

STATIONS

U. S. STATIONS CLASSIFIED BY WATTAGE

In the accompanying lists, all U. S. radio stations, and all proposed radio stations (i.e., those having a construction permit only), are classified according to their power output. This classification was made from Federal Communications Commission records dated June 1, 1939 (and May 1, 1938).

The reader should bear in mind that the wattage assigned to certain stations is necessarily not always the wattage with which those stations are currently operating. Deviations occur where the F.C.C. has assigned a construction permit for higher wattage. In such instances the assigned higher wattage is credited to the station, although construction of equipment may as yet not be completed.

This breakdown of wattage results in the following totals for each power category:

	1939	1938
500,000 watts.....	0 stations	1 station
50,000 watts.....	40 stations	34 stations
25,000 watts.....	1 station	1 station
25,000 and 10,000 watts.....	0 stations	1 station
20,000 watts.....	1 station	1 station
10,000 watts.....	7 stations	11 stations
7,500 watts.....	1 station	1 station
5,000 watts.....	29 stations	27 stations
5,000 and 1,000 watts.....	105 stations	94 stations
5,000 and 500 watts.....	1 station	1 station
2,500 watts.....	1 station	2 stations
2,500 and 1,000 watts.....	5 stations	6 stations
2,500 and 500 watts.....	3 stations	3 stations
1,000 watts.....	97 stations	90 stations
1,000 and 750 watts.....	0 stations	1 station
1,000 and 500 watts.....	34 stations	37 stations
1,000 and 250 watts.....	8 stations	4 stations
500 watts.....	44 stations	50 stations
500 and 250 watts.....	3 stations	2 stations
250 watts.....	43 stations	51 stations
250 and 100 watts.....	203 stations	158 stations
200 watts.....	1 station	2 stations
100 watts.....	141 stations	152 stations
50 watts.....	3 stations	3 stations
Wattage not assigned.....	3 stations	0 stations
TOTAL	774 stations	733 stations
{ Commercial stations in operation.....	693 stations	652 stations
{ Non-commercial stations.....	39 stations	39 stations
{ Construction permit only.....	42 stations	42 stations

LOCATION OF U. S. STATIONS

CKLW, Detroit, Mich.
 KABC, San Antonio, Tex.
 KABR, Aberdeen, S. Dak.
 KADA, Ada, Okla.
 KALB, Alexandria, La.
 KALE, Portland, Ore.
 KAND, Corsicana, Tex.
 KANS, Wichita, Kans.
 KARK, Little Rock, Ark.
 KARM, Fresno, Calif.
 KASA, Elk City, Okla.
 KAST, Astoria, Ore.
 KATE, Albert Lea, Minn.
 KAWM, Gallup, N. Mex.
 KBIX, Muskogee, Okla.
 KBKR, Baker, Ore.
 KBND, Bend, Ore.
 KBPS, Portland, Ore.
 KBST, Big Spring, Tex.
 KBTM, Jonesboro, Ark.
 KCKN, Kansas City, Kans.
 KCMC, Texarkana, Tex.
 KCMO, Kansas City, Mo.
 KCRG, Enid, Okla.
 KCRJ, Jerome, Ariz.
 KDAL, Duluth, Minn.
 KDB, Santa Barbara, Calif.
 KDFN, Casper, Wyo.
 KDKA, Pittsburgh, Pa.
 KDLR, Devils Lake, N. Dak.
 KDNT, Denton, Tex.
 KDON, Monterey, Calif.
 KDRO, Sedalia, Mo.
 KDTH, Dubuque, Ia.
 KDYL, Salt Lake City, Utah
 KECA, Los Angeles, Calif.
 KEEN, Seattle, Wash.
 KEHE, Los Angeles, Calif.
 KELA, Centralia-Chehalis, Wash.
 KELD, Eldorado, Ark.
 KELO, Sioux Falls, S. Dak.
 KERN, Bakersfield, Calif.
 KEUB, Price, Utah
 KEX, Portland, Ore.
 KFAB, Lincoln, Nebr.
 KFAC, Los Angeles, Calif.
 KFAM, St. Cloud, Minn.
 KFAR, Fairbanks, Alaska
 KFBB, Great Falls, Mont.
 KFBI, Abilene, Kans.
 KFBK, Sacramento, Calif.
 KFDA, Amarillo, Tex.
 KFDM, Beaumont, Tex.
 KFDY, Brookings, S. Dak.
 KFEL, Denver, Colo.
 KFEQ, St. Joseph, Mo.
 KFGQ, Boone, Ia.
 KFH, Wichita, Kans.
 KFI, Los Angeles, Calif.
 KFIO, Spokane, Wash.
 KFIZ, Fond du Lac, Wis.
 KFJB, Marshalltown, Ia.
 KFJI, Klamath Falls, Ore.
 KFJM, Grand Forks, N. Dak.
 KFJZ, Fort Worth, Tex.
 KFKA, Greeley, Colo.
 KFKU, Lawrence, Kans.
 KFNF, Shenandoah, Ia.
 KFOR, Lincoln, Nebr.
 KFOX, Long Beach, Calif.
 KFPL, Dublin, Tex.
 KFPW, Ft. Smith, Ark.
 KFPY, Spokane, Wash.
 KFQD, Anchorage, Alaska
 KFRC, San Francisco, Calif.
 KFRO, Longview, Tex.
 KFRU, Columbia, Mo.
 KFSB, San Diego, Calif.
 KFSG, Los Angeles, Calif.
 KFUO, Clayton, Mo.
 KFVD, Los Angeles, Calif.
 KFVS, Cape Girardeau, Mo.
 KFWB, Los Angeles, Calif.
 KFXD, Nampa, Idaho
 KFXJ, Grand Junction, Colo.
 KFXM, San Bernardino, Calif.
 KFYO, Lubbock, Tex.
 KFYR, Bismarck, N. Dak.
 KGA, Spokane, Wash.
 KGB, San Diego, Calif.
 KGBU, Ketchikan, Alaska
 KGBX, Springfield, Mo.
 KGCA, Decorah, Ia.
 KGCI, Couer d'Alene, Idaho
 KGCU, Mandan, N. Dak.
 KGCX, Wolf Point, Mont.
 KGDE, Fergus Falls, Minn.
 KGDM, Stockton, Calif.
 KGEK, Sterling, Colo.
 KGER, Long Beach, Calif.
 KGEZ, Kalispell, Mont.
 KGFF, Shawnee, Okla.
 KGFI, Brownsville, Tex.
 KGFI, Los Angeles, Calif.
 KGFL, Roswell, N. Mex.
 KGFW, Kearney, Nebr.
 KGFX, Pierre, S. Dak.
 KGGF, Coffeyville, Kans.
 KGGM, Albuquerque, N. Mex.
 KGHF, Pueblo, Colo.
 KGHI, Little Rock, Ark.
 KGHL, Billings, Mont.
 KGIR, Butte, Mont.
 KGIW, Alamosa, Colo.
 KGKB, Tyler, Tex.
 KGKL, San Angelo, Tex.
 KGKO, Fort Worth, Tex.
 KGKY, Scottsbluff, Nebr.
 KGLO, Mason City, Ia.
 KGLU, Safford, Ariz.
 KGMB, Honolulu, Hawaii
 KGNC, Amarillo, Tex.
 KGNF, North Platte, Nebr.
 KGNO, Dodge City, Kans.
 KGO, San Francisco, Calif.
 KGU, Honolulu, Hawaii
 KGVL, Greenville, Tex.
 KGVO, Missoula, Mont.
 KGW, Portland, Ore.
 KGY, Olympia, Wash.
 KHBC, Hilo, Hawaii
 KHBG, Okmulgee, Okla.
 KHJ, Los Angeles, Calif.
 KHQ, Spokane, Wash.
 KHSI, Chico, Calif.
 KHUB, Watsonville, Calif.
 KICA, Clovis, N. Mex.
 KID, Idaho Falls, Idaho
 KIDO, Boise, Idaho
 KIDW, Lamar, Colo.
 KIEM, Eureka, Calif.
 KIEV, Glendale, Calif.
 KINY, Juneau, Alaska
 KIRO, Seattle, Wash.
 KIT, Yakima, Wash.
 KITE, Kansas City, Mo.
 KIUL, Garden City, Kans.
 KIUN, Pecos, Tex.
 KIUP, Durango, Colo.
 KJBS, San Francisco, Calif.
 KJE, Seattle, Wash.
 KLAH, Carlsbad, N. Mex.
 KLBM, La Grande, Ore.
 KLCN, Blytheville, Ark.
 KLO, Ogden, Utah
 KLPB, Minot, N. Dak.
 KLRA, Little Rock, Ark.
 KLS, Oakland, Calif.
 KLUF, Galveston, Tex.
 KLX, Oakland, Calif.
 KLZ, Denver, Colo.
 KMA, Shenandoah, Ia.
 KMBC, San Antonio, Tex.
 KMBC, Kansas City, Mo.
 KMED, Medford, Ore.
 KMJ, Fresno, Calif.
 KMLB, Monroe, La.
 KMMJ, Grand Island, Nebr.
 KMO, Tacoma, Wash.
 KMOX, St. Louis, Mo.
 KMPC, Beverly Hills, Calif.
 KMTR, Los Angeles, Calif.
 KNEL, Brady, Tex.
 KNET, Palestine, Tex.
 KNOW, Austin, Tex.
 KNX, Los Angeles, Calif.
 KOA, Denver, Colo.
 KOAC, Corvallis, Ore.
 KOAM, Pittsburg, Kans.
 KOB, Albuquerque, N. Mex.
 KOBH, Rapid City, S. Dak.
 KOCA, Kilgore, Tex.
 KOCY, Oklahoma City, Okla.
 KOH, Reno, Nev.
 KOIL, Omaha, Nebr.
 KOIN, Portland, Ore.
 KOKO, La Junta, Colo.
 KOL, Seattle, Wash.
 KOMA, Oklahoma City, Okla.
 KOME, Tulsa, Okla.
 KOMO, Seattle, Wash.
 KONO, San Antonio, Tex.
 KOOS, Marshfield, Ore.
 KORE, Eugene, Ore.
 KOTN, Pine Bluff, Ark.
 KOVC, Valley City, N. Dak.
 KOVO, Provo, Utah

LOCATION OF STATIONS—Continued

KOWH, Omaha, Nebr.
 KOY, Phoenix, Ariz.
 KPAB, Laredo, Tex.
 KPAC, Port Arthur, Tex.
 KPDN, Pampa, Tex.
 KPFA, Helena, Mont.
 KPLC, Lake Charles, La.
 KPLT, Paris, Tex.
 KPMC, Bakersfield, Calif.
 KPO, San Francisco, Calif.
 KPOF, Denver, Colo.
 KPPC, Pasadena, Calif.
 KPQ, Wenatchee, Wash.
 KPRC, Houston, Tex.
 KQV, Pittsburgh, Pa.
 KQW, San Jose, Calif.
 KRBA, Lufkin, Tex.
 KRBC, Abilene, Tex.
 KRBM, Bozeman, Mont.
 KRE, Berkeley, Calif.
 KRGV, Weslaco, Tex.
 KRIC, Beaumont, Tex.
 KRIS, Corpus Christi, Tex.
 KRKD, Los Angeles, Calif.
 KRKO, Everett, Wash.
 KRLC, Lewiston, Idaho
 KRLD, Dallas, Tex.
 KRLH, Midland, Tex.
 KRMC, Jamestown, N. Dak.
 KRMD, Shreveport, La.
 KRNR, Roseburg, Ore.
 KRNT, Des Moines, Ia.
 KROC, Rochester, Minn.
 KROD, El Paso, Tex.
 KROW, Oakland, Calif.
 KROY, Sacramento, Calif.
 KRRV, Sherman, Tex.
 KRSC, Seattle, Wash.
 KSAC, Manhattan, Kans.
 KSAL, Salina, Kans.
 KSAM, Huntsville, Tex.
 KSAN, San Francisco, Calif.
 KSCJ, Sioux City, Ia.
 KSD, St. Louis, Mo.
 KSEL, Pocatello, Idaho
 KSFO, San Francisco, Calif.
 KSL, Salt Lake City, Utah
 KSLM, Salem, Ore.
 KSO, Des Moines, Ia.
 KSOO, Sioux Falls, S. Dak.
 KSRO, Santa Rosa, Calif.
 KSTP, Minneapolis-St. Paul, Minn.
 KSUB, Cedar City, Utah
 KSUN, Lowell, Ariz.
 KTAR, Phoenix, Ariz.
 KTAT, Fort Worth, Tex.
 KTBC, Austin, Tex.
 KTBS, Shreveport, La.
 KTEM, Temple, Tex.
 KTFI, Twin Falls, Idaho
 KTHS, Hot Springs, Ark.
 KTKK, Visalia, Calif.
 KTMS, Santa Barbara, Calif.
 KTOH, Lihue, Hawaii
 KTOK, Oklahoma City, Okla.
 KTRB, Modesto, Calif.
 KTRH, Houston, Tex.
 KTRI, Sioux City, Ia.
 KTTA, San Antonio, Tex.
 KTSM, El Paso, Tex.
 KTSW, Emporia, Kans.
 KTUC, Tucson, Ariz.
 KTUL, Tulsa, Okla.
 KTW, Seattle, Wash.
 KUJ, Walla Walla, Wash.
 KUMA, Yuma, Ariz.
 KUOA, Siloam Springs, Ark.
 KUSD, Vermillion, S. Dak.
 KUTA, Salt Lake City, Utah
 KVAK, Atchison, Kans.
 KVAN, Vancouver, Wash.
 KVCV, Redding, Calif.
 KVEC, San Luis Obispo, Calif.
 KVGB, Great Bend, Kans.
 KVI, Tacoma, Wash.
 KVNU, Logan, Utah
 KVOA, Tucson, Ariz.
 KVOD, Denver, Colo.
 KVOE, Santa Ana, Calif.
 KVOL, Lafayette, La.
 KVOO, Tulsa, Okla.
 KVOR, Colorado Springs, Colo.
 KVOS, Bellingham, Wash.
 KVOX, Moorhead, Minn.
 KVRS, Rock Springs, Wyo.
 KVSE, Santa Fe, N. Mex.
 KVSO, Ardmore, Okla.
 KVWC, Vernon, Tex.
 KWAL, Wallace-Kellogg, Idaho
 KWBG, Hutchinson, Kans.
 KWEW, Hobbs, N. Mex.
 KWFT, Wichita Falls, Tex.
 KWG, Stockton, Calif.
 KWJB, Globe, Ariz.
 KWJJ, Portland, Ore.
 KWK, St. Louis, Mo.
 KWKH, Shreveport, La.
 KWLC, Decorah, Ia.
 KWLK, Longview, Wash.
 KWLN, Winona, Minn.
 KWOC, Poplar Bluff, Mo.
 KWOS, Jefferson City, Mo.
 KWSC, Pullman, Wash.
 KWTN, Watertown, S. Dak.
 KWTO, Springfield, Mo.
 KWYO, Sheridan, Wyo.
 KXA, Seattle, Wash.
 KXL, Portland, Ore.
 KXO, El Centro, Calif.
 KXOK, St. Louis, Mo.
 KXOX, Sweetwater, Tex.
 KXRO, Aberdeen, Wash.
 KXYZ, Houston, Tex.
 KYA, San Francisco, Calif.
 KYCA, Prescott, Ariz.
 KYOS, Merced, Calif.
 KYSM, Mankato, Minn.
 KYW, Philadelphia, Pa.
 WAAB, Boston, Mass.
 WAAF, Chicago, Ill.
 WAAT, Jersey City, N. J.
 WABC, New York City
 WABI, Bangor, Me.
 WABY, Albany, N. Y.
 WACO, Waco, Tex.
 WADC, Akron, Ohio
 WAGA, Atlanta, Ga.
 WAGF, Dothan, Ala.
 WAGM, Presque Isle, Me.
 WAIM, Anderson, S. C.
 WAIR, Winston-Salem, N. C.
 WALA, Mobile, Ala.
 WALR, Zanesville, Ohio
 WAML, Laurel, Miss.
 WAPI, Birmingham, Ala.
 WAPO, Chattanooga, Tenn.
 WARD, New York City
 WASH, Grand Rapids, Mich.
 WATL, Atlanta, Ga.
 WATR, Waterbury, Conn.
 WAVE, Louisville, Ky.
 WAWZ, Zarephath, N. J.
 WAYX, Waycross, Ga.
 WAZL, Hazelton, Pa.
 WBAA, West Lafayette, Ind.
 WBAB, Atlantic City, N. J.
 WBAL, Baltimore, Md.
 WBAP, Fort Worth, Tex.
 WBAX, Wilkes-Barre, Pa.
 WBBC, New York City
 WBBL, Richmond, Va.
 WBBM, Chicago, Ill.
 WBBR, New York City
 WBBZ, Ponca City, Okla.
 WBCM, Bay City, Mich.
 WBCN, Buffalo, N. Y.
 WBEO, Marquette, Mich.
 WBHP, Huntsville, Ala.
 WBIG, Greensboro, N. C.
 WBIL, New York City
 WBLK, Clarksburg, W. Va.
 WBNS, Columbus, Ohio
 WBNX, New York City
 WBNY, Buffalo, N. Y.
 WBOW, Terre Haute, Ind.
 WBRB, Red Bank, N. J.
 WBER, Birmingham, Ala.
 WBRE, Wilkes-Barre, Pa.
 WBRK, Pittsfield, Mass.
 WBRV, Waterbury, Conn.
 WBT, Charlotte, N. C.
 WBTH, Williamson, W. Va.
 WBTM, Danville, Va.
 WEBZ, Boston, Mass.
 WBZA, Boston, Mass.
 WCAD, Canton, N. Y.
 WCAE, Pittsburgh, Pa.
 WCAL, Northfield, Minn.
 WCAM, Camden, N. J.
 WCAO, Baltimore, Md.
 WCAP, Asbury Park, N. J.
 WCAT, Rapid City, S. Dak.
 WCAU, Philadelphia, Pa.
 WCAX, Burlington, Vt.
 WCAZ, Carthage, Ill.
 WCB, Allentown, Pa.
 WCBD, Chicago, Ill.
 WCBM, Baltimore, Md.
 WCBS, Springfield, Ill.
 WCCO, Minneapolis-St. Paul, Minn.
 WCFB, Chicago, Ill.
 WCHS, Charleston, W. Va.
 WCHV, Charlottesville, Va.
 WCKY, Cincinnati, Ohio
 WCLE, Cleveland, Ohio
 WCLO, Janesville, Wis.
 WCLS, Joliet, Ill.
 WCMJ, Ashland, Ky.
 WCNW, New York City

LOCATION OF STATIONS—Continued

WCOA, Pensacola, Fla.
WCOG, Meridian, Miss.
WCOL, Columbus, Ohio
WCOF, Boston, Mass.
WCOS, Columbia, S. C.
WCOU, Lewiston, Me.
WCOV, Montgomery, Ala.
WCPO, Cincinnati, Ohio
WCRW, Chicago, Ill.
WCSC, Charleston, S. C.
WCSH, Portland, Me.
WDAE, Tampa, Fla.
WDAF, Kansas City, Mo.
WDAH, El Paso, Tex.
WDAN, Danville, Ill.
WDAS, Philadelphia, Pa.
WDAY, Fargo, N. Dak.
WDBJ, Roanoke, Va.
WDBO, Orlando, Fla.
WDEL, Wilmington, Del.
WDEV, Waterbury, Vt.
WDGY, Minneapolis-St. Paul, Minn.
WDNC, Durham, N. C.
WDOD, Chattanooga, Tenn.
WDRC, Hartford, Conn.
WDSM, Superior, Wis.
WDSU, New Orleans, La.
WDSW, Champaign, Ill.
WDZ, Tuscola, Ill.
WEAF, New York City
WEAN, Providence, R. I.
WEAU, Eau Claire, Wis.
WEBC, Duluth, Minn.
WEBQ, Harrisburg, Ill.
WEBR, Buffalo, N. Y.
WEDC, Chicago, Ill.
WEED, Rocky Mount, N. C.
WEEL, Boston, Mass.
WEUU, Reading, Pa.
WELI, New Haven, Conn.
WELL, Battle Creek, Mich.
WEMP, Milwaukee, Wis.
WENR, Chicago, Ill.
WENY, Elmira, N. Y.
WEOA, Evansville, Ind.
WESG, Elmira, N. Y.
WEST, Easton, Pa.
WEVD, New York City
WEW, St. Louis, Mo.
WEXL, Royal Oak, Mich.
WFAA, Dallas, Tex.
WFAM, South Bend, Ind.
WFAS, White Plains, N. Y.
WFBC, Greenville, S. C.
WFBG, Altoona, Pa.
WFBL, Syracuse, N. Y.
WFBM, Indianapolis, Ind.
WFBR, Baltimore, Md.
WFDF, Flint, Mich.
WFEA, Manchester, N. H.
WFIL, Philadelphia, Pa.
WFLA, Tampa, Fla.
WFMD, Frederick, Md.
WFMJ, Youngstown, Ohio
WFNC, Fayetteville, N. C.
WFOR, Hattiesburg, Miss.
WFOY, St. Augustine, Fla.
WFTC, Kingston, N. C.
WFVA, Fredericksburg, Va.
WGAL, Lancaster, Pa.
WGAN, Portland, Me.
WGAR, Cleveland, Ohio
WGAU, Athens, Ga.
WGBB, Freeport, N. Y.
WGBF, Evansville, Ind.
WGBI, Scranton, Pa.
WGBR, Goldsboro, N. C.
WGCM, Gulfport, Miss.
WGES, Chicago, Ill.
WGH, Newport News, Va.
WGIL, Galesburg, Ill.
WGVV, Charleston, W. Va.
WGL, Ft. Wayne, Ind.
WGN, Chicago, Ill.
WGNC, Gastonia, N. C.
WGNV, Newburgh, N. Y.
WGPC, Albany, Ga.
WGR, Buffalo, N. Y.
WGRG, New Albany, Ind.;
Louisville, Ky.
WGRM, Grenada, Miss.
WGST, Atlanta, Ga.
WGTM, Wilson, N. C.
WGY, Schenectady, N. Y.
WHA, Madison, Wis.
WHAI, Greenfield, Mass.
WHAM, Rochester, N. Y.
WHAS, Louisville, Ky.
WHAT, Philadelphia, Pa.
WHAZ, Troy, N. Y.
WHB, Kansas City, Mo.
WHBB, Selma, Ala.
WHBC, Canton, Ohio
WHBF, Rock Island, Ill.
WHBI, Newark, N. J.
WHBL, Sheboygan, Wis.
WHBQ, Memphis, Tenn.
WHBU, Anderson, Ind.
WHBY, Green Bay, Wis.
WHDF, Calumet, Mich.
WHDH, Boston, Mass.
WHDL, Olean, N. Y.
WHEB, Portsmouth, N. H.
WHEC, Rochester, N. Y.
WHFC, Cicero, Ill.
WHIO, Dayton, Ohio
WHIP, Hammond, Ind.
WHIS, Bluefield, W. Va.
WHJB, Greensburg, Pa.
WHK, Cleveland, Ohio
WHKC, Columbus, Ohio
WHLB, Virginia, Minn.
WHLS, Port Huron, Mich.
WHMA, Anniston, Ala.
WHN, New York City
WHO, Des Moines, Ia.
WHOM, Jersey City, N. J.
WHP, Harrisburg, Pa.
WIBA, Madison, Wis.
WIBC, Indianapolis, Ind.
WIBG, Glenside, Pa.
WIBM, Jackson, Mich.
WIBU, Poynette, Wis.
WIBW, Topeka, Kans.
WIBX, Utica, N. Y.
WICA, Ashtabula, Ohio
WICC, Bridgeport, Conn.
WIL, St. Louis, Mo.
WILL, Urbana, Ill.
WILM, Wilmington, Del.
WIND, Gary, Ind.; Chicago,
Ill.
WING, Dayton, Ohio
WINN, Louisville, Ky.
WINS, New York City
WIOD, Miami, Fla.
WIP, Philadelphia, Pa.
WIRE, Indianapolis, Ind.
WIS, Columbia, S. C.
WISE, Asheville, N. C.
WISN, Milwaukee, Wis.
WJAC, Johnstown, Pa.
WJAG, Norfolk, Nebr.
WJAR, Providence, R. I.
WJAS, Pittsburgh, Pa.
WJAX, Jacksonville, Fla.
WJBC, Bloomington, Ill.
WJBK, Detroit, Mich.
WJBL, Decatur, Ill.
WJBO, Baton Rouge, La.
WJBW, New Orleans, La.
WJBY, Gadsden, Ala.
WJDX, Jackson, Miss.
WJEJ, Hagerstown, Md.
WJHL, Johnson City, Tenn.
WJHP, Jacksonville, Fla.
WJIM, Lansing, Mich.
WJJD, Chicago, Ill.
WJLS, Beckley, W. Va.
WJMC, Rice Lake, Wis.
WJMS, Ironwood, Mich.
WJNO, West Palm Beach,
Fla.
WJR, Detroit, Mich.
WJRD, Tuscaloosa, Ala.
WJSV, Washington, D. C.
WJTN, Jamestown, N. Y.
WJW, Akron, Ohio
WJZ, New York City
WKAR, East Lansing, Mich.
WKAT, Miami Beach, Fla.
WKBB, Dubuque, Ia.
WKBH, La Crosse, Wis.
WKBN, Youngstown, Ohio
WKBO, Harrisburg, Pa.
WKBV, Richmond, Ind.
WKBW, Buffalo, N. Y.
WKBZ, Muskegon, Mich.
WKEU, Griffin, Ga.
WKOK, Sunbury, Pa.
WKRC, Cincinnati, Ohio
WKST, New Castle, Pa.
WKY, Oklahoma City, Okla.
WKZO, Kalamazoo, Mich.
WLAC, Nashville, Tenn.
WLAK, Lakeland, Fla.
WLAP, Lexington, Ky.
WLAW, Lawrence, Mass.
WLB, Minneapolis-St. Paul,
Minn.
WLCB, Muncie, Ind.
WLBL, Stevens Point, Wis.
WLBZ, Bangor, Me.
WLEU, Erie, Pa.
WLLH, Lowell, Mass.
WLNH, Laconia, N. H.
WLOK, Lima, Ohio
WLS, Chicago, Ill.
WLTH, New York City
WLVA, Lynchburg, Va.
WLW, Cincinnati, Ohio
WMAI, Washington, D. C.
WMAQ, Chicago, Ill.
WMAS, Springfield, Mass.
WMAZ, Macon, Ga.

LOCATION OF STATIONS—Continued

<p> WMBC, Detroit, Mich. WMBD, Peoria, Ill. WMBG, Richmond, Va. WMBH, Joplin, Mo. WMBI, Chicago, Ill. WMBO, Auburn, N. Y. WMBR, Jacksonville, Fla. WMBS, Uniontown, Pa. WMC, Memphis, Tenn. WMCA, New York City WMEX, Boston, Mass. WMFD, Wilmington, N. C. WMFF, Plattsburg, N. Y. WMFG, Hibbing, Minn. WMFJ, Daytona Beach, Fla. WMFO, Decatur, Ala. WMFR, High Point, N. C. WMIN, Minneapolis-St. Paul, Minn. WMMN, Fairmont, W. Va. WMOB, Mobile, Ala. WMPC, Lapeer, Mich. WMPS, Memphis, Tenn. WMRO, Aurora, Ill. WMSD, Sheffield, Ala. WMT, Cedar Rapids, Ia. WNAC, Boston, Mass. WNAD, Norman, Okla. WNAX, Yankton, S. Dak. WNBC, New Britain, Conn. WNBK, Binghamton, N. Y. WNBH, New Bedford, Mass. WNBX, Springfield, Vt. WNBZ, Saranac Lake, N. Y. WNEW, New York City WNLC, New London, Conn. WNOE, New Orleans, La. WNOX, Knoxville, Tenn. WNYC, New York City WOAI, San Antonio, Tex. WOC, Davenport, Ia. WOCB, Hyannis, Mass. WOI, Ames, Ia. WOKO, Albany, N. Y. WOL, Washington, D. C. WOLS, Florence, S. C. WOMI, Owensboro, Ky. WOMT, Manitowoc, Wis. WOOD, Grand Rapids, Mich. WOPI, Bristol, Tenn. WOR, New York City WORC, Worcester, Mass. WORK, York, Pa. WORLD, Boston, Mass. </p>	<p> WOSU, Columbus, Ohio WOV, New York City WOW, Omaha, Nebr. WOWO, Ft. Wayne, Ind. WPAD, Paducah, Ky. WPAR, Parkersburg, W. Va. WPAX, Thomasville, Ga. WPAY, Portsmouth, Ohio WPEN, Philadelphia, Pa. WPG, Atlantic City, N. J. WPIC, Sharon, Pa. WPIV, Petersburg, Va. WPRO, Providence, R. I. WPTF, Raleigh, N. C. WQAM, Miami, Fla. WQAN, Scranton, Pa. WQCB, Vicksburg, Miss. WQDM, St. Albans, Vt. WQXR, New York City WRAC, Williamsport, Pa. WRAL, Raleigh, N. C. WRAW, Reading, Pa. WRBL, Columbus, Ga. WRC, Washington, D. C. WRDO, Augusta, Me. WRDW, Augusta, Ga. WREC, Memphis, Tenn. WREN, Lawrence-Kansas City, Kans. WRGA, Rome, Ga. WRJN, Racine, Wis. WRKL, Rock Hill, S. C. WRNL, Richmond, Va. WROK, Rockford, Ill. WROL, Knoxville, Tenn. WRR, Dallas, Tex. WRTD, Richmond, Va. WRUF, Gainesville, Fla. WRVA, Richmond, Va. WSAI, Cincinnati, Ohio WSAJ, Grove City, Pa. WSAL, Salisbury, Md. WSAN, Allentown, Pa. WSAR, Fall River, Mass. WSAU, Wausau, Wis. WSAV, Savannah, Ga. WSAY, Rochester, N. Y. WSAZ, Huntington, W. Va. WSB, Atlanta, Ga. WSBC, Chicago, Ill. WSBT, South Bend, Ind. WSFA, Montgomery, Ala. WSGN, Birmingham, Ala. WSIX, Nashville, Tenn. </p>	<p> WSJS, Winston-Salem, N. C. WSKB, McComb, Miss. WSLI, Jackson, Miss. WSM, Nashville, Tenn. WSMB, New Orleans, La. WSNJ, Bridgeton, N. J. WSOC, Charlotte, N. C. WSFA, Spartanburg, S. C. WSPD, Toledo, Ohio WSPR, Springfield, Mass. WSTP, Salisbury, N. C. WSUI, Iowa City, Ia. WSUN, St. Petersburg, Fla. WSVA, Harrisonburg, Va. WSVS, Buffalo, N. Y. WSYR, Rutland, Vt. WSYR-WSYU, Syracuse, N. Y. WTAD, Quincy, Ill. WTAG, Worcester, Mass. WTAL, Tallahassee, Fla. WTAM, Cleveland, Ohio WTAQ, Green Bay, Wis. WTAR, Norfolk, Va. WTAW, College Station, Tex. WTAX, Springfield, Ill. WTBO, Cumberland, Md. WTCN, Minneapolis-St. Paul, Minn. WTEL, Philadelphia, Pa. WTHT, Hartford, Conn. WTIC, Hartford, Conn. WTJS, Jackson, Tenn. WTMA, Charleston, S. C. WTMC, Ocala, Fla. WTMJ, Milwaukee, Wis. WTMV, E. St. Louis, Ill. WTNJ, Trenton, N. J. WTOC, Savannah, Ga. WTOL, Toledo, Ohio WTRC, Elkhart, Ind. WTRY, Troy, N. Y. WTSP, St. Petersburg, Fla. WVFW, New York City WWAE, Hammond, Ind. WWJ, Detroit, Mich. WWL, New Orleans, La. WWNC, Asheville, N. C. WWRL, New York City WWSW, Pittsburgh, Pa. WWVA, Wheeling, W. Va. WXYZ, Detroit, Mich. </p>
---	--	--



ALABAMA

(375,200 radio homes, or 56% ownership among the State's total of 670,000 families. Urban ownership is 154,600, or 75% of urban families; rural ownership is 220,600, or 48% of rural families.)

Radio Homes by Counties*

Autauga	2,380	Dallas	8,450	Marion	2,770
Baldwin	3,830	DeKalb	4,350	Marshall	4,580
Barbour	4,080	Elmore	3,850	Mobile	21,880
Bibb	2,680	Escambia	3,480	Monroe	3,370
Blount	3,070	Etowah	9,700	Montgomery	18,520
Bullock	2,570	Fayette	2,050	Morgan	6,790
Butler	3,730	Franklin	2,920	Perry	3,130
Calhoun	8,370	Geneva	3,340	Pickens	2,810
Chambers	4,730	Greene	2,500	Pike	4,170
Cherokee	2,090	Hale	3,150	Randolph	3,110
Chilton	2,800	Henry	2,480	Russell	3,420
Choctaw	2,430	Houston	6,250	St. Clair	2,980
Clarke	3,200	Jackson	4,080	Shelby	3,440
Clay	1,910	Jefferson	85,710	Sumter	3,220
Cleburne	1,390	Lamar	1,930	Talladega	5,570
Coffee	3,730	Lauderdale	5,480	Tallahpoosa	3,800
Colbert	4,420	Lawrence	2,880	Tuscaloosa	9,000
Conecuh	2,920	Lee	5,270	Walker	7,850
Coosa	1,330	Limestone	4,270	Washington	1,910
Covington	5,160	Lowndes	2,700	Wilcox	2,970
Crenshaw	2,750	Macon	3,230	Winston	1,660
Cullman	4,500	Madison	8,530		
Dale	2,820	Marengo	4,780		

WHMA, ANNISTON

Operator: Anniston Broadcasting Co., WHMA Bldg. **Phone:** 2380. **Power:** 100 watts on 1420 kc (daytime). **Affiliation:** None. **Opened:** Nov. 3, 1938. (Note: This station is under the same ownership as the Anniston Star.)

General and station manager: John S. Pitts. **Commercial manager, artists bureau head:** Allen Brown. **Program and musical director:** Harold Russey. **Chief engineer:** Vernon Storey. **Publicity director:** Edwin Mullinax.

Rep: None. **Seating facilities:** Auditorium in WHMA Building can accommodate 600 persons. **Merchandising:** Distribute window cards, and arrange for newspaper stories and photos of artists; service rendered gratis. **Foreign language programs:** Not accepted. **Artists bureau:** Setup nominal only. **Base rate:** \$30.

Copy restrictions: County in which station is located is dry (although the State is not); "legitimate type" patent medicines accepted. **E. T. library:** World. **News:** UP. **News periods:** Five minutes, every hour on the hour, Monday through Saturday.

WAPI, BIRMINGHAM

Operator: Voice of Alabama, Inc., Protective Life Bldg. **Phone:** 3-8116. **Power:** 5,000 watts on 1140 kc. **Affiliation:** CBS. **Opened:** 1922. (Note: This station is owned by Alabama College, the Alabama Polytechnic Institute and the University of Alabama; "Voice of Alabama" is the operator, with a minority of the stock being held by the Columbia Broadcasting System, Inc.)

President, general manager: Thad Holt. **National sales representative:** H. H. Holts-houser. **Program directors:** Lionel Baxter and Clint Blakely. **Merchandising director:** Delmar Bradley. **Studio manager:** Nelle McFarland.

Rep: Radio Sales. **Seating facilities:** Cathedral Studio seats 200; city auditorium, capacity 5,000, may be obtained. **Merchandising:** Publicity on accounts and products; window displays, etc. **Foreign language programs:** Not accepted. **Artists bureau:** No regular setup; can furnish talent, however. **Base rate:** \$160.

Program policies: CBS program policies. **E. T. library:** Associated. **News:** UP.

*Joint Committee on Radio Research estimate for Jan. 1, 1938

ALABAMA STATIONS—Continued

News periods: 8 A.M., 12:45 P.M., 6 P.M., 10:30 P.M., all five minutes, all Monday through Saturday.

WBRC, BIRMINGHAM

Operator: Birmingham Broadcasting Co., Inc. Bankhead Hotel. **Phone:** 3-9293. **Power:** 5,000 and 1,000 watts on 930 kc. **Affiliation:** NBC Red Southcentral Group. **Opened:** May 18, 1925.

President: K. G. Marshall. **Vice-president:** J. C. Bell. **Secretary-treasurer:** Mrs. H. P. Hanna. **Assistant manager:** John Connolly.

Rep: Paul H. Raymer. **Seating facilities:** Studio, 50. **Merchandising:** Build up programs via Birmingham Post, Southern Radio News and various Alabama weeklies (trade-out proposition with the Post); plug programs on "Don't Miss It" broadcast, 10-10:15 A.M. daily. **Foreign language programs:** Will consider such programs. **Artists bureau:** None. **Stock:** Owned by Mrs. H. P. Hanna, K. G. Marshall, and J. C. Bell. **Base rate:** \$96 (½ hr.).

Copy restrictions: Accept light wines and beer on national rate; no hard liquors; accept patent medicines approved by Federal Trade Commission; words pertaining to certain bodily functions not allowed. **E. T. library:** None. **News:** INS. **News periods:** 8-8:15 A.M., and 9:45-9:50 A.M., Monday through Saturday; 1:15-1:30 P.M., Monday through Friday; 12:45-1 P.M., Saturday only; 6:30-6:45 P.M., Monday through Saturday; 9:30-9:45 P.M., Monday and Tuesday; 10:30-10:45 P.M., Wednesday only; 10:15-10:30 P.M., Thursday and Friday; 9-9:15 P.M., Saturday only.

WSGN, BIRMINGHAM

Operator: Birmingham News Company, Tutwiler Hotel. **Phone:** 4-3434. **Power:** 250 and 100 watts on 1310 kc. **Affiliation:** NBC Blue Southern Group; Alabama Network. **Opened:** 1926. (Note: This station is newspaper-operated by the Birmingham News and Age-Herald.)

Vice-president, general manager: Henry P. Johnston. **Program director:** Robert McRaney. **Chief engineer:** Paul B. Cram.

Rep: Kelly-Smith Co. **Seating facilities:** Studio, seats 150 persons; local theatre seats 1,200. **Merchandising:** Publicity news, listings, new program advertisements; window displays, store-to-store and house-to-house surveys, etc.; all carried out at actual cost. **Foreign language programs:** Will accept; translation must be furnished in advance for approval. **Artists bureau:** None, as such, but maintain clearing house

for talent through program department. **Base rate:** \$100.

Copy restrictions: Beer and wine accepted; only recognized patent medicines accepted. **E. T. library:** Lang-Worth; NBC Thesaurus. **News:** AP. **News periods:** Five minutes, twice mornings (time not given), 12 noon, and twice afternoons (time not given) Monday through Saturday; spots sold only before and after the news.

WMFO, DECATUR

Operator: James R. Doss, Jr., 418½ Second Ave. **Phone:** Decatur 802. **Power:** 100 watts on 1370 kc (daytime). **Affiliation:** Alabama Network. **Opened:** June 26, 1935. (Note: James R. Doss, Jr., also operates WJRD, Tuscaloosa.)

Owner: James R. Doss, Jr. **Station manager:** Ted R. Woodward. **Commercial manager:** Robert H. Allbright. **Chief engineer:** Fred L. James, Jr. **Program director:** Charles H. Clements.

Rep: Kelly-Smith Co. **Seating facilities:** "Limited audiences"—no capacity given. **Merchandising:** No information given. **Foreign language programs:** No information given. **Artists bureau:** Yes; lists about 10 groups, orchestras, etc. **Base rate:** \$40.

Copy restrictions: Beer and wine accepted; no hard liquors; no religious programs unless passed by local ministerial alliance. **E. T. library:** None listed. **News:** UP. **News periods:** 7:20-7:30 A.M., 9-9:15 A.M., noon-12:15 P.M. (sports news), 2-2:15 P.M., Monday through Saturday; 4:30-4:45 P.M., Sunday.

WAGF, DOTHAN

Operator: Dothan Broadcasting Co., 204½ E. Main St. **Phone:** 1430. **Power:** 250 watts on 1370 kc (to local sunset). **Affiliation:** None. **Opened:** Dec. 14, 1933.

Station manager: Julian C. Smith. **Commercial manager:** Fred C. Moseley. **Program director:** Samuel Hall. **Chief engineer:** John T. Hubbard. **Publicity director:** Bill Spencer.

Rep: Burn-Smith Co., Inc. **Seating facilities:** Limited. **Merchandising:** None. **Foreign language programs:** Not accepted; no foreign element in this territory. **Artists bureau:** None. **Base rate:** \$30.

Copy restrictions: Beer, wine and liquor accepted; no patent medicine advertising; all copy subject to station approval. **News:** Transradio.

WJBY, GADSDEN

Operator: Gadsden Broadcasting Co., Inc., 108 Broad St. **Phone:** 88. **Power:** 250

ALABAMA STATIONS—Continued

and 100 watts on 1210 kc. **Affiliation:** None. **Opened:** May, 1928.

President: B. H. Hopson. **Commercial manager:** J. W. Buttram. **Studio and production director:** Beatrice Tate Benton. **Chief engineer:** Vernon Storey. **Publicity director:** Sam Benton.

Rep: Sears & Ayer. **Seating facilities:** None. **Merchandising:** Sales staff calls on dealers, urging display of advertised goods; issue house organ "Radiograms" to wholesalers and retailers; new commercial programs accorded publicity in "Southern Radio News," weekly radio publication circulated in the South. **Foreign language programs:** Not accepted; such population very meager. **Artists bureau:** None. **Base rate:** \$60.

Copy restrictions: Accept beer and wine; all copy must meet requirements of Federal Trade Commission. **News:** Trans-radio.

WBHP, HUNTSVILLE

Operator: Wilson Harvey Pollard, Times Bldg. **Power:** 100 watts on 1200 kc. **Affiliation:** None. **Opened:** 1937.

General manager: Wilton Harvey Pollard. **Base rate:** \$28 (½ hr.).

No further information available after repeated requests.

WALA, MOBILE

Operator: Pape Broadcasting Co., Alabama-Tennessee & Northern R. R. Bldg. **Phone:** Dexter 5893. **Power:** 1,000 and 500 watts on 1380 kc. **Affiliation:** NBC Supplementary Red Southcentral and Blue Southern Groups. **Opened:** Feb. 7, 1930.

Owner and general manager: W. O. Pape. **Assistant manager:** J. H. Hunt, Jr. **Commercial and advertising manager:** H. K. Martin. **Program director:** Jack Bridges. **Chief engineer:** R. M. Cole. **Musical director:** Agnes Griffin Pirtle. **Publicity director:** J. H. Hunt, Jr.

Rep: John H. Perry Associates. **Seating facilities:** Capacity not listed. **Merchandising:** Obtain cooperation of clerks and displays in all stores where product is handled; other assistance rendered. **Foreign language programs:** Would not refuse; foreign population, however, very low. **Artists bureau:** None. **Base rate:** \$120.

Copy restrictions: Alcoholic beverages accepted; objectionable wording must be omitted in patent medicine advertising. **E. T. library:** NBC Thesaurus. **News:** INS.

WMOB, MOBILE

Operator: S. B. Quigley. **Power:** 100 watts on 1370 kc (daytime).

At press time this station had a construction permit only.

WCOV, MONTGOMERY

Operator: Capital Broadcasting Co., Inc., Exchange Hotel. **Power:** 100 watts on 1210 kc (daytime). **Affiliation:** None. **Opened:** 1939.

General Manager: G. W. Covington, Jr. **Rep:** William R. Stewart. **Base rate:** \$45.

No further information available.

WSFA, MONTGOMERY

Operator: Montgomery Broadcasting Co., Inc., Jefferson Davis Hotel. **Phone:** Cedar 5880. **Power:** 1,000 and 500 watts on 1410 kc. **Affiliation:** CBS. **Opened:** March 31, 1930.

President, general manager, national advertising manager: Howard E. Pill. **Local advertising manager:** John B. De Motte. **Program director, musical director:** Caldwell Stewart. **Chief engineer:** Paul B. Duncan. **Publicity director:** M. E. Price.

Rep: Kelly-Smith Co. **Seating facilities:** Can use local auditorium, capacity 1,000. **Merchandising:** Offer "reasonable assistance"; pre-plug programs. **Foreign language programs:** Not accepted. **Artists bureau:** None, but can supply any type of local artist at cost. **Base rate:** \$40 (½ hr.).

Copy restrictions: Accept beer, wine and hard liquors; patent medicine copy subject to station approval; no further restrictions except adherence to laws of "good taste." **E. T. library:** NBC Thesaurus. **News:** INS. **News periods:** 7:30 A.M., 9:30 A.M., 12:30 P.M., 2:30 P.M., 6:15 P.M., Monday through Saturday, all of 10-minute duration; 9-9:10 P. M. every day.

WMSD, SHEFFIELD

Operator: Muscle Shoals Broadcasting Corp., Muscle Shoals, Ala. **Phone:** 181. **Power:** 100 watts on 1420 kc. **Affiliation:** None. **Opened:** November, 1933.

Station manager: Joe Van Sandt. **Program director:** James Connolly. **Chief engineer:** Virgil Sanderson.

Rep: Burn-Smith Co., Inc. **Seating facilities:** Can accommodate about 100 persons. **Merchandising:** No information given. **Foreign language programs:** No information given. **Artists bureau:** Setup nominal only. **Base rate:** \$35.

Copy restrictions: Beer, wine and whiskey advertising accepted; patent medicines accepted, providing they meet Government inspection.

WHBB, SELMA

Operator: Selma Broadcasting Co., Inc., 209 Washington St. **Phone:** 1233. **Power:**

ALABAMA STATIONS—Continued

100 watts on 1500 kc. **Affiliation:** None. **Opened:** Nov. 11 1935.

Station manager: W. J. Reynolds, Jr. **Program director:** Ward A. Coleman. **Chief engineer:** William Pigg.

Rep: None. **Seating facilities:** None. **Merchandising:** Yes; details of service not listed. **Foreign language programs:** Not accepted. **Artists bureau:** Yes; lists about 20 artists, bands, etc. **Base rate:** \$20 (½ hr.).

Copy restrictions: Accept beer, wines, alcoholic beverages of any type; reserve right to cancel any programs of objectionable character. **E. T. library:** None. **News:** Transradio. **News periods:** 7:30-7:35 A.M., 8-8:10 A.M., 10-10:10 A.M., 1-1:10 P.M., 6-6:08 P.M., 7:45-8 P.M., all daily.

WJRD, TUSCALOOSA

Operator: James R. Doss, Jr., First National Bank Bldg. **Phone:** 1401; 1022.

Power: 250 watts on 1200 kc (daytime only). **Affiliation:** None. **Opened:** Oct. 6, 1936. (Note: James R. Doss, Jr., also operates WMFO, Decatur.)

Director: James R. Doss, Jr. **Manager:** J. Leslie Doss. **Commercial manager:** J. "Ed" Reynolds. **Chief engineer:** Ellis H. Eudy. **Program and production director:** Wilhelmina Quarles.

Rep: Kelly-Smith Co. **Seating facilities:** About 100 persons. **Merchandising:** Partial service; carried on by local salesmen. **Foreign language programs:** Jewish only accepted. **Artists bureau:** Setup nominal. **Base rate:** \$25 (½ hr.).

Copy restrictions: No beer, wines and alcoholic beverages accepted; no patent medicines; copy must be submitted previous to broadcast, and station reserves right to cut objectionable matter. **E. T. library:** MacGregor. **News:** Transradio. **News periods:** 9 A.M. 1 P.M., 5 P.M., all 15 minutes, all daily.

ARIZONA

(79,500 radio homes, or 77% ownership among the State's total of 104,000 families. Urban ownership is 33,100, or 89% of urban families; rural ownership is 46,500, or 69% of rural families.)

Radio Homes by Counties

Apache	2,240	Greenlee	1,640	Pinal	3,510
Cochise	7,790	Maricopa	28,060	Santa Cruz.....	1,780
Coconino	2,350	Mohave	1,140	Yavapai	5,480
Gila	5,930	Navajo	3,360	Yuma	3,500
Graham	1,580	Pima	11,240		

KWJB, GLOBE

Operator: Sims Broadcasting Co., P. O. Box 905. **Phone:** 41. **Power:** 250 and 100 watts on 1210 kc. **Affiliation:** Arizona Broadcasting Co., Inc. **Opened:** July 19, 1938.

Owner, station manager: Bartley T. Sims. **Commercial manager:** Vester Sansing. **Program director:** Jack Stafford. **Chief engineer:** William Carberry.

Rep: Paul H. Raymer Co. **Seating facilities:** Can accommodate about 150 persons. **Merchandising:** Limited service rendered gratis. **Foreign language programs:** Spanish accepted (station claims large Spanish-speaking population in its area). **Artists bureau:** None. **Base rate:** \$25.

Copy restrictions: Beer and wine copy accepted; no hard liquors. **E. T. library:**

None. **News:** Transradio. **News periods:** 12:30 P.M., 5 P.M., 8 P.M., all 15 minutes, all Monday through Saturday.

KCJR, JEROME

Operator: Charles C. Robinson (owner), Clinkscale Building. **Power:** 250 and 100 watts on 1310 kc. **Affiliation:** None. **Opened:** 1930.

Rep: None. **Foreign language programs:** Apparently accepted according to rate-card information. **Base rate:** \$20.

No other information available.

KSUN, LOWELL

Operator: Copper Electric Co., Inc. **Power:** 250 and 100 watts on 1200 kc. **Opened:** 1933.

Base rate: \$40.

No other information available.

ARIZONA STATIONS—Continued

KOY, PHOENIX

Operator: Salt River Valley Broadcasting Co., 836 North Central Ave. **Phone:** 4-4144. **Power:** 1,000 watts on 1390 kc. **Affiliation:** CBS; Arizona Network. **Opened:** 1922. (Note: This station is affiliated with the Prairie Farmer, which controls and operates WLS, Chicago.)

President: Wm. A. Baldwin. **Vice-president, general manager:** Fred A. Palmer. **Program director, artists bureau head, musical director:** John R. Williams. **Chief engineer:** E. E. Alden. **Publicity director:** Jack Copeland.

Rep: John Blair & Co. **Seating facilities:** Audience room, 40. **Merchandising:** Furnish market statistics; testimonial letters; mail reports. **Foreign language programs:** Accepted; copy must be submitted 24 hours in advance and comply with station policies. **Artists bureau:** Setup nominal only. **Base rate:** \$90.

Copy restrictions: Not listed. **E. T. library:** Lang-Worth; Langlois & Wentworth; World. **News:** Transradio. **News periods:** 8-8:10 A. M., 10:15-10:30 A. M., 12:30-12:40 P. M., 4-4:10 P. M., 6:30-6:45 P. M., 10:45-11 P. M., Monday through Saturday; 4-4:15 P. M., Sunday only; 9-9:15 P. M., Sunday through Friday.

KTAR, PHOENIX

Operator: KTAR Broadcasting Company, Heard Bldg. **Phone:** 4-4161. **Power:** 1,000 watts on 620 kc. **Affiliation:** NBC Supplementary to Pacific Coast Red or Blue; Arizona Broadcasting Co. **Opened:** June 21, 1922. (Note: This station is newspaper-affiliated with the Arizona Republic (morning), Phoenix Gazette (evening), and the Arizona Weekly Gazette.)

General manager: Dick Lewis. **Commercial manager:** J. Richard Heath. **Program director:** J. Howard Pyle. **Chief engineer:** Arthur C. Anderson. **Artists bureau head:** Fay Meyerson. **Publicity director:** Hal Roach.

Rep: Paul H. Raymer Company. **Seating facilities:** Two studios seating 90 persons; outside auditorium seating 2,500. **Merchandising:** Announcements several days prior to start of program; mention of clients and programs on the air in daily program resume several times before program is presented; paid newspaper listings, covering sponsor's name and program title in black face type, in Arizona Republic (morning) and Phoenix Gazette (evening) newspapers; weekly advance listing of all programs in Arizona Weekly Gazette; personal contact, telephone call or letter informing distributors and larger dealers of advertising campaign, suggesting their cooperation in window displays, etc.; mail-

ings of advance program schedules to select group of advertising agencies, representatives, clients, local distributors, dealers and business organizations; issue direct mail material to listeners and others where it will prove effective in the interests of client; mailing material to be furnished by client; station is prepared to take care of any other merchandising service advertiser desires on a cost basis. **Foreign language programs:** Spanish accepted. **Artists bureau:** Yes. **Base rate:** \$140.

Copy restrictions: Accept beer; no wine or hard liquor; no misleading or fraudulent advertising; no "cure-alls," fortune tellers, lotteries, etc.; no mail order advertising competitive to local merchants; all copy is subject to station approval and government regulations. **E. T. library:** NBC Thesaurus; Standard; MacGregor. **News:** UP. **News periods:** 7:30 A.M., 10 A.M., noon, 5:15 P.M., 11 P.M., all 15 minutes, all Monday through Saturday; 9-9:15 P. M., Sunday through Friday.

KYCA, PRESCOTT

Operator: Southwest Broadcasting Co. **Power:** 250 and 100 watts on 1500 kc.

At press time this station had a construction permit only. Additionally, issues were being determined by the Court of Appeals, District of Columbia.

KGLU, SAFFORD

Operator: Gila Broadcasting Co., Inc., 6th Ave. & Relation St. **Phone:** Safford 15. **Power:** 250 and 100 watts on 1420 kc. **Affiliation:** None. **Opened:** July 15, 1938.

Station and commercial manager: John Merino. **Program director:** Beatrice Merino. **Chief engineer:** Paul Merrill. **Publicity director:** Ralph Langley.

Rep: Cox and Tanz. **Seating facilities:** Observation-reception room has full view of studios, and can accommodate small audiences; direct line maintained to Safford Theatre which is available to sponsors for a fee depending on time of broadcast. **Merchandising:** Supervisory service only rendered. **Foreign language programs:** Spanish accepted, provided sponsor furnishes announcer. **Artists bureau:** None. **Base rate:** \$25.

Copy restrictions: Alcoholic beverage and patent medicine advertising accepted, but not encouraged; all copy must represent legitimate merchandise. **E. T. library:** MacGregor; Standard. **News:** Transradio; Christian Science Monitor. **News periods:** 8:15-8:30 A.M., 12:30-12:45 P.M., 5 P.M. (sports), 6-6:15 P.M., 7:55-8:05 P.M., all Monday through Saturday; noon-12:15 P.M., 6-6:15 P.M., both Sunday; 11 A.M. (women's news), Tuesday, Thursday,

ARIZONA STATIONS—Continued

Saturday; 2 P.M. (Monitor news), Monday through Friday.

KTUC, TUCSON

Operator: Tucson Motor Service Co., 142 S. 6th Avenue. **Phone:** 5800. **Power:** 256 and 100 watts on 1370 kc. **Affiliation:** CBS; Arizona Network with KOY, Phoenix, KSUN, Lowell. **Opened:** March 29, 1929.

President: F. Z. Howe. **Station manager:** D. B. Roush. **Chief engineer:** Clifford Livingston. **Studio manager:** Dick Johnson.

Rep: Joseph Hershey McGillvra. **Seating facilities:** 35 persons. **Merchandising:** Yes; details of service not listed. **Foreign language programs:** Accept Spanish programs. **Artists bureau:** None. **Base rate:** \$40.

Copy restrictions: Accept beer, wine and patent medicines, provided products are legitimate. **E. T. library:** Langworth; MacGregor; World (through Arizona Network). **News:** Transradio. **News periods:** 8-8:10 A.M., 10:15-10:30 A.M., 12:30-12:45 P.M., 4-4:10 P.M., 8-8:15 P.M., 10-10:15 P.M., all daily.

KVOA, TUCSON

Operator: Arizona Broadcasting Co., Inc., Box 2888. **Phone:** 3703-3704. **Power:** 1,000 watts on 1260 kc. **Affiliation:** NBC Red and Blue; Arizona Broadcasting Co. **Opened:** May, 1929. (Note: This station is under the same ownership as KTAR, Phoenix.)

Station manager: R. B. Williams. **Chief**

engineer: Leonard L. Nalley. **Program director:** Andrew White.

Rep: Paul H. Raymer Co. **Seating facilities:** None. **Merchandising:** Complete service offered; no charge unless special services are wanted. **Foreign language programs:** No restrictions on acceptance. **Artists bureau:** None. **Base rate:** \$80.

Copy restrictions: Advertising of alcoholic beverages not accepted, with the exception of beer. **E. T. library:** NBC Thesaurus. **News:** UP. **News periods:** 7:30 A.M., noon, 5:15 P.M., 11 P.M., all 15 minutes, all Monday through Saturday; 9-9:15 P.M., Monday through Friday; 6-6:15 P.M., Sunday only.

KUMA, YUMA

Operator: Silver Crest Theatres, Lee Hotel Bldg. **Phone:** Yuma 88. **Power:** 100 watts on 1420 kc (operates specified hours). **Affiliation:** Arizona Broadcasting Co., Inc. **Opened:** 1932.

Lessee: A. H. Schermann. **General manager and program director:** E. N. Sturdivant. **Engineer:** Willard J. Starkey.

Rep: Walter Biddick Co. **Seating facilities:** None. **Merchandising:** None. **Foreign language programs:** Spanish programs and announcements encouraged. **Artists bureau:** None. **Base rate:** \$25.

Copy restrictions: Beer and wine accepted; no other alcoholic beverages. **E. T. library:** MacGregor. **News:** Local; Christian Science Monitor. **News periods:** 7:15-7:30 A.M., noon-12:15 P.M., 6:15-6:30 P.M., all Monday through Saturday.

ARKANSAS

(254,800 radio homes, or 51% ownership among the State's total of 501,000 families. Urban ownership is 88,100, or 78% of urban families; rural ownership 166,700, or 43% of rural families.)

Radio Homes by Counties

Arkansas	3,180	Craighead	5,780	Howard	2,050
Ashley	3,060	Crawford	3,050	Independence	3,030
Baxter	1,110	Crittenden	5,080	Izard	1,390
Benton	5,000	Cross	3,270	Jackson	3,320
Boone	2,110	Dallas	1,850	Jefferson	10,280
Bradley	2,240	Desha	3,160	Johnson	2,430
Calhoun	1,010	Drew	2,520	Lafayette	2,220
Carroll	1,990	Faulkner	3,450	Lawrence	2,470
Chicot	3,260	Franklin	1,780	Lee	3,610
Clark	3,110	Fulton	1,150	Lincoln	2,420
Clay	3,150	Garland	6,930	Little River	1,860
Cleburne	1,280	Grant	1,050	Logan	2,860
Cleveland	1,310	Greene	3,310	Lonoke	3,790
Columbia	3,220	Hempstead	3,940	Madison	1,410
Conway	2,580	Hot Spring	2,480	Marion	950

ARKANSAS STATIONS—Continued

Miller	4,740	Poinsett	3,600	Sebastian	10,250
Mississippi	9,050	Polk	2,020	Sevier	2,100
Monroe	2,790	Pope	3,440	Sharp	1,200
Montgomery	1,210	Prairie	1,790	Stone	800
Nevada	2,430	Pulaski	28,430	Union	8,910
Newton	1,020	Randolph	1,850	Van Buren	1,220
Ouachita	4,240	St. Francis	4,310	Washington	5,820
Perry	820	Saline	2,110	White	4,600
Phillips	6,740	Scott	1,340	Woodruff	2,550
Pike	1,420	Searcy	1,160	Yell	2,340

KLCN, BLYTHEVILLE

Operator: Charles Leo Lintzenich. **Power:** 100 watts on 1290 kc (daytime).

No other information available after repeated requests.

KELD, EL DORADO

Operator: Radio Enterprises, Inc., Box 610. **Phones:** Studio, 1313; office, 1314. **Power:** 100 watts on 1370 kc. **Affiliation:** None. **Opened:** Oct. 5, 1935. (Note: This station is affiliated with the Arkansas Farmer (as is KARK, Little Rock) and Pulaski Weekly Herald, Little Rock.)

President: R. E. Meinert. **Vice-president, general manager:** G. E. Zimmerman. **Station manager:** F. E. Bolls. **Commercial manager:** T. P. Thompson. **Program director:** Rodney Smith. **Chief engineer:** Charles Mathis. **Artists bureau head, musical director:** Rodney Smith. **Publicity director, assistant manager:** Leon Sipes.

Rep: Joseph Hershey McGillvra. **Seating facilities:** Reception room, 50 persons. **Merchandising:** Various services rendered by staff; regular issues of KELD house organ contain merchandising data relative to firms' products advertised over KELD; house organ is distributed widely. **Foreign language programs:** Not accepted. **Artists bureau:** Setup is nominal; does not function as booking organization. **Base rate:** \$37.50.

Copy restrictions: No hard liquors; accept patent medicines "of proper worth and good standing"; copy must comply with rules of "decency, proper form and truth." **E. T. library:** World. **News:** Transradio. **News periods:** 10-10:05 A.M., 12:15-12:30 P.M., 5:30-5:45 P.M., Monday through Saturday.

KFPW, FORT SMITH

Operator: Southwestern Hotel Co., 1213 Garrison Ave. **Phones:** 4106 (station); 7069 (advertising department). **Power:** 100 watts on 1210 kc. **Affiliation:** None. **Opened:** July 27, 1930.

President: John A. England. **Station**

manager, program and musical director: Dorothy Gibson. **General and commercial manager, publicity director:** Jimmie Barry. **Chief engineer:** Duane Holsington.

Rep: None. **Seating facilities:** Hotel ballroom, 300 persons; main dining room, 250; station reception room, 30. **Merchandising:** Complete service available; make contacts with wholesale distributors free; contacts with retail trade made at actual cost. **Foreign language programs:** No policy; no foreign population. **Artists bureau:** None. **Stock:** Closed corporation, stockholders in which are John A. England, R. J. Ross, J. E. Reynolds, W. J. Echols, Jr., and the estate of W. R. Martin. **Base rate:** \$25 (½ hr.).

Copy restrictions: Beer accepted, but no wines or hard liquors; recognized patent medicines accepted, but no others. **E. T. library:** None. **News:** UP. **News periods:** 8 A.M., noon, 6 P.M., 8 P.M., all 15 minutes, all Monday through Saturday.

KTHS, HOT SPRINGS

Operator: Hot Springs Chamber of Commerce, Chamber of Commerce Bldg. **Phone:** 1160. **Power:** 10,000 watts on 1060 kc. (operates to sunset, and from 8 P.M. to midnight). **Affiliation:** NBC Red or Blue Southwestern group. **Opened:** Dec. 20, 1924.

Manager: John I. Prosser. **Commercial manager:** E. C. Appler. **Chief engineer:** J. C. Norman.

Rep: John Blair & Co. **Seating facilities:** Chamber of Commerce studios, 50 persons; city auditorium, 1,200; Gross Chapel, 200. **Merchandising:** Program listings in local dailies and dailies in other Arkansas cities; complete radio page in local Sunday edition and rural weekly; point-of-sale display service; displays in studios; personal or mail contact with dealers regarding new programs or campaigns; check sales; pre-announcements of new programs gratis. **Foreign language programs:** None. **Artists bureau:** Yes; all types of talent available. **Base rate:** \$120.

Copy restrictions: Commercial copy must be kept at, or below, 10% of program time; beer and wine copy accepted, but no hard

ARKANSAS STATIONS--Continued

liquor; patent medicines must pass local Medical Committee; very few proprietary medicines accepted. **E. T. library:** Standard. **News:** AP. **News periods:** 12:45-1 P.M., 10:30-10:45 P.M., daily.

KBTM, JONESBORO

Operator: Regional Broadcasting Co., 104½ W. Washington Ave. **Phone:** 433. **Power:** 100 watts on 1200 kc (daytime). **Affiliation:** None. **Opened:** March, 1930.

Manager, commercial manager: Jay P. Beard. **Program director:** Martha Jean Booker. **Chief engineer:** J. C. Warren. **Merchandising director:** Phil Williams. **Continuity and publicity director:** Clarence Adams.

Rep: None. **Seating facilities:** 50 persons. **Merchandising:** Offered to accounts spending \$100 or more per month; 1,000 trade bulletins mailed gratis; personal contacts with trade within 25 mile radius will be made free for accounts amounting to \$1,000 or more. **Foreign language programs:** Not accepted. **Artists bureau:** Yes: list orchestras, ensembles actors, announcers, etc. **Base rate:** \$25.

Copy restrictions: Announcements must be limited to 100 words; beer accepted; no other alcoholic beverages. **E. T. library:** Standard. **News:** Transradio; also local. **News periods:** 7:55-8 A.M., 8:55-9 A.M., 9:30-9:40 A.M. (local), 9:55-10 A.M., 10:55-11 A.M., 12:15-12:30 P.M., 1:55-2 P.M., 2:55-3 P.M., 3:45-3:55 P.M., (N. E. Arkansas), 3:55-4 P.M., 4:40-4:45 P. M., all weekdays; 12:15-12:30 P.M., Sunday only.

KARK, LITTLE ROCK

Operator: Arkansas Radio and Equipment Co., 212 Center Street. **Phones:** LD-224; 2-1841. **Power:** 1,000 watts on 890 kc. **Affiliation:** NBC Southwestern Red Group. **Opened:** 1931.

Vice-President, general manager: G. E. Zimmerman. **Station manager:** Larry Meinert. **Commercial manager:** C. K. Beaver. **Program and publicity director:** Jack Lewis. **Chief engineer:** D. L. Winn.

Rep: Edward Petry & Co., Inc. **Seating facilities:** Can accommodate 200 persons. **Merchandising:** Full cooperation with advertisers when "cost is within reason." **Foreign language programs:** Will accept; governed by same rules as other advertising. **Artists bureau:** None. **Base rate:** \$120.

Copy restrictions: Beer and wine accepted, but not on Sundays; no restrictions on copy other than those of "good judgment." **E. T. library:** World. **News:** INS. **News periods:** 7:30-7:35 A.M., 1-1:10 P.M., 5:55-6 P.M., 10-10:05 P.M., daily; sports daily 5:45-6 P.M.

KGHI, LITTLE ROCK

Operator: Arkansas Broadcasting Co., Gazette Bldg. **Phone:** 9166. **Power:** 250 and 100 watts on 1200 kc. **Affiliation:** None. **Opened:** 1927. (Note: This station is affiliated with—but not primarily owned by—the Arkansas Gazette).

President, owner: A. L. Chilton. **Station and commercial manager:** R. G. Terrill. **Program and musical director, artists bureau head:** Ed King. **Chief engineer:** Bill Van Dusen. **Publicity director:** Bob Buice.

Rep: None. **Seating facilities:** Can accommodate about 300 persons. **Merchandising:** No information furnished. **Foreign language programs:** None. **Artists bureau:** Setup nominal only. **Base rate:** \$40.

Copy restrictions: Accept beer, wine and some patent medicine advertising; no hard liquor. **E. T. library:** Standard. **News:** None.

KLRA, LITTLE ROCK

Operator: Arkansas Broadcasting Co., Gazette Bldg. **Power:** 5,000 and 1,000 watts on 1390 kc. **Affiliation:** CBS. **Opened:** 1927. (Note: This station is affiliated with the Little Rock Arkansas Gazette as is KGHI, Little Rock.)

General manager: S. C. Vinsonhaler. **Commercial manager:** Ray Long. **Chief engineer:** K. F. Tracy.

Rep: The Katz Agency. **Merchandising:** Certain amount is offered to sponsor; details not defined. **Base rate:** \$100.

Copy restrictions: Beer and light wine advertising accepted. **E. T. library:** NBC Theasurus. **News:** UP. **News periods:** 8 A.M., noon, 6 P.M., 10 P.M., all five minutes, all Monday through Saturday (Esso).

KOTN, PINE BLUFF

Operator: Universal Broadcasting Corp., 505½ Main St. **Phone:** 464. **Power:** 100 watts on 1500 kc. **Affiliation:** None. **Opened:** March 12, 1934.

Station and commercial manager: B. J. Parrish. **Chief engineer:** J. R. Whitworth.

Rep: None. **Seating facilities:** Can accommodate 50 persons. **Merchandising:** "Reasonable amount" of service rendered free. **Foreign language programs:** Not accepted. **Artists bureau:** None listed. **Base rate:** \$37.50.

Copy restrictions: Beer and wine advertising accepted; no hard liquors; all advertising must be in "good taste"; acceptance of patent medicine copy is subject to approval of the station manager. **E. T. library:** MacGregor. **News:** Transradio.

KUOA, SILOAM SPRINGS

Operator: KUOA, Inc., Siloam Springs. **Phone:** 170-77. **Power:** 5,000 watts on 1260



BIG CITIES

100% of the total Pacific Coast metropolitan ("Big City") population is in the *Daytime Primary Area* of the Columbia Pacific Network.



TOWNS

89.4% of the total Pacific Coast small city population (outside metropolitan areas) is in the *Daytime Primary Area* of The Columbia-Pacific Network.



RURAL

83.7% of the total Pacific Coast rural population (farms and towns of less than 2500) is in the *Daytime Primary Area* of The Columbia Pacific Network.

92% of all Pacific Coast population is in the *Daytime Primary Area* of this network! (And 98.7% at Night!)

**TO SELL
THESE 3**

BUY THIS ONE

"Going radio" this one way permits you to blanket the front-and-back-country thoroughly. When you "go Columbia" you know your coast program is bracketed with the nation's prime audience-builders...at one low cost.



COLUMBIA *Pacific* **NETWORK**

A DIVISION OF THE COLUMBIA BROADCASTING SYSTEM - REPRESENTED BY RADIO SALES

ARKANSAS STATIONS—Continued

kc (daytime). **Affiliation:** None. **Opened:** 1922. (Note: This station is owned by John Brown University).

Manager: Storm Whaley. **Chief engineer:** J. L. Miller.

Rep: To be appointed soon. **Seating facilities:** None. **Merchandising:** Limited services rendered at actual cost. **Foreign language programs:** Not accepted.

Artists bureau: None. **Base rate:** \$62.50.

Copy restrictions: No alcoholic beverages accepted; all copy subject to station approval and government regulations. **E. T. library:** World; Standard; Lang-Worth; NAB. **News:** UP. **News periods:** 7-7:15 A.M., 10-10:15 A.M., 12:15-12:30 P.M., 6-6:15 P.M., daily except Sunday.

CALIFORNIA

(1,719,800 radio homes, or 95% ownership among the State's total of 1,818,000 families. Urban ownership is 1,287,100, or 94% of urban families; rural ownership is 432,700 or 96% of rural families.)

Radio Homes by Counties

Alameda	145,680	Madera	4,590	San Joaquin.....	27,690
Alpine	70	Marin	11,350	San Luis Obispo...	9,010
Amador	2,170	Mariposa	1,270	San Mateo.....	22,250
Butte	10,800	Mendocino	6,780	Santa Barbara.....	18,630
Calaveras	1,970	Merced	9,820	Santa Clara.....	42,960
Colusa	2,910	Modoc	2,320	Santa Cruz.....	12,410
Contra Costa.....	22,250	Mono	390	Shasta	4,410
Del Norte.....	1,540	Monterey	14,510	Sierra	820
Eldorado	2,910	Napa	6,160	Siskiyou	7,720
Fresno	40,820	Nevada	3,440	Solano	11,800
Glenn	3,370	Orange	36,130	Sonoma	19,660
Humboldt	12,790	Placer	7,250	Stanislaus	16,570
Imperial	15,960	Plumas	2,310	Sutter	4,110
Inyo	2,260	Riverside	24,310	Tehama	4,340
Kern	24,030	Sacramento	38,400	Trinity	980
Kings	7,000	San Benito	3,170	Tulare	21,800
Lake	2,520	San Bernardino...	39,600	Tuolumne	2,890
Lassen	3,340	San Diego.....	67,530	Ventura	15,820
Los Angeles.....	694,810	San Francisco.....	189,470	Yolo	6,550
				Yuba	3,380

KERN, BAKERSFIELD

Operator: McClatchy Broadcasting Co., Elks Club. **Phone:** 5-700. **Power:** 100 watts on 1370 kc. **Affiliation:** NBC California Valley Group; California Radio System. **Opened:** Jan. 29, 1932. (Note: This station is not directly newspaper-operated, but is owned by the McClatchy newspapers.)

Station head: Howard Lane (business manager, McClatchy Broadcasting Co.). **Station manager, program director:** Robert L. Stoddard. **Commercial manager, publicity director:** Jack Crawford. **Chief engineer:** Verne Shatto.

Rep: Paul H. Raymer Co. **Seating facilities:** Auditorium seats 400. **Merchandising:** Service includes newspaper publicity, air publicity, distribution of circulars, dealer calls, displays, etc. **Foreign language programs:** Not accepted. **Artists bureau:** None. **Base rate:** \$42.

Copy restrictions: Wine and beer accepted; no other alcoholic beverages; no lotteries, etc.; no medicinal advertising. **E. T. library:** Standard. **News:** INS. **News periods:** 7-7:15 A.M., 12:15-12:30 P.M., Monday through Saturday; 5:45-6 P.M., Wednesday only; 6-6:15 P.M., Monday, Tuesday, Thursday, Friday, Saturday.

KPMC, BAKERSFIELD

Operator: Pioneer Mercantile Co., 20th and Eye Sts. **Phone:** 4500. **Power:** 1,000 watts on 1550 kc. **Affiliation:** Mutual; Don Lee Broadcasting System. **Opened:** Feb. 13, 1935.

President: Frank Schamblin. **Station and commercial manager:** Leo A. Schamblin. **Program director:** Curtis Sturm. **Chief engineer:** Leo Jarvis. **Publicity director:** Harold Carlock.

Full Showing of *Foster & Kleiser*
Billboards Now Proclaim to
Greater Los Angeles that...

In Southern California It's
WARNER BROS.
KFWB
950
ON YOUR DIAL
FOR THE *Best* IN RADIO ENTERTAINMENT!

PRODUCERS OF COAST-TO-COAST SHOWS TO THE NETWORKS

THIS YEAR IT'S ~
"THE GROUCH CLUB"!

*Heard on NBC Coast-to-Coast RED Network,
Sundays, and on KFWB, 2:30 P. M., P. S. T.*

WARNER BROS. BROADCASTING CORP.
Owners and Operators of KFWB
HOLLYWOOD, CALIFORNIA

CALIFORNIA STATIONS—Continued

Rep: None. **Seating facilities:** 75 persons. **Merchandising:** Commercial department renders service; supply data on market conditions and distribution. **Foreign language programs:** None on station currently. **Artists bureau:** Maintained nominally only. **Base rate:** \$50.

Copy restrictions: Wine and beer accepted; no other alcoholic beverages; copy must be "ethical in every respect." **E. T. library:** World. **News:** UP. **News periods:** 7 A.M., 9 A.M. (women's news), noon, 5:45 P.M., 10 P.M., all 15 minutes.

KRE, BERKELEY

Operator: Central California Broadcasters, Inc., 601 Ashby Ave. **Phone:** Ashberry 7715. **Power:** 250 and 100 watts on 1370 kc. **Affiliation:** None. **Opened:** 1922.

Director, station manager: Arthur Westlund. **Program director:** M. Donald Hamby. **Musical director:** Harold S. Hawley. **Sales manager:** Fred Macpherson.

Rep: None. **Seating facilities:** None. **Merchandising:** Dealer contacts, window displays, newspaper tie-ins, photographs gratis; special services bear a charge. **Foreign language programs:** Semi-restricted; occasional Italian and Portuguese programs; foreign language business not solicited generally. **Artists bureau:** None. **Base rate:** \$62.75.

Copy restrictions: Average single commercial restricted by management to about 1 minute; beer and wines accepted; no hard liquor; patent medicines and health services accepted only at discretion of the management. **E. T. library:** Standard. **News:** INS. **News periods:** 9-9:15 A.M., 5:30-5:45 P.M., daily.

KMPC, BEVERLY HILLS

Operator, KMPC, The Station of the Stars, Inc., 9631 Wilshire Blvd. **Phone:** Oxford 6211. **Power:** 500 watts on 710 kc (6 A.M. to sunset and 8:30 P.M. to 1 A.M.) **Affiliation:** None. **Opened:** December, 1928.

President: G. A. Richards.* **Vice-president, general manager:** Leo B. Tyson. **Program director:** Ted Gates. **Chief engineer:** Roger Love. **Publicity director:** Lois Cowan.

Rep: Gene Furgason & Co. **Seating facilities:** Studio, 150 persons. **Merchandising:** Mail 100 letters free of charge; other services as desired by sponsor, rendered at actual cost. **Foreign language programs:** Not accepted. **Artists bureau:** None. **Base rate:** \$90.

Copy restrictions: Commercial announce-

* Also president of WJR, Detroit, and WGAR, Cleveland.

ments limited to 100 words; time signals limited to 75 words; not over 15% of any program period may be occupied by advertising; accept beer and wines; no hard liquors. **E. T. library:** MacGregor. **News:** UP. **News periods:** 9 A.M., 12:30 P.M., 2:30 P.M., 5:45 P.M., 9:45 P.M., all 15 minutes, all Monday through Saturday.

KHSL, CHICO

Operator: Golden Empire Broadcasting Co., Golden Empire Bldg. **Phone:** Chico 237. **Power:** 250 watts on 1260 kc. **Affiliation:** None. **Opened:** April 17, 1935. (Note: Same operator also controls KVCV, Redding.)

President, general manager, commercial manager, program director, publicity: Harold Smithson. **Chief engineer:** Robert Songstad.

Rep: None. **Seating facilities:** Studio accommodates about 100 persons. **Merchandising:** Contact dealers; arrange displays; distribute samples, etc. **Foreign language programs:** Not accepted. **Artists bureau:** None. **Base rate:** \$55.

Copy restrictions: No beer, wine or other alcoholic beverage copy accepted; no patent medicines; no announcements on Sundays; all copy subject to station approval. **News:** INS.

KXO, EL CENTRO

Operator: E. R. Irely and F. M. Bowles, 793 Main St. **Phone:** 1100. **Power:** 100 watts on 1500 kc. **Affiliation:** Mutual; Don Lee. **Opened:** January, 1927.

Owner, station manager: F. M. Bowles. **Rep:** For any business outside network broadcasts, consult KXO or any recognized agency. **Seating facilities:** Limited accommodations in studios; El Centro high school auditorium available. **Merchandising:** Render personal calls on sponsor's local representatives or outlets. **Foreign language programs:** Accepted. **Artists bureau:** None. **Base rate:** \$25.

Copy restrictions: Do not accept beer, wine or liquor advertising; no contract allowed calling for payment of station time on a percentage of sales.

KIEM, EUREKA

Operator: Redwood Broadcasting Co., Inc., Vance Hotel. **Phone:** 93. **Power:** 1,000 and 500 watts on 1450 kc. **Affiliation:** Mutual; Don Lee Broadcasting System. **Opened:** May, 1933.

General manager, chief engineer: Wm. B. Smullin. **Engineers:** Charles Baker, Alvor Olson. **Program director:** Dean Metcalf. **Local advertising manager:** Hugh



You folks certainly have got a swell climate, that's why I always spend my vacations out here . . . and I owe it all to DON LEE. Why? Because 9 out of every 10 radio homes on the Pacific Coast are within 25 miles of a DON LEE station, which means my advertising message is released *locally* on the entire Pacific Coast and becomes a friendly suggestion from a neighbor. That type of advertising brings immediate action. Furthermore, with their 30 primary stations in the 30 primary markets on the Pacific Coast, DON LEE reaches lots of communities which are practically isolated from any other radio broadcasting due to the uncertainty of long range reception. In the summer for instance, we found long range reception becomes virtually impossible as in the case of Eureka, a \$17,000,000 market. Surveys taken there showed 100% exclusive audience for DON LEE during the summer. DON LEE is the only network that can guarantee complete Pacific Coast coverage . . . All this means more sales, and more money, so that I can spend nice long vacations out here lying on my back in the sun enjoying your wonderful climate and your marvelous scenery . . . Yessir, I owe it all to DON LEE.



DON LEE

MUTUAL **BROADCASTING SYSTEM**

THE NATION'S GREATEST REGIONAL NETWORK

1510 West Beverly Street, Los Angeles, California
 Thomas S. Lee, Pres.; Leslie Allen, Vice Pres. and Gen. Mgr.
 Affiliated with "Mutual" . . . Represented by Blair

CALIFORNIA STATIONS—Continued

Gilmore. **Educational director:** Earl Roberts. **Religious director:** Charles Hudson.

Rep: John Blair. **Seating facilities:** Can accommodate 100 persons. **Merchandising:** Complete service offered sponsors buying sustained campaigns. **Foreign language programs:** Not accepted. **Artists bureau:** None. **Stock:** Principally held by William B. Smullin. **Base rate:** \$37.50.

Copy restrictions: Accept beer and wine; no hard liquor or patent medicines; no announcements longer than 100 words; all copy subject to station approval. **E. T. library:** World. News: UP; Christian Science Monitor. **News periods:** 7:45-8 A.M., Monday through Saturday; 9-9:05 A.M., Monday, Tuesday, Thursday, Saturday; 12:30-12:45 P.M., every day; 5-5:15 P.M. (Monitor News), Monday through Friday; 9:55-10 P.M., every day.

KARM, FRESNO

Operator: George Harm, 1333 Van Ness Ave. **Phone:** 24151. **Power:** 100 watts on 1310 kc. **Affiliation:** CBS. **Opened:** Jan. 15, 1938.

Owner: George Harm. **Station and commercial manager:** Lou Keplinger. **Program director:** Dick Wegener. **Chief engineer:** John Scales. **Publicity director:** Milton Cook.

Rep: Joseph Hershey McGillvra; Walter Biddick Co. (Pacific Coast). **Seating facilities:** Large studio seats 175 persons; smaller studio accommodates 25. **Merchandising:** Render complete gratis service to sponsors desiring merchandising. **Foreign language programs:** Not accepted. **Artists bureau:** None. **Base rate:** \$65.

Copy restrictions: No rules beyond that "all advertising must be strictly in good taste." **E. T. library:** Associated. **News:** INS. **News periods:** 7:15 A.M., 12:15 P.M., 5:15 P.M., all 15 minutes, all Monday through Saturday; 6:30-8:45 P.M., every day.

KMJ, FRESNO

Operator: McClatchy Broadcasting Co., Fresno Bee Bldg. **Phone:** 2-8817. **Power:** 1,000 watts on 580 kc. **Affiliation:** NBC Pacific Coast Red; California Radio System. **Opened:** 1922. (Note: This station is owned and operated by the McClatchy newspapers, the Fresno Bee representing the McClatchy newspaper property in Fresno.)

Station and commercial manager: Keith B. Collins. **Program and musical director:** Coyle Chambers. **Chief engineer:** Irvin E. Dickinson. **Publicity director:** Frank Wilbur.

Rep: Paul H. Raymer Co. **Seating facilities:** Auditorium seats 300. **Merchan-**

ding: Distribution of window displays, surveys and cooperation in newspaper publicity rendered. **Foreign language programs:** Not accepted. **Artists bureau:** None. **Base rate:** \$126.

Copy restrictions: Beer and wine accounts accepted; no patent medicines or hard liquor; 50-word announcements accepted on station breaks; 100-word announcements accepted on transcribed periods. **E. T. library:** NBC Thesaurus. **News:** UP.

KIEV, GLENDALE

Operator: Cannon System, Ltd., 701 E. Broadway. **Phones:** Chapman 5-2388; Citrus 1-1133. **Power:** 250 watts on 850 kc (daytime). **Affiliation:** None. **Opened:** 1933.

General and station manager: L. W. Peters. **Program director:** Wally MacLain. **Chief engineer:** George Neff. **Musical director:** Robert Greene. **Publicity director:** "Pat" Patrick.

Rep: None. **Seating facilities:** Limited facilities; station says its programs are mostly transcriptions. **Merchandising:**

None. **Foreign language programs:** Accepted, providing there be no talks, speeches or lectures, and that 90% of the programs be music. **Artists bureau:** None. **Base rate:** \$25.

Copy restrictions: "We conform with state and federal laws and leave the rest to good judgment." **E. T. library:** None; station has, however, about 8,500 recordings. **News:** None.

KFOX, LONG BEACH

Operator: Nichols & Warinner, Inc., 220 E. Anaheim St. **Phone:** 672-81. **Power:** 5,000 and 1,000 watts on 1250 kc. **Affiliation:** California Radio System. **Opened:** 1924.

Owner, president, program director: Hal G. Nichols. **Commercial manager, chief engineer:** Lawrence W. McDowell.

Rep: Walter Biddick Co. **Seating facilities:** None. **Merchandising:** Retains National Research Bureau, Inc. **Foreign language programs:** Not accepted. **Artists bureau:** None. **Stock:** Held by Hal G. Nichols. **Base rate:** \$87.

Copy restrictions: Beer and light wines only accepted, providing programs do not come between 5 and 8:30 P.M.; commercial copy must not exceed 25% of program time; if copy is in excess, time-and-a-half rates are charged. **E. T. library:** Standard. **News:** UP. **News periods:** 7:30-7:40 A.M., 9:45-10 A.M., 11:30-11:40 A.M., 3:45-4 P.M., 9:30-9:45 P.M., all daily except Sunday; 6-6:10 P.M. daily including Sunday; 11:30-11:45 P.M., Monday through Friday; 7:45-8 P.M., Sunday only.

CALIFORNIA STATIONS—Continued

KGER, LONG BEACH

Operator: Consolidated Broadcasting Corp., Ltd., 435 Pine Ave. **Phone:** 660-41. **Power:** 1,000 watts on 1360 kc. **Affiliation:** None. **Opened:** December, 1925.

President, station manager: C. Merwin Dobyms. **Commercial manager:** John A. Dobyms. **Business manager:** Tom Hunter. **Sales manager:** Don Alderman. **Program director:** Helene Smith. **Technical director:** Jay Tapp. **Public relations manager:** Lee Wynne.

Rep: Howard H. Wilson Co. **Seating facilities:** Long Beach Studio, seats 150 persons; Los Angeles Studio, seats 25. **Merchandising:** Service adapted to each individual sponsor. **Foreign language programs:** Accepted, if musical numbers are also announced in English and the commercials kept to minimum. **Artists bureau:** None. **Stock:** Owned entirely by C. Merwin Dobyms. **Base rate:** \$85.

Copy restrictions: Beer and wine accepted; liquor advertising subject to approval; approved patent medicines accepted; copy restricted to not more than 25% of program time. **E. T. library:** World; Standard; NAB. **News:** Transradio. **News periods:** Every hour on the hour, duration not listed, all apparently daily.

KECA, LOS ANGELES

Operator: Earle C. Anthony, Inc., 1000 S. Hope Street. **Phone:** Richmond 6111. **Power:** 5,000 and 1,000 watts on 1430 kc. **Affiliation:** NBC Pacific Coast Blue. **Opened:** Nov. 15, 1929. (Note: Same operator also owns KFI, Los Angeles.)

President: Earle C. Anthony. **Station manager:** Harrison Holliday. **Commercial manager:** Clyde Scott. **Program director:** Glan Heisch. **Musical director:** Claude Sweeten. **Production manager:** John Edwards. **Educational director:** Jose Rodriguez. **Promotion manager:** Dave Nowlinson. **Chief engineers:** H. L. Batterman, Curtis W. Mason. **Publicity director:** Bernard Smith. **Auditor:** Ernest Felix.

Rep: Edward Petry & Co., Inc. **Seating facilities:** 300 persons (shared with KFI). **Merchandising:** 100 pre-announcement letters sent to trade gratis, when requested by advertiser. **Foreign language programs:** Not accepted. **Artists bureau:** None. **Base rate:** \$250.

Copy restrictions: Beer and wine accepted after 10:30 P.M.; patent medicines investigated for effectiveness, and copy checked for truthfulness and good taste; commercials limited to 300 words per quarter-hour; spot announcements limited to one minute; station breaks limited to 50 syllables. **E. T. library:** Standard; NAB.

News: UP. **News periods:** 7:45-8 A.M., 9-9:15 A.M., 1:30-1:45 P.M., Monday through Friday; 5:15-5:30 P.M., Mondays and Wednesdays; 5:30-5:45 P.M., Tuesdays only; 3:25 P.M. (from NBC) Fridays only; 8 P.M. (from NBC) Sundays only.

KEHE, LOS ANGELES*

Operator: Hearst Radio, Inc., 141 N. Vermont Avenue. **Phone:** Exposition 1341. **Power:** 5,000 and 1,000 watts on 780 kc. **Affiliation:** None. **Opened:** May 1, 1925.

Station manager: Jack O. Gross. **National sales manager:** John Livingston. **Program director:** Al Poska. **Chief engineer:** Fred Ragsdale. **Musical director:** Jack Stanley. **Publicity director:** Kay Shaffer.

Rep: International Radio Sales. **Seating facilities:** Studio theatre, seating 300 persons. **Merchandising:** Offer complete service. **Foreign language programs:** Not accepted. **Artists bureau:** None. **Base rate:** \$136.

*As the DIRECTORY went to press the FCC approved the sale of KEHE to Earle C. Anthony, Inc., which planned to call it KECA and relinquish the present KECA's 1430 frequency.

KFAC, LOS ANGELES

Operator: Los Angeles Broadcasting Co., Inc., 645 So. Mariposa Ave. **Phone:** Fitzroy 1231. **Power:** 1,000 watts on 1300 kc. **Affiliation:** None. **Opened:** 1931.

President, general manager: Calvin J. Smith. **Program director, artists bureau head:** Van Des Autels. **Chief engineer:** H. W. Andersen. **Publicity director:** Lucile Dinsmore.

Rep: None. **Seating facilities:** Audience room, seating 300 persons. **Merchandising:** No set procedure; service varies with individual cases. **Foreign language programs:** Not accepted. **Artists bureau:** Set-up nominal only. **Stock:** Entirely held by E. L. Cord. **Base rate:** \$75.

Copy restrictions: No alcoholic beverages or medicines of any kind; copy carefully checked by station. **E. T. library:** Davis & Schwegler. **News:** UP. **News periods:** 7:45-8 A.M., noon-12:15 P.M., Monday through Saturday; 6-6:10 P.M., every day.

KFL LOS ANGELES

Operator: Earle C. Anthony, Inc., 1000 S. Hope Street. **Phone:** Richmond 6111. **Power:** 50,000 watts on 640 kc. **Affiliation:** NBC Pacific Coast Red. **Opened:** April 16, 1922. (Note: Same operator also owns KECA, Los Angeles.)

CALIFORNIA STATIONS—Continued

President: Earle C. Anthony. **Station manager:** Harrison Holliday. **Commercial manager:** Clyde Scott. **Program director:** Glan Heisch. **Musical director:** Claude Sweeten. **Production manager:** John Edwards. **Educational director:** Jose Rodriguez. **Promotion manager:** Dave Nowinson. **Chief engineers:** H. L. Blatterman, Curtis W. Mason. **Publicity director:** Bernard Smith. **Auditor:** Ernest Felix.

Rep. Edward Petry & Co., Inc. **Seating facilities:** 300 persons (shared with KECA). **Merchandising:** 100 pre-announcement letters sent to trade gratis, when requested by advertiser. **Foreign language programs:** Not accepted. **Artists bureau:** None. **Base rate:** \$660.

Copy restrictions: Beer and wine accepted after 10:30 P.M.; patent medicines investigated for effectiveness and copy checked for truthfulness and good taste; commercials limited to 300 words per quarter-hour; spot announcements limited to one minute, station breaks limited to 50 syllables. **E. T. library:** Standard; NAB. **News:** UP. **News periods:** 7:15-7:30 A.M., 8:15-8:30 A.M., 4:45-5 P.M., 10-10:15 P.M. (last from NBC), Monday through Friday; 7:15-7:30 A.M. and 8:15-8:30 A.M., Saturdays only; 8-8:05 A.M. and 10-10:15 P.M. (both from NBC) Sundays only.

KFSG, LOS ANGELES

Operator: Echo Park Evangelistic Association. **Power:** 2,500 and 500 watts on 1120 kc (divides times with KRKD).

This station does not sell time.

KFVD, LOS ANGELES

Operator: Standard Broadcasting Company, 338 S. Western Ave. **Phone:** Drexel 2391. **Power:** 1,000 watts on 1000 kc (operates 6 A.M. to sunset, and 11 P.M. to 4 A.M.). **Affiliation:** None. **Opened:** 1925.

General and station manager: J. Frank Burke, Jr. **Commercial manager:** F. J. Smalley, Jr. **Chief engineer:** John Smithson. **Musical director:** J. Newton Yates. **Publicity director:** Anne Harrison.

Rep: None. **Seating facilities:** Can accommodate 200 persons. **Merchandising:** None. **Foreign language programs:** Not accepted. **Artists bureau:** None. **Base rate:** \$40.

Copy restrictions: No beer, wine, liquor or patent medicine advertising accepted; all copy subject to station standards and government regulations. **E. T. library:** NAB; Lang-Worth; Davis & Schwegler. **News:** UP. **News periods:** 9:15 A.M., 11 A.M., 1 P.M., 3 P.M., 5 P.M., all 15 minutes, all Monday through Saturday.

KFWB, LOS ANGELES

Operator: Warner Brothers Broadcasting Corp., 5833 Fernwood Ave. **Phone:** Hempstead 5151. **Power:** 5,000 and 1,000 watts on 950 kc. **Affiliation:** California Radio System; Southern California Network. **Opened:** March 4, 1925.

General and station manager: Harry Maizlish. **Commercial manager:** Chester Mittendorf. **Program director:** Manning Ostroff. **Chief engineer:** Harry Myers. **Musical director:** Leon Leonardi. **Sales promotion manager:** William Ray.

Rep: Paul H. Raymer Co. **Seating facilities:** Two theatres, seating 530 persons each. **Merchandising:** No information given. **Foreign language programs:** Not accepted. **Artists bureau:** None. **Base rate:** \$225.

Copy restrictions: Accept beer and wine any time; no hard liquors; accept certain patent medicines, such as cough syrups, etc.; spot announcements limited to 100 words during daytime hours, 60 words during evening hours; all copy subject to station standards and government regulations. **E. T. library:** Associated. **News:** INS. **News periods:** 10 A.M., 12 noon, both 15 minutes, both Monday through Saturday; 6 P.M., 9:30 P.M., both 15 minutes, both every day.

KGFJ, LOS ANGELES

Operator: Ben S. McGlashan, 1417 S. Figueroa Street. **Phone:** Prospect 2434. **Power:** 100 watts on 1200 kc. **Affiliation:** None. **Opened:** December, 1926.

Owner, general and station manager: Ben S. McGlashan. **Assistant manager:** commercial manager: H. Duke Hancock. **Program director:** Al Weinert. **Chief engineer:** Charles Whitney. **Publicity director:** Thelma Kirchner.

Rep: Cox and Tanz. **Seating facilities:** Can accommodate 1,500 persons when necessary. **Merchandising:** "No definite policy." **Foreign language programs:** Spanish and Italian programs current. **Artists bureau:** None. **Base rate:** \$30.

Copy restrictions: Accept beer and wine, but no hard liquor or patent medicine advertising; commercials limited to 1 minute per 10-minute program, 2 minutes per quarter-hour, 3 minutes per half-hour, 5 minutes per hour; all copy subject to approval of local Better Business Bureau. **News:** INS.

KHJ, LOS ANGELES

Operator: Don Lee Broadcasting System, 1076 W. 7th St. **Phone:** Vandike 7111. **Power:** 5,000 and 1,000 watts on 900 kc. **Affiliation:** Mutual Broadcasting System;

CALIFORNIA STATIONS—Continued

Don Lee Broadcasting System. **Opened:** April 13, 1922.

President: Thomas S. Lee. **General and station manager:** Lewis Allen Weiss. **Assistant manager:** Willet H. Brown. **Sales manager of the Don Lee network:** Thayer Ridgway. **Commercial manager KHJ:** Sydney Gaynor. **Chief engineer:** Frank Kennedy. **Musical directors:** Guest conductors. **Publicity director:** Frances Zoloth. **Public relations director:** Mark Finley.

Rep: John Blair & Co. **Seating facilities:** Studio auditorium seats 300 persons; Filmmart Theatre seats 600. **Merchandising:** Limited service includes check of retail outlets, publicity releases to all newspapers and trade publications. **Foreign language programs:** No set rules; acceptance would depend on product and program, and time of broadcast would be restricted. **Artists bureau:** None. **Base rate:** \$300.

Copy restrictions: Beer and wine accounts accepted under supervision; no hard liquor; accept some patent medicines; all copy subject to station standards and government regulations. **E. T. library:** World. **News:** INS. **News periods:** 7:45-8 A. M., Monday through Saturday; noon-

12:15 P. M., 2:30-2:45 P. M., 5-5:15 P. M., Monday through Friday; 9-9:15 P. M., every day. (Note: All time is PST).

KMTR, LOS ANGELES

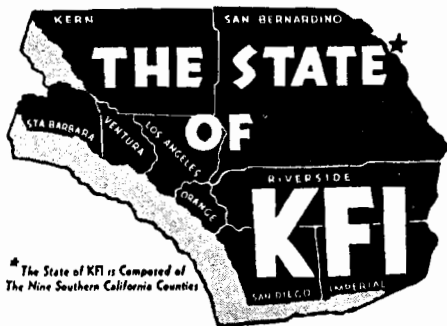
Operator: KMTR Radio Corp., 1000 Cahuenga Blvd. **Phone:** Hillside 1161. **Power:** 1,000 watts on 570 kc. **Affiliation:** None. **Opened:** 1924.

President: Victor E. Dalton. **Station manager, publicity director:** Kenneth O. Tinkham. **Program director:** Bud Ernst, Jr. **Chief engineer:** Carrol Hauser. **Musical director:** Salvatore Santaella. **Traffic manager:** Corinne Stengel.

Rep: Burn-Smith Co., Inc. **Seating facilities:** 200 persons. **Merchandising:** Publicity service rendered. **Foreign language programs:** Accepted. **Artists bureau:** Maintains complete artist staff. **Base rate:** \$125.

Copy restrictions: Beer and wine advertising accepted; no advertising medicos, lotteries, fortune tellers or astrology; all copy checked with station attorney. **E. T. library:** 20th Century International Newsreel. **News:** Transradio; 20th Century International Newsreel; Christian Science

The Best Buy is



NBC RED NETWORK
50,000 WATTS 640 KC

Frank C. Anthony, Inc.
KFI • LOS ANGELES • KECA

Getting more business for advertisers is the business of KFI. We're sure we're doing a swell job of it (we report modestly), as indicated by the increasing number of accounts now using the Southland's favorite station—some 150 in all.

Place your sales message on the station with power and popularity to parallel the vast purchasing power of this billion dollar market . . . the 50,000 watt voice of KFI in Southern California.

EDWARD PETRY & CO. • National Sales Representative

CALIFORNIA STATIONS—Continued

Monitor. **News periods:** 11-11:10 A.M., (Monitor News), 7-7:15 P.M., midnight-12:30 A.M., all Monday through Saturday.

KNX, LOS ANGELES

Operator: Columbia Broadcasting System, Inc., Columbia Square (Sunset Blvd. and Gower St.), Hollywood. **Phone:** Hollywood 1212. **Power:** 50,000 watts on 1050 kc. **Affiliation:** CBS. **Opened:** Oct. 10, 1924.

Vice-president, general manager: Donald W. Thornburgh. **Assistant to vice-president:** John M. Dolph. **Sales manager:** Harry W. Witt. **Comptroller:** Charles D. Ryder. **Chief engineer:** Lester H. Bowman. **Program director:** Jack Dolph. **Assistant program director:** Benjamin Paley. **Musical director (Western Division):** Lud Gluskin. **Musical director (KNX):** Wilbur Hatch. **Production manager:** Edith Todesca. **Sales promotion manager:** Edwin W. Buckalew. **Publicity director:** Hal B. Rorke. **Public affairs director:** Fox Case. **Traffic manager:** Alan N. Cormack.

Rep: Radio Sales. **Seating facilities:** Columbia Square Playhouse, seating 918 persons; Vine St. Playhouse, seating 960; Music Box Theatre, seating 1,070; El Capitan Theatre, seating 1,460; Studio 1, seating 200; Studio 2, seating 200; Studio 3, seating 75; Studio 4, seating 75. **Merchandising:** Maintain, on non-profit basis, complete promotion and publicity departments. **Foreign language programs:** Not accepted. **Artists bureau:** Columbia Management of California, Inc. **Base rate:** \$500.

Copy restrictions: CBS Program Policies. **E. T. library:** Associated. **News:** UP. **News periods:** 7:30-7:45 A.M., daily except Sunday; 5:30-5:45 P.M., Tuesday, Wednesday, Friday; 8-8:15 P.M., Monday only; 9:45-10 P.M., daily except Tuesday and Friday.

KRKD, LOS ANGELES

Operator: Radio Broadcasters, Inc., 312 Spring Arcade Bldg. **Phone:** Tucker 7111. **Power:** 2,500 and 500 watts on 1120 kc (divides time with KFSG). **Affiliation:** None. **Opened:** Jan. 10, 1927.

President: Frank P. Doherty. **General manager:** John Austin Driscoll. **Assistant secretary and treasurer:** Hazel Ryan Jones. **Program director and studio manager:** Howard R. Bell. **Chief engineer:** Willis O. Freitag. **Publicity director, continuity chief:** Joe Micciche. **Assistant publicity director:** Ruth A. Pritchard.

Rep: Joseph Hershey McGillvra. **Seating facilities:** Studio A, 100 persons. **Merchandising:** Have specialized merchandising department for direct-sales campaigns. **Foreign language programs:** Will accept, with

certain restrictions. **Artists bureau:** None. **Stock:** Principal holder is Frank P. Doherty. **Base rate:** \$62.50.

Copy restrictions: Not more than 3 minutes of commercial copy in every quarter-hour, nor over 4½ minutes in a half-hour, nor over 9 minutes per hour; patent medicine copy must be within scope of law. **E. T. library:** None. **News:** UP. **News periods:** 6:30 A.M., 7:45 A.M., 11:30 A.M., 1:45 P.M., 4:15 P.M., 7 P.M., all 15 minutes, all Monday through Saturday; 7:45-8 A.M., Sunday.

KYOS, MERCED

Operator: Merced Broadcasting Company, P. O. Box 662. **Phone:** 1430. **Power:** 250 watts on 1040 kc (daytime). **Affiliation:** Mutual; Don Lee Broadcasting System. **Opened:** October 13, 1936. (Note: This station is newspaper-owned by the Merced Sun-Star).

President: Peter McClung. **Station and commercial manager:** D. K. Stoddard. **Production manager:** Charles Kinsley, Jr. **Chief engineer:** Morton Wiebers.

Rep: Walter Biddick Co.; Cox and Tanz; Northwest Radio Advertising Co. **Seating facilities:** About 100. **Merchandising:** Regional accounts merchandised within radius of 50 miles; service is free. **Foreign language programs:** Will accept, with restrictions; translation must be furnished in advance. **Artists bureau:** None. **Base rate:** \$30.

Copy restrictions: Accept beer and wine, but no hard liquor; commercial copy limited to 14 minutes per hour program, 7 minutes per half-hour, 3½ minutes per quarter-hour and 100 words per 5-minute program. **E. T. library:** NBC Thesaurus; MacGregor. **News:** UP. **News periods:** 7:45 A.M., 12 noon, 3:45 P.M., 4:15 P.M., all 15 minutes, all daily except Sunday.

KTRB, MODESTO

Operator: Central California Broadcasting Co., P. O. Box 405. **Phone:** 774. **Power:** 250 watts on 740 kc (operates daytime). **Affiliation:** None. **Opened:** June 11, 1934.

General manager: T. R. McTammany. **Rep:** Walter Biddick Co.; Cox and Tanz. **Seating facilities:** Can accommodate about 150 persons. **Merchandising:** No service listed. **Foreign language programs:** Accepted if complying with rules and regulations of FCC. **Artists bureau:** None. **Base rate:** \$40.

Copy restrictions: Beer and wine accepted; no hard liquors; patent medicines subject to approval of Medical Assn. of California; all copy must be passed by manager before going on air. **News:** Local only.



The Only Regional
Network With Stations
In The First Eight
Markets Of California

KFWB

HOLLYWOOD

KFOX

LONG BEACH

KSAN

SAN FRANCISCO

KFSD

SAN DIEGO

KFBK

SACRAMENTO

KMJ

FRESNO

KWG

STOCKTON

KERN

BAKERSFIELD

KTMS

SANTA BARBARA

CRS

THE CALIFORNIA RADIO SYSTEM

SACRAMENTO, CALIFORNIA

CALIFORNIA STATIONS—Continued

KDON, MONTEREY

Operator: Monterey Peninsula Broadcasting Co., 275 Pearl St. **Phone:** Monterey 8111. **Power:** 100 watts on 1210 kc. **Affiliation:** Mutual; Don Lee Broadcasting System. **Opened:** Nov. 9, 1935. (Note: This station is affiliated with the Monterey Peninsula Herald of Monterey, and the Salinas Newspapers, Inc., of Salinas.)

Station and commercial manager: Howard V. Walters. **Chief engineer:** Melvin Johnson. **Musical director:** Jack Eliassen.

Rep: John Blair & Co. **Seating facilities:** Monterey Studio, 30; Salinas Studio, 50; Santa Cruz Studio, 400. **Merchandising:** Newspaper publicity; aids in securing window and counter displays; free quarter cards. **Foreign language programs:** Not accepted. **Artists bureau:** None. **Stock:** Held by Allen Griffin and Salinas Newspapers, Inc. **Base rate:** \$35.

Copy restrictions: Beer and wine accepted; no hard liquor; all copy subject to station approval and government regulations. **E. T. library:** NBC Thesaurus; Mac Gregor. **News:** UP. **News periods:** 7:15-7:30 A.M., 12:15-12:30 P.M., daily except Sunday; 7:45-8 A.M. participation period Monday, Wednesday, Friday.

KLS, OAKLAND

Operator: E. N. and S. W. Warner doing business as Warner Bros., 327 21st St. **Phone:** Higate 1212. **Power:** 250 watts on 1280 kc. **Affiliation:** None. **Opened:** 1921.

Station manager: S. W. Warner. **Commercial manager:** F. Wellington Morse. **Program director:** Jan Kenyon. **Chief engineer:** Russell Butler.

Rep: None. **Seating facilities:** Main studio, 100; studio B, 50; radio court of Warner Bros. Radio Village, 300 persons. **Merchandising:** Have display windows in the Radio Village which are available for a nominal fee. **Foreign language programs:** Accepted; Portuguese, Italian and Spanish programs current. **Artists bureau:** None. **Base rate:** \$36.

Copy restrictions: Beer and wine copy acceptable; no hard liquors; station reserves right to refuse or discontinue any contract. **E. T. library:** Transco. **News:** INS. **News periods:** One-minute bulletins daily except Sunday at 7:30 A.M., 8:30 A.M., 9:30 A.M., 10:30 A.M., 11:30 A.M., 2:30 P.M., 3:30 P.M., 4:30 P.M., 5:30 P.M., 6:30 P.M., 9:30 P.M., 10:30 P.M., 11:30 P.M.; 10-minute periods daily except Sunday at 11 A.M., and 3 P.M.

KLX, OAKLAND

Operator: Tribune Building Co., Tribune Tower. **Phone:** Lakeside 6000. **Power:**

1,000 watts on 880 kc. **Affiliation:** None. **Opened:** 1922. (Note: This station is newspaper-affiliated with the Oakland Tribune.)

President (Tribune Building Co.): J. R. Knowland, Jr. **Station and commercial manager:** Preston D. Allen. **Program director:** Charles Lloyd. **Chief engineer:** R. S. Smith.

Rep: None. **Seating facilities:** None. **Merchandising:** None. **Foreign language programs:** None. **Artists bureau:** None. **Base rate:** \$70.

Copy restrictions: Beer and wine advertising accepted; no hard liquors. **E. T. library:** World. **News:** AP. **News periods:** 10:20-10:30 A.M., 2-2:05 P.M., 7-7:15 P.M., 9:30-9:45 P.M. daily (periods not subject to sale).

KROW, OAKLAND

Operator: Educational Broadcasting Corp., Radio Center Bldg. **Phone:** Glencourt 6774. **Power:** 1,000 watts on 930 kc. **Affiliation:** None. **Opened:** 1925. (Note: KROW also maintains complete studios in the Hotel Bellevue, San Francisco.)

President, general manager: H. P. Drey. **Program director:** M. Scott Weakley. **Chief engineer:** C. E. Downey. **Publicity director:** Andy Potter.

Rep: None. **Seating facilities:** Can accommodate up to 125 persons in Oakland or San Francisco. **Merchandising:** Publicity sent to about 20 trade journals, neighborhood and regional newspapers; screen trailers in four local theatres, three of which are downtown houses; extensive merchandising available at cost. **Foreign language programs:** Portuguese and Italian programs current; English translation must be submitted with prospective foreign language programs. **Artists bureau:** None. **Base rate:** \$153.90.

Copy restrictions: Announcements may not exceed 100 words; commercials limited to 20% of program time. **E. T. library:** MacGregor. **News:** UP. **News periods:** 8:15 A.M., noon, 6 P.M., 8 P.M., 11 P.M., all 15 minutes, all Monday through Saturday; 6-6:15 P.M., Sunday.

KPPC, PASADENA

Operator: Pasadena Presbyterian Church. **Power:** 100 watts on 1210 kc (shares time with KFXM.)

This station is non-commercial.

KVCV, REDDING

Operator: Golden Empire Broadcasting Co. **Power:** 100 watts on 1200 kc. **Affiliation:** None.

CALIFORNIA STATIONS—Continued

Rep: None. **Base rate:** \$45.
No other information available after repeated requests.

KFBK, SACRAMENTO

Operator: The McClatchy Broadcasting Co., 708 Eye St. **Phone:** Main 5000. **Power:** 10,000 watts on 1490 kc. **Affiliations:** NBC California Valley Group; California Radio System. **Opened:** 1921. (Note: This station is newspaper-owned by the Sacramento Bee, a McClatchy newspaper.)

General manager: G. C. Hamilton. **Station and commercial manager:** Howard Lane. **Program and musical director:** George Breece. **Chief engineer:** Norman D. Webster. **Publicity director:** Henry Jacobsen.

Rep: Paul H. Raymer Co. **Seating facilities:** Auditorium studio, seating 300 persons. **Merchandising:** Complete service available; includes retail and wholesale dealer contacts, window displays and special publicity. **Foreign language programs:** Not accepted. **Artists bureau:** None. **Base rate:** \$168.

Copy restrictions: Accept beer and wine; no hard liquor; patent medicine advertising subject to copy acceptance. **E. T. library:** NBC Thesaurus. **News:** UP. **News periods:** 7:15-7:30 A.M., 9:30-9:40 A.M., noon-12:10 P.M., 4:30-4:40 P.M., Monday through Saturday; 12:10-12:15 P.M., Tuesday, Thursday, Saturday; 9-9:15 P.M., every day.

KROY, SACRAMENTO

Operator: Royal Miller, Sacramento Hotel. **Phone:** Main 666. **Power:** 100 watts on 1210 kc (daytime). **Affiliation:** CBS. **Opened:** March 15, 1937.

Station head: Royal Miller. **Station and commercial manager:** Will Thompson, Jr. **Chief engineer:** Milton Cooper.

Rep: Joseph Hershey McGillvra; Walter Biddick Co. (Coast). **Seating facilities:** Studio seats 50 persons; reception room, 50. **Merchandising:** All forms of merchandising surveys made without charge for national advertisers. **Foreign language programs:** Not accepted. **Artists bureau:** None. **Base rate:** \$46.25.

Copy restrictions: Accept beer and wine; no liquor advertising; other rules and regulations as per Federal Trade Commission and N.A.B. Code of Ethics. **E. T. library:** Standard. **News:** INS; also gather own locally. **News periods:** 7-7:15 A.M., 11:15-11:30 A.M., 5-5:15 P.M., daily.

KFXM, SAN BERNARDINO

Operator: Lee Bros. Broadcasting Co., 512 Fifth St. **Phone:** 4761. **Power:** 100

watts on 1210 kc (shares certain hours with KPBC). **Affiliation:** Mutual; Don Lee Broadcasting System. **Opened:** Oct. 29, 1929.

Station manager: J. Clifford Lee. **Commercial manager:** Gene W. Lee. **Program director:** Howard Baichly. **Chief engineer:** Richard Sampson. **Musical director:** Maury Vroman. **Publicity director:** E. W. Lee.

Rep: John Blair & Co. **Seating facilities:** Main studio accommodates 200; audience room adjacent to studio accommodates 100. **Merchandising:** Pre-plug programs, place window displays, mail circulars to dealers and distributors, send publicity to newspapers. **Foreign language programs:** English translation must be submitted in advance, and the programs must be non-controversial; have Spanish staff announcers; acceptance of other languages subject to availability of announcers versed in the tongue wanted. **Artists bureau:** None. **Stock:** Company is a partnership of J. C. and E. W. Lee. **Base rate:** \$50.

Copy restrictions: Accept beer and wine copy, but not "general run" of liquors; accept medicines "of known merit only," but do not encourage this type of account; all copy subject to local and Federal laws. **E. T. library:** Standard. **News:** UP. **News periods:** 9-9:15 A.M., 12:15-12:30 P.M., 2-2:10 P.M., 5:45-6 P.M., all Monday through Friday.

KFSD, SAN DIEGO

Operator: Airfan Radio Corp., Ltd., 326 Broadway. **Phone:** Franklin 6353. **Power:** 1,000 watts on 600 kc. **Affiliation:** NBC Pacific Coast Blue. **Opened:** March, 1926.

President, station manager: Thomas E. Sharp. **Assistant manager:** Sam Lipsett. **Commercial manager:** John Babcock. **Program and publicity director:** Leah McMahon. **Chief engineer:** Hal Hasenbeck.

Rep: Paul H. Raymer Co. **Seating facilities:** Reception room available, seating 100 persons. **Merchandising:** Pre-plug programs with announcements; send publicity to local papers and 35 other papers and magazines in the station area; at request will make a "reasonable" number of phone calls to local wholesale and retail outlets, and distribute at cost a "reasonable" number of letters to such outlets; will handle any other service at cost; surveys (personal, not phone) generally are conducted on the basis of 15c per call within city limits. **Foreign language programs:** Not accepted. **Artists bureau:** None. **Base rate:** \$120.

Copy restrictions: Beer and wine copy accepted; no hard liquors; all copy subject to approval of the station. **News:** UP.

CALIFORNIA STATIONS—Continued

KGB, SAN DIEGO

Operator: Don Lee Broadcasting System, 1012 First Ave. **Phone:** Franklin 6151. **Power:** 1,000 watts on 1330 kc. **Affiliation:** Mutual; Don Lee Broadcasting System. **Opened:** May, 1931.

General manager: Lewis Allen Weiss. **Station manager:** S. W. Fuller. **Commercial manager:** D. J. Donnelly. **Program director:** Edgar Tidwell. **Chief engineer:** Milam Cater.

Rep: John Blair & Co. **Seating facilities:** Yes; "limited audience." **Merchandising:** Contact dealers; arrange window displays; ads in San Diego Shopping News. **Foreign language programs:** Not accepted. **Artists bureau:** None. **Base rate:** \$80.

Copy restrictions: Beer and wine accepted; no liquor or patent medicine advertising; no stock-selling, advertising medicos; no lotteries, fortune tellers, astrologists. **E. T. library:** World. News INS; Transradio; local. **News periods:** 7:45-8 A.M., Monday through Saturday; noon-12:15 P.M., 2:30-2:45 P.M., Monday through Friday; 9-9:15 P.M., every day.

KFRC, SAN FRANCISCO

Operator: The Don Lee Broadcasting System, 1000 Van Ness Ave. **Phone:** Prospect 0100. **Power:** 5,000 and 1,000 watts on 610 kc. **Affiliation:** Mutual; Don Lee Broadcasting System. **Opened:** 1924.

Station manager: Wilbur Eickelberg. **Commercial manager:** Ward Ingram. **Production manager:** William Pabst. **Chief engineer:** Ernest Underwood. **Program director:** Ben Harkins. **Musical director:** Chester Smith.

Rep: John Blair & Co. **Seating facilities:** Studio, 350 persons. **Merchandising:** Check on retail outlets; publicity releases; station plugs; advertising in newspapers and trade publications; 450 cab cards; trailers in two theatres. **Foreign language programs:** Not accepted. **Artists bureau:** None. **Base rate:** \$250.

Copy restrictions: Standards of "good taste" carefully observed; beer and wine accepted; no other alcoholic beverages; patent medicines subject to their general standing and the copy they wish to use. **E. T. library:** World. News; INS. **News periods:** 8:30-8:40 A.M., 12-12:10 P.M., 4:30-4:40 P.M., 9:15-9:25 P.M., Monday through Friday; 11-11:05 P.M., Monday through Saturday.

KGO, SAN FRANCISCO

Operator: National Broadcasting Co. (on a lease from the General Electric Co.), 111 Sutter St. **Phone:** Sutter 1920. **Power:** 7,500 watts on 790 kc. **Affiliation:** NBC Pacific Coast Blue. **Opened:** 1924; under

NBC operation since Oct. 1, 1929. (Note: NBC owns and operates KPO, also San Francisco.)

Manager: Lloyd E. Yoder. **Sales manager:** W. B. Ryan. **Promotion manager:** Bob McAndrews. **Program manager:** Glenn Dolberg. **Chief engineer:** Curtis Peck. **Publicity director:** Milton Samuel.

Rep: National Broadcasting Co. **Seating facilities:** Can accommodate about 100 in studios; outside theatre space rented when occasion demands; no admission charged for witnessing any programs thus staged. **Merchandising:** Some 800 pictures of KGO-KPO artists distributed in San Francisco, Oakland, and Northern California, in 200 stores as window and counter displays; regular news and feature stories to trade papers, general publications, and such newspapers in station area as still maintain a regular radio column; interviews of artists on 15-minute daily gossip broadcasts; listing of products, contests, and offers in house organ; availability of station representative to address client's sales meetings; 14 courtesy announcements preceding initial program; sales and publicity department files available to assist it planning merchandising campaigns. **Foreign language programs:** None listed. **Artists bureau:** None listed. **Base rate:** \$280.

Copy restrictions: Lectures and educational talks not accepted between 6 P.M. and midnight, except by special arrangement; time of broadcast subject to change to other periods on 28 days' notice to accommodate network broadcasts, excepting in the case of independent announcements which may be moved to other periods if available, and as arranged by station manager on 24 hours' notice; closing date is two weeks in advance of initial program, and program material must be arranged one week in advance of broadcast date—no change within two days preceding broadcast; all programs subject to station approval; beer is accepted for minimum of 15-minute program; no other alcoholic beverages; all copy subject to NBC program policies. **E. T. library:** NBC Theatricals. **News:** UP; INS; AP. **News periods:** 9:45-9:55 A.M., Monday through Saturday; 11:45-noon, Monday through Saturday; 8-8:05 P.M., Monday through Friday; 11-11:15 P.M., every day.

KJBS, SAN FRANCISCO

Operator: Julius Brunton & Sons Co., 1470 Pine St. **Phone:** Ordway 4148. **Power:** 500 watts on 1070 kc (operates from 10:01 P.M. to sunset following day). **Affiliation:** None. **Opened:** Jan. 3, 1925.

General manager: Ralph R. Brunton.* **Manager:** E. P. Franklin.

* Also president of KQW, San Jose.

CALIFORNIA STATIONS—Continued

Rep: Joseph Hershey McGillvra. **Seating facilities:** About 75 persons. **Merchandising:** Theatre trailers calling attention to KJBS programs; pre-program announcements; advertisements on radio page of newspapers; display cards issued by station; syndicated merchandising service available. **Foreign language programs:** Not accepted. **Artists bureau:** None. **Base rate:** \$60.

Copy restrictions: No intoxicating beverages; no patent medicines; announcements must not exceed 100 words—excess words charged for on proportional basis; all commercial continuities must be passed upon by production head of the station as to content and number of words. **E. T. library:** Standard; Lang-Worth; NAB; Davis & Schwegler. **News:** UP. **News periods:** 6-6:15 A.M., 10-10:15 A.M., 12:30-12:45 P.M., 3-3:15 P.M., 4:30-4:40 P.M., 6-6:15 P.M., Monday through Saturday; 4:30-4:40 P.M., 6-6:15 P.M., Sundays only; 11:30-11:35 P.M., every day.

KPO, SAN FRANCISCO

Operator: National Broadcasting Co., 111 Sutter St. **Power:** 50,000 watts on 680 kc. **Affiliation:** NBC Pacific Coast Red. **Opened:** 1922; operated by NBC since July 1, 1932. (Note: NBC also operates on a lease from the General Electric Co., station KGO, San Francisco.)

Personnel: See KGO, San Francisco.

Rep: seating facilities; merchandising; foreign language programs; artists bureau: Same as KGO, San Francisco, q.v. **Base rate:** \$380.

Copy restrictions: See KGO, San Francisco. **E. T. library:** NBC Thesaurus. **News:** INS; UP. **News periods:** 7:45-8 A.M., Monday through Saturday; 11-11:15 A.M., Saturday only; 4:45-5 P.M., Monday, Tuesday, Friday, Saturday; 5:15-5:30 P.M., Wednesday.

KSAN, SAN FRANCISCO

Operator: Golden Gate Broadcasting Co., 1335 Market St. **Phone:** Market 8171. **Power:** 100 watts on 1420 kc. **Affiliation:** California Radio System. **Opened:** 1923.

Station manager: S. H. Patterson. **Program director:** Charles Cooper. **Chief engineer:** William Grove. **Publicity director:** Les Malloy.

Rep: Howard H. Wilson Co. **Seating facilities:** Have remote line to downtown theatre; no facilities at studios. **Merchandising:** Publicity and notices on programs; throw-aways, etc.; theatre trailers. **Foreign language programs:** Accepted; specified hours for same. **Artists bureau:** None. **Base rate:** \$64.

Copy restrictions: Beer, wines, whiskey

and patent medicines not acceptable. **E. T. library:** MacGregor; Standard. **News:** INS. **News periods:** Five minutes every hour on the hour, 24 hours a day, plus flashes on the half-hour.

KSFO, SAN FRANCISCO

Operator: Associated Broadcasters, Inc., Palace Hotel Bldg. **Phone:** Garfield 4700. **Power:** 5,000 and 1,000 watts on 560 kc. **Affiliation:** CBS. **Opened:** 1925.

President: Wesley I. Dumm. **Vice-President and general manager:** Philip G. Lasky. **Program director:** A. W. Stowe. **Chief engineer:** R. V. Howard. **Musical director:** Richard Aurandt. **Publicity director:** R. W. Dumm.

Rep: Free & Peters, Inc. **Seating facilities:** Two studios seating 150 persons each; also have two playhouses, seating 600 apiece, available. **Merchandising:** Will carry out any plans desired by advertiser for cost of production and labor. **Foreign language programs:** Not accepted. **Artists bureau:** None. **Base rate:** \$275.

Copy restrictions: No false or unwarranted claims; no infringement on another advertiser's rights, programs or ideas; no disparagement of competitors; no lotteries; no vulgarity or offensiveness in any man-

K Y A

"Serving Northern California"

*In 5½ months KYA received one letter from every 31½ listening radio homes in the eight San Francisco Bay Area counties.**

*Sworn statement on sustaining audience mail for one morning and two evening hours surveyed against three-network competition from 307,-310 listening radio homes.

KYA, San Francisco
1230 Kc.
5,000 W Day 1,000 W Night
Rep.: International Radio Sales

CALIFORNIA STATIONS—Continued

ner; no ambiguous statements that may mislead the listeners; no appeals for funds; no testimonials which cannot be authenticated; no continuity which repellantly describes internal bodily functions or symptomatic results of internal disturbances, and no reference to matters which are not considered acceptable topics in social groups; no use of broadcasting time for purposes other than advertising of the advertiser's goods; no advertising matter which may, in the opinion of the station, be injurious or prejudicial to the interests of the public, the station, and/or its affiliated stations, or honest advertising and reputable business in general; beer okay; no hard liquors accepted; no controversial talks; no time sold for religious purposes. **E. T. library:** NAB; Standard; Lang-Worth. **News:** INS. **News periods:** 7:45 A.M., noon, 3 P.M., 5:45 P.M., all 15 minutes, all Monday through Saturday; 9:45-10 P.M., every day; 4:30-4:35 P.M., Sundays only.

KYA, SAN FRANCISCO

Operator: Hearst Radio, Inc., Hearst Bldg. **Phone:** Douglas 2536. **Power:** 5,000 and 1,000 watts on 1230 kc. **Affiliation:** None. **Opened:** December, 1926. (Note: This station is affiliated with the San Francisco Examiner.)

Station and commercial manager, program director: Reiland Quinn. **Chief engineer:** Paul Schulz. **Musical director:** Don Kaye. **Publicity director:** J. Clarence Myers.

Rep: International Radio Sales. **Seating facilities:** Studio A, seats 100 persons. **Merchandising:** Offer complete service at actual cost. **Foreign language programs:** Not accepted. **Artists bureau:** None. **Base rate:** \$135.

Copy restrictions: All acceptable accounts subject to the same rates; station reserves the right to refuse or cancel any contract for reasons sufficient to itself. **E. T. library:** Associated. **News:** INS. **News periods:** 8:15-8:30 A.M., 1-1:15 P.M., both Monday through Saturday; 3-3:15 P.M., Monday through Friday; 7:30-7:45 P.M., every day.

KQW, SAN JOSE

Operator: Pacific Agricultural Foundation, Ltd., 87 E. San Antonio St. **Phone:** Ballard 2616. **Power:** 5,000 and 1,000 watts on 1010 kc. **Affiliation:** Mutual; Don Lee Broadcasting System. **Opened:** 1909 for experimental voice communications; established 1912.

President: Ralph R. Brunton.* **General manager:** C. L. McCarthy. **Commercial manager:** F. O. Fiebig. **Program and pub-**

licity director: Vann Connors. **Chief engineer:** C. V. Davey.

Rep: Joseph Hershey McGillvra. **Seating facilities:** None; can arrange for local theatres and civic auditorium. **Merchandising:** Fox West Coast theatre trailers in five houses may be used by sponsor for cost of trailers; limited newspaper display for program promotion free; other services at cost. **Foreign language programs:** None. **Artists bureau:** None. **Stock:** Held by Ralph R., Sherwood B., and Mott Q. Brunton. **Base rate:** \$60.

Copy restrictions: No whiskey or hard liquor copy accepted; beer, wine and patent medicine advertising accepted subject to copy limitations determined in each instance after investigation through state and federal regulatory agencies. **E. T. library:** Standard; NBC Thesaurus. **News:** UP; also from San Jose Mercury Herald. **News periods:** 7-7:10 A.M., 7:45-8 A.M., 9:30-9:40 A.M., 12:15-12:30 P. M., 4:30-4:40 P.M., 9-9:15 P.M., 11:30-11:40 P. M., Monday through Saturday; 4:30-4:40 P.M., 9-9:15 P.M., Sundays only.

* Also general manager of KJBS, San Francisco.

KVEC, SAN LUIS OBISPO

Owner: Valley Electric Co., Mt. View and Hill Sts. **Phone:** 134. **Power:** 250 and 100 watts on 1200 kc. **Affiliation:** Mutual; Don Lee Broadcasting System. **Opened:** May 8, 1937.

Owner: Christina Jacobson. **Station manager:** Les Hacker. **Commercial manager:** John C. Clifton. **Program director:** Aram Rejebian. **Chief engineer:** Earl Travis.

Rep: John Blair & Co. **Seating facilities:** Can arrange special remotes from Radio Playhouse, seating 500. **Merchandising:** Service—"if kept within reason"—is rendered gratis. **Foreign language programs:** Accepted only on transcriptions. **Artists bureau:** None. **Base rate:** \$30.

Copy restrictions: Spot announcements limited to 35 and 100 words; straight announcements running longer than one minute not accepted; five and 10-minute periods furnished only if available without breaking longer periods. **E. T. Library:** Standard; MacGregor. **News:** INS. **News periods:** 7:45-8 A.M., Monday through Saturday; 12-12:15 P.M., 2:30-2:45 P.M., Monday through Friday; 9-9:15 P.M., every day.

KVOE, SANTA ANA

Operator: The Voice of the Orange Empire, Inc., Ltd., Walter Moore Bldg. **Phone:** 4900; 4901-R. **Power:** 100 watts on 1500 kc. **Affiliation:** Mutual; Don Lee

CALIFORNIA STATIONS—Continued

Broadcasting System. **Opened:** November, 1926.

President, station, commercial manager: Ernest L. Spencer. **Program director, chief engineer:** Wallace S. Wiggins. **Promotion manager:** Jack O'Mara.

Rep: John Blair & Co. **Seating facilities:** Studio, capacity 150. **Merchandising:** Will arrange for window displays gratis; newspaper display advertising thrice-weekly, with program schedules appearing in six publications; direct mail, broadsides, etc., billed at actual cost. **Foreign language programs:** None listed. **Artists bureau:** None. **Base rate:** \$35.

Copy restrictions: Beer and light wine advertising accepted; no hard liquors; spot announcements limited to 50 words; no disparagement of competitors or their products; nothing that would offend children, religious and fraternal beliefs, etc.; all copy must be in good taste and is subject to station approval. **E. T. Library:** MacGregor. **News:** From network. **News periods:** 7:45-8 A.M., Monday through Saturday; noon-12:15 P.M., 2:30-2:45 P.M., Monday through Friday; 9-9:15 P.M., daily.

KDB, SANTA BARBARA

Operator: Santa Barbara Broadcasters, Ltd., 17 E. Haley St. **Phone:** 21427. **Power:** 250 and 100 watts on 1500 kc. **Affiliation:** Mutual Broadcasting System; Don Lee Broadcasting System. **Opened:** 1924. (Note: KDB is owned by the Don Lee Broadcasting System.)

Manager: Earl M. Pollock. **Commercial manager:** Bill A. Skaggs. **Program director:** Tony La Frano. **Chief engineer:** Robert Arne.

Rep: John Blair & Co. **Seating facilities:** Studio seats 25 persons. **Merchandising:** Render any reasonable service, specifically store calls and checks on purchases. **Foreign language programs:** Accepted providing copy is submitted in English in advance. **Artists bureau:** None. **Base rate:** \$50.

Copy restrictions: Accept beer, wine and hard liquors (latter only after 10:30 P.M.); will accept some patent medicines, depending on product. **E. T. Library:** World. **News:** Transradio.

KTMS, SANTA BARBARA

Operator: News-Press Publishing Co., De la Guerra Plaza. **Phone:** 6111. **Power:** 500 watts on 1220 kc. **Affiliation:** NBC Pacific Coast Blue; California Radio System. **Opened:** Nov. 1, 1937. (Note: This station is newspaper owned by the Santa Barbara News and Press.)

Station manager: Charles A. Storke.

Rep: Weed & Co. **Seating facilities:** Can accommodate about 100 persons. **Merchandising:** Will make contacts and send letters to the trade. **Foreign language programs:** Spanish programs accepted. **Artists bureau:** None. **Base rate:** \$75.

Copy restrictions: Alcoholic beverage advertising not accepted; copy for medicinal advertising must be submitted for approval with contract; all copy must conform to station policy, and may be cancelled by the station for reasons sufficient to itself. **E. T. Library:** Standard; NBC Thesaurus. **News:** INS. **News periods:** 7:30 A.M., 9 A.M., 12:30 P.M., all 15 minutes, all Monday through Saturday; 3:30 P.M., 5:15 P.M., 9:30 P.M., all 15 minutes, all Sunday through Friday.

KSRO, SANTA ROSA

Operator: Press Democrat Publishing Co., Press Democrat Bldg. **Phone:** 110. **Power:** 250 and 100 watts on 1310 kc. **Affiliation:** None. **Opened:** Sept. 19, 1937. (Note: E. L. Finley, owner of KSRO, is also owner and operator of the Santa Rosa Press Democrat and Santa Rosa Republican newspapers.)

Owner: E. L. Finley. **Station and commercial manager:** Wilt Gunzendorfer. **Program director:** Gordon Brown. **Chief engineer:** Robert Nichols. **Publicity director:** Mike Pardee.

Rep: None. **Seating facilities:** Audience room seats 75. **Merchandising:** Publicity in newspaper affiliates gratis; surveys, business analyses, etc. **Foreign language programs:** Accept Italian programs. **Artists bureau:** None. **Base rate:** \$45.

Copy restrictions: No hard liquor or patent medicines; commercials limited to 75 words in time signals and weather reports. **E. T. Library:** World. **News:** UP; INS; AP. **News periods:** 7:30 A.M., 10 A.M., 12:15 P.M., 5 P.M. (in Italian), 6 P.M., 8:45 P.M., all 15 minutes, all Monday through Saturday; 9-9:15 A.M., 12:15-12:30 P.M., Sundays only.

KGDM, STOCKTON

Operator: E. F. Peffer, 42 S. California St. **Phone:** 44551. **Power:** 1,000 watts on 1100 kc (daytime). **Affiliation:** None. **Opened:** February, 1927.

Owner: E. F. Peffer. **Station manager:** Edith Smith. **Musical director:** Lilian Best Parkin.

Rep: John Blair & Co. **Seating facilities:** Two studios, one seating 200 persons, the other 30. **Merchandising:** No information given. **Foreign language programs:** Italian, Spanish and Portuguese. **Artists bureau:** None. **Base rate:** \$35.

CALIFORNIA STATIONS—Continued

Copy restrictions: Accept beer, wine, liquor and patent medicine advertising, with copy subject to station approval. **E. T. library:** MacGregor. **News:** INS. **News periods:** 7 A.M., 8:30 A.M., 12:15 P.M., 4 P.M. (duration not listed), all Monday through Saturday.

KWG, STOCKTON

Operator: The McClatchy Broadcasting Co., Hotel Wolf. **Phone:** 2-2727. **Power:** 100 watts on 1200 kc. **Affiliation:** NBC California Valley Group; California Radio System. **Opened:** October, 1921. (Note: This station is newspaper-owned: McClatchy papers).

Business manager: Howard Lane. **Station manager, commercial manager:** George Ross. **Program director:** Bill Talley. **Chief engineer:** Russell Bennett. **Publicity director:** Jean Smith.

Rep: Paul H. Raymer Co. **Seating facilities:** Studio, about 300 persons. **Merchandising:** Contact dealers by phone or letter; make personal contacts with dealers and wholesalers; write letters to trade if advertiser pays for postage and stationery; distribute posters. **Foreign language programs:** Not accepted. **Artists bureau:** None. **Base rate:** \$42.

Copy restrictions: Beer and wine accepted; no hard liquor; no laxatives; patent medicines subject to strict censorship. **E. T. library:** Standard. **News:** UP. **News periods:** 7:15 A.M., 9:15 A.M., 12 noon, 3:45 P.M., 8 P.M., all 15 minutes, all daily.

KTKC, VISALIA

Operator: Tulare-Kings Counties Radio Associates, Box 511. **Phone:** 575. **Power:** 250 watts on 1190 kc (daytime) (station has construction permit for 1,000 watts on 890 kc unlimited). **Affiliation:** Mutual; Don Lee Broadcasting System. **Opened:** July 18, 1937. (Note: Owners of this station also own, severally, the Visalia Times-Delta, the Porterville Recorder, the Tulare Advance-Record and Times, and the Hanford Sentinel and Journal.)

General manager: Charles A. Whitmore. **Station manager, program and musical director:** Charles P. Scott. **Commercial**

manager: Millard Kibbe. **Chief engineer:** Bert Williamson.

Rep: Cox and Tanz; Walter Biddick Co. (Coast). **Seating facilities:** Can accommodate 75 persons. **Merchandising:** Yes; no details listed. **Foreign language programs:** Accepted. **Artists bureau:** None. **Base rate:** \$35.

Copy restrictions: Beer and wine advertising accepted; no hard liquors; patent medicines must be "reputable" to be accepted. **E. T. library:** MacGregor; Standard; NAB. **News:** UP. **News periods:** 7 A.M., 7:45 A.M., 10:30 A.M., 12:15 P.M., 5:15 P.M., all 15 minutes, all Monday through Saturday; 5:30-5:45 P.M., Sundays only.

KHUB, WATSONVILLE

Operator: John P. Scripps, Santa Cruz Highway. **Phone:** 1700. **Power:** 250 watts on 1310 kc (daytime). **Affiliation:** None. **Opened:** March 19, 1937. (Note: John P. Scripps, owner of KHUB, is also chief stockholder in the Watsonville Register and Pajaronian, Santa Ana Journal, Ventura Star and Free Press, and Santa Paula Chronicle and Redding Record.)

Owner: John P. Scripps. **Station manager:** John W. Crews. **Production manager:** Charles H. Kinsley. **Chief engineer:** Emory Milburn. **Musical director:** Helen Farrell. **Publicity director:** Hal McIntyre.

Rep: Homer Owen Griffith (San Francisco). **Seating facilities:** Yes; capacity not listed. **Merchandising:** None listed. **Foreign language programs:** Accepted; translation must be submitted 24 hours in advance of broadcast. **Artists bureau:** None. **Base rate:** \$24.13.

Copy restrictions: No hard liquor or patent medicines; beer and wines accepted subject to strict supervision; all programs and announcements subject to owners' approval and FCC regulations; owners reserve the right to refuse, discontinue or cancel any contract for advertising, for reasons sufficient unto themselves. **E. T. library:** Standard. **News:** AP. **News periods:** 7:30 A.M., 12:15 P.M., 4:15 P.M., all 15 minutes, all Monday through Saturday.

SOMETHING MISSING!



AND YOU'LL NEVER FIND IT IN DATA BOOKS!

● This Variety Directory will prove a valuable addition to your data file . . . but you may surround yourself with all available reference books on listening areas, radio homes, rate structures or retail sales charts and you will still find yourself lacking in complete information for an accurate evaluation of station ranking and effectiveness.

Listening area studies, for example, fail to show the listener loyalty built up by WKY, KLZ or KVOR. Census books on buying

power fail to prove the consistent, effective merchandising force these stations exert for sponsors day in and day out. Rate cards fail to reflect the power of these stations to win Variety's recognition year after year as the outstanding stations in their fields.

The story of WKY, KLZ and KVOR is one of perfect coordination of men, methods and machinery . . . too much alive to be filed away in any steel cabinet . . . too big to be measured by the usual yardsticks.

WKY

OKLAHOMA CITY

NBC • 900 Kc.

"Show Place of the Southwest"

KVOR

COLORADO SPRINGS

CBS • 1270 Kc.

"Home Station of Southern Colorado"

KLZ

DENVER

CBS • 150 Kc.

"The Pioneer of the West"

*Affiliated
Management*

THE OKLAHOMA PUBLISHING CO. • THE DAILY OKLAHOMAN AND TIMES • THE FARMER-STOCKMAN

Reprinted Nationally By The Katz Agency, Inc.

COLORADO

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

Radio Homes by Counties

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

KGIW, ALAMOSA

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

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

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

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

KVOR, COLORADO SPRINGS

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

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

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

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

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

KFEL, DENVER

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

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

COLORADO STATIONS—Continued

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

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

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

KLZ, DENVER

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

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

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

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

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

KOA, DENVER

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

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

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

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

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

COLORADO STATIONS—Continued

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

KPOF, DENVER

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

This station is non-commercial; church-owned.

KVOD, DENVER

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

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

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

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

KIUP, DURANGO

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

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

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

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

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

KFXJ, GRAND JUNCTION

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

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

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

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

KFKA, GREELEY

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

Base rate: \$70.

After repeated requests, no other information available.

KOKO, LA JUNTA

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

Base rate: \$15 (½ hr.).

No other information available after repeated requests.

KIDW, LAMAR

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

THE POWER TO DO A JOB

—and an outstanding record for doing it!

IN SOUTHERN NEW ENGLAND WTIC RATES

FIRST

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

WTIC

50,000 WATTS - HARTFORD, CONN.

The Station With the Friendly Audience

The Travelers Broadcasting Service Corporation

Member NBC Red Network and Yankee Network

Representatives: Weed & Company

New York Chicago Detroit San Francisco

COLORADO STATIONS—Continued

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

General manager: Harold Anderson.

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

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

KGFH, PUEBLO

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

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

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

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

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

KGEK, STERLING

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

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

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

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

CONNECTICUT

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

Radio Homes by Counties

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

WICC, BRIDGEPORT

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

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

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

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

CONNECTICUT STATIONS—Continued

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

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

WDRC, HARTFORD

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

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

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

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

WTHT, HARTFORD

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

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

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

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

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

WTIC, HARTFORD

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

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

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

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

WNBC, NEW BRITAIN-HARTFORD

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

CONNECTICUT STATIONS—Continued

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

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

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

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

WELL, NEW HAVEN

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

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

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

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

WNLC, NEW LONDON

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

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

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

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

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

WATR, WATERBURY

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

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

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

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

*Also operator of WBRK, Pittsfield, Mass.

WBRY, WATERBURY-NEW HAVEN

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

CONNECTICUT STATIONS—Continued

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

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

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

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

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

DELAWARE

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

Radio Homes by Counties

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

WDEL, WILMINGTON

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

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

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

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

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

WILM, WILMINGTON

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

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

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

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

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

DISTRICT OF COLUMBIA

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

WJSV, WASHINGTON

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

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

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

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

WMAL, WASHINGTON

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

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

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

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

WOL, WASHINGTON

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

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

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

DISTRICT OF COLUMBIA STATIONS—Continued

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

WRC, WASHINGTON

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

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

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

FLORIDA

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

Radio Homes by Counties

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

WMFJ, DAYTONA BEACH

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

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

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

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

FLORIDA STATIONS—Continued

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

WRUF, GAINESVILLE

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

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

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

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

WJAX, JACKSONVILLE

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

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

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

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

WJHP, JACKSONVILLE

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

At press time this station had a construction permit only.

WMBR, JACKSONVILLE

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

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

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

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

WLAK, LAKE LAND

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

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

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

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

FLORIDA STATIONS—Continued

WIOD, MIAMI

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

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

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

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

WQAM, MIAMI

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

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

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

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

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

WKAT, MIAMI BEACH

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

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

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

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

WTMC, OCALA

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

At press time this station had a construction permit only.

WDBO, ORLANDO

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

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

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

FLORIDA STATIONS—Continued

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

WCOA, PENSACOLA

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

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

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

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

WFOY, ST. AUGUSTINE

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

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

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

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

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

WTSP, ST. PETERSBURG

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

At press time this station had a construction permit only.

WSUN, ST. PETERSBURG

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

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

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

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

WTAL, TALLAHASSEE

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

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

FLORIDA STATIONS--Continued

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

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

WDAE, TAMPA

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

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

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

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

WFLA, TAMPA-CLEARWATER

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

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

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

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

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

WJNO, WEST PALM BEACH

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

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

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

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

GEORGIA

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

Radio Homes by Counties

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

GEORGIA STATIONS—Continued

WGPC, ALBANY

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

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

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

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

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

WG AU, ATHENS

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

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

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

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

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

WAGA, ATLANTA

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

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

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

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

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

WATL, ATLANTA

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

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

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

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

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

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

GEORGIA STATIONS—Continued

WGST, ATLANTA

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

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

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

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

WSB, ATLANTA

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

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

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

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

*Also executive director of WAGA, Atlanta.

WRDW, AUGUSTA

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

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

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

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

WRBL, COLUMBUS

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

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

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

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

* Also president of WATL, Atlanta, Ga.

WKEU, GRIFFIN

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

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

GEORGIA STATIONS—Continued

ager: Joe Carter. Program director: Muriel Shackelford.

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

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

WMAZ, MACON

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

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

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

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

WRGA, ROME

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

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

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

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

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

WSAV, SAVANNAH

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

At press time this station had a construction permit only.

WTOC, SAVANNAH

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

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

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

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

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

WPAX, THOMASVILLE

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

Base rate: \$45.

No further information available after repeated requests.

WAYX, WAYCROSS

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

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

Rep: None. Seating facilities: Reception

GEORGIA STATIONS—Continued

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

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

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

IDAHO

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

Radio Homes by Counties

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

KIDO, BOISE

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

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

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

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

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

KGCI, COEUR D'ALENE

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

IDAHO STATIONS—Continued

KID, IDAHO FALLS

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

Base rate: \$90.

No other information available.

KRLC, LEWISTON

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

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

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

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

KFXD, NAMPA

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

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

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

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

KSEL, POCATELLO

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

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

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

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

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

KTFL, TWIN FALLS

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

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

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

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

KWAL, WALLACE-KELLOGG

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

At press time this station had a construction permit only.

ILLINOIS

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

Radio Homes by Counties

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

WMRO, AURORA

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

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

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

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

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

WJBC, BLOOMINGTON

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

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

Rep: Cox and Tanz. Seating facilities:

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

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

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

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

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

WCFL
5000 Watts - Fulltime

ILLINOIS STATIONS—Continued

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

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

WCAZ CARTHAGE

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

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

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

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

WDWS, CHAMPAIGN

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

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

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

Copy restrictions: Beer and wine ac-

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

WAAF, CHICAGO

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

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

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

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

WBBM, CHICAGO

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

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

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

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

CUT YOURSELF A PIECE OF PIE

with

W-G-N



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

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

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

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

50,000 WATTS

W-G-N, Inc.

720 KILOCYCLES

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

441-445 North Michigan Avenue
Chicago, Illinois

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

MEMBER OF—THE MUTUAL BROADCASTING SYSTEM

ILLINOIS STATIONS—Continued

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

WCBD, CHICAGO

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

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

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

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

WCFL, CHICAGO

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

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

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

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

WCRW, CHICAGO

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

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

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

WEDC, CHICAGO

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

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

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

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

WENR, CHICAGO

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

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

BOX OFFICE RECORDS

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

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

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

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



CHICAGO

Burridge D. Butler
President

Glenn Snyder
Manager

ILLINOIS STATIONS—Continued

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

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

WGES, CHICAGO

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

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

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

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

WGN, CHICAGO

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

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

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

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

WIND, GARY (IND.)

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

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

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

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

WJJD, CHICAGO

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

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

ILLINOIS STATIONS—Continued

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

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

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

WLS, CHICAGO

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

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

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

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

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



LIKE FINE WINE

each year finds

WJJD IMPROVED!

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

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

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

ILLINOIS STATIONS—Continued

WMAQ, CHICAGO

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

Personnel: See WENR, Chicago.

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

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

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

WMBI, CHICAGO

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

This station is non-commercial; church-owned.

WSBC, CHICAGO

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

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

W-I-N-D

560 KC.
C. B. S. AFFILIATE

5000 WATTS DAYS
1000 WATTS NIGHTS

"The Tip-Top Spot on Your Dial"

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

Represented by Gene Furgason & Co.

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

ILLINOIS STATIONS—Continued

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

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

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

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

WHFC, CICERO

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

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

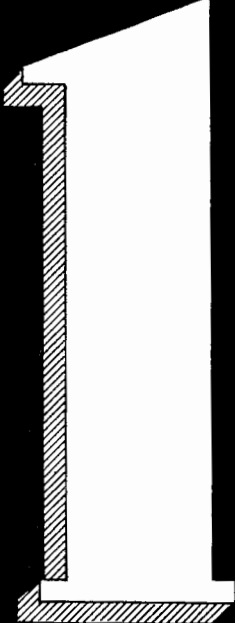
ford. **Chief engineer:** Dave Mearns. **Musical director:** Dave Volkow.

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

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

WDAN, DANVILLE

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



The **NUMBER ONE**
station in Chicago

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

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

ILLINOIS STATIONS—Continued

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

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

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

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

WJBL, DECATUR

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

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

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

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

WTMV, EAST ST. LOUIS

See St. Louis, Missouri.

WGIL, GALESBURG

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

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

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

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

WEBQ, HARRISBURG

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

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

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

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

WCLS, JOLIET

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

ILLINOIS STATIONS—Continued

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

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

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

WMBD, PEORIA

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

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

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

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

* Also president of WJZ, Tuscola, Ill.

WTAD, QUINCY

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

the Orpheum Theatre, Hannibal, Mo.).

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

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

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

WROK, ROCKFORD

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

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

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

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

WHBF, ROCK ISLAND

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

ILLINOIS STATIONS—Continued

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

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

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

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

WCBS, SPRINGFIELD

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

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

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

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

WTAX, SPRINGFIELD

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

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

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

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

WDZ, TUSCOLA

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

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

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

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

* Also president of WMBD, Peoria, Ill.

ILLINOIS STATIONS—Continued

WILL, URBANA

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

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

INDIANA

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

Radio Homes by Counties

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

WHBU, ANDERSON

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

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

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

Copy restrictions: Do not accept beer or

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

WTRC, ELKHART

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

INDIANA STATIONS—Continued

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

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

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

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

WEOA, EVANSVILLE

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

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

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

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

WGBF, EVANSVILLE

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

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

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

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

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

WGL, FORT WAYNE

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

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

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

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

INDIANA STATIONS—Continued

WOWO, FORT WAYNE

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

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

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

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

WIND, GARY

See under Chicago, Ill.

WHIP, HAMMOND

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

Base rate: \$125.

No further information available after repeated requests.

WWAE, HAMMOND

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

Base rate: \$70.

No further information available after repeated requests.

WFBM, INDIANAPOLIS

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

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

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

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

WIBC, INDIANAPOLIS

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

WOWO

reaches

MORE INDIANA HOMES

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

HOOSIER MEDIUM

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

Westinghouse Radio Stations, Inc.

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

INDIANA STATIONS--Continued

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

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

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

WIRE, INDIANAPOLIS

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

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

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

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

WLBC, MUNCIE

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

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

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

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

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

WGRC, NEW ALBANY

See under Louisville, Ky.

WKBV, RICHMOND

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

No other information available.

WFAM, SOUTH BEND

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

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

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

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

WSBT, SOUTH BEND

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

INDIANA STATIONS—Continued

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

Base rate: \$100.

For all other information, see WFAM.

WBOW, TERRE HAUTE

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

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

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

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

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

WBAA, WEST LAFAYETTE

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

This station is non-commercial; university-owned.

IOWA

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

Radio Homes by Counties

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

IOWA STATIONS—Continued

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

WOL, AMES

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

This station is non-commercial; college-owned.

KFGQ, BOONE

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

This station is non-commercial.

WMT, CEDAR RAPIDS

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

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

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

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

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

WOC, DAVENPORT

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

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

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

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

KGCA, DECORAH

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

No other information available.

KWLC, DECORAH

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

"Most of the Listeners All of the Time"



KFNF

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



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

M. H. PETERSEN, General Manager

IOWA STATIONS—Continued

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

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

KRNT, DES MOINES

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

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

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

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

KSO, DES MOINES

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

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

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

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

WHO, DES MOINES

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

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

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

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

IOWA STATIONS—Continued

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

KDTH, DUBUQUE

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

At press time this station had a construction permit only.

WKBB, DUBUQUE

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

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

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

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

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

WSUL, IOWA CITY

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

This station is non-commercial; university-owned.

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

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

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

KSO

DES MOINES • NBC Blue-MBS • 1430 K.C.

5000 WATTS L. S. • 1000 WATTS NIGHT

Represented by THE KATZ AGENCY

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

IOWA STATIONS—Continued

KFJB, MARSHALLTOWN

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

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

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

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

KGLO, MASON CITY

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

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

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

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

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

KFNF, SHENANDOAH

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

Top Per Family Income yours on KRNT, of course!

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

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

KRNT

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

THE ONLY BASIC COLUMBIA NETWORK OUTLET IN IOWA

IOWA STATIONS—Continued

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

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

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

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

KMA, SHENANDOAH

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

Opened: Aug. 25, 1925.

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

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

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

KSCJ, SIOUX CITY

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

Responsive Audience yours on WMT, of course!

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

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

WMT

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

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

IOWA STATIONS—Continued

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

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

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

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

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

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

KTRI, SIOUX CITY

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

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

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

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

KANSAS

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

Radio Homes by Counties

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

KANSAS STATIONS—Continued

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

KFBI, ABILENE

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

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

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

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

KVAK, ATCHISON

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

At press time this station had a construction permit only.

KGGF, COFFEYVILLE

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

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

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

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

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

KGNO, DODGE CITY

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

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

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

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

KTSW, EMPORIA

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

KANSAS STATIONS—Continued

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

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

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

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

KIUL, GARDEN CITY

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

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

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

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

KVGB, GREAT BEND

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

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

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

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

KWBG, HUTCHINSON

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

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

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

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

KCKN, KANSAS CITY

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

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

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

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

KFKU, LAWRENCE

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

This station is non-commercial; university-owned.

KANSAS STATIONS—Continued

WREN, LAWRENCE-KANSAS CITY

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

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

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

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

KSAC, MANHATTAN

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

This station is non-commercial; college-owned.

KOAM, PITTSBURG

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

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

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

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

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

KSAL, SALINA

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

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

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

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

WIBW, TOPEKA

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

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

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

KANSAS STATIONS—Continued

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

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

KANS, WICHITA

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

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

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

Copy restrictions: Accept beer, but no

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

*Also stockholder in KMMJ, Grand Island, Neb.

KFH, WICHITA

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

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

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

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

KENTUCKY

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

Radio Homes by Counties

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



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

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

An N. B. C. Outlet

NATIONAL REPRESENTATIVES: FREE & PETERS, INC.



**STATION
WAVE**

INCORPORATED

LOUISVILLE, KY.

1000 WATTS . . . 940 K. C.

KENTUCKY STATIONS—Continued

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

WCMI, ASHLAND

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

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

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

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

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

WLAP, LEXINGTON

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

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

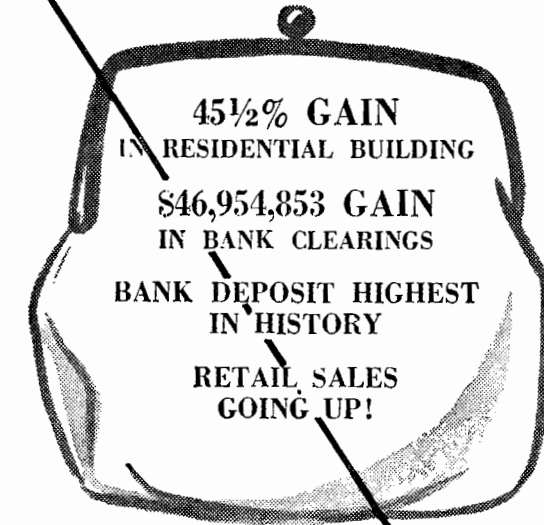
Rep: Burn-Smith Co., Inc. **Seating facilities:** Can accommodate about 125 persons. **Merchandising:** None listed. **Foreign language programs:** No set rules; question has never arisen as foreign population is very small. **Artists bureau:** Yes; lists about 20 artists. **Base rate:** \$100.

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

WAVE, LOUISVILLE

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

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



**45½% GAIN
IN RESIDENTIAL BUILDING**

**\$46,954,853 GAIN
IN BANK CLEARINGS**

**BANK DEPOSIT HIGHEST
IN HISTORY**

**RETAIL SALES
GOING UP!**

to open

**POCKETBOOKS in the
RICH KENTUCKIANA MARKET**

YOU

Must

USE



**Represented Nationally
By EDWARD PETRY
Company**

**Owned and Operated By
THE COURIER-JOURNAL
THE LOUISVILLE TIMES**

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

KENTUCKY STATIONS—Continued

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

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

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

WGRC, NEW ALBANY (IND.)

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

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

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

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

WHAS, LOUISVILLE

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

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

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

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

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

WINN, LOUISVILLE

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

At press time this station had a construction permit only.

WOMI, OWENSBORO

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

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

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

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

KENTUCKY STATIONS—Continued

WPAD, PADUCAH

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

watts on 1420 kc.

Base rate: \$60.

No other information available.

LOUISIANA

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

Radio Homes by Counties

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

KALB, ALEXANDRIA

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

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

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

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

WJBO, BATON ROUGE

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

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

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

Copy restrictions: Beer and light wines

LOUISIANA STATIONS—Continued

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

KVOL, LAFAYETTE

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

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

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

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

KPLC, LAKE CHARLES

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

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

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

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

KMLB, MONROE

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

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

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

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

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

WDSU, NEW ORLEANS

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

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

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

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

WJBW, NEW ORLEANS

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

No other information available after repeated requests.

WNOE, NEW ORLEANS

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

No other information available after repeated requests.

WSMB, NEW ORLEANS

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

LOUISIANA STATIONS—Continued

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

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

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

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

WWL, NEW ORLEANS

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

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

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

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

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

KRMD, SHREVEPORT

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

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

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

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

KTBS, SHREVEPORT

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

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

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

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

LOUISIANA STATIONS—Continued

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

KWKH, SHREVEPORT

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

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

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

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

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

MAINE

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

Radio Homes by Counties

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

WRDO, AUGUSTA

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

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

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

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

WABL BANGOR

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

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

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

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

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

WLBZ, BANGOR

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

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

MAINE STATIONS—Continued

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

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

WCOU, LEWISTON

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

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

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

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

WCSH, PORTLAND

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

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

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

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

WGAN, PORTLAND

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

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

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

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

WAGM, PRESQUE ISLE

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

MAINE STATIONS—Continued

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

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

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

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

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

MARYLAND

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

Radio Homes by Counties

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

WBAL, BALTIMORE

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

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

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

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

WCAO, BALTIMORE

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

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

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

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

**BALTIMORE'S
STAND-OUT
STATION**



*WFBR's new home
"RADIO CENTRE"*

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

**IN BALTIMORE
THEY LISTEN TO—**

WFBR

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

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

MARYLAND STATIONS—Continued

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

WCBM, BALTIMORE

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

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

Rep: None. **Seating facilities:** 50 persons. **Merchandising:** None. **Foreign language programs:** Accepted; governed by same rules as regular programs and announcements. **Artists bureau:** None. **Base rate:** \$120.

Copy restrictions: Beer and wine accepted; no liquor advertising; programs considered individually, but all must conform to federal and state laws, FCC regulations and the Pure Food & Drug Act. **E. T. library:** NBC Thesaurus; Lang-Worth; NAB. **News:** INS; Universal. **News periods:** 9:45 A.M., noon, 2:30 P.M., 6:30 P.M., 10:30 P.M., duration not listed, all Monday through Saturday; noon, 7 P.M., 11 P.M., duration not listed, Sunday only.

WFBR, BALTIMORE

Operator: The Baltimore Radio Show, Inc., Radio Centre, 10 E. North Ave. **Phone:** Vernon 6900. **Power:** 5,000 and 1,000 watts on 1270 kc. **Affiliation:** NBC Basic Red. **Opened:** June 4, 1922.

President: Robert S. Maslin, Sr. **Executive vice-president:** Hope H. Barroll, Jr. **Commercial manager:** Purnell H. Gould. **Program director:** Bert Hanauer. **Chief engineer:** William Q. Ranft. **Artists bureau head, musical director:** Joseph Imbruglio. **Publicity director:** Robert S. Maslin, Jr.

Rep: Edward Petry & Co., Inc. **Seating facilities:** Studio A, 350; studios B and C, 125 each; also main ballroom Lord Baltimore Hotel, 500, and main ballroom Belvedere Hotel, 500. **Merchandising:** Sales Development Department will furnish route lists of druggists and grocers, and will notify dealers via "Trade Winds," a sheet prepared especially for dealers of products advertised and contests being conducted, etc.; stage dealer meetings in studios; display clients' wares in studios and in Radio Centre; check response to programs among dealers and consumers; other merchandising billed at cost; station has a tie-up with 10 newspapers and eight moving picture theatres and as long as this tie-up is in effect, will offer free merchandising of

the radio programs through these mediums to clients of minimum 13-week contracts. **Foreign language programs:** Not accepted. **Artists bureau:** Setup nominal. **Base rate:** \$300.

Copy restrictions: Not over four minutes of commercial in 15-minute programs; no comparative price mentions; will take beer and wine programs, but not announcements in this classification; no hard liquor advertising; no laxative announcements after 6 P.M.; station is associate member of Proprietary Association and member of Better Business Bureau. **E. T. library:** Associated. **News:** Transradio. **News periods:** 7:40 A.M., noon, 6:10 P.M., 11 P.M., all five minutes, all daily; 8:15-8:30 A.M., 1:30-1:45 P.M., Monday through Saturday.

WTBO, CUMBERLAND

Operator: Associated Broadcasting Corp., 31 Frederick St. **Phone:** Cumberland 299. **Power:** 250 watts on 800 kc (to sunset in Dallas, Texas). **Affiliation:** Maryland Coverage Network. **Opened:** October, 1929.

General manager: H. B. McNaughton. **Chief engineer:** George Lenhart.

Rep: Joseph Hershey McGillyvra. **Seating facilities:** About 75 persons. **Merchandising:** Dealer contacts, trade and consumer publicity gratis. **Foreign language programs:** None. **Artists bureau:** None. **Base rate:** \$86.25.

Copy restrictions: Copy must be in "good taste," and must comply with F.C.C. and Federal Trade Commission regulations. **E. T. library:** World. **News:** Transradio. **News periods:** 7:45 A.M., 10:30 A.M., 12:45 P.M., all 15 minutes, all Monday through Saturday; 5:25-5:30 P.M., 5:40-5:45 P.M., 6:30-6:45 P.M., every day; 8:45-9 A.M., noon-12:15 P.M., Sunday only.

WFMD, FREDERICK

Operator: Monocacy Broadcasting Co., Winchester Hall. **Phone:** Frederick 1466. **Power:** 500 watts on 900 kc (to local sunset). **Affiliation:** None. **Opened:** Jan. 1, 1936.

Vice-president, general manager, commercial manager: A. V. Tidmore. **Program director, artists bureau head:** R. L. Longstreet. **Chief engineer:** John A. Fels. **Musical director:** Winston C. Shipley. **Publicity director:** Hugh F. Ferguson.

Rep: None. **Seating facilities:** Winchester Hall Auditorium, 500. **Merchandising:** None formulated as yet; clients largely local. **Foreign language programs:** Would accept, but population doesn't warrant such programs. **Artists bureau:** Books talent, but has no talent contracts; purpose of bureau is described as "to prevent ex-

MARYLAND STATIONS—Continued

ploitation for too many benefit performances." **Base rate:** \$60 (one hour, 13 times).

Copy restrictions: Will accept beer and wine; no hard liquor; all copy subject to U. S. and FCC regulations. **E. T. library:** World. **News:** Transradio. **News periods:** 7:30 A.M., 12:15 P.M., 6 P.M. (last varies with sunset time), all five minutes, all daily; 10:30-10:35 A.M., Sunday only.

WJEJ, HAGERSTOWN

Operator: Hagerstown Broadcasting Co., Franklin Court. **Phone:** 2323. **Power:** 100 watts on 1210 kc. **Affiliation:** None. **Opened:** Oct. 29, 1932.

General manager: Grover C. Crilley. **Commercial manager:** C. H. Myers. **Program director:** Amos Harper. **Chief engineer:** Harold Brewer.

Rep: None. **Seating facilities:** Auditorium available for presenting public shows; capacity 1,000; admission to be charged, if any, is optional with the sponsor. **Merchandising:** Information on request. **Foreign language programs:** No information given. **Artists bureau:** Setup nominal only. **Base rate:** \$60.

Copy restrictions: Accept beer and wines; patent medicines must stand scrutiny of Food & Drug Administration; all copy

must conform with government regulations. **News:** Transradio.

WSAL, SALISBURY

Operator: Frank M. Stearns, 315 E. Main St. **Phone:** 1540; 1541. **Power:** 250 watts on 1200 kc (daytime). **Affiliation:** Maryland Coverage Network. **Opened:** Nov. 17, 1937.

Owner, commercial manager: Frank M. Stearns. **Program director:** Deane S. Long. **Chief engineer:** Richard W. Bullers. **Musical director:** William Heaton.

Rep: Weed & Co. **Seating facilities:** 25 in the studios; use local theatre on Saturdays for Kiddies Show, and on Sundays (when the theatre is otherwise closed) for an amateur hour. **Merchandising:** Can render services on request. **Foreign language programs:** Station claims no foreign languages are used in the area. **Artists bureau:** Yes. **Base rate:** \$45.

Copy restrictions: Beer and wine okay; no hard liquor; "we make every possible effort to keep commercials to within three minutes of every 15." **E. T. library:** Standard; NAB. **News:** UP. **News periods:** 8 A.M., 12:10 P.M., 5:30 P.M., all five minutes, all Monday through Saturday; 1:30-1:45 P.M. (commentary) Monday through Friday.

MASSACHUSETTS

(1,019,200 radio homes, or 92% ownership among the State's total of 1,104,000 families. Urban ownership is 912,100, or 92% of urban families; rural ownership is 107,100, or 96% of rural families.)

Radio Homes by Counties

Barnstable	9,550	Franklin	12,840	Norfolk	73,210
Berkshire	29,990	Hampden	81,090	Plymouth	42,530
Bristol	87,060	Hampshire	16,730	Suffolk	200,230
Dukes	1,510	Middlesex	223,760	Worcester	116,080
Essex	123,560	Nantucket	1,060		

WAAB, BOSTON

Operator: The Yankee Network, Inc., 21 Brookline Ave. **Phone:** Commonwealth 0800. **Power:** 1,000 watts on 1410 kc. **Affiliation:** Colonial Network; Mutual. **Opened:** April 20, 1931.

President: John Shepard III. **Vice-president in charge of operations:** R. L. Harlow. **Vice-president in charge of production and sales:** Linus Travers. **Commercial manager:** William Warner. **Chief engineer:** Irving Robinson. **Merchandising:** Carleton McVarish. **Station promotion:** Frank Fos-

ter II. **Artists bureau head:** Van D. Sheldon. **Publicity:** A. Stephenson.

Rep: Edward Petry & Co., Inc. **Seating facilities:** Studio, 100 persons. **Merchandising:** Supply coverage and market data; will aid in buyer contacts and cooperate in further merchandising plans on a cost basis. **Foreign language programs:** Certain types accepted, depending on merit as public entertainment. **Artists bureau:** Yes; has complete roster of talent. **Base rate:** \$200.

Copy restrictions: Accept beer and wines;

MASSACHUSETTS STATIONS—Continued

Better Business Bureau and Proprietary Association consulted. **E. T. library:** Associated. **News:** Colonial Network News Service. **News periods:** 7:30 A.M., noon, 6:45 P.M., midnight, all 15 minutes, all Monday through Saturday; 7:45 A.M., 2:45 P.M., 7 P.M., midnight, all 15 minutes, all Sunday only.

WBZ-WBZA, BOSTON

Operator: Owned and operated by Westinghouse Electric and Mfg. Co.; programmed by the National Broadcasting Co., Inc. **WBZ:** Hotel Bradford, Boston. **WBZA:** Hotel Kimball, Springfield. **Phone:** WBZ: Hancock 4261; WBZA: Springfield 6-8336. **Power:** WBZ: 50,000 watts on 990 kc; WBZA: 1,000 on 990 kc. (Note: Both stations operate simultaneously and in synchronism on the same frequency and wavelength.) **Affiliation:** NBC Basic Blue. **Opened:** WBZ: Sept. 15, 1921; WBZA: Nov. 15, 1924.

General manager: John A. Holman. **Commercial manager:** Frank R. Bowes. **Program director:** John F. McNamara. **Chief engineer:** (WBZ), Dwight A. Myer; (WBZA), H. E. Randol. **Musical director:** John H. Wright. **Sales promotion manager:** George A. Harder.

Rep: National Broadcasting Co. **Seating facilities:** Studio A, 250; studio B, 250; Hotel Bradford Auditorium, 2,000. **Merchandising:** None listed. **Foreign language programs:** None listed. **Artists bureau:** None listed. **Base rate:** \$400.

Copy restrictions: Lectures and educational talks not accepted between 6 P.M. and midnight except by special arrangement; time of broadcast subject to change to other periods on 28 days' notice to accommodate network broadcasts, excepting in the case of independent announcements which may be moved to other periods if available, and as arranged by the station manager on 24 hours' notice; closing date is two weeks in advance of initial program and program material must be arranged one week in advance of broadcast date—no change within two days preceding broadcast; all programs subject to station approval; beer is accepted; patent medicines subject to NBC acceptance rules. **E. T. library:** NBC Thesaurus; Associated. **News:** UP. **News periods:** 7 A.M., noon, 6 P.M., 11 P.M., all five minutes, all Monday through Saturday.

WCOP, BOSTON

Operator: Massachusetts Broadcasting Corp., Copley Plaza Hotel. **Phone:** Commonwealth 1717. **Power:** 500 watts on 1120

kc (operates daytime). **Affiliation:** None. **Opened:** Aug. 26, 1935.

President: Harold A. Lafount. **Station manager:** Gerard H. Slattery. **Chief engineer:** Whitman N. Hall. **Sales manager:** Arthur Leary. **Program director:** Katherine F. Batchelder. **Musical director:** Sidney P. Reinherz. **Artists bureau head:** Eleanor G. Kane. **Publicity director:** John K. Gowen, III.

Rep: None. **Seating facilities:** Public function rooms of Copley Plaza Hotel, capacity 2,000. **Merchandising:** Dealer contacts; distribution of all promotion material; breakdown and tabulation of sponsor mail. **Foreign language programs:** Accepted; translation must be submitted in advance. **Artists bureau:** Supplies talent. **Base rate:** \$75.

Copy restrictions: Accept beer and wine; commercial copy "carefully edited and must comply with state and government regulations." **E. T. library:** World. **News:** Transradio. **News periods:** 8:15 A.M., 10 A.M., 12:45 P.M., all 15 minutes, all Monday through Friday; 8:15 A.M., 9:45 A.M., 12:45 P.M., all 15 minutes, Saturday; 9:15-9:30 A.M., 8-8:15 P.M., Sunday only.

WEEL, BOSTON

Operator: Columbia Broadcasting System, Inc., 182 Tremont St. **Phone:** Hubbard 2323. **Power:** 5,000 and 1,000 watts on 590 kc. **Affiliation:** CBS. **Opened:** Sept. 29, 1924.

Station manager: Harold E. Fellows. **Commercial manager:** Kingsley F. Horton. **Program director:** Lloyd G. Del Castillo. **Chief engineer:** Phillip K. Baldwin. **Musical director:** Charles R. Hector. **Publicity director:** Dorothy Drake.

Rep: Radio Sales. **Seating facilities:** Studio A, 100 persons; Salle Moderne, Hotel Statler, 500; Grand Ball Room, Hotel Statler, 1,200. **Merchandising:** Services rendered at actual cost. **Foreign language programs:** Not accepted. **Artists bureau:** None; can supply talent, however. **Stock:** Owned by Edison Electric Illuminating Company of Boston; station is leased and operated by CBS. **Base rate:** \$425.

Copy restrictions: CBS program policies. **E. T. library:** World. **News:** UP; also from Herald-Traveler (local). **News periods:** 6:50-7 A.M., 7:45-8 A.M., 3-3:15 P.M., 6-6:05 P.M., 11:05-11:15 P.M., all Monday through Saturday; noon-12:15 P.M., 11-11:10 P.M., both Sunday only.

WHDH, BOSTON

Operator: Matheson Radio Co., Inc., Hotel Touraine. **Power:** 1,000 watts on 830 kc

MASSACHUSETTS STATIONS—Continued

(to sunset in Denver). **Affiliation:** None. **Opened:** 1929.

Base rate: \$120.

No further information available after several requests.

WMEX, BOSTON

Operator: The Northern Corp., 70 Brookline Ave. **Phone:** Commonwealth 3900. **Power:** 250 and 100 watts on 1500 kc (station has construction permit for 5,000 watts on 1470 kc). **Affiliation:** None. **Opened:** October 18, 1934.

Managing director, station manager, chief engineer: Alfred J. Pote. **Commercial manager:** S. Alfred Wasser. **Program director:** John E. Reilly. **Musical director:** John F. Kiley. **Publicity director:** Vivienne M. Cameron.

Rep: None. **Seating facilities:** Studio A, 100 persons; Studio B, 50. **Merchandising:** None. **Foreign language programs:** Accept Italian programs. **Artists bureau:** None. **Base rate:** \$120.

Copy restrictions: Accept beer and wine, but no hard liquor or patent medicines; commercials limited to 150 words, with overboard wordage and all direct comparison deleted by station. **E. T. Library:** NAB; Davis & Schwegler. **News:** INS. **News periods:** 11:45 A.M., 2:45 P.M., 5:45 P.M., 7:15 P.M., 10:30 P.M., 11:45 P.M., all 15 minutes, all Monday through Saturday; 6 P.M., 10:30 P.M., 11:45 P.M., all 15 minutes, all Sunday.

WNAC, BOSTON

Operator: The Yankee Network, Inc., 21 Brookline Ave. **Phone:** Commonwealth 0800. **Power:** 5,000 and 1,000 watts on 1230 kc. **Affiliation:** NBC Basic Red; The Yankee Network. **Opened:** July 31, 1922.

President: John Shepard III. **Vice-president in charge of operations:** R. L. Harlow. **Vice-president in charge of sales and production:** Linus Travers. **Chief engineer:** Paul A. deMars. **Merchandising:** Carleton McVarish (manager), Robert C. Taylor. **Station promotion:** Frank Foster, II. **Artists bureau head:** Van D. Sheldon. **Assistant sales manager:** Gerald Harrison. **Publicity:** A. J. Stephenson.

Rep: Edward Petry & Co., Inc. **Seating facilities:** Studio, 100 persons. **Merchandising:** Supply coverage and market data; will aid in buyer contacts; will cooperate in further plans at cost. **Foreign language programs:** Not accepted. **Artists bureau:** Yes; complete talent roster available. **Base rate:** \$400.

Copy restrictions: Beer and wines accepted; copy on all programs must con-

form to Better Business Bureau standards; patent medicines subject to Proprietary Association copy rules. **E. T. Library:** Associated. **News:** Yankee Network News Service. **News periods:** 8 A.M., 1 P.M., 6 P.M., 11 P.M., all 15 minutes, all Monday through Saturday; 8:45 A.M., 1:30 P.M., 6:30 P.M., 11 P.M., all 15 minutes, all Sunday only.

WORL, BOSTON

Operator: Broadcasting Service Organization, Inc., 610 Beacon St. **Phone:** Commonwealth 5100. **Power:** 500 watts on 920 kc (daytime). **Affiliation:** None. **Opened:** 1926.

President: Harold A. Lafount. **Manager:** George Lasker. **Program director:** Robert N. Perry. **Chief engineer:** George Luckey. **Publicity director:** Marjorie L. Spriggs.

Rep: Burn-Smith Co., Inc. **Merchandising:** Complete service, including market surveys, dealer notifications, distributor's analyses, publicity, etc. **Foreign language programs:** No information given. **Artists bureau:** No information given. **Base rate:** \$75.

Copy restrictions: Advertising of intoxicating beverages not accepted; all copy subject to station approval. **E. T. Library:** Standard. **News:** UP; Christian Science Monitor; Boston Evening Transcript. **News periods:** Every hour on the hour, periods varying from three to 15 minutes (exact time not listed), all apparently daily.

WSAR, FALL RIVER

Operator: Doughty and Welch Electric Co., Inc., Academy of Music Bldg., South Main St. **Phones:** 450-451. **Power:** 1,000 watts on 1450 kc. **Affiliation:** Mutual; Yankee Network; Colonial Network. **Opened:** 1921.

President, treasurer, station manager: William T. Welch. **Commercial manager:** Leonard C. Cox. **Program director, artists bureau head:** Josephine Y. Welch. **Chief engineer:** John C. Pavao. **Musical director:** Frank L. Cotter. **Publicity director:** Francis J. McLaughlin, Jr.

Rep: Joseph Hershey McGillvra. **Seating facilities:** Two studios, larger one seating 100 persons. **Merchandising:** Publicity, coverage and market data offered free; tie-ins, displays and special features of other types rendered at actual cost. **Foreign language programs:** Accepted; French, Italian, Portuguese and Polish programs current; copy subject to station approval or revision. **Artists bureau:** Setup nominal only. **Base rate:** \$120.

Copy restrictions: Accept beer, wine and liquor; no restrictions other than those

MASSACHUSETTS STATIONS--Continued

of the FCC. **E. T. library:** Standard. **News:** WSAR local news; Yankee Network News Service. **Local news periods:** 10:15 A.M., 12:45 P.M., 5:45 P.M., all 15 minutes, all Monday through Saturday. **Yankee news:** 8 A.M., 1 P.M., 6 P.M., 11 P.M., all 15 minutes, all Monday through Saturday; 8:30 A.M., 1:30 P.M., 6:30 P.M., 11 P.M., all 15 minutes, Sunday only.

WHAL, GREENFIELD

Operator: John W. Haigis, 354 Main St. **Phone:** 4301. **Power:** 250 and 100 watts on 1210 kc. **Affiliation:** Mutual; Yankee and Colonial Networks. **Opened:** May 15, 1938.

Owner: John W. Haigis. **Station manager, chief engineer:** James L. Spates. **Program and musical director:** Warren Greenwood. **Artists bureau head:** Bob Findley. **Publicity director:** Ken Houseman.

Rep: Bertha Bannan, James Fay (Boston). **Seating facilities:** Local hall available, seating 300 persons. **Merchandising:** Commercial department claims to be equipped to handle requirements of clients; no charge except for materials. **Foreign language programs:** Accepted at specified times at national rates; payment must be made in advance. **Artists bureau:** Talent not under contract, but station can supply necessary artists, etc. **Base rate:** \$60.

Copy restrictions: Hard liquor advertising not accepted; rules of "good taste" used as standard of judgment. **E. T. library:** NBC Thesaurus. **News:** Yankee Network News Service. **News periods:** 8 A.M., 1 P.M., 6 P.M., 11 P.M., all 15 minutes, all Monday through Saturday.

WOCB, HYANNIS

Operator: Harriett M. Alleman and Helen W. MacLellan doing business as the Cape Cod Broadcasting Co. **Power:** 250 and 100 watts on 1210 kc.

At press time this station had a construction permit only.

WLAW, LAWRENCE

Operator: Hildreth and Rogers Co., 278 Essex St. **Phone:** 4107. **Power:** 1,000 watts on 680 kc (daytime). **Affiliation:** None. **Opened:** Dec. 19, 1937. (Note: This station is newspaper-owned by the Lawrence Eagle and Tribune.)

President, treasurer: A. H. Rogers. **Station manager:** Irving E. Rogers. **Commercial manager:** David M. Kimel. **Program and musical director:** Stanley N. Schultz. **Chief engineer:** Herbert W. Brown. **Artists bureau head, publicity director:** H. Harrison Flint.

Rep: Weed & Co. **Seating facilities:** Studio A can accommodate 150 people; 50 more can view studio through glass partition. **Merchandising:** Newspaper publicity on programs and artists in the two newspapers affiliated with the station. **Foreign language programs:** Accepted, but with restrictions. **Artists bureau:** Setup nominal only. **Base rate:** \$60.

Copy restrictions: None listed other than that station retains right to reject any copy for reasons sufficient unto itself. **E. T. library:** NBC Thesaurus; Standard. **News:** AP. **News periods:** 7-7:15 A.M., 10:30-10:45 A.M., 12:05-12:15 P.M., 12:45-1 P.M., plus an early evening 15-minute newscast changing with time of year, all Monday through Saturday; 7:50 A.M., plus an early evening newscast changing with time of year, both 10 minutes, both Sunday only. (Note: Spots are sold before and after, but not during, newscasts.)

WLLH, LOWELL (AND LAWRENCE)

Operator: Merrimac Broadcasting Co., Inc., 39 Kearney Square. **Phone:** Lowell 8715; Lawrence 22148. **Power:** 250 and 100 watts on 1370 kc (Lowell); 100 watts on 1370 kc (Lawrence). **Affiliation:** Mutual; Yankee Network; Colonial Network. **Opened:** Oct. 10, 1934 (Lowell); Dec. 1, 1937 (Lawrence). (Note: WLLH has special temporary authorization to operate a satellite station at Lawrence, Mass., unlimited synchronously with WLLH.)

President: A. S. Moffat*. **Station manager:** Robert F. Donahue. **Commercial manager:** Haskell Bloomberg. **Program director:** Tom Clayton. **Chief engineer:** Anthony Michaels.

Rep: Edward Petry & Co., Inc. **Seating facilities:** Auditorium, 2,300 persons; studio A, 100; studio B, 50; studio C, 20. **Merchandising:** Give air plugs, and perform reasonable amount of dealer contact work; mailings at cost. **Foreign language programs:** Have French, Italian, Portuguese, Greek and Polish; no English announcements allowed during these programs. **Artists bureau:** None. **Base rate:** \$120.

Copy restrictions: Take wine and beer, but copy must not tend to encourage their use; no hard liquor; other copy must conform to "commonly accepted standards." **E. T. library:** Associated; Lang-Worth. **News:** Yankee Network News Service; also own local news service. **Yankee news periods:** 8 A.M., 1 P.M., 6 P.M., 11 P.M., all 15 minutes, all Monday through Saturday; 8:45 A.M., 1:30 P.M., 6:30 P.M., 11 P.M., all 15 minutes, all Sunday only. (Note: Sponsorship sold around, but not during,

* Also president of WMAS, Springfield,

Mass.

MASSACHUSETTS STATIONS—Continued

Yankee newscasts.) **Local news periods:** 7:45 A.M., 12:45 P.M., 6:30 P.M., 10:45 P.M., all five minutes, all Monday through Saturday; 9 A.M., 6:45 P.M., 9:55 P.M., all five minutes, Sunday only. (Note: These periods are sold in five-minute parcels, with an over-run of important news allowed gratis.)

WNBH, NEW BEDFORD

Operator: E. Anthony and Sons, Inc., 251 Union St. **Phone:** 5533. **Power:** 250 and 100 watts on 1310 kc. **Affiliation:** Mutual; Yankee Network; Colonial Network. **Opened:** May, 1921 (Note: This station is newspaper-owned by the Mercury and Standard-Times.)

General manager: Irving Vermilya. **Commercial manager, program director:** Paul Stiles. **Chief engineer:** Clyde Pierce.

Rep: None. **Seating facilities:** None. **Merchandising:** Any reasonable service rendered; newspaper display advertising given at start of sponsored program; letters mailed to merchants and listeners for cost of postage; products introduced to retailers by station solicitors when desired; theatre tie-ups arranged; station telephones available to sponsor for telephone orders. **Foreign language programs:** Accepted at any time under same rules as English programs. **Artists bureau:** Setup nominal only. **Base rate:** \$100.

Copy restrictions: Laxative advertising, beer, wine or liquor not accepted; no Beano, Bingo or Bank Nights. **E. T. library:** Standard. **News:** INS; Yankee Network News Service. **Yankee news periods:** 8 A.M., 1 P.M., 6 P.M., 11 P.M., all 15 minutes, all Monday through Saturday; 8:45 A.M., 6:30 P.M., 11 P.M., all 15 minutes, all Sunday only. **WNBH news:** 10 A.M., 12:45 P.M., 5:30 P.M., 10 P.M., all 15 minutes, all Monday through Saturday.

WBRK, PITTSFIELD

Operator: Harold Thomas, 8 Bank Row. **Phone:** 2-1553. **Power:** 250 and 100 watts on 1310 kc. **Affiliation:** Mutual; Yankee Network; Colonial Network. **Opened:** Feb. 20, 1938.

President: Harold Thomas.* **Commercial manager:** Bruff W. Olin. **Program director:** Walcott A. Wyllie. **Chief engineer:** Norman Blake. **Publicity director:** Robert Burbank.

Rep: None. **Seating facilities:** Studio A seats 50; WBRK Radio Playhouse, 250; (has stage, lighting, and lobby display space). **Merchandising:** Provide lobby

* Also general and station manager of WATR, Waterbury, Conn.

space for displays; supply publicity material when possible; do some direct mail work; will display and distribute merchandise publicity when furnished by the client. **Foreign language programs:** Not accepted. **Artists bureau:** Service bureau operates without charge to talent. **Base rate:** \$100.

Copy restrictions: Beer and wine copy accepted, but no hard liquor copy; all accounts subject to individual consideration. **E. T. library:** NBC Thesaurus; Standard. **News:** Transradio. **News periods:** 8-8:15 A.M., 9:25-9:30 A.M., 12:30-12:45 P.M., 6-6:15 P.M., 10:45-11 P.M., all Monday through Saturday; 12:30 P.M., 6 P.M., 10:45 P.M., all 15 minutes, all Sunday.

WMAS, SPRINGFIELD

Operator: WMAS, Inc., Hotel Charles. **Phone:** 7-1414. **Power:** 250 and 100 watts on 1420 kc. **Affiliation:** CBS. **Opened:** Sept. 1, 1932.

President: A. S. Moffat.* **Station manager:** A. W. Marlin. **Program director, artists bureau head:** F. Turner Cooke. **Chief engineer:** Earl Hewinson. **Musical director:** Paul Pelletier. **Publicity director:** Carl Raymond.

Rep: Edward Petry & Co., Inc. **Seating facilities:** Three studios, accommodate about 35 persons. **Merchandising:** Service rendered to sponsor in accordance with needs. **Foreign language programs:** Acceptable; English copy must be submitted in advance; announcements carefully edited; carrying Polish and Italian programs. **Artists bureau:** Setup nominal only. **Base rate:** \$125.

Copy restrictions: Accept beer and wine subject to strict supervision; patent medicine advertising restricted; all copy subject to station approval. **E. T. library:** Associated. **News:** Transradio. **News periods:** 8 A.M., 12:30 P.M., 11 P.M., all 15 minutes, all Monday through Saturday; 8:45 A.M., noon, 11 P.M., all 15 minutes, Sunday; 6-6:05 P.M., Monday through Friday; 6-6:15 P.M., Saturday and Sunday.

* Also president of WLLH, Lowell, Mass.

WSPR, SPRINGFIELD

Operator: Connecticut Valley Broadcasting Co., 63 Chestnut St. **Phone:** 6-2757. **Power:** 500 watts on 1140 kc (operates to 1 hour after sunset). **Affiliation:** Mutual; Colonial Network; Yankee Network. **Opened:** June 3, 1936.

President, station manager: Quincy A. Brackett. **Commercial manager:** Milton W. Stoughton. **Program and musical director:** Wayne H. Latham. **Artists bureau**

MASSACHUSETTS STATIONS—Continued

head: Elwin N. Tacy. **Chief engineer:** Hillis W. Holt. **Publicity director:** Howard S. Keefe.

Rep: George P. Hollingbery Co.; James F. Fay (Boston). **Seating facilities:** Reception room, capacity not listed. **Merchandising:** Supply coverage and market data; comprehensive information and suggestions for merchandising; co-operate in any plans worked out by sponsor. **Foreign language programs:** Will accept, but endeavor to keep them down to a minimum. **Artists bureau:** Setup nominal only. **Base rate:** \$90.

Copy restrictions: Beer, wine and well-known patent medicines accepted; no liquor advertising; no standard rules restricting copy, as each case is considered individually. **E. T. library:** Standard. **News:** Transradio, Yankee Network News Service. **Yankee news periods:** 8 A.M., 1 P.M., 6 P.M., all 15 minutes, all Monday through Saturday; 8:45-9 A.M., 1:30-1:45 P.M., 6:30-6:45 P.M., Sunday only. **Transradio news periods:** 7:15 A.M., 9:45 A.M., 2:45 P.M., 5 P.M., all 15 minutes, all Monday through Saturday.

WORC, WORCESTER

Operator: Alfred F. Kleindienst, 65 Elm St. **Phone:** 5-3101. **Power:** 500 watts on 1280 kc. **Affiliation:** CBS. **Opened:** February, 1925.

Owner, operator: Alfred F. Kleindienst. **Acting director:** Mildred P. Stanton. **Commercial manager:** Lawrence Miron. **Musical director:** Maurice Diamond.

Rep: Weed & Co. **Seating facilities:** Can accommodate 150 persons. **Merchandising:** Any type of merchandising is provided at actual cost. **Foreign language programs:**

Not accepted. **Artists bureau:** None. **Base rate:** \$150.

Copy restrictions: Total commercial copy may not exceed 20% of total time purchased; will accept beer and wines. **E. T. library:** NBC Thesaurus. **News:** Transradio. **News periods:** 8 A.M., 12:15 P.M., 6:15 P.M., 11 P.M., all 15 minutes, all Monday through Saturday; 8:45 A.M., 6:05 P.M., 11 P.M., Sunday.

WTAG, WORCESTER

Operator: Worcester Telegram Publishing Co., Inc., Franklin St. **Phone:** 5-4321. **Power:** 1,000 watts on 580 kc. **Affiliation:** NBC Basic Red; Yankee Network. **Opened:** May 1, 1924. (Note: This station is newspaper owned by the Worcester Telegram and Gazette.)

Managing director: Edward E. Hill. **Commercial manager:** Howard J. Perry. **Program director:** Henry M. O'Toole. **Chief engineer:** Prof. Hobart H. Newell. **Publicity director:** Frederick Rushton. **Traffic manager:** Robert W. Booth.

Rep: Edw. Petry & Co. **Seating facilities:** Studio A, 50 persons; studio B, 25 persons. **Merchandising:** None. **Foreign language programs:** Not accepted. **Artists bureau:** None. **Base rate:** \$160.

Copy restrictions: Accept beer, wines and patent medicines subject to station approval; no hard liquors. **E. T. library:** World. **News:** From parent papers. **News periods:** 8 A.M., 1 P.M., 6 P.M., 11 P.M., all 15 minutes, all Monday through Saturday; 6:30 P.M., 11 P.M., both 15 minutes, both Sunday only. (Note: Two 100-word announcements sold before and after each newscast; no commercials during the news.)



MICHIGAN

(1,122,200 radio homes, or 92% ownership among the State's total of 1,220,000 families. Urban ownership is 771,100, or 93% of urban families; rural ownership is 351,100, or 89% of rural families.)

Radio Homes by Counties

Alcona	1,050	Gratiot	7,150	Missoukee	1,490
Alger	1,680	Hillsdale	7,240	Monroe	11,970
Allegan	9,510	Houghton	10,740	Montcalm	7,000
Alpena	3,910	Huron	6,620	Montmorency	610
Antrim	2,350	Ingham	28,860	Muskegon	19,860
Arenac	1,690	Ionia	8,350	Newaygo	4,060
Baraga	1,810	Iosco	1,760	Oakland	49,310
Barry	5,520	Iron	4,100	Oceana	3,340
Bay	15,200	Isabella	4,620	Ogemaw	1,480
Benzie	1,660	Jackson	22,360	Ontonagon	2,200
Berrien	20,200	Kalamazoo	22,250	Osceola	2,980
Branch	6,370	Kalkaska	920	Oscoda	360
Calhoun	21,980	Kent	59,010	Otsego	1,160
Cass	5,400	Keweenaw	1,020	Ottawa	12,770
Charlevoix	2,760	Lake	1,020	Presque Isle	2,140
Cheboygan	2,560	Lapeer	5,920	Roscommon	540
Chippewa	5,140	Leelanau	1,740	Saginaw	27,570
Clare	1,680	Lenawee	12,720	St. Clair	16,290
Clinton	5,790	Livingston	4,710	St. Joseph	8,230
Crawford	730	Luce	1,040	Sanilac	6,360
Delta	6,740	Mackinac	1,880	Schoolcraft	1,760
Dickinson	6,210	Macomb	17,660	Shiawassee	9,600
Eaton	8,320	Manistee	4,140	Tuscola	7,330
Emmet	3,490	Marquette	9,280	Van Buren	8,640
Genesee	49,020	Mason	4,380	Washtenaw	17,130
Gladwin	1,570	Mecosta	3,800	Wayne	428,960
Gogebic	6,040	Menominee	4,970	Wexford	3,910
Grand Traverse	4,370	Midland	4,140		

WELL, BATTLE CREEK

Operator: Enquirer News Co., 1 W. Michigan Ave. **Phones:** 5655; 7166. **Power:** 100 watts on 1420 kc. **Affiliation:** NBC Basic Blue Supplementary; Michigan Radio Network. **Opened:** September, 1925. (Note: This station is newspaper owned by the Battle Creek Enquirer & News.)

Owner: A. L. Miller. **Station manager:** Dan E. Jayne. **Commercial manager:** Forrest Flagg Owen. **Chief engineer:** Raymond B. Roof. **Program director:** Alden Haight.

Rep: Burn-Smith Co., Inc. **Seating facilities:** Studio, 30 persons. **Merchandising:** No regular service; salesmen, however, help with servicing; plugs over the air, in newspapers, or by display cards. **Foreign language program:** No rules; no call for such programs. **Artists bureau:** No regular setup; maintain file of available local talent. **Base rate:** \$60.

Copy restrictions: Beer and wine accepted; no hard liquor; all contracts subject to government regulations and station

approval; reserve right to refuse or discontinue any advertising program for reasons satisfactory to station; all programs and announcements subject to change of time to conform to network schedule. **E. T. Library:** None. **News:** AP.

WBCM, BAY CITY

Operator: Bay Broadcasting Co., Inc., Hotel Wenonah. **Phone:** 4212-3. **Power:** 1,000 and 500 watts on 1410 kc. **Affiliation:** None. **Opened:** Dec. 8, 1928, as successor to WSKC, which opened June 5, 1925.

General manager: S. W. Edwards. **Musical director:** Lionel H. DeRemer. **Chief engineer:** Ralph H. Carpenter.

Rep: George P. Hollingbery Co. **Seating facilities:** None. **Merchandising:** None. **Foreign language programs:** German program current. **Base rate:** \$100.

Copy restrictions: Beer, wines and alcoholic beverages accepted if properly presented; announcements on patent medicines have to be approved by the N.A.B. **E. T.**

MICHIGAN STATIONS—Continued

library: NBC Thesaurus. **News:** UP. **News periods:** 8-8:15 A.M., noon-12:15 P.M., Monday through Saturday; 6-6:15 P.M., every day.

WHDF, CALUMET

Operator: Upper Michigan Broadcasting Co., Hotel Scott, Hancock, Mich. **Phone:** Hancock 1. **Power:** 250 and 100 watts on 1370 kc. **Affiliation:** None. **Opened:** 1929. (Note: This station is newspaper-affiliated with the Calumet News and Houghton Daily Mining Gazette.)

Vice-president, station manager, publicity director: John W. Rice. **Commercial manager:** Merrill F. Trapp. **Program and musical director:** Albert W. Payne. **Chief engineer:** George L. Burgan.

Rep: Mitchell & Ruddell, Inc. **Seating facilities:** Studio can accommodate 700; Kerredge Theatre also available, seating 1,000 (regular theatre admission price charged). **Merchandising:** Station cooperates "in every way possible" with advertiser; service rendered gratis. **Foreign language programs:** Accepted on same basis as other programs; English translation must be submitted. **Artists bureau:** None. **Stock:** Held by A. L. Burgan (56.6%), W. G. Rice (27.9%), George L. Burgan (10%), and J. W. Rice (5.5%). **Base rate:** \$60.

Copy restrictions: Beer accepted; no other alcoholic beverages; commercials must be submitted in advance for station approval. **E. T. library:** World; Lang-Worth. **News:** AP; also gather own local news. **News periods:** Noon (in Finnish), 1 P.M., 6 P.M. (duration not listed), all apparently daily.

CKLW, DETROIT

Operator: Western Ontario Broadcasting Co., Union Guardian Bldg., Detroit. **Phone:** Cadillac 7200. **Studios:** Guaranty Trust Bldg., Windsor. **Phone:** 4-1155; (American Company; Essex Broadcasters, Inc. Studios are maintained in Windsor and Detroit. Station license is issued by Canada.) **Power:** 5,000 watts on 1030 kc. **Affiliation:** Mutual Broadcasting System; Canadian Broadcasting Corporation. **Opened:** May 31, 1932.

General manager: J. E. Campeau. **Office manager:** M. W. Kempthorne. **Station manager:** W. J. Carter. **Commercial manager:** L. J. DuMahaut. **Program director:** John Gordon. **Chief engineer:** W. J. Carter. **Production manager:** Gordon Castle. **Publicity director:** Val Clare.

Rep: Station has branch office at 360 N. Michigan Ave., Chicago, Ill.; otherwise

represented by Joseph Hershey McGillvra. **Seating facilities:** 200 persons. **Merchandising:** Staff of statisticians and demonstrators check window and counter displays; contact retailers; house-to-house canvass to check consumer acceptance; store canvass to check retailer acceptance; announcements of new programs sent to 1,000 retail outlets on request; supply market data; talent available for personal appearances; make coincidental telephone surveys; design direct mail, window and counter cards, announcements, publicity, etc., at actual cost. **Foreign language programs:** Not accepted. **Artists bureau:** None; station can supply talent, however. **Base rate:** \$320.

Copy restrictions: Provincial Statute prohibits beer, wine and liquor advertising; copy for patent medicines must be submitted to Department of Health at Ottawa; all accounts subject to rules of Canadian Broadcasting Corporation. **E. T. library:** World. **News:** UP. **News periods:** Noon, 3 P.M., 5:45 P.M., 11 P.M., all 15 minutes, all Monday through Friday.

WJBK, DETROIT

Operator: James F. Hopkins, Inc., 6559 Hamilton Ave. **Phone:** TR 2-2000. **Power:** 250 and 100 watts on 1500 kc. **Affiliation:** None. **Opened:** August, 1928.

President, station manager: James F. Hopkins. **Commercial manager:** Paul Y. Clark. **Program director:** Sybil Krieghoff. **Chief engineer:** Paul Frincke. **Musical director:** Fred Fenton. **Publicity director:** Charles Sterritt.

Rep: United Broadcasting Co. **Seating facilities:** None in studios; occasionally use ballroom, but capacity not listed. **Merchandising:** Separate department maintained to contact dealers, etc., for clients using a certain amount of time per week over a 13-week period. **Foreign language programs:** Accepted; currently have Polish, German, Jewish, Italian, Hungarian, Ukrainian and Arabian programs. **Artists bureau:** None. **Base rate:** \$125.

Copy restrictions: No restrictions on beer and wine; liquor advertising accepted after 10 P.M. only; patent medicines accepted if claims are reasonable; commercial copy must conform to good advertising practices and standards of good taste. **E. T. library:** Associated; Standard. **News:** INS. **News periods:** 6:30-6:35 A.M., 8-8:05 A.M., 11-11:05 A.M., 11:45-noon, 1-1:05 P.M., 2-2:05 P.M., 3-3:05 P.M., 4-4:05 P.M., 5-5:05 P.M., 6-6:15 P.M., 8-8:05 P.M., 10:30-10:35 P.M., midnight-12:05 A.M., 1-1:05 A.M.

Ask the Men *
Men Who Sell

**MICHIGAN
RADIO
NETWORK**

WBCM-Bay City WELL-Battle Creek WJIM-Lansing WXYZ-(Key Station) Detroit
WIBM-Jackson WFDF-Flint WKZO-Kalamazoo WOOD-WASH-Grand Rapids

**AVAILABLE FOR NBC BLUE COMMERCIALS
AS A UNIT**

The Best Radio

Who Sell the to Listeners

* BROKERS-JOBBER-CASH AND CARRY DISTRIBUTORS

Learn From Michigan Retailers
That Radio Advertising on MRN
Moves Goods Right From the
Start. . .

Retailers Learn From CUSTOMERS
That Radio Advertising Brings
Them To *HIS* Door. . . .

WHICH STATION BRINGS THEM?
The Favored Station of Course-
The One That is Heard With EASE
and CLARITY . . .

In Seven of Michigan's Eight Major
Markets There is Only One Radio
Station in the Town-A Potent
Factor in Answering-"WHERE IS
THE BIGGEST AUDIENCE?"

Buy of 1939

MICHIGAN STATIONS—Continued

WJR, DETROIT

Operator: WJR, The Goodwill Station, Inc., 2103 Fisher Bldg. **Phone:** Madison 4440. **Power:** 50,000 watts on 750 kc. **Affiliation:** CBS. **Opened:** 1922.

President: G. A. Richards*. **Executive vice-president, general manager:** Leo Fitzpatrick. **Secretary-treasurer:** P. M. Thomas. **Sales manager:** Owen F. Uridge. **Chief engineer:** M. R. Mitchell.

Rep: Edward Petry & Co., Inc. **Seating facilities:** 80 persons. **Merchandising:** No information given. **Foreign language programs:** Not accepted. **Artists bureau:** None. **Stock:** Majority held by G. A. Richards, P. M. Thomas, Leo J. Fitzpatrick. **Base rate:** \$700.

Copy restrictions: Accept beer, but no other alcoholic beverages; all copy subject to station approval and government regulations. **E. T. library:** World; Davis & Schwegler; NAB. **News:** INS. **News periods:** 6:45 A.M., 8:15 A.M., 6 P.M., 11 P.M., all 15 minutes, all Monday through Saturday; 3:45-4 P.M., Monday through Friday.

* Also president of WGAR, Cleveland, O., and KMPC, Beverly Hills, Calif.

WMBC, DETROIT

Operator: Michigan Broadcasting Co., 7310 Woodward Ave. **Phone:** Madison 9100. **Power:** 250 and 100 watts on 1420 kc. **Affiliation:** None. **Opened:** Nov. 1, 1925.

President: E. J. Hunt. **General and commercial manager:** H. M. Steed. **Vice-president, treasurer:** E. A. Wooten. **Chief engineer:** E. H. Clark. **Musical director:** Al Gross.

Rep: None. **Seating facilities:** Studio A, 100 persons; studio B, 50. **Merchandising:** Have complete service for grocery and allied consumer lines; maintain staff of salesmen and contact men; close tie affected with grocery stores. **Foreign language programs:** Director of Polish programs is Valentine Yarosz; two Polish programs daily; Ukrainian programs directed by Nicolas Shustakavich; Lithuanian period on Saturday; Jewish hour, directed by Hyman Altman, on Sundays. **Artists bureau:** None. **Stock:** Principal holders are E. J. Hunt and E. A. Wooten. **Base rate:** \$120.

Copy restrictions: Will accept beer or wine announcements or programs; no whiskey advertising; commercial announcements must be limited to 100 words; commercial programs of 15 minutes cannot contain more than three 100-word announcements; half-hour programs limited to four 100-word announcements. **E. T.**

library: Lang-Worth; Standard; Associated. **News:** Transradio. **News periods:** 11 A.M., 3 P.M., 5:45 P.M., 9 P.M., all 15 minutes, all Monday through Saturday.

WWJ, DETROIT

Operator: The Evening News Association, 626 Lafayette Blvd. **Phone:** Randolph 2000. **Power:** 5,000 and 1,000 watts on 920 kc. **Affiliation:** NBC Basic Red. **Opened:** August 20, 1920*. (Note: This station is owned by the Detroit News.)

Manager: W. J. Scripps. **Commercial manager:** Harry Bannister. **Program and production manager:** James Jewell. **Chief engineer:** Walter Hoffman. **Musical director:** Herbert Mertz.

Rep: George P. Hollingbery Co. **Seating facilities:** Auditorium studio seats 350. **Merchandising:** None. **Foreign language programs:** No set rules; such accounts have never been solicited. **Artists bureau:** None. **Base rate:** \$475.

* Opening date listed here was supplied by the station. KDKA and KQV, both Pittsburgh, Pa., along with WWJ are all claimants for the title of the U. S.'s oldest commercial station. (See KDKA and KQV.)

IN THE FIRST FIVE
MONTHS OF 1939

235 ADVERTISERS

have successfully
sold everything from
cigarettes to motor
cars in this rich

4TH MARKET

thru CKLW

2ND IN POWER

in the DETROIT area

MICHIGAN STATIONS—Continued

Copy restrictions: Beer and light wines accepted; no liquor advertising; "certain types" of patent medicines not accepted; all copy subject to station standards and governmental regulations. **E. T. library:** Davis & Schwegler. **News:** UP. **News periods:** 7:45-8 A.M., 12:30-12:45 P.M., daily except Sunday; 6:30-6:40 P.M., 11-11:10 P.M., daily except Saturday.

WXYZ, DETROIT

Operator: King-Trendle Broadcasting Corp., Stroh Building (executive offices); Maccabees Bldg. (studios). **Phone:** Cherry 8321. **Power:** 1,000 watts on 1240 kc. **Affiliation:** NBC Basic Blue; key station Michigan Radio Network; Canadian Broadcasting Corp.; also originates some programs for Mutual and the Don Lee Broadcasting System. **Opened:** 1925.

President: George W. Trendle. **General manager, treasurer:** H. Allen Campbell. **Commercial manager:** Harry Sutton, Jr. **Studio and production manager:** Harold True. **Sales promotion manager:** Charles C. Hicks. **Manager merchandising department:** Harold Christian. **Program director:** James Riddell. **Chief engineer:** Roy Gardner. **Musical director:** Benny Kyte. **Dramatic director:** Charles D. Livingstone. **Publicity director:** Felix C. Holt.

Rep: Paul H. Raymer Co. **Seating facilities:** None in studios; broadcasts from theatres at regular admission prices. **Merchandising:** Complete service from market surveys to securing dealers, distributors, jobbers; place store and window displays; conduct store demonstrations and direct sampling crews. **Foreign language programs:** None. **Artists bureau:** None. **Base rate:** \$375.

Copy restrictions: Beer and wines accepted providing copy does not enhance further use of these beverages or be deemed harmful for children; hard liquor accepted after 10 P.M. under same rules as for beer and wines; all copy censored that forthrightly offends by blatant phrases relating to medicines, proprietary and patent remedies; "thrill" copy not accepted, and all statements must be in conformity to regulations of FCC. **E. T. library:** Standard; Associated. **News:** UP. **News periods:** 7:30-7:40 A.M. 8:10-8:15 A.M. noon-12:10 P.M., 5:30-5:45 P.M., all Monday through Saturday; 5:30-5:40 P.M., Sunday.

WKAR, EAST LANSING

Operator: Michigan State College. **Phone:** 59113-ext. 398. **Power:** 5,000 watts on 850 kc (daytime). **Opened:** 1922.

This station is non-commercial; college-owned.

WFDF, FLINT

Operator: Flint Broadcasting Company, Union Industrial Bldg. **Phone:** 2-7158. **Power:** 100 watts on 1310 kc. **Affiliation:** NBC Basic Blue Supplementary; Michigan Radio Network. **Opened:** May 25, 1922.

Station manager: Howard M. Loeb. **Commercial manager:** Frederick S. Loeb. **Program director:** Adrian R. Cooper. **Chief engineer:** Frank D. Fallain. **Musical director:** William Geyer. **Publicity director:** R. V. Osgood.

Rep: None. **Seating facilities:** 75 persons. **Merchandising:** Supply publicity, suggestions for promotional tie-ins, etc., gratis; any additional services, such as direct mail, rendered at actual cost. **Foreign language programs:** Not accepted. **Artists bureau:** None. **Base rate:** \$100.

Copy restrictions: Accept beer and wine; no hard liquor; patent medicine advertising must be "factual and conservative and in accordance with regulations of the FTC, Post Office Department, and Pure Food and Drug Act"; no competitive or "provocative" copy; no exaggeration or false testimonials. **E. T. library:** NBC Thesaurus. **News:** Transradio; also own local news. **News periods:** 7 A.M., 9 A.M., 11 A.M., 2 P.M., 5 P.M., 9 P.M., 11 P.M., all 10 minutes, all Monday through Saturday; 9 A.M., 2 P.M., 5 P.M., 9 P.M., 11 P.M., all 10 minutes, all Sunday.

WOOD-WASH, GRAND RAPIDS

Operator: King-Trendle Broadcasting Corp. (lessee), Grand Rapids National Bank Bldg. **Phone:** 9-4211. **Power:** 500 watts on 1270 kc. **Affiliation:** NBC Optional Basic Service; Michigan Radio Network. **Opened:** WASH, March 13, 1925; WOOD, October, 1924. (Note: WOOD-WASH are the same station, using WASH as call letters until noon, and WOOD thereafter; the King-Trendle Broadcasting Corp., lessee, also owns and operates WXYZ, Detroit, key station of the Michigan Radio Network for which King-Trendle holds all contracts.)

President: George W. Trendle. **General manager:** H. Allen Campbell. **Station manager:** Stanley W. Barnett. **Commercial manager:** David H. Harris. **Program director, musical director:** Sandy Meek. **Chief engineer:** Fred W. Russell. **Publicity director:** T. Wilcox Putnam.

Rep: Paul H. Raymer Co. **Seating facilities:** About 20 persons. **Merchandising:** Local cooperation with wholesalers and retailers; also Michigan Radio Network service. **Foreign language programs:** Not accepted. **Artists bureau:** None. **Base rate:** \$125.

MICHIGAN STATIONS—Continued

Copy restrictions: Accept beer and wine; apply good taste and government regulations; each case considered individually. **E. T. library:** Associated. **News:** UP. **News periods:** 7:30-7:35 A.M., 8:30-8:45 A.M., 12-12:15 P.M., 10:30-10:45 P.M., all Monday through Saturday. (Note: Also use some NBC news.)

WJMS, IRONWOOD

Operator: WJMS, Inc., St. James Hotel Annex. **Phone:** 20. **Power:** 100 watts on 1420 kc. **Affiliation:** Arrowhead Network; Lake Superior Radio Group. **Opened:** Nov. 1, 1931.

General manager: N. C. Ruddell. **Program director:** Harry Wills. **Chief engineer:** R. L. Johnson.

Rep: Mitchell & Ruddell, Inc. **Seating facilities:** None. **Merchandising:** Send letters to the retail trade advising them of forthcoming sponsor schedule; will cooperate "to any reasonable" extent in promoting program and announcement schedules. **Foreign language programs:** Accepted, providing that the material and the announcer meet with station approval. **Artists bureau:** None. **Stock:** 1,687 shares outstanding; held by Wm. L. Johnson and N. C. Ruddell as majority stockholders. **Base rate:** \$60.

Copy restrictions: Beer and wine advertising accepted, but not on Sunday; patent medicines subject to approval of the Federal Trade Commission; all copy must conform to regulations of government agencies and approval of the station. **E. T. library:** Associated. **News:** Transradio. **News periods:** 8-8:05 A.M., 9:30-9:45 A.M., 11:30-11:35 A.M., 12:10-12:15 P.M. (in Finnish), 12:30-12:45 P.M., 3-3:05 P.M., 6-6:05 P.M., 6:15-6:30 P.M. (sports news), 7:15-7:30 P.M., all apparently daily.

WIBM, JACKSON

Operator: WIBM, Inc., Hotel Hayes. **Phone:** 6121. **Power:** 250 and 100 watts on 1370 kc. **Affiliation:** NBC Basic Blue Supplementary Service; Michigan Radio Network. **Opened:** Nov. 20, 1927.

President: Herman Radner. **Station manager:** Roy Radner. **Program director, artists bureau head:** Willie (Bill) Dunn. **Chief engineer:** C. W. Wirtanen. **Musical director:** William Cizek. **Publicity director:** Walter H. Johnson.

Rep: None. **Seating facilities:** No information given. **Merchandising:** Service available to clients; no details listed. **Foreign language programs:** Accepted, but have very little call for these programs inasmuch as population is 90% Eng-

lish-speaking. **Artists bureau:** Yes. **Base rate:** \$75.

Copy restrictions: Liquor advertising accepted only under approval of State Liquor Commission; all copy must be submitted to station in advance. **E. T. library:** NBC Thesaurus. **News:** From Michigan Radio Network and NBC; also AP and local. **News periods:** 8-8:05 A.M., 11:45-noon, 3:55-4 P.M., 7:15-7:30 P.M., all Monday through Friday.

WKZO, KALAMAZOO

Operator: WKZO, Inc., 124 W. Michigan Ave. **Phone:** 3-1223. **Power:** 1,000 watts on 590 kc (daytime; has construction permit for 1,000 watts daytime and 250 watts nighttime, unlimited). **Affiliation:** Michigan Radio Network. **Opened:** 1930.

President and general manager: John E. Fetzer. **Program director:** Merlin Stonehouse. **Chief engineer:** Edwin Rector. **Publicity director:** "Patty" Criswell.

Rep: Howard H. Wilson Co. **Seating facilities:** None. **Merchandising:** Complete service rendered; have outside man contacting retail outlets. **Foreign language programs:** No information given. **Artists bureau:** Yes; lists a roster of about 75. **Base rate:** \$125.

Copy restrictions: Beer and wine accepted; hard liquors accepted subject to strict supervision; allow no exorbitant claims and investigate all statements from advertisers; adhere to NAB code of ethics. **E. T. library:** Standard. **News:** Transradio. **News periods:** 7:15 A.M., 8:15 A.M., 11:15 A.M., 5:15 P.M., 7:15 P.M., all 15 minutes, all daily.

WJIM, LANSING

Operator: WJIM, Inc., City National Bldg. **Phone:** 2-1333. **Power:** 250 and 100 watts on 1210 kc. **Affiliation:** NBC Basic Blue Supplementary; Michigan Radio Network. **Opened:** Aug. 22, 1934.

General manager: Harold F. Gross. **Director:** Bob Innes. **Musical director:** Earle Parchman. **Production manager:** Howard Finch.

Rep: None. **Seating facilities:** None. **Merchandising:** Local and state coverage via the merchandising bureau of the Michigan Radio Network; no service of own. **Foreign language programs:** Not accepted. **Artists bureau:** None. **Base rate:** \$75.

Copy restrictions: Accept beer and wine subject to strict censorship; all other copy should comply to rulings of truthful and ethical advertising, and regulations of the FCC and Federal Trade Commission. **E. T. library:** NBC Thesaurus. **News:** Transradio. **News periods:** 7:30-7:40 A.M., 6-6:10 P.M.,

MICHIGAN STATIONS—Continued

and 10 minutes ahead of all set baseball games, all Monday through Saturday.

WMPC, LAPEER

Operator: First Methodist Protestant Church of Lapeer. **Power:** 250 and 100 watts on 1200 kc (specified hours).

This station is non-commercial; church-owned.

WBEO, MARQUETTE

Operator: Lake Superior Broadcasting Company, Mining Journal Bldg. **Power:** 250 and 100 watts on 1310 kc (specified hours). **Affiliation:** None. **Base rate:** \$50.

No other information available after repeated requests.

WKBZ, MUSKEGON

Operator: Ashbacker Radio Corp., Michigan Theatre Bldg. **Phone:** 22-651. **Power:** 250 and 100 watts on 1500 kc. **Affiliation:** None. **Opened:** Nov. 3, 1926. (Note: This station was removed from Ludington, Mich., to Muskegon on Sept. 10, 1934; it opened in Ludington in 1926).

Vice-president, general manager: Grant F. Ashbacker. **Commercial manager:** Philip E. Sanford. **Program and musical director, artists bureau head:** Rolland Van Wyck. **Chief engineer:** George Krivitsky. **Publicity director:** Hilliard Gudelsky.

Rep: None. **Seating facilities:** None. **Merchandising:** Have a merchandising department; services not listed. **Foreign language programs:** Accepted. **Artists bureau:** Setup nominal only. **Base rate:** \$75.

Copy restrictions: Beer advertising accepted. **News:** UP.

WHLS, PORT HURON

Operator: Port Huron Broadcasting Co., 932 Military St. **Phone:** 6191. **Power:** 250 and 100 watts on 1370 kc. **Affiliation:** None. **Opened:** Aug. 7, 1938.

General and commercial manager: Angus D. Pfaff. **Program director:** H. L. Stevens. **Chief engineer:** W. F. McDonnell. **Musical director:** L. Patterson. **Publicity director:** Fred Knorr.

Rep: None. **Seating facilities:** None. **Merchandising:** General merchandising cooperation available on a cost basis. **Foreign language programs:** No rules. **Artists bureau:** None. **Stock:** Station is a partnership between Harmon L. and Herman L. Stevens. **Base rate:** \$40.

Copy restrictions: Accept beer and light wine advertising; adhere to NAB Code of Ethics; copy and product must conform to Federal Trade Commission rules. **E. T. library:** Standard. **News:** UP. **News periods:** Five minutes every hour on the hour, except a 15-minute period at 12 noon, all Monday through Saturday; 10 A.M., noon, 7:45 P.M., all 15 minutes, all Sunday.

WEXL, ROYAL OAK

Operator: Royal Oak Broadcasting Co., 212 W. Sixth St. **Phone:** Royal Oak 0815; Elmhurst 6524 (in Detroit). **Power:** 50 watts on 1310 kc. **Affiliation:** None. **Opened:** 1925.

President: George B. Hartrick. **Station and commercial manager:** Ellis C. Thompson. **Program and publicity director:** Kirk Knight. **Chief engineer:** Luther McFarland.

Rep: None. **Seating facilities:** None. **Merchandising:** None. **Foreign language programs:** Accepted; three Polish programs currently running. **Artists bureau:** None. **Base rate:** \$40.

Copy restrictions: No whiskey, laxatives, deodorants, depilatories, tonics, reducing or flesh compounds, patent medicines, or any compounds or preparations of a general medicinal nature that are to be taken internally. **E. T. library:** None. **News:** No service listed; apparently local news. **News periods:** 12:30 P.M., 5 P.M., 9:30 P.M., all 10 minutes, all daily except Sunday.

MINNESOTA

(556,900 radio homes, or 85% ownership among the State's total of 652,000 families. Urban ownership is 309,300, or 93% of urban families; rural ownership is 247,600, or 77% of rural families.)

Radio Homes by Counties

Aitkin	2,960	Isanti	2,360	Pipestone	2,520
Anoka	3,790	Itasca	5,340	Polk	6,850
Becker	4,260	Jackson	2,950	Pope	2,490
Beltrami	4,180	Kanabec	1,650	Ramsey	71,650
Benton	2,770	Kandiyohi	4,530	Red Lake	1,170
Big Stone	1,890	Kittson	1,770	Redwood	3,970
Blue Earth	7,540	Koochiching	2,990	Renville	4,470
Brown	5,030	Lac qui Parle	2,790	Rice	6,120
Carlton	4,310	Lake	1,720	Rock	2,190
Carver	3,400	Lake of the Woods	900	Roseau	2,300
Cass	3,070	Le Seuer	4,010	St. Louis	45,600
Chippewa	3,120	Lincoln	2,050	Scott	2,820
Chisago	2,810	Lyon	3,880	Sherburne	1,710
Clay	4,640	McLeod	4,290	Sibley	3,070
Clearwater	1,790	Mahnomen	1,060	Stearns	11,230
Cook	520	Marshall	3,070	Steele	3,940
Cottonwood	2,810	Martin	4,610	Stevens	1,860
Crow Wing	5,600	Meeker	3,550	Swift	2,740
Dakota	7,250	Mille Lacs	2,890	Todd	4,980
Dodge	2,500	Morrison	4,650	Traverse	1,530
Douglas	3,850	Mower	6,150	Wabasha	3,810
Faribault	4,460	Murray	2,450	Wadena	2,160
Fillmore	5,350	Nicollet	3,090	Waseca	3,030
Freeborn	6,010	Nobles	3,610	Washington	5,440
Goodhue	6,820	Norman	2,600	Watonwan	2,660
Grant	1,800	Olmsted	7,360	Wilkin	1,800
Hennepin	128,770	Otter Tail	9,380	Wiona	8,390
Houston	2,830	Pennington	2,100	Wright	5,470
Hubbard	1,960	Pine	3,940	Yellow Medicine	3,100

KATE, ALBERT LEA

Operator: Albert Lea Broadcasting Co.
Power: 250 and 100 watts on 1420 kc.
Affiliation: North Central Broadcasting System. **Opened:** 1937.

Base rate: \$84.

No further information available.

KDAL, DULUTH

Operator: Red River Broadcasting Co., Inc., 218 Bradley Bldg. **Phone:** Melrose 2230. **Power:** 250 and 100 watts on 1500 kc. **Affiliation:** CBS. **Opened:** Nov. 22, 1936.

Station manager: Dalton A. LeMasurier. **Commercial manager:** A. H. Flaten. **Program director:** Gilbert Fawcett. **Chief engineer:** R. A. Dettman. **Publicity director:** Sam L. Levitan.

Rep: None. **Seating facilities:** Studio, seating 75 persons. **Merchandising:** Supply surveys, market data, buyer contacts, and

merchandising plans. **Foreign language programs:** No rules listed. **Artists bureau:** None. **Base rate:** \$77.50.

Copy restrictions: Accept beer and wine only; any merchandise must be "absolutely bona fide with respect to its announced merits, description, quality, prices or discounts from the price thereof..." **E. T. library:** Lang-Worth. **News:** Transradio. **News periods:** 7:30-7:45 A.M., 8:45-8:55 A.M., 10-10:10 A.M., 12:30-12:40 P.M., 2:45-2:55 P.M., 6:15-6:25 P.M., 10-10:10 P.M., all Monday through Saturday; 12:45-12:55 P.M., 10-10:10 P.M., Sunday only.

WEBC, DULUTH

Operator: Head of the Lakes Broadcasting Co., WEBC Building. **Phone:** MEL 1537. **Power:** 5,000 and 1,000 watts on 1290 kc. **Affiliation:** NBC Supplementary Basic. **Opened:** June, 1924. (Note: This station is affiliated with the Superior, Wis., Tele-

MINNESOTA STATIONS—Continued

gram; same operator also controls WMFG, Hibbing, and WHLB, Virginia, Minn.)

General manager: W. C. Bridges. **Commercial manager:** T. W. Gavin. **Chief engineer:** C. Persons. **Publicity director:** Earl Almqvist.

Rep: George P. Hollingbery Co. **Seating facilities:** About 100. **Merchandising:** Contact dealers and retailers, by mail or personal calls. **Foreign language programs:** Accepted. **Artists bureau:** None. **Base rate:** \$148.50.

Copy restrictions: Beer and wine advertising accepted for night broadcasting to reach adult audience only, and copy must not tend to induce non-drinkers to drink; patent medicines accepted with restrictions on mention of guaranteed cures; all copy must be honest, in good taste, free from exaggeration; no price mentions permitted. **E. T. library:** NBC Thesaurus. **News:** UP; AP. **News periods:** 6:40-6:45 A.M., 10:25-10:30 A.M., 11:15-11:20 A.M., 12:55-1 P.M., 3:05-3:15 P.M., 5-5:05 P.M., 10:15-10:30 P.M., all Monday through Friday; 6:40-6:45 A.M., 9-9:05 A.M., 10:30-10:35 A.M., 12:55-1 P.M., 10:30-10:45 P.M., Saturday only; 8-8:15 P.M., Sunday only.

KGDE, FERGUS FALLS

Operator: Charles L. Jaren. **Phone:** 898. **Power:** 250 and 100 watts on 1200 kc. **Affiliation:** None. **Opened:** 1926.

Station manager: C. L. Jaren. **Program director:** H. H. Warner. **Musical director:** A. Woodard. **Chief engineer:** John Hausler.

Rep: Burn-Smith Co., Inc. **Seating facilities:** 100. **Merchandising:** Window trims; dealer contacts. **Foreign language programs:** Accepted; must be accompanied by English copy for censorship by station. **Artists bureau:** Yes; number of artists not listed. **Base rate:** \$50.

Copy restrictions: Accept 3.2% beer only; no medicinal claims or values must be attached to copy claims. **E. T. library:** MacGregor. **News:** Transradio. **News periods:** Every hour on the hour, 8 A.M. to 8 P.M. (duration per broadcast not listed), Monday through Saturday; also 7:30-7:45 A.M., 10:32-10:42 A.M. (following two minutes of grain market news), 12:30-12:35 P.M., 1:45-1:55 P.M., 3:45-4 P.M. (includes some sport news), 6:30-6:35 P.M., 8:45-8:55 P.M., all Monday through Saturday.

WMFG, HIBBING

Operator: Head of the Lakes Broadcasting Co., Androy Hotel. **Phone:** 1150. **Power:** 250 and 100 watts on 1210 kc. **Affiliation:** CBS; North Central Broadcasting System; Arrowhead Network. **Opened:** Sept. 4, 1935. (Note: This station is newspaper-affiliated with the Superior (Wis.) Tele-

gram; same ownership as WHLB, Virginia, and WEBC, Duluth).

General manager: W. C. Bridges. **Station manager:** H. S. Hyett. **Chief engineer:** C. B. Persons.

Rep: George P. Hollingbery Co. **News:** No service listed. **Seating facilities:** None. **Merchandising:** Suitable service rendered without cost. **Foreign language programs:** Accepted for daytime periods; none during evening. **Artists bureau:** None. **Base rate:** \$60.

Copy restrictions: Beer advertising accepted at any time; other alcoholic beverages restricted to periods after 9 P.M. and must be via programs, not merely spot announcements; patent medicines accepted unless obviously fakes. **E. T. library:** None. **News:** From parent papers. **News periods:** 6:30-6:35 A.M., 12:45-12:50 P.M., 4-4:05 P.M., 10-10:15 P.M., all Monday through Saturday; 7:45-7:50 A.M., 10:45-10:50 A.M., 2:05-2:10 P.M., 5-5:05 P.M., all Monday through Friday.

KYSM, MANKATO

Operator: F. B. Clements & Co., 101 N. Second St. **Phone:** 4673. **Power:** 250 and 100 watts on 1500 kc. **Affiliation:** NBC Red and Blue Basic Supplementary Service; Minnesota Radio Network. **Opened:** July 11, 1938. (Note: KYSM also maintains studios in New Ulm, St. Peter and St. James, Minn.)

Owner: F. B. Clements. **Station manager:** Ray E. Schwartz. **Commercial manager, publicity director:** Charles A. Kennedy. **Program director, artists bureau head:** Clinton Johnson. **Chief engineer:** H. D. Kimberly. **Musical director:** Mert Floe.

Rep: None. **Seating facilities:** None. **Merchandising:** Pre-announcements, window cards, newspaper publicity and sampling rendered at no extra charge. **Foreign language programs:** Not accepted. **Artists bureau:** Setup nominal only. **Base rate:** \$80.

Copy restrictions: Accept beer advertising after 6 P.M.; patent medicines, wine and other alcoholic beverages not accepted; copy is subject to NAB Code of Ethics. **E. T. library:** NBC Thesaurus; Associated; Standard. **News:** UP. **News periods:** 7 A.M., 12:15 P.M., 6:15 P.M., 10 P.M., all 15 minutes, all Monday through Saturday.

KSTP, MINNEAPOLIS-ST. PAUL

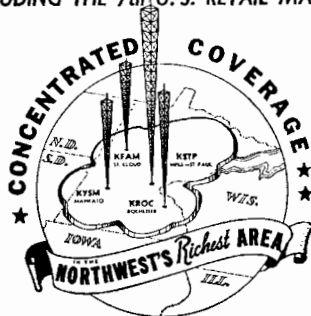
Operator: National Battery Broadcasting Co., St. Paul Hotel (St. Paul), Radisson Hotel (Minneapolis). **Phones:** Cedar 5511 (St. Paul); Bridgeport 3222 (Minneapolis).

NO ONE RADIO STATION COVERS THE ENTIRE STATE OF MINNESOTA

... *but* THE MINNESOTA NETWORK GIVES INDIVIDUALIZED INTENSE COVERAGE IN THE GREAT NORTHWEST...

INCLUDING THE 7th U.S. RETAIL MARKET

Direct your message to 4,108,220 PERSONS in the NORTHWEST'S RICHEST AREA



COVERAGE—WHERE and HOW YOU WANT IT... to 490,563 RADIO HOMES in the PRIMARY AREA

MARKET ANALYSIS MINNESOTA NETWORK PRIMARY AREA ONLY

KEY STATION		TOTAL POPULATION	RADIO HOMES	RETAIL SALES	SPENDABLE INCOME
KSTP	TWIN CITIES P.A. - 40 Counties	1,619,118	338,413	\$792,166,000	\$919,664,000
KROC	RÖCHESTER P.A. - 10 Counties	261,600	56,450	82,537,000	130,516,000
KYSM	MANKATO P.A. - 12 Counties	258,200	53,920	62,343,000	98,763,000
KFAM	SAINT CLOUD P.A. - 9 Counties	221,200	41,780	49,678,000	84,249,000
Total	IN PRIMARY AREA OF MINN. NETWORK	2,360,118	490,563	\$986,724,000	\$1,233,192,000

KSTP, 50,000* watts basic Red NBC, feeds both Red and Blue NBC programs to four of the Northwest's richest communities. By direct wire from KSTP, your program becomes a local feature in these enterprising cities and joins with the great shows of the NBC Red and Blue Networks. The new Minnesota Network is the ONLY means of thoroughly localizing your message to these important markets . . . and that means more listeners and greater immediate returns per dollar.

MORE LISTENERS! MORE SALES! LOWER COST!

* 50,000
WATTS
DAY and NIGHT

* F.C.C. CP Granted

KSTP
Northwest's Leading Radio Station

SAINT PAUL
MINNEAPOLIS
STANLEY E. HUBBARD
Pres. & Gen. Mgr.

For Rates and Schedules, Address: Ray C. Jenkins, General Sales Manager, KSTP, MINNEAPOLIS, ST. PAUL, MINNESOTA, or our NATIONAL REPRESENTATIVES: In New York, Chicago, Detroit, St. Louis, San Francisco and Los Angeles—Edward Petry & Co., Inc.

MINNESOTA STATIONS—Continued

Power: 50,000 watts on 1460 kc. **Affiliation:** NBC Basic Red; North Central Broadcasting System. **Opened:** April 1, 1928.

President: Stanley E. Hubbard. **Station manager:** Kenneth M. Hance. **Commercial manager:** Ray Jenkins. **Program director:** Corinne Jordan. **Chief engineer:** Hector Skifter. **Artists bureau head:** Violet Murphy. **Musical director:** Leonard Leigh. **Publicity director:** Joe Meyers.

Rep: Edward Petry & Co., Inc. **Seating facilities:** In Minneapolis, 150 persons; in St. Paul, 250. **Merchandising:** Market information and temporary headquarters for out-of-town executives and salesmen supplied free of charge; announcements, publicity, special surveys, posters, and distribution or sampling service rendered for a fee. **Foreign language programs:** No rules; station has never been approached on this matter. **Artists bureau:** Functions only with respect to non-radio matters—conventions, meetings, etc.; station's regular talent is not under this bureau. **Base rate:** \$240 (½ hr.).

Copy restrictions: Accept wine, beer and hard liquors, but not before 10:30 P.M.; other restrictions—as to copy length, honesty, etc.—are "standard". **E. T. library:** World; NBC Thesaurus; Standard; NAB. **News:** UP. **News periods:** 7:30 A.M., 10:15 P.M. (duration of neither listed), Monday through Saturday; 12:30 P.M. (duration not listed), Monday, Wednesday, Friday; 10:15 P.M. (duration not listed), Sunday only.

WCCO, MINNEAPOLIS-ST. PAUL

Operator: Columbia Broadcasting System, Inc., 7th St. and 2nd Ave., So. **Phone:** Main 1202. **Power:** 50,000 watts on 810 kc. **Affiliation:** CBS. **Opened:** Sept. 1, 1924.

General and station manager: Earl H. Gammons. **Commercial manager:** Carl J. Burkland. **Program director:** Hayle C. Cavanor. **Chief engineer:** Hugh S. McCartney. **Artists bureau head:** Al Sheehan. **Publicity and sales promotion director:** Robert L. Hutton, Jr.

Rep: Radio Sales. **Seating facilities:** Six studios, seating from 50 to 100; auditorium, seating 450. **Merchandising:** Yes; maintains facilities. **Foreign language programs:** None accepted. **Artists bureau:** Yes; has over 500 performers available; plus regular list of 50 performers, announcers, orchestra leaders, writers, producers. **Stock:** Completely held by CBS. **Base rate:** \$475.

Copy restrictions: Columbia Broadcasting System policies. **E. T. library:** None. **News:** UP; Minneapolis Star. **News periods:** 7:15-7:30 A.M., 12:30-12:45 P.M., Monday through Saturday; 2:50-2:55 P.M., 5:15-5:30 P.M. (latter Minneapolis Star news), Monday through Friday; 10:15-10:30 P.M., Sunday through Friday.

WDGY, MINNEAPOLIS-ST. PAUL

Operator: Geo. W. Young, Hotel Nicolet. **Phones:** BR 7777; MI 6363. **Power:** 5,000 and 1,000 watts on 1180 kc (operates to sunset, varying from 6 to 8:15 P.M.). **Affiliation:** Mutual Broadcasting System. **Opened:** Dec. 23, 1923.

Owner-manager: Geo. W. Young.

Rep: William G. Rambeau Co. **Seating facilities:** Can accommodate about 75 persons. **Merchandising:** Complete service rendered. **Foreign language programs:** Accepted if English translation is sent with copy for scrutiny. **Artists bureau:** None. **Base rate:** \$140.

Copy restrictions: All copy must be subject to NAB Code of Ethics; beer and wine accounts accepted, subject to station approval. **E. T. library:** Standard. **News:** Transradio. **News periods:** 8:30-8:40 A.M., 10:30-10:40 A.M., 2:30-2:45 P.M., all Monday through Saturday; 12:10-12:15 P.M., 5:30-5:45 P.M., both Monday through Friday.

WLB, MINNEAPOLIS-ST. PAUL

Operator: University of Minnesota. **Power:** 5,000 watts on 760 kc (shares 2-3 day time with WCAL).

This station is non-commercial; university owned.

WMIN, MINNEAPOLIS-ST. PAUL

Operator: WMIN Broadcasting Co., 1287 St. Anthony Ave., St. Paul. **Phone:** Nestor 6501. **Power:** 250 and 100 watts on 1370 kc. **Affiliation:** None. **Opened:** Oct. 8, 1936.

General, station and commercial manager: Edward Hoffman. **Production and publicity manager:** Frank Devaney. **Chief engineer:** Mat Walz. **Musical director:** Lil Jones.

Rep: None. **Seating facilities:** Main studio accommodates 50 persons. **Merchandising:** Arrangement with Twin City daily and shopping papers affords program publicity in these publications; also use direct mail and window display cards; service rendered gratis. **Foreign language programs:** Accepted. **Artists bureau:** Can supply free lance artists on call. **Base rate:** \$75.

Copy restrictions: Beer, wine and hard liquors taken after 9 P.M.; patent medicine copy must pass inspection of station attorney before acceptance. **E. T. library:** Standard; Associated; MacGregor; Lang-Worth. **News:** INS. **News periods:** Five minutes every hour on the hour, 6 A.M., to midnight, all daily; two 15-minute periods daily at noon and 9 P.M.

MINNESOTA STATIONS—Continued

WTCN, MINNEAPOLIS-ST. PAUL

Operator: Minnesota Broadcasting Corp., Wesley Temple Bldg., Minneapolis; Minnesota Bldg., St. Paul. **Phones:** Ma 6562 (Minneapolis); Cedar 3606 (St. Paul). **Power:** 5,000 and 1,000 watts on 1250 kc. **Affiliation:** NBC Basic Blue. **Opened:** 1928. (Note: This station is newspaper-owned by the Minneapolis Tribune and St. Paul Dispatch-Pioneer Press.)

General manager: Clarence T. Hagman. **Commercial manager:** Lee Whiting. **Production manager:** Robert De Haven. **Technical director:** John Sherman. **Musical director:** Frank Zdarsky.

Rep: Free & Peters, Inc. **Seating facilities:** None. **Merchandising:** Through St. Paul Dispatch-Pioneer Press, and Minneapolis Tribune; supply market data; route lists; mail notifications to trade for cost of postage; distribute posters, etc.; supply audition facilities so sponsor can acquaint trade with his programs; printing of broadsides, inserts, etc., at advertiser's expense. **Foreign language programs:** Accepted; none at present, however. **Artists bureau:** None. **Base rate:** \$200.

Copy restrictions: No alcoholic beverage copy accepted; all copy subject to govern-

ment regulations. **E. T. library:** Associated; Radio Attractions. **News:** AP; INS. **News periods:** 7:30-7:45 A.M., 12:45-1 P.M., 5:25-5:30 P.M., 9:30-9:45 P.M., all Monday through Saturday; 9:30-9:45 P.M., Sunday; 6:15-6:30 P.M., (dramatized news), Monday through Friday.

KVOX, MOORHEAD

Operator: KVOX Broadcasting Co., Inc., Comstock Hotel. **Phone:** 3-1523. **Power:** 250 and 100 watts on 1310 kc. **Affiliation:** None. **Opened:** Nov. 26, 1937.

President: R. K. Herbst. **Station manager:** M. M. Marget. **Commercial manager:** Reinhard Steenley, Jr. **Program director:** Arv Johnson. **Chief engineer:** Robert F. Schulz.

Rep: None. **Seating facilities:** None. **Merchandising:** None listed. **Foreign language programs:** Swedish or Norwegian acceptable. **Artists bureau:** None. **Stock:** Held principally by R. H. Herbst, M. M. Marget, and G. M. Arneson. **Base rate:** \$50.

Copy restrictions: Full compliance with Federal Trade Commission rules is necessary; no further restrictions listed. **E. T. library:** World. **News:** UP. **News periods:**

WCCO IS RIDING HIGH!

— with 10 times as many votes as ALL others combined!

In a popularity survey of Twin City announcers, the boys from WCCO walked off with TEN times as many votes as ALL the other announcers combined! The Director of Music at a Minneapolis High School asked his 664 pupils, "Who is your favorite announcer?" 94% raised their hands for WCCO announcers. That was more than a pat on the back... it was a push into commanding lead! • It's just one of hundreds of items which prove WCCO is riding high in a billion dollar market—urban Twin Cities and the rich Northwest.

WCCO 50,000 WATTS • MINNEAPOLIS—ST. PAUL • CBS

MINNESOTA STATIONS—Continued

Every hour on the hour, 6 A.M. to 6 P.M., each five minutes except at 8 A.M., noon, and 6 P.M., which are 15-minute periods, all Monday through Saturday.

WCAL, NORTHFIELD

Operator: St. Olaf College. **Phone:** 731-J. **Power:** 5,000 watts on 760 kc (shares $\frac{1}{2}$ daytime with WLB). **Opened:** In 1918 as 9AMH; in 1920 at 9YAJ; in 1922 as WCAL. **This station is non-commercial.**

KROC, ROCHESTER

Operator: Southern Minnesota Broadcasting Company, 100 First Ave. Bldg. **Phones:** 3924; 3925; 2727. **Power:** 250 and 100 watts on 1310 kc. **Affiliation:** Minnesota Radio Network; NBC Basic Supplementary with Red or Blue. **Opened:** October 1, 1935.

Station manager: Gregory P. Gentling. **Commercial manager:** E. Anson Thomas. **Program director:** Dwight J. Merriam. **Studio director:** Gerald Wing. **Chief engineer:** Fred C. Clarke.

Rep: Joseph Hershey McGillvra. **Seating facilities:** 250 persons. **Merchandising:** Service includes dealer contacts, window cards, newspaper advertisements and publicity in local trade publications. **Foreign language programs:** Accept transcriptions only. **Artists bureau:** Yes; lists 50 artists and 6 orchestras. **Base rate:** \$85.

Copy restrictions: Accept beer; no wine, hard liquor or patent medicines; standard length of announcements is 125 words. **E. T. library:** Associated; World. **News:** UP. **News periods:** 7:30 A.M., 8:30 A.M., 10:30 A.M., 12:45 P.M., 6 P.M., 9:45 P.M., all 15 minutes, all Monday through Saturday; 10:30 A.M., 6 P.M., 9 P.M., all 15 minutes, all Sunday.

KFAM, ST. CLOUD

Operator: The Times Publishing Co., Weber Bldg. **Phone:** 3330. **Power:** 250 and 100 watts on 1420 kc. **Affiliation:** NBC Basic Supplementary; Minnesota Radio Network. **Opened:** June 4, 1938. (Note: This station is owned by the St. Cloud Times-Journal.)

Station manager: George B. Bairey. **Program director:** LaVell Waltman. **Chief engineer:** Robert Witschen.

Rep: None. **Seating facilities:** Use facilities of Central Junior High School for KFAM amateur hour; admission 10c and 25c. **Merchandising:** Place store displays and list program in parent newspaper at no additional cost; cards printed, mailed

and handled at cost; newspaper display ads placed at card rates. **Foreign language programs:** Accepted; translation must be furnished in advance. **Artists bureau:** None. **Base rate:** \$75.

Copy restrictions: Beer copy accepted (subject to Minnesota statutes); accept advertising from places where beer and liquor is sold, but brand names of liquor may not be mentioned; all copy must be truthful in every respect and comply with FCC and Federal Trade Commission regulations. **E. T. library:** Standard. **News:** AP. **News periods:** 7-7:05 A.M., 10:15-10:30 A.M., 12:30-12:35 P.M., 1:20-1:30 P.M., 4:25-4:30 P.M., 6-6:10 P.M., all apparently daily.

WHLB, VIRGINIA

Operator: Head of the Lakes Broadcasting Co., Virginia, Minn. **Phone:** 2000. **Power:** 250 and 100 watts on 1370 kc. **Affiliation:** CBS; North Central Broadcasting System; Arrowhead Network. **Opened:** Oct. 12, 1936. (Note: WHLB—as well as WMFG, Hibbing—are under the same ownership as WEBC, Duluth; WEBC is affiliated with the Superior (Wis.) Telegram.)

Manager: Walter C. Bridges. **Commercial manager:** Barney Irwin. **Program director, publicity:** Wayne C. Byers. **Chief engineer:** C. B. Persons.

Rep: None. **Seating facilities:** Visitors' lounge, about 100 persons. **Merchandising:** None. **Foreign language programs:** Daily except Sunday, 11 to 11:30 A.M. **Artists bureau:** None. **Base rate:** \$75.

Copy restrictions: Beer advertising fully accepted; other alcoholic beverages accepted only if they use programs—no announcements. **E. T. library:** None. **News:** UP; AP. **News periods:** 7:35 A.M., 8:25 A.M. (from CBS), 10:25 A.M., 11:15 A.M., 12:55 P.M., 5 P.M. (from CBS), 10:15 P.M. (duration of newscasts not listed), all Monday through Saturday.

KWNO, WINONA

Operator: Winona Radio Service, 216 Center St. **Phone:** 3314. **Power:** 250 and 100 watts on 1200 kc. **Affiliation:** None. **Opened:** Jan. 16, 1938. (Note: The owners of KWNO are also owners of the Winona Republican-Herald.)

President: M. H. White. **Station and commercial manager:** L. L. McCurnin. **Program and publicity director:** L. A. Gifford. **Chief engineer:** Maurice Reutter. **Musical director:** Margaret Johnson.

Rep: None. **News:** AP.
No other information available.

MISSISSIPPI

(207,000 radio homes, or 42% ownership among the State's total of 494,000 families. Urban ownership is 64,600, or 71% of urban families; rural ownership is 142,400, or 35% of rural families.)

Radio Homes by Counties

Adams	3,580	Itawamba	1,380	Pike	3,770
Alcorn	2,660	Jackson	2,050	Pontotoc	1,780
Amite	1,540	Jasper	1,390	Prentiss	1,540
Attala	2,380	Jefferson	1,280	Quitman	2,200
Benton	750	Jefferson Davis	1,040	Rankin	1,740
Bolivar	7,250	Jones	5,040	Scott	1,770
Calhoun	1,490	Kemper	1,700	Sharkey	1,360
Carroll	1,530	Lafayette	1,910	Simpson	1,760
Chickasaw	1,810	Lamar	1,230	Smith	1,400
Choctaw	970	Lauderdale	7,840	Stone	530
Claiborne	1,180	Lawrence	980	Sunflower	6,040
Clarke	1,770	Leake	1,700	Tallahatchie	3,150
Clay	1,940	Lee	3,720	Tate	1,490
Coahoma	5,600	Leflore	6,090	Tippah	1,470
Copiah	2,810	Lincoln	2,610	Tishomingo	1,370
Covington	1,160	Lowndes	3,800	Tunica	2,030
De Soto	2,120	Madison	3,380	Union	2,000
Forrest	4,650	Marion	1,920	Walthall	990
Franklin	1,130	Marshall	2,080	Warren	6,340
George	620	Monroe	3,680	Washington	7,070
Greene	980	Montgomery	1,510	Wayne	1,220
Grenada	1,840	Neshoba	2,260	Webster	990
Hancock	1,390	Newton	1,880	Wilkinson	1,250
Harrison	7,040	Noxubee	2,220	Winston	1,880
Hinds	12,510	Oktibbeha	1,830	Yalobusha	1,870
Holmes	3,710	Panola	2,550	Yazoo	2,610
Humphreys	2,520	Pearl River	2,100		
Issaquena	550	Perry	730		

WGCM, GULFPORT

Operator: WGCM, Inc., Box 207. **Phone:** 1111. **Power:** 250 and 100 watts on 1210 kc. **Affiliation:** None. **Opened:** 1929.

Station and commercial manager: F. C. Ewing.

Rep: None. **Seating facilities:** None. **Merchandising:** None. **Foreign language programs:** No policy indicated. **Artists bureau:** Setup nominal only. **Base rate:** \$40.

Copy restrictions: None listed. **News:** Transradio.

WGRM, GRENADA

Operator: P. K. Ewing, Grenada. **Power:** 250 and 100 watts on 1210 kc. **Affiliation:** None. **Opened:** 1938.

Base rate: \$50.

No other information available.

WFOR, HATTIESBURG

Operator: Forrest Broadcasting Co., Inc.,

109 Walnut St. **Power:** 250 and 100 watts on 1370 kc. **Affiliation:** None.

Base rate: \$25 (½ hr.).

No other information available.

WJDX, JACKSON

Operator: Lamar Life Insurance Co., Hotel Heidelberg (studios), Lamar Life Bldg. (advertising department). **Phones:** 2-2641 (studios); 2-1183 (advertising). **Power:** 5,000 and 1,000 watts on 1270 kc. **Affiliation:** NBC Red Southcentral Group. **Opened:** Dec. 7, 1929.

Station manager: Wiley P. Harris. **Commercial manager:** C. A. Lacy. **Program director:** Maurice Thompson. **Production and publicity director:** Ralph Maddox. **Chief engineer:** Percy G. Root.

Rep: George P. Hollingsbery Co. **Seating facilities:** Studio seats 100 persons; local hotel roof garden seats 300; local theatre seats 1,000. **Merchandising:** Program publicity rendered gratis by advance announcement, and through official publication; all other services rendered at actual cost. **Foreign language programs:** Accept-

MISSISSIPPI STATIONS—Continued

ed; copy subject to station approval. **Artists bureau:** None. **Base rate:** \$140.

Copy restrictions: Accept beer; no wine or hard liquor; patent medicine advertising must comply with Federal Trade Commission regulations; all copy must be submitted in advance for station approval. **E. T. library:** NBC Thesaurus. **News:** UP. **News periods:** 8 A.M., 9:45 A.M., 12:15 P.M., 2:45 P.M., 5:15 P.M., 9:15 P.M., 11 P.M., all 15 minutes, all Monday through Saturday; 10 A.M., 1:15 P.M., 4:30 P.M., 10:15 P.M. 11 P.M., all 15 minutes, all Sunday.

WSLI, JACKSON

Operator: Standard Life Insurance Co., Robert E. Lee Hotel. **Phone:** 3-2788. **Power:** 250 and 100 watts on 1420 kc. **Affiliation:** None. **Opened:** Sept. 23, 1938.

Station manager: L. M. Sepaugh. **Commercial manager:** F. E. Wilkerson, Jr. **Program director:** Vassar Dubard. **Chief engineer:** George McInnis. **Musical director:** Mrs. George Philp.

Rep: None. **Seating facilities:** Two studios atop Robert E. Lee Hotel, respectively seating 300 and 100 persons. **Merchandising:** Plan special events and publicity gratis; issue letters and circulars at cost. **Foreign language programs:** No need for same in this area. **Artists bureau:** None. **Base rate:** \$60.

Copy restrictions: Beer advertising accepted; no hard liquors; certain patent medicines restricted, according to the regulations of the State Board of Health. **E. T. library:** Standard. **News:** Transradio. **News periods:** Five minutes, every hour on the hour, Monday through Saturday.

WAML, LAUREL

Operator: New Laurel Radio Station, Inc., 312 Central Ave. **Phone:** 288. **Power:** 250 and 100 watts on 1310 kc. **Affiliation:** None. **Opened:** Oct. 15, 1935.

President: D. A. Matison. **Station manager:** R. V. De Gruy. **Commercial manager:** Hugh M. Smith. **Program director:**

Paul Wilson. **Chief engineer:** A. A. Touchstone.

Rep: None. **Seating facilities:** None. **Merchandising:** None. **Foreign language programs:** No call for these; foreign population too low. **Artists bureau:** None. **Base rate:** \$30.

Copy restrictions: Commercial copy must be limited to two minutes; beer accepted; no other alcoholic beverages; patent medicines accepted if manufactured by "reputable company." **E. T. library:** World. **News:** UP. **News periods:** 7:15 A.M., 9:15 A.M., 12:10 P.M., 3:30 P.M., 6:45 P.M. (duration of newscasts not listed), all Monday through Saturday; 1:30 P.M., 5:45 P.M. (duration of neither listed), Sunday only.

WCOC, MERIDIAN

Operator: Mississippi Broadcasting Co., Inc., Strand Bldg. **Phone:** 1042. **Power:** 1,000 watts on 880 kc. **Affiliation:** CBS.

Manager: D. W. Gavin.

Rep: None. **Seating facilities:** None listed. **Merchandising:** Will handle any merchandising or special exploitation required by sponsor. **Foreign language programs:** No policy indicated. **Artists bureau:** Yes; number of artists not listed. **Base rate:** \$76.50.

Copy restrictions: Beer accepted; no other alcoholic beverages. **News:** UP.

WSKB, McCOMB

Operator: McComb Broadcasting Corp. **Power:** 100 watts on 1200 kc (daytime).

At press time this station had a construction permit only.

WQBC, VICKSBURG

Operator: Delta Broadcasting Co., Inc. **Power:** 1,000 watts on 1360 kc (daytime). **Affiliation:** None. (Note: This station is newspaper-owned by the Vicksburg Herald and Vicksburg Evening Post).

Base rate: \$60.

No other data available.

MISSOURI

(822,800 radio homes, or 77% ownership among the State's total of 1,072,000 families. Urban ownership is 525,600, or 94% of urban families; rural ownership is 297,200, or 58% of rural families.)

Radio Homes by Counties

Adair	4,290	Grundy	3,630	Perry	2,130
Andrew	2,420	Harrison	3,110	Pettis	8,140
Atchison	2,280	Henry	4,840	Phelps	2,800
Audrain	4,910	Hickory	1,060	Pike	3,970
Barry	3,910	Holt	2,350	Platte	2,540
Barton	2,700	Howard	2,750	Polk	3,010
Bates	4,270	Howell	3,400	Pulaski	1,770
Benton	1,970	Iron	1,570	Putnam	1,970
Bollinger	1,690	Jackson	131,600	Ralls	1,910
Boone	7,340	Jasper	18,860	Randolph	6,580
Buchanan	25,550	Jefferson	5,630	Ray	3,950
Butler	4,330	Johnson	4,550	Reynolds	1,230
Caldwell	2,480	Knox	1,800	Ripley	1,620
Callaway	3,370	Laclede	2,800	St. Charles	4,970
Camden	1,360	Lafayette	5,890	St. Clair	2,300
Cape Girardeau	6,750	Lawrence	4,480	St. Francois	6,720
Carroll	3,930	Lewis	2,500	St. Louis	49,150
Carter	820	Lincoln	2,610	St. Louis City	230,130
Cass	4,110	Linn	5,250	Ste Genevieve	1,720
Cedar	1,990	Livingston	3,840	Saline	6,300
Chariton	3,360	McDonald	2,210	Schuyler	1,350
Christian	2,050	Macon	4,700	Scotland	1,670
Clark	2,000	Madison	1,660	Scott	4,500
Clay	6,330	Maries	1,150	Shannon	1,570
Clinton	2,970	Marion	8,280	Shelby	2,380
Cole	6,060	Mercer	1,600	Stoddard	4,140
Cooper	3,850	Miller	2,900	Stone	1,700
Crawford	1,750	Mississippi	2,570	Sullivan	2,600
Dade	2,030	Moniteau	2,220	Taney	1,450
Dallas	1,540	Monroe	2,620	Texas	2,740
Daviess	2,650	Montgomery	2,500	Vernon	4,920
De Kalb	1,900	Morgan	1,790	Warren	1,380
Dent	1,680	New Madrid	4,400	Washington	2,310
Douglas	1,860	Newton	4,950	Wayne	1,790
Dunklin	5,470	Nodaway	5,170	Webster	2,500
Franklin	5,820	Oregon	1,800	Worth	1,160
Gasconade	2,210	Osage	1,770	Wright	2,590
Gentry	2,740	Ozark	1,230		
Greene	20,610	Pemiscot	5,750		

KFVS, CAPE GIRARDEAU

Operator: Oscar C. Hirsch, KFVS Radio Home, 324 Broadway. **Phone:** 2104. **Power:** 250 and 100 watts on 1210 kc (divides time with WEBQ). **Affiliation:** None. **Opened:** May, 1925.

Owner, station and commercial manager, publicity director: Oscar C. Hirsch. **Program and musical director:** Virginia Bahn. **Chief engineer:** Ralph L. Hirsch.

Rep: None. **Seating facilities:** Can accommodate about 100 persons. **Merchandising:** Will cooperate with advertiser on

request; all services bear a charge. **Foreign language programs:** Not accepted. **Artists bureau:** None. **Base rate:** \$35.

Copy restrictions: Commercial copy limited to 20% of program time; all copy must conform to station standards, government regulations, and NAB Code of Ethics. **E. T. library:** Standard; Lang-Worth. **News:** Transradio. **News periods:** 9:30-9:35 A.M., 10:30-10:35 A.M., 11:30-11:35 A.M., 4:30-4:35 P.M., 5:30-5:35 P.M., 6:30-6:35 P.M., 7:15-7:30 P.M., all Monday through Saturday; 9:30-9:35 P.M., 10:30-10:35 P.M., Tuesday, Thursday, Saturday.

MISSOURI STATIONS—Continued

KFUO, CLAYTON

Operator: Evangelical Lutheran Synod of Missouri, Ohio and Other States, 801 De Mun. **Phone:** Cabany 2499. **Power:** 1,000 and 500 watts on 550 kc (shares time with KSD). **Opened:** Dec. 14, 1924.

This station is non-commercial; church-owned.

KFRU, COLUMBIA

Operator: KFRU, Inc., 9th and Elm Sts. **Phone:** 4141. **Power:** 1,000 and 500 watts on 630 kc (shares night time with WGBF). **Affiliation:** None. **Opened:** March 13, 1925. (Note: This station is newspaper-owned by the St. Louis Star-Times.)

President: Elzey Roberts. **Station manager:** C. L. Thomas. **Commercial manager:** Walter Weiler. **Program director, artists bureau head:** George Guyan. **Chief engineer:** Robert Haigh. **Musical director:** Foster Brown. **Publicity director:** Bruce Barrington.

Rep: Weed & Co. **Seating facilities:** None. **Merchandising:** Services rendered at cost; equipped to do complete work. **Foreign language programs:** None running currently; no ruling against these broadcasts, however. **Artists bureau:** Yes, lists about 10 announcers, singers, orchestras. **Base rate:** \$100.

Copy restrictions: No hard liquor accepted; some patent medicines taken; copy must conform to rules of "good taste." **E. T. library:** NBC Thesaurus. **News:** UP. **News periods:** 9-9:05 A.M., 10-10:10 A.M., noon-12:15 P.M., 3-3:10 P.M., 7-7:15 P.M., all daily.

KWOS, JEFFERSON CITY

Operator: Tribune Printing Company, Adams and Capitol Avenues. **Phone:** 4000. **Power:** 250 and 100 watts on 1310 kc. **Affiliation:** None. **Opened:** January 30, 1937. (Note: This station is newspaper-owned by the Tribune Printing Co.)

President: R. C. Goshorn. **Business manager:** R. L. Rose. **Program director:** John J. Corrigan.

Rep: Sears & Ayer. **Seating facilities:** Reception room, seating 40 persons. **Merchandising:** Publicity through News and Tribune, including daily program listings, display advertisements and Sunday radio column. **Artists bureau:** Setup nominal only. **Base rate:** \$60.

Copy restrictions: Beer advertising accepted; all copy must conform to station standards and FCC rules and regulations. **E. T. library:** World; Standard. **News:** UP. **News periods:** 7:30-7:40 A.M., 10-10:10 A.M., noon-12:10 P.M., 1:30-1:40 P.M., 6-6:10 P.M., all daily except Sunday.

WMBH, JOPLIN

Operator: Joplin Broadcasting Co., Keystone Hotel. **Phone:** 330. **Power:** 250 and 100 watts on 1420 kc. **Affiliation:** None. **Opened:** 1926. (Note: Part of WMBH's stock is owned by Joplin Globe Publishing Co.)

President, station manager: D. J. Poynor. **Assistant manager:** E. Smart. **Program director:** Stella Lukens. **Chief engineer:** Baxter Burris. **Artists bureau head:** Charles McIntire. **Musical director:** Stella Lukens. **Publicity director:** Tom Aden.

Rep: Sears & Ayer. **Seating facilities:** Studio seats 60 persons. Other facilities available: First Community Church, 700; High School Auditorium, 1,200; High School Gymnasium, 500; Memorial Hall, 3,200; Connor Empire Room, 300; Connor Bal Moderne, 500; Connor Gold Room and Colonial Room, 225. **Merchandising:** Contact dealers; arrange window displays and tie-ups; hold sales conferences; contact jobbers; mail broadsides to trade when costs are paid; mail station letters to trade for cost of postage; make surveys. **Foreign language programs:** Accepted. **Artists bureau:** None. **Stock:** 210 shares held by D. J. Poynor and the Joplin Globe Publishing Co. **Base rate:** \$60.

Copy restrictions: Copy must not cause any embarrassment to audience; beer advertising accepted; no other alcoholic beverages; patent medicines accepted if meeting "standards of better advertising." **E. T. library:** NBC Thesaurus; NAB. **News:** UP. **News periods:** 7 A.M., 8 A.M., 9:30 A.M., 10:50 A.M., noon, 1:50 P.M., 3:30 P.M., 5:30 P.M., 8 P.M., 10:20 P.M., all 15 minutes, all Monday through Saturday; 8 A.M., 10:30 A.M., 3:30 P.M., 6:15 P.M., 8:30 P.M., 10:30 P.M., all 15 minutes, all Sunday.

KCMO, KANSAS CITY

Operator: KCMO Broadcasting Co., Commerce Trust Bldg. **Phone:** Victor 0900. **Power:** 1,000 watts on 1450 kc. **Affiliation:** None. **Opened:** 1925.

President: T. L. Evans. **General manager:** Larry Sherwood. **Commercial manager:** Hal Makelim. **Production director:** Robert Grey. **Chief engineer:** L. C. Sigmon. **Musical director:** Bert Buhrman. **Continuity editor:** Betty Jo Le Vec. **Special events and public features director:** Jimmie Coy.

Rep: None. **Seating facilities:** Can accommodate 100 persons. **Merchandising:** Complete service available. **Foreign language programs:** No information given. **Artists bureau:** None. **Base rate:** \$120.

Copy restrictions: Hard liquor advertisements not accepted. **E. T. library:** NBC

Karl Koerber

Vice-President

THE ONLY

Arthur B. Church
President

STATION IN KANSAS CITY

... that offers so many reasons for the popularity KMBC enjoys among the two and one-third million radio listeners who daily buy and **buy** and **BUY** in our P. D. A. Some of the radio services which **only** KMBC provides in this Middle Western Mecca of Sales are shown here—there are many others. Perhaps most important of all is the fact that KMBC is the **only** station in Kansas City with an attractive array of Audience Tested, Selling Tested Programs ready for sponsorship NOW.



KMBC is the ONLY Kansas City station originating regular coast-coast network programs. Since KMBC joined CBS in 1927, more than 3000 programs have been originated to the Columbia network. The Texas Rangers are the only Kansas City radio arti who have been commissioned by a state governor—former Governor James V. Allred of Tex. Saturday afternoons at 2:30 Eastern Daylight Saving Time.



KMBC is the ONLY Kansas City station

...with an exclusive full-time sports commentator, Walt Lochman, broadcasting all games of the Kansas City Blues play-by-play on KMBC this season.

...with an exclusive household economics director, Beulah Karney. Under her direction the KMBC Happy Kitchen annually makes happy many participating advertisers.

...with a full-time news editor who has metropolitan newspaper experience, Erle Smith—veteran of a dozen successful sponsorships!



...to develop locally personalities and programs that have become famous nationally. Left is Caroline Ellis, now doing "Caroline's Golden Store" for General Mills on NBC—Red under direction of KMBC's Fran Heyser, only Kansas City director producing national shows exclusively! Others are Margaret and Gordon Munro, Easy Aces, Life on Red Horse Ranch, PHENOMENON.



KMBC is the ONLY Kansas City station which dramatizes its tal to the audience in a big variety show—is, in fact, the **only** station with the talent to prod such a show. Brush Creek Follies, broadcast Saturday nights, and playing to S. R. O. audience week after week.



KMBC is the ONLY Kansas City station which maintains a consist policy of covering completely public events of special public interest, and KMBC is the **only** stat with a short wave car to broadcast news where it happens, when it happens. Above, Neal Kee airs first public remarks of Acting City Manager and Acting Police Director in city clean up.

KMBC

OF KANSAS CITY

The PROGRAM BUILDING and TESTING Station

Free & Peters, Inc., National Representatives

National Program Sales:

Columbia Artists Bureau, 485 Madison Ave., New York
Geo. E. Halley, 400 Deming Place, Chicago

MISSOURI STATIONS—Continued

Thesaurus; Davis & Schwegler. **News:** UP. **News periods:** Every hour on the hour Monday through Saturday, 7 A.M. to 9 P.M., all five-minute periods, except 15-minute periods at 7 A.M., noon and 6 P.M.; noon-12:15 P.M., 6-6:15 P.M., 10:30-10:45 P.M., Sunday only.

KITE, KANSAS CITY

Operator: First National Television, Inc., Fidelity Bldg. **Phone:** Harrison 5818. **Power:** 1,000 watts on 1530 kc. **Affiliation:** None. **Opened:** Dec. 31, 1934.

President: Richard K. Phelps. **Vice-president:** D. E. (Plug) Kendrick. **General manager:** L. I. (Jake) Jaquier. **Production manager:** John Hay (Jack) Stilwill. **Chief engineer:** Wayne Hatchett.

Rep: William G. Rambeau Co. **Seating facilities:** None. **Merchandising:** Distribute advertising matter; supply data on coverage and market, and plans for merchandising. **Foreign language programs:** None. **Artists bureau:** None. **Base rate:** \$150.

Copy restrictions: Accept beer, but no wines or liquor; patent medicines must conform with Federal Trade Commission and other Federal regulations; all copy must be approved by station management. **E. T. library:** MacGregor; Davis & Schwegler. **News:** UP. **News periods:** 6:55 A.M., 7:55 A.M., 9:55 A.M., 10:55 A.M., 11:55 A.M., 12:50 P.M., 1:55 P.M., 2:55 P.M., 3:55 P.M., all five minutes, plus one 15-minute period at 6:45 P.M. and one 10-minute period at 11:50 P.M., plus flashes every half-hour, all Monday through Saturday; 10:45 A.M., 1:30 P.M., 9:45 P.M., 11:45 P.M., all 15 minutes, all Sunday only.

KMBC, KANSAS CITY

Operator: Midland Broadcasting Co., Pickwick Hotel. **Phone:** HArrison 2650. **Power:** 5,000 and 1,000 watts on 950 kc. **Affiliation:** CBS. **Opened:** 1921.

President, general manager: Arthur Burdette Church. **Vice-president:** Karl Koerper. **National program sales:** Columbia Artists, Inc. (New York); George E. Halley (Chicago); Columbia Management, Inc. (Hollywood). **Program director:** Stuart Eggleston. **Chief engineer:** Ray Moler. **Studio director:** Kenneth Krahl. **Musical director:** P. Hans Flath. **Research director:** Mark N. Smith. **Artist bureau head:** James W. McConnell. **Publicity director:** Milton F. Allison. **News editor:** Erle H. Smith.

Rep: Free & Peters, Inc. **Seating facilities:** Studio A, 50 persons. **Merchandising:** Mail letters to jobbers and brokers; letters

and cards sent to retailers with sponsor sharing expense; help sponsor lay out special tie-ins; issue program schedules; surveys; furnish art work and plates for sponsors wishing to advertise their program in papers; merchandising help, in general, is commensurate with money spent on station; publicity department sends listings to seven daily papers; publicity releases sent same dailies and several hundred weekly newspapers; publicity department gives courtesy program plugs to sponsored programs in two five-minute programs daily, "Program Notes" and "Program Highlights," following mid-morning and mid-afternoon newscasts; unsold station breaks also used for same purpose. **Foreign language programs:** No rules; percentage of foreign population very small. **Artist bureau:** Yes. **Base rate:** \$100 (¼ hr.)

Copy restrictions: No beer, wines or liquors of any kind accepted; offers must conform to all city, state, and federal laws; patent medicines must conform to all laws and the Pure Food and Drug Act. **E. T. library:** World; NAB; Lang-Worth. **News:** Transradio (Kansas City bureau housed at KMBC). **News periods:** 5:45-5:55 A.M., 7:15-7:25 A.M., 9:30-9:35 A.M., noon-12:05 A.M., 2:50-2:55 P.M., 6-6:15 P.M., (5:45-6 P.M. DST), 9:30-9:45 P.M., all Monday through Saturday; midnight-12:05 A.M., every day.

WDAF, KANSAS CITY

Operator: Kansas City Star Company, 1729 Grand Avenue. **Phone:** Harrison 1200. **Power:** 5,000 and 1,000 watts on 610 kc. **Affiliation:** NBC Basic Red. **Opened:** June 5, 1922. (Note: This station is newspaper-owned by the Kansas City Star.)

General and station manager: H. Dean Fitzer. **Assistant station manager, publicity director:** V. S. Batton. **Sales director:** R. Gardner Reames. **Program and musical director:** Harry J. Kaufmann. **Chief engineer:** Joseph A. Flaherty.

Rep: Edward Petry & Co., Inc. **Seating facilities:** None. **Merchandising:** Rendered at actual cost. **Foreign language programs:** Not accepted. **Artists bureau:** None. **Base rate:** \$360.

Copy restrictions: No beer, wine or liquor advertising; some patent medicines accepted, with copy subject to station approval; all copy must conform to accepted standards of "good taste" and be passed on by WDAF 24 hours in advance of broadcast. **E. T. library:** Standard; Lang-Worth. **News:** AP from Kansas City Star. **News periods:** 6:55-7 A.M., 10:50-10:55 A.M., 9:30-9:45 P.M., Monday through Saturday; 9-9:05 A.M., 9-9:15 P.M., both Sunday only. (Note: News is not available for sponsorship).

one of the
MANY
good stations
in Kansas City!



WHIB

1,000 WATTS • DAWN TO DUSK



DON DAVIS, PRESIDENT

JOHN T. SCHILLING, GENERAL MANAGER



MUTUAL BROADCASTING SYSTEM

MISSOURI STATIONS—Continued

WHB, KANSAS CITY

Operator: WHB Broadcasting Company, Scarratt Bldg., 9th and Grand Avenue. **Phone:** Harrison 1161. **Power:** 1,000 watts on 860 kc (to sunset). **Affiliation:** Mutual Broadcasting System. **Opened:** April 15, 1922.

President, commercial manager: Donald Dwight Davis. **Station manager:** John T. Schilling. **Program director:** Dick Smith. **Program coordinator:** Nelson Rupard. **Chief engineer:** Henry Goldenberg. **Artists bureau head:** Charles Lee Adams. **Musical director:** Andy Anderson. **Client service manager, publicity director:** M. H. Straight. **Merchandising director:** Frank Barhydt. **Chief of news bureau:** Bob Caldwell.

Rep: None. **Seating facilities:** Studio A, 10 persons; Studio B, 50; Studio C, 20; Little Theatre, 1,100; Music Hall, 2,600; Municipal Auditorium Arena, 15,000. **Merchandising:** For every dollar of station time purchased, advertiser is offered one unit of merchandising service; types of services, with unit values: supply wholesale and retail dealer lists of specific classifications, 50 units per list; mail out letters or printed matter, supplying letterheads, mimeographing, sealing, stamping, while advertiser pays postage and furnishes printed matter, one unit per piece; make cross section surveys, checking sale, distribution and standing of advertiser's product against competitors' products in local trading areas (advertiser to pay traveling expenses if more than 20 miles), 5 units per personal call, 2 units per telephone call; introduce salesmen to key buyers, 50 units per call; window displays, 25 units per display placed; counter displays and cards, 25 units per display distributed; personal calls on jobbers, chain store buyers, department store buyers, etc., 10 units per call; arrange audition of program for important local outlets (advertiser to pay talent cost), 10 units per person attending audition. **Foreign language programs:** Accepted. **Artists bureau:** Yes; lists about 30 artists. **Base rate:** \$120 (up to 6 P.M.; \$240 thereafter).

Copy restrictions: Some patent medicines accepted; no beer, wine, or hard liquor; no false or misleading claims; no disparagement of competitors or their products; no lotteries, appeals for funds (other than generally accepted worthy causes); no testimonials which cannot be authenticated; no advertising matter in bad taste, or which station deems injurious or prejudicial to interests of public; commercial copy must not exceed 10½ minutes in an hour program, 7½ minutes in three-quarter hour, 5½ minutes in half-hour, 3½ minutes in a quarter-hour. **E. T. library:** Associated. **News:** INS. **News periods:** 6:15 A.M., 7:15 A.M., 8:45 A.M.,

10:45 A.M., noon, 3 P.M., 4 P.M., 5 P.M., 6 P.M., 7 P.M., all 10 minutes, all daily except Sunday.

KWOC, POPLAR BLUFF

Operator: Don M. Lidenton, Bank of Poplar Bluff Bldg. **Power:** 100 watts on 1310 kc (to local sunset). **Affiliation:** None. **Opened:** May 21, 1938.

Station manager: Bill Bates. **Commercial manager:** Cliff Atkinson. **Program director:** Lee Jones. **Chief engineer:** Don Lidenton. **Musical director:** Lola Sechrest. **Publicity director:** Bill Tedrick.

Rep: None. **Seating facilities:** Can accommodate about 30 persons. **Merchandising:** Will print and distribute window cards, etc., on order at cost. **Foreign language programs:** Accepted. **Artists bureau:** None. **Base rate:** \$30.

Copy restrictions: No beer, wine, or alcoholic beverage copy of any kind accepted; "some" patent medicines accepted. **E. T. library:** NBC Thesaurus; MacGregor. **News:** AP. **News periods:** 7:30-7:40 A.M., 10-10:05 A.M., 1-1:05 P.M., 3-3:05 P.M., 4:30-4:40 P.M., all Monday through Saturday.

KFEQ, ST. JOSEPH

Operator: KFEQ, Inc., Schneider Bldg., 7th & Felix. **Phone:** 6-1314. **Power:** 2,500 and 500 watts on 680 kc (operates from 6 A.M. to Pacific Coast sunset). **Affiliation:** None. **Opened:** 1924.

President, station manager: B. Pitts. **Promotion manager:** J. Ted Branson. **National advertising manager:** Glenn Griswold. **Program director:** Harry H. Packard. **Chief engineer:** Wesley Koch. **Musical director:** Lawrence Parker.

Rep: Kelly-Smith Co. **Seating facilities:** Studio, 50 persons. **Merchandising:** No set rules; call on retail and wholesale accounts; distribution surveys; work with salesmen; letters to trade for cost of postage and mimeographing; special requests given consideration. **Foreign language programs:** No rules; foreign-born population too small for such fare. **Artists bureau:** None. **Base rate:** \$78.

Copy restrictions: Beer accepted; no other alcoholic beverages; patent medicines subject to approval of station management; all copy must comply with FCC regulations. **E. T. library:** NBC Thesaurus; Standard. **News:** Transradio. **News periods:** 7 A.M., 7:30 A.M., 8:55 A.M., 9:45 A.M., 12:35 P.M., 3:30 P.M., 5 P.M., 5:50 P.M., 6:50 P.M., 8:05 P.M., all 10 minutes, all Monday through Saturday; 8:30 A.M., 2 P.M., 4:50 P.M., 6:35 P.M., 7:50 P.M., all 10 minutes, all Sunday only.

MISSOURI STATIONS—Continued

KMOX, ST. LOUIS

Operator: Columbia Broadcasting System, Inc., Mart Bldg. **Phone:** Central 8240. **Power:** 50,000 watts on 1090 kc. **Affiliation:** CBS. **Opened:** Dec. 25, 1925.

General and station manager: Merle S. Jones. **Commercial manager:** Kenneth W. Church. **Program director:** C. G. Renier. **Chief engineer:** Graham L. Tevis. **Musical director:** Ben Feld. **Promotion director:** J. Soulard Johnson.

Rep: Radio Sales. **Seating facilities:** Columbia Playhouse seats 400. **Merchandising:** Advertiser-dealer-consumer merchandising plan available, including newspaper and magazine service, trade mailings, illuminated display windows, etc.; additional services upon request at actual cost. **Foreign language programs:** No information given. **Artists bureau:** None. **Base rate:** \$500.

Copy restrictions: CBS program policies. **E. T. library:** Associated. **News:** UP-Day; UP-Night; UP-Radio; Transradio. **News periods:** 5:30-5:35 A.M., 5:45-5:55 A.M. (farm news), 6:55-7 A.M., 1:30-1:45 P.M., (women's news), 5:15-5:30 P.M., 10:30-10:45 P.M., all Monday through Saturday; 9-9:15 A.M., Monday, Wednesday, Friday;

10-10:15 A.M., Tuesday, Thursday, Saturday; 11:45-midnight, Sunday through Friday; 10:30 A.M., 12:30 P.M., 3 P.M., 5:30 P.M., 8:30 P.M., 10:30 P.M., all 15 minutes, all Sunday.

KSD, ST. LOUIS

Operator: Pulitzer Publishing Company, Post-Dispatch Bldg., 12th & Olive Sts. **Phone:** Main 1111. **Power:** 5,000 and 1,000 watts on 550 kc (divides time with KFUP, Clayton, a non-commercial station). **Affiliation:** NBC Basic Red. **Opened:** March 9, 1922. (Note: This station is newspaper-operated by the St. Louis Post-Dispatch).

General manager, station manager: George M. Burbach. **Commercial manager, publicity director:** Frank Eschen. **Chief engineer:** Robert L. Coe. **Musical director:** Russell David.

Rep: Free & Peters, Inc. **Seating facilities:** Can accommodate 30 persons. **Merchandising:** Accounts rendered every service through the merchandising and marketing research departments of the St. Louis

K M O X

(One of 7 St. Louis stations)
consistently carries more local
and national spot business
than all the other St. Louis
network stations combined.

RENEWAL RATIO 85%

KMOX • 50,000 WATTS • ST. LOUIS • A CBS STATION

MISSOURI STATIONS—Continued

Post-Dispatch. **Foreign language programs:** Both programs and announcements accepted. **Artists bureau:** None. **Base rate:** \$333.

Copy restrictions: Strict censorship; station broadcasts daily announcements to this effect; beer accepted, but no other alcoholic beverages; no medical products whatsoever accepted. **News:** AP.

KWK, ST. LOUIS

Operator: Thomas Patrick, Inc., Hotel Chase. **Phone:** Rosedale 3210. **Power:** 5,000 and 1,000 watts on 1350 kc. **Affiliation:** NBC Basic Blue; Mutual. **Opened:** March 17, 1927.

President and general manager: Robert T. Convey. **General sales manager:** V. E. Carmichael. **National sales manager:** Robert M. Sampson. **Station director:** Ray Dady. **Program director:** John W. Tinnea. **Production manager:** Dan Seyforth. **Musical director:** Rolla Coughlin. **Chief engineer:** James P. Burke. **Continuity chief:** Claire M. Harrison. **Public relations:** Gene Kemper.

Rep: Paul H. Raymer Co. **Seating facilities:** Assembly Hall, 1,400 persons; Opera House, 3,600; Convention Hall, 14,000. **Merchandising:** No special service; station has tie-up with St. Louis Globe-Democrat (daily), in which clients' programs are publicized. **Foreign language programs:** Accepted. **Artists bureau:** Setup nominal only. **Base rate:** \$350.

Copy restrictions: Accept beer and wine; no hard liquor; station reserves right to delete objectionable copy or reject material in conflict with federal or state laws. **E. T. library:** World. **News:** UP. **News periods:** 7:45-7:50 A.M., 10:45-10:55 A.M., 1:30-1:40 P.M., 6:40-6:45 P.M., all Monday through Friday; 8:45-9 A.M. (news comment), 10:30-10:40 P.M., Monday through Friday; 5-5:10 P.M., 6:25-6:30 P.M., Sunday only.

KXOK, ST. LOUIS

Operator: Star Times Publishing Co., Star Times Bldg. **Power:** 1,000 watts on 1250 kc. **Affiliation:** None. (Note: This station is owned by the St. Louis Star Times as is KFRU, Columbia, Mo.)

Station head: Elzey Roberts. **General manager:** Ray V. Hamilton. **Commercial manager:** Clarence Cosby.

Rep: Weed & Co. **Seating facilities:** Observation room seats 25. **Merchandising:** Complete facilities of the Star Times merchandising department available without extra charge; staff of five special checkers contacts grocery, drug, and similar trades;

window stickers; stories and displays in the newspaper, etc. **Foreign language programs:** Accepted at certain hours. **Artists bureau:** None. **Base rate:** \$250.

Copy restrictions: Accept beer; no wine or hard liquor. **E. T. library:** Associated; Standard. **News:** UP; INS. **News periods:** 8:15-8:30 A.M., 10:15-10:20 A.M., noon-12:15 P.M., 2-2:15 P.M., 4-4:05 P.M., 5:15-5:30 P.M., 7:15-7:30 P.M., 8:45-9 P.M., 11-11:15 P.M., all Monday through Saturday; 9 A.M., 2:15 P.M., 6:45 P.M., 10:15 P.M., all 15 minutes, all Sunday.

WEW, ST. LOUIS

Operator: St. Louis University, 3642 Lindell Blvd. **Phone:** Franklin 5665. **Power:** 1,000 watts on 760 kc (daytime). **Affiliation:** None. **Opened:** April 26, 1921.

Faculty director: Father W. A. Burk, S.J. **Station manager:** A. S. Foster. **Program director:** Arthur T. Jones. **Chief engineer:** G. E. Rueppel. **Musical director:** Ralph Stein. **Publicity director:** L. B. Hagerman.

Rep: Wythe Walker. **Seating facilities:** Studio auditorium, 1,200. **Merchandising:** Capable of rendering such service at special rates. **Foreign language programs:** No rules; "Germania Broadcast" now running half-hour week days and full hour Sundays; Italian, Greek and Hungarian programs also current. **Artists bureau:** No regular setup, but can supply talent. **Base rate:** \$70.40.

Copy restrictions: No patent medicines, wines or whiskey; copy must be truthful and "not exceed the bounds of good taste in length." **E. T. library:** Lang-Worth; Davis & Schwegler. **News:** INS. **News periods:** 7:30 A.M., noon, 5:15 P.M., all 15 minutes, all Monday through Saturday.

WIL, ST. LOUIS

Operator: Missouri Broadcasting Corp., Melbourne Hotel. **Phone:** Jefferson 8403. **Power:** 250 and 100 watts on 1200 kc. **Affiliation:** None. **Opened:** Feb. 9, 1922.

President, general manager: Lester A. Benson. **Vice-president in charge of sales:** Clarence W. Benson. **Commercial and business manager:** Edgar P. Shutz. **Program director:** Neil Norman. **Chief engineer:** Chal Stoup. **Musical director:** Allister Wylie. **Public relations:** Bill Durney. **Publicity director:** Bart Slattery. **Continuity editor:** David Pasternak.

Rep: Reynolds-Fitzgerald, Inc. **Seating facilities:** Melbourne auditorium, 300 persons. **Merchandising:** None listed. **Foreign language programs:** Not accepted. **Artists bureau:** None. **Base rate:** \$150.

Copy restrictions: Commercials limited to 400 words per quarter hour; announce-

MISSOURI STATIONS—Continued

ments may not exceed 100 words; beer accepted; no hard liquors; patent medicines must comply with Federal Trade Commission regulations; all copy subject to editing by the management. **E. T. library:** Standard; MacGregor; Lang-Worth; NAB. **News:** Transradio. **News periods:** 8:15-8:30 A.M., 10:45-10:55 A.M., 12:45-12:55 P.M., 5:05-5:15 P.M., 10-10:10 P.M., Monday through Saturday; 10:45-10:55 A.M., 7:15-7:30 P.M., 10-10:15 P.M., Sunday.

WTMV, EAST ST. LOUIS (ILL.)

Operator: Mississippi Valley Broadcasting Co., Inc., Hotel Broadview. **Phones:** Bridge 3424; East 4390. **Power:** 250 and 100 watts on 1500 kc. **Affiliation:** None. **Opened:** May 19, 1935.

President: Lester E. Cox. **Station manager:** William H. West. **Program director, artists bureau head, musical director:** Paul Godt. **Chief engineer:** Thomas R. McLean.

Rep: None. **Seating facilities:** Broadview Hotel Ballroom, 1,000. **Merchandising:** Send mail to dealers, service men, and occasionally to general public; also supply envelope stuffers, store display layouts, etc. **Foreign language programs:** Any type accepted; Polish, German, Hungarian, current. **Artists bureau:** Yes, has about 75 artists. **Base rate:** \$100.

Copy restrictions: Amount of commercial copy restricted to 15% of time bought; exaggerations, falsehoods, and untruths barred; patent medicines accepted if approved by Better Business Bureau; wines and liquors accepted only after 9 P.M. **E. T. library:** NBC Thesaurus; Associated. **News:** INS; local. **News periods:** Five minutes every hour on the hour, 6 A.M. to midnight, except a 15-minute summary at 6 P.M., all seven days per week.

KDRO, SEDALIA

Operator: Albert S. and Robert A. Drohlich doing business as Drohlich Bros. **Power:** 250 and 100 watts on 1500 kc.

At press time this station had a construction permit only.

KGBX, SPRINGFIELD

Operator: Springfield Broadcasting Co., 508 St. Louis Street. **Phone:** 1860. **Power:** 500 watts on 1230 kc. **Affiliation:** NBC Southwestern Optional Group. **Opened:** 1924 in St. Joseph, Mo.; present ownership dates from 1926, and Springfield transfer came in 1931. (Note: This station and KWTO of the same city, are

Commercial

Only 22 Months, but LOOK!

Money has been made for both the station and our sponsors . . . from the start.

WEW's original client doubled his outlay with his first yearly renewal.

Several programs NOW available to help YOU CRACK AND HOLD THIS GREAT St. Louis market.

WEW—St. Louis University Management—A. S. FOSTER

WEW
760 Kc.—1000 Watts, Daytime
ST. LOUIS

MISSOURI STATIONS—Continued

affiliated with the Springfield Newspapers, Inc., through cross ownership.)

President: Thomas W. Duvall. **Station manager:** Ralph Foster. **Business manager:** Art Johnson. **National accounts manager:** John Pearson. **Program director:** Terry Moss. **Chief engineer:** Fritz Bauer. **Artists bureau head:** George Earle Wilson. **Promotion and merchandising director:** Carl Ward.

Rep: Howard H. Wilson Co. **Seating facilities:** About 100. **Merchandising:** Service of National Research Bureau available. **Foreign language programs:** No rules; population does not warrant such programs. **Artists bureau:** Yes. **Base rate:** \$150.

Copy restrictions: Allow only beer; no other set copy rules. **E. T. library:** NBC Thesaurus; Standard. **News:** UP. **News periods:** 9 A.M., 12:30 P.M., 6 P.M., 8 P.M., all 15 minutes, all Monday through Saturday; 8-8:15 P.M., Sunday only. (Also NBC press news weekdays 8-8:05 A.M. and 5:25-5:30 P.M.; Sundays, 10-10:05 A.M.)

KWTO, SPRINGFIELD

Operator: The Ozarks Broadcasting Co., 508 St. Louis St. **Phone:** 1360. **Power:** 5,000 watts on 560 kc (to local sunset).

Affiliation: None. **Opened:** Dec. 25, 1933. (Note: KWTO is affiliated, via part ownership, with the Springfield Newspapers, Inc.—Evening Leader and Press; Morning Daily News and the Sunday News and Leader.)

President, station manager: Ralph D. Foster. **Business manager:** C. Art Johnson. **National accounts manager:** John Pearson. **Program director, artists bureau head:** George Earle Wilson. **Chief engineer:** Fritz Bauer. **Musical director:** Jim Simmons. **Promotion and merchandising director:** Carl Ward.

Rep: Howard H. Wilson Co. **Seating facilities:** Studio, 30; Shrine Mosque, 5,000; American Legion Home, 1,200. **Merchandising:** Service of National Research Bureau available. **Foreign language programs:** No rules; population does not warrant such programs. **Artists bureau:** Yes. **Base rate:** \$100.

Copy restrictions: Beer accepted but no other alcoholic beverages; scripts required in advance on all health products. **E. T. library:** NBC Thesaurus; Standard. **News:** UP. **News periods:** 5:30 A.M., 7:30 A.M., 12:30 P.M., 4 P.M., 6 P.M., all 15 minutes, all Monday through Saturday; 9:30-9:45 A.M., 1:15-1:30 P.M., Sunday only; five-minute daily flashes at 8:40 A.M. and 9:45 A.M.

MONTANA

(114,600 radio homes, or 81% ownership among the State's total of 142,000 families. Urban ownership is 44,400, or 91% of urban families; rural ownership is 70,200, or 75% of rural families.)

Radio Homes by Counties

Beaverhead	1,340	Hill	2,880	Ravalli	2,170
Big Horn	1,580	Jefferson	860	Richland	1,720
Blaine	1,720	Judith Basin	990	Roosevelt	2,010
Broadwater	600	Lake	1,940	Rosebud	1,420
Carbon	2,510	Lewis and Clark	4,440	Sanders	1,330
Carter	800	Liberty	490	Sheridan	1,740
Cascade	9,340	Lincoln	1,510	Silver Bow	13,170
Chouteau	1,820	McCone	910	Stillwater	1,200
Custer	2,490	Madison	1,280	Sweet Grass	780
Daniels	1,040	Meagher	530	Teton	1,240
Dawson	1,930	Mineral	410	Toole	1,490
Deer Lodge	3,420	Missoula	5,030	Treasure	310
Fallon	830	Musselshell	1,510	Valley	2,160
Fergus	3,550	Park	2,520	Wheatland	780
Flathead	4,300	Petroleum	440	Wibaux	520
Gallatin	3,580	Phillips	1,700	Yellowstone	6,900
Garfield	940	Pondera	1,370	Yellowstone	
Glacier	1,100	Powder River	770	National Park	10
Golden Valley	440	Powell	1,330		
Granite	750	Prairie	660		

MONTANA STATIONS—Continued

KGHL, BILLINGS

Operator: Northwestern Auto Supply Co., Inc., 5th & Broadway. **Phone:** 3121. **Power:** 5,000 and 1,000 watts on 780 kc. **Affiliation:** NBC North Mountain Group. **Opened:** June 8, 1928.

President, general manager: C. O. Campbell. **Station and commercial manager:** Ed Yocum. **Program director:** Virginia Braunberger. **Musical director:** Marion Wold. **Chief engineer:** Jeff Kiichli. **Publicity director:** Lear Mucoy.

Rep: The Katz Agency. **Seating facilities:** None. **Merchandising:** Supply publicity and co-operate with advertisers in arranging window displays; services rendered gratis. **Foreign language programs:** Accepted. **Artists bureau:** None. **Base rate:** \$100.

Copy restrictions: All time is subject to change for NBC or outstanding local civic programs, with courtesy announcement to be made in case of change. **E. T. library:** NBC Thesaurus; Standard; Transco; Twentieth Century. **News:** UP. **News periods:** 7:30 A.M., 12:30 P.M., both 15 minutes, both Monday through Saturday; 4:15 P.M., 6:45-7 P.M., 9:15-9:30 P.M., every day.

KRBM, BOZEMAN

Operator: KRBM Broadcasters. **Power:** 250 and 100 watts on 1420 kc.

At press time this station had a construction permit only.

KGIR, BUTTE

Operator: KGIR, Inc., 121 W. Broadway. **Phones:** 23; 44. **Power:** 5,000 and 1,000 watts on 1340 kc. **Affiliation:** NBC North Mountain Group; Z Net. **Opened:** Jan. 31, 1929.

Manager: E. B. Craney.*

Rep: Gene Furgason & Co. **Seating facilities:** Can accommodate about 200 persons. **Merchandising:** Any service desired rendered at cost. **Foreign language programs:** No information given. **Artists bureau:** Setup nominal only. **Base rate:** Station sold only as part of the Z Net with a base rate of \$60 (½ hr.).

Copy restrictions: Beer, wines and alcoholic beverages accepted if copy passes inspection; no patent medicines accepted; no announcements may exceed 100 words; no two announcements are ever run together; locally, only 13-minute programs are sold, allowing room for a 100-word announcement on either end; otherwise only 30-word chainbreak announcements are sold. **News:** Transradio.

* Also managing director of KPFA, Helena, Mont., and stockholder in KXL, Portland, Ore.

KFBB, GREAT FALLS

Operator: Buttrey Broadcast, Inc., 300 Central Avenue. **Phone:** 4377. **Power:** 5,000 and 1,000 watts on 1280 kc. **Affiliation:** CBS. **Opened:** October 31, 1922. (Note: This station is newspaper-affiliated with the Great Falls Tribune.)

President: F. A. Buttrey. **General manager:** J. Jacobsen. **Commercial manager:** Joe Wilkins. **Chief engineer:** Wilbur Myhre.

Rep: Weed & Co. (East and San Francisco); Walter Biddick Co. (Los Angeles and Seattle). **Seating facilities:** None. **Merchandising:** Service includes letters to the trade, arranging window displays, contacting merchants in immediate area, mailing out of premiums. **Foreign language programs:** Not accepted. **Artists bureau:** None. **Stock:** Principally held by F. A. Buttrey, Great Falls Tribune, and J. Jacobsen. **Base rate:** \$85.

Copy restrictions: Accept beer; no wine or hard liquor; spot announcements limited to 100 words; all copy subject to station approval and government regulations. **E. T. library:** Standard; MacGregor; Davis & Schwegler. **News:** UP. **News periods:** 7:30 A.M., 12:30 P.M. (except Tuesdays at 12:15 P.M.), 2 P.M., 4 P.M., 7:45 P.M., 10 P.M., all 15 minutes, all Monday through Saturday; 7:45-8 P.M., Sunday.

KPFA, HELENA

Operator: The Peoples Forum of the Air, 1306 11th Ave. **Phone:** 857. **Power:** 250 and 100 watts on 1210 kc. **Affiliation:** NBC North Mountain Group; Z Net. **Opened:** Sept. 26, 1937.

Managing director: E. B. Craney*. **Station and commercial manager:** K. O. MacPherson.

Rep: Gene Furgason & Co. **Seating facilities:** Use local theatre, seating anywhere from 300 to 1,200 persons; admission charge occasionally, but not always made. **Merchandising:** Complete regular service offered gratis; special distribution work, and other special requirements, are billed according to time consumed. **Foreign language programs:** No rules for or against; almost no foreign-speaking population in station area. **Artists bureau:** Setup nominal only. **Base rate:** Station sold only as part of the Z Net; see KGIR.

Copy restrictions: Beer and wine advertising accepted; no hard liquors; patent medicines examined very carefully as to product and copy; commercial copy must not exceed 300 words per quarter hour.

* Also manager of KGIR, Butte, Mont., and stockholder in KXL, Portland, Ore.

MONTANA STATIONS—Continued

and should be split into segments of not more than 150 words apiece; announcements are sold as constituting 50 words, day and night, but actually vary from a top limit of 85 words daytime to 25 words nighttime on network station breaks. **E. T. library:** Lang-Worth; Davis & Schwegler; NAB. **News:** Transradio. **News periods:** 12:30 P.M., 6 P.M., 9 P.M., all 15 minutes, all Monday through Saturday; 8:15-8:30 P.M., Sunday only.

KGZ, KALISPELL

Operator: Donald C. Treloar, 203 First Ave., E. **Phone:** 32-332. **Power:** 100 watts on 1310 kc. **Affiliation:** None. **Opened:** January, 1927.

Manager: Don Treloar. **Commercial manager:** W. B. La Bonte. **Program director:** O. J. Hockley. **Chief engineer:** Don Gorman.

Rep: None. **Seating facilities:** None. **Merchandising:** Window displays; newspaper listings. **Foreign language programs:** Accepted subject to station approval. **Artists bureau:** None. **Base rate:** \$20.

Copy restrictions: Announcements may not exceed 100 words; beer accepted; no other alcoholic beverages; all scripts are subject to station approval. **E. T. library:** MacGregor. **News:** UP; Christian Science Monitor. **News periods:** 8 A.M., 8:30 A.M. (Monitor News), 12:30 P.M., 6:30 P.M., 9:15 P.M., duration not listed, all Monday through Saturday; 10:15 A.M., 5:30 P.M., both Sunday.

KGVO, MISSOULA

Operator: Mosby's, Inc., 132 W. Front St. **Phone:** 2155. **Power:** 5,000 and 1,000 watts on 1260 kc. **Affiliation:** CBS. **Opened:** Jan. 18, 1931.

Station manager: A. J. Mosby. **Program director:** James Alden Barber. **Commercial manager:** Jack Burnett. **Production**

manager: Marguerite Hood. **Traffic manager:** L. Mathiesen. **Chief engineer:** Tom E. Atherstone. **Publicity:** L. E. Nash.

Rep: None. **Seating facilities:** Studio seats 100 persons. **Merchandising:** Assist in distribution and placing of window displays; other general helps. **Foreign language programs:** Population is less than 2% foreign; only program now is a sustainer (educational). **Artists bureau:** None. **Base rate:** \$36 (½ hr.).

Copy restrictions: Copy restricted to 15% of program period; all copy must be in "good taste"; beer and wines accepted; no patent medicines unless they have "a national standard acceptance." **E. T. library:** Lang-Worth; Davis & Schwegler; NAB. **News:** UP; also own local news staff. **News periods:** 7:15 A.M., 9:15 A.M., 12:15 P.M., 3:15 P.M., 6:15 P.M., 9:15 P.M., all 15 minutes, all daily except Sunday.

KG CX, WOLF POINT

Operator: E. E. Krebsbach, 2nd Street and Assiniboine Avenue. **Phone:** 102. **Power:** 1,000 watts on 1450 kc. **Affiliation:** None. **Opened:** 1926.

Owner and operator: E. E. Krebsbach. **Station and commercial manager:** Milton J. Severson. **Program, musical and publicity director:** Adolph Jystad. **Chief engineer:** Harold Klimpel.

Rep: None. **Seating facilities:** Studio seats 30 persons. **Merchandising:** Publicity in local papers. **Foreign language program:** No rules; no requests for same. **Artists bureau:** None. **Stock:** All held by E. E. Krebsbach. **Base rate:** \$42.

Copy restrictions: Beer and wine copy accepted. **E. T. library:** World; Lang-Worth; Davis & Schwegler. **News:** Transradio. **News periods:** 9:30-9:35 A.M., Monday through Friday; 8:45-8:50 A.M., 11:30-11:35 A.M., 1:05-1:15 P.M., 7:15-7:30 P.M., all Monday through Saturday.

