In all, the slash in editorial space devoted to radio was estimated to have taken place in cities with a carrier limit population of about 17,500,000 persons.

Meantime, the Gallup poll of radio log and column readership (see VARIETY RADIO DIRECTORY, Vol. 11, page 1109) was again confirmed as to the validity of its conclusions by a survey conducted on behalf of *Fortune Magazine*. The *Fortune* survey appeared in the April, 1939, issue, page 108. Its conclusions were as follows:

Question: Do you read the columns in the newspapers about the radio stars and programs?

	Percent.
Yes	31.7
Occasionally	33.5
No	34.8

Question: (If yes or occasionally) Do they help you to choose what you want to listen to on the radio?

	Percentage of readers	Percentage of population
Yes	53.0	34.6
Sometimes	25.9	16.9
No	21.1	13.8

Commented *Fortune*: "...The radio pages have probably a greater following, and a greater influence, than they may be commonly credited with. Almost a third of the nation reads them faithfully, and another third sporadically... The breakdowns show that the readership of radio columns is about 10% heavier among women and among people under forty than among men and older people... The influence radio columns have upon choice of program, among those who do read them, is also greater among young people and women, and is nearly 10% greater among the poor than the prosperous."*

In the list that follows are noted as many radio editors in major cities (carrier limit population of 50,000 and over) as the DIRECTORY could obtain

* Copyright *Fortune Magazine*, 1939.

RADIO EDITORS—Continued

information on. In some instances where the radio editors failed to reply to questionnaires after repeated requests, the VARIETY correspondents were asked to supply the information. These instances are indicated via an asterisk (*).

Symbols are as follows: "m," "e," and "S" indicate whether the paper is issued morning, evening (or both) and/or Sunday. The figures following this information indicate circulation as published in the June, 1939, edition of *Standard Rate & Data Service*. The symbols "N," "C," "R" show the content of the radio column—"N" signifying straight news; "C" chatter or informal, gossipy news; and "R" indicating reviews or a critical attitude toward programs. *The order in which these symbols appear is the exact order of importance.* "Rate" refers to the advertising rate on the page containing radio news and/or logs.

ALABAMA

BIRMINGHAM AGE-HERALD (m; 37,205) **NEWS** (e; 90,172) & **SUNDAY NEWS & AGE HERALD** (118,241), Birmingham, Ala. **Turner Jordan** (also news and telegraph editor). Uses 10-inch column daily—**C,N,R**. Log runs 10 inches, with 8 inches of "best bets." Also uses half-column cut daily, 2 on Sunday; accepts glossy prints. Prefers light, breezy items; accurate news. Lists WSGN, WBRC, WAPI. Rate: \$4.20 per inch.

BIRMINGHAM POST (e; 68,623), Birmingham, Ala. **Jean Moyer** (also reporter, feature writer). Uses 10 to 15 inches daily—**N,C,R**. Log runs about 7 inches, with 4 or 5 inches of "best bets" Monday through Friday, double on Saturday. Also uses art work once or twice a week; accepts mats. Prefers authentic gossip about stars; accurate, informative news. Lists WBRC, WAPI. Rate: 18 cents per line.

SOUTHERN RADIO NEWS (w), Birmingham, Ala. **Homer T. Sudduth** (also commentator on radio news and programs over WAPI and WSGN). Paper is published in 16-page format every Wednesday and devotes 280 inches to **N,R,C**; approximately 200 inches to program listings; 75 inches to "best bets." Prefers news and art on programs for coming week, short articles on stars appearing on serials and popular night programs (deadline Tuesday night; publicity released Friday and Saturday should be sent air mail). Uses about 30 cuts per issue; accepts only one and 2-column mats and cuts. Lists NBC, CBS, WLW, WSM, WBRC, WSGN, WAPI, WBT, KMOX. Rate: \$1 per column inch.

***MOBILE TIMES** (e; 10,908), Mobile, Ala. **C. A. Ward**. Uses 6 to 10 inches, including brief program notes and NBC and WALA listings. No art work. Rate: \$1.10 per inch.

ARIZONA

PHOENIX REPUBLIC (m: 35,940; S: 41,314), Phoenix, Ariz. **Francis E. Ross** (also feature writer, promotion work; correspondent for Reuter's). Uses varying amount of space on irregular basis, radio news being restricted almost entirely to major Arizona programs. Art work is used only in connection with outstanding Arizona broadcasts. Log, in form of paid advertisements, lists KTAR, KOY. Rate (advertising is sold as a unit in Republic and Phoenix Gazette): 17 cents per line, one morning and one evening weekday edition; 19 cents, Sunday and one evening edition.

ARIZONA DAILY STAR (m: 12,575; S: 13,089), Tucson, Ariz. **Marion Mitchell** (also reporter). Uses about 10 column-inches daily, up to full column Sunday, including listings and "best bets"—**N,R,C**. Also uses 3 to 5 one or 2-column mats on Sunday. Art rarely used in daily column. Prefers program news (details, guest stars, music, etc.) well in advance. Lists NBC, CBS, Mutual, Arizona and Arizona Broadcasting Co. networks, KVOA, KTUC, KTAR, KNX, KFI, KOA, KGO, KSL, WBAP-WFAA, KRLD. Rate: 6 cents per line.

ARKANSAS

ARKANSAS DEMOCRAT (e: 40,302; S: 48,770), Little Rock, Ark. **Miss Lynn Liske** (also film editor). Uses 5 to 10 inches in film-radio column daily—**R,C,N**. Also uses several columns of news and features pertaining to national programs in Sunday Magazine Section, plus a page of art work. Accepts glossy prints and mats. Prefers gossip and program criticisms. Uses AP listings for NBC and CBS. Rate: 11 cents per line daily, 12 cents Sunday.

ARKANSAS GAZETTE (m: 55,830; S: 74,553), Little Rock, Ark. **Inez H. MacDuff**

RADIO EDITORS—Continued

(also Sunday magazine editor, feature writer, reporter). Uses weekly material, 2 columns in news section, one page in Sunday magazine, including news, listings, etc. Also uses one to three 2-column cuts in magazine; accepts mats. Lists KLA, CBS. Rate: Information not received.

lights of KLA, KSAN, KJBS. Rate: 6 cents per line, 84 cents per inch.

CALIFORNIA

ALAMEDA TIMES-STAR (e, except Saturday; 5,562), Alameda, Calif. No radio editor. Carries daily log prepared by Homer Canfield, which runs 2 columns by 16 inches, with 2 columns by 6 inches devoted to "best bets." No regular column or art work. Lists KSFO, KFRC, KPO, KGO, KLX, KROW, KQW, KDON, KYA. (For further details of Homer Canfield's syndicated service, see his listing under Radiologic, Glendale, Calif.)

ALHAMBRA POST ADVOCATE (e; 6,049), Alhambra Calif. No radio editor. Uses daily log, prepared by Homer Canfield, which runs 2 columns by 16 inches. No regular column or art work. Lists KFI, KEHE, KMPC, KHJ, KFVB, KNX, KRKD, KFOX, KFAC, KECA. (For further details of Homer Canfield's syndicated service, see his listing under Radiologic, Glendale, Calif.)

ANAHEIM BULLETIN (e; 3,082), Anaheim, Calif. No radio editor. Carries daily log prepared by Homer Canfield, which runs 2 columns by 16 inches. No regular column or art work. Lists KFI, KEHE, KMPC, KHJ, KFVB, KNX, KRKD, KFOX, KFAC, KECA. (For further details of Homer Canfield's syndicated service, see his listing under Radiologic, Glendale, Calif.)

BAKERSFIELD CALIFORNIAN (e; 15,873), Bakersfield, Calif. **Robert Franklin** (also county editor). Uses small, variable amount of space daily—N—plus log of 30 column-inches Monday through Friday, double on Saturday. Also uses infrequent art with news angle, accepting mats only. Lists NBC, KNX, KERN, KPMC. Rate: 6½ cents per line.

BERKELEY DAILY GAZETTE (e; 10,466), Berkeley, Calif. **Helene Peters** (also reporter). Uses 7-inch column Monday through Friday, double on Saturday—N. Also uses nearly 2 columns of listings daily except Saturday, when space runs to about 3½ columns. No art work. Prefers straight news, accurate and timely. Lists KGO, KPO, KSFO, KYA, KLX, KRE and KROW completely; high-

CULVER CITY STAR-NEWS (e; 1,731), Culver City, Calif. No radio editor. Uses daily log prepared by Homer Canfield, which runs 2 columns by 16 inches. No regular column or art work. Lists KFI, KEHE, KMPC, KHJ, KFVB, KNX, KRKD, KFOX, KFAC, KECA. (For further details of Homer Canfield's syndicated service, see his listing under Radiologic, Glendale, Calif.)

FRESNO BEE (e; 47,421; S: 46,748), Fresno, Calif. **Arthur J. Welter** (also auto and outing editor). Uses 500 to 750 words daily, 1,000 to 1,500 words Saturday (no Sunday column)—N,C,R. Station log runs one column daily, 6 columns Saturday. Also uses occasional half or full-column cut daily, one, 2 or 3-column cuts Saturday. Accepts glossy prints and mats. Prefers publicity on preparation of new shows (advance), gossip about entertainers, program material. Lists KMJ, KPO, KARM and KNX, for complete coverage of NBC and CBS. Rate: 14 cents per line.

FULLERTON NEWS TRIBUNE (e; 3,417), Fullerton, Calif. No radio editor. Carries daily log prepared by Homer Canfield, which runs 2 columns by 16 inches. No regular column or art work. Lists KFI, KEHE, KMPC, KHJ, KFVB, KNX, KRKD, KFOX, KFAC, KECA. (For further details of Homer Canfield's syndicated service, see his listing under Radiologic, Glendale, Calif.)

GLENDALE NEWS-PRESS (e; 13,127). **Homer Canfield**. Uses daily log, 2 columns by 16 inches, listing KFI, KEHE, KMPC, KHJ, KFVB, KNX, KRKD, KFOX, KFAC, KECA. No regular column or art work. (For further details of Homer Canfield's syndicated service, see his listing under Radiologic, Glendale, Calif.)

RADIOLOGIC (twice weekly; 5,000), Glendale, Calif. **Homer Canfield**. Owner and editor of Radiologic, twice-weekly magazine devoted exclusively to radio—R,N,C. Art work is used on the cover and throughout the magazine; accepts glossy prints and mats. Prefers straight program information giving artists, selections, routines, etc. Lists KFI, KEHE, KMPC, KHJ, KFVB, KNX, KRKD, KFOX, KFAC, KECA. Rate: \$2.25 per inch. (As free lance radio editor, also handles material for Glendale News-Press, Alhambra Post Advocate, Culver

RADIO EDITORS—Continued

- City Star-News, Monrovia News-Post, San Pedro News-Pilot, Redondo Daily Breeze, Santa Monica Evening Outlook, Huntington Park Signal, Ventura Star-Free Press, Anaheim Bulletin, Inglewood Daily News, Wilmington Daily Press, Fullerton News Tribune, Oxnard Evening Press, Ontario Daily Report (all southern California papers); Richmond Independent, Alameda Times-Star, Vallejo Times Herald, Palo Alto Times, Redwood City Tribune, San Mateo Times, Watsonville Register-Pajaronion, Santa Cruz Evening News, San Rafael Independent, Napa Register (all northern California papers). For information on these papers, see individual listings. (All releases, etc., should be addressed to Radiologic, Glendale News-Press Bldg., 333 N. Brand Blvd., Glendale, Calif.).
- HOLLYWOOD CITIZEN-NEWS** (e; 26,-449), Hollywood, Calif. **Zuma Margaret Palmer.** Uses about 27-inch column daily—N,C,R. Also uses 45 inches of listings daily, about 67 inches Saturday; 3½ to 4 inches of "best bets" daily, about 10 inches Saturday. One-column cut is run each day; accepts both glossy prints and mats. Prefers program information, biographies, direct quotations on radio subjects, occasional human interest stories. Lists KMTR, KFI, KMPC, KEHE, KHJ, KFWB, KFVD, KNX, KRKD, KGFJ, KFSG, KFOX, KFAC, KGER, KECA. Rate: \$1.85 per column-inch.
- HUNTINGTON PARK SIGNAL** (e; 5,787), Huntington Park, Calif. No radio editor. Carries daily log prepared by Homer Canfield, which runs 2 columns by 16 inches, with one column by 8 inches devoted to "best bets." No regular column or art work. Lists KFI, KEHE, KMPC, KHJ, KFWB, KNX, KRKD, KFOX, KFAC, KECA. (For further details of Homer Canfield's syndicated service, see his listing under Radiologic, Glendale, Calif.).
- INGLEWOOD DAILY NEWS** (e; 4,552), Inglewood, Calif. No radio editor. Carries daily log prepared by Homer Canfield, which runs 2 columns by 16 inches, with one column by 8 inches of "best bets." No regular column or art work. Lists KFI, KEHE, KMPC, KHJ, KFWB, KNX, KRKD, KFOX, KFAC, KECA. (For further details of Homer Canfield's syndicated service, see his listing under Radiologic, Glendale, Calif.).
- LONG BEACH PRESS TELEGRAM** (e; 43,008; S: 52,887) & **SUN** (m; 11,992). **Jack Holmes.** For details of his column, published in various papers, see separate listing under Los Angeles, Calif.
- LOS ANGELES, CALIF. Jack Holmes.** Uses daily log in Los Angeles Herald & Express, Los Angeles Times, Los Angeles Examiner, Los Angeles News, Long Beach Press Telegram, Long Beach Sun (see listings of individual papers for publication and circulation details). Log runs about 2½ columns and lists KNX, KFI, KECA, KHJ, KFWB, KEHE, KMTR, KRKD, KGEJ, KFVD, KFOX, KGER, KVOE, KFAC, KMPC. No art work. Rate: National R.O.P.
- LOS ANGELES EXAMINER** (m; 220,185; S: 560,882), Los Angeles, Calif. **Jack Holmes.** For details of his column, published in various papers, see separate listing under Los Angeles, Calif.
- LOS ANGELES HERALD & EXPRESS** (e; 241,531), Los Angeles, Calif. **Jack Holmes.** For details of his column, published in various papers, see separate listing under Los Angeles, Calif.
- LOS ANGELES NEWS** (m; 97,883; e; 96,836), Los Angeles, Calif. **Jack Holmes.** For details of his column, see separate listing under Los Angeles, Calif.
- LOS ANGELES TIMES** (m; 219,341; S: 357,459), Los Angeles, Calif. **Jack Holmes.** For details of his column, published in various papers, see separate listing under Los Angeles, Calif.
- MONROVIA NEWS-POST** (e; 2,753), Monrovia, Calif. No radio editor. Carries daily log prepared by Homer Canfield, which runs 2 columns by 16 inches. No regular column or art work. Lists KFI, KEHE, KMPC, KHJ, KFWB, KNX, KRKD, KFOX, KFAC, KECA. (For further details of Homer Canfield's syndicated service, see his listing under Radiologic, Glendale, Calif.).
- NAPA REGISTER** (e; 3,304), Napa, Calif. No radio editor. Carries daily log prepared by Homer Canfield, which runs 2 columns by 16 inches. No regular column or art work. Lists KSFO, KFRC, KPO, KGO, KLX, KROW, KQW, KDON, KYA. (For further details of Homer Canfield's syndicated service, see his listing under Radiologic, Glendale, Calif.).
- OAKLAND POST-ENQUIRER** (e; 48,958), Oakland, Calif. **Emmet Britton, Jr.** (also librarian). Uses 2-column log daily. No art work. Prefers background material on national and international speeches,

RADIO EDITORS—Continued

- advance information on special spot events of national or local interest. Lists KGO, KPO, KSFO, KFRC, KSN, KJBS, KYA, KROW, KLX, KRE, KLS. Rate: 18 cents per line.
- OAKLAND TRIBUNE** (e: 76,620; S: 63,377). Oakland, Calif. No radio editor. Paper carries 2-column log, listing KLX, KPO, KGO, KSFO, KFRC, KYA, KROW, KJBS, KRE, KLS and KSN completely: summary of short-wave stations. No art work. Rate: 21 cents per line, with one-inch minimum.
- ONTARIO DAILY REPORT** (e; 4,261), Ontario, Calif. No radio editor. Carries daily log prepared by Homer Canfield, which runs 2 columns by 16 inches, with one column by 8 inches devoted to "best bets." No regular column or art work. Lists KFI, KEHE, KMPC, KHJ, KFVB, KNX, KRKD, KFOX, KFAC, KECA. (For further details of Homer Canfield's syndicated service, see his listing under Radiologic, Glendale, Calif.).
- OXNARD EVENING PRESS** (e: 902). Oxnard, Calif. No radio editor. Carries daily log prepared by Homer Canfield, which runs 2 columns by 16 inches, with one column by 8 inches devoted to "best bets." No regular column or art work. Lists KFI, KEHE, KMPC, KHJ, KFVB, KNX, KRKD, KFOX, KFAC, KECA. (For further details of Homer Canfield's syndicated service, see his listing under Radiologic, Glendale, Calif.).
- PALO ALTO TIMES** (e; 4,911), Palo Alto, Calif. No radio editor. Carries daily log prepared by Homer Canfield, which runs 2 columns by 16 inches. No regular column or art work. Lists KSFO, KFRC, KPO, KGO, KLX, KROW, KQW, KDON, KYA. (For further details of Homer Canfield's syndicated service, see his listing under Radiologic, Glendale, Calif.).
- PASADENA INDEPENDENT** (Mon., Wed., Fri., radio editor states there are 48,000 subscribers), Pasadena, Calif. **Will N. MacBird** (by-line, "Bill Bird"). Uses 22 inches each issue—N,R,C. Log runs 45 to 60 inches per issue; "best bets," 3 to 5 inches. No set policy regarding art, but rarely uses it. Prefers straight, complete publicity, with any news angle covered. Lists NBC, CBS, Mutual, Don Lee, KFI, KECA, KNX, KHJ, KFVB, KEHE, KFAC, KMPC, KIEV, KGFJ, KFVD, KPCC, KMTR. Rate: 10 cents per line.
- PASADENA POST** (m: 22,044; S: 22,257) & **STAR-NEWS** (e: 22,420); Pasadena, Calif. **Reg Warren** (also real estate editor, automobile section editor). Uses one column daily except Sunday—N,R,C. Log runs to 21 inches in the Star-News, 38 inches in the Post, with 4 or 5 inches devoted to "best bets." No art work. Prefers publicity with news value. Lists NBC, CBS, Mutual, California Radio System, KGER, KFAC, KFOX, KPCC, KRKD, KFVD, KEHE, KMPC, KMTR. Rate: \$1.82 per inch in either paper; \$2.66 for both.
- PETALUMA ARGUS-COURIER** (m, e; 3,327), Petaluma, Calif. **Elwood F. Owen** (also handles news writing, circulation). Uses about 2-column log daily, listing KPO, KGO, KFRC, KFSD. No art work. Rate: 4 cents per line.
- REDONDO DAILY BREEZE** (e; 3,376), Redondo, Calif. No radio editor. Carries daily log prepared by Homer Canfield, which runs 2 columns by 16 inches. No regular column or art work. Lists KFI, KEHE, KMPC, KHJ, KFVB, KNX, KRKD, KFOX, KFAC, KECA. (For further details of Homer Canfield's syndicated service, see his listing under Radiologic, Glendale, Calif.).
- REDWOOD CITY TRIBUNE** (e; 3,152), Redwood City, Calif. No radio editor. Carries daily log prepared by Homer Canfield, which runs 2 columns by 16 inches. No regular column or art work. Lists KSFO, KFRC, KPO, KGO, KLX, KROW, KQW, KDON, KYA. (For further details of Homer Canfield's syndicated service; see his listing under Radiologic, Glendale, Calif.).
- RICHMOND INDEPENDENT** (e; 5,826), Richmond, Calif. No radio editor. Carries daily log prepared by Homer Canfield, which runs 2 columns by 16 inches, with 2 columns by 6 inches devoted to "best bets." No regular column or art work. Lists KSFO, KFRC, KPO, KGO, KLX, KROW, KQW, KDON, KYA. (For further details of Homer Canfield's syndicated service, see his listing under Radiologic, Glendale, Calif.).
- SACRAMENTO BEE** (e; 65,736), Sacramento, Calif. **Ronald D. Scofield** (also music, drama, film, art and literary editor). Uses 2 columns Monday through Friday, full magazine feature page and full news page Saturday—N,C. Log runs 20 inches with three-quarter column of "best bets" Monday through Friday; 125 inches Saturday, with column and a half of "best bets." Also uses one or 2 columns of art work daily, page layouts in Saturday Magazine; accepts

RADIO EDITORS—Continued

- glossy prints. Lists KFBK, KPO, KGO, KSFO, KFRC. Rate: 18 cents per line, plus 15% for position.
- SAN DIEGO UNION** (m: 27,465; S: 38,453) & **SAN DIEGO TRIBUNE** (e: 32,203), San Diego, Calif. **Maurice W. Savage** (also drama and film editor). Uses daily 2-column log, listing NBC, CBS, Mutual, KFSD, KFI, KOA, KFWB, KNX, KSL, KGB, KECA. No art work. Rate: \$3 per inch.
- SAN FRANCISCO CALL-BULLETIN** (e: 108,067), San Francisco, Calif. No radio editor. Uses log only; call letters listed not given. According to 1938-39 writeup, paper listed KPO, KGO, KSFO, KFRC, KJBS, KGW, KYA, KGGC, KRE, KLX, KROW. Rate: Information not received.
- SAN FRANCISCO CHRONICLE** (m: 104,893; S: 185,806), San Francisco, Calif. **Walter Bendick**. No regular column or art. Uses daily 69-inch log, listing KGO, KPO, KFRC, KSFO, KYA, KSAN, KJBS, KROW, KRE, KLS. Rate: \$3.08 per inch weekdays, \$3.50 Sunday.
- SAN FRANCISCO EXAMINER** (m: 163,003; S: 442,641), San Francisco, Calif. No radio editor. Carries only program log. No further details received.
- SAN FRANCISCO NEWS** (e: 105,671), San Francisco, Calif. **Emilia Hodel** (also art critic, women's features). Uses 45-inch log daily, listing KFRC, KPO, KGO, KSFO, KYA, KRE, KROW, KJBS, KLX. KSAN. No art work. Rate: 25 cents per line.
- SAN JOSE MERCURY HERALD** (m: 19,616; S: 20,125), San Jose, Calif. No radio editor; library staff headed by Roger Clark handles material. Carries 59½ inches of listings and highlights daily and Sunday, plus nearly 5 inches of "best bets." No art work. Lists KSFO, KFRC, KPO, KGO, KROW, KQW, KYA. Rate: 7 cents plus, per line (\$1 per inch), daily or Sunday.
- SAN JOSE NEWS** (e: 10,767), San Jose, Calif. **Stanley J. Waldorf** (also reporter). Uses 26-inch log Monday through Friday. 48-inch on Saturday; 10 inches of "best bets" Monday through Friday, 20 inches on Saturday. No art work. Lists KSFO, KFRC, KPO, KGO, KLX, KQW, KYA, plus short-wave stations listed by Radio Manufacturers' Association. Rate: 6 cents per line.
- SAN MATEO TIMES & NEWS LEADER** (e: 5,545), San Mateo, Calif. No radio editor. Carries daily log prepared by Homer Canfield, which runs 2 columns by 16 inches devoted to "best bets." No regular column or art work. Lists KSFO, KFRC, KPO, KGO, KLX, KROW, KQW, KDON, KYA. (For further details of Homer Canfield's syndicated service, see his listing under Radiologic, Glendale, Calif.).
- SAN PEDRO NEWS-PILOT** (e: 9,628), San Pedro, Calif. No radio editor. Carries daily log prepared by Homer Canfield, which runs 2 columns by 16 inches. No regular column or art work. Lists KFI, KEHE, KMPC, KHJ, KFWB, KNX, KRKD, KFOX, KFAC, KECA. (For further details of Homer Canfield's syndicated service, see his listing under Radiologic, Glendale, Calif.).
- SAN RAFAEL INDEPENDENT** (e: 4,492), San Rafael, Calif. No radio editor. Carries daily log prepared by Homer Canfield, which runs 2 columns by 16 inches. No regular column or art work. Lists KSFO, KFRC, KPO, KGO, KLX, KROW, KQW, KDON, KYA. (See listing under Radiologic, Glendale, Calif.).
- SANTA BARBARA NEWS-PRESS** (m: 5,570; e: 10,003; S: 14,614), Santa Barbara, Calif. **Elinor Hayes** (also reporter). Uses 15 to 20-inch column daily (principally devoted to KTMS, News-Press station)—N.R.C. Also uses 30-inch log daily, 60-inch Sunday. Art work used on theatre-radio page as desired; mats accepted. Lists KTMS, KFI, KNX, KDB. Rate: \$1.19 per inch.
- SANTA CRUZ EVENING NEWS** (e: 3,194), Santa Cruz, Calif. No radio editor. Carries daily log prepared by Homer Canfield, which runs 2 columns by 16 inches, with 2 columns by 6 inches devoted to "best bets." No regular column or art work. Lists KSFO, KFRC, KPO, KGO, KLX, KROW, KQW, KDON, KYA. (For further details of Homer Canfield's syndicated service, see his listing under Radiologic, Glendale, Calif.).
- SANTA MONICA OUTLOOK** (e: 11,089), Santa Monica, Calif. No radio editor. Carries daily log prepared by Homer Canfield, which runs 2 columns by 16 inches. No regular column or art work. Lists KFI, KEHE, KMPC, KHJ, KFWB, KNX, KRKD, KFOX, KFAC, KECA. (For further details of Homer Canfield's syndicated service, see his listing under Radiologic, Glendale, Calif.).
- STOCKTON INDEPENDENT** (m: 9,090), Stockton, Calif. **Mrs. Florence C. Wy-**

RADIO EDITORS—Continued

coff (also society editor). Uses 20 inches daily—**N,C,R** used equally. Log runs 40 inches with 4 inches devoted to "best bets." Uses art work occasionally; accepts mats. Lists KGO, KPO, KSFO, KWG, KGDM. Rate: 5 cents per line.

STOCKTON RECORD (e; 23,736), Stockton, Calif. **Rossi Reynolds** (also theatre editor, reporter). Uses 22-inch log and about 5 inches of "best bets" daily. No art work. Lists KWG, KGDM, KGO, KPO and KSFO completely; KFRC from 5 p.m. to midnight. Rate: \$1.26 per one-column inch.

VALLEJO TIMES-HERALD (m, except Monday: 5,754; S: 5,788), Vallejo, Calif. No radio editor. Carries daily log prepared by Homer Canfield, which runs 2 columns by 16 inches, with one column by 6 inches devoted to "best bets." No regular column or art work. Lists KSFO, KFRC, KPO, KGO, KLX, KROW, KQW, KDON, KYA. (For further details of Homer Canfield's syndicated service, see his listing under Radiologic, Glendale, Calif.)

VENTURA STAR-FREE PRESS (e; 6,983), Ventura, Calif. No radio editor. Carries Homer Canfield's "Radiologic"—**R,N,C**. Log, also prepared by Homer Canfield, runs 2 columns by 16 inches, with one column by 8 inches devoted to "best bets." No art work. Lists KFI, KEHE, KMPC, KHJ, KFWB, KNX, KRKD, KFOX, KFAC, KECA. (For further details of Homer Canfield's syndicated column, see his listing under Radiologic, Glendale, Calif.)

WATSONVILLE REGISTER-PAJARONIAN (m, e; 3,739; S: 2,296), Watsonville, Calif. No radio editor. Carries Homer Canfield's "Radiologic" column daily—**R,N,C**. Log, also prepared by Homer Canfield, runs 2 columns by 16 inches, with 2 columns by 6 inches devoted to "best bets." No art work. Lists KSFO, KFRC, KPO, KGO, KLX, KROW, KQW, KDON, KYA. (For further details of Homer Canfield's syndicated service, see his listing under Radiologic, Glendale, Calif.)

WILMINGTON DAILY PRESS (e; 5,721), Wilmington, Calif. No radio editor. Carries daily log prepared by Homer Canfield, which runs 2 columns by 16 inches, with one column by 8 inches devoted to "best bets." No regular column or art work. Lists KFI, KEHE, KMPC, KHJ, KFWB, KNX, KRKD, KFOX, KFAC, KECA. (For further de-

tails of Homer Canfield's syndicated column, see his listing under Radiologic, Glendale, Calif.)

WOODLAND DAILY DEMOCRAT (e; 2,500), Woodland, Calif. **Lucile Evans** (also feature writer). Uses 6-inch column daily—**N,C,R**. Log runs 6 inches, with 5 inches of "best bets." No art work. Prefers newsworthy items on industry, biography and guest listings. Lists KPO, KGO, KFRC, KGBK, KSFO, KROY, KYA, KFI, KLX. Rate: 50 cents per inch.

BOULDER DAILY CAMERA (e; 3,901), Boulder, Colo. **Janette Lewis** (also news reporter). Uses a weekly column written by Mrs. George Andrus, free lance—**C,N,R**. Log appears daily and runs 12 inches. No art work. Lists KOA, KLZ, KFEL, KVOD. Rate: Information not received.

COLORADO

DENVER POST (e; 155,320; S: 271,439), Denver, Colo. **Betty Craig** (also film reviewer). Uses 19-inch log daily, 84 inches Sunday. No art work. Lists KOA, KLZ, KVOD, KFEL. Rate: 45 cents per line daily, 60 cents Sunday.

ROCKY MOUNTAIN NEWS (m; 38,247; S: 42,205), Denver, Colo. **Jimmy Briggs** (also drama and financial editor). No regular column or art work. Log appears daily and runs 8 inches by 2 columns weekdays; 7 inches by 2 columns Sunday. Lists KOA, KLZ, KVOD, KFEL. Rate: 16 cents per line weekdays, 20 cents Sunday.

CHIEFTAIN (m; 9,097) & **STAR-JOURNAL** (e; 12,456; S: 23,202), Pueblo, Colo. **Phil Kerby** (also police reporter). Uses 10-inch, 2-column log daily, listing KOA, KGHF, KLZ. No art work. Rate: 2½ cents per word.

CONNECTICUT

BRIDGEPORT HERALD (S; 69,066), Bridgeport, Conn. **Leo Miller** (also film editor). Uses 2 pages every Sunday—**N,C,R**. Art work averages one page; accepts glossy prints and mats. Log also runs a full page and lists WEAF, WJZ, WABC, WOR, WMCA, WTIC, WICC, WDRC, WTHH, WELI, WBRY, WHN, WQXR, WNBC, WNLC, WATR. Prefers straight, brief, newsworthy releases. Rate: 22 cents per line, black and white; 25 cents, four colors.

RADIO EDITORS—Continued

- BRIDGEPORT POST** (e; 41,264; S; 26,906) & **TELEGRAM** (m; 12,936), Bridgeport, Conn. **W. Rockwell Clark, Jr.** (also feature editor, Sunday Post). Uses 30-inch column daily and Sunday—**N,R,C**. Log runs 40 inches, "best bets" 4 inches. Also uses one-column mat or cut daily, varying amount of art work Sunday; accepts mats only. Prefers short newsy items and recorded program previews, when possible. Lists NBC, CBS, Mutual, WICC, WELI, WHN, WMCA and WQXR completely; evening highlights of WBRY, WGN, WHAM, WHO, WLW, WEVD, WNEW, WPG, WSM, WTAM, WTIC. Rate: 15 cents per line for combined dailies (morning Telegram, evening Post); 10 cents per line for Sunday Post.
- BRIDGEPORT TIMES-STAR** (e; 28,577), Bridgeport, Conn. **Frederic T. Thoms** (also conducts Times-Star Santa Claus Toy Campaign over WICC each Christmas season). Uses 10 inches Monday through Friday, 15 inches Saturday—**R,N,C**. Log runs 42 inches with 5 inches of "best bets." Also uses one or 2-column cut each day; accepts glossy prints and mats. Prefers straight news stories, guest lineups, musical details. Lists WICC, WELI, WEA, WJZ, WABC, WOR, WHN, WMCA. Rates: 9 cents per line.
- DANBURY NEWS-TIMES** (e; 10,273), Danbury, Conn. **Warren C. Rockwell** (also reporter and feature writer). Uses 4 or 5-inch column daily—**R,N,C**. Also uses about 16 inches of listings and 6 inches of "best bets." No art work. Lists NBC, CBS, Mutual, WICC. Prefers daily logs, last-minute changes, high spots, news and coming highlights. Rate: 6 cents per line.
- GREENWICH TIME** (e; 3,129), Greenwich, Conn. **Victor R. LaVolpe** (also reporter). No regular column; uses some radio material in a general column run on Wednesday. Log appears daily and runs about 10 inches, listing WEA, WJZ, WABC, WOR, WHN, WMCA, WICC. No art work. Rate: 4 cents per line.
- HARTFORD COURANT** (m; 41,045; S; 72,523), Hartford, Conn. **Douglas M. Fellows** (also garden editor, feature writer, theatre reviewer, assistant to Sunday Magazine editor). No regular column or art work. Uses daily log, with box featuring outstanding programs, Lists WTIC, WDRC, WTHT, WNBC, WOR, WJZ. Rate: 12 cents per line daily, 17 cents Sunday (display); radio program listing, \$1 per count line daily or Sunday.
- HARTFORD TIMES** (e; 66,970), Hartford, Conn. **Harold B. Waldo** (also general work, luncheon club reporter). Uses 60 inches Monday through Friday, 100 inches Saturday—**N**. Log runs 40 inches, with 6 to 10 inches of "best bets". Accepts glossy prints and mats, though no art work is used. Prefers material sent in mat form. Lists WEA, WJZ, WABC, WOR, WTHT, WTIC, WDRC, WNBC. Rate: 17 cents per line.
- NEW BRITAIN HERALD** (e; 18,012), New Britain, Conn. **Charles J. Sikora** (also reporter). Uses 10-inch log Monday through Friday, 35 inches on Saturday. No art work. Lists WEA, WJZ, WABC, WTIC, WDRC. Rate: 10 cents per line.
- NEW BRITAIN TRIBUNE** (S), New Britain, Conn. **Luther E. Carle, Jr.** (also advertising). Uses 10 inches every Sunday—**N,R,C**. Log runs 24 inches, with 4 inches of "best bets." Accepts glossy prints and mats, but art work is apparently rarely used. Prefers gossip, advance information on programs, and mats. Lists WEA, WABC, WOR, WGY, WNBC, WTIC, WDRC, WTHT. Rate: \$1.00 per inch.
- *NEW HAVEN JOURNAL-COURIER** (m; 23,020), New Haven, Conn. **Stanley Veno** (also reporter, editorial work). No regular column or art work. Uses daily 30-inch log, listing WEA, WJZ, WABC, WOR, WMCA, WGY, WLW, WHN. Rate: No information received.
- *NEW HAVEN REGISTER** (e, S; 66,502), New Haven, Conn. **Colby Driessens** (also assistant Sunday editor). No regular column or art work. Log runs 20 inches daily, 35 inches Sunday, with 3 inches of "best bets" on Sunday only. Lists NBC, CBS and Mutual. Rate: No information received.
- SOUTH NORWALK SENTINEL** (e; 6,741), South Norwalk, Conn. **Le Roy D. Downs** (also editor). No regular column or art work. Uses daily 35-inch log, with 2 columns by 5 inches of "best bets." Accepts mats. Lists WEA, WJZ, WABC, WOR, WICC, WMCA, WTIC, WHN. Rate: Information not received.
- STAMFORD ADVOCATE** (e; 13,078), Stamford, Conn. **Leonard S. Massell** (general news, police and political reporter). Uses 8 to 10 inches daily—**C,N,R**. Art work is rarely used; ac-

RADIO EDITORS—Continued

cepts mats. Log runs about a full column and lists WEAF, WJZ, WABC, WOR, WICC. Rate: 8 cents per agate line.

TORRINGTON REGISTER (e; 7,140), Torrington, Conn. **John H. Thompson** (also managing editor). Uses three-quarter column daily including log—**N,R,C**. Art work is used occasionally; mats accepted. Lists WTIC, WOR, WORC, WNBC, WJZ. Rate: 6 cents per line.

WATERBURY DEMOCRAT (e; 10,630), Waterbury, Conn. **Cornelius F. Maloney** (also editorial work, feature writer). Uses one column daily—**C,N,R**. Log runs column and a half to 2 columns, with 5 to 6 inches devoted to "best bets." Also uses one or 2-column cuts; accepts mats. Prefers material on stars, orchestras and leaders, commentators. Lists WEAF, WJZ, WABC, WOR, WTIC, WATR. Rate: 8 cents per line.

WATERBURY REPUBLICAN (m; 15,482; S: 21,396), Waterbury, Conn. **William J. Slator** (also city editor). Uses 20 inches daily, up to 35 inches Sunday—**N,R,C**. Log runs 50 inches, with 8 inches of "best bets." Also uses one cut daily, single or double-column, 3 on Sunday. Prefers straight news, programs, program corrections. Lists WEAF, WJZ, WABC, WOR, WBRY, WATR, WTIC, WDRC, WICC. Rate: No information given. (Note: Programs for Republican and American originate with the Republican. Radio column is mostly prepared, but not by-lined, by E. Christy Erk, for whose listing see the Waterbury Republican-American. William Slator frequently writes column, supervises department).

WATERBURY REPUBLICAN (m; 15,482; S: 21,396) & **AMERICAN** (e; 19,394), Waterbury, Conn. **E. Christy Erk** (also newscaster over WBRY, owned by the papers). Uses 3 to 4 columns weekdays and Sunday—**R,C,N**. Log runs varying length, with "best bets" listed in 10-point paragraph. Also uses at least one piece of art weekdays, 3 on Sunday; accepts glossy prints and mats. Lists WEAF, WJZ, WABC, WOR, WTIC, WBRY, WICC, WATR. Rate: No information given. (Also see listing under Waterbury Republican.)

DELAWARE

WILMINGTON MORNING NEWS (12,751) & **JOURNAL-EVERY EVENING** (42,811), Wilmington, Del. No radio editor.

Carries logs only, running 24 inches daily in each paper, with Sunday programs listed in Saturday edition. Mats are used occasionally. Lists WDEL, WILM, KYW, WEAF, WFIL, WJZ, WIP, WOR, WCAU, WABC regularly; occasionally others in highlight boxes. Rate: 16 cents, display; \$1 per count line in radio program.

WILMINGTON SUNDAY STAR (9,800), Wilmington, Del. **Warren W. Seaver** (also news editor). Uses 30-inch log each Sunday, plus one mat (usually 2-column). Accepts glossy prints and mats. Lists WEAF, WJZ, WABC, WOR, WIP, KYW, WFIL, WCAU, WILM, WDEL, plus short wave stations. Rate: 6½ cents per line.

DISTRICT OF COLUMBIA

WASHINGTON DAILY NEWS (e; 75,197), Washington, D. C. **Katherine Smith** (also assistant to drama editor, miscellaneous desk work). Uses daily log, 2 columns by about 20 inches, with 2 inches devoted to news items, "best bets," etc. No art work. Prefers brief information on new shows, guest stars, musical selections, speakers and their subjects. Lists WRC, WMAL, WJSV, WOL. Rate: 20 cents per line.

***WASHINGTON POST** (m; 114,532; S: 114,148), Washington, D. C. **Richard Coe** (also film critic). No regular column. Log runs 20 to 40 inches weekdays, 40 to 50 inches Sunday, including 10-inch, double-column box featuring "best bets" both weekdays and Sunday. Virtually no art work is used. Lists WRC, WMAL, WOL and WJSV in all editions; plus WFMD, WJEJ, WSVA and WCHV in state editions. Rate: Information not received.

WASHINGTON STAR (e; 141,062; S: 152,969), Washington, D. C. **Chris Aubrey Mathisen** (also news reporter, rewrite man). Uses 26-inch log daily and Sunday, and 3 inches of "best bets". No art work. Lists WMAL, WRC, WOL, WJSV, plus highlights of short-wave stations. Rate: 26 cents per agate line.

WASHINGTON TIMES-HERALD (m, e; 193,952; S: 200,267), Washington, D. C. **Sidney Epstein** (also head copy boy). No regular column or art work. Uses daily log, running 2 columns by 11 inches, with 5 inches of "best bets". Lists NBC, CBS, Mutual, WRC, WMAL, WOL, WJSV. Rate: 30 cents per line weekdays, 42 cents Sunday.

FLORIDA

FLORIDA TIMES-UNION (m: 74,518; S: 81,845), Jacksonville, Fla. **Richard G. Moffett** (also film editor, special writer). Uses 20-inch log daily. No art work. Lists network material furnished by AP and WJAX, WMBR. Rate: 14 cents per inch daily, 16 cents Sunday.

JACKSONVILLE JOURNAL (e; 40,021), Jacksonville, Fla. No radio editor; material handled by advertising department. No column or art work. Log appears daily and runs about 16 inches, with about 3 inches of "best bets." Lists WJAX, WMBR. Rate: 12 cents per line.

MIAMI DAILY NEWS (e: 48,329; S: 44,474), Miami, Fla. **James McLean** (also reporter). Uses about 12 inches daily. **R,N,C.** Log runs about 26 inches. Also uses half-column cuts daily; accepts glossy prints and mats. Prefers program previews, sidelights on personalities, news on radio. Lists WIOD, WQAM, WKAT, WJNO. Rate: 13 cents per line.

MIAMI HERALD (m: 78,336; S: 81,613), Miami, Fla. **Marion S. Stevens** (also news and feature writer). Uses about 5 inches, double-column, daily and Sunday—**N,R,C.** Log runs about 8½ inches, with 2 or 3 inches of "best bets" in double-column box. Also uses 2 half-column or one single-column cut almost daily; accepts glossy prints and mats. Prefers general news, coming events, humorous items of general interest, news of radio and television development. Lists WQAM, WIOD, and WKAT in all editions; other Florida stations in state editions. Rate: 16 cents per line daily, 18 cents Sunday.

OCALA BANNER (m, except Monday: 3,739; S: 3,739), Ocala, Fla. **Helen Newsum** (also bookkeeper). No regular column, log or art work. Uses occasional news item; accepts mats. Rate: Information not received.

ST. PETERSBURG EVENING INDEPENDENT (11,424), St. Petersburg, Fla. **Bill Dunlap** (also reporter-photographer). Uses 16 inches daily, including program log—**N.** Art work is used occasionally; accepts mats. Lists NBC, WSUN-WFLA, WDAE. Rate: 8 cents per line.

TAMPA DAILY TIMES (e; 25,332), Tampa, Fla. **Joseph F. Smiley** (on staff of WDAE, owned by the paper). Uses 20-inch column daily—**N,R,C.** Program log runs about 15 inches, with 2 inches of

"best bets". Art work is used once a week and averages 4 one-column cuts plus liberal cut lines; accepts mats only. Prefers straight news of program outline, short items on cast and program personalities. Lists WDAE, WFLA-WSUN. Rate: Information not received.

TAMPA TRIBUNE (m: 53,944; S: 61,128), Tampa, Fla. **Gordon Grant** (also police reporter). Uses a full column on Sunday—**N,R,C.** Log appears daily and runs about 15 inches. Also uses a varying amount of art work; accepts glossy prints. Prefers descriptions of Sunday programs. Lists NBC, CBS and Mutual. WFLA, WDAE, WSUN. Rate: 14 cents per line daily, 15 cents Sunday.

GEORGIA

ALBANY HERALD (e: 7,005; S: 6,951), Albany, Ga. **James M. Robinson** (also sports and film editor). Uses varying amount of space daily, occasionally up to one column. Log runs 6 inches with about 6 inches of "best bets." Also uses unspecified amount of art work; accepts glossy prints. Prefers pictures, "newsy" briefs. Lists NBC, CBS, Mutual. Rate: 5 cents per agate line.

ATLANTA CONSTITUTION (m: 95,524; S: 102,805), Atlanta, Ga. **Howell Madison Jones** (also church news department). Uses 12-inch column daily, 16-inch Sunday—**N,R,C.** Program log runs to 20 inches for local stations, 4 inches for WLW, 5 inches for short-wave, 5 inches for network programs, with 4 inches of "best bets". One-column and occasional 2-column art work used Sunday; accepts glossy prints and mats. Prefers material concerning programs, such as names of guests, title of dramatic feature, if any, names of cast-members, name of band or other musical features and list of songs to be heard on program, if possible. Lists WGST, WSB, WAGA, WATL, WLW and short-wave stations completely; NBC, CBS and Mutual after 6 p. m. Rate: 20 cents per line daily, 22 cents Sunday.

ATLANTA GEORGIAN (e: 78,762) & **SUNDAY AMERICAN** (155,646), Atlanta, Ga. **Treville Lawrence.** Uses daily listings which include—**N,R,C.** Also uses 2 or 3 pieces of art weekly; accepts glossy prints and mats. Prefers information on programs, description of broadcasts, etc. Lists WSB, WGST, WAGA, WATL, WLW, WRGA, WRDW, WPAX, WAXY, WRBL. Rate: 18 cents per line daily, 30 cents Sunday.

RADIO EDITORS—Continued

ATLANTA JOURNAL (e; 97,850; S: 116,-898), Atlanta, Ga. **Ernest Rogers** (also newscaster). Uses about half-page weekdays, full page Sunday—**N,C,R**. Log runs 2 columns, with as much space as needed devoted to "best bets". Also uses one piece of art work daily (usually 2-column), 2 on Sunday; accepts glossy prints. Prefers straight news and gossip on stars, programs, etc. Lists WSB, WAGA, WGST, WATL. Rate: 20 cents per line daily, 22 cents Sunday.

MACON NEWS (e; 8,925), **TELEGRAM** (m; 22,971) & **NEWS-TELEGRAM** (S: 27,952), Macon, Ga. Uses very small amount of news daily; art work rarely. Log runs to one column. Prefers log showing programs and stations carrying them, especially information on network shows. Lists WMAZ completely; NBC and CBS from 6 p.m. Rate: 15 cents per line. (All material is run in the Evening News, Morning Telegraph and Sunday News-Telegraph).

SAVANNAH DAILY TIMES (e, except Saturday: 6,881; S: 7,041), Savannah, Ga. **Milt Brown** (assistant to society editor). Uses 40 inches daily—**N,C,R**. Log runs 20 inches, with 20 inches of "best bets". Also uses 6 to 20 inches, by 2 columns, of art work daily; accepts mats. Prefers news and gossip. Lists WSOC completely; highlights of other stations. Rate: 70 cents per column-inch.

WAYCROSS JOURNAL-HERALD (e; 5,-049; S: 5,049), Waycross, Ga. **Liston Elkins** (also city editor). Uses half-column daily—**N,C,R**. Log runs to half-column with quarter-column of "best bets". Also uses occasional cuts and accepts both glossy prints and mats. Lists WAYX completely, and highlights of all networks as furnished by the AP. Rate: 60 cents per column inch.

ILLINOIS

BELVIDERE DAILY REPUBLICAN (e; 3,879), Belvidere, Ill. **Frank E. Loomis** (also city editor). Uses full column daily—**N,C**. Log runs 6 inches and lists WAAF, WBBM, WCBM, WCFL, WCRW, WEDC, WENR, WGES, WGN, WIND, WJJD, WLS, WMAQ, WSBC. Also uses occasional formats; accepts mats. Prefers releases of a general nature. Rate: 10 cents per line.

CHICAGO AMERICAN (e; 397,034), Chicago, Ill. **Lorene Nystrom**. Uses 2-column log daily, with 5 inches of "best bets" Monday through Friday, 10 inches Saturday. Art work is used only in pre-

date issues; accepts glossy prints. Lists WENR, WLS, WMAQ, WCFL, WBBM, WIND, WJJD, WGN, WCBM, WSBC, WGES, WHIP, WWAE, WAAP, WMBI, WHFC, WEDC. Rate: 60 cents per line.

CHICAGO DAILY NEWS (e; 430,111), Chicago, Ill. **Joseph A. Gorg**. Uses 1½ column log, including half-column of "best bets" Monday through Friday; 3-column log Saturday, including one column of highlights and best bets. Also uses about 3 pictures a month and accepts glossy prints. Lists WMAQ, WBBM, WENR, WLS, WGN, WJJD, WIND, WAAF, WSBC, WGES, WHIP, WCBM, WMBI, WEDC. Rate: 75 cents per line.

***CHICAGO DAILY TIMES** (e, except Saturday: 362,502; S: 345,444), Chicago, Ill. **Don Foster** (Bill Irwin, real name). Uses 10 inches daily—**N,C,R**. Log runs 24 inches with 8 inches of "best bets". Also uses half-column of art daily, 5-column layout Sunday; accepts glossy prints. Lists "all Chicago major stations and some minor stations;" more specific information not available. Rate: Information not received.

CHICAGO HERALD & EXAMINER (m; 324,370) & **SUNDAY EXAMINER** (946,-742), Chicago, Ill. **Ulmer Turner** (also newscaster). Uses half to three-quarter column weekdays, half-page Sunday—**N,R,C**. (Column occasionally dropped weekdays, always appears on Sunday). Log runs 2 columns weekdays (tabloid depth), one column Sunday (full size edition depth), with about 10 inches of "best bets" on Sunday only. Also uses a total of 3 or 4 pictures during the week, 2 columns of art work Sunday; accepts glossy prints. Prefers straight news and gossip; pictures of girl performers, informal shots of stars at work. Lists WAAF, WBBM, WCBM, WCFL, WCRW, WEDC, WENR, WGES, WGN, WHFC, WHIP, WIND, WJJD, WLS, WMAQ, WMBI, WSBC, WWAE. Rate: 40 cents per line weekdays, \$1.10 Sunday.

CHICAGO TRIBUNE (m; 903,922; S: 1,134,-019), Chicago, Ill. **Larry Wolters** (also reporter, copy reader). Uses varying amount of space daily, full page Sunday, including listings, etc.—**N,C,R**. Log runs about 25 inches, with 10 inches of "best bets". Also uses unspecified amount of art work daily; accepts glossy prints. Lists WGN, WIND, WMAQ, WBBM, WLS, WAAF, WCFL, WCBM, WMBI, WJJD, WWAE, WSDC, WGES, WHFC, WHIP. Rate: \$1.40 per line daily, \$1.75 Sunday.

RADIO EDITORS—Continued

- DOWN BEAT** (monthly; 41,194), Chicago, Ill. **Harold Jovien** (also advertising representative). Uses 20 to 30 inches in Down Beat, a music trade publication, every issue—**N,R,C**. Also uses a varying amount of art work; accepts glossy prints and mats. Lists NBC, CBS, Mutual, WAAF, WJJD, WIND, WCFL, WTMJ, WBBM, WMAQ, WENR, WGN, WHIP, WWAE, WMCA, WNEW, WHN, KYW, KDKA, WLW, WCAU, KNX, KEHE, WSAI, WWL, WHB, WFIL, KMOX, WTAM, WXYZ, KMOX, WTAM, WIL, WDSU, WGY, WSM. Rate: \$6 per inch; guaranteed page position, 15% extra. (As free lance radio editor writes column for Up Beat, a monthly (\$4.50 per inch), devoted principally to highlight listings of musical programs; a column for Associated Negro Press, devoted principally to highlight listings of programs featuring negro artists; a gossip, news and review column for the Brighton Park Life, a weekly (10 cents per line). Each column runs 20 to 30 inches and features art work.
- DECATUR HERALD** (m; 20,624), **REVIEW** (e; 24,804) & **SUNDAY HERALD-REVIEW** (40,160), Decatur, Ill. **Robert L. Ticken** (also copyreader). Uses 10 inches daily—**N,C**. Log runs 3 columns, with 5 inches of "best bets". Also uses art work 3 times a week; accepts glossy prints. Prefers news notes on programs. Lists WGN, WMAQ, WENR, WBBM, KMOX, WCFL; outstanding NBC, CBS and Mutual programs when available on other stations in midwest. Rate: Information not received.
- EAST ST. LOUIS JOURNAL** (e, except Saturday: 13,458; S: 13,665), East St. Louis, Ill. No radio editor. Carries variable amount of news each edition; no art work. Log runs 28 to 30 inches and lists KMOX, KSD, KWK, KXOK, WIL, WTMV. Rate: 7 cents per line.
- EVANSTON NEWS-INDEX** (e; 6,500), Evanston, Ill. **John S. Heil** (also city editor). Uses 22-inch log daily, with 2 to 3 inches of "best bets". Uses art work as occasional fillers. Prefers mats of feature material; rarely uses glossy prints. Lists NBC, CBS, Mutual and Chicago stations. Rate: 8 cents per line.
- FREEPORT JOURNAL-STANDARD** (e; 12,607), Freeport, Ill. **Grace Leone Barnett** (also rewrite and film editor). Uses one to 8 inches on irregular schedule (not every day)—**N**. Log appears daily and runs from 15 to 25 inches. Also uses one and 2-column mats several times a week. Prefers spot news and listings. Lists WBBM, WCFL, WGN, WLS, WENR, WMAQ, WILL, WJJD, WIND, WAAF. Rate: 6 cents per line.
- MOLINE DAILY DISPATCH** (e; 16,332), Moline, Ill., **Fred Klann** (also city editor). Uses news only occasionally; when spot news or for special sections. Log runs 12 to 20 inches. Art work is used occasionally in connection with news items; accepts mats. Prefers spot news, program changes. Lists WMAQ, WGN, WBBM, WENR, WMT, WHO, WBBF and WOC regularly; others occasionally. Rate: 14 cents per line (sold in combination with Rock Island Argus).
- PEORIA JOURNAL-TRANSCRIPT** (daily: 47,551; S: 48,544), Peoria, Ill. **Robert M. Shepherdson** (also film, stage and automobile editor). Uses 15 to 20-inch column daily, up to 40-inch Sunday—**N,R,C**. Log runs to 20 inches with 2 inches of "best bets". Also uses a one-column cut daily, 3-column layout Sunday; accepts glossy prints and mats. Prefers straight news with lists of musical numbers to be played and, in case of dramas, items about them and their casts. Lists NBC, CBS, Mutual, WBBM, WMAQ, WENR, WLS, WGN, WLW, KMOX, WHO, WMBD regularly; others on occasion. Rate: 13 cents per line daily, 11 cents Sunday.
- PEORIA STAR** (e; 35,022; S: 42,882), Peoria, Ill. **Frederic R. Oakley** (also columnist, dramatic and literary critic). Uses quarter-column daily—**N,R,C**. Also uses two-column log including quarter-column of "best bets". Art work is used occasionally on Sunday; accepts glossy prints and mats. Prefers program news, changes, etc., and personalized news of artists. Lists NBC, CBS, Mutual, WMBD, WMAQ, WENR, WIND, WLS, WCFL. Rate: 10 cents per line.
- DAILY NEWS-HERALD** (e; 3,379), Peru, Ill. **Hayden E. Reece** (also reporter, copy desk). Uses about 50 inches Monday through Friday, 100 inches Saturday—**R,C,N**. Program log runs 40 inches Monday through Friday, 80 inches Saturday, with 10 inches of "best bets". Also uses an average of 5 one-column cuts a week; accepts mats. Prefers publicity on dance bands, thumbnail sketches and biographies. Lists WGN, WBBM, WENR, WLS, WMAQ, WCFL, WIND and WJJD completely; highlights of WLW. Rate: 3 cents per line.
- ROCK ISLAND ARGUS** (e; 16,058), Rock Island, Ill. **Julian W. Ramsey** (also edi-

RADIO EDITORS—Continued

torial writer, columnist) Uses 12-inch column daily—**N.R.C.** Also runs 10 inches of highlight listings. Uses only art work of Mutual programs (paper owns **WBBF**, an affiliate of Mutual). Prefers straight news about programs. Lists **WBBF**, **WOC**, **WGN**, **WMAQ**, **WENR**, **WLS**, **WBBM**, **WMT**: others on occasion. Rate: 7 cents per line.

ILLINOIS STATE JOURNAL (d: 40,324; S: 35,240), Springfield, Ill. **Harry W. Moody** (also feature editor). Uses 21-inch column daily (same material appears in morning and evening editions)—**N.R.C.** Program log runs 21 inches, with 3 inches of "best bets". Also uses 4 to 12 inches of art work daily; accepts both glossy prints and mats. Prefers straight news material briefly describing what program consists of: talent, guests, subjects of talks, song titles, etc. Lists **NBC**, **CBS**, **Mutual**, **KSD**, **WILL**, **WMAQ**, **WLW**, **WGN**, **WJR**, **WBBM**, **WCCO**, **WHAS**, **WENR**, **WCFL**, **WHO**, **WLS**, **WTAM**, **KMOX**, **WOWO**, **WFBM**, **KWK**, **WCBS**, **WMBD**. Rate: 8 cents per line (all issues).

WAUKEGAN NEWS-SUN (e: 13,164), Waukegan, Ill. **Kermit Rolland** (also police reporter). Uses 10 inches daily—**N**. No art work. Log runs 27 inches and lists **NBC**, **CBS**, **Mutual**, **WBBM**, **WCFL**, **WIND**, **WGN**, **WENR**, **WMAQ**, **WTMJ**, **WJJD**. Rate: 10 cents per agate line.

INDIANA

ANDERSON HERALD (m, except Monday: 13,643; S: 14,112), Anderson, Ind. **C. T. Jewett** (also news editor). Uses varying amount of space each issue—**N.C.R.** Program log runs 16 to 20 inches Tuesday to Friday, 30 to 35 inches Saturday and Sunday. News art is used as space permits; accepts mats. Prefers news announcements that can be used with regular scheduled logs, and personality items of progress. Lists **CBS**, **NBC** and **WHBU**. Rate: 5½ cents per line, daily and Sunday.

ELKHART DAILY TRUTH (e; 15,250), Elkhart, Ind. **Calvin D. Albrecht** (also reporter). Uses 25 to 30-inch log daily, with program details. Rarely uses art work. Prefers program detail, especially as to guests and special features. Lists **WGN**, **WMAQ**, **WENR**, **WIND**, **WOWO**, **WLS**, **WIBO**, **WTRC**. Rate: 5½ cents per line.

***EVANSVILLE PRESS** (e, except Saturday: 31,280; Saturday: 25,370) &

COURIER (m: 38,646), Evansville, Ind. No radio editor. **Courier** carries **AP** highlights and news notes; **Press** carries **UP** and **AP** notes and news. Some major stations are mentioned in the highlights noted above; **WGBF** and **WEOA** are listed regularly. Art work is used occasionally; mats accepted. Prefer straight news and program changes. Rate: 16 cents per line, combination of **Courier** and **Press**.

***EVANSVILLE SUNDAY COURIER & PRESS** (57,567), Evansville, Ind. **Clifton Brooks** (also Sunday editor). Uses full page, including log, art, etc.—**N.C.R.** Also uses a layout; accepts mats. A column or 2 of **AP** and **Up** highlights includes major stations; also lists **WGBF**, **WEOA**. Prefers news, short features. Rate: 1: cents per line.

FORT WAYNE JOURNAL-GAZETTE (m: 48,967; S: 43,389), Fort Wayne, Ind. **Chester E. Brouwer** (also theatrical editor). Uses 2-column log daily; no art work. Lists **WOWO**, **WGL**, **WLW**, **WTAM**, **WMAQ**, **WGN**, **WJR**. Rate 12 cents per line.

FORT WAYNE NEWS-SENTINEL (e; 61,994), Fort Wayne, Ind. **John G. Koehl**. Uses 50-inch log daily; no art work. Lists **WLW**, **WOWO**, **WGL**, **WMAQ**, **WJR**, **WBBM**. Rate: \$1.40 per square inch.

GOSHEN NEWS-DEMOCRAT (e; 5,348). Goshen, Ind. **Herbert A. Swartz** (also writes sports column and feature stories). Uses 10-inch column Monday through Friday, nearly a full column Saturday—**N.R.** Log runs 10 inches or more. Also uses one-column mats 2 or 3 times a week. Prefers short items on coming programs, such as names of special guests, sketches, or plays, special musical features, etc. Lists **NBC**, **CBS**, **Mutual**, **WIND**, **WTRC**, **WBAA**, **WHIP**, **WJJD**, **WAAF**, **KNX**, **KOA**, **KFI**, **KSL**. Rate: 56 cents per inch.

HAMMOND TIMES (e, except Saturday: 23,598; S: not available), Hammond, Ind. **Paul K. Damai** (also writes weekly **I. Q. Test**). Uses 20-inch column Wednesday. 60-inch Sunday—**R.N.C.** Log is run in all issues and averages 20 inches except Sunday, when space averages 25 inches and includes "best bets". A one-column cut is generally used Sunday; accepts mats. Prefers publicity with news value. Lists **NBC**, **CBS**, **Mutual**, **WMAQ**, **WLS**, **WENR**, **WBBM**, **WGN**, **WCFL**, **WIND**, **WHFC**, **WJJD**, **WHAS**, **WLW**, **WHIP**, **WWAE**, **WJR**, **WAAF**. Rate: Approximately \$1 per inch.

RADIO EDITORS—Continued

INDIANAPOLIS TIMES (e; 86,621), Indianapolis, Ind. **Harry Morrison** (also amusements). Uses 10-inch column daily—**N,C,R**. Log runs 30 inches with one inch devoted to "best bets". No art work. Prefers gossip. Lists **WIRE**, **WFBM**, **WENR**, **WLS**, **WIBC**. Rate: 17 cents per line.

KOKOMO TRIBUNE (e; 16,005), Kokomo, Ind. **Don Hall** (also reporter and photographer). Uses 6 inches of "best bets" daily, listing **WLW**, **WMAQ**, **WLS**, **WENR**, **WJR**, **WBBM**, **WGN**, **WFBM**, **WIRE**, **WOWO**, **WHAS**. Art work is used very rarely; accepts glossy prints. Rate: 8 cents per line.

LAFAYETTE JOURNAL & COURIER (e; 30,624), Lafayette, Ind. **Richard M. Greenwood** (also feature writer, assistant magazine editor). Uses about 10-inch column daily in all editions—**C,N,R**. Log runs about 22 inches with 6 inches of "best bets". Also uses about 6 inches of art work daily, including cut lines; accepts glossy prints and mats. Prefers inside gossip, short human interest stories, brief biographies, announcements of coming programs and news of the trade. Lists highlights of **NBC**, **CBS**, **Mutual**, **WMAQ**, **WCFL**, **WLW**, **WBBM**, **WFBM**, **WIND**, **WJJD**, **KMOX**, **WGN**, **WHAS**, **WILL**, **WJR**, **WLS**. Rate: 8 cents per line.

SOUTH BEND TRIBUNE (e; 66,689; S: 65,088), South Bend, Ind. **Mary Stockdale** (also handles radio traffic for **WSBT-WFAM**, owned and operated by the paper). Uses three-quarter column daily—**N,C,R**. Log runs 18 inches or more, with 5 or 6 inches of "best bets". Half-column, full-column and special layouts are used on irregular schedule; accepts glossy prints and mats. Prefers releases giving program news. Lists **WAAF**, **WBBM**, **WCBD**, **WCFL**, **WCRW**, **WEDC**, **WENR**, **WGES**, **WGN**, **WIND**, **WJJD**, **WLS**, **WMAQ**, **WSBC**, **WLW**. Rate: 14 cents per line.

TERRE HAUTE TRIBUNE (e; 25,768), Terre Haute, Ind. **William Cronin** (also editorial work). Uses column or more daily—**N,E,C**. Log runs 8 or 10 inches. Also uses pictures concerning spot news; accepts mats. Prefers general news, sponsor and program changes, news items. Lists "all the leading stations"; more specific information not available. Rate: \$1.20 per inch.

UNION CITY TIMES-GAZETTE (m; 2-414), Union City, Ind. **James J. Patchell** (also editor). Uses 8 inches daily, in-

cluding log—**C**. No art work. Lists **WLW**, **WHIO**. Rate: 3 cents per line.

WABASH PLAIN DEALER (e; 5,667) & **TIMES STAR** (m; not available), Wabash, Ind. **Lloyd Hippensteel** (also state and church editor). Uses 3 to 6 inches of "best bets", including news items. No art work. Prefers program schedules, with guests, selections, etc. Lists **WLW**, **WMAQ**, **KYW**, **WTAM**, **WIRE**, **WTMJ**, **WOWO**, **WENR**, **WLS**, **KDKA**, **WJR**, **WBBM**, **WHAS**, **WFBM**. Rate: 4½ cents per line.

CEDAR RAPIDS GAZETTE (e; 42,790; S: 41,963), Cedar Rapids, Ia. **Edw. F. Dose** (also night editor). No regular column; occasionally uses brief items on Sunday—**N,C,R**. Log appears daily and runs about 30 inches. Also uses occasional one-column cuts Sunday; accepts mats. Prefers advance notices of important broadcasts. Lists **WMT**, **WOL**, **WGN**, **WSUI**, **WHO**, **KFJB**, **WOC**. Rate: 15 cents per line.

IOWA

COUNCIL BLUFFS NONPAREIL (e. except Saturday: 15,020; Saturday: 10,634; S: 14,344), Council Bluffs, Ia. **Burke M. Gillespie** (also assistant sports editor). Uses one-column log daily and Sunday. Accepts glossy prints and mats, but rarely uses art work. Lists **NBC**, **CBS**, **Mutual**, **KOIL**, **WOW**, **KFAB**, **WOL**. Rate: 8 cents per line.

DAVENPORT DEMOCRAT & LEADER (e, S; not available), Davenport, Ia. **Ina B. Wickham** (also music editor and critic). Uses full page Sunday, including column, listings, etc.—**N,C,R**. Log appears daily and runs 20 to 30 inches. Also uses cuts in Sunday radio page; accepts glossy prints and mats. Prefers straight, up-to-the-minute news on stars and programs. Lists **WOC**, **WHBF**, **WHO**, **WMT**, **WMAQ**, **WLW**, **WENR**, **WLS**, **WBBM**, **WGN**, **WHAS**, **WCCO**. Rate: 16 cents per inch.

DES MOINES REGISTER (m; 157,441; S: 335,303) & **TRIBUNE** (e; 137,863), Des Moines, Ia. **Mary Little** (also publicity director of **KRNT** and **KSO**, owned by the papers). Uses 3 columns, including art work, daily—**N,C,R**. Log runs about 3 inches. Also uses daily art work, totalling about 100 cuts a week in all papers; accepts glossy prints. Prefers personality stories, straight news and gossip. Lists **KRNT**, **KSO**, **WMT** (all owned by the papers), **WHO**. Rates: 50

cents per line morning Register and evening Tribune; 55 cents, Sunday Register; 75 cents, combination of evening Tribune and Sunday Register, or morning and Sunday Register.

DUBUQUE DAILY TRIBUNE (e; 12,789). Dubuque, Ia. **Carl C. Ochs** (also sports editor). Uses 6 to 10-inch column daily—**N,C,R**. Log runs about 14 inches with 8 inches of "best bets". Also uses art work 3 or 4 times a week, depending on space; accepts glossy prints and mats. Prefers releases on straight program news. Lists NBC, CBS, WGN, WKBB, WCCO, WLW, WENR, WCFI, WMAQ. Rate: 7 cents per line.

DAILY IOWAN (m, except Monday; 3,237; S: 3,237), Iowa City, Ia. **D. Mac Showers** (also campus editor). Uses 15 to 20 inches daily—**N,C,R**. No art work. Log runs 4 to 6 inches and lists NBC and CBS. Prefers program previews, with guests, features, selections to be presented, etc. Rate: Column appears on editorial page; no advertising accepted.

MASON CITY GLOBE-GAZETTE (e; 18,178), Mason City, Ia. **Henry Bernard Hook** (also assistant to city editor). Uses half-column daily, full radio page Sunday—**N,C,R**. Program log runs a full column with half-column of "best bets". Some art is used daily, but more especially for the Saturday radio page; accepts mats. Prefers straight news about programs, names of guests and songs, etc., and information on talent changes. Lists KGLO (owned by the paper), WHO, WMT. Rate: \$1.20 per inch.

SIOUX CITY TRIBUNE (e; not available), Sioux City, Ia. **John C. Kelly** (also managing editor). Uses varying amount of space daily, devoted to program news of KTRI, affiliated with the Tribune. Also uses small amount of art work once a week; accepts glossy prints and mats. Lists NBC, CBS, KTRI. Rate: 15 cents per line.

COFFEYVILLE DAILY JOURNAL (e; 7,153), Coffeyville, Kans. **Clair A. Foster**. Uses at least a full column daily—**R,C,N**. Log runs 15 to 17 inches with 4 to 5 inches of "best bets". Uses art work whenever obtainable (at least twice weekly); accepts glossy prints and mats. Prefers news items on program's selections, talent, interest, etc., and gossip on radio personalities. Lists Mutual and KGGF. Rate: 10 cents per line.

KANSAS

KANSAS CITY KANSAN (e; 11,141; S: 11,160), Kansas City, Kans. No radio editor. News carried is devoted to KCKN, owned by the paper. Lists KCKN and "important stations in the vicinity". No further information available.

TOPEKA DAILY CAPITAL (m; 50,910; S: 51,372), Topeka, Kans. **Earl D. Keilmann** (also theatre editor). Uses half-column daily—**N,C,R**. Log runs to three-quarter column, and 6 programs are highlighted on page one. Also uses half-column insert daily, 2 to 3 pieces of art on Sunday; accepts glossy prints and mats. Prefers straight news, gossip and program criticism; short features especially acceptable. Lists WIBW (affiliated with the paper, a Capper publication), WDAF, WREN, KOIL, WOW, KFAB, KFH, WLW, KMOX, WHB, KVOO, KMBC, KSAC, KFKU, KOAM. Rate 13 cents per line.

TOPEKA STATE JOURNAL (e; 17,825), Topeka, Kans. **George F. Hillyer** (also reporter). Uses about 15-inch column daily (4 editions)—**N,R,C**. Log runs about 25 inches, including "best bets". Art work is practically never used. Prefers straight, brief advance information on programs, particularly evening network shows. Lists WDAF, WREN, KMBC, WIBW. Rate: 8 cents per line.

WICHITA DAILY BEACON (e; 80,702; S: 101,984), Wichita, Kans. **Sidney A. Coleman** (also news, business and financial reporter). Uses one-eighth to one-half column daily, 3 columns Sunday—**N,C**. Log runs one column daily and Sunday. Also uses 2 to 4 pieces of art work Sunday; accepts glossy prints and mats. Prefers news of important broadcasts, intimate gossip of popular artists and the mechanics of radio. Lists NBC, CBS, and Mutual. Rate: 18 cents per line daily on radio page, 22 cents Sunday; 24 cents per line in Sunday Magazine section, which usually carries radio page; 10% additional per line in special pages on which radio column appears.

KENTUCKY

LOUISVILLE COURIER-JOURNAL (m; 108,184; S: 176,065), Louisville, Ky. **Cary Robertson** (also Sunday and feature editor). No regular column at present; at press time column was contemplated.

RADIO EDITORS—Continued

Log runs 3 columns by 9½ inches weekdays, 3 columns by 16½ inches Sunday, with 2 columns by 3½ inches of "best bets" in all editions. Also uses one picture weekdays and Sunday; accepts glossy prints. Prefers advance program news, including titles of plays, names of guest stars, etc. Lists WHAS, owned by the paper; WAVE, WSM, WLW, WGRC. Rate: 36 cents per line weekdays, 34 cents Sunday.

LOUISIANA

TIMES-PICAYUNE & NEW ORLEANS STATES (m, e: 157,979; S: 169,073), New Orleans, La. **Mercia Margaret Mateu** (also secretary to managing editor of Times-Picayune). Uses one column of schedules and program highlights daily and Sunday. No art work. Lists WWL, WDSU, WSMB, WBNO. Rate: 24 cents per line, Morning Times-Picayune; 16 cents, Evening States; 33 cents, Sunday Times-Picayune & States; 32 cents, combination of daily Times-Picayune and States.

TRIBUNE (m: 22,596) and **ITEM** (e, except Saturday: 61,417; Saturday: 55,322) & **ITEM-TRIBUNE** (S: 62,341), New Orleans, La. **Augustus (Gus) N. Koorie** (also church news and school news editor). Uses about 10 inches daily in each paper and in combined Sunday issue—**N,C,R**. Log runs about 17 inches in each paper with 8 to 10 inches of "best bets". No art daily, but uses a 2-column spot in Sunday issue; accepts glossy prints and mats. Prefers straight news with pertinent facts in lead-off. Lists NBC, CBS and WBNO. Rate: 13 cents per line, morning; 17 cents, evening; 18 cents Sunday.

SHREVEPORT JOURNAL (e; 29,990), Shreveport, La. **Tom Ashley** (also on news staff). Uses about a column daily—**N,C,R**. Log runs 15 inches with about 6 inches of "best bets". Also uses occasional mats of news interest (half, one, 2 and 3-column); rarely uses glossy prints. Prefers "newsy" notes, program sketches, guests, local interest items, program changes. Lists NBC, CBS, KWKH, KTBS, KRMD. Rate: 8 cents per line.

SHREVEPORT TIMES (m: 48,521; S: 53,591), Shreveport, La. **Pat White** (also continuity writer, promotion staff and announcer on KTBS-KWKH, owned by the Times). Uses about 24 inches weekdays, full page Sunday—**R,N,C**. Log runs about 11 inches, with 5½ inches by

2 columns devoted to "best bets". Also uses one picture daily, varying amount of art work Sunday and occasional cartoons; accepts mats and glossy prints. Prefers program previews 4 days ahead of broadcast, feature stories with an angle, mats of all kinds. Lists KTBS, KWKH. Rate: 11 cents per line weekdays, 13 cents Sunday.

MAINE

PORTLAND SUNDAY TELEGRAM (52,262), Portland, Me. **Guy V. Sinclair, Jr.** (also reporter and copy desk, farm and real estate editor). Uses about 80 inches each Sunday—**N,R,C**. Log runs 38 inches, with variable amount of space devoted to "best bets". Also uses unspecified amount of art work; accepts glossy prints and mats. Prefers advance, short features and mat material. Lists WEAF, WJZ, WABC, WGAN, WLBZ, WCSH, WRDO. Rate: 24 cents per line, combination with Portland Evening Express and Portland Press Herald.

MARYLAND

BALTIMORE NEWS-POST (e; 188,287) & **SUNDAY AMERICAN** (196,474), Baltimore, Md. **J. Hammond Brown** (also fishing and hunting editor for Hearst Baltimore papers). Uses one column daily, 3 to 4 columns Sunday—**N,C,R**. Log runs 18 to 20 inches. Cuts are used occasionally; accepts glossy prints. Prefers straight news and gossip. Lists WBAL, WFBR, WCAO, WCBM, WFMD, WSAL, WTBO, WJEJ. Rate: 35 cents per line daily, 40 cents Sunday.

BALTIMORE EVENING SUN (158,663), Baltimore, Md. **George H. Steuart, Jr.** (also copy editing, headline writing). Uses AP news items. Log appears daily and runs a column and a half, with "best bets" emphasized by being given extra length in the listings. Art work is used occasionally; accepts glossy prints. Prefers brief program items, last-minute corrections. Lists WCAO, WFBR, WBAL and WCBM completely; highlights of NBC, CBS and Mutual. Rate: 60 cents per line.

BALTIMORE SUNDAY SUN (189,542), Baltimore, Md. **Frances Hiss**. No regular column; lists week's program features briefly. Uses 2 column log. Also uses single-column cut each week; accepts glossy prints. Prefers news on musical programs and important broadcasts nationally featured. Lists WFBR, WBAL, WCAO, WCBM, WEAF, WJZ, WABC, WOR. Rate: 50 cents per agate line.

MASSACHUSETTS

BOSTON GLOBE (m: 126,247; e: 159,769; S: 305,538), Boston, Mass. **Elizabeth L. Sullivan**. Uses 10 inches, Sunday only—N.C. Log runs about 50 inches, with 7-inch feature box daily, 9-inch Sunday. Also uses 4 or 5 cuts on Sunday; accepts glossy prints. Prefers good action photos, human interest shorts on stars, accurate program information. Lists WEEL, WNAC, WBZ, WAAB, WHDH, WMEX, WCOP, WORL, WLLH, WLAW, WCSH, WEAN, WJAR, WPRO, WORC, WTAG. Rate: 50 cents per line daily, 60 cents Sunday.

BOSTON POST (m: 352,008; S: 264,858), Boston, Mass. **Howard W. Fitzpatrick**. Uses one-third column daily, 3 columns Sunday—N,C,R. Log runs about 55 inches, with 8 inches of "best bets". Uses art work on Sunday only; accepts glossy prints. Prefers straight news, authentic gossip, last-minute corrections and biographies of performers with real name, birthplace, etc. Lists WEAF, WJZ, WAEB, WNAC, WAAB, WBZ, WEEL, WMEX, WORL, WCOP, WHDH, WLLH, WEAN, WJAR, WORC, WTAG, WTIC. Rate: 60 cents per line daily, 55 cents Sunday; bold face listings in radio logs, \$2.50 per line.

BOSTON RECORD (m; 309,676), **AMERICAN** (e; 159,961) & **SUNDAY ADVERTISER** (528,794), Boston, Mass. **Newcomb F. Thompson**. Uses one-half to full column daily and Sunday—N. Log appears daily only and runs to 3 columns with 6 to 8 inches of "best bets." Art is used occasionally; accepts glossy prints. Prefers straight program news and biographical material on performers. Lists WEEL, WBZ, WNAC, WAAB, WMEX, WHDH, WCOP, WORL. Rate: 60 cents per line in daily Record and American combined; 80 cents in Sunday Advertiser.

BOSTON TRANSCRIPT (e, except Saturday: 27,937; Saturday: 39,096), Boston, Mass. **Frederick W. Hobbs** (also reference librarian). Uses 15 inches Monday through Friday, 24 inches Saturday—N,R,C. Log runs to 30 inches daily with 3 inches of "best bets," 40 inches Saturday with 8 inches of "best bets." Also uses a one-column cut daily; accepts glossy prints and mats. Prefers straight news material. Lists WEEL, WBZ-A, WNAC, WAAB, WMEX, WHDH, WORL. Rate: 25 cents per line Monday through Friday, 35 cents Saturday.

CHRISTIAN SCIENCE MONITOR (e: 138,372), Boston, Mass. **Albert D. Hughes**

(also aviation editor, record reviewer). Uses one 20-inch column twice a week (one New England column, one national)—R,N,C. Log runs 30 inches Monday through Friday, 45 inches Saturday. Also uses single pictures once a week, layout once a week; accepts glossy prints. Prefers program announcements, program material, feature material when dealing with a specific program; candid picture: and well-posed full panel portraits. Lists WEEL, WBZ, WNAC, WAAB, WMEX. Rate: No special radio rate.

HOLYOKE TRANSCRIPT - TELEGRAM (e; 18,400), Holyoke, Mass. **Michael F. O'Connor** (also news editor). Uses half-column daily—N,C,R. Log runs three-quarter column, with one-quarter column of "best bets." Art work is used occasionally; accepts mats. Prefers gossip highlights, etc. Lists WBZA, WTIC, WMAS, WSPR, WHAI, WDRC, WOR. Rate: 9 cents per agate line (except political radio announcements which are 30 cents per line).

LAWRENCE DAILY EAGLE (m; 4,368) & **TRIBUNE** (e; 25,485), Lawrence, Mass. **Sebastian Bartolotta** (also reporter). Uses short items daily—N,C,R. Log runs to 2 columns with 3 inches of "best bets." Uses only cuts of "unusual interest"; accepts mats. Prefers gossip of unusually interesting nature. Lists WLAW (owned by the papers), WBZ, WNAC, WEEL and shortwave stations. Rate: \$ per inch.

LOWELL COURIER-CITIZEN (m; 9,040) & **EVENING LEADER** (13,200), Lowell, Mass. **Ethel Kelcer Billings** (also theatre page editor, librarian). Uses a column or less according to available space, with additional news items in column "Whim-sies"—N,C. Log runs from 1½ to 2 columns in Courier-Citizen, one to 1½ in Leader, with about 8 inches of "best bets." Also uses art work 2 or 3 times weekly; accepts mats. Prefers news, feature stories and gossip. Lists NBC, CBS Colonial and Yankee Networks; WEEL, WBZ, WNAC, WAAB, WLAW. Rate: 11 cents per line for combined papers.

LOWELL SUN (e; 16,009), Lowell, Mass. **Charles G. Sampas** (also film editor, dramatic critic, columnist, reporter, rewrite man). Uses 8 to 10-inch column daily—C,N,R. Log runs to 10 column-inches. Amount of art used depends on space available; accepts glossy prints. Prefers short, breezy items. Lists WLLH, WNAC, WBZ, WEEL. Rate: \$2 per inch.

LOWELL SUNDAY TELEGRAM (14,863). Lowell, Mass. **George Gagan** (also sports