

BROADCASTING
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**Broadcast
Advertising**

1 9 3 6

YEAR

BOOK

NUMBER

ANNUAL SUBSCRIPTION \$3.00 INCLUDING YEAR BOOK
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RADIO, a universal medium, must serve a universal audience. Upon the management of radio broadcasting facilities, therefore, falls the duty of maintaining freedom of the air with no less faith and firmness than freedom of speech and press must be preserved in our country. Broadcasters must strive to maintain a balance which will insure listeners a fair opportunity to hear both sides of an important question. That they will sometimes fall short of this goal is inevitable. That they should ever lose their steadfastness of purpose is unthinkable.

The interests of the public impose distinct obligations on three factors concerned

in the relationship of radio to public opinion: Upon the speaker before the microphone rests the responsibility for a fair and sincere statement of the subject in the light of his convictions. Upon the management of broadcasting stations rests the responsibility to see that both sides of a matter affecting the national welfare are given a fair opportunity to utilize the facilities of radio. Finally, upon the public itself rests the responsibility to discriminate between statesmanship and partisanship; between faith and prejudice; between sincerity and hypocrisy; between heated argument and cold fact."

From a broadcast address by DAVID SARNOFF, President, Radio Corporation of America, before the New York Herald Tribune Fifth Annual Forum on Current Problems, on October 17, 1935.

RADIO CORPORATION OF AMERICA

RCA BUILDING, RADIO CITY, NEW YORK, N. Y.

At last, a scientifically accurate survey!

METERED AUDIENCES

Here are the results of the first precision survey ever made by mechanically recording the stations dialed and the listening time for each program. The percentages given below are for the first five weeks of a ten-week survey of Boston stations which started Sunday, November 7, 1935. Results of the complete survey will be published later.

Boston Station Popularity Percentages Broken Down into Hour Periods

	WNAC	WAAB	1st N. B. C. OUTLET	2nd N. B. C. OUTLET	1st LOCAL STATION	2nd LOCAL STATION	3rd LOCAL STATION	4th LOCAL STATION	OUTSIDE STATIONS	TOTAL
7 — 8 A.M.	<u>35.8%</u>	5.8%	31.1%	17.1%	7.6%	*	2.2%	*	.4%	100%
8 — 9 A.M.	<u>29.1%</u>	16.8%	22.5%	15.3%	5.4%	4.9%	5.1%	.1%	.8%	100%
9 — 10 A.M.	<u>26.1%</u>	10.0%	24.2%	13.5%	11.4%	5.0%	9.0%	.1%	.7%	100%
10 — 11 A.M.	<u>26.2%</u>	13.8%	22.5%	12.8%	8.0%	6.4%	7.0%	1.1%	2.2%	100%
11 — 12 Noon	<u>26.1%</u>	13.1%	22.2%	12.7%	9.5%	6.0%	7.4%	1.1%	1.9%	100%
12 — 1 P.M.	<u>26.7%</u>	10.8%	18.3%	14.1%	14.1%	3.8%	9.1%	1.5%	1.6%	100%
1 — 2 P.M.	<u>31.9%</u>	14.8%	14.8%	11.2%	11.2%	6.6%	6.7%	1.5%	1.3%	100%
2 — 3 P.M.	<u>24.2%</u>	15.3%	15.9%	18.8%	9.8%	6.3%	6.5%	1.0%	2.2%	100%
3 — 4 P.M.	22.0%	19.6%	14.0%	<u>22.4%</u>	6.2%	7.0%	5.6%	1.2%	2.0%	100%
4 — 5 P.M.	<u>27.3%</u>	18.3%	18.2%	16.4%	9.6%	5.6%	2.4%	.7%	1.5%	100%
5 — 6 P.M.	<u>30.2%</u>	17.1%	15.7%	17.3%	11.2%	5.3%	*	*	3.2%	100%
6 — 7 P.M.	<u>29.6%</u>	17.9%	24.0%	16.1%	7.0%	3.0%	*	*	2.4%	100%
7 — 8 P.M.	<u>32.6%</u>	10.5%	30.5%	19.9%	*	2.1%	*	*	4.4%	100%
8 — 9 P.M.	23.2%	7.0%	<u>37.0%</u>	26.6%	*	1.9%	*	*	4.3%	100%
9 — 10 P.M.	29.0%	8.0%	24.5%	<u>33.0%</u>	*	1.7%	*	*	3.8%	100%
10 — 11 P.M.	<u>32.1%</u>	15.3%	14.1%	29.6%	*	3.2%	*	*	5.7%	100%
11 — 12 P.M.	<u>28.9%</u>	22.6%	18.2%	19.3%	*	2.8%	*	*	8.2%	100%
12 — 1 A.M.	<u>57.3%</u>	*	17.5%	10.3%	*	*	*	*	14.9%	100%
ALL DAY AVERAGE	<u>28.5%</u>	13.2%	22.8%	20.7%	5.0%	3.8%	2.3%	.4%	3.3%	100%

*Station not on the air.

Write for our booklet "The New and Most Accurate Survey Method for Determining Listener Interest in Programs," giving complete details and cost. Every agency and advertiser should have this booklet in order to plan radio campaigns intelligently, whether they are for Greater Boston or for the nation.

THE YANKEE NETWORK, INC.

EDWARD PETRY & CO., INC.
Exclusive National Sales Representatives

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392 BROADCASTS OVER 950 STATIONS FOR 22 CLIENTS

Network programs as of December 1, 1935, for: ATWATER KENT RADIO • BIG BEN ALARM CLOCKS • BOND BREAD
CARBORUNDUM ABRASIVES • Du PONT PRODUCTS • EDGEWORTH TOBACCO • EDISON MAZDA LAMPS • NIAGARA
HUDSON POWER CORPORATION • REMINGTON RAND OFFICE EQUIPMENT • TIME MAGAZINE • And local programs for:
BLACKSTONE CIGARS • BOND BREAD • L. S. DONALDSON DEPARTMENT STORE • ELECTROLUX REFRIGERATORS • FAIRY
SOAP • FITCH'S HAIR TONIC • HORMEL SOUPS • INTERNATIONAL SUGAR FEED COMPANY • JACOB DOLD MEATS
NIAGARA HUDSON POWER CORPORATION • OSHKOSH OVERALLS • QUINCY CIGARS • WESTERN SAVINGS BANK
WILDROOT HAIR TONIC • WONDER BREAD • YANKEE CIGARS

B B D O

BATTEN, BARTON, DURSTINE & OSBORN, INC.

Advertising • 383 MADISON AVENUE • NEW YORK CITY...CHICAGO • BOSTON • BUFFALO • PITTSBURGH • MINNEAPOLIS

BROADCASTING • *Broadcast Advertising*

1936 Yearbook Number • Page 3



PITTSBURGH
BALTIMORE
NEW YORK
SAN FRANCISCO
MILWAUKEE
LOS ANGELES



ALL ABOARD!

NATIONAL REPRESENTATIVE

HEARST RADIO

WCAE.....PITTSBURGH
WBAL.....BALTIMORE

WINS.....NEW YORK
KYA...SAN FRANCISCO

WISN.....MILWAUKEE
KEHE....LOS ANGELES



Directory of U. S. Broadcasting Stations by Call Letters . . .

(Data corrected to January 1, 1938)

K		L		M		N		O		P		Q		R		S		T		U		V		W		X		Y		Z											
KABC	San Antonio, Tex.	KLAC	Los Angeles, Calif.	KLBB	Los Angeles, Calif.	KLBC	Los Angeles, Calif.	KLBD	Los Angeles, Calif.	KLBE	Los Angeles, Calif.	KLBF	Los Angeles, Calif.	KLBG	Los Angeles, Calif.	KLBH	Los Angeles, Calif.	KLBI	Los Angeles, Calif.	KLBJ	Los Angeles, Calif.	KLBK	Los Angeles, Calif.	KLBL	Los Angeles, Calif.	KLBM	Los Angeles, Calif.	KLBN	Los Angeles, Calif.	KLBO	Los Angeles, Calif.	KLBP	Los Angeles, Calif.	KLBQ	Los Angeles, Calif.	KLBR	Los Angeles, Calif.	KLBS	Los Angeles, Calif.	KLBT	Los Angeles, Calif.

Directory of Canadian Broadcasting Stations by Call Letters . . .

CFAC	Calgary, Alta.	CFBC	Saskatoon, Sask.	CFCA	Edmonton, Alta.	CFCC	Edmonton, Alta.	CFCD	Edmonton, Alta.	CFCE	Edmonton, Alta.	CFCF	Edmonton, Alta.	CFCH	Edmonton, Alta.	CFCI	Edmonton, Alta.	CFCK	Edmonton, Alta.	CFCL	Edmonton, Alta.	CFCM	Edmonton, Alta.	CFCN	Edmonton, Alta.	CFCO	Edmonton, Alta.	CFCP	Edmonton, Alta.	CFD	Edmonton, Alta.	CFE	Edmonton, Alta.	CFG	Edmonton, Alta.	CFH	Edmonton, Alta.	CFI	Edmonton, Alta.	CFJ	Edmonton, Alta.	CFK	Edmonton, Alta.	CFM	Edmonton, Alta.	CFN	Edmonton, Alta.	CFP	Edmonton, Alta.	CFQ	Edmonton, Alta.	CFR	Edmonton, Alta.	CFW	Edmonton, Alta.	CFX	Edmonton, Alta.	CFY	Edmonton, Alta.	CFZ	Edmonton, Alta.
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*Construction Permit Only.



Dominant coverage of
the entire Kansas City
Market---Now, 5000 Watts



Only outlet between
St. Louis and Denver for
NBC Blue Network
Programs---900 Miles

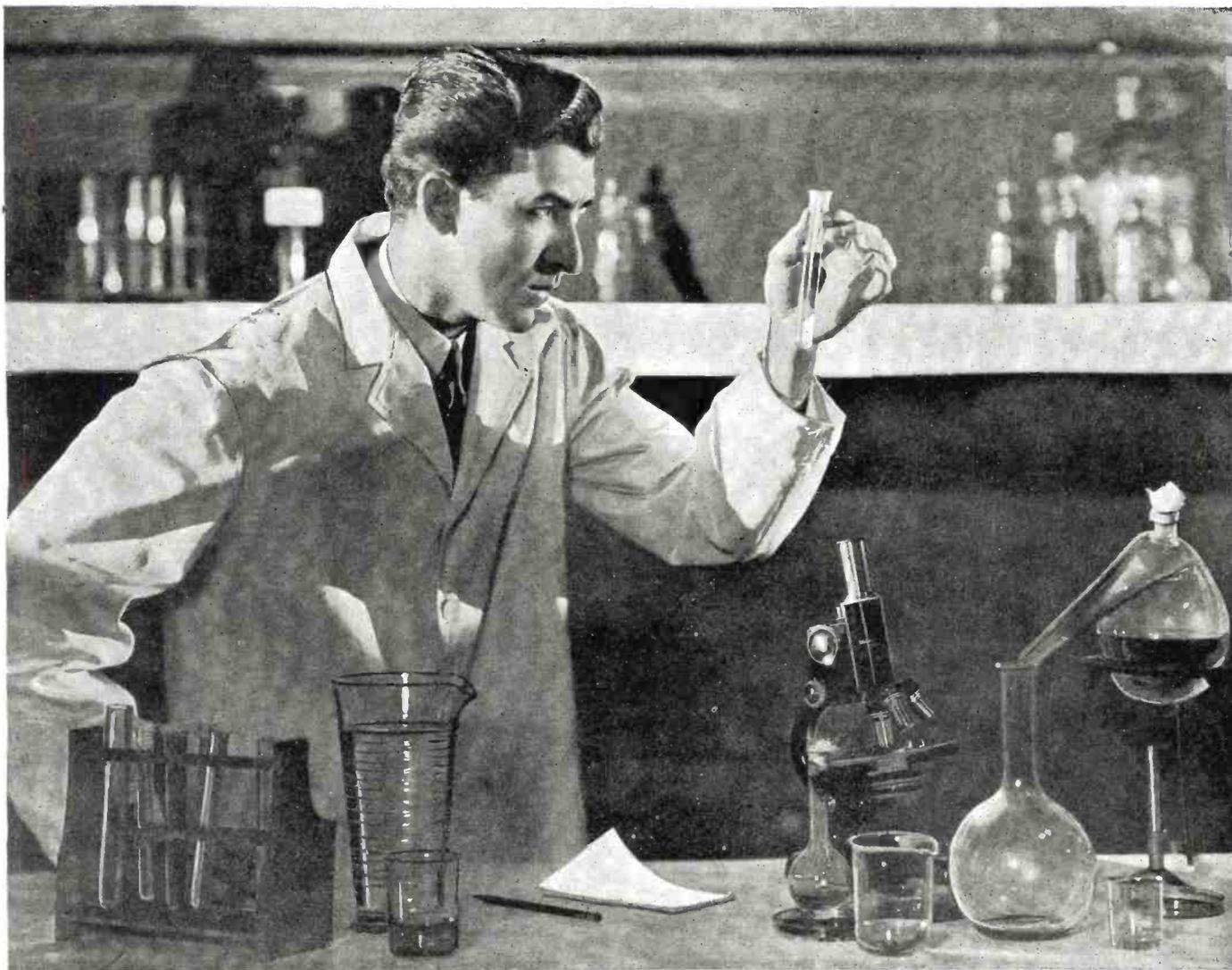
BUSINESS OFFICE AND PRINCIPAL STUDIOS
WREN Building, Lawrence, Kans.

DIRECTORY OF U. S. BROADCASTING STATIONS BY FREQUENCIES

(Data corrected from official FCC files to January 1, 1936)

Call Letters	City	Day Power in Watts	Night Power in Watts	Call Letters	City	Day Power in Watts	Night Power in Watts	Call Letters	City	Day Power in Watts	Night Power in Watts	Call Letters	City	Day Power in Watts	Night Power in Watts
550 KC. REGIONAL				690 KC. CANADIAN EXCLUSIVE				890 KC. REGIONAL—CANADIAN SHARED				1050 KC. CLEAR			
KFUO	St. Louis	1,000	500	700 KC. CLEAR				KARK	Little Rock, Ark.	500	250	KFBI	Abilene, Kan.	5,000	5,000
KFYR	Bismark, N. D.	5,000	1,000	WLW	Cincinnati	\$500,000	\$500,000	KFNF	Shenandoah, Ia.	1,000	500	KNX	Los Angeles	50,000	50,000
KOAC	Corvallis, Ore.	1,000	1,000	710 KC. CLEAR				KFPY	Spokane, Wash.	1,000	1,000	1060 KC. CLEAR			
KSD	St. Louis	5,000	1,000	KIRO	Seattle (SA)	1,500	1,500	KUSD	Vermillion, S. D.	500	500	KTHS	Hot Springs (SA)	10,000	10,000
KTSA	San Antonio	5,000	1,000	KMPG	Beverly Hills, Calif.	500	500	WBAA	West Lafayette, Ind.	1,000	500	WBAL	Baltimore	10,000	10,000
WDEV	Waterbury, Vt.	500	WOR	Newark, N. J.	50,000	50,000	WGST	Atlanta	1,000	500	WJAG	Norfolk, Nebr.	1,000	1,000
WGR	Buffalo, N. Y.	1,000	1,000	720 KC. CLEAR				WILL	Urbana, Ill.	1,000	250	1070 KC. CLEAR			
WKRC	Cincinnati	*2,500	*1,000	WGN	Chicago	50,000	50,000	WJAR	Providence, R. I.	500	1,500	KJBS	San Francisco	500	500
WSVA	Harrisonburg, Va.	500	730 KC. CANADIAN EXCLUSIVE				WMMN	Fairmont, W. Va.	*1,000	*500	WCAZ	Carthage, Ill.	100	100
560 KC. REGIONAL				740 KC. CLEAR				900 KC. REGIONAL				WTAM	Cleveland	50,000	50,000
KFDM	Beaumont, Tex.	1,000	500	KMMJ	Clay Center, Nebr.	1,000	1,000	KGBU	Ketchikan, Alaska	500	500	1080 KC. CLEAR			
KLZ	Denver	*5,000	1,000	KTRB	Modesto, Calif.	250	KHJ	Los Angeles	5,000	1,000	WBT	Charlotte, N. C.	50,000	50,000
KSFO	San Francisco	1,000	1,000	WHEB	Portsmouth, N. H.	250	KSEI	Pocatello, Idaho	500	250	WCBD	Waukegan, Ill.	5,000	5,000
KWTO	Springfield, Mo.	*5,000	WSB	Atlanta	50,000	50,000	WBEN	New Haven, Conn.	*5,000	1,000	WMBI	Chicago	5,000	5,000
WPTL	Philadelphia	1,000	*1,000	750 KC. CLEAR				WELI	Frederick, Md.	500	1090 KC. CLEAR			
WIND	Gary, Ind.	5,000	1,000	KGU	Honolulu, Hawaii	2,500	2,500	WFMD	Jacksonville, Fla.	5,000	1,000	KMOX	St. Louis	50,000	50,000
WIS	Columbia, S. C.	5,000	1,000	WJR	Detroit	50,000	50,000	WJAX	Orlando City	1,000	1,000	1100 KC. CLEAR			
WQAM	Miami, Fla.	1,000	1,000	760 KC. CLEAR				WYLA	Stevens Point, Wis.	2,500	2,500	KGDM	Stockton, Calif.	1,000
570 KC. REGIONAL				770 KC. CLEAR				WTAD	Quincy, Ill.	500	KWKH	Shreveport, La. (SA)	10,000	10,000
KGKO	Wichita Falls, Tex.	1,000	250	KFAB	Lincoln, Nebr.	10,000	10,000	910 KC. CANADIAN EXCLUSIVE				WLWL	New York	5,000	5,000
KMTR	Los Angeles	1,000	1,000	WBBM	Chicago	50,000	50,000	920 KC. REGIONAL				WPG	Atlantic City, N. J.	5,000	5,000
KVI	Tacoma, Wash.	1,000	1,000	780 KC. REGIONAL—CANADIAN SHARED				KFEL	Denver	500	500	1110 KC. CLEAR			
WKBN	Youngstown, O.	500	500	KEHE	Los Angeles	1,000	500	KOMO	Seattle	*5,000	1,000	KSOO	Stout Falls, S. D.	2,500	2,500
WMCB	New York	500	500	KELW	Burbank, Calif.	500	500	KPRC	Houston, Tex.	5,000	1,000	WRVA	Richmond, Va.	5,000	5,000
WNAK	Yankton, S. D.	5,000	1,000	KFDY	Brookings, S. D.	1,000	1,000	KVOD	Denver	500	500	1120 KC. REGIONAL—CANADIAN SHARED			
WOSU	Columbus, O.	1,000	750	KFPD	Anchorage, Alaska	250	WAAF	Chicago	*1,000	KFTO	Spokane, Wash.	100
WSYR	Syracuse, N. Y.	*1,000	*1,000	KGHL	Billings, Mont. (SA)	2,500	1,000	WORL	Needham, Mass.	500	KFSG	Los Angeles	1,000	500
WWNC	Asheville, N. C.	1,000	1,000	WEAN	Providence, R. I.	500	500	WPFEN	Philadelphia	500	250	KRKD	Los Angeles	2,500	500
580 KC. REGIONAL—CANADIAN SHARED				WMC	Memphis	*5,000	1,000	WRAK	Spartanburg, S. C.	1,000	KRSC	Seattle	100
KMJ	Fresno, Calif.	1,000	500	WTAR	Norfolk, Va.	1,000	500	WVAX	Detroit	*5,000	1,000	WDEL	Boston	500
KSAC	Manhattan, Kan.	1,000	500	790 KC. CLEAR				WVOD	Portland, Ore.	5,000	1,000	WGMN	Wilmington, Del.	500	250
WCBS	Charleston, W. Va.	1,000	500	KGO	San Francisco	7,500	7,500	WVOT	Jersey City, N. J.	500	WGCM	Mississippi City (CP)	*500	100
WDBO	Orlando, Fla.	*1,000	*1,000	WGY	Schenectady, N. Y.	50,000	50,000	WVPE	Louisville	1,000	1,000	WISN	Milwaukee	1,000	250
WTBW	Topeka, Kan.	5,000	1,000	800 KC. CLEAR				WVSA	Portland, Me.	2,500	1,000	WTAW	College Station, Tex.	500	500
WTAG	Worcester, Mass.	500	500	WBAP	Fort Worth, Tex.	50,000	50,000	WVWA	Fargo, N. D.	5,000	1,000	1130 KC. CLEAR			
590 KC. REGIONAL				WFAA	Dallas, Tex.	50,000	50,000	WVWA	Madison, Wis.	2,500	KSL	Salt Lake City, Utah	50,000	50,000
KHQ	Spokane, Wash.	2,000	1,000	WTBO	Cumberland, Md.	250	940 KC. REGIONAL				WJJD	Chicago	20,000	20,000
WEHI	Boston	1,000	1,000	810 KC. CLEAR				KOIN	Portland, Ore.	5,000	1,000	WVOV	New York	1,000
WKZO	Kalamazoo, Mich.	1,000	WCCO	Minneapolis	50,000	50,000	WAAT	Portland, Ore.	5,000	1,000	1140 KC. CLEAR			
WOW	Omaha, Nebr.	5,000	*5,000	WNYC	New York	1,000	WAVE	Portland, Me.	2,500	1,000	KVVO	Tulsa, Okla.	25,000	25,000
600 KC. REGIONAL—CANADIAN SHARED				820 KC. CLEAR				WVCH	Portland, Me.	2,500	1,000	WAPI	Birmingham	5,000	5,000
KFSD	San Diego, Calif.	1,000	1,000	WHAS	Louisville	50,000	50,000	WDAY	Fargo, N. D.	5,000	1,000	†WSPR	Springfield, Mass.	500	500
WCAC	Storrs, Conn.	500	500	830 KC. CLEAR				WHA	Madison, Wis.	2,500	1150 KC. CLEAR			
WCAO	Baltimore	1,000	500	KOA	Denver	50,000	50,000	WVWA	Madison, Wis.	2,500	WHAM	Rochester, N. Y.	50,000	50,000
WCC	Bridgeport, Conn.	1,000	500	WEBU	Reading, Pa.	1,000	1,000	950 KC. REGIONAL				1160 KC. CLEAR			
WMT	Cedar Rapids, Ia.	*2,500	*1,000	WHDH	Boston	1,000	KFVB	Hollywood, Calif.	*5,000	1,000	WOWO	Fort Wayne, Ind.	10,000	10,000
WREC	Memphis	*2,500	*1,000	WRUF	Gainesville, Fla.	5,000	5,000	KHSL	Chico, Calif.	250	WVVA	Wheeling, W. Va.	5,000	5,000
610 KC. REGIONAL				840 KC. CANADIAN EXCLUSIVE				KMBC	Kansas City	5,000	1,000	1170 KC. CLEAR			
KFRC	San Francisco	5,000	1,000	KIEV	Glandale, Calif.	250	WRC	Washington, D. C.	1,000	500	WCAU	Philadelphia	50,000	50,000
WDAF	Kansas City	5,000	1,000	WESG	Elmira, N. Y. (SA)	1,000	960 KC. CANADIAN EXCLUSIVE				1180 KC. CLEAR			
WTP	Philadelphia	*1,000	*1,000	WVL	New Orleans	10,000	10,000	KJRW	San Jose, Calif.	*6,000	1,000	WOWO	Fort Wayne, Ind.	10,000	10,000
WJAY	Cleveland	500	850 KC. CLEAR				WVNO	Norman, Okla.	1,000	1,000	WVVA	Wheeling, W. Va.	5,000	5,000
620 KC. REGIONAL				860 KC. CLEAR				WNOX	Knoxville, Tenn.	2,100	1,000	1190 KC. CLEAR			
KGW	Portland, Ore.	5,000	1,000	WABC	New York	50,000	50,000	1000 KC. CLEAR				WATR	Waterbury, Conn.	100
KTAR	Phoenix, Ariz.	1,000	1,000	WBB	New York City	1,000	KFVD	Los Angeles	250	250	WAOI	San Antonio, Tex.	50,000	50,000
WFLA	Clearwater, Fla.	5,000	1,000	870 KC. CLEAR				WHO	Des Moines	50,000	50,000	WSAZ	Huntington, W. Va.	1,000	1,000
WHLB	Greensburg, Pa.	250	WENR	Chicago	50,000	50,000	1010 KC. REGIONAL—CANADIAN SHARED				1200 KC. LOCAL			
WLBZ	Bangor, Me.	1,000	500	WLS	Chicago	50,000	50,000	KGGF	Coffeyville, Kan.	1,000	1,000	KADA	Ada, Okla.	100
WTMJ	Milwaukee	5,000	1,000	880 KC. REGIONAL—CANADIAN SHARED				KQW	San Jose, Calif.	1,000	1,000	KBTM	Jonesboro, Ark.	100
630 KC. REGIONAL—CANADIAN SHARED				890 KC. CLEAR				WHN	New York	1,000	1,000	KFJB	Marshalltown, Ia.	250	100
KFRU	Columbia, Mo.	1,000	500	KFKA	Greeley, Colo.	1,000	500	WVAD	Norman, Okla.	1,000	1,000	KFXD	Nampa, Idaho	250	100
KGFX	Pierre, S. D.	200	200	KLX	Oakland, Calif.	1,000	1,000	WVNO	Knoxville, Tenn.	2,100	1,000	KFKJ	Grand Junction, Colo.	250	100
WGBF	Evansville, Ind.	500	500	KPOF	Denver	500	500	1020 KC. CLEAR				KGEG	Fergus Falls, Minn.	250	100
WMAL	Washington, D. C.	500	250	WCOC	Meridian, Miss.	1,000	500	KYW	Philadelphia	10,000	10,000	KGEK	Sterling, Colo.	100	100
WOS	Jefferson City, Mo.	500	500	WGBI	Seranton, Pa.	1,500	1,500	WDZ	Tuscola, Ill. (CP)	*250	KGJF	Los Angeles	100	100
WPRO	Providence, R. I.	250	250	WPHR	Petersburg, Va.	500	1030 KC. CANADIAN EXCLUSIVE				KGHI	Little Rock, Ark.	250	100
640 KC. CLEAR				WQAN	Seranton, Pa.	250	250	CKLW	Detroit-Windsor	5,000	5,000	KMLB	Monroe, La.	100	100
KFI	Los Angeles	50,000	50,000	WSUI	Iowa City, Ia.	1,000	500	1040 KC. CLEAR				KSUN	Lowell, Ariz.	100	100
WAIU	Columbus, O.	500	500	890 KC. CLEAR				KRLD	Dallas (SA)	10,000	10,000	KVOS	Bellingham, Wash.	100	100
WOI	Ames, Ia.	5,000	KFKA	Greeley, Colo.	1,000	500	KWJ	Portland, Ore. (SA)	500	500	KWG	Stockton, Calif.	100	100
650 KC. CLEAR				KPOF	Denver	500	500	WKAR	E. Lansing, Mich.	1,000	1,000	WABJ	Bangor, Me.	100	100
WSM	Nashville, Tenn.	50,000	50,000	WGBI	Seranton, Pa.	1,500	1,500	WTIC	Hartford, Conn. (SA)	50,000	50,000	WAIM	Anderson, S. C.	100	100
660 KC. CLEAR				WPHR	Petersburg, Va.	500	1050 KC. CLEAR				WBBZ	Ponca City, Okla.	100	100
WAAW	Omaha, Nebr.	500	WQAN	Seranton, Pa.	250	250	KYW	Philadelphia	10,000	10,000	WBNO	New Orleans	100	100
WEAF	New York	50,000	50,000	WSUI	Iowa City, Ia.	1,000	500	WDZ	Tuscola, Ill. (CP)	*250	WCAT	Rapid City, S. D.	100	100
670 KC. CLEAR				890 KC. CLEAR				1060 KC. CLEAR				1100 KC. CLEAR			
WMAQ	Chicago	50,000	50,000	KFKA	Greeley, Colo.	1,000	500	900 KC. CLEAR				1110 KC. CLEAR			
680 KC. CLEAR				KLX	Oakland, Calif.	1,000	1,000	910 KC. CLEAR				1120 KC. CLEAR			
KFEQ	St. Joseph, Mo.	2,500	KPOF	Denver	500	500	920 KC. CLEAR				1130 KC. CLEAR			
KPO	San Francisco	50,000	50,000	WCOC	Meridian, Miss.	1,000	500	930 KC. CLEAR				1140 KC. CLEAR			
WPTF	Raleigh, N. C.	5,000	5,000	WGBI	Seranton, Pa.	1,500	1,500	940 KC. CLEAR				1150 KC. CLEAR			

*CP granted for increase in power. †Construction permit for new station. ‡Special authorization for power. CP—Construction permit for frequency. SA—Special Authorization for frequency.



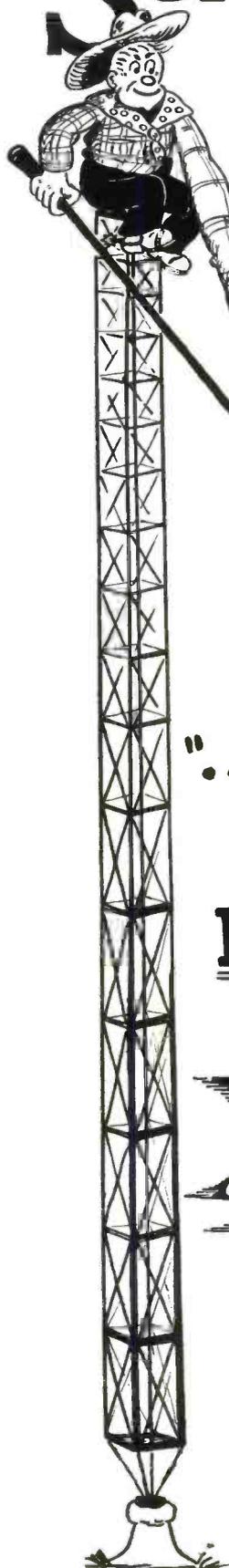
**Get the
REACTION
on a sample
FIRST!**

IN the laboratory or the market, it pays to get the reaction on a sample. Before spending big money guessing on consumer response, try your product and advertising appeal on the typical slice of America covered by WTMJ. Here is the ideal market set-up for accurate tests—big enough—above average in purchasing power—proven response to new products—and *thorough coverage through one station at one low cost.* Ask us about it!

W T M J

THE MILWAUKEE JOURNAL
Representatives—Edward Petry & Co. Inc.

SOMETHING ON THE BALL!!



STROKE
1

MASSE' - (Mass Appeal)

ONE NEWS BROADCAST !! ONE APPEAL !!
\$2,306⁰⁰ Voluntarily Given For Helena's
Quake Victims. Doubles Record Of Any Other
City, Despite Letter's Personal Solicitation!

STROKE
2

DRAW-

FIFTY DOLLAR EXPENDITURE
SELLS **81** USED CARS !!!

"...IN
THE
POCKET"

STROKE
3

RIGHT TWIST-

THREE LARGEST
ACCOUNTS RENEW-
DOUBLING '36 CONTRACTS

STROKE
4

LEFT TWIST-

JUNE 15 - Ford Dealer
Cancels. Chevrolet
Begins Discs, Trailing
Ford 56 Units In County.

DEC. 15 - Ford Dealer Still Silent-
Ford Is Still America's
No. 1 Car -

BUT - Chevrolet Now Leads
Our County By 10%.



**P.S. - TAKE YOUR "CUE"
AND WE'LL CALL SHOT**

BOX **1**
KALISPELL, MONT.

Now Available....

A New and Important High Per Capita Market!

KFBK

"The Capital Station in the Capital Market"
Affiliated with the Columbia-Don Lee
Broadcasting System

*Power
Increased
to*

5000 WATTS



NEW!

- Modern studios, the last word in studio design and construction.

NEW!

- 5000-watt RCA transmitter—high fidelity throughout—the finest equipment money can buy.

NEW!

- Programs produced by a brilliant staff of artists and production men.

NEW!

- Listening audience, the highest type of radio entertainment brought to scores of cities and communities which never before have been within the primary coverage area of ANY radio station. More than 2,000,000 persons in KFBK's primary area.

KFBK SACRAMENTO CALIFORNIA

Owned and operated by the James McClatchy Company, for more than 78 years publishers of The Sacramento Bee, the 1934 Pulitzer Prize Winner. KFBK is one of the McClatchy California Radio Stations, which include KMJ, Fresno; KWG, Stockton, and KERN, Bakersfield.

REPRESENTATIVES

Joseph McGillvra
485 Madison Avenue
New York City

Walter Biddick Company
568 Chamber of Commerce Bldg.
Los Angeles, Calif.

1358 Russ Building
San Francisco, Calif.

919 N. Michigan Avenue
Chicago, Illinois

1038 Exchange Bldg.
Seattle

CENSUS OF RADIO HOMES IN THE UNITED STATES

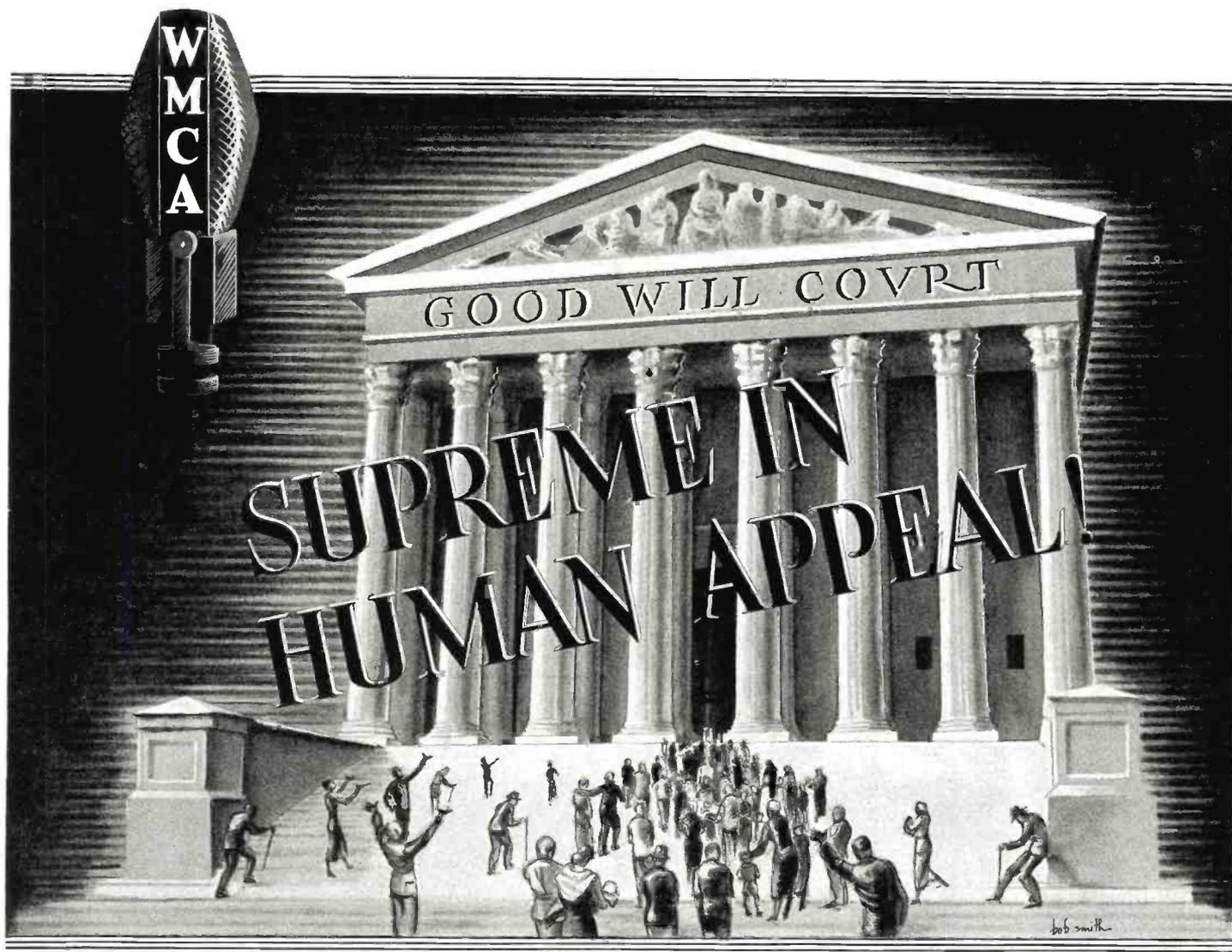
State	Population *	Families *	Persons Per Family U. S. Census April, 1930	Number of Homes Owning Radios U. S. Census April, 1930	Per Cent of Homes Owning Radios U. S. Census April, 1930	Number of Homes † Owning Radios Jan. 1, 1935	Per Cent of Homes † Owning Radios Jan. 1, 1935
ALABAMA	2,710,000	602,200	4.5	56,235	9.5%	216,979	36.0%
ARIZONA	457,000	111,500	4.1	19,167	18.1%	53,518	48.0%
ARKANSAS	1,876,000	446,700	4.2	40,096	9.1%	122,989	27.5%
CALIFORNIA	6,158,000	1,759,400	3.5	836,705	52.0%	1,369,365	77.8%
COLORADO	1,056,000	270,800	3.9	100,959	37.8%	186,598	68.9%
CONNECTICUT	1,655,000	403,700	4.1	212,779	54.7%	339,845	84.2%
DELAWARE	242,000	60,500	4.0	27,114	45.9%	45,898	75.9%
DISTRICT OF COLUMBIA	497,000	127,400	3.9	67,640	53.9%	121,787	95.6%
FLORIDA	1,575,000	403,800	3.9	58,128	15.4%	200,674	49.7%
GEORGIA	2,911,000	661,600	4.4	64,543	9.9%	260,011	39.3%
IDAHO	448,000	109,300	4.1	32,772	30.3%	74,284	68.0%
ILLINOIS	7,876,000	2,019,500	3.9	1,072,995	55.6%	1,647,283	81.6%
INDIANA	3,304,000	869,500	3.8	351,090	41.6%	597,696	68.7%
IOWA	2,485,000	637,200	3.9	308,448	48.5%	459,988	72.2%
KANSAS	1,905,000	488,500	3.9	189,398	38.9%	319,714	65.4%
KENTUCKY	2,657,000	617,900	4.3	111,217	18.3%	300,877	48.7%
LOUISIANA	2,166,000	503,700	4.3	54,135	11.2%	258,420	51.3%
MAINE	804,000	201,000	4.0	77,618	39.2%	136,840	68.1%
MARYLAND	1,671,000	397,900	4.2	165,149	42.9%	318,877	80.1%
MASSACHUSETTS	4,335,000	1,057,300	4.1	588,552	57.6%	903,467	85.5%
MICHIGAN	5,093,000	1,242,200	4.1	597,629	50.6%	919,946	74.1%
MINNESOTA	2,602,000	619,500	4.2	286,886	47.3%	441,164	71.2%
MISSISSIPPI	2,057,000	478,400	4.3	25,357	5.4%	113,989	23.8%
MISSOURI	3,678,000	943,300	3.9	351,298	37.4%	649,040	68.8%
MONTANA	538,000	137,900	3.9	43,442	31.9%	86,011	62.4%
NEBRASKA	1,395,000	348,700	4.0	164,159	47.9%	244,503	70.1%
NEVADA	94,000	26,900	3.5	7,795	30.6%	16,370	60.9%
NEW HAMPSHIRE	470,000	120,500	3.9	53,022	44.4%	94,186	78.2%
NEW JERSEY	4,231,000	1,032,000	4.1	624,865	63.4%	895,884	86.8%
NEW MEXICO	437,000	101,600	4.3	11,348	11.5%	43,394	42.7%
NEW YORK	13,059,000	3,264,700	4.0	1,825,723	57.9%	2,928,870	89.7%
NORTH CAROLINA	3,301,000	673,700	4.9	72,059	11.2%	266,924	39.6%
NORTH DAKOTA	688,000	146,400	4.7	59,246	40.9%	84,138	57.5%
OHIO	6,836,000	1,752,800	3.9	809,142	47.7%	1,336,547	76.3%
OKLAHOMA	2,475,000	589,300	4.2	121,702	21.6%	291,595	49.5%
OREGON	990,000	275,000	3.6	115,948	43.5%	211,103	76.8%
PENNSYLVANIA	9,826,000	2,285,100	4.3	1,075,127	48.1%	1,913,349	83.7%
RHODE ISLAND	705,000	171,900	4.1	94,480	57.1%	148,961	86.7%
SOUTH CAROLINA	1,750,000	372,300	4.7	27,889	7.6%	142,706	38.3%
SOUTH DAKOTA	705,000	164,000	4.3	71,245	44.2%	103,342	63.0%
TENNESSEE	2,676,000	622,300	4.3	85,962	14.3%	312,491	50.2%
TEXAS	6,073,000	1,445,900	4.2	256,804	18.6%	733,128	50.7%
UTAH	520,000	118,200	4.4	47,632	41.1%	84,293	71.3%
VERMONT	361,000	90,300	4.0	39,783	44.6%	61,274	67.9%
VIRGINIA	2,446,000	531,700	4.6	96,307	18.2%	301,894	56.8%
WASHINGTON	1,608,000	434,600	3.7	179,493	42.3%	333,236	76.7%
WEST VIRGINIA	1,786,000	388,300	4.6	87,042	23.3%	239,227	61.6%
WISCONSIN	3,005,000	732,900	4.1	363,265	51.0%	489,602	66.8%
WYOMING	232,000	59,500	3.9	19,372	34.1%	33,522	56.3%
U. S. TOTALS	126,425,000	30,919,300	4.1	12,048,762	40.3%	†21,455,799	69.4%

* Population by states obtained from U. S. Bureau of the Census as of July, 1934. Number of families by states determined by dividing population by persons per family as of U. S. Census April, 1930.

† Radio homes and percent ownership as of January 1, 1935, published by

courtesy of the Columbia Broadcasting System; complete description of these data may be found in its publication "Lost & Found".

‡ All figures shown are based on total number of families having one or more radio sets. Surveys conducted by the Columbia Broadcasting System indicate that there are more than 2,000,000 additional sets in these radio homes.



NOT since the advent of the Amateur Hour has a radio program so taken New York by storm as the new WMCA human-interest creation—"GOOD WILL COURT"! This sensational Sunday night feature has all New York listening . . . and talking!

AS ONE CRITIC APTLY DESCRIBED IT:

// 'Good Will Court' is startling in its realism. People of every race, color and strata of society appear before real judges of the New York Courts, outline their perplexing problems and receive sound advice. Human hearts are laid bare! //

Thru GOOD WILL COURT . . . and numerous other features of intense human appeal . . . WMCA is winning the hearts of the New York audience and becoming more and more entrenched in its position as *New York's Premier Independent Station.*

KNICKERBOCKER BROADCASTING CO., Inc. WMCA Bldg. 1697 Broadway, New York
 Donald Flamm, President • Hertram Lebar, Jr., Director of Sales • Ray Linton, Manager Chicago Office

A
RE-STATEMENT
of POLICY

By the

**NATIONAL
BROADCASTING COMPANY**

•

The National Broadcasting Company, in keeping with its obligation to serve public interest, convenience and necessity, observes the following policies in the operation of its facilities:

- 1 To furnish to the listening audience which it serves through its own and its associated stations, educational and entertainment programs of the highest standard.
- 2 To keep the American people informed regarding their government by providing an open forum for the free discussion of governmental policies and administration and of political and public questions.
- 3 To cooperate with musical, cultural, educational and religious interests by providing the means through which representative organizations and leaders in these fields may bring their views and work to the American public.
- 4 To effect better understanding of the aims and problems of labor, agriculture and industry in their relations with each other and with the public.
- 5 To improve international understanding and friendship by arranging for the exchange of cultural and entertainment programs and by making it possible for the leaders of various countries in all fields to be heard internationally.
- 6 To provide American business with an effective means of advertising its products and thus to promote economical distribution of goods.
- 7 To take all possible steps to advance the broadcasting art and industry.
- 8 In the furtherance of all the above aims, to maintain American standards of free speech, of fair play for all people regardless of race or creed, and of decency and good taste; and to carry on all its relations in accordance with the high standards of business ethics imposed by its leadership.

NATIONAL BROADCASTING CO., INC.

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*See Page 1 of Radio Advertising Rates &
Data for List of Stations Represented by
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Broadcast Advertising in 1935

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CONTINUING its growth of recent seasons, broadcast advertising reached a new high point in 1935. Gross advertising volume of the medium totaled \$87,523,848, a gain of 20% over the preceding year.¹ Increased advertising revenues during the year just closed placed the total for the medium at 53.5% above the estimated 1933 figure of \$57,000,000, which constituted the depression low point for broadcasting. Gross revenues also exceeded the pre-depression high for radio, estimated at \$70,000,000 for 1931, by 25%.

The rise of broadcast advertising during the year was accompanied by a number of interesting developments within the medium. Regional network and national non-network advertising took on new importance. Following a slight recession in 1934, local broadcast advertising exhibited marked strength in 1935 and more than offset the previous year's losses.

Local stations, comprising the 100 watt group, showed the greatest relative increase over the preceding year's business. The marked trend toward the use of station studio programs by national advertisers in their non-network activities, which began in the fall of 1934, continued unabated throughout the year. Toward the close of the year there was a decided spurt in local transcription business.

An increasing variety of product and service groups utilized broadcast advertising during 1935. Of particular interest were the gains in automotive, clothing and house-furnishing volume, all of them higher priced items than the so-called convenience goods which have constituted so important a segment of total broadcast advertising volume in recent years. The increasing volume of business falling in the miscellaneous category also is evidence of widening sponsorship.

The rise in broadcast advertising volume during 1935 was marked by a slowing up in the rate of national

network growth, important increases in the regional network and national non-network fields, and highly significant, though less spectacular increases in local radio advertising. National network advertising increased 17.4% as compared with the preceding year. Regional network volume showed the greatest relative gain, rising 54.7%. National non-network advertising exceeded its 1934 level by 26%.

Following a decrease of 3.2% in 1934 as compared to the preceding year, local broadcast advertising experienced a strong upward swing during the past season and closed the year 20.6% above the 1934 level. [See Table I.]

Rise From Depression Low

SINCE 1933 constituted the depression low point of the medium, comparison with that year will be of interest. National network volume exceeded 1933 by 59%. Since data is available only for the latter half of 1933 with regard to other portions of the medium, comparison must be made on that basis. When this is done, the corresponding months of 1935 show a gain of 160.4% in the regional network field, 66.3% for national non-network advertising, and 22% for local broadcast advertising.

Analysis of monthly data regarding broadcast advertising leads to the conclusion that the summer decline of business was less severe than usual during 1935. In spite of the marked increase in regional network and national non-network advertising during 1935, the composition of broadcast advertising has remained very much the same as during the preceding year. National network advertising accounted for 57.2% of the medium's gross time sales in 1935, as compared to 58.5% in 1934, and 55.2% in 1933. Regional network advertising rose in importance from 0.9% in 1934 to 1.2% in the year under consideration. National non-network volume increased from 18.6% of the total radio volume in 1934 to 19.5% in 1935. In 1933 national non-network volume accounted for 17.5% of the industry's total.

Broadcast advertising again lead the field in rate of growth during 1935. Compared to the 20% rise in radio advertising, national magazine volume gained 5.9%. Trends have been spotty in the national magazine field, women's magazines suffering a decline of approximately 4% while the remainder of the field rose in the neighborhood of 8% to 9%. National farm paper advertising exceeded the previous year's level by 7%.

Newspaper advertising lineage increased 5.8% as against 1934. General advertising lineage increased 2.6%, while retail volume rose 5.5%. Automotive advertising declined 0.5% as compared to a rise of 49.6% in the broadcast advertising field. Financial advertising increased 11.4%, and department store lineage rose 3.4%.

When the comparative rate of growth of advertising volume in various media is studied over a two year period, it will be seen that radio has maintained its momentum the most successfully. Broadcast advertising in 1934 exceeded the previous year's level by 27%, showing a further increase of 20% during the year under review. National magazine volume accomplished less than one-third of its 21% rate of increase in 1934 during the past year, while the rate of increase in national farm paper advertising dropped from 29% as compared to the preceding year in 1934, to 7% in 1935. After showing an increase of approximately 10% in 1934, newspaper gains dropped to approximately 60% of that rate during the past season.

Non-network Advertising

NON-NETWORK advertising as a whole rose 23.3% as compared to the preceding year. The most pronounced increase was registered in the local station field, the non-network revenues of 100 watt stations, which comprise this class of transmitter, increasing 31.9%. Since non-network revenue constitutes practically the entire business of stations of this class, the aforementioned increase can be taken as

representative of their general position.

Non-network advertising over clear channel and high-powered regional stations rose 23.6% during the year, while regional station volume increased 19.9%. Similar break-downs are not available for total business. Comparison of non-network growth during the last six months of 1935 with the corresponding period of 1933 indicates even more markedly the rise in local station revenues. Gross time sales for this class of transmitter showed an increase of 76.5% over the 1933 level, while regional station volume rose 49.3% and clear channel and high-powered regional station advertising gained 18.6%. Increasing national network volume is largely explanatory of the showing of the last-mentioned class of station.

Though data is not available for the entire year, special studies have been conducted in recent months which present at least a general idea of the distribution of national and local business on various classes of stations. It is estimated that approximately 85% of the advertising volume on clear channel and high-powered regional stations is national in origin. If non-network business is considered separately, approximately 60% of station revenues of this type is found to lie in the national non-network category.² In the case of regional stations approximately 70% of total advertising volume is national in origin, with national business representing in the neighborhood of 35% of the non-network total. Local station business is composed only about one-eighth of national advertising.

In 1935 clear channel and high-powered regional stations accounted for 45.5% of non-network volume, regional stations for 40% and local stations for 14.5%. The southern and western portions of the country experienced the most important gains in non-network business. Advertising in the South Atlantic and South Central States

² Broadcast Advertising by Types of Stations and Rendition. NAB Reports. August 1, 1935. National Association of Broadcasters. Washington, D. C.

¹ Radio statistics used in this summary are those compiled by the writer for the National Association of Broadcasters and published in the various reports on broadcast advertising volume issued by the Association during the year.

rose 52.8% as compared to 1934, while Mountain and Pacific State volume rose 49.3%. Non-network business in the North Central States gained 28.6% while New England and Middle Atlantic volume rose 9.7%. Increased network volume in the last-mentioned territory constitutes a partial explanation of the low rate of growth of non-network business.

Rendition Trends

LIVE TALENT programs, produced in station studios, experienced the greatest growth of any major type of rendition during 1935. Advertising volume employing program material of this type increased 25.1% as compared to the previous year. Transcription volume rose 18.9% and announcement business gained 19.6%. Records, constituting but a small proportion of total non-network business, increased 83.7% over the previous year.

The marked increase in the use of station studio programs by national advertisers constitutes the explanation of the growth of live talent business in 1935. National non-network advertising employing this type of rendition rose 38.2% during the year. The trend toward live talent programs on the part of national advertisers began in the fall of 1934 and has continued steadily since that time. National non-network transcription volume rose 15.3% during the year, while announcement business increased 19.1%.

A comparison of national non-network volume by type of rendition during the last half of 1933 and 1935 respectively, illustrates even more strikingly the trends which have taken place since then. Live talent volume showed a gain of 146%, transcription business a rise of 59.6% and announcements a loss of 9.6%. In 1935 transcriptions accounted for 37.7% of national non-network volume, live

talent programs for 42.9%, records 0.4% and announcements 19%. In the case of total non-network volume, national and local combined, various types of rendition accounted for the following proportions: transcriptions, 20.9%; live talent, 48.3%; records, 2.3%; and announcements, 28.5%.

Trends in local broadcast advertising were characterized principally by the marked development of the use of transcriptions in recent months, causing transcription volume to rise 33.5% as compared to the preceding year. Record volume rose 82.4%, its relative growth offset by its comparative unimportance, while live talent business increased 15.5% and announcements 20.3%. Comparison of available data for 1933 and 1935 again substantiates the aforementioned trends. When such comparison is made, gains are found to be as follows: transcriptions, 54.9%; live talent, 10.3%; records, 12.1% and announcements, 13.9%.

In 1935 transcriptions accounted for 9% of total local volume, live talent for 50%, records 3.8% and announcements 37.2%. The proportions were comparatively the same as during the previous year. [See Tables II and III.]

With but a single exception, broadcast advertising by various product and service groups increased during the year. The exception was financial advertising, which declined 0.2% as compared to 1934. Several of the more important increases reflected new trends in the use of the medium. Automotive radio advertising rose 49.6% as against the preceding year. All portions of the broadcasting structure shared in the increase, though national non-network volume rose the most markedly. National non-network automotive volume exceeded that of 1934 by 148.8%. Tobacco broadcast advertising also rose mater-

ially, due mainly to a 264.3% rise in national non-network volume and a more than fortyfold increase in regional network advertising.

A number of other important increases, found principally in the local field, reflected the growing volume of retail trade. Broadcast advertising by the clothing and apparel group rose 52.8% during the year, due mainly to the increase in local volume. Increased local advertising also was responsible principally for a rise of 47.7% in household equipment advertising over the 1934 level. Department store advertising gained 35.3% over the previous year.

Other gains over 1934 were as follows: amusements, 1.4%; gasoline and accessories, 5.6%; drugs and pharmaceuticals, 18.3%; cosmetics, 9.0%; foodstuffs, 20.6%; beverages, 1%; confectionery, 30%; soap and kitchen supplies, 3.8%; radio sets, 66%; miscellaneous, 11.8%.

National Network Advertising

THE MOST important gains in the national network field were an increase of 24.4% in automotive advertising, a rise of 23.7% in food sponsorship, and a gain of 27.9% in drug and pharmaceutical advertising. Broadcast advertising in the last-mentioned class declined toward the end of the year, due to the effects of the new network policies toward drug advertising. The miscellaneous group rose 41.6% during the year, indicating a widening sponsorship of broadcast advertising.

Other increases were as follows: gasoline and accessories, 12.7%; clothing, 22.5%; cosmetics, 9.5%; confectionery, 21.8%; household equipment, 35.8%; soap and kitchen supplies, 27.5%; tobacco, 10.9%; and radio sets, 64.8%. National network retail advertising, representing program sponsorship by one of the important mail order

companies, amounted to \$59,119 in 1935. There was no network advertising of this type in the preceding year. Financial volume declined 27.7% and beverage advertising 10.2%. [See Table IV.]

Regional Network Advertising

DEVELOPMENTS in the regional network advertising field were characterized by an increasing diversity of sponsorship in 1935. Tobacco advertising, principally cigars and pipe tobacco, rose from \$3,835 in 1934 to \$169,565 during the year just closed. Soap and kitchen supply volume rose from \$796 in the preceding year to \$51,246 in 1935.

Other increases were as follows: automotive, 39.7%; clothing 244.1%; drugs, 220.3%; cosmetics, 328.4%; foodstuffs, 52.4%; confectionery, 422.5%; housefurnishings, 305.9%. The following declines also occurred: gasoline and accessories, 29.4%; beverages, 55.2%; financial, 75.6%; and miscellaneous, 12.3%. Only gasoline and the miscellaneous group are sufficiently large to be important. [See Table V.]

National Non-network Advertising

GAINS IN the national non-network field were experienced by all sponsor groups except gasoline and accessories, whose radio volume declined 10.5% as compared to 1934. The decline occurred principally since August of the year just closed.

Outstanding increases were recorded in the automotive, soap and kitchen supply and tobacco fields. National non-network automotive advertising surpassed the 1934 level by 148.8%. Soap and kitchen supply volume rose 82.4%. Tobacco advertising, principally that of cigars and pipe tobacco, gained 264.3% as compared to the preceding year.

Other increases were as follows:

TABLE I
Total Broadcast Advertising Volume, 1935
(Gross Time Sales)

Class of Business	Jan.	Feb.	Mar.	April	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	TOTAL
National Networks.....	\$4,711,629	\$4,472,432	\$4,923,245	\$4,398,013	\$4,078,576	\$3,536,615	\$3,175,042	\$2,939,097	\$3,337,018	\$5,017,900	\$4,533,774	\$4,944,445	\$50,067,686
Regional Networks.....	57,916	58,023	77,360	82,058	96,021	94,521	92,102	82,993	81,108	132,748	128,715	127,174	1,110,739
National non-network.....	1,229,530	1,834,662	1,470,990	1,645,523	1,509,848	1,400,910	1,297,065	1,847,440	963,480	1,504,970	1,652,680	1,707,140	17,063,688
Local.....	1,388,850	1,340,028	1,816,145	1,939,327	1,862,340	1,551,930	1,283,795	1,267,960	1,288,300	1,739,280	1,896,180	1,907,600	19,281,735
TOTAL.....	\$7,387,825	\$7,205,145	\$8,287,740	\$8,064,921	\$7,546,285	\$6,583,976	\$5,848,004	\$5,637,490	\$5,669,856	\$8,394,898	\$8,211,349	\$8,686,359	\$87,523,848

TABLE II
National Non-Network Advertising by Type of Rendition: 1935
(Gross Time Sales)

Type of Rendition	Jan.	Feb.	Mar.	April	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	TOTAL
Electrical transcriptions.....	\$976,480	\$419,590	\$504,675	\$573,870	\$568,719	\$528,420	\$489,170	\$474,600	\$350,980	\$524,660	\$534,900	\$574,550	\$5,870,614
Live Talent Programs.....	597,685	615,923	672,400	751,080	595,096	600,000	639,705	686,320	454,740	696,900	828,940	877,620	8,015,119
Records.....	3,850	9,340	4,476	14,223	12,045	12,990	4,325	6,540	8,495	7,510	9,990	10,130	103,914
Announcements.....	251,515	289,809	289,439	306,350	334,768	259,500	213,865	179,980	149,215	275,900	278,850	244,940	3,074,131
TOTAL.....	\$1,229,530	\$1,334,662	\$1,470,990	\$1,645,523	\$1,509,838	\$1,400,910	\$1,297,065	\$1,347,440	\$963,430	\$1,504,970	\$1,652,680	\$1,707,140	\$17,063,778

TABLE III
Local Broadcast Advertising by Type of Rendition: 1935
(Gross Time Sales)

Type of Rendition	Jan.	Feb.	Mar.	April	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	TOTAL
Electrical Transcriptions.....	\$114,180	\$104,931	\$122,280	\$162,080	\$176,773	\$158,740	\$146,080	\$103,800	\$118,900	\$156,960	\$178,680	\$206,080	\$1,743,894
Live Talent Programs.....	723,785	717,336	960,896	967,790	885,844	780,150	610,835	594,400	559,625	877,760	1,040,160	995,380	9,664,411
Records.....	43,500	63,643	71,334	79,057	60,233	60,460	51,855	59,710	56,375	60,240	63,610	75,840	745,157
Announcements.....	507,435	453,618	661,635	730,400	739,490	607,580	475,515	510,050	554,000	644,320	613,730	630,500	7,128,273
TOTAL.....	\$1,388,850	\$1,340,028	\$1,816,145	\$1,939,327	\$1,862,340	\$1,551,930	\$1,283,795	\$1,267,960	\$1,288,300	\$1,739,280	\$1,896,180	\$1,907,600	\$19,281,735

TABLE IV
National Network Advertising by Type of Sponsoring Business: 1935
 (Gross Time Sales)

Type of Sponsoring Business	Jan.	Feb.	Mar.	April	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	TOTAL
1a. Amusements.....													
1-2. Automobiles and Accessories:													
(1) Automobiles.....	\$371,109	\$324,989	\$318,945	\$247,951	\$217,599	\$186,694	\$131,675	\$138,881	\$166,370	\$667,171	\$314,329	\$380,666	\$3,466,379
(2) Accessories, gas and oils.....	287,041	264,333	339,450	376,203	365,819	350,429	393,991	349,328	388,882	387,014	387,977	421,442	4,311,909
3. Clothing and apparel.....	28,592	39,522	75,956	50,128	35,072	39,488	15,336	19,432	38,789	38,077	38,105	38,246	456,743
4-5. Drugs and toilet goods:													
(4) Drugs and pharmaceu- ticals.....	706,308	696,480	728,091	548,539	467,586	399,957	350,586	299,347	392,246	512,315	515,457	528,394	6,145,306
(5) Toilet goods.....	913,352	889,622	936,164	886,259	892,169	841,481	768,974	684,804	730,837	911,629	867,689	971,145	10,294,126
6-8. Food products:													
(6) Foodstuffs.....	1,015,385	908,097	988,006	803,130	932,949	758,515	757,303	710,767	740,667	998,221	884,536	959,271	10,456,847
(7) Beverages.....	289,434	261,927	284,663	269,965	229,918	199,309	188,337	193,135	224,322	260,979	293,846	321,077	3,016,912
(8) Confections.....	194,873	176,208	193,116	180,314	58,920	38,686		27,800	42,145	133,429	119,286	121,750	1,317,113
9-10. Household goods:													
(9) Household equipment and furnishings.....	15,362	66,750	116,169	86,150	70,123	37,104	25,714	24,910	27,068	30,526	32,429	34,305	566,610
(10) Soap and kitchen sup- plies.....	254,034	244,738	281,207	297,072	299,594	206,726	180,131	154,816	149,822	258,867	243,382	246,189	2,816,578
11. Insurance and financial.....	48,561	44,274	41,865	42,964	24,574	27,754	29,622	26,608	40,274	33,550	36,444	45,945	442,425
12. Radios.....	96,703	91,144	95,051	94,650	82,583	80,032	61,906	42,966	67,330	123,607	118,496	126,992	1,081,460
13. Retail establishments.....	8,517	11,720	14,650	2,930						15,873		5,429	99,119
14. Tobacco products.....	322,628	295,363	321,443	348,664	292,095	286,857	187,566	182,944	183,980	373,451	357,454	376,345	3,529,790
15. Miscellaneous.....	159,630	157,264	188,469	163,094	109,575	83,583	53,265	83,359	144,286	273,191	324,344	367,249	2,107,369
TOTAL.....	\$4,711,529	\$4,472,432	\$4,923,245	\$4,398,013	\$4,078,576	\$3,536,615	\$3,175,042	\$2,939,097	\$3,337,018	\$5,017,900	\$4,533,774	\$4,944,445	\$50,067,686

TABLE V
Regional Network Advertising by Type of Sponsoring Business: 1935
 (Gross Time Sales)

Type of Sponsoring Business	Jan.	Feb.	Mar.	April	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	TOTAL
1a. Amusements.....													
1-2. Automobiles and Accessories:													
(1) Automobiles.....	\$2,650	\$1,590	\$2,250	\$11,108	\$9,505	\$15,664	\$1,684	\$13,349	\$9,955	\$24,019	\$19,328	\$13,127	\$8,174
(2) Accessories, gas and oils.....	9,382	7,117	8,789	11,108	9,505	15,664	1,684	13,349	9,955	24,019	19,328	13,127	156,937
3. Clothing and apparel.....	3,477	3,636	2,499	5,967	4,654	4,818	4,536	3,470	7,490	5,160	6,223	2,173	54,103
4-5. Drugs and toilet goods:													
(4) Drugs and pharmaceu- ticals.....	6,311	7,486	1,098	6,710	6,975	4,820	5,025	3,661	5,023	18,958	12,370	3,190	76,627
(5) Toilet goods.....	1,060	1,060	7,950	5,477	4,531	372			440		1,740	11,189	33,769
6-8. Food products:													
(6) Foodstuffs.....	23,229	14,929	21,488	15,209	25,369	21,322	22,819	20,596	18,191	28,896	26,412	33,857	272,317
(7) Beverages.....		5,400		1,350	820	2,354	1,984	820	990	8,148	4,082	6,015	31,963
(8) Confections.....	250	2,350	2,940	700	200	200	250	200	200	5,640	13,646	21,546	48,122
9-10. Household goods:													
(9) Household equipment and furnishings.....	4,909	4,542	1,468	9,840	14,441	9,256	6,166	6,284	6,163	9,094	5,455	5,594	83,212
(10) Soap and kitchen sup- plies.....		705	4,173	3,038	4,839	4,128	5,253	4,941	3,432	10,849	5,368	4,520	51,246
11. Insurance and financial.....			410		464	464	464	464	580	464	796	1,244	5,350
12. Radios.....													860
13. Retail establishments.....								860					169,548
14. Tobacco products.....		1,200	8,210	9,900	15,435	26,468	23,160	20,820	22,188	15,972	15,672	10,540	118,494
15. Miscellaneous.....	6,648	8,008	16,085	12,759	8,788	4,655	5,167	7,528	6,456	10,548	17,623	14,229	118,494
TOTAL.....	\$57,916	\$58,023	\$77,360	\$82,058	\$96,021	\$94,521	\$92,102	\$82,993	\$81,108	\$132,748	\$128,715	\$127,174	\$1,110,739

TABLE VI
National Non-Network Advertising by Types of Sponsoring Business: 1935
 (Gross Time Sales)

Type of Sponsoring Business	Jan.	Feb.	Mar.	April	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	TOTAL
1a. Amusements.....	\$10,950	\$1,618	\$1,370	\$6,370	\$3,822	\$4,710	\$7,635	\$7,640	\$2,540	\$3,400	\$1,485	\$2,200	\$53,740
1-2. Automobiles and Accessories:													
(1) Automobiles.....	71,630	51,905	115,740	177,900	136,413	143,455	166,000	192,190	149,280	204,520	230,420	156,400	1,795,853
(2) Accessories, gas and oils.....	105,240	96,130	89,995	113,000	133,968	120,870	68,410	87,200	52,885	74,560	103,930	106,080	1,152,268
3. Clothing and apparel.....	24,350	25,460	24,435	35,380	22,025	31,950	31,280	22,360	25,980	39,640	42,620	41,940	367,420
4-5. Drugs and toilet goods:													
(4) Drugs and pharmaceu- ticals.....	343,700	383,580	395,850	362,080	259,240	191,660	148,450	139,350	127,900	344,370	334,190	450,480	3,480,850
(5) Toilet goods.....	90,045	78,980	86,870	87,000	62,236	70,500	35,290	32,520	37,710	77,130	101,700	86,300	851,281
6-8. Food products:													
(6) Foodstuffs.....	209,900	264,630	273,560	291,210	266,728	291,470	315,550	340,150	236,375	316,640	339,735	368,000	3,513,948
(7) Beverages.....	33,840	25,442	32,347	53,905	60,498	75,450	74,125	67,335	55,920	63,900	59,100	56,760	658,622
(8) Confections.....	27,125	58,083	78,134	59,000	53,866	23,570	28,335	11,700	6,900	15,580	30,620	43,820	431,733
9-10. Household goods:													
(9) Household equipment and furnishings.....	45,770	54,066	54,720	93,900	99,565	43,380	28,750	55,760	41,845	54,230	55,655	42,580	670,221
(10) Soap and kitchen sup- plies.....	31,540	36,540	46,300	76,750	99,206	159,800	161,080	153,500	48,410	44,640	42,247	40,570	940,083
11. Insurance and financial.....	23,368	27,360	18,645	15,865	17,786	11,560	18,640	26,700	12,275	16,830	13,980	10,420	208,429
12. Radios.....	200	785	2,850	3,500	1,620	2,720	1,205	10,800	24,850	30,855	23,980	26,250	129,565
13. Retail establishments.....	7,250	2,290	6,930	13,700	13,730	5,715	3,290	11,820	7,760	11,900	7,023	17,800	103,008
14. Tobacco products.....	15,835	13,243	31,654	60,728	54,655	56,780	43,940	50,300	26,600	24,830	39,475	39,440	457,380
15. Miscellaneous.....	188,787	219,550	211,590	195,235	224,090	167,820	165,095	138,315	108,200	181,945	226,570	218,100	2,243,287
TOTAL.....	\$1,229,530	\$1,334,662	\$1,470,990	\$1,645,523	\$1,509,348	\$1,400,910	\$1,297,065	\$1,347,440	\$963,430	\$1,504,970	\$1,652,680	\$1,707,940	\$17,063,688

amusements, 50.4%; clothing, 21.8%; drugs, 11%; cosmetics, 7%; foodstuffs, 26.3%; beverages, 27.2%; confectionery, 28.5%; household equipment, 25.1%; financial, 3.5%; radios, 57.2% and miscellaneous, 4.5%. Advertising by the department store branches of mail order houses, a minor sponsor group in the national non-network field, rose 93.8% as compared to 1934. [See Table VI.]

Local broadcast advertising, on

the whole, showed less spectacular gains than did the other portions of the medium. Automotive, clothing and housefurnishings advertising gained particularly. Local automotive advertising rose 47.2% as compared to 1934. Clothing volume increased 63.2% and housefurnishings advertising gained 55.8%. Local department store sponsorship rose 28.1% over the previous year's level.

Other gains included the follow-

ing: gasoline and accessories, 7.2%; beverages, 37.3%; confectionery, 171.5%; financial, 35.3%; radio sets, 37.9%; tobacco products, 22%; and miscellaneous sponsors, 5.8%.

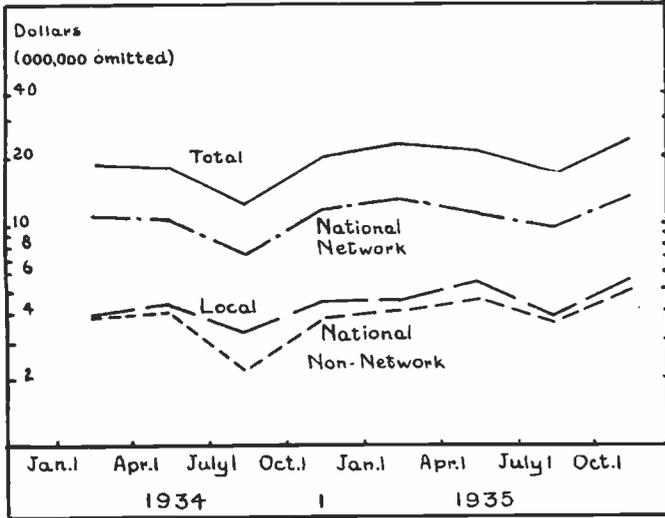
Several decreases occurred during the year in the local field. Amusement advertising dropped 2%. Drug volume declined 9.2% from the 1934 level, cosmetic advertising 9.6% and soap and kitchen supplies, 7%. Foodstuff adver-

tising remained at practically the identical figure which it reached in 1934. [See Table VII.]

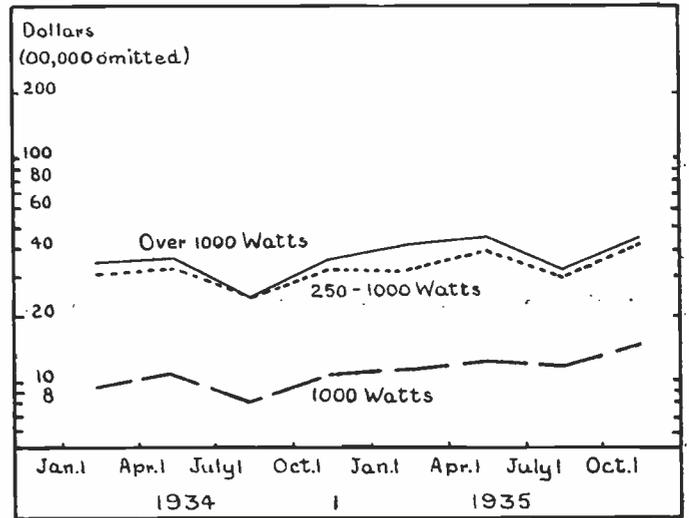
Since 1933 represented the depression low point for broadcast advertising, a comparison of advertising sponsorship of the year just closed with that period should be of interest. As previously mentioned, this comparison must be confined necessarily to the latter half of the two years in question.

Interesting shifts occurred in the

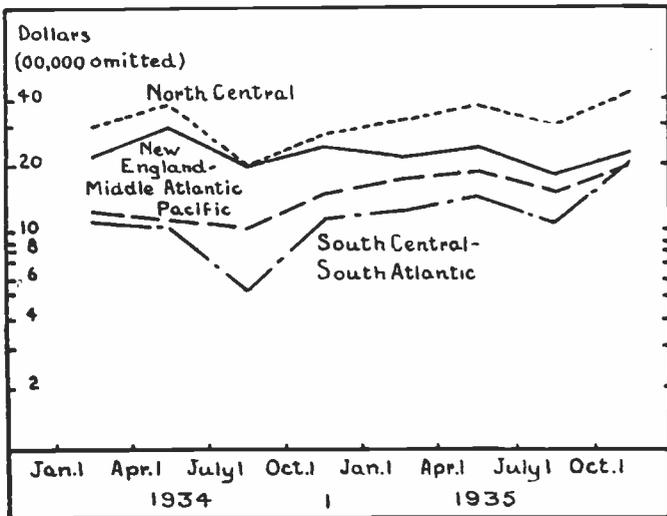
Radio Broadcast Advertising Volume
(January 1934 to December 1935: Quarterly)



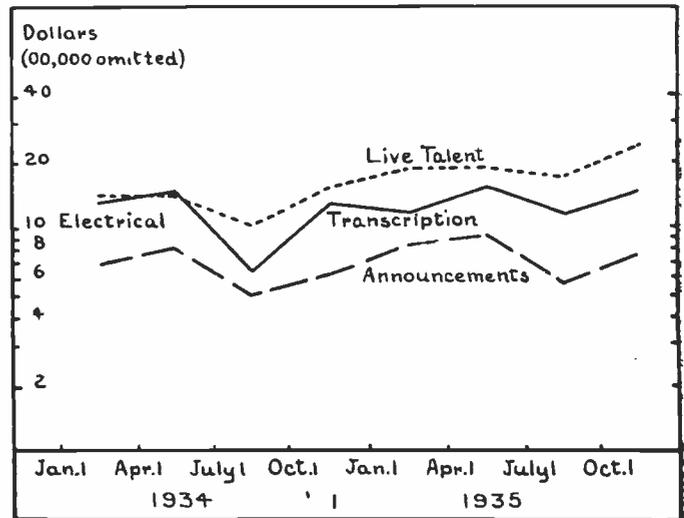
Non-Network Advertising by Station Power
(January 1934 to December 1935: Quarterly)



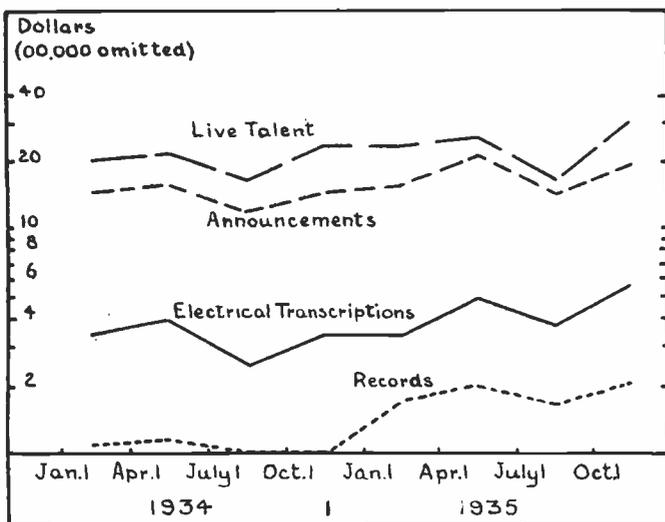
Non-Network Advertising by Geographic Districts
(January 1934 to December 1935: Quarterly)



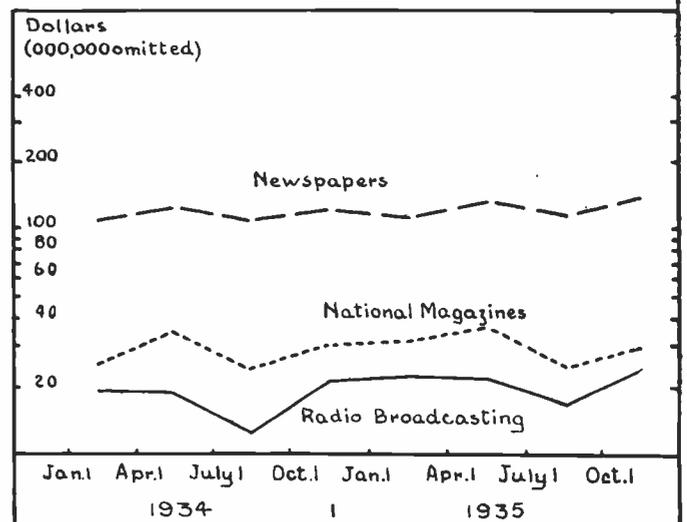
National Non-Network Advertising by Type of Rendition
(January 1934 to December 1935: Quarterly)



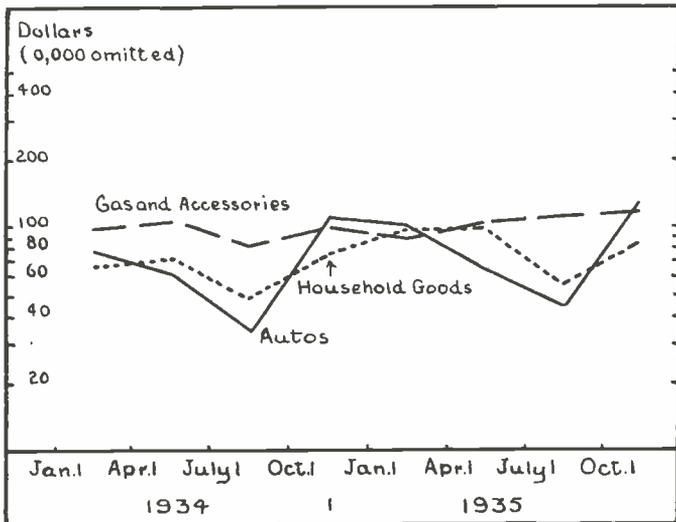
Local Advertising by Type of Rendition
(January 1934 to December 1935: Quarterly)



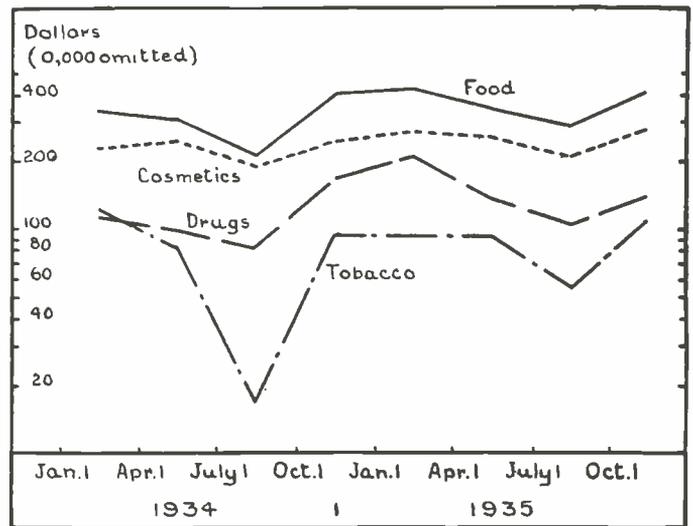
Advertising by Major Media
(January 1934 to December 1935: Quarterly)



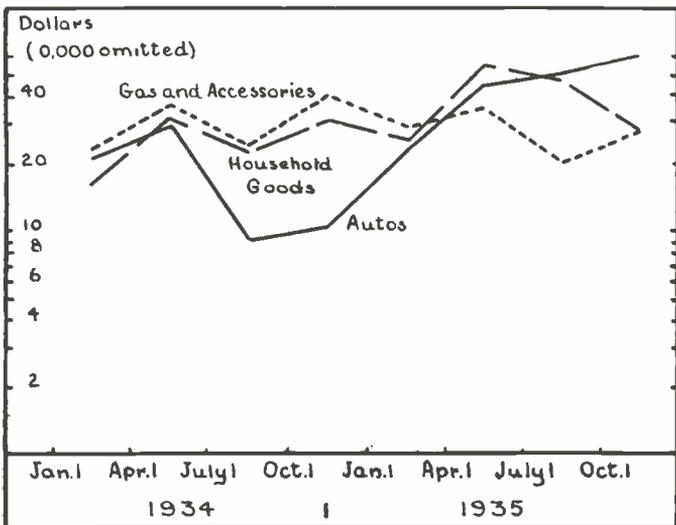
National Network Advertising by Product Classes
(January 1934 to December 1935: Quarterly)



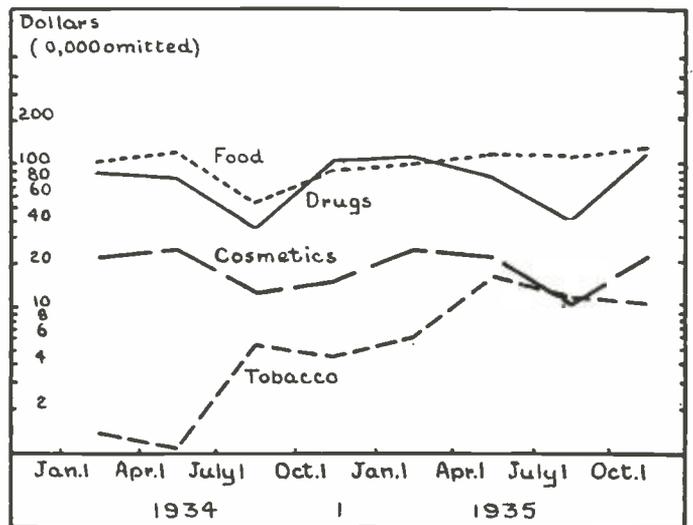
National Network Advertising by Product Classes
(January 1934 to December 1935: Quarterly)



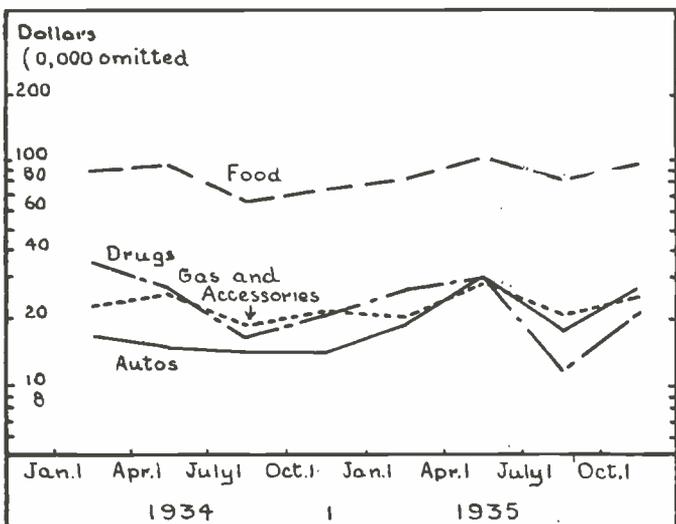
National Non-Network Advertising by Product Classes
(January 1934 to December 1935: Quarterly)



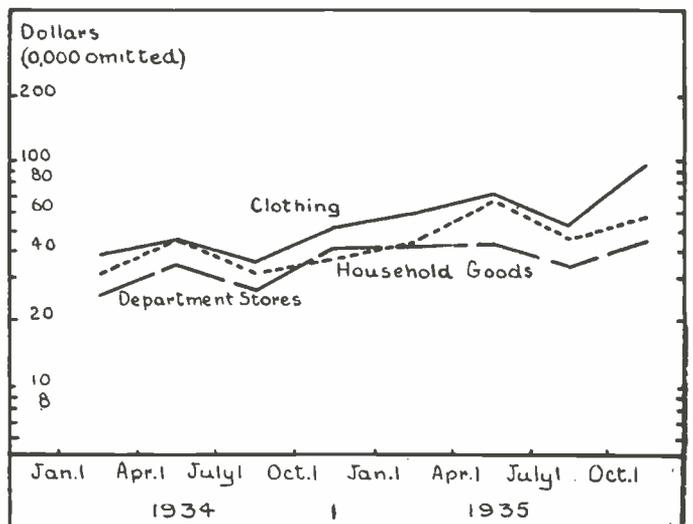
National Non-Network Advertising by Product Classes
(January 1934 to December 1935: Quarterly)



Local Advertising by Product Classes
(January 1934 to December 1935: Quarterly)



Local Advertising by Product Classes
(January 1934 to December 1935: Quarterly)



national network field. Increasing diversity of radio sponsorship over national networks was reflected in a 162.6% rise in the volume of the miscellaneous group. Other gains were as follows: soap and kitchen supplies, 158%; automotive, 156.8%; radio sets, 111.3%; drugs, 81.4%; cosmetics, 99.4%; and foodstuffs, 77.8%. Other gains were negligible.

National network advertising declined in several fields as compared to the latter half of 1933. These were as follows: clothing, 14.2%; beverages, 7.5%; housefurnishings, 49%; financial, 59% and tobacco, 5%.

Regional network comparisons with 1933 merely confirm in general the trends noted during the year just closed.

Marked gains occurred in the national non-network field. Automotive advertising more than tripled. Tobacco advertising increased to more than 30 times the 1933 level. Radio set volume rose seven fold. Housefurnishing, beverage, clothing, drug and food advertising rose materially. Gasoline and accessory volume declined 31.2%, cosmetics, 41% and confectionery 27.7%.

Very few outstanding gains occurred in the local broadcast advertising field. Clothing volume rose 73.1%, housefurnishings increased 88%, while beverage and radio set advertising more than doubled. Foodstuffs remained at the 1933 level. Amusement, drug and soap and kitchen supply advertising declined.

TABLE IX
PERCENTAGE OF BROADCAST ADVERTISING PRESENTED BY VARIOUS TYPES OF SPONSORING BUSINESS: 1935

Type of Sponsoring Business	National Networks	Regional Networks	National Non-network	Local	Total
1a. Amusements			3%	2.6%	6%
1-2. Automobiles and Accessories:					
(1) Automobiles	6.9%	7%	10.5%	4.9%	7.1%
(2) Accessories, gas and oils	8.6%	14.1%	6.6%	5.0%	7.5%
3. Clothing and apparel	.9%	4.9%	2.2%	14.3%	4.2%
4-5. Drugs and toilet goods:					
(4) Drugs and pharmaceuticals	12.3%	6.9%	20.5%	4.8%	12.1%
(5) Toilet goods	20.6%	3.0%	5.0%	1.4%	13.1%
6-8. Food products:					
(6) Foodstuffs	20.9%	24.5%	20.6%	12.5%	19.0%
(7) Beverages	6.0%	2.9%	3.9%	5.5%	5.5%
(8) Confections	2.6%	4.3%	2.5%	.7%	2.2%
9-10. Household goods:					
(9) Household equipment and furnishings	1.1%	7.5%	3.9%	10.9%	3.9%
(10) Soap and kitchen supplies	5.6%	4.6%	5.5%	.6%	4.5%
11. Insurance and financial	.9%	.5%	1.2%	3.5%	1.5%
12. Radios	2.2%		.8%	1.0%	1.6%
13. Retail establishments	.1%	.1%	.6%	8.6%	2.1%
14. Tobacco products	7.1%	15.3%	2.7%	.4%	4.8%
15. Miscellaneous	4.2%	10.7%	13.2%	23.4%	10.3%
Total	100.0%	100.0%	100.0%	100.0%	100.0%

Details with regard to the composition of radio advertising are found in Table IX, which shows the percentage of total broadcasting volume for the year represented by each sponsoring product or service group. Convenience goods still comprise the principal proportion of broadcast advertising. These articles, representing items of mass distribution, small unit price and quick turnover, accounted for the following proportions of total broadcast advertising with regard to the various portions of the medium: National networks, 83.7%; regional networks, 76.6%; national non-network, 67.3% and local 40.8%. In the case of national network and national non-net-

work business the proportion represented declined slightly over the year, while the reverse was true in the other two classes.

Of greater interest is the increasing proportion of total advertising represented by specialty and shopping goods. In the national network field this increased from 7.9% in 1934 to 9% in 1935. Increases in other fields were as follows: Regional networks, 5.9% to 13.1%; national non-network, 11.3% to 17.2%; and local, 31.2% to 38.7%. The growth in the proportion of total volume represented by these higher priced goods is particularly encouraging.

It will be noted from Table IX that foodstuffs again lead the field

in 1935, representing 19% of the medium's total time sales. Cosmetics ranked second with 13.1%, drugs third with 12.1%, the miscellaneous group fourth with 10.2%, accessories fifth with 7.6% and automotive sixth with 7.1%. In the national network field rankings were as follows: foodstuffs, cosmetics, drugs, gasoline and accessories, tobacco, and automotive. Regional network ranking was as follows: foodstuffs, tobacco, gasoline and accessories, miscellaneous, household equipment and drugs.

In the national non-network advertising field, foodstuffs ranked first, drugs second, miscellaneous third, automotive fourth, gasoline and accessories fifth, and soap and kitchen supplies sixth. In the local field the miscellaneous group ranked first, clothing second, foodstuffs third, housefurnishings fourth, automotive fifth and beverages sixth.

Broadcast advertising by retail establishments in 1935 exceeded the volume of the previous year by 48.1%. Gains were as follows: automotive retailers, 66.8%; gasoline stations and accessory stores, 21.3%; clothing and apparel shops, 67.2%; drug stores, 36.2%; beauty parlors, 82.6%; grocery stores, 3.4%; restaurants, 10.4%; beverage retailers, 282%; confectionery stores, 12.4%; housefurnishings, 57.9%; furniture dealers, 70.8%; hardware stores, 64.2%; radio retailers, 18.1%; department stores, 30.9%; and miscellaneous retailers, 65.2%. Tobacco shop advertising declined 2.2%.

TABLE VII
Local Broadcast Advertising by Type of Sponsoring Business: 1935
(Gross Time Sales)

Type of Sponsoring Business	Jan.	Feb.	Mar.	April	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	TOTAL
1a. Amusements	\$39,765	\$35,635	\$44,445	\$47,550	\$46,900	\$54,260	\$39,000	\$51,620	\$37,800	\$48,340	\$30,500	\$28,700	\$504,515
1-2. Automobiles and Accessories:													
(1) Automobiles	71,510	48,408	73,734	119,445	101,269	82,585	79,465	52,650	46,110	103,100	95,700	75,080	949,056
(2) Accessories, gas and oils	69,418	65,910	71,890	88,205	112,055	90,930	71,130	65,700	74,400	89,875	92,830	73,750	966,093
3. Clothing and apparel	174,810	159,420	252,886	283,435	246,010	184,540	140,930	179,200	197,870	298,750	315,210	325,500	2,757,916
4-5. Drugs and toilet goods:													
(4) Drugs and pharmaceuticals	89,133	94,178	102,915	135,370	79,738	87,255	47,560	32,510	37,075	66,740	91,350	55,110	918,934
(5) Toilet goods	19,700	29,992	23,865	21,293	23,630	16,670	19,445	18,100	17,500	18,560	32,950	34,700	276,395
6-8. Food products:													
(6) Foodstuffs	177,740	175,343	215,740	232,960	222,248	205,120	175,400	190,225	171,180	190,500	239,475	209,645	2,405,326
(7) Beverages	62,880	71,995	72,240	83,785	102,037	104,800	99,835	89,250	74,030	86,070	97,170	119,550	1,063,642
(8) Confections	6,775	9,552	10,440	11,250	16,800	22,705	4,985	18,485	5,635	4,500	11,240	8,940	126,307
9-10. Household goods:													
(9) Household equipment and furnishings	118,236	117,686	199,405	227,407	237,810	182,220	155,750	156,330	154,300	178,370	184,330	184,220	2,096,064
(10) Soap and kitchen supplies	2,650	2,450	4,760	8,670	19,953	5,695	3,725	6,500	2,100	10,370	9,170	11,800	87,743
11. Insurance and financial	56,665	50,942	67,720	61,340	54,230	53,020	42,520	44,840	45,360	56,170	64,440	76,620	673,867
12. Radios	16,565	8,520	18,420	9,058	16,000	8,320	13,535	7,750	12,950	26,725	30,700	28,000	191,543
13. Retail establishments	140,955	132,977	146,800	160,430	159,615	117,140	112,450	101,400	123,520	146,840	162,670	154,325	1,659,122
14. Tobacco products	1,420	1,960	7,205	8,846	15,925	5,570	5,335	6,450	4,920	6,080	7,100	8,800	79,611
15. Miscellaneous	340,628	335,060	508,740	440,283	408,120	331,200	273,930	252,150	283,500	408,290	431,340	512,860	4,525,601
TOTAL	\$1,388,850	\$1,340,028	\$1,816,145	\$1,939,327	\$1,862,340	\$1,551,930	\$1,283,795	\$1,267,960	\$1,288,300	\$1,739,280	\$1,896,180	\$1,907,600	\$19,281,735

TABLE VIII
Retail Broadcast Advertising Over Individual Stations
(Gross Time Sales)

Type of Sponsoring Business	Jan.	Feb.	Mar.	April	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	TOTAL
Automobiles and accessories:													
Automobile agencies and used car dealers	\$84,400	\$56,770	\$74,450	\$119,175	\$108,235	\$78,250	\$91,275	\$49,980	\$47,770	\$105,110	\$97,670	\$78,510	\$991,595
Gasoline stations, garages, etc.	60,000	50,020	74,265	55,080	79,345	66,720	48,570	45,860	31,615	47,610	41,660	37,450	638,195
Clothing and apparel shops	177,800	162,520	249,000	293,330	248,847	193,435	134,460	183,320	206,080	295,940	326,230	340,000	2,810,962
Drugs and toilet goods:													
Drug stores	20,770	13,960	15,700	37,850	16,128	14,000	10,910	17,090	17,700	27,720	25,550	28,050	245,428
Beauty parlors	9,110	9,588	11,285	9,985	10,420	10,225	8,240	7,270	7,320	5,110	7,840	12,200	108,393
Food products:													
Grocery stores, meat markets, etc.	38,638	42,978	46,400	57,250	51,034	42,325	29,410	42,115	36,700	60,820	62,070	77,530	587,265
Restaurants and eating places	16,020	15,410	16,200	25,400	22,025	26,940	22,428	21,283	19,480	17,370	20,150	22,800	245,506
Beverage retailers	10,336	3,418	3,375	1,980	1,690	2,500	2,550	1,700	2,020	2,330	5,000	5,840	42,739
Confectionery stores	1,720	2,145	2,600	2,850	1,780	220	2,300	474	600	760	3,870	7,140	26,459
Household goods:													
Household equipment retailers	29,300	29,432	54,245	78,096	90,706	69,390	54,700	53,000	47,940	51,820	47,540	46,745	652,914
Furniture stores	72,486	73,198	109,270	93,035	95,800	70,780	74,800	88,810	80,600	90,000	89,355	107,668	1,045,802
Hardware stores	9,328	7,650	19,640	37,725	39,100	23,465	15,235	13,600	15,895	16,200	11,670	11,330	220,838
Radio retailers	15,957	8,995	13,554	6,050	15,810	10,270	13,328	9,810	8,610	19,700	24,750	22,885	172,219
Department and general stores	148,205	135,267	153,730	174,130	173,345	122,855	115,740	113,880	131,280	158,740	169,693	172,125	1,758,990
Tobacco shops	614	150	4,050	1,150	343	325	290	175	115	120	1,370	1,370	8,702
Miscellaneous	71,945	75,180	92,620	98,110	83,590	77,350	69,170	58,350	70,500	90,000	112,547	171,430	1,074,192
TOTAL	\$766,029	\$686,676	\$940,384	\$1,094,196	\$1,038,198	\$808,850	\$693,406	\$706,217	\$724,225	\$993,350	\$1,045,595	\$1,143,073	\$10,640,199

Now 5000 WATTS (DAYTIME)!

"The Best Daytime Station in the Land"

WNAX is one of the best known stations in the Northwest, and one of the most important sources of information and entertainment for a widespread prosperous rural area.

This station is unique in the extent and intensity of its coverage. It has a remarkably clear signal, not only through North and South Dakota, but in most parts of Nebraska, Western Iowa, Minnesota,

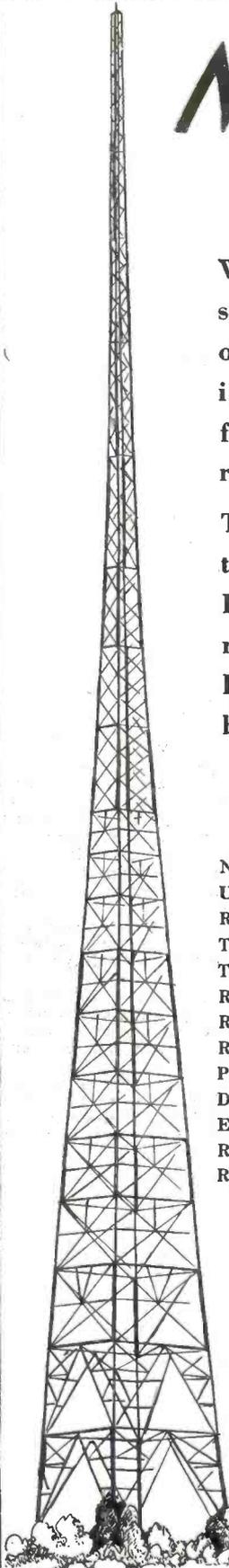
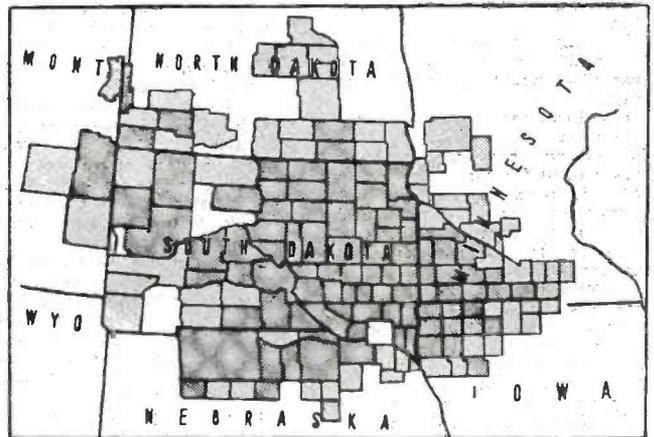
Eastern Wyoming and Montana. More important than its vast coverage, however, is the dominant hold it has on the listening habits of radio owners in this far-flung territory.

For many years WNAX has been active in "fighting the battles", civic and political, of the Northwest, and it has been rewarded with an enthusiastic, habitual following.

We're betting \$100,000 (in new equipment) that we can increase sales and distribution for national advertisers in this area.

DAYTIME LISTENING

	Primary Area	Secondary Area
Number of Counties	157	326
Urban Population	374,688	2,757,859
Rural Population	1,666,588	4,128,656
Total Population	2,041,276	6,886,515
Total Families	486,037	1,694,506
Radio Homes	292,670	1,176,270
Radio Listeners	1,104,136	4,340,492
Residence Telephones	281,312	1,108,681
Passenger Autos	493,349	1,529,294
Domestic Gas Customers	53,392	527,661
Electric Wired Homes	197,536	983,203
Retail Outlets	26,910	91,126
Retail Sales (Thousands)	\$327,448	\$1,375,594



**W
N
A
X** YANKTON, S. D.

*New Western Electric Transmitter.
Blaw-Knox Tower—437 feet high.*

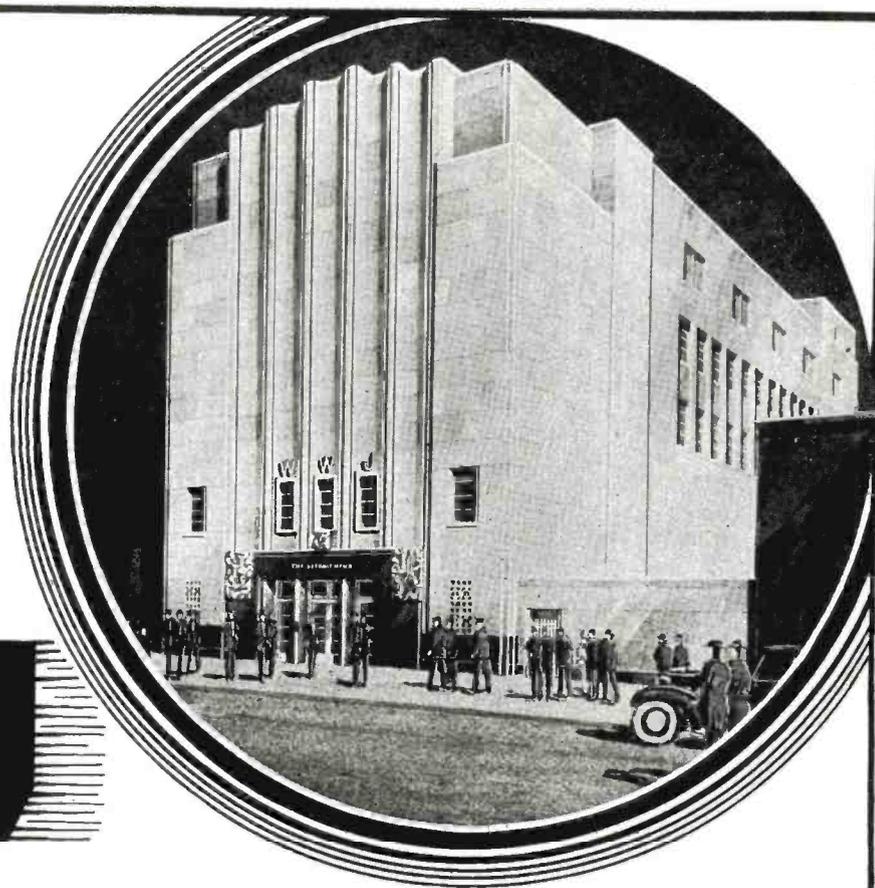
570 K.C. • 5000 W. DAY
1000 W. NIGHT
MEMBER OF C.B.S.

A Chronology of THE DEVELOPMENT OF RADIO AND BROADCASTING

- 640 B.C.—Thales of Miletus observed that amber after being rubbed acquired the electric property of attracting straws.
- 1650—Otto von Guericke invented the air pump and the first friction electric machine.
- 1654—Robert Boyle observed that electric attraction may take place through a vacuum.
- 1676—Olaus Roemer discovered that light travels at a finite velocity.
- 1725—Stephen Gray discovered electrical conduction; he observed that electricity could be carried more than 500 feet along a hemp thread.
- 1733—Dufay noted that sealing wax rubbed with cat's fur was electrified, but the electrical effect was different from that produced by rubbing a glass rod with the fur. He named one "vitreous" and the other "resinous". The terms "positive" and "negative" were later introduced by Benjamin Franklin.
- 1745—The principle of the electrostatic condenser was discovered by Musschenbroeck of Leyden.
- 1749—Benjamin Franklin proved by means of his historic kite experiment in a thunder storm that lightning is an electrical phenomenon.
- 1780—Luigi Galvani discovered "animal" electricity or "galvanic" electricity as it was later called.
- 1794—Alessandro Volta invented the voltaic cell.
- 1825—Georg Ohm propounded the law named for him—Ohms Law.
- 1827—The term "microphone" was coined by Sir Charles Wheatstone as the name of an acoustic device he built to amplify feeble sounds.
- 1831—Michael Faraday formulated the laws of electromagnetic induction, paving the way for the magneto and dynamo.
- 1831—Joseph Henry, of Princeton, N. J., discovered self-induction improved the electromagnet to lift 3,000 pounds and made the first electric bell.
- 1832—The idea of telegraphing was discussed by Samuel F. B. Morse.
- 1838—Professor K. A. Steinheil, of Munich, discovered the use of the earth-return later utilized in telegraph, telephone and wireless.
- 1847—Thomas Alva Edison was born on February 11 at Milan, O.
- 1849—John Ambrose Fleming was born on Nov. 29 in England.
- 1858—The first transatlantic cable was opened (August 16) with an exchange of greeting between President Buchanan and Queen Victoria.
- 1861—Philip Reis, of Germany, built a make-and-break platinum contact microphone with which musical sounds but not speech could be transmitted.
- 1865—An induction machine was constructed by Wilhelm Theodor Holtz.
- 1867—James Clerk Maxwell, of Cambridge University, outlined theoretically and predicted the action of electromagnetic waves.
- 1872—The first patent for a system of wireless telegraphy was granted on July 30 in the United States to Dr. Mahlon Loomis, of Washington, D. C. His drawing illustrated how setting up "disturbances in the atmosphere would cause electric waves to travel through the atmosphere and ground".
- 1874—Guglielmo Marconi was born at Bologna, Italy, April 25.
- 1875—The telephone was invented by Alexander Graham Bell.
- 1875—Thomas Alva Edison noted a strange electrical phenomenon he called "etheric force".
- 1877—Emile Berliner, of Washington, D. C., noted that the resistance of a loose electrical contact varies with pressure; he applied the principle to the design of a microphone.
- 1877—Edison patented the button or solid carbon type of voice transmitter for the telephone.
- 1878—Francis Blake designed a telephone transmitter employing a block of hard carbon and a vibrating diaphragm.
- 1878—Hughes, of London, built a sensitive inertia transmitter for the telephone and revived the name "microphone". He discovered the phenomena upon which the action of the coherer depends.
- 1880—J. and P. Curie, of France, discovered the piezo-electric effect of crystals.
- 1882—Professor Amos Dolbear, of Tufts College, was granted a United States patent (March) for a system of wireless telegraphy or as he stated, "electrical communication between two points certainly more than one-half mile apart."
- 1883—Edison discovered "the Edison effect", a phenomenon occurring inside an incandescent lamp. He observed that an electric current could be made to pass through the space between a heated filament and an adjacent cold metallic plate.
- 1884—Paul Nipkow, of Berlin, invented a scanning disk by means of which he hoped to send pictures over wires; it was later used in television.
- 1885—Edison developed an induction system of communication for use between railroad stations and trains. (Marconi Wireless Telegraph Co. purchased the patent in 1903.)
- 1885—Sir William Preece in England demonstrated that telephonic speech could be sent 440 yards by induction.
- 1886—Dolbear patented a wireless system employing two elevated insulated metallic plates.
- 1886—Professor Heinrich Hertz, German physicist, proved experimentally that electromagnetic waves as predicted by Maxwell could actually be sent through space with the speed of light. He demonstrated with the famous Hertz oscillator.
- 1890—Professor Edouard Branly, of Paris, developed the coherer as a detector of electromagnetic waves.
- 1890—C. Francis Jenkins, of Washington, D. C., began a search for new devices needed for success of Nipkow disk as a television scanner.
- 1891—Nikola Tesla experimented with high frequency currents and discovered the principle of the rotary magnetic field. He applied it in practical form to the development of the induction motor.
- 1892—Sir William Preece signaled between two points on the Bristol Channel by a system that employed both the principles of induction and conduction.
- 1892—Sir William Crookes predicted wireless telegraphy without wires would soon be possible.
- 1894—Sir Oliver Lodge at the British Association meeting demonstrated the efficiency of the Branly coherer as a detector of electromagnetic waves up to 150 yards.
- 1895—Guglielmo Marconi sent and received his first wireless signals across his father's estate at Bologna, Italy.
- 1896—Marconi filed application for the first British patent on wireless telegraphy. He sent signals across two miles at Salisbury Plain, England.
- 1897—Marconi receiving on a tug boat picked up wireless messages from Needles on the Isle of Wight, 18 miles distant.
- 1897—The Wireless Telegraph and Signal Co., Ltd., was incorporated in England as the first commercial organization of its kind (July). The name was changed to Marconi Wireless Telegraph Co., Ltd., in 1900.
- 1898—The first paid wireless messages were sent (June 3) from Needles, Isle of Wight.
- 1898 (July 20)—Marconi wireless reported the Kingstown regatta off Irish coast to Dublin newspaper from aboard the *SS Flying Huntress*.
- 1899 (March 27)—Marconi flashed the first wireless signals across the English Channel.
- 1899 (April 28)—*Steamer R. F. Mathews* collided with the East Goodwin Sands Lightship and sent the first wireless call for assistance.
- 1899 (April)—Wireless communication was established by the U. S. Army Signal Corps between Fire Island and Fire Island Lightship, a distance of 12 miles.
- 1899 (July)—Three British warships exchanged wireless messages at sea across 75 miles.
- 1900—Sir Oliver Heaviside and Professor Arthur E. Kennelly, of Harvard, suggested the theory of a "radio ceiling" now referred to as the Heaviside surface, a conducting medium that reflects radio waves from the upper levels of the atmosphere.
- 1900 (Feb. 18)—Germany's first commercial wireless station was opened on Borkum Island.
- 1900 (Feb. 28)—*S. S. Kaiser Wilhelm der Grosse* left port as the first seagoing passenger ship equipped with wireless service.
- 1900—Marconi filed application for his first historic patent No. 7777 covering a "tuned" or synchronized wireless system.
- 1900 (Nov. 2)—Belgium's first wireless station was installed at Lapanne.
- 1901 (Jan. 1)—The bark *Medora* was reported by wireless to be waterlogged on Ratel Bank and assistance was sent.
- 1901 (Feb. 11)—Marconi established wireless communication between Niton, Isle of Wight, and the Lizard station, 196 miles apart.
- 1901 (March)—Wireless service for the public was established between the five main islands of the Hawaiian group.
- 1901 (Sept. 28)—Professor Reginald Fessenden applied for a United States patent for radiotelephony utilizing an alternating current generator having a frequency of 50,000 cycles per second.
- 1901 (Dec. 12)—Marconi at Newfoundland intercepted the first transatlantic signal, the letter "S", transmitted from Poldhu, England.
- 1902 (Feb.)—Marconi on *S.S. Philadelphia* picked up messages from Poldhu, 2,099 miles distant.
- 1902 (June 25)—Marconi introduced the magnetic detector and conducted tests on board the Italian cruiser *Carlo Alberto*.
- 1902—Professor Reginald A. Fessenden introduced the electrolytic detector.
- 1902 (Dec. 17)—Marconi sent first west-east transatlantic wireless messages from Glace Bay to England.
- 1903—Electric arc transmitter as a means of propagating wireless waves was introduced by Valdemar Poulsen and William Duddell.
- 1903—President Theodore Roosevelt and King Edward of England exchanged greetings by wireless between Cape Cod and Poldhu.
- 1903—First ocean daily "newspaper" was printed on board *S.S. Campania*, with news supplied by wireless.
- 1903 (Aug. 4)—First International Radiotelegraphic Conference was held at Berlin.
- 1904 (Feb. 1)—CQD was adopted as the wireless distress call by the Marconi Company.
- 1904—Professor John Ambrose Fleming, of England, invented the two-element thermionic valve detector.
- 1904 (Aug. 15)—Great Britain passed a Wireless Telegraph Act.
- 1904—Wireless apparatus was featured at the St. Louis World's Fair.
- 1905—The *New York Times* received eye-witness wireless bulletins of naval battle off Port Arthur in Russo-Japanese war.
- 1906—E. Bellini and A. Tosi, of Italy, pioneered in radio direction-finder research.

(Continued on page 30)

*To Reach
Detroit's Radio
Listeners You
Must Have*



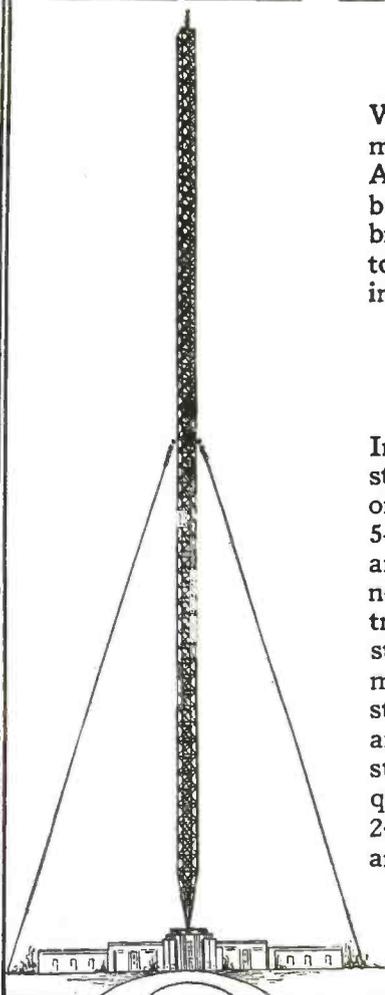
WWJ

WWJ is first in listener interest in Detroit. Every survey that has ever been made proves that. The reasons: WWJ was the first radio station in America to broadcast regular daily programs; the first in Michigan to broadcast play-by-play accounts of base ball and foot ball games; first to bring network programs to Detroit; first station in the state allotting time to community and civic movements and first to provide its listeners with important news flashes.

WWJ Building for the Future

In keeping with its pioneering instincts, WWJ recently completed one of the most modern high-fidelity 5-KW transmitting units used by any radio station in America. The new broadcasting building, illustrated above, and now under construction, will house the most elaborately equipped studios between New York and Chicago. WWJ has a staff qualified to meet all requirements. It has its own 24-piece concert orchestra and a 14-piece dance orches-

tra. Its personnel includes such well-known members as Ty Tyson, sport announcer, acknowledged to be one of the country's best on base ball and foot ball. Wynn Wright, production manager, formerly a director of production with NBC; and Val Coffey, music director, an outstanding musician, conductor and composer. WWJ's soloists include many distinguished in music circles, while its large dramatic and juvenile staffs rank among the best in radio.



National Representative
JOHN BLAIR & CO., *New York, Chicago, Los Angeles, San Francisco*

ST. LOUIS' MOST EFFECTIVE RADIO VOICE

The
Biggest
Little

WILL

YOU CANNOT ADEQUATELY COVER GREATER

SPEAKS BEST FOR YOUR PRODUCT!

The Radio Parade moves on, attracting more attention yearly. WIL is in the Main Band Wagon of Results, all dressed up in its new Western Electric High Fidelity 100-250 Watt Transmitter!

WIL leads the parade in St. Louis!

Fully equipped to meet every broadcast Need!

For really expert service—spectacular results, join Our Band, and march on to a greater and more prosperous 1936.

—The WIL Family.

WIL

Station
in the
Nation

ST. LOUIS WITHOUT USING WIL

CHRONOLOGY OF THE DEVELOPMENT OF RADIO

(Continued from page 26)

- 1906—Telefunken arc system of wireless was introduced in Germany and covered 25 miles.
- 1906—Dr. Lee de Forest invented the audion, a three-element vacuum tube, having a filament, plate and grid.
- 1906—Dunwoody discovered the rectifying properties of carborundum crystals and Greenleaf Pickard noted similar properties of silicon, replacing coherer as a detector of wireless waves.
- 1907 (Oct. 17)—Commercial wireless service was inaugurated between Clifden, Ireland, and Glace Bay, Nova Scotia.
- 1908 (Feb. 2)—S.S. *St. Cuthbert* afire off Sable Island was sighted by steamer *Cymric* from which a newspaper correspondent sent story by wireless to the *New York Times* and *Chicago Tribune*.
- 1908 (Feb. 3)—Marconi transatlantic wireless stations were opened to the public for transmission and reception of Marconigrams between England and Canada.
- 1908—International Radio Telegraphic Conference at Berlin suggested SOS as wireless distress call instead of CQD.
- 1909 (Jan. 23)—S.S. *Republic* collided with S.S. *Florida* off New York harbor, and Jack Binns, *Republic* wireless operator, flashed CQD that summoned rescuers proving the value of Marconi apparatus in time of disaster at sea.
- 1909—Marconi was awarded the Noble Prize in physics.
- 1910 (Jan. 13)—Enrico Caruso and Emmy Destinn singing backstage of the Metropolitan Opera House, broadcast through De Forest radiophone and were heard by operator on S.S. *Avon* at sea and by wireless amateurs in Connecticut.
- 1910—Marconi flashed wireless messages from Ireland to Buenos Aires.
- 1910—S.S. *Principessa Mafalda* intercepted messages from Clifden, Ireland, 4,000 miles by day and 6,700 miles at night.
- 1910 (Apr. 23)—Marconi transatlantic America-Europe service opened.
- 1910 (June 24)—United States approved an Act requiring certain passenger ships to carry wireless equipment and operators.
- 1911 (July 1)—Department of Commerce organized a radio division to enforce the wireless act of June 24, 1910.
- 1911—Radiotelephony spanned 350 miles between Nauen, Germany, and Vienna, Austria.
- 1912—Frederick A. Kolster, of Bureau of Standards, developed a decimeter to make direct measurements of wireless waves.
- 1912—United Wireless Co. absorbed by American Marconi Co.
- 1912 (Feb.)—Marconi Company acquired the Bellini-Tosi patents, including the direction finder.
- 1912 (April 14)—S.S. *Titanic* disaster proved the value of wireless at sea; 705 lives were saved. Jack Phillips and Harold Bride were the wireless men.
- 1912—United States Naval radio station, NAA, opened at Arlington, Va.
- 1912 (July 5)—International Radio Telegraphic Conference in London approved regulations to secure uniformity of practice in radio communication service.
- 1912 (July 23)—An Act was approved by the United States extending the Act of June 24, 1910, to cover cargo vessels and required auxiliary source of power, efficient communication between wireless room and bridge, and two or more skilled wireless operators in charge of apparatus on certain passenger ships.
- 1912 (Aug. 13)—United States approved Act licensing wireless operators and transmitting stations, including amateurs.
- 1913 (June)—Radio Telegraph Act of Canada was passed by Parliament.
- 1913—Station POZ, Nauen, Germany, flashed a message 1,550 miles.
- 1913 (Sept.)—Prince Albert, ruler of the principality of Monaco, steamed into New York harbor on his yacht *Hirondelle* equipped with a wireless piano heard by amateurs as far distant as the Great Lakes.
- 1913 (Oct. 11)—S.S. *Volturmo* afire at set flashed an SOS and ten ships rushed to her side.
- 1913 (Nov. 12)—Safety at Sea Conference was held in London; wireless received major consideration.
- 1913 (Nov. 24)—Tests of wireless were conducted on Delaware, Lackawanna & Western Railroad between Hoboken and Buffalo.
- 1914—Direct communication was established between WSL, Sayville, L. I., and POZ, Nauen, Germany; also between Tuckerton, N. J., and Elvise.
- 1914 (Sept. 24)—California-Honolulu wireless service was opened by Marconi Wireless Telegraph Company of America.
- 1914—Validity and priority of Marconi's patents were upheld in the United States District Court, Eastern District of New York, in a decision handed down by Judge Van Vechten Veeder.
- 1914—Nauen, Germany, flashes warning to *Kronprinzessin Cecilie*, 850 miles off the Irish Coast, to rush to a neutral port with its cargo of \$10,000,000 in gold. The ship anchored at Bar Harbor a few days later.
- 1914 (Oct. 6)—Edwin H. Armstrong was granted a patent on the regenerative or feedback circuit.
- 1915 (May 22)—Marconi sailing from New York to Rome, summoned by the King because of Italy's entry into World War predicted "visible telephony".
- 1915—Radio compass was developed by Dr. F. A. Kolster of U. S. Bureau of Standards.
- 1915 (July 27)—Wireless communication was established between United States and Japan through relay via Honolulu.
- 1915 (July 28)—Radio telephone successful between Arlington, Va., and Paris, 3,700 miles away. Hawaii also heard the voices in these tests conducted by American Telephone & Telegraph Company.
- 1916 (Nov. 5)—President Wilson and Mikado of Japan exchanged radiograms at opening of trans-pacific circuit.
- 1916 (Nov.)—DeForest experimental radiophone station was opened at High Bridge, N. Y.
- 1916 (Nov.)—Station 2ZK, New Rochelle, N. Y., operated by George C. Cannon and Charles V. Logwood broadcast music between 9 and 10 p. m., daily except Sunday.
- 1917—Dr. E. F. W. Alexanderson designed a 200-kilowatt high frequency alternator, facilitating world-wide wireless.
- 1918—A. Hoxie, General Electric engineer, installed a high-speed wireless recorder to copy messages from France at Otter Cliffs, Maine.
- 1918 (April)—A high power station LCM, was opened at Stavanger, Norway.
- 1918—Between 2,500 and 3,000 vessels in British Merchant Marine were now equipped with wireless transmitters and receivers.
- 1918 (July 31)—United States Government took over all wireless land stations in the country, with exception of a few high power transmitters remaining under control of commercial organizations.
- 1918 (Sept. 22)—Wireless messages from Carnarvon, Wales, were heard at Sydney, Australia, 12,000 miles distant.
- 1918 (Nov.)—Signing of the Armistice ending World War was announced by wireless flashes from Germany and France.
- 1919—The vacuum tube highly developed by World War necessities began to replace the old spark and arc transmitters.
- 1919—President Wilson on way to Peace Conference in Paris maintained contact with America by wireless from S.S. *George Washington*.
- 1919—U. S. Navy's flying NC-boats used radio and direction finders on historic transatlantic flight.
- 1919 (Aug. 24)—United States Signal Corps broadcast service of Trinity Church at Third and D Streets, Washington, D. C.
- 1919—British dirigible R-34 crossed Atlantic equipped with a vacuum tube transmitter.
- 1919—England and Canada linked by vacuum tube radiophone transmitters.
- 1919—President Wilson returning from Peace Conference on board S.S. *George Washington*, addressed the crew on July 4 and an attempt was made to broadcast his speech to shore, but was unsuccessful.
- 1919—Radio Corporation of America was organized, acquiring the interests of the Marconi Wireless Telegraph Company of America and radio activities of the General Electric Company in plans for an American world-wide radio system.
- 1920 (Feb. 29)—United States government returned the high power stations under its control during the World War, and the first commercial long distance radio communication between the United States and foreign countries was inaugurated by the Radio Corporation of America.
- 1920—A tract of land covering ten square miles was acquired at Rocky Point and Riverhead, L. I., for the construction of a Radio Central conceived for world-wide communication under direction of RCA.
- 1920—Installation of 200-kilowatt Alexanderson high frequency alternators for international communication began at Bolinas, Calif., Marion, Mass., and Kahuku, Hawaii.
- 1920 (Aug. 20)—Station WWJ, Detroit, owned by *Detroit News*, operated a radiophone. (Regular broadcasting license issued Oct. 13, 1921.)
- 1920 (Nov. 2)—Radio broadcasting begins with KDKA, Pittsburgh (Westinghouse Co.), sending out the Harding-Cox election returns.
- 1921—President Harding formally opens Radio Central on Long Island addressing a radiogram to all nations.
- 1921—Paul Godley, American amateur at Antrossan, Scotland, intercepted 27 American radio amateurs using power outputs ranging from 50 to 1,000 watts.
- 1921—Alexanderson's 200-kilowatt alternator system installed at Tuckerton, N. J.
- 1921 (July 2)—Dempsey-Carpentier fight was broadcast from Boyle's Thirty Acres in Jersey City through a temporarily installed transmitter at Hoboken, N. J. Major J. Andrew White was the announcer. This event gave broadcast a tremendous boost.
- 1921—Nobel Prize for physics awarded Professor Edouard Branly for his radio research work and invention of coherer.
- 1921 (Aug. 30)—American Radio Relay League held its first annual convention at Chicago.
- 1921 (Sept. 27)—Station WBZ went on the air at Springfield, Mass.
- 1921 (Oct. 1)—Station WJZ officially opened at Newark, N. J., as first regular broadcaster in metropolitan area featuring World Series bulletins.
- 1921 (Nov. 11)—President Harding's address at burial of the Unknown Soldier at Arlington was broadcast.
- 1921 (Nov. 11)—Station KYW was introduced on the air at Chicago by Westinghouse Co.
- 1921 (Dec. 15)—Station WDY opened at Roselle Park, N. J. (Remained on the air as a broadcaster until merged with WJZ).
- 1922—Two-way radio conversation, first of its kind, was established between Deal Beach, N. J., and S.S. *America* 400 miles at sea.
- 1922 (Feb. 20)—Station WGY, Schenectady, went on the air.
- 1922 (Feb. 27)—First annual Radio Conference relating to broadcasting was held at Washington, D. C., at call of Secretary of Commerce Herbert Hoover.
- 1922 (June)—Marconi came to America in his yacht *Eletra* and at a meeting of the Institute of Radio Engineers demonstrated his short wave radio beam and reflectors.
- 1922 (July 25)—The American Telephone & Telegraph Company abandoned its broadcasting station WBAY.

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CHRONOLOGY OF THE DEVELOPMENT OF RADIO

(Continued from page 30)

- 1922 (Aug. 16)—Station WEAF went on the air atop the Western Electric Bldg., West Street, New York.
- 1922—The superheterodyne as a broadcast receiver was demonstrated by its inventor, Edwin H. Armstrong.
- 1922 (Sept. 7)—Station WEAF, New York, broadcast the first commercially sponsored program of the Queensborough Corporation, a real estate organization.
- 1922 (Oct. 25)—High-powered vacuum tube transmitters for the first time handled traffic between New York, England and Germany.
- 1922 (Oct. 28)—Princeton-Chicago football game went on the air as the first broadcast from the grid-iron.
- 1922 (Nov. 11)—Remote control pickup of opera *Aida* at the Kingsbridge Armory, New York, was the first program of its kind.
- 1922 (Nov. 22)—The New York Philharmonic Orchestra broadcast for the first time.
- 1922—Development of a 20-kilowatt vacuum tube for transmitters was announced by Dr. Irving Langmuir, Schenectady.
- 1923 (Jan. 4)—The first "chain" broadcast featured a telephone tieup between WEAF, New York, and WNAC, Boston.
- 1923 (March)—Invention of the neutrodyne circuit was described by Professor L. A. Hazeltine, at Radio Club of America.
- 1923—A picture of President Harding was sent by the C. Francis Jenkins television system between Washington and Philadelphia.
- 1923 (March 4)—Station KDPM, Cleveland, O., picked up short waves from KDKA, Pittsburgh, and presented the first rebroadcast program.
- 1923 (March 20)—Second Annual Radio Conference was held at Washington, D. C., to discuss broadcasting problems.
- 1923 (May 15)—Station WJZ moved from Newark, N. J., to Aeolian Hall on 42nd Street, New York.
- 1923 (June)—The first multiple station hookup by wire featured WEAF, New York; WGY, Schenectady; KDKA, Pittsburgh, and KYW, Chicago.
- 1923—President Warren G. Harding spoke from St. Louis as he began a western tour and three stations were in the network—WJZ, New York; WCAP, Washington, and KSD, St. Louis.
- 1923 (Aug. 1)—Station WRC was opened at Washington, D. C., by Radio Corporation of America.
- 1923 (Nov. 11)—Woodrow Wilson's Armistice Day address, his only public address after retiring from the White House, was broadcast by WEAF, New York.
- 1923 (Dec. 4)—Opening of Congress broadcast for first time.
- 1924 (Jan. 9)—Station KGO, Oakland, Cal., made its debut on the air, owned by General Electric.
- 1924 (Feb. 5)—English listeners heard a program short-waved from KDKA rebroadcast for first time in London.
- 1924 (Feb. 6)—Woodrow Wilson's funeral services at National Cathedral, Washington, D. C., broadcast with WEAF as New York outlet.
- 1924 (Feb. 23)—Calcutta, India, eavesdropped on a KDKA program rebroadcast from London.
- 1924 (May 30)—Marconi utilizing short waves talks by radiophone from his yacht *Elettra* off England to Australia.
- 1924—National Republican convention at Cleveland and National Democratic convention at New York were broadcast for first time over nation-wide networks.
- 1924 (July)—British government through arrangements with Marconi Company announced plans to link the Empire by a beam radio system.
- 1924—Marconi described his short-wave beam system in a lecture before the Royal Society of Arts in London.
- 1924 (Sept.)—Marconi on his yacht used the 32-meter wave for a radiophone conversation with Syria, 2,100 miles away.
- 1924 (Oct.)—Equipped with wireless the *Zeppelin ZR-3* (later renamed *Los Angeles*) crossed the Atlantic.
- 1924 (Oct.)—Third National Radio Conference pertaining to broadcasting was held in Washington, D. C.
- 1924 (Oct. 11)—Cape Town, Africa, intercepted a program from KDKA with sufficient strength to rebroadcast.
- 1924 (Nov. 30)—Facsimile radio from London to New York carried pictures of President Coolidge, Prince of Wales and Premier Stanley Baldwin across Atlantic in 20 minutes, using the Ranger System.
- 1924—Station WJZ rebroadcast first international program relayed on 1,600 meter wave from Coventry, England, to Houlton, Me., from where it was fed by wire lines to the New York transmitter.
- 1924 (Dec. 15)—Station KOA, Denver, Colo., went on the air, owned by General Electric Co.
- 1925—Commercial companies applied for short wave licenses as transatlantic traffic was shifted more and more from long waves to 20 to 105 meters.
- 1925—Development of high power broadcast transmitters lead to moving of stations to suburbs or sections some distance from metropolitan areas. KDKA, Pittsburgh, and WGY, Schenectady, tested 50-kilowatt installations.
- 1925—Coolidge inaugural was broadcast by 24 stations in transcontinental network.
- 1925 (April)—John Logie Baird, Scottish television experimenter, demonstrated radio shadowgraphs at Selfridge store in London.
- 1925 (May 7)—Photoradio developed by Capt. R. H. Ranger of RCA, transmitted facsimile messages, maps and pictures from New York to Honolulu.
- 1925—Stations WJZ, New York, and WRC, Washington, rebroadcast for the first time the gong of Big Ben atop the House of Parliament, London, as it struck midnight.
- 1925—Alternating current tubes were introduced, making possible the all-electric receiver for the home.
- 1925—Heaviside-Kennelly theory of the so-called "radio mirror" was confirmed by the United States Radio Research Laboratories, Bellevue, D. C.
- 1926 (Jan. 1)—John McCormack and Lucrezia Bori made their radio debuts over WJZ in a broadcast that inspired other artists of distinction to go on the air.
- 1926—S.S. *Antiope* in distress at sea flashed an SOS and the S.S. *President Roosevelt* rushed to the aid through a blinding blizzard guided to the scene by a radio compass.
- 1926 (Feb. 23)—President Coolidge signed the Dill-White Radio Bill, that created the Federal Radio Commission and ended chaos caused by a wild growth of broadcasting.
- 1926 (April 20)—Picturegram of a check was flashed by photoradio from London to New York where it was honored and cashed.
- 1926 (May)—Richard E. Byrd and Floyd Bennett in plane *Josephine Ford* flew over North Pole from Spitzbergen equipped with a short-wave transmitter to contact the base.
- 1926 (May)—Dirigible *Norge* soared across the Arctic and broadcast the first messages direct from the North Pole.
- 1926 (Sept. 23)—Dempsey-Tunney fight was broadcast to all parts of the world with Major J. Andrew White announcing.
- 1926—World Series was broadcast for first time by WJZ's nationwide hookup.
- 1926 (Nov. 1)—National Broadcasting Company was organized, with WEAF and WJZ as key stations and Merlin Hall Aylesworth, as president. Headquarters were established at 711 Fifth Ave., New York.
- 1926 (Dec. 15)—Dr. E. F. W. Alexander demonstrated his multiple light-brush television system and projector at St. Louis.
- 1927 (Jan. 1)—The first regularly established coast-to-coast hookup requiring 4,000 miles of wire was used to broadcast football game in Bowl of Roses, Pasadena, Cal.
- 1927 (Jan. 7)—Radiotelephone circuit or "talk-bridge" of American Telephone & Telegraph Co. was opened between New York and London with Adolph S. Ochs, publisher of the *New York Times*, talking with Geoffrey Dawson, editor of the *London Times*.
- 1927 (Jan. 21)—First coast-to-coast broadcast of an opera featured Faust from the Chicago Civic Opera Auditorium.
- 1927 (Feb. 22)—First coast-to-coast Presidential broadcast from the floor of Congress featured Calvin Coolidge's Washington Birthday address at joint session of Congress.
- 1927 (March 2)—Federal Radio Commission appointed by President Coolidge: Rear Admiral W. H. G. Bullard, John F. Dillon, Judge E. O. Sykes, O. H. Caldwell and Henry A. Bellows.
- 1927 (April 7)—Wire television was demonstrated between Washington and New York, and radio-vision between Whippany, N. J., and New York, by Bell Telephone Laboratories.
- 1927—Arrival of Charles A. Lindbergh in United States after his historic flight to Paris was broadcast by largest network of stations ever assembled up to this time.
- 1927 (Sept. 18)—Columbia Broadcasting System went on the air with a basic network of 16 stations. Major J. Andrew White was president.
- 1927 (Oct. 17)—Marconi in lecture at Institute of Radio Engineers in New York predicted that short waves were destined to play a vital role in television.
- 1927 (Dec. 30)—Radiomarine Corporation of America was organized to operate a radio service for ships at sea.
- 1928 (Feb. 8)—John L. Baird televised Mrs. Mia Howe in London and the image was seen at Hartsdale, N. Y., as the first transatlantic television.
- 1928 (March 7)—Passengers on S.S. *Berengaria* saw face of Dora Selvy televised by John L. Baird 1,000 miles away in London.
- 1928 (July 12)—Television of outdoor scenes without the use of artificial lights was demonstrated by the Bell Telephone Laboratories.
- 1928 (Aug. 11)—Herbert Hoover was officially notified of his nomination for the presidency while 107 stations were linked with the microphones at Palo Alto, Cal.
- 1928 (Sept. 11)—*The Queen's Messenger*, a one-act melodrama, was televised at "The House of Magic", Schenectady, N. Y.
- 1929 (Jan. 3)—William S. Paley elected President of the Columbia Broadcasting System.
- 1929 (Feb. 1)—Band concert in Queens Hall, London, was broadcast in the United States as the first scheduled international rebroadcast.
- 1929 (June)—Westminster Abbey Thanksgiving service for recovery of King George was rebroadcast in the United States.
- 1929—Screen grid tubes were developed for radio receiving sets.
- 1929 (June 27)—Television in color was demonstrated by the Bell Telephone Laboratories by wire from one end of a room to the other.
- 1929 (Aug. 15)—Brokerage offices were established on several ocean liners supplied Wall Street service by wireless.
- 1929 (Nov. 18)—Dr. V. K. Zworykin demonstrated his kinescope or cathode ray television receiver before a meeting of the Institute of Radio Engineers at Rochester, N. Y.
- 1929 (Nov. 29)—A short wave flash from Little America, Antarctica, announced that Byrd and several companions had flown over the South Pole.
- 1929 (Dec. 20)—First international program from Germany was rebroadcast in the United States.

(Continued on page 32)

CHRONOLOGY OF THE DEVELOPMENT OF RADIO

(Continued from page 31)

- 1929 (Dec. 25)—Christmas Day was celebrated for the first time by an international exchange of radio programs between the United States, England, Germany and Holland.
- 1930 (Jan. 1)—King George V welcomed delegates to the London Naval Conference and was heard in his first world-wide broadcast.
- 1930 (March 11)—Arrival of Byrd Antarctic Expedition at Dunedin, New Zealand, and two-way conversation between members of the expedition and friends in New York heard in a rebroadcast throughout the United States.
- 1930 (April 9)—Two-way wire television in which speakers at the ends of a 3-mile circuit saw each other as they conversed was demonstrated by the Bell Telephone Laboratories.
- 1930—The pentode tubes for radio receivers were introduced.
- 1930 (May 22)—Dr. E. F. W. Alexanderson demonstrated television on a 6-foot screen in Proctor's Theater, Schenectady.
- 1930 (June)—S.S. *America* off Fastnet Island, approximately 3,000 miles from New York, intercepted facsimile messages from the United States.
- 1930 (June)—Plans were announced for a \$250,000,000 Radio City to be built on Manhattan Island.
- 1930 (June 10)—John Hays Hammond Jr. announced his invention of a television eye for airplanes enabling pilots to "see" through fog and darkness to make safe landings.
- 1930 (June 30)—First round-the-world broadcast, Schenectady to Holland, relayed to Java, Australia, and back to point of origin in less than a second.
- 1930 (July 30)—Experimental television transmitter W2XBS opened by National Broadcasting Company in New York.
- 1930 (Dec. 6)—Direct radio communication established between the United States and China by opening of San Francisco-Shanghai circuit.
- 1930 (Dec. 25)—Premier Hamaguchi, of Japan, was heard in first American rebroadcast from the Orient.
- 1931 (Jan. 1)—Premier Mussolini of Italy, speaking over short waves from Rome was heard for the first time by American radio audience.
- 1931 (Jan. 11)—Caesium photoelectric cells designed to "see red" were introduced by the Bell Telephone Laboratories to clarify television images.
- 1931 (Feb. 12)—Pope Pius XI addressed the world in an international broadcast inaugurating the Vatican City station HVJ, marking the first time the Pope's voice was heard in America.
- 1931 (March 31)—Micro-rays (18 cm.) carried voices across the English Channel between Dover and Calais.
- 1931 (April 26)—Television station W2XCR went on the air in New York.
- 1931 (June 3)—English Derby was televised for the first time by John L. Baird at Epsom Downs.
- 1931 (June)—Empire State Building, world's highest skyscraper, was selected as the site for an RCA television station using ultra-short waves.
- 1931 (July 21)—Experimental television station W2XAB opened by Columbia Broadcasting System in New York.
- 1931 (Aug. 21)—Vienna Philharmonic Orchestra was heard in its first American rebroadcast by WJZ.
- 1931 (Sept. 13)—Mahatma Gandhi, "India's man of destiny", explained the political plight in an American rebroadcast from London.
- 1931 (Sept. 24)—U. A. Sanabria demonstrated television on a 10-foot screen at the Radio-Electrical World's Fair in New York.
- 1931 (Oct. 15)—BROADCASTING Magazine founded as trade publication of radio broadcasting industry.
- 1931 (Dec. 12)—Fifteen nations and insular possessions participated in world-wide tribute to Marconi on thirtieth anniversary of first transatlantic signal.
- 1931 (Dec. 25)—*Hansel and Gretel* was broadcast from the Metropolitan Opera House as the first radio presentation from the stage of that institution. The combined networks of WEA and WJZ were linked with the microphones.
- 1932 (Feb. 22)—International tributes to George Washington on bicentennial of his birth were heard throughout the United States by radio.
- 1932 (March)—Radio broadcasting facilities were mobilized to aid in search for kidnappers of Charles A. Lindbergh Jr., to flash news bulletins and to appeal to the kidnappers.
- 1932 (March 13)—German Presidential election returns—Paul von Hindenburg vs. Adolph Hitler—were rebroadcast in the United States.
- 1932 (May 14)—Numerous cities and ships at sea joined in radio tributes to Samuel F. B. Morse, inventor of the telegraph.
- 1932 (May 23)—Four stations were linked together by wires in Cuba to form the island's first broadcasting network.
- 1932 (June)—Republican and Democratic National conventions were broadcast, coast-to-coast.
- 1932 (Aug. 17)—Professor Auguste Piccard broadcast to America by short wave before taking off in balloon for trip into stratosphere, and on his return to earth he described his record-breaking 10-mile ascent from Switzerland.
- 1932 (Sept. 22)—William Beebe in his airtight bathysphere broadcast as he was lowered 2,200 feet into the ocean off Bermuda.
- 1932 (Nov. 9)—Governor Franklin D. Roosevelt made his first radio address as President-elect, thanking the electorate.
- 1932 (Dec. 10)—First program direct from Java was clearly rebroadcast in the United States.
- 1933 (March 4)—President Roosevelt's inaugural broadcast internationally by record-breaking hookup.
- 1933 (March 12)—President Roosevelt broadcast his first "fireside chat" on banking moratorium.
- 1933 (April 4)—Dirigible *Akron* disaster off New Jersey coast was described on radio by Lieut. Commander Herbert V. Wiley, only surviving officer.
- 1933 (May 7)—President Roosevelt broadcast his second "fireside chat" on progress of his administration.
- 1933 (July 24)—President Roosevelt's third "fireside chat" dealt with his stewardship and farm relief.
- 1933 (Oct. 22)—President Roosevelt's fourth "fireside chat" covered his stewardship to date.
- 1933 (Nov. 11)—New studios of National Broadcasting Company in Radio City dedicated.
- 1933 (Nov. 20)—Broadcasters maintained two-way communication with U. S. Army stratosphere balloon while listeners throughout the country eavesdropped.
- 1934 (July 11)—Federal Communications Commission organized to succeed Federal Radio Commission, and also to regulate wire telephony and telegraphy. Members: Eugene O. Sykes; Thad H. Brown, Paul A. Walker, Norman S. Case, Irvin Stewart, George Henry Payne, Hampson Gary.
- 1934 (July 28)—U. S. Army's stratosphere balloonists staged a dramatic broadcast by two-way communication until they were forced to throw radio equipment overboard to lighten the load after climb to 61,000 feet.
- 1934 (Sept. 26)—King George and Queen Mary broadcast internationally at launching of S.S. *Queen Mary*.
- 1934 (Sept. 30)—President Roosevelt's sixth "fireside chat" dealt with progress of his administration and future plans.
- 1934 (Oct. 9)—Supreme Court of the United States upheld Dr. Lee de Forest as inventor of regenerative or "feed-back" circuit.
- 1934 (Nov. 29)—England's royal wedding, Prince George and Princess Marina of Greece, was heard by radio round the earth.
- 1935 (Feb. 1)—Television Committee of British Government after a study of various systems suggested England establish television as a public service without delay.
- 1935 (March 11)—Former Rep. Anning S. Prall appointed chairman of FCC, succeeding E. O. Sykes and replacing Hampson Gary.
- 1935 (April 25)—Guglielmo Marconi's 61st birthday celebrated on radio in a broadcast featuring salutes from ships at sea, from Admiral R. E. Byrd at Antarctica and from Graf Zeppelin over South Atlantic.
- 1935 (April 28)—President Roosevelt's seventh "fireside chat" covered relief problems.
- 1935 (May 7)—Plans to spend \$1,000,000 for field television tests were announced by RCA, President David Sarnoff; tests to start from Empire State Bldg., New York, early in 1936.
- 1935 (May 22)—President Roosevelt delivered his message vetoing Patman bonus bill at joint session of Congress at which radio microphones were permitted.
- 1935 (July 2)—Sounds of Mt. Vesuvius, Italy, broadcast to America for first time through microphone extended over the crater's rim.
- 1935 (Sept. 13)—Haile Selassie, Emperor of Ethiopia, broadcast a special message on Italo-Ethiopian situation from Addis Ababa to listeners in the United States.
- 1935 (Oct. 2)—Premier Mussolini's broadcast to Italian nation on Italo-Ethiopian situation was rebroadcast throughout the United States.
- 1935 (Oct. 27)—Most comprehensive international program, "Youth Sings Across Borders", was rebroadcast throughout America with pickups from thirty-one countries.
- 1935 (Nov. 6)—A static-less radio system based on frequency modulation instead of amplitude modulation, was demonstrated on 2½ meter wave by Major E. H. Armstrong at Institute of Radio Engineers, New York.
- 1935 (Nov. 11)—Radio maintained two-way communication with Capt. A. W. Stevens and Capt. Orvil A. Anderson on 72,000 feet climb into stratosphere throughout 8-hour flight, broadcast via NBC.
- 1935 (Dec. 7)—Hollywood studios of NBC dedicated.
- 1935 (Dec. 27)—Lenox Riley Lohr elected president of NBC, succeeding M. H. Aylesworth.

ROBERT S. TAPLINGER, INC.

PUBLICITY & RADIO RELATIONS

Specializing in

EXPLOITATION CAMPAIGNS — PROGRAM ENTERPRISES
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**Any Way You
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KNIX
is "Tops"**

TOP'S in Number of National Spot Accounts

TOP Mail Puller on Pacific Coast

Any Way you Look at it!

KNX leads All Pacific Coast Stations in Total Mail Received

Not only biggest mail puller in Western America — but a **balanced** mail 'pull' from each of the Western States in direct proportion to Radio Families!
More than 700,000 letters during 1935 (exclusive of letters sent direct to sponsors), 104,706 in January alone! An average for the entire year of over 1900 pieces **daily!**
One advertiser reports . . . "Lowest cost per inquiry of any station we've ever used."

Another writes . . . "We received more than 50,000 \$1.00 bills in eleven months from our advertising over KNX."
Still another states . . . "We placed an identical campaign on four western high-powered stations. More mail was addressed to KNX than to all the rest combined."

NEW DAYTIME and NIGHTTIME COVERAGE MAPS JUST OFF THE PRESS

Brand-new coverage maps — giving % coverage by counties based on NEW, authenticated mail breakdown of over 27,000 letters. Printed in full colors on standard 8½x11 size stock for convenient use.
Send the attached coupon for your copy.

KNX — THE VOICE OF HOLLYWOOD HOLLYWOOD, CALIFORNIA
Gentlemen: Please send me a copy of your new brochure printed in full color containing DAYTIME and NIGHTTIME COVERAGE MAPS.
MR _____
ADDRESS _____
CITY _____
STATE _____

Any Way you Look at it!

KNX is the BEST BUY for Far Western Radio COVERAGE

...You get 50,000 watts of power on which to hurl your sales message to the far corners of your far western Market.

...You get an audience ready-built to suit your specific merchandising problem—**daytime** for Southern California coverage; **nighttime** for blanket coverage of the Western States.

...You get a merchandising and Program Exploitation Service that functions **automatically** the moment you commence broadcasting over **KNX**.

...You get intelligent servicing of your account by producers and announcers who are 'merchandise conscious'

...You get results

73% of KNX's 1935 sponsors **renewed** their contracts. There is no stronger recommendation of pulling power than a **renewed** contract.

KNX

The Voice of Hollywood

Represented Nationally by John Blair & Company

The Only
50,000 WATT

INDEPENDENT . . . CLEARED CHANNEL
RADIO STATION IN AMERICA

Directory of BROADCASTING STATIONS OF THE UNITED STATES

ST—Shares Time. NC—Non-Commercial Station. D—Day. N—Night. SH—Specified Hours. LS—Local Sunset.
CP—Construction Permit. SA—Special Authorization. L—Limited Time with Dominant Station. U—Unlimited Time.
(Data corrected to January 1, 1936)

ALABAMA

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address	Telephone Number	Network	Director Commercial Manager	Program Director Chief Engineer	Representatives
BIRMINGHAM.....	WAPI	1140—ST	5,000	WAPI Broadcasting Corp. Protective Life Bldg.	3-8116	NBC-Supp.	B. H. Hopson Fred Steele	Beatrice Wright J. L. Middlebrooks	Norman Craig A. T. Sears
	WBRC	930	1,000	Birmingham Broadcasting Co. Bankhead Hotel	3-9293	CBS	M. D. Smith, Jr. K. G. Marshall	W. A. Young J. C. Bell
	WSGN	1310	250—LS 100—N	R. B. Broyles Furniture Co. 2021-2nd Ave.	7-2184	Ormond O. Black	W. H. McCain F. X. Skinner
DECATUR.....	WMFO	1370—D	100	James R. Doss, Jr. Decatur	1010	James R. Doss, Jr. I. B. Byars	Ted R. Woodard J. G. Cobble
DOTHAN.....	WAGF	1370—D	250	Dothan Broadcasting Co. Box 25	1430	Julian C. Smith Fred C. Moseley	Sidney W. Spencer John T. Hubbard
GADSDEN.....	WJBY	1210	100	Gadsden Broadcasting Co. 108 So. 6th St.	88	J. W. Buttram J. W. Buttram	Charles Stone J. C. Vessels	Norman Craig
MOBILE.....	WALA	1380	1,000—LS 500—N	Pape Broadcasting Corp. A. T. & N. Bldg.	Dexter 5893	CBS	W. O. Pape W. O. Pape	Hubert Grant R. M. Cole
MONTGOMERY.....	WSFA	1410	1,000—LS 500—N	Montgomery Broadcasting Co. Jefferson Davis Hotel	Cedar 5880	CBS	Howard E. Pill Howard E. Pill	E. Caldwell Stewart L. B. Hallman, Jr.
SHEFFIELD.....	WMSD	1420	100	Muscle Shoals Broadcasting Corp. P. O. Box 688	634	Paul B. Cram Joe Van Sandt	Roberta Smith Paul B. Cram	Cox & Tanz
SELMA.....	WHBB	1500	100	Dr. Wm. J. Reynolds YMCA Bldg.	John S. Allen John S. Allen	John C. Hughes Geo. Fahrubel

ARIZONA

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address	Telephone Number	Network	Director Commercial Manager	Program Director Chief Engineer	Representatives
JEROME.....	KCRJ	1310—SH	100	Chas. C. Robinson Clinkscale Bldg.	124-W
LOWELL.....	KSUN	1200	100	Copper Electric Co. Lowell	Bisbee 9	Carlton W. Morris R. B. Thompson	Walter Biddick
PHOENIX.....	KOY	1390	1,000—LS 500—N	Nielsen Radio & Sporting Goods Co. 621 North Central	3-2171	Earl A. Nielsen Earl A. Nielsen	John R. Williams Herschel Rawls
	KTAR	620	1,000	KTAR Broadcasting Co. Heard Bldg.	4-4161	NBC-Supp.	Richard O. Lewis J. R. Heath	J. Howard Pyle A. C. Anderson	John Blair
TUCSON.....	KGAR	1370	250—LS 100—N	Tucson Motor Service Co. 142 S. Sixth Ave.	2929	Frank Z. Howe Frank Z. Howe	Harvey E. Davis Clifford Livingston	Walter Biddick
	KVOA	1260	500	Arizona Broadcasting Co. P. O. 2888	3703	King Whyte King Whyte	Carl C. Hickman Leonard Nalley	Walter Biddick
YUMA.....	KUMA	1420—SH	100	Albert H. Schermann 4th Ave. & 8th St.	88	E. N. Sturdivant E. N. Sturdivant	E. N. Sturdivant Clifford E. Miller	Walter Biddick

ARKANSAS

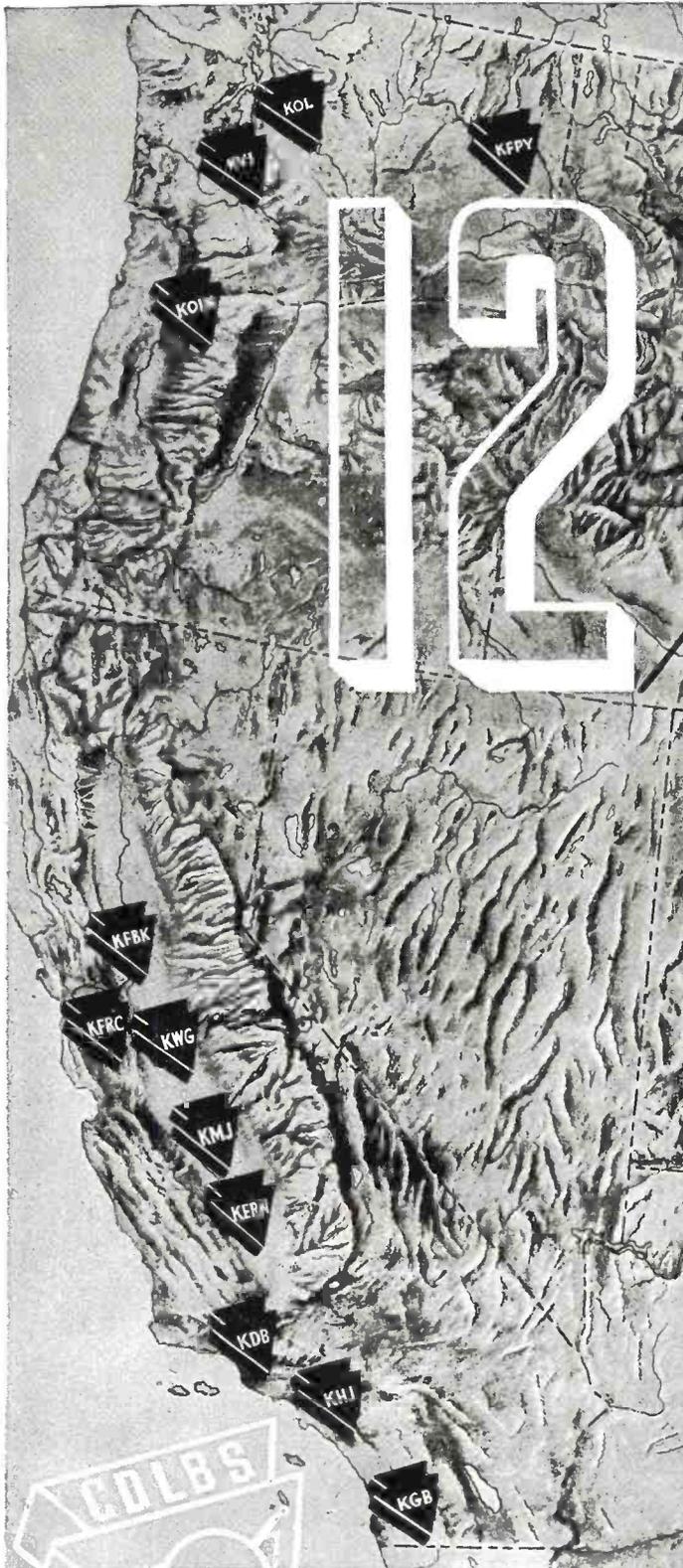
City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address	Telephone Number	Network	Director Commercial Manager	Program Director Chief Engineer	Representatives
BLYTHEVILLE.....	KLCN	1290—D	100	Charles Leo Lintzenich Blytheville	119	C. L. Lintzenich William Secoy	William Secoy C. L. Lintzenich
EL DORADO.....	KELD	1370	100	T. H. Barton P. O. Box 610	1313	F. E. Bolls F. E. Bolls	Gladys Morgan Charles Mathis
FAYETTEVILLE.....	KUOA	1260—D	1,000	John Brown University Siloam Springs, Ark.	422	Marc A. Stice Marc A. Stice Wm. Stewart
FORT SMITH.....	KFPW	1210	100	Southwestern Hotel Co. Goldman Hotel	4106	J. F. Willson J. Barry	Dorothy Gibson Willard Doan
HOT SPRINGS.....	KTHS	1040 SA 1060—LS	10,000	Hot Springs Chamber of Commerce 135 Benton St.	213	NBC-Supp.	Douglas Hotchkiss Ardeeth Annen	Alex Keirsey J. M. McDonald
JONESBORO.....	KBTM	1200—D	100	Beard's Temple of Music Jonesboro	433	Jay P. Beard Jay P. Beard	James A. Barber Harold L. Kimsey
LITTLE ROCK.....	KARK	890	500—LS 250—N	Arkansas Radio & Equipment Co. National Standard Life Bldg.	4-1265	Howard A. Shuman Dan Taylor	Art Taylor Dan Taylor	George Roessler
	KGHI	1200	250—LS 100—N	Arkansas Broadcasting Co. Pyramid Life Bldg.	9166	R. G. Terrill James McKrell	Thomas Jacobs Arthur Beem	Jackson & Moore
	KLRA	1390	2,500—LS 1,000—N	Arkansas Broadcasting Co. 115 W. 4th St.	5427	CBS	S. C. Vinsonhaler S. C. Vinsonhaler	Aleene Ables K. F. Tracy	Jackson & Moore Norman Craig
PINE BLUFF.....	KOTN	1500—D	100	Universal Broadcasting Corp. Hotel Pines	900	B. J. Parriah R. W. Etter	Miss Hallie Matthey J. R. Whitworth
TEXARKANA.....	KCMC	1420	100	North Mississippi Broadcasting Corp. Texarkana Nat'l Bank Bldg.	958

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

ST—Share Time. NC—Non-Commercial Station. D—Day. N—Night. SH—Specified Hours. LS—Local Sunset.
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 (Data corrected to January 1, 1936)

CALIFORNIA

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address	Telephone Number	Network	Director Commercial Manager	Program Director Chief Engineer	Representatives
BAKERSFIELD.....	KERN	1370	100	Bee Bakersfield Broadcasting Co. The Elk's Club	5700	CBS-Don Lee	N. R. McLaughlin	Lloyd Martin
	W6XAI	1550	1,000	Pioneer Mercantile Co. Box 1709	4500	F. G. R. Schamblin E. McCaffrey	C. Sturm R. D. Lemert	Walter Biddick
BERKELEY.....	KRE	1370	250—LS 100—N	First Congressional Church 2337 Shattuck Ave.	7713	Arthur Westlund Arthur Westlund	Jack Bennett Gordon Morrison
BEVERLY HILLS....	KMPC	710—L	500	Beverly Hills Broadcasting Corp. 9631 Wilshire Blvd.	Woodbury 61166	So. Calif.	Dick Connor Lyale Sheldon	Baron Von Egidy Edward Ruggles
CHICO.....	KHSL	950—D	250	Golden Empire Broadcasting Co. Golden Empire Bldg.	237	Harold Smithson Harold Smithson	Harold Smithson Charles Sherwine
DEL MONTE.....	KDON	1210	100	Richard Field Lewis 410 Mills Bldg., San Francisco	Allen Griffin Reed Pollack	Howard Walters R. F. Lewis, Jr.	Walter Biddick
EL CENTRO.....	KXO	1500	100	E. R. Irey & F. M. Bowles 793 Main St.	1100	F. M. Bowles F. M. Bowles	F. M. Bowles E. R. Irey	Walter Biddick
EUREKA.....	KIEM	1210 CP 1450	100 CP 500	Redwood Broadcasting Co. Vance Hotel	93	H. H. Hanseth Wm. B. Smullin	Clifton Johnson	MacGregor & Solite
FRESNO.....	KMJ	580	1,000—LS 500—N	James McClatchy Co. Van Ness and Calaveras Sts.	3-5221	CBS-Don Lee	G. L. Engstrom R. A. Wegener	Irvin Dickinson	Joseph McGilvra Walter Biddick
GLENDALE.....	KIEV	850—D	250	Cannon System, Ltd. 701 E. Broadway	Douglas 3010	L. W. Peters L. W. Peters	Leslie Adams Ed. Olds
LONG BEACH.....	KFOX	1250	1,000	Nichols & Warinner, Inc. 220 E. Anaheim St.	672-81	So. Calif.	Hal G. Nichols L. W. McDowell	Hal G. Nichols L. B. Weston
LOS ANGELES..... (Hollywood)	KGER	1360	1,000	Consolidated Broadcasting Corp. 605 So. Broadway, Los Angeles	Madison 2551	H. Wadsworth Cole H. Wadsworth Cole	Ted Galley Jay Tapp
	KECA	1430	1,000 CP 5,000—LS	Earle C. Anthony, Inc. 1000 S. Hope St.	Richmond 6111	NBC-Pacific (Blue)	H. L. Shillinglaw Carl Haverlin	Glenn R. Dolberg C. W. Mason	Edward Petry
LOS ANGELES..... (Hollywood)	KEHE	780—ST	1,000—LS 500—N	Evening Herald Publishing Co. 214 South Vermont Ave.	Exposition 1341	George Martinson George Martinson	Mayfield Kaylor C. J. Juneau	Hearst Radio
	KFAC	1300	1,000	Los Angeles Broadcasting Co. 645 S. Mariposa	Fitzroy 1231	C. J. Smith C. J. Smith	Robert Swan J. H. Brown
LOS ANGELES..... (Hollywood)	KFI	640	50,000	Earle C. Anthony 1000 S. Hope St.	Richmond 6111	NBC-Pacific (Red)	H. L. Shillinglaw Carl Haverlin	Glenn R. Dolberg H. L. Blatterman	Edw. Petry
	KFSG	1120—ST NC	1,000—LS 500—N	Echo Park Evangelistic Assn. 1100 Glendale Blvd.	Exposition 1141	Chas. W. Walkem	Esther M. Fricke Maurice E. Kennedy
LOS ANGELES..... (Hollywood)	KFVD	1000—L	250	Los Angeles Broadcasting Co. 645 S. Mariposa Ave.	Fitzroy 1231	Calvin J. Smith C. E. Watts	Robert Swan J. H. Brown
	KFWB	950	2,500—LS 1,000—N CP 5,000—LS	Warner Bros. Broadcasting Corp. 6425 Hollywood Blvd.	Hollywood 0315	So. Calif.	Gerald King C. C. Mittendorf	Jack Joy Leslie G. Hewitt	Free & Sleinger
LOS ANGELES..... (Hollywood)	KGFJ	1200	100	Ben S. McGlashan 1417 S. Figueroa St.	Prospect 7788	B. S. McGlashan H. Duke Haxcock	Al Warner I. R. Calbert
	KHJ	900	1,000—N 5,000—LS	Don Lee Broadcasting System 7th & Bixel Sts.	Vandike 7111	CBS-Don Lee	C. Ellsworth Wylie Bert Phillips	William N. Goodwin Harold G. Peery	Radio Sales
LOS ANGELES..... (Hollywood)	KMTR	570	1,000	KMTR Radio Corp. 915 N. Formosa St.	Hillside 1161	Tex Rickard Tex Rickard	Elsay Horner Carrol Hauser	Walter Biddick
	KNX	1050	50,000	Western Broadcast Co. 5939 Sunset Blvd.	Hollywood 3101	Western	Naylor Rogers Carl Nissen	Leonard Cox K. G. Ormiston	John Blair
LOS ANGELES..... (Hollywood)	KRKD	1120—ST	2,500—LS 500—N	Radio Broadcasters, Inc. 815 Spring Arcade Bldg.	Madison 2281	V. G. Freitag V. G. Freitag	Harry Geise Howard DeLong
	MODESTO.....	KTRB	740—D	250	McTammany & Bates McHenry Ave.	774	T. R. McTammany A. H. Besecker	Tom Strother W. B. Bales
OAKLAND.....	KLS	1440—D	250	Warner Bros. 2201 Telegraph Ave.	Higate 1212	S. W. Warner
	KLX	880	1,000	Tribune Bldg. Co. Tribune Tower	Lakeside 6000	P. D. Allen H. N. Smith	C. Lloyd R. S. Smith
OAKLAND.....	KROW	930	1,000	Educational Broadcasting Corp. 1803 Franklin St.	Glencourt 6774	H. P. Drey Harry Phillips	Scott Weakley C. E. Downey
	KSFO	560	1,000	(See San Francisco)
PASADENA.....	KPPC	1210—ST NC	50	Pasadena Presbyterian Church 585 E. Colorado St.	Terrace 2193	David Black	N. V. Parsons N. V. Parsons
SACRAMENTO.....	KFBK	1490	5,000	James McClatchy Co. 708 "P" St.	Main 8700	CBS-Don Lee	G. C. Hamilton Howard Lane	N. D. Webster	Walter Biddick
SAN BERNARDINO.	KFXM	1210—ST	100	Lee Bros. Broadcasting Co. 512 5th St.	4761	So. Calif.	J. C. Lee E. W. Lee	Howard Baichly Paul Oard	Kasper-Gordon Walter Biddick
SAN DIEGO.....	KFSD	600	1,000	Airfan Radio Corp., Ltd. U. S. Grant Hotel	Franklin 6353	NBC-Pacific (Blue)	Tom Sharpe John O. Van Keuren	Harry DeLaasaux Glen Litten	NBC
	KGB	1330	1,000 CP 2,500—LS	Don Lee Broadcasting System 1012 First Ave.	Franklin 6151	CBS-Don Lee	Harry W. Witt Roger K. Huston	Arthur Linkletter Ray W. Mort	Radio Sales



Great MARKETS

OF THE PACIFIC COAST

with ONE PROGRAM
ONE NETWORK
ONE COST

Los Angeles	KHJ	Bakersfield	KERN
San Francisco	KFRC	Stockton	KWG
San Diego	KGB	Portland	KOIN
Santa Barbara	KDB	Spokane	KFPY
Fresno	KMJ	Tacoma	{ KVI
Sacramento	KFBK	Seattle }	{ KOL

Combined they represent . . .

81% of the Population

81% of the Families

84% of the Radio Homes

of

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. . . each is served locally by a COLUMBIA DON LEE NETWORK STATION . . . making it possible for the advertiser to completely blanket the Three Pacific Coast States with Intensive Coverage . . .

COLUMBIA DON LEE BROADCASTING SYSTEM

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Affiliated with COLUMBIA BROADCASTING SYSTEM. Representatives RADIO SALES INC., New York, Chicago, Detroit

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DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

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 (Data corrected to January 1, 1938)

CALIFORNIA—(Continued)

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address	Telephone Number	Network	Director Commercial Manager	Program Director Chief Engineer	Representatives
SAN FRANCISCO ...	KFRC	610	5,000—LS 1,000—N	Don Lee Broadcasting System 1000 Van Ness Ave.	Prospect 0100	CBS-Don Lee	Harrison Holliday Owens V. Dresden	John Van Nostrand Alan Cormack	Radio Sales
	KGGC	1420—SH	100	Golden Gate Broadcasting Co. 230 Eddy St.	Ordway 8963	Wm. McGill Wm. McGill	Andrew Potter Andrew Mitchell
	KGO	790	7,500	National Broadcasting Co. 111 Sutter St.	Sutter 1920	NBC-Pacific (Blue)	Don E. Gilman Harry Anderson	L. S. Frost A. H. Saxton	NBC
	KJBS	1070—L	500	Julius Brunton & Sons Co. 1380 Bush St.	Ordway 4148	No. Calif.	Ralph R. Brunton C. E. Coveny	H. H. Wickersham J. E. Burrell	George Roesler
	KPO	680	50,000	National Broadcasting Co. 111 Sutter St.	Sutter 1920	NBC-Pacific (Red)	Don E. Gilman Harry Anderson	L. S. Frost A. H. Saxton	NBC
	KSFO	560	1,000	Associated Broadcasters, Inc. Russ Bldg.	Garfield 4700	Western	Philip G. Laaky Philip G. Laaky	J. C. Morgan R. V. Howard	John Blair
	KYA	1230	1,000	Pacific Broadcasting Corp. Hearst Bldg.	Douglas 2536	NBC-Pacific	Edward McCallum M. E. Roberts	Harry Rogers Paul Schulz	Hearst Radio
SAN JOSE.....	KQW	1010	1,000	Pacific Agricultural Foundation, Ltd. 87 E. San Antonio St.	Ballard 2616	No. Calif.	H. O. Fiebig H. O. Fiebig	Joy Storm Harry Saine	George Roesler
SANTA ANA.....	KVOE	1500	100	Voice of the Orange Empire, Ltd. 3rd & Sycamore St.	4900	Ernest L. Spencer Ernest L. Spencer	Wallace S. Wiggins Wallace S. Wiggins
SANTA BARBARA...	KDB	1500	100	Santa Barbara Broadcasters, Ltd. 17 E. Haley St.	21427	CBS-Don Lee	Frank C. McBride Ben Sanders	Ralph Priest Robert C. Moody	Radio Sales
STOCKTON.....	KGDM	1100—D	1,000	E. F. Peffer 42 S. California St.	795	A. H. Green A. H. Green	Walter Biddick
	KWG	1200	100	Portable Wireless Telephone Co. Medico-Dental Bldg.	580-J	CBS-Don Lee	Bernard E. Cooney Bernard E. Cooney	George Ross Vernon L. Harvey

COLORADO

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address	Telephone Number	Network	Director Commercial Manager	Program Director Chief Engineer	Representatives
ALAMOSA.....	KGIW	1420—SH	100	Leonard E. Wilson Box 26	26	D. E. Bennett D. E. Bennett	D. E. Bennett W. M. Thomas
COLORADO SPRINGS.....	KVOR	1270	1,000	S. H. Patterson Antlers Hotel	Main 278	CBS Colorado	S. H. Patterson Lou Kiplinger	Miss V. La Hay H. C. Strang
DENVER.....	KFEL	920—ST	500	Eugene P. O'Fallon, Inc. Albany Hotel	Keystone 0178	Colorado	Gene O'Fallon Gene O'Fallon	Frank Bishop J. P. Veatch
	KLZ	560	1,000 CP 5,000—LS	Reynolds Radio Corp. 17th & Lincoln	Main 4271	CBS	J. I. Meyerson F. W. Meyer	Arthur Wuth T. A. McClelland	E. Katz
DURANGO.....	KOA	830	50,000	National Broadcasting Co. 1625 California St.	Main 6211	NBC-Supp.	A. E. Nelson A. E. Nelson	C. C. Moore R. H. Owen	NBC
	KPOF	880—ST NC	500	Pillar of Fire 1845 Champa St.	Tabor 3733	Arthur White
	KVOD	920—ST	500	Colorado Radio Corp. Albany Hotel	Keystone 0178	Colorado	W. D. Pyle Gene O'Fallon	Frank Bishop W. D. Pyle
GRAND JUNCTION..	KFXJ	1200	250—LS 100—N	Western Slope Broadcasting Co. Hillcrest Manor	126	Colorado	Rex Howell Charles Howell Ray Ward
GREELEY.....	KFKA	880—ST	1,000—LS 500—N	Mid-Western Radio Corp. Box 735	450	H. E. Green H. E. Green	H. E. Green George Pogue	A. T. Sears
LAMAR.....	KIDW	1240—SH	100	Lamar Broadcasting Co. 129 W. Elm St.	16	Fred Miles R. G. Snead	R. G. Snead Fred Mendenhall
PUEBLO.....	KGHF	1320	500	Curtis P. Ritchie 113 Broadway	3877	Colorado	J. H. McGill S. E. DeWitt	Robert Freed George Ikelman
STERLING.....	KGEK	1200—SH	100	Elmer G. Beehler Sterling	679	Mary Beehler E. G. Beehler	L. M. Brammett E. G. Beehler

CONNECTICUT

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address	Telephone Number	Network	Director Commercial Manager	Program Director Chief Engineer	Representatives
BRIDGEPORT.....	WICC	600—SH	1,000—LS 500—N	Southern Conn. Broadcasting Corp. Hotel Stratfield	6-1121	CBS-Yankee	Joseph Lopez C. W. Phelan	Joseph Lopez George W. Ray
HARTFORD.....	WDRC	1330	5,000—LS 1,000—N	WDRC, Inc. 11 Asylum St.	7-1188	CBS-Yankee	Franklin M. Doolittle William F. Malo	Sterling V. Couch Italo Martino	Free, Johns & Field
	WTIC	1060—ST SA 1040-U	50,000	Travelers Broadcasting Service Corp. 26 Grove St.	2-3181	NBC-Red New England	Paul W. Morency James F. Clancy	T. C. McCray J. C. Randall	New England
NEW BRITAIN.....	WTHT	1200—D (Construction Permit Only)	100	Hartford Times, Inc. Hartford
	WNBC	1380—D	250	William J. Sanders 147 Main St.	240	Richard W. Davis Richard W. Davis	Harold L. Goodwin Rogers E. Holt
NEW HAVEN.....	WELI	900—D	500	Patrick J. Goode 221 Orange St.	8-1133	James Milne Richard W. Davis	Malcolm S. Parker James G. Keyworth
STORRS.....	WCAC	600—SH NC	500	Connecticut State College Campus	820	Daniel E. Noble	Daniel E. Noble Daniel E. Noble

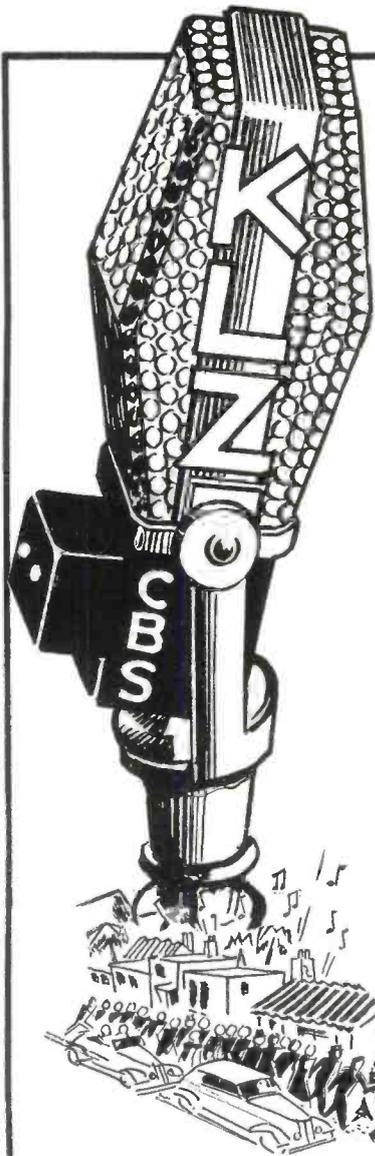
Sales with Savings!

By their own statements—76.1% of the total sales of Denver jobbers in all lines, are concentrated within the KLZ Primary Area.

Within this area, "KLZ IS FIRST IN AUDIENCE POPULARITY". KLZ RATES ARE BASED ON COVERAGE OF THIS AREA ONLY. This combination assures maximum results at the lowest possible cost.

If you like the ringing of cash registers as a regular accompaniment to your radio programs, plus savings thru the elimination of waste, YOU WILL SELECT KLZ.

Ask for complete data on the entire Denver-Rocky Mountain market.



"first" in Audience Popularity



NATIONAL REPRESENTATIVES
E. KATZ SPECIAL ADVERTISING AGENCY
NEW YORK CHICAGO KANSAS CITY
DALLAS ATLANTA SAN FRANCISCO DETROIT

KLZ DENVER

"The Pioneer Broadcasting Station of the West"

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

ST—Shares Time. NC—Non-Commercial Station. D—Day. N—Night. SH—Specified Hours. LS—Local Sunset.
CP—Construction Permit. SA—Special Authorization. L—Limited Time with Dominant Station. U—Unlimited Time.
 (Data corrected to January 1, 1936)

CONNECTICUT—(Continued)

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address	Telephone Number	Network	Director Commercial Manager	Program Director Chief Engineer	Representatives
WATERBURY.....	WATR	1190—L	100	The WATR Co., Inc. 47 Grand St.	3-5161	Yankee	Harold Thomas Samuel L. Elman	George Duffy Norman Blake
	W1XBS	1530	1,000	American-Republican, Inc. 136 Grand St.	3-1125	Inter-City	Erwin J. Frey Erwin J. Frey	David H. Halpern Sydney Warner

DELAWARE

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address	Telephone Number	Network	Director Commercial Manager	Program Director Chief Engineer	Representatives
WILMINGTON.....	WDEL	1120	500—LS 250—N	WDEL, Inc. 10th & King Sts.	7268	Inter-City	J. Gorman Walsh J. Gorman Walsh	Ed. Browning J. E. Mathiot
	WILM	1420—ST	100	Delaware Broadcasting Co. 920 King St.	7268	J. Gorman Walsh J. Gorman Walsh	Ed. Browning J. E. Mathiot

DISTRICT OF COLUMBIA

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address	Telephone Number	Network	Director Commercial Manager	Program Director Chief Engineer	Representatives
WASHINGTON.....	WJSV	1460	10,000	Old Dominion Broadcasting Co. Earle Bldg.	Met. 8200	CBS	Harry C. Butcher A. D. Willard, Jr.	T. W. Church Lester H. Bowman	Radio Sales
	WMAL	630	500—LS 250—N	National Broadcasting Co., Inc. National Press Bldg.	District 0800	NBC-Blue	K. H. Berkeley V. F. Callahan	K. H. Berkeley A. E. Johnson	NBC
	WOL	1310	100	American Broadcasting Co. Annapolis Hotel	Met. 0012	Inter-City	Le Roy Mark Wm. B. Dolph	Madeline Ensign H. H. Lyon
	WRC	950	1,000—LS 500—N	National Broadcasting Co., Inc. National Press Bldg.	District 0800	NBC-Red	K. H. Berkeley V. F. Callahan	K. H. Berkeley A. E. Johnson	NBC

FLORIDA

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address	Telephone Number	Network	Director Commercial Manager	Program Director Chief Engineer	Representatives
CLEARWATER-ST. PETERSBURG	WFLA- WSUN	620	5,000—LS 1,000—N	Clearwater & St. Petersburg Chambers of Commerce Tarr Bldg., Tampa	Tampa H-1357	NBC-Supp.	W. Walter Tyson (WFLA) M. M. Desaderick (WSUN)	Bert A. Arnold, Jr. Joe H. Mitchell	NBC
DAYTONA BEACH...	WMFJ	1420	100	W. Wright Esch 126 Magnolia Ave.	91	W. Wright Esch W. Wright Esch	A. B. Esch W. Wright Esch
GAINESVILLE.....	WRUF	830—L	5,000	University of Florida Campus	1000	Garland Powell	Russell McCaughan F. B. Duncan
JACKSONVILLE.....	WJAX	900	5,000—LS 1,000—N	City of Jacksonville Waterworks Park	5-5821	NBC-Supp.	Thos. C. Imeson John T. Hopkins	John T. Hopkins John T. Hopkins
	WMBR	1370	100	Florida Broadcasting Co. Carling Hotel	5-4387	CBS	Frank King Glenn Marshall	Marie Elliott Jack Greene	Paul Raymer
LAKELAND.....	WLAK	1310 (Construction Permit Only)	100	Lake Region Broadcasting Co. Lakeland
MIAMI.....	WIOD	1300	1,000	Isle of Dreams Broadcasting Corp. News Tower	3-1113	NBC-Supp.	Jesse H. Jay Charles T. Coffin	Jesse H. Jay Milton C. Scott, Jr.	Wilbur Babcock
	WQAM	560	1,000	Miami Broadcasting Co. Postal Bldg.	2-6121	CBS	F. W. Borton Norman MacKay	Norman MacKay Ralph Nulsen	Norman Craig Ferguson & Aston
ORLANDO.....	WDBO	580	250 SA 1,000	Orlando Broadcasting Co. Ft. Gatlin Hotel	6181	CBS	H. P. Danforth H. P. Danforth J. E. Yarbrough
PENSACOLA.....	WCOA	1840	500	Pensacola Broadcasting Co. San Carlos Hotel	2159	CBS	G. R. Bose R. Powell	F. Bruno B. B. Hayford	G. Katz
TAMPA.....	WDAE	1220	1,000 SA 2,500—LS	Tampa Times Co. Tampa Terrace Hotel	M-1818	CBS	L. S. Mitchell L. S. Mitchell	K. W. Skelton W. P. Moore	Free, Johns & Field
TALLAHASSEE.....	WTAL	1310	100	Florida Capitol Broadcasters Tallahassee	1310-R	Chas. L. Boykin Chas. L. Bohkin	Richard Kingston Robert H. Reid
WEST PALM BEACH..	WJNO	1200 (Construction Permit Only)	100	Hazlewood, Inc. W. Palm Beach

GEORGIA

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address	Telephone Number	Network	Director Commercial Manager	Program Director Chief Engineer	Representatives
ALBANY.....	WGPC	1420	100	Americus Broadcast Corp. Albany Theatre Bldg.	165	G. E. Gautney G. O. Sowell	H. Harris M. F. Adams, Jr.
ATHENS.....	WTFI	1450	500	Liberty Broadcasting Co. 133 Washington	1741	A. Linn Brannen Vernon Cheek
ATLANTA.....	WATL	1370	100	Atlanta Broadcasting Co. Volunteer Life Bldg.	Walnut 4377	J. W. Woodruff Porter Smith Frank Parkins
	WGST	890	1,000—LS 500—N CP-1000-N	Georgia School of Technology Ansley Hotel	Walnut 8441	CBS	W. H. Summerville W. H. Summerville	Frank Gaither C. H. Rogers	Norman Craig Jackson & Moore
	WSB	740	50,000	The Atlanta Journal Biltmore Hotel	Hemlock 1045	NBC-Supp.	Lambdin Kay John M. Outer, Jr.	Roy McMillan C. F. Daugherty	Edw. Petry
AUGUSTA.....	WRDW	1500	100	Augusta Broadcasting Co. 10th & Broad Sts.	2976	J. J. Powell J. E. Reynolds	R. J. Armstrong, Jr. Harvey Adernoid

HIGHLIGHTS OF

WLS PERSONAL APPEARANCE UNITS



2,148,420 ATTENDANCE

WLS artists theatre units played 733 engagements in 1935; shattered 104 all-time attendance records.

WLS NATIONAL BARN DANCE



400,000 PAID ADMISSIONS

Since April 12, 1932 more than 400,000 persons have paid to see the Saturday night WLS National Barn Dance at the 8th Street Theatre in Chicago.

WLS XMAS PARTY FOR NEEDY CHILDREN



WLS MAIL RESPONSE



1,300,312 LETTERS

Exceeding all previous mail records, WLS in 1935 received more than 1,300,000 listeners' letters.

WLS HARVEST FESTIVAL



25,693 ATTENDED

Chicago's vast International Amphitheatre housed the 1935 WLS Harvest Festival. 25,693 attended.

75,000 PAID SUBSCRIPTIONS
The new WLS-Prairie Farmer Radio Weekly keeps 75,000 families posted on WLS doings.



1935

OUR PLEDGE FOR 1936

To present such programs and promote such projects as are in the public interest, that our service to listeners may be greater and profits to advertisers increased.

WLS SPOT-STATION ADVERTISERS 1935

Acme Feeds, Inc. *	Gardner Nursery Co. **	Olds Motor Works *
Acme White Lead & Color Works ***	General Motors Corp. *	Olson Rug Co. *****
Akron Lamp Co., The ****	Geppert Studios ***	Oshkosh Overall Co. *
Alter Co., Harry, The *	Gillette Rubber Co. ***	Oyster Shell Products Corp. *
Altorfer Brothers Co. *	Gold Dust Corp. *	Pathfinder Magazine **
American Gas Machine Co. *	Goodrich Gamble Co. **	Pennsylvania Salt Mfg. Co. *****
American Radiator Co. *	Griffin Mfg. Co., Inc. *****	Princess Pat Ltd. **
Armstrong Paint & Var. Co. *	Hamlin's Wizard Oil Co. **	Procter & Gamble Co. **
Ball Brothers Co. ****	Hansen's Lab., Inc., Chris Hemphill Diesel Eng. School *	Purina Mills ***
Bernard Perfumers **	Horse & Mule Ass'n. of America **	Railway Express Agency *
Bonnett-Brown Corp. *	Illinois Agricultural Ass'n. ***	Rap-In-Wax Paper Co. **
Borden Co., The *	Illinois Bottled Gas Co. *****	Reliance Mfg. Co. *****
Burgess Seed & Plant Co. *	Interstate Nurseries ***	Rao Motor Car Co. **
Campbell Cereal Co. *****	Jel-Sert Co., The **	Research Product Corp. *
Carter Medicine Co. **	Jersey Creme Co. *	Rucker, E. H. **
Chappel Brothers, Inc. *	Johnson Motor Co. *	Rural Progress Magazine *
Chevrolet Motor Co. ****	Jordan Clothing Co. *	Scott & Bowne **
Chicago Coal Merchants Ass'n. *	Jung Seed Co., J. W. *****	Sears Roebuck & Co. *****
Chicago Gold Smelting & Refining Co. *	Justrite Mfg. Co. **	Slingerland Drum Co. ****
Chicago Milwaukee St. Paul & Pacific R.R. *	Kalamazoo Stove Co. ***	Smith Brothers, Inc. ****
Commander-Larabee Corp. *	Keystone Steel & Wire Co. ***	Snow Studios, Virginia **
Conkey, G. E. Co., The ****	Kitchen Art Foods, Inc. ***	So-Lo Works ****
Corn Belt Hatcheries ****	Lancaster Seed Co. ***	Stanco, Inc. ****
Coyne Electrical School ****	Lehon Co., The **	Standard Chemical Co. *
Crested Pine Post Ass'n. *	Lite Soap Co. *	Sterling Casualty Ins. Co. *
Curtiss Candy Co. *****	Litsinger Motor Co. **	Standard Milling Co. **
Delta Coal Mining Co. *	Little Crow Milling Co. **	Steele-Weddes Co. **
Drug Trade Products, Inc. ***	McCannon & Co. **	Texas Co., The *
Duffy-Mott Co. Inc. *	Mantho-Kreomo Co. ***	U. S. Rubber Co. *
Educator Biscuit Co. *	Mantle Lamp Co. *****	Union Pacific Railroad **
Evans Fur Co. ****	Miles Laboratories, Inc. ****	United Drug Co. **
Feature Foods, Inc. *****	Morrell & Co., John ****	Universal Battery Co. *
Ferris Nursery, Earl ****	Morton Salt Co. *****	Utica Knitting Co. *
Foley & Co. ***	Murphy Products Co. *****	Velvetone Co. **
Ford Motor Co. **	National Ass'n. of Master Plumbers **	Walker Remedy Co. ***
Gardex, Inc. *	Northwestern Yeast Co. ***	Washington Boxed Apple Bureau *
	Numismatic Co. **	Wertheimer Cattle Co. **
		Western Railroads **
		Willard Tablet Co. ****

* Each asterisk indicates one year on WLS.

They know

WLS

50,000 WATTS CHICAGO CLEAR CHANNEL

BURRIDGE D. BUTLER, Pres. • GLENN SNYDER, Manager

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

ST—Shares Time. NC—Non-Commercial Station. D—Day. N—Night. SH—Specified Hours. LS—Local Sunset.
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 (Data corrected to January 1, 1936)

GEORGIA—(Continued)

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address	Telephone Number	Network	Director Commercial Manager	Program Director Chief Engineer	Representatives
COLUMBUS.....	WRBL	1200	100	WRBL Radio Station Royal Theatre	4300	J. W. Woodruff Jr. J. W. Woodruff Jr.	Chas. Richardson B. G. Lowery
GRIFFIN.....	WKEU	1500—D	100	Radio Station WKEU Hotel Griffin	177	A. W. Marshall, Jr. J. R. Cagle	A. W. Marshall, Jr. James Wilder	Aerial Publicizing
MACON.....	WMAZ	1180—L	1,000	Southeastern Broadcasting Co. 211 Cotton Ave.	3131	E. K. Cargill Frank Crowther	Mrs. H. G. Williams Geo. P. Rankin, Jr.	Free, Johns & Field
ROME.....	WRGA	1500	250—LS 100—N	Rome Broadcasting Corp. Nat'l City Bank Bldg.	1995	John H. Quarles John H. Quarles	James Kirby J. M. Burke
SAVANNAH.....	WTOC	1260	1,000	Savannah Broadcasting Co. DeSoto Hotel	2-0127	CBS	W. T. Knight, Jr. W. T. Knight, Jr.	Dwight J. Bruce James R. Donovan	Paul Raymer
THOMASVILLE.....	WPAX	1210	100 CP 250—LS	H. Wimpy 117 Remington	909	H. Wimpy H. Wimpy	Ed Sims Geo. Fahrubel

IDAHO

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address	Telephone Number	Network	Director Commercial Manager	Program Director Chief Engineer	Representatives
BOISE.....	KIDO	1350	2,500—LS 1,000—N	Boise Broadcast Station Hotel Boise	660	C. G. Phillips C. G. Phillips	Billy Phillips A. H. Barnard
IDAHO FALLS.....	KID	1320	500—LS 250—N	KID Broadcasting Co., Inc. Idaho Falls	4	Jack W. Duckworth	Daniel Bowers J. D. Provis
LEWISTON.....	KRLC	1420	100	H. E. Studebaker Lewis Clark Hotel	1950	D. J. Lindberg D. J. Lindberg	Harry R. Long Charles Cooper	A. T. Sears Cox & Tanz Walter Biddick
NAMPA.....	KFXD	1200	250—LS 100—N	Frank E. Hurt	1200	Frank E. Hurt Frank E. Hurt	Eleanore Christopher Frank E. Hurt
POCATELLO.....	KSEI	900	500—LS 250—N	Radio Service Corp Fair Grounds	960	Robert E. Lee, Jr. Robert E. Lee, Jr.	Robert E. Lee, Jr. Robert E. Lee, Jr.
TWIN FALLS.....	KTFI	1240	1,000—LS 500—N SA 1,000—N	Radio Broadcasting Corp. Radio Center	30	H. H. Fletcher F. Kleffner	F. M. Soule Franklin V. Cox	Walter Biddick

ILLINOIS

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address	Telephone Number	Network	Director Commercial Manager	Program Director Chief Engineer	Representatives
BLOOMINGTON.....	WJBC	1200—ST	100	Kaaskaskia Broadcasting Co. Bloomington	535	A. M. McGregor Hugh L. Gately	Earl Weber Marshall Seacrist	A. T. Sears
CARTHAGE.....	WCAZ	1070—SH	100	Superior Broadcasting Service 502 Wabash Ave.	520	Robert E. Compton John Palmer	Naomi Alexander Ralph Guthrie
CHICAGO.....	WAAF	920—D	500 CP 1,000—LS	Drovers Journal Publishing Co. Palmer House	Randolph 1749	Wm. E. Hutchinson Norman Boggs	Edward E. Simmons Carl Ulrich
	WBBM	770—ST SA Synchronize KFAB-N	50,000	WBBM Broadcasting Corp. 410 N. Michigan Ave.	Whitehall 6000	CBS	H. Leslie Atlas J. Kelly Smith	Holland E. Engle Frank B. Falknor	Radio Sales
	WCFL	970	5000	Chicago Federation of Labor 666 Lake Shore Drive	Superior 5300	NBC-Red NBC-Blue	E. N. Nockels C. P. McAssey	R. Calvert Haws Maynard Marquardt
	WCRW	1210—SH	100	Clinton R. White 2756 Pine Grove Ave.	Diversey 4440	J. A. White Clinton R. White	Eddie Kent Clinton R. White
	WEDC	1210—SH	100	Emil Denemark, Inc. 3860 W. Ogden Ave.	Crawford 4100	William Brady Frank Kotnour	Mildred Fitzpatrick H. V. Fitzcharles
	WENR	870—ST	50,000	National Broadcasting Co. Merchandise Mart	Superior 8300	NBC-Blue	P. G. Parker G. B. McDermott	Henry Selinger H. C. Luttgens	NBC
	WGES	1360—ST	1,000—LS (Sundays) 500—N	Oak Leaves Broadcasting Station 4000 Washington Blvd.	Van Buren 6201	Gene T. Dyer M. C. Clemens	Val Sherman Joe Brubaker
	WGN	720	50,000	WGN, Inc. Tribune Bldg.	Superior 0100	MBS	Quin A. Ryan E. W. Wood, Jr.	Edward Barry C. J. Meyers	Wm. G. Rambeau Wm. A. McGuiness
	WJJD	1130—L	20,000	WJJD, Inc. 201 North Wells St.	State 5466	Ralph L. Atlas H. P. Sherman	J. Allabough C. W. Gunther	Free & Sleininger
	WLS	870—ST	50,000	Agricultural Broadcasting Co. 1230 W. Washington Blvd.	Haymarket 7500	NBC-Blue	Glenn Snyder Glenn Snyder	Harold Safford Thomas L. Rowe	Robertson
	WMAQ	670	50,000	National Broadcasting Co. Merchandise Mart	Superior 8300	NBC-Red	P. G. Parker G. B. McDermott	Henry Selinger H. C. Luttgens	NBC
	WMBI	1080—L ST—NC	5,000	Moody Bible Institute 163 Institute Place	Diversey 1570	H. C. Crowell	W. P. Loveless A. P. Frye
	WSBC	1210—SH	100	WSBC, Inc. 1258 S. Michigan Blvd.	Victory 2244	Gene T. Dyer F. A. Sanford Caleb Frisk
CICERO.....	WHFC } WEHS } WKBI }	1420—SH	100	WHFC, Inc. 6138 W. 22nd St.	Lawndale 8228	W. H. Scott R. W. Hoffman	C. J. Lanphier Geo. Busch
DECATUR.....	WJBL	1200—ST	100	Commodore Broadcasting, Inc. 301 N. Water St.	5371	Charles R. Cook Charles R. Cook	William Morgan Wallace Turner
EAST DUBUQUE....	WKBB	1500	250—LS 100—N	Sanders Bros. Radio Station Dubuque	572
EAST ST. LOUIS....	WTMV	1500	100	(See St. Louis Missouri)					

5000 WATTS
DAYTIME

W-I-N-D

1000 WATTS
NIGHT

560 KILOCYCLES

Largest full time station in the
State of Indiana



1936 Calendar of Service

WISCONSIN Milwaukee

NEWS



"Scooping" news a daily event. W-I-N-D provides the most complete news schedule in the Middle West—every half hour, the latest news flash—every hour and a half, at least a five minute summary.

ENTERTAINMENT



Orchestral—vocal—dramatic programs designed to entertain, to attract and hold audiences. Our amateur programs are highlights in our program schedule.

EDUCATIONAL



Practical education over W-I-N-D includes a variety of subjects. The Gary Schools, The University of Chicago, Notre Dame, Indiana and Purdue cooperate.

RELIGIOUS

University of Chicago Chapel service daily. Church services of Baptist, Methodist, Catholic faiths regularly scheduled. Many more denominations use W-I-N-D.



FOOTBALL



Football fans say, "For a real game your best bet is W-I-N-D"—the 1935 schedule; all exclusive. Purdue - Chicago Wisconsin - Chicago Indiana - Iowa Ohio State - Chicago Indiana - Chicago Indiana - Purdue and a score of evening high school games.

BASEBALL



Russ Hodges broadcasting—Penn Tobacco says, "Sponsoring your games increased sales, advertising investment with you a good one"—only station in the Chicago area to carry all 1935 night games and a game every day rain or shine.

SPORTS



"The Sports Page of the Air." More sports features than any station in our area. Another great market that listens to W-I-N-D. Basketball - Boxing Auto Racing - Baseball Polo - Football Horse Racing — and a daily Hodges Sports Review.

CHILDREN

805,000 members! That's "Uncle Bob's" "Curb Is The Limit Club." For 12 years the outstanding children's feature in the Middle West. Interesting, safe, sane and it has actually saved hundreds of lives.



FOREIGN



Cosmopolitan in its scope. No market is neglected. Our calendar of service gives heed to the call for entertainment made by the Polish Hungarian German Roumanian Lithuanian Italian

PUBLIC WELFARE

Regular talks by our Governor. Ample use of material from Governmental Departments. Participation in local charities, cooperation with Police. Civic leaders know that W-I-N-D is a real factor in the welfare of the community.



AGRICULTURE

Market information from Chicago's Stock Yards, Indianapolis, etc. The Universities of Purdue and Indiana, the U. S. Department of Agriculture provides current information. The County Agent uses W-I-N-D to tell rural audiences of the workings of agricultural-laws.



WOMEN'S FEATURES

Style, fashion, recipes and similar programs take part in our broadcasting activities. Women—who influence the purchase of over 85% of all products know W-I-N-D.



ERECTED IN THE SPIRIT OF SERVICE. W-I-N-D's gigantic vertical radiator looks down on the 7,463,861 population in its primary service area—reaching out as it will into their homes, bringing them entertainment of a type that causes them to regard in a

kindly light this station, situated in their own back yards. Many advertisers know that W-I-N-D means results—how about you?

STUDIOS, 504 Broadway, Gary
NATIONAL ADVERTISING OFFICE
201 North Wells Street, Chicago

EVERY DAY IS A DAY OF SERVICE TO THE LISTENERS WITHIN THE SERVICE AREA OF W-I-N-D

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

ST—Shares Time. NC—Non-Commercial Station. D—Day. N—Night. SH—Specified Hours. LS—Local Sunset.
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 (Data corrected to January 1, 1936)

ILLINOIS—(Continued)

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address	Telephone Number	Network	Director Commercial Manager	Program Director Chief Engineer	Representatives
HARRISBURG.....	WEBQ	1210—SH	250—LS 100—N	Harrisburg Broadcasting Co. 100 E. Poplar St.	28	I. M. Taylor I. M. Taylor	Virginia Crane Joseph R. Tate
JOLIET.....	WCLS	1310—D SH—N	100	WCLS, Inc. Joliet Nat'l Bank Bldg.	5656	M. E. Maxwell H. E. Maxwell	Wally Nehrling Odler Wedin
PEORIA.....	WBMD	1440	1,000—LS 500—N	Peoria Broadcasting Co. Alliance Life Bldg.	7133	CBS	Edgar L. Bill Charles C. Caley	Clair Hull Ted Giles	Free, Johns & Field
QUINCY.....	WTAD	900—D	500	Illinois Broadcasting Corp. W. C. U. Bldg.	Main 364	R. H. Malcomson W. J. Rothschild	Enid I. Thompson Francis Wentura
ROCKFORD.....	WROK	1410—ST	500	Rockford Broadcasters, Inc. 109 South Water St.	Main 5632	Lloyd C. Thomas Guy T. Stewart	John C. McCloy	Ferguson & Aston Aerial Publicizing
ROCK ISLAND.....	WHBF	1210	250—LS 100—N	Rock Island Broadcasting Co. Rock Island Argus Bldg.	977	James L. Hughes F. C. Eighmey	Ivan Streed J. E. Gray	Hibbard Ayer George Roessler
SPRINGFIELD.....	WCBS	1420—SH	100	WCBS, Inc. 208½ South 5th St.	Main 260	Harold Dewing Harold Dewing	Dorothy Baptiste Minor Wilson	Aerial Publicizing A. T. Sears
	WTAX	1210	100	WTAX, Inc. 720 Reisch Bldg.	Main 1600	Jay A. Johnson Harry S. Bradford	Mary Campbell Ed. Ring
TUSCOLA.....	WDZ	1070—D CP—1020	100 CP 250	WDZ Broadcasting Co. Tuscola	98	Mrs. James L. Busch Mrs. James L. Busch Mark Spies
URBANA.....	WILL	890—ST NC	1,000—LS 250—N	University of Illinois Urbana	7-2400	Jos. F. Wright	F. E. Schooley W. E. Phillips
ZION.....	WCBD	1080—ST L	5,000	WCBD, Inc. 128 No. Crawford Ave., Chicago	Van Buren 6201	Gene T. Dyer Gene T. Dyer	Joe Rudolph Edward Jacker

INDIANA

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address	Telephone Number	Network	Director Commercial Manager	Program Director Chief Engineer	Representatives
ANDERSON.....	WHBU	1210	100	Anderson Broadcasting Corp. Citizen's Bank Bldg.	Main 234	Leo M. Kennett L. Podhaski Wayne Reeves	George Roessler
ELKHART.....	WTRC	1310—ST	100—LS 50—N	Truth Publishing Co. Hotel Elkhart	948	R. R. Baker R. R. Baker	Carl Schrock K. Singleton	A. T. Sears
EVANSVILLE.....	WGBF	630—ST	500	Evansville on the Air 519 Vine Street	2-1171	Clarence Leich Clarence Leich	Pat Flaherty Fay Gehres	Norman Craig
	WEOA	1370 (Construction Permit Only)	100	Evansville on the Air 519 Vine St.	2-1171
FORT WAYNE.....	WGL	1370	100	Allen Wayne Co. 215 W. Main St.	Anthony 2136	CBS	J. A. Becker C. R. Durbin	P. G. Robbins A. H. Rekart
	WOWO	1160—ST	10,000	Main Auto Supply Co. 215 W. Main St.	Anthony 2136	CBS	J. A. Becker C. R. Durbin	P. G. Robbins A. H. Rekart	Jackson & Moore Norman Craig
GARY.....	WIND	560	5,000—LS 1,000—N	Johnson-Kennedy Radio Corp. 504 Broadway	9191	E. T. Mittendorf Ralph L. Atlas	E. T. Mittendorf Kenneth Shirk	Free & Sleinger
HAMMOND.....	WWAE	1200—ST	100	Hammond-Calumet Broadcasting Corp. 402 Hammond Bldg.	10000	Doris Keene G. F. Courier	Doris Keane Roland Pamler
INDIANAPOLIS.....	WFBM	1230	1,000	Indianapolis Power & Light Co. 507 N. Pennsylvania St.	Lincoln 8506	CBS	R. E. Blossom R. E. Blossom	F. O. Sharp M. R. Williams	Edw. Petry
	WIRE	1400	1,000—LS 500—N	Indianapolis Broadcasting, Inc. 540 North Meridian St.	Riley 4471	NBC-Red NBC-Blue	D. E. Kendrick A. C. Broecker	Katherine McCarten Odes E. Robinson	Wm. Rambeau
MUNCIE.....	WLBC	1310—ST	100—LS 50—N	D. A. Burton Anthony Bldg.	Main 5411	D. A. Burton W. F. Craig	D. E. Russell Francis Higgins	A. T. Sears
RICHMOND.....	WKBV	1500—SH	100	Knox Radio Corp. Westcott Hotel	7322	William O. Knox
SOUTH BEND.....	WFAM	1200—ST	100	South Bend Tribune 225 W. Colfax Ave.	3-6161	S. W. Petacci R. H. Swintz	Ned Reglein Paul Mangus	Paul Raymer
	WSBT	1360—ST	500	South Bend Tribune 225 W. Colfax Ave.	3-6161	CBS	S. W. Petacci R. L. Swintz	Ned Reglein Paul Mangus	Paul Raymer
TERRE HAUTE.....	WBOW	1310	250—LS 100—N	Banks of Wabash, Inc. 19½ So. 6th St.	Crawford 3394	W. W. Behrman W. W. Behrman	Horace Capps Donald Patit	George Roessler
W. LAFAYETTE.....	WBAA	890—SH NC	1,000—LS 500—N	Purdue University Campus	6076

IOWA

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address	Telephone Number	Network	Director Commercial Manager	Program Director Chief Engineer	Representatives
AMES.....	WOI	640—D NC	5,000	Iowa State College of Agriculture Iowa State College	2210	W. I. Griffith	W. I. Griffith W. E. Stewart
BOONE.....	KFGQ	1370—SH NC	100	Boone Biblical College Boone	616W
CEDAR RAPIDS.....	WMT	600	1,000—LS 500—N SA 2,500—LS 1,000—N	Waterloo Broadcasting Co. Montrose Hotel, Cedar Rapids Russell—Lamson Hotel—Waterloo	6127	NBC-Blue Iowa	S. D. Quarton W. B. Quarton	Douglas Grant Charles Quentin	John Blair
COUNCIL BLUFFS...	KOIL	1260	2,500—LS 1,000—N	(See Omaha, Nebraska)					
DAVENPORT.....	WOC	1370	250—LS 100—N	Tri-City Broadcasting Co. 1000 Brady St.	2-3521	CBS Clark A. Luther	Morgan Sexton Frank Pierce	Free, Johns & Field

"Plug" Kendrick  says:

"Want a *real run* for your radio money? Try one of our 'Fan-Tested' Features* with ready-made audience and watch results start rolling in

over.... **WIRE**"

★ New pages for your WIRE portfolio of "Fan-Tested" Features will be mailed soon

**FORMERLY WKBF
IN INDIANAPOLIS**

D. E. "Plug" Kendrick, Vice Pres. & Gen. Mgr.

Affiliated NBC Station

Represented Nationally by WILLIAM G. RAMBEAU CO.

NEW YORK:
CHANIN BLDG.
CAledonia 5-7383

CHICAGO:
TRIBUNE TOWER
DELaware 3838

SAN FRANCISCO:
RUSS BUILDING
Douglas 4586



**STATION
WAVE
COVERS THE
BIG KENTUCKY
MARKET—
WITHOUT
WASTE**

There are 120 counties in Kentucky. *One* of them alone—Jefferson County (Louisville)—furnishes 27.6% of all the retail trade in Kentucky.

To cover this 27.6%, *plus* a good deal more in adjoining counties, you need use only one station—i. e., Station WAVE.

To get what's left after *that*, you've got to use a good station in each of five or six other market centers, both inside and outside the State.

We invite comparisons. Your research will prove that no other medium in Kentucky can give you such concentrated coverage of worth-while buyers *at such low cost*.

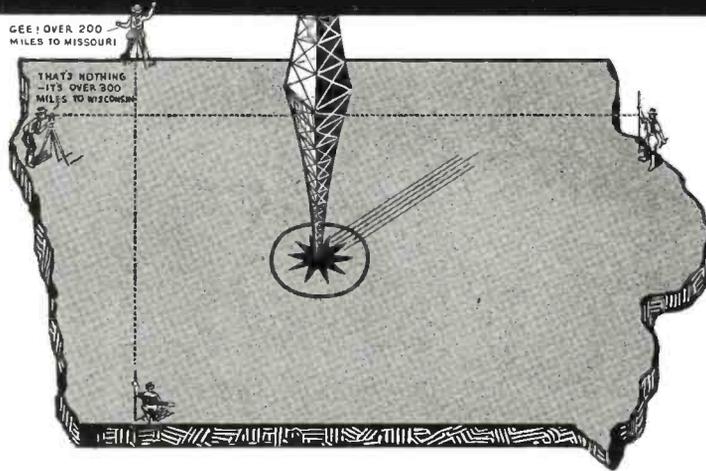
Write for the facts—or ask your Free & Sleinger representative about Louisville's only N. B. C. outlet.

National Representatives:
FREE & SLEINGER, INC.



IOWA

where a Big Station fits a Big Market !



ADVERTISERS who can measure radio results have verified, over and over again, this vital fact:

Day or night, station WHO provides the profitable way to sell Iowa by radio. Behind this fact are many vital reasons, including:

POWER THAT FITS THE MARKET—Iowa is a broad market. No single city dominates it. Des Moines, home of WHO, Iowa's largest city, has less than 6% of the state's population. Buying power, spread over the entire state (55,586 square miles), flows through a score of important trading centers. Some of these centers have low-powered local radio stations. Some do not. In fact, all other Iowa stations together do not cover the state so effectively as does WHO, because WHO has power that fits the market — power of 50,000 watts, cleared-channel, full-time.

PROGRAMS THAT BUILD LISTENER-LOYALTY—To consumers in this extensive market, WHO does far more than deliver a strong signal. In more than a million radio-equipped homes in its primary area, WHO is recog-

nized as the reliable source of "good radio programs" day in and day out. Such is the natural result of carrying the A-1 Red Network

shows, plus a strong schedule of WHO's own "commercials" with proved audience-appeal. What the advertiser seeks is Audience — and WHO delivers it.

PRESTIGE THROUGH YEARS OF PREFERENCE—Much of a radio station's value to the advertiser depends on those intangibles—Prestige and Popularity. Through more than a decade of service as Iowa's outstanding radio station, WHO has earned a definite place in the lives of its listeners — an important factor in helping any advertiser to put across his message — and his product.

Sales-experience proves that the advertiser with a good program on WHO at any hour, day or evening, is doing an effective advertising job in the Iowa market. Not alone in radio, but in comparison with all advertising media, WHO has earned its right to front-rank position as one of America's most powerful business producers, in terms of profit per dollar.

CENTRAL BROADCASTING COMPANY, DES MOINES, IOWA
J. O. MALAND, Manager Phone 3-7147

The Central Station—WHO—Des Moines

ESSENTIAL TO COMPLETE RADIO COVERAGE OF IOWA OR THE MID-WEST

CLEARED-CHANNEL—50,000 WATTS—FULL-TIME

National Representatives: FREE & SLEININGER, Inc.—New York, Detroit, Chicago, Los Angeles, San Francisco

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

ST—Shares Time. NC—Non-Commercial Station. D—Day. N—Night. SH—Specified Hours. LS—Local Sunset.
CP—Construction Permit. SA—Special Authorization. L—Limited Time with Dominant Station. U—Unlimited Time.
(Data corrected to January 1, 1936)

IOWA—(Continued)

City	Call Letter.	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address	Telephone Number	Network	Director Commercial Manager	Program Director Chief Engineer	Representatives
DECORAH.....	KGCA	1270—D ST	100	Charles Walter Greenley 211 Winnebago	131	Chas. W. Greenley Chas. W. Greenley	E. L. Ammundsen Chas. W. Greenley
	KWLC	1270—D ST—NC	100	Luther College Decorah	690	W. L. Strunk	W. L. Strunk O. M. Eittrheim
DES MOINES.....	KRNT	1320	1,000—LS 500—N	Iowa Broadcasting Co. 715 Locust St.	3-2111	CBS Iowa	Walter J. Preston Craig R. Lawrence	Reginald B. Martin Paul Huntsinger	John Blair
	KSO	1430	1,000—LS 500—N	Cedar Rapids Broadcasting Co. 715 Locust St.	3-2111	NBC-Blue Iowa	Walter J. Preston Craig R. Lawrence	Reginald B. Martin Paul Huntsinger	John Blair
	WHO	1000	50,000	Central Broadcasting Co. 914 Walnut St.	3-7147	NBC-Red	J. O. Maland J. O. Maland	Harold Fair Paul Loyet	Free & Sleinger
DUBUQUE.....	WKBB	1500	250—LS 100—N	(See East Dubuque, Ill.)					
IOWA CITY.....	WSUI	880—NC	1,000—LS 500—N	State University of Iowa Memorial Union	2111-237	Carl Menzer	Pearl B. Broxam S. J. Ebert
MARSHALLTOWN...	KFJB	1200	250—LS 100—N	Marshall Electric Co. 1603 W. Main St.	1419	A. E. Mickel A. E. Mickel	Norman Eyrieh S. S. Davis	Aerial Publicizing
SHENANDOAH.....	KFNF	890—ST	1,000—LS 500—N	KFNF, Inc. Shenandoah	1	F. E. Tunncliff R. E. Dearmont	Wm. Macdonald Wiley Wenger
	KMA	930—ST	2,500—LS 1,000—N	May Seed & Nursery Co. Shenandoah	193	Earl E. May J. C. Rapp	J. C. Rapp N. E. Vance	Wilson-Dalton
SIOUX CITY.....	KSCJ	1830—ST	2,500—LS 1,000—N	Perkins Bros. Co. 415 Douglas St.	8-7526	CBS	C. W. Corkhill C. W. Corkhill	Bertha Reese S. E. Dier

KANSAS

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address	Telephone Number	Network	Director Commercial Manager	Program Director Chief Engineer	Representatives
ABILENE.....	KFBI	1050—L	5,000	Famers & Bankers Life Insurance Co. Abilene	1200	K. W. Pyle K. W. Pyle	Mayme Kennison G. H. Johnstone	Wilson-Dalton
COFFEYVILLE.....	KGGF	1010—SH	1,000	Powell & Platz 8th & Elm St.	147	Hugh J. Powell W. B. Darrah	Jack Todd J. Fred Case	Wilson-Dalton Kasper-Gordon
DODGE CITY.....	KGNO	1340	250	Dodge City Broadcasting Co. National Bank Bldg.	1340	Jesse C. Denious Hershal Holland	Retha Tabb Emil Doane
GARDEN CITY.....	KIUL	1210	100	Garden City Broadcasting Co. 404 N. Main St.	666	A. G. Gardiner Frank D. Conard	H. D. Conard Lester B. Holmes
HUTCHINSON.....	KWBG	1420	100	W. B. Greenwald 100 E. Avenue "A"	125	W. B. Greenwald W. B. Greenwald	Wm. D. Barclay H. W. Bourell
KANSAS CITY.....	WLBF	1420	100	WLBF Broadcasting Co. 901 No. 8th St.	Drexel 4300	Herbert Hollister Ellis Atteberry	Don Evans Herbert Hollister
LAWRENCE.....	KFKU	1220—ST NC	5,000—LS 1,000—N	University of Kansas Lawrence	2707-K3	H. G. Ingham	H. G. Ingham R. P. Stringham
	WREN	1220—ST	5,000—LS 1,000—N	(See Kansas City, Missouri)					
MANHATTAN.....	KSAC	580—ST NC	1,000—LS 500—N	Kansas State College College Campus	3395	H. Umberger	L. L. Longsdorf W. E. Peery
TOPEKA.....	WIBW	580—ST	5,000—LS 1,000—N	Topeka Broadcasting Assn. 1035 Topeka Blvd.	3-2377	CBS	Don Searle Don Searle Karl Troeglen	Capper Publica- tions
WICHITA.....	KFH	1300	1,000	Radio Station KPH York Rite Temple	3-5254	CBS	C. U. Price Russell Lowe	Russell Lowe A. C. Dadiansan	Edw. Petry

KENTUCKY

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address	Telephone Number	Network	Director Commercial Manager	Program Director Chief Engineer	Representatives
ASHLAND.....	WCMI	1310	100	Ashland Broadcasting Co. Henry Clay Hotel	Main 363	James F. Kyler Vernon C. Bailey	Hester Kyler Ernest D. Herider
COVINGTON.....	WCKY	1490	5,000	(See Cincinnati, O.)					
LEXINGTON.....	WLAP	1420	250—LS 100—N	American Broadcasting Corp. Walton Bldg.	1721	Winston L. Clark Winston L. Clark	Ted Grizzard Sanford Helt
LOUISVILLE.....	WAVE	940	1,000	WAVE, Inc. Brown Hotel	Jackson 8391	NBC-Supp.	Nathan Lord J. F. Cox	George Patterson Wilbur Hudson	Free & Sleinger
	WHAS	820	50,000	Courier Journal Co. & Louisville Times 3rd & Liberty St.	Wabash 2211	CBS	Credo F. Harris W. L. Coulson	Joe S. Eaton Howard Campbell	Edw. Petry
PADUCAH.....	WPAD	1420	250—LS 100—N	Paducah Broadcasting Co. 8th & Terrell St.	4100	Pierce E. Lackey W. Prewitt Lackey	Fred Stone C. G. Sims

LOUISIANA

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address	Telephone Number	Network	Director Commercial Manager	Program Director Chief Engineer	Representatives
ALEXANDRIA.....	KALB	1420	100-D	Alexandria Broadcasting Co. 327 Jackson St.	65	W. L. Waltman W. L. Waltman	Eddie Vann Joel Hirsh
BATON ROUGE.....	WJBO	1420	100	Baton Rouge Broadcasting Co. Magnolia & Fifth Sts.	3647	H. V. Anderson H. V. Anderson	Ralph Rogers Wilbur Golsen



- 50,000 WATTS gives your product 3,461,100 primary and secondary daytime coverage, and 4,399,200 primary and secondary nighttime coverage of the rich Ohio Valley homes.
- 50,000 WATTS gives you all of the coverage that's necessary in the Ohio Valley — plus a vast audience of consumers North . West . South . East.
- So, why scatter your 1936 advertising appropriation?

WHAS

LOUISVILLE • KENTUCKY
CBS Basic Outlet

• EDWARD PETRY & COMPANY • NATIONAL REPRESENTATIVES

BROADCASTING • *Broadcast Advertising*

1936 Yearbook Number • Page 53

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

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LOUISIANA—(Continued)

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address	Telephone Number	Network	Director Commercial Manager	Program Director Chief Engineer	Representatives
LAFAYETTE.....	KVOL	1310	100	Evangeline Broadcasting Co. 525 Jefferson St.
LAKE CHARLES.....	KPLC	1500	100	Calcasieu Broadcasting Co. Maieatic Hotel	82	C. R. Porter Frank Carroll	C. R. Porter V. A. Coker
MONROE.....	KMLB	1200	100	Liner's Broadcasting Station Monroe	4321	Don Breitenmoser J. C. Liner, Jr.	Don Breitenmoser O. L. Morgan
NEW ORLEANS.....	WBNO	1200—ST	100	Coliseum Place Baptist Church Marberc Hotel	Raymond 4809
	WDSU	1250	1,000	WDSU, Inc. Monteleone Hotel	Raymond 7135	J. H. Uhalt P. K. Ewing	J. C. McGowan Daniel Hines
	WJBW	1200—ST	100	Chas. C. Carlson Gadchaux Bldg.	Raymond 4146	L. Carlson C. C. Carlson	L. Carlson C. Whitney
	WSMB	1320	500	WSMB, Inc. Maison Blanche Bldg.	Main 5920	NBC-Supp.	Harold Wheelahan Harold Wheelahan	Wm. Brenzel H. G. Neebe	Edw. Petry
	WWL	850—SH SA—U	10,000	Loyola University Roosevelt Hotel	Raymond 2196	CBS	A. C. Pritchard A. C. Pritchard	James Willson J. D. Bloom
SHREVEPORT.....	KRMD	1310	100	Radio Station KRMD, Inc. Jefferson Hotel	6171	L. M. Sepaugh L. L. Hendricks	Bill Rowens R. M. Dean	Cox & Tanz
	KTBS	1450	1,000	Tri-State Broadcasting System P. O. Box 17	4171	NBC-Supp.	John C. McCormack Jack O. Gross	B. G. Robertson C. H. Maddox	John Blair
	KWEA	1210	100	(SA to remain Silent)					
	KWKH	850—SH SA 1100—U	10,900	International Broadcasting Corp. P. O. Box 17	4171	CBS-Southwest	John C. McCormack Jack O. Gross	Fred Ohl W. E. Antony	John Blair

MAINE

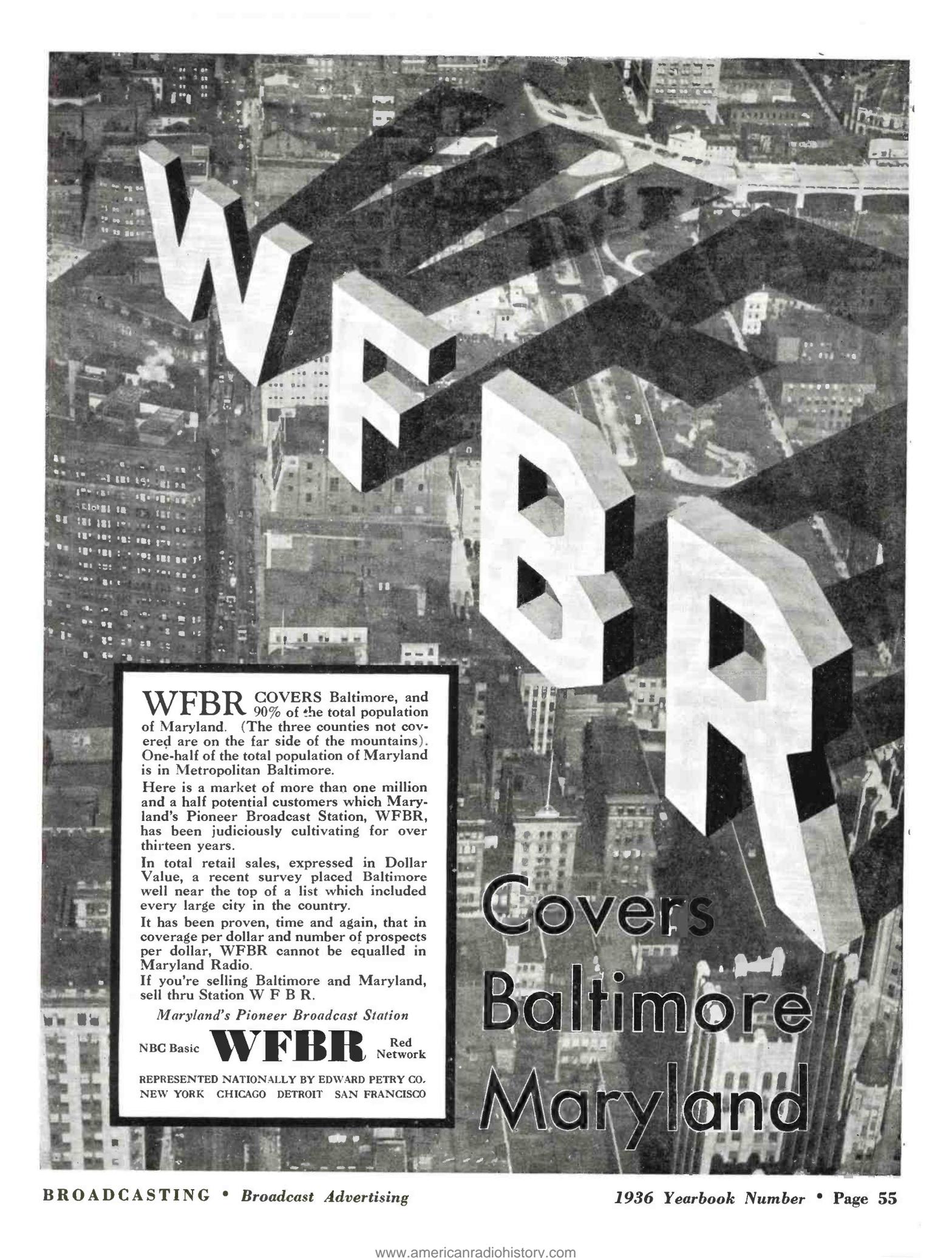
City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address	Telephone Number	Network	Director Commercial Manager	Program Director Chief Engineer	Representatives
AUGUSTA.....	WRDO	1370	100	WRDO, Inc. 1 Commercial St.	2285	Yankee	Conrad E. Kennison Clinton G. Davis	Harold L. Newcomb Perry T. Johnson
BANGOR.....	WABI	1200—SH	100	Community Broadcasting Service 124 Park St.	6658	F. B. Simpson B. M. Havey	R. M. Wallace N. H. Lawson
	WLBZ	620	1,000—LS 500—N	Main Broadcasting Co. 100 Main St.	6023	CBS Yankee	T. L. Guernsey Maurice Blumenthal	Jack Atwood Bernard Kellom
PORTLAND.....	WCSH	940	2,500—LS 1,000—N	Congress Square Hotel Co. 157 High St.	3-9667	NBC-Red New England	George F. Kelley, Jr. L. T. Pitman	Albert W. Smith G. F. Crandon	New England
PRESQUE ISLE.....	WAGM	1420—SH	100	Aroostokk Broadcasting Corp. National Bank Bldg.	60	N. A. Abbott R. W. MacIntosh	M. V. White L. E. Hughes

MARYLAND

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address	Telephone Number	Network	Director Commercial Manager	Program Director Chief Engineer	Representatives
BALTIMORE.....	WBAL	1060—ST *SA 760 (*Part time* while synchronizing with WJZ)	10,000 *2,500—N	WBAL Broadcasting Co. Lexington Bldg.	Plaza 4900	NBC-Blue	Edwin M. Spence Jules P. Daniel	Gustave Klemm G. W. Cooke	Hearst Radio
	WCAO	600	1,000—LS 500—N	Monumental Radio Co. 811 West Lanvale St.	Madison 7222	CBS	J. Thomas Lyons J. Thomas Lyons	Gordon A. Scheiing James Schultz	Jackson & Moore
	WCBM	1370	250—LS 100—N	Baltimore Broadcasting Corp. Park & Lexington	Plaza 5350	Inter-City	George H. Roeder John Elmer	G. P. Houston
	WFBR	1270	500	Baltimore Radio Show, Inc. 7 St. Paul St.	Plaza 6030	NBC-Red	Hope Barroll, Jr. Purnell H. Gould	Bertram Hanauer William Q. Ranft	Edw. Petry
CUMBERLAND.....	WTBO	800-D	250	Associated Broadcasting Corp. Commercial Bank Bldg.	299	H. B. McNaughton Wm. P. Mullen	Robert Rosamond E. T. McKenzie	Norman Craig
FREDERICK.....	WFMD	900—D	500	Monoecy Broadcasting Co. Francis Scott Key Hotel	1466	A. V. Tidmore Geo. S. Smith	R. L. Longstreet M. G. Cozier
HAGERSTOWN.....	WJEJ	1210—D SA-SH-N	100	Hagerstown Broadcasting Co. Lovely Dame Bldg.	2323	Grover C. Crilley Clarence Myers	W. H. Paulgrove Harold Brewer

MASSACHUSETTS

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address	Telephone Number	Network	Director Commercial Manager	Program Director Chief Engineer	Representatives
BOSTON.....	WAAB	1410	500	Bay State Broadcasting Corp. 21 Brookline Ave.	Commonwealth 0800	CBS Yankee	John Shepard, III William Warner	Linus Travers I. B. Robinson	Edw. Petry
	WBZ	990 (Synchronizes with WBZA, Springfield)	50,000	Westinghouse Electric & Mfg. Co. Hotel Bradford	Hancock 4261	NBC-Blue	John A. Holman G. B. Thompson	John F. McNamara J. E. Baudino	NBC
	WCOP	1120—D	500	Joseph M. Kirby Copley Plaza Hotel	Commonwealth 1717	G. H. Slattery G. H. Slattery	Arthur A. Leary Hillis Holt
	WEEI	590	1,000	Edison Electric Co. of Boston 182 Tremont St.	Hubbard 2323	NBC-Red New England	Charles W. Burton Harold E. Fellows	Arthur F. Edes P. K. Baldwin	New England
	WHDH	830—D	1,000	Matheson Radio Co. Hotel Touraine	Hancock 0900	R. G. Matheson R. G. Matheson	Kenneth A. Wilson Watson Kownas
	WMEX	1500	250—LS 100—N	The Northern Corp. Hotel Manger	Capitol 7560	Inter-City	Alfred J. Pote S. Alfred Wasser	Wm. S. Pote Alfred J. Pote
	WNAU	1230	2,500—LS 1,000—N	Shepard Broadcasting Service 21 Brookline Ave.	Commonwealth 0800	CBS Yankee	John Shepard, III Chas. W. Phelan	Linus Travers Paul DeMars	Edw. Petry



WFBR COVERS Baltimore, and 90% of the total population of Maryland. (The three counties not covered are on the far side of the mountains). One-half of the total population of Maryland is in Metropolitan Baltimore.

Here is a market of more than one million and a half potential customers which Maryland's Pioneer Broadcast Station, WFBR, has been judiciously cultivating for over thirteen years.

In total retail sales, expressed in Dollar Value, a recent survey placed Baltimore well near the top of a list which included every large city in the country.

It has been proven, time and again, that in coverage per dollar and number of prospects per dollar, WFBR cannot be equalled in Maryland Radio.

If you're selling Baltimore and Maryland, sell thru Station W F B R.

Maryland's Pioneer Broadcast Station

NBC Basic **WFBR** Red Network

REPRESENTED NATIONALLY BY EDWARD PETRY CO.
NEW YORK CHICAGO DETROIT SAN FRANCISCO

Covers
Baltimore
Maryland

WCAO

"The Voice of Baltimore"

Maryland's Oldest Radio Station: Licensed May 1922

**The Only Columbia Outlet in Maryland.
Lowest Card Rate Per Thousand Listeners.
The Station That Gives the Answer IN SALES.
The Popular Station — (See Any Survey)**

**New transmitter. High fidelity engineering
from studio mike straight through to antenna.**

WCAO

600 Kilocycles

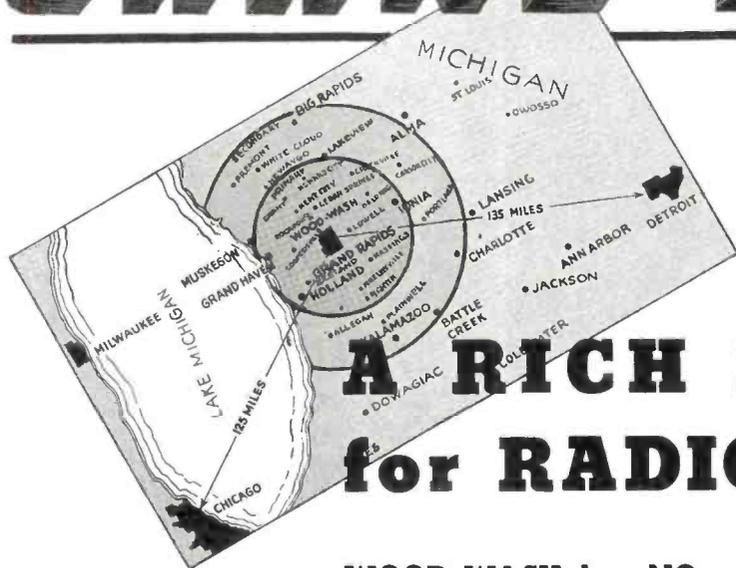
811 West Lanvale St.

BALTIMORE, MD.

Western Representatives

JACKSON & MOORE

GRAND RAPIDS



Michigan's Largest City and Greatest Trading Area, outside of Detroit.

Population—
Retail Shopping Area . . . 450,000

A RICH NEW MARKET for RADIO ADVERTISERS

WOOD-WASH has NO major network competition in more than one hundred miles.

As Grand Rapids' ONLY station it dominates this Western Michigan audience and this rich potential market with seventeen hours daily of the best programs from the NBC—RED . . . NBC—BLUE . . . and Michigan networks.

- THE FACTS ARE SIMPLE!
- THE EVIDENCE IS CONCLUSIVE!
- TO SELL WESTERN MICHIGAN, THERE IS ONLY ONE ANSWER:



Western Michigan's only outlet for Major Network Programs

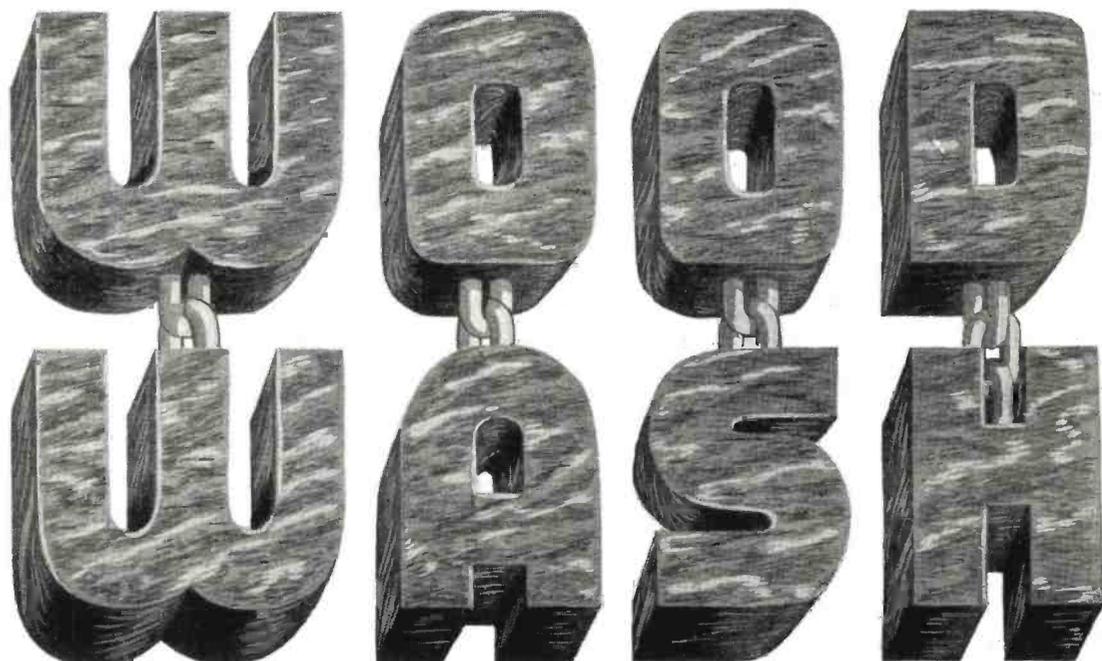
STUDIOS AND OFFICES
Grand Rapids
National Bank Building
Grand Rapids, Michigan

WM. G. RAMBEAU CO.
Representatives

Home Off.: Tribune Tower
Chicago

Eastern Off.: Chanin Bldg.
New York

Western Off.: Russ Bldg.
San Francisco



DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

ST—Shares Time. *NC*—Non-Commercial Station. *D*—Day. *N*—Night. *SH*—Specified Hours. *LS*—Local Sunset.
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 (Data corrected to January 1, 1936)

MASSACHUSETTS—(Continued)

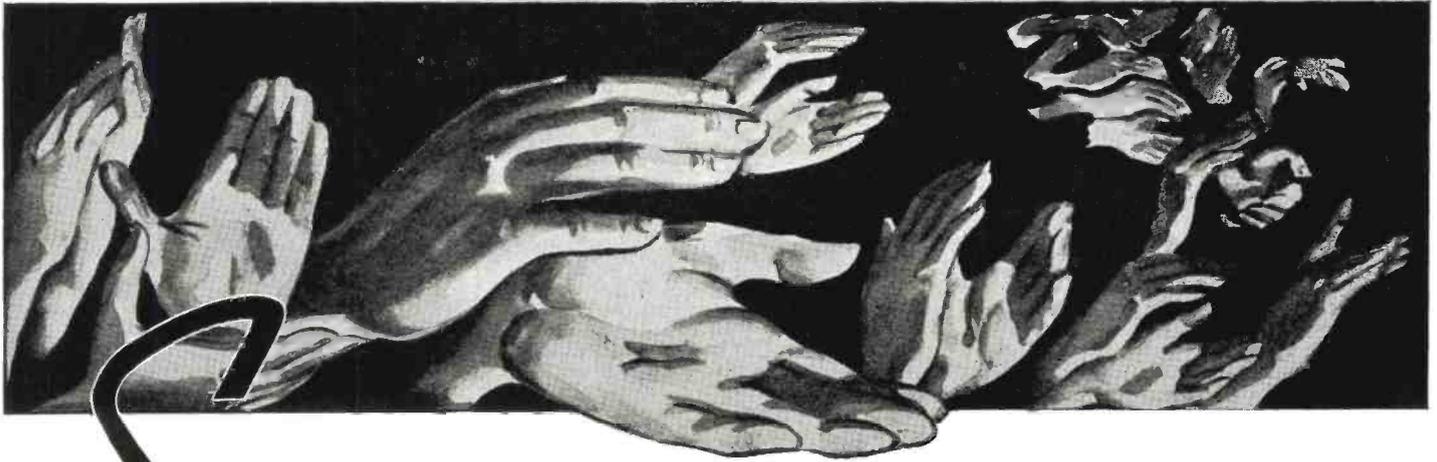
City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address	Telephone Number	Network	Director Commercial Manager	Program Director Chief Engineer	Representatives
FALL RIVER.....	WSAR	1450	250 CP 1,000	Doughty & Welch Electric Co. Academy of Music Bldg.	450	William T. Welch Leonard C. Cox	Josephine Y. Welch J. C. Pavas	Aerial Publicizing A. T. Sears
LOWELL.....	WLLH	1370	250—LS 100—N	Merrimac Broadcasting Co. Lowell	2121	Yankee	Robert F. Donahue Haskell Bloomberg	Carl Jacobs	Edw. Petry
NEEDHAM.....	WORL	920—D	500	Broadcasting Service Org., Inc. Babson Park	Wellesley 2029	Geo. A. Crockwell Wm. H. Eynon	Edward W. Center George R. Luckey
NEW BEDFORD.....	WNBH	1310	250—LS 100—N	E. Anthony & Sons 251 Union Ave.	5533	CBS Yankee	Irving Vermilya Sol Chain	Sol Chain Clyde Pierce
SPRINGFIELD.....	WBZA	990 (Synchronizes with WBZ, Boston)	1,000	Westinghouse Electric & Mfg. Co. Hotel Kimball	2-4116	NBC-Blue	John A. Holman G. B. Thompson	John F. McNamara H. E. Randol	NBC
	WMAS	1420	250—LS 100—N	WMAS, Inc. Hotel Stonehaven	7-1414	CBS Yankee	A. W. Marlin E. J. Samuel	Neil Wallace James L. Spates	Edw. Petry
	WSPR	1140—LS (Construction Permit Only)	500	Conn. Valley Broadcasting Co. Springfield
WORCESTER.....	WORC	1280	500	Alfred F. Kleindienst 60 Franklin St.	5-3101	CBS Yankee	E. E. Hill W. R. Moran	A. S. Hall A. F. Kleindienst	Norman Craig A. T. Sears
	WTAG	580	500	Worcester Telegram Pub. Co. 18 Franklin St.	5-4321	NBC-Red New England	John J. Storey John J. Storey	Lillian F. Murphy H. H. Newell	New England

MICHIGAN

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address	Telephone Number	Network	Director Commercial Manager	Program Director Chief Engineer	Representatives
BATTLE CREEK.....	WELL	1420	100	Enquirer-News Co. City National Bank Bldg.	5655	Michigan	Daniel E. Jayne Forrest Owen	George Jackson Raymond Roof
BAY CITY.....	WBCM	1410	500	James E. Davidson Wenonah Hotel	4212	Michigan	S. F. Northcott S. F. Northcott	L. H. DeRemer R. H. Carpenter	Kasper-Gordon
CALUMET.....	WHDF	1370—SH	250—LS 100—N	Upper Michigan Broadcasting Co. Scott Street	869
DETROIT.....	WJBK	1500	250—LS 100—N	James F. Hopkins, Inc. 6559 Hamilton Ave.	Trinity 2200	James F. Hopkins M. E. Kent	Sybil Kreighoff Angus Pfaff	Hibbard Ayer George Roesler
	WJR	750	50,000	The Goodwill Station Fisher Bldg.	Madison 4440	CBS	Leo Fitzpatrick L. A. Weiss	Olive Sharman A. Friedenthal	Edw. Petry
	WMBC	1420	250—LS 100—N	Michigan Broadcasting Co. 7310 Woodward Ave.	Madison 9100	W. Wright Gedge E. A. Wooten	H. M. Steed E. H. Clark
	WWJ	920	1,000 CP 5,000—LS	The Evening News Assn. 2nd & Lafayette	Randolph 2000	NBC-Red	Wm. J. Scripps Harry Bannister	Wynn Wright Walter Hoffman	John Blair
	WXYZ	1240	1,000	Kunsky-Trendle Broadcasting Corp. Madison Theatre Bldg.	Cherry 8321	NBC-Blue Michigan	H. Allen Campbell H. Allen Cambell	Thomas Ashwell R. C. Smeby	Wm. Rambeau
	CKLW (Windsor)	1030	5,000	Western Ontario Broadcasting Co. Union Guardian Bldg.	Cadillac 7200	MBS	Arch Shawd Arch Shawd	Stanley Switzer W. J. Carter	John Kettlewell Joseph McGillvra
EAST LANSING.....	WKAR	1040—SH NC	1,000	Michigan State College Agricultural Bldg.	21141	Robert J. Coleman	Robert J. Coleman Norris Grover
FLINT.....	WFDF	1310	100	Flint Broadcasting Co. Union Industrial Bldg.	2-7158	Michigan	Howard M. Loeb F. S. Loeb	A. R. Cooper F. D. Fallain
GRAND RAPIDS.....	WASH- WOOD	1270—ST	500	Kunsky-Trendle Broadcasting Corp. Grand Rapids Nat'l Bank Bldg.	9-4211	NBC- Michigan	Allen G. Campbell Stanley W. Barnett	Sandy Meek Fred W. Russell	Wm. Rambeau
IRONWOOD.....	WJMS	1420	100	WJMS, Inc. 124 E. McLeod Ave.	928	N. C. Ruddell N. C. Ruddell	Wayne A. Sanders R. L. Johnson	A. T. Sears
JACKSON.....	WIBM	1370	250—LS 100—N	WIBM, Inc. Radio Block	6121	Michigan	Charles A. Hill Don Mather	Kenneth Beghold Charles Wirtanen
KALAMAZOO.....	WKZO	590—D	1,000	WKZO, Inc. 124 West Michigan Ave.	6400	Michigan	John E. Fetzer John E. Fetzer	Edward Denkema Edwin Rector	Free, Johns & Field
LANSING.....	WJIM	1210	250—LS 100—N	Capitol City Broadcasting Co. City National Bldg.	2-1333	Michigan	Harold F. Gross	Garnett Garrison Charles Sprague
LAPEER.....	WMPC	1200—SH NC	250—LS 100—N	First Methodist Protestant Church 81 Liberty St.	455	F. S. Hemingway	F. S. Hemingway Hollis F. Hoyes
MARQUETTE.....	WBEO	1310—SH	100	Lake Superior Broadcasting Co. Mining Journal Bldg.	616	Leo G. Brott Leo G. Brott	Glen Wilson Gordon Brozok
MUSKEGON.....	WKBZ	1500	250—LS 100—N	Karl L. Ashbacher Occidental Hotel	22651	Grant F. Ashbacher Grant F. Ashbacher	Rollin Van Wyck Geo. Krivitzky
ROYAL OAK.....	WEXL	1310	50	Royal Oak Broadcasting Co. 212 W. Sixth St.	Elmhurst 6524	Ellis C. Thompson Ellis C. Thompson	Kirk Knight E. K. Dahlin

MINNESOTA

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address	Telephone Number	Network	Director Commercial Manager	Program Director Chief Engineer	Representatives
DULUTH.....	WEBC	1290	5,000—LS 1,000—N	Head of the Lakes Broadcasting Co. Spalding Hotel	Melrose 1537	NBC-Supp.	Walter C. Bridges Thomas W. Gavin	Henry Morgan Chas. B. Persons	Norman Craig George Roesler
FERGUS FALLS.....	KGDE	1200	250—LS 100—N	Charles L. Jaren Fergus Falls	898	C. L. Jaren C. L. Jaren	M. E. Kiesel Edwin Lein
HIBBING.....	WMFG	1210	100	Head of the Lakes Broadcasting Co. Antroy Hotel	180	Harry S. Hyett Harry S. Hyett	C. B. Parsons	George Roesler



Everybody Applauds WXYZ

and the MICHIGAN
RADIO NETWORK

Consumers **APPLAUD**

The following star programs have made WXYZ Detroit's preferred station, with a definite listening audience... Jack Benny, Helen Hayes, Walter Winchell, Ben Bernie, "Believe It Or Not" Ripley, Ozzie Nelson, Walter Damrosch, Lowell Thomas, Lone Ranger, Seth Thomas, Today's Children, Easy Aces, Edgar Guest, Ann Worth.

Dealers **APPLAUD . .**

Actual tests have proved that a program on WXYZ and The Michigan Radio Network actually brings customers in the front door of a dealer's store. These programs are backed by a most intensive dealer cooperative service that is really **HELPFUL**—not just in name but in **ACTION!** Promotional effort is concentrated where sales are made.

Manufacturers **APPLAUD**

Not only results and coverage—but our Merchandising Service (at no extra cost to clients) gets distributors—sells your merchandise—checks credits. Our crew of trained salesmen and field men become an actual part of your selling organization, covering Michigan. New products can be quickly introduced without sales expense! Write for proof.

KUNSKY-TRENDLE BROADCASTING CORP.

300 MADISON THEATER BUILDING, DETROIT

WM. G. RAMBEAU CO., Representatives
Home Office: Tribune Tower, Chicago

Eastern Office:
507 Chanin Building, New York

Western Office:
Russ Building, San Francisco



The eight stations in the Michigan Radio Network cover Michigan's eight largest cities, giving you a primary coverage of 85% of a territory of over four million people.

MICHIGAN RADIO NETWORK

- WXYZ** Detroit
- WBCM** Bay City
- WFDF** Flint
- WJIM** Lansing
- WIEM** Jackson
- WELL** Battle Creek
- WKZO** Kalamazoo
- WOOD-WASH** Grand Rapids

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

ST—Shares Time. NC—Non-Commercial Station. D—Day. N—Night. SH—Specified Hours. LS—Local Sunset.
CP—Construction Permit. SA—Special Authorization. L—Limited Time with Dominant Station. U—Unlimited Time.
 (Data corrected to January 1, 1936)

MINNESOTA—(Continued)

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address	Telephone Number	Network	Director Commercial Manager	Program Director Chief Engineer	Representatives
MINNEAPOLIS— ST. PAUL.....	KSTP	1460	25,000—LS 10,000—N	National Battery Broadcasting Co. St. Paul Hotel	Cedar 4400	NBC-Supp.	Stanley E. Hubbard Irving G. Vivian	Corinne Jordan Hector Skifter	Paul Raymer John Blair
	WCCO	810	50,000	Northwestern Broadcasting, Inc. Nicollet Hotel, Minneapolis	Main 1202	CBS	E. H. Gammons K. W. Husted	Hayle C. Cavanor H. S. McCartney	Radio Sales
	WDGY	1180	5,000—LS 1,000—N	Dr. Geo. W. Young 909 W. Broadway, Minneapolis	Cherry 3377	Dr. Geo. W. Young G. A. Croghan	Gertrude E. Faeu G. K. Jacobsen
	WLB	1250—SH NC	1,000	University of Minnesota Minneapolis	Main 8177	H. B. Gislason	Burton Paulu V. N. James
	WTCN	1250—SH	5,000—LS 1,000—N	Minnesota Broadcasting Corp. Wesley Temple Bldg., Minneapolis Minnesota Bldg., St. Paul	Main (Mpls) 6562 Cedar (St. P.) 3949	Dwight Northrup C. T. Hagman	Agnes Northrup Myron Fleming	Free & Sleinger
MOORHEAD.....	KGFK	1500	100	Red River Broadcasting Co. Comstock Hotel	1238	David B. Henley David B. Henley	Don Dickinson Carleton Grey
NORTHFIELD.....	WCAL	1250—SH NC	2,500—LS 1,000—N	St. Olaf College Northfield	731J	Dr. Hegland Milford Jensen
ROCHESTER.....	KROC	1310	100	So. Minnesota Broadcasting Co. Hotel Martin	3924	Gregory Gentling Max Jacobs	N. W. Scheel Fred Clarke	John Blair
VIRGINIA.....	WHLB	1370 (Construction Permit Only)	100	Head of the Lakes Broadcasting Co. c/o WEBC, Duluth

MISSISSIPPI

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address	Telephone Number	Network	Director Commercial Manager	Program Director Chief Engineer	Representatives
CLARKSDALE.....	WMFN	1210	100	Attala Broadcasting Corp. Clarksdale	611	J. E. Wharton J. W. Roland	Mrs. J. E. Wharton J. E. Wharton
HATTIESBURG.....	WPFB	1370—SH CP—U	100	Forrest Broadcasting Co. 512 Main St.	55	C. J. Wright C. J. Wright	E. J. Kalusche C. H. Dyess	Aerial Publicizing
JACKSON.....	WJDX	1270	2,500—LS 1,000—N	Lamar Life Insurance Co. Lamar Life Bldg.	7415	NBC-Supp.	Wiley P. Harris C. A. Lacy, Jr.	Ralph Maddox F. G. Root	Norman Craig
KOSCIUSKO.....	WHEF	1500	250—LS 100—N	Attala Broadcasting Corp. Box 631	172	C. E. Wharton J. E. Wharton	Mrs. J. M. Bary O. Kelly
LAUREL.....	WAML	1310—SH	100	Southland Radio Corp. Laurel	288	D. A. Mattison R. V. DeGruy	Hugh Smith A. A. Touchstone
MERIDIAN.....	WCOC	880	1,000—LS 500—N	Mississippi Broadcasting Co. Great Southern Hotel	1042	D. W. Gavin D. W. Gavin	Mrs. D. W. Gavin D. W. Gavin
MISSISSIPPI CITY..	WGCM	1210 CP 1120	250—LS 100—N CP 500	WGCM, Inc. Box 207	226	W. H. Hardy, Jr. Ralph Duncan	H. L. Hardy W. H. Hardy	Northwest
VICKSBURG.....	WQBC	1360—D	1,000	Delta Broadcasting Co. Hotel Vicksburg	312	O. W. Jones O. W. Jones	C. P. Cohnery C. E. Drake

MISSOURI

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address	Telephone Number	Network	Director Commercial Manager	Program Director Chief Engineer	Representatives
CAPE GIRARDEAU..	KFVS	1210—SH	250—LS 100—N	Hirsch Battery & Radio Co. Cape Girardeau	2104	Oscar C. Hirsch Oscar C. Hirsch	Virginia Bahn Ralph Hirsch
COLUMBIA.....	KFRU	630—ST	1,000—LS 500—N	KFRU, Inc. 9th & Elm St.	3329	Robt. M. Holt Edward Flynn	Edmund Turner Robt. W. Nickels
JEFFERSON CITY...	WOS	630—ST NC	500	Missouri State Highway Patrol Jefferson City	73
JOPLIN.....	WMBH	1420	250—LS 100—N	Joplin Broadcasting Co. 1334 Roosevelt Ave.	508	D. J. Poynor	Ken Sigars R. J. Stark
KANSAS CITY.....	KMBC	950	5,000—LS 1,000—N	Midland Broadcasting Co. Pickwick Hotel	Harrison 2654	CBS	Arthur B. Church Arthur B. Church	F. Alden Russell A. R. Moler	Free & Sleinger
	KWKC	1370—SH	100	Wilson Duncan Broadcasting Co. Werby Bldg.
	WDAF	610	5,000—LS 1,000—N	Kansas City Star Co. 1729 Grand Ave.	Harrison 1200	NBC-Red	H. Dean Fitzer V. S. Batton	H. J. Kaufman Joseph A. Flaherty	Edw. Petry
	WHB	860—D	1,000	WHB Broadcasting Co. Scarritt Bldg.	Harrison 1161	Donald D. Davis John T. Schilling	Jack Todd Henry Goldenberg
	WREN	1220—ST	5,000—LS 1,000—N	WREN Broadcasting Co. WREN Bldg., Lawrence, Kan.	Lawrence 110	NBC-Blue	Vernon H. Smith Ernest Pontius	Verle Bratton Fred Wheeler	Ray Linton
	W9XBY	1530	1,000	First National Television, Inc. Power & Light Bldg.	Harrison 5818	S. Q. Noel M. M. Marget	Les Barnett G. L. Taylor



STANLEY E. HUBBARD
Vice President and General
Manager



KENNETH M. HANCE
Assistant Manager



IRVING A. VIVIAN
Sales Manager



RAY C. JENKINS
Sales Promotion and
Merchandise Manager

502 YEARS OF SERVICE

in Advertising, Merchandising, Sales Promotion and Technical Studio Work are represented in the total experience of our KSTP staff . . . of which 175 years are contributed by our Department Managers.

\$2,000,000 IS THE VALUE

of our investment annually in this Practical-Technical-Creative Staff.

KSTP DOMINATES the 8th U. S. Retail Market.

HOLDS more than 50% of the total Twin City audience.

OFFERS the only High Fidelity Transmitter in the Northwest.

CONTROLS the exclusive outlet in Minnesota for NBC Red and Blue Network—plus local—shows.

FIRST station in the country to develop a News-Gathering, News-Broadcasting organization.

ONE OF the first to organize a Radio Sales Promotion and Merchandising Service.

LOCATED on the only Transmitter Site in the United States designated as a city . . . Radio Center, Minnesota.

CENTER of a metropolitan area whose population of 1,250,000 spends 74.6 cents out of every retail dollar in Minnesota.



CORRINE JORDAN
Program Director



TOM D. RISHWORTH
Education and Research
Director



HECTOR R. SKIFTER
Technical Supervisor



VAL. BJORNSON
News and Editorial
Director



LESTER H. CARR
Chief Engineer

KSTP

NORTHWEST'S LEADING RADIO STATION

For Rates and Schedules, Address: KSTP, MINNEAPOLIS-ST. PAUL, MINN., or our NATIONAL REPRESENTATIVES: in New York — Paul H. Raymer Co., . . . and in Chicago, Detroit, San Francisco—John Blair Company

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

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CP—Construction Permit. SA—Special Authorization. L—Limited Time with Dominant Station. U—Unlimited Time.
 (Data corrected to January 1, 1936)

MISSOURI—(Continued)

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address	Telephone Number	Network	Director Commercial Manager	Program Director Chief Engineer	Representatives
ST. JOSEPH.....	KFEQ	680—D	2,500	KFEQ, Inc. Schneider Bldg.	6-0106	Barton Pitta G. G. Griswold	D. D. Denver, Jr. Wesley Koch	Wilson-Dalton
ST. LOUIS.....	KMOX	1090	50,000	Voice of St. Louis, Inc. Marr Bldg.	Central 8240	CBS	J. L. Van Volkenburg K. W. Church	Robert M. Hafter G. L. Tevis	Radio Sales
	KSD	550—ST	5,000—LS 1,000—N	Pulitzer Publishing Co. 12th & Olive Sts.	Main 1111	NBC-Red	George M. Burbach Edward J. Hamlin	Richard Pavey Robt. L. Coe	Free & Sleinger
	KWK	1350	5,000—LS 1,000—N	Thomas Patrick, Inc. Hotel Chase	Rosedale 3210	NBC-Blue	R. T. Convey Clarence G. Cosby	John Harrington James P. Burke	Paul Raymer
	WEW	760—D NC	1,000	St. Louis University 221 North Grand Blvd.	Jefferson 3080	R. Johnston	Richard Cross, Jr. Geo. E. Rueppel
	WIL	1200	250—LS 100—N	Missouri Broadcasting Corp. Melbourne Hotel	Jefferson 8403	L. A. Benson E. P. Shutz	Neil Norman C. H. Stoup	George Roessler
	WTMV (East St. Louis)	1500	100	Mississippi Valley Broadcasting Co. Hotel Broadview	East 4390	Wm. H. West J. C. Hetherington	Woody Klose Fred S. Liggett	Wilson-Dalton
	KFUO (Clayton)	550—ST NC	1,000—LS 500—N	Evangelical Lutheran Synod 801 De Munn Ave.	Cabany 2499	H. H. Hohenstein	H. H. Hohenstein Carl H. Meyer
SPRINGFIELD.....	KGBX	1310—SH SA 1230	100 SA 500	KGBX, Inc. 508 St. Louis Ave.	1360	Ralph Foster C. A. Johnson	George E. Wilson Fritz Bauer	Wilson-Dalton
	KWTO	560—D	1,000 CP 5,000	Ozarks Broadcasting Co. 508 St. Louis Ave.	1360	Ralph Foster C. A. Johnson	George E. Wilson Fritz Bauer	Wilson-Dalton

MONTANA

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address	Telephone Number	Network	Director Commercial Manager	Program Director Chief Engineer	Representatives
BILLINGS.....	KGHL	950 SA—780	2,500—LS 1,000—N	Northwestern Auto Supply Co. 420 N. Broadway	3121	NBC	C. O. Campbell	Cy Taillon Jeff Kirchli	Jackson & Moore Walter Biddick
BUTTE.....	KGIR	1340	2,500—LS 1,000—N	KGIR, Inc. Butte	2-2344	NBC	E. B. Craney Leo McMullen	Fred Ruegg R. P. Stewart	Joseph McGillvra Walter Biddick
GREAT FALLS.....	KFBB	1280	2,500—LS 1,000—N	Buttrety Broadcast, Inc. First National Bank Bldg.	4377	J. Jacobsen J. Jacobsen	Harold Moan John Parker	Walter Biddick
KALISPELL.....	KGEZ	1310	100	Donald C. Treloar 1236-4th Ave. E.	32	Donald C. Treloar W. B. LaBonte	O. Hoekley Donald Gorman
MISSOULA.....	KGVO	1260	1,000	Mosby's, Inc. 240 North Higgins	2155	A. J. Mosby Hal Boskill	Vern Sawyer D. V. Tostensen	Walter Biddick
WOLF POINT.....	KGCX	1310—SH	250—LS 100—N	E. E. Krebsbach Main and Fourth St.	102J	George B. Bairey Robert Feigel	Adolf Jystad George B. Bairey

NEBRASKA

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address	Telephone Number	Network	Director Commercial Manager	Program Director Chief Engineer	Representatives
CLAY CENTER.....	KMMJ	740—L	1,000	M. M. Johnson Co. Clay Center	207	Mott M. Johnson	M. Briggs M. A. Price
KEARNEY.....	KGFV	1310	100	Central Nebraska Broadcasting Corp. Kearney	31551
LINCOLN.....	KFAB	770—ST SA—U	10,000	KFAB Broadcasting Co. Lincoln Hotel	B7084	CBS	Dietrich Dirks Buryl Lottridge	Al Poska Harry Harvey	Free & Sleinger
	KFOR	1210	250—LS 100—N	Cornbelt Broadcasting Corp. Lincoln Hotel	B7084	CBS	Dietrich Dirks Buryl Lottridge	Al Poska Harry Harvey
NORFOLK.....	WJAG	1060—L	1,000	Norfolk Daily News Norfolk	20	A. C. Thomas A. C. Thomas	A. C. Thomas Frank Weidenbach	Cox & Tanz
NORTH PLATTE....	KGNF	1430—D	1,000	Great Plains Broadcasting Co. North Platte	132	W. I. LeBarron W. I. LeBarron	V. J. LeBarron J. B. Eaves
OMAHA.....	KOIL	1260	2,500—LS 1,000—N	Central States Broadcasting Co. Omaha	Jackson 7626	NBC-Blue	John M. Henry J. B. Lottridge	Robert Cunningham Harry Harvey	Free & Sleinger
	WAAW	660—D	500	Omaha Grain Exchange 738 Grain Exchange	Atlantic 2228	F. P. Manchester E. F. Bader	Phyllis Bader Walter Myers
	WOW	590	1,000—N 5,000—LS SA-5000—N	Woodmen of the World Insurance Co. Insurance Bldg.	Jackson 6844	NBC-Red	Wm. Ruess John J. Gillin, Jr.	Harry Burke Wm. Kotera	John Blair
SCOTTSBLUFF.....	KGKY	1500	250—LS 100—N	Hilliard Co., Inc. 1517 1/2 Broadway	856	L. L. Hilliard L. L. Hilliard	Allen Mehling Harland Morrison
YORK.....	KGBZ	930—ST	2,500—LS 1,000—N	KGBZ Broadcasting Co. 717 Grant Ave.	1040	Alexander Sherwood C. B. Heyer	Ralph K. Trotter Albert J. Meyer	A. T. Sears

NEVADA

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address	Telephone Number	Network	Director Commercial Manager	Program Director Chief Engineer	Representatives
RENO.....	KOH	1380	500	The Bee, Inc. Reno	5106	CBS	Joy True Joy True	Ethel Leonard Norman Webster

THE IMPATIENT PIONEER



Is Never Content With Things as They Are...

KSD, the Pioneer Broadcasting Station in St. Louis, has never been content with things as they are--it experimented early in its existence and developed techniques and practices which are now accepted as standards of broadcasting.

Now Operating the Very Latest
New R. C. A. High Fidelity Type
5000 Watt Transmitter

Together with the equipment in KSD's new studios, this should give as wide a tonal range as will be practical to reproduce on radio receiving sets for several years to come.

KSD's Ultra Short Wave Auxiliary
W9XPD

On the Air Since November 1, 1935

KSD
A DISTINGUISHED BROADCASTING STATION
IN ST. LOUIS

First to Prove the Practicability of Difficult Performances

KSD, in co-operation with Southwestern Bell Telephone Company, broadcast programs from the stages of theaters distant from the station studios. This experiment developed into the organization of the first chain service in America---now known as National Broadcasting Co.

KSD brought over telephone wires from Washington and broadcast President Coolidge's address to Congress, December 6, 1923. This was an event of genuine historical value---the first time the voice of a president addressing the Congress was put on the air.

KSD was first to broadcast a speech by a president of the United States---that of President Harding in St. Louis, June 21, 1923.

KSD was the first station to broadcast to a moving railroad train---also first to establish a two-way broadcast between a dirigible and a radio station.

First in St. Louis to Establish Listener Protection Against the Unworthy

Since KSD put the first programs on the air the welfare of listeners has unremittingly been guarded against the unworthy. When advertisers became air-minded and began to offer commercial messages, KSD established and has continued a rigorous censorship. Today, it is generally acknowledged that commercial broadcasts over KSD must meet high standards of ethics--a protection which listeners appreciate.

Continued Increase in Number of Programs Sponsored by Advertisers

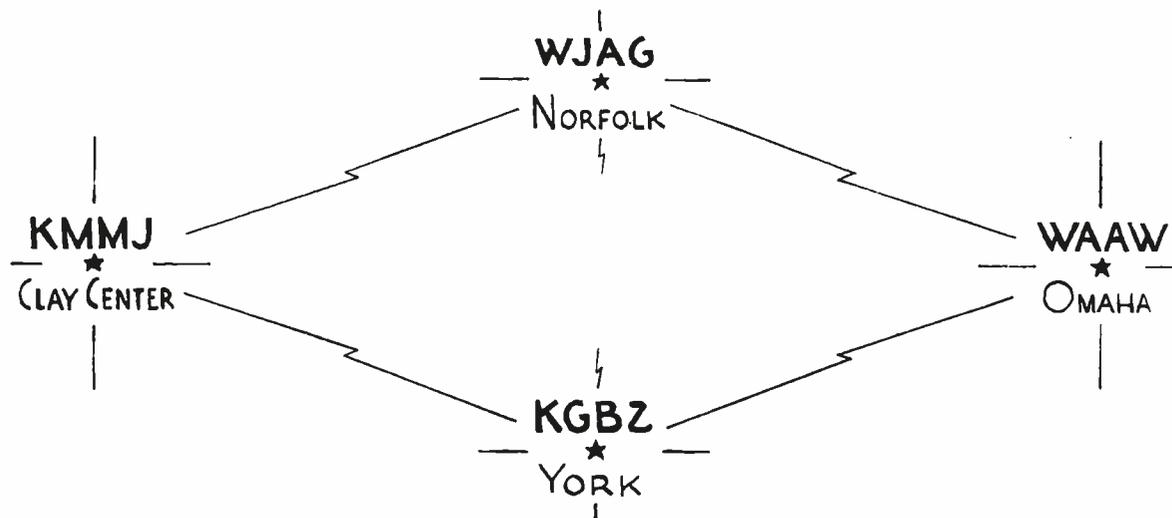
Listener-interest and listener-confidence has been responsible for continued increases year after year in the number of KSD programs sponsored by advertisers. The 1935 increase over 1934 was more than 35%.

Station KSD—The St. Louis Post-Dispatch

POST-DISPATCH BUILDING, ST. LOUIS, MO.

FREE & SLEININGER, INC., NATIONAL ADVERTISING REPRESENTATIVES
NEW YORK CHICAGO DETROIT SAN FRANCISCO LOS ANGELES

Nebraska Broadcasting System



Your Closest and Most Effective Contact with Nebraska and the Farm Empire

- **Family Service** — The kind of programs and announcing that make and hold friends.
- **Confidence** — Our radio friends have helped us make outstanding sales records for advertisers for more than ten years.
- **Location** — Ideal to cover Nebraska, much of Iowa and Kansas, and parts of Missouri, South Dakota and Colorado.
- **Two-Thirds Rural** — Our Farm Market Reports, News, Weather Reports and wholesome entertainment provide vital service to rural families.
- **Cities Too** — In the heart of rich farm areas, these stations are also located in or near the most important cities.

Now Available as a Group Call or Write

K M M J

CLAY CENTER

M. M. Johnson Company
1000 Watts — 740 Kc.

K G B Z

YORK

KGBZ Broadcasting Co.
2500 Watts — 930 Kc.

W J A G

NORFOLK

Norfolk Daily News
1000 Watts — 1060 Kc.

W A A W

OMAHA

Omaha Grain Exchange
500 Watts — 660 Kc.

IN 1895

Mark Twain

(ON A SPEAKING TOUR) WROTE:



DIARY

BUTTE, MONTANA
August 1 -

Beautiful audience,
compact, intellectual
and dressed in perfect
taste - it surprised me
to find this London,
Parisian, New York,
audience out in the
mines.*

* Excerpt From
"Unpublished Diaries of Mark Twain"

Reprinted From
Hearst's International-Cosmopolitan, August 1935.

AND TODAY, as in 1895

this metropolitan audience remains compact, intellectual and well dressed. Your audience over KGIR, however, is larger and more prosperous than the 1895 audience of Mark Twain.

LARGER . . . because more than 50% of the population of Montana lives within KGIR'S coverage area . . . and to this representative group, KGIR sends the spot news and the cream entertainment of the moment. These listeners, loyal to KGIR, depend on this network station and prove their loyalty by responding to the messages of our advertisers.

MORE PROSPEROUS . . . because *silver is up*—sending the buying power of the Western Montana mining region to a new high level . . . farming and other industries have vastly increased purchasing power.

KGIR is the ONLY network station in Western Montana and the ONLY station heard in this area in the daytime . . . Include it in your spot or network campaign . . . It can and will increase your sales and distribution in this responsive able-to-buy area.

BUTTE **KGIR** MONTANA

CENTER OF POPULATION IN MONTANA

2500 W. DAY

1000 W. NIGHT

N. B. C.

Representatives: Joseph McGillvra - New York - Chicago

Pacific Coast - Walter Biddick Company

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

ST—Shares Time. NC—Non-Commercial Station. D—Day. N—Night. SH—Specified Hours. LS—Local Sunset.
CP—Construction Permit. SA—Special Authorization. L—Limited Time with Dominant Station. U—Unlimited Time.
 (Data corrected to January 1, 1936)

NEW HAMPSHIRE

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address	Telephone Number	Network	Director Commercial Manager	Program Director Chief Engineer	Representatives
LACONIA.....	WLNH	1310	100	Northern Broadcasting Co. 523 Main St.	Laconia 501	Inter-City	Elsie L. Budd	Thomas E. Clayton Claude C. Marquis
MANCHESTER.....	WFEA	1340	1,000—LS 500—N	N. H. Broadcasting Co. Carpenter Hotel	7970	CBS Yankee	Charles G. H. Evans Charles G. H. Evans	Arch Soutar Fred Crandon
PORTSMOUTH.....	WHFR	740—D	250	Granite State Broadcasting Corp. 39 Congress St.	2670	H. J. Wilson H. J. Wilson	V. E. Bennett G. E. Knightly	Cox & Tanz

NEW JERSEY

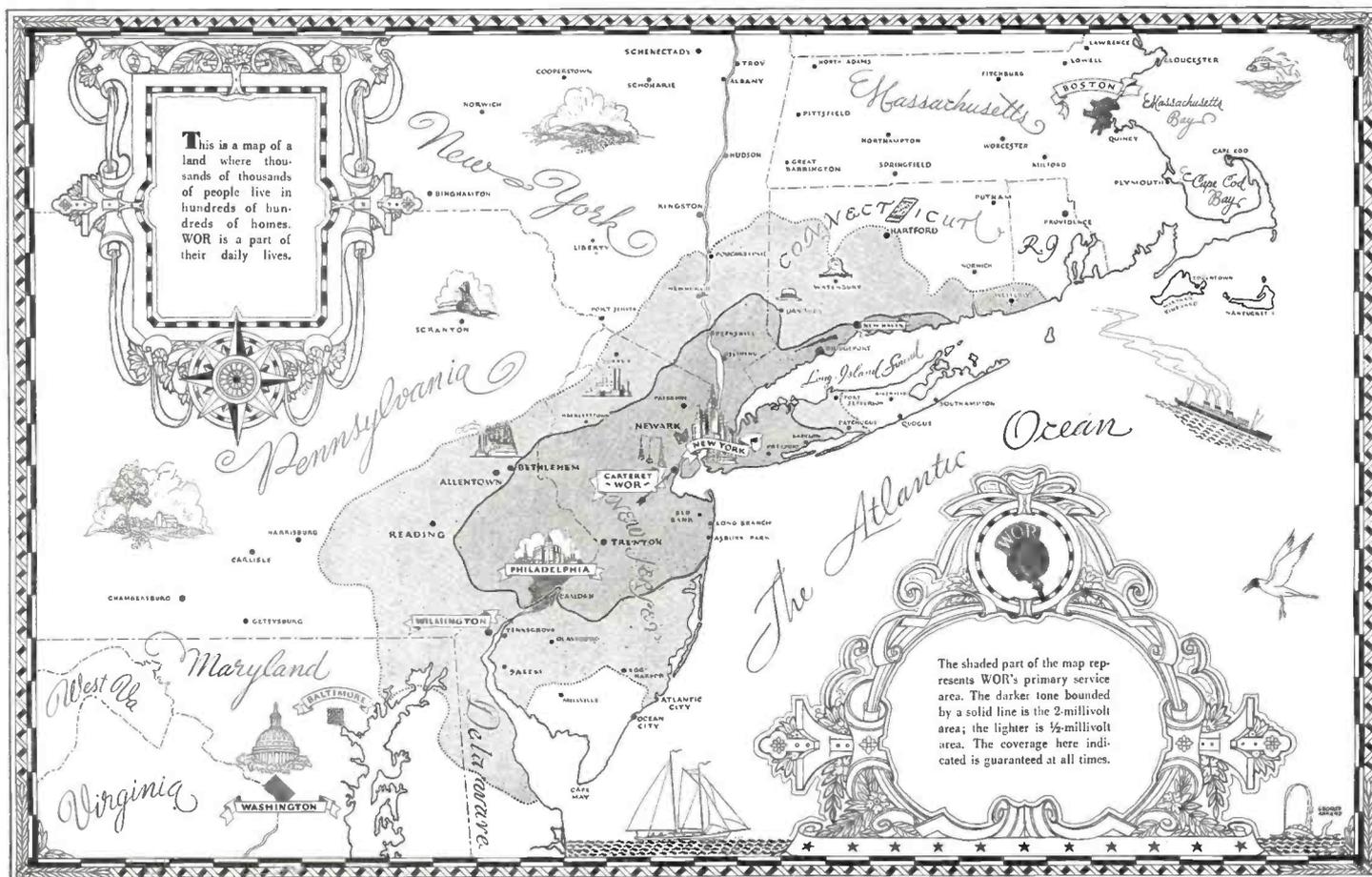
City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address	Telephone Number	Network	Director Commercial Manager	Program Director Chief Engineer	Representatives
ASBURY PARK.....	WCAP	1280—ST	500	Radio Industries Broadcast Co. Convention Hall	1911	V. N. Scholes	Ernest Ruckle
ATLANTIC CITY.....	WPG	1100—SH	5,000	City of Atlantic City Convention Hall	4-6538	CBS	Norman Reed E. R. Truex	Margaret Keever Earle Godfrey	Hibbard Ayer Furgason & Aston
CAMDEN.....	WCAM	1280—ST	500	City of Camden 1706 Federal St.	9000	F. S. Caperoon L. M. Maxwell	Miss M. J. Costanzo John J. Cummings
JERSEY CITY.....	WAAT	940—D	500	Bremer Broadcasting Corp. 50 Journal Square	Journal Square 2-0716	Paul H. LaStayo Paul H. LaStayo	Dale Kennedy D. D. Jones
	WHOM	1450	250	New Jersey Broadcasting Corp. 50 Journal Square	Journal Square 2-2929	Roland Trenchard Roland Trenchard	Anne G. Clancy A. W. Burnham
NEWARK.....	WHBI	1250—ST	2,500—LS 1,000—N	May Radio Broadcast Corp. 100 Chipman St.	Mitchell 2-7354	R. Wolfe
	WNEW	1250—ST	2,500—LS 1,000—N	(See New York City)					
	WOR	710	50,000	(See New York City)					
RED BANK.....	WBRB	1210—ST	100	Monmouth Broadcasting Co. 63 Broad St.	980	V. N. Scholes V. N. Scholes	Lillian Mayhew Robert Johnson
TRENTON.....	WTNJ	1280—ST	500	WOAX, Inc. Stacy-Trent Hotel	5876	Paul F. Warren Edw. D. Clery	Harry E. McIlvain Edw. P. Knowles	Norman Craig Cox & Tanz
ZAREPHATH.....	WAWZ	1350—ST NC	1,000—LS 500—N	Pillar of Fire, Inc. Zarephath	Bound Brook 223	Ray B. White	Ray B. White Nathaniel Wilson

NEW MEXICO

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address	Telephone Number	Network	Director Commercial Manager	Program Director Chief Engineer	Representatives
ALBUQUERQUE.....	KGGM	1230	500—LS 250—N	New Mexico Broadcasting Co. Kimo Bldg.	929	T. H. Lathrop T. H. Lathrop	Mary M. Hickox Wm. Torrey
	KOB	1180—ST	10,000	New Mexico College of Agriculture Box 1319	1180	George S. Johnson	Allen Davidson George S. Johnson	Walter Biddick Norman Craig A. T. Sears
CLOVIS.....	KICA	1370—SH	100	Southwest Broadcasting Co. Clovis	3	Leonard E. Wilson Chas. C. Alsup	C. R. Anderson Jack Lund
ROSWELL.....	KGFL	1370—SH	100	KGFL, Inc. 507 N. Maine St.	288	W. E. Whitmore R. E. Sinclair	W. E. Whitmore Carl Buzart	Walter Biddick
SANTA FE.....	KIUJ	1310	100	W. C. Irvin Santa Fe	1456	Mike Hollander Mike Hollander	Mike Hollander Ben Wimberly	Walter Biddick

NEW YORK

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address	Telephone Number	Network	Director Commercial Manager	Program Director Chief Engineer	Representatives
ALBANY.....	WABY	1370	100	Adirondack Broadcasting Co. 110 N. Pearl St.	4-4194	Harold E. Smith A. Kellert	Johnny Lee J. H. Corey
	WOKO	1430	1,000—LS 500—N	WOKO, Inc. Hotel Ten Eyck	4-4193	CBS	Harold E. Smith Harold E. Smith	Snedden Weir O. A. Sardi
AUBURN.....	WMBO	1310	100	WMBO, Inc. Metcalf Bldg.	433	George I. Stevens George I. Stevens	Lucelia Bliss Herbert House	Cox & Tanz
BINGHAMTON.....	WNBF	1500	100	Howitt-Wood Radio Co. Arlington Hotel	2-3461	C. D. Mastin Harry Trenner	Mrs. E. T. Lamb Lester H. Gilbert	Hibbard Ayer Furgason & Aston
BROOKLYN.....	WARD	1400—ST	500	United States Broadcasting Corp. 427 Fulton St.	Triangle 5-3301
	WBBC	1400—ST	500	Brooklyn Broadcasting Corp. 554 Atlantic Ave.	Triangle 5-6690	Peter J. Testan	I. W. Smith Peter Testan, Jr.
	WBBR	1300—ST NC	1,000 CP 5,000—LS	Peoples Pulpit Assn. 124 Columbia Heights	Main 4-6567	M. A. Howlett	J. E. Lowe
	WCNW	1500—SH	250—LS 100—N	Arthur Fiske 846 Flatbush Ave.	Dickens 2-1411	Miss M. J. Milbern L. W. Berne	Roger Wayne Arthur Fiske
	WLTH	1400—ST	500	Voice of Brooklyn, Inc. 105 Second Ave.	Orchard 4-1203	S. J. Gellard S. J. Gellard	Stanley Fields G. E. Stewart
	WMBQ	1500—SH	100	Metropolitan Broadcasting Corp. 95 Leonard St.	Stagg 2-9307	Lillian E. Kiefer Lillian E. Kiefer	Lillian E. Kiefer Paul J. Golhofer
	WVFW	1400—ST	500	Paramount Broadcasting Corp. Terminal Theatre Bldg.	Triangle 5-0313



YEAR IN-year out!

“The map is mighty important information—and don’t let anyone tell you different. It shows as nothing else can the area WOR serves with more than adequate power. It tells you exactly the minimum area within which any half-way decent receiving set can pick up our programs with clarity and power. You can refer to it at any time and say, ‘That is WOR’s coverage—winter or summer, day or night.’ It is fixed and definite—just as definite as a stone.”—from page 5 of WOR’s coverage story, *IT’S A SMALL WORLD*, which you should read if you haven’t already. (Write for your copy.)

And yet a field intensity map doesn’t begin to tell the story of WOR. Maps of mail by day and night help to round it out

(see pages 10 and 11 of *IT’S A SMALL WORLD*). And the listing of programs in 99 newspapers. And the wealth of our guaranteed service area.

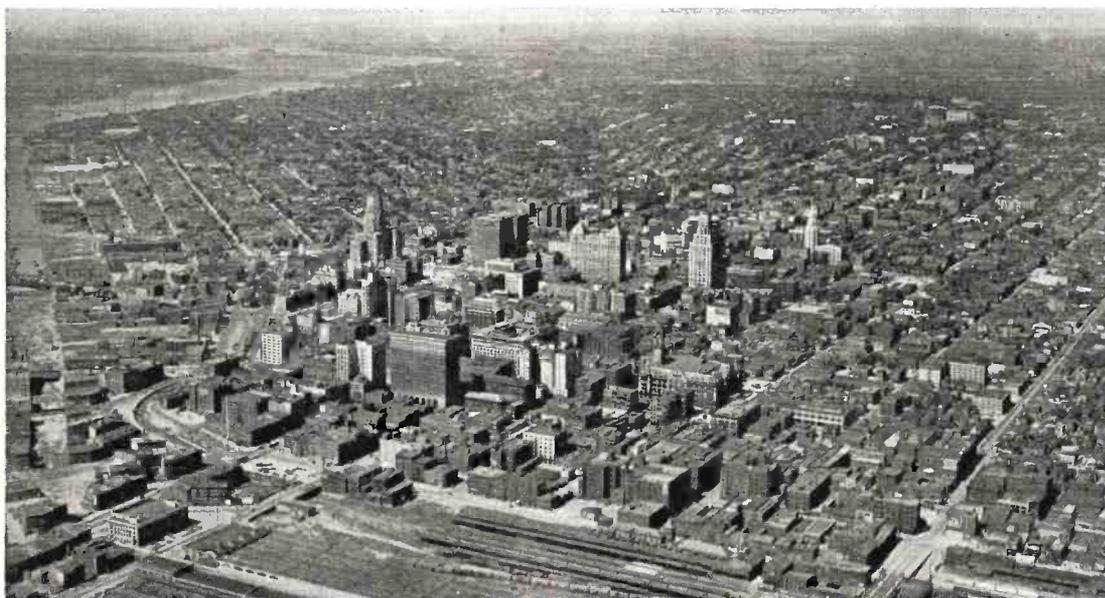
No small part of the importance of WOR in the New York-Philadelphia metropolitan area is due to the mechanical perfection of our 1935 50,000 watt transmitter. It employs a 3-array directive antenna system to focus power where power is needed.

The *big* thing in WOR’s bag of tricks for 1936 is *HIGH-FIDELITY*. As more and more people buy high-fidelity receiving sets, the effect of radio’s latest achievement will be magnified into tremendous importance.

There’s nothing static about WOR.

WOR

Member Mutual Broadcasting System . . . WGN, Chicago . . . WLW, Cincinnati . . . WOR, Newark . . . CKLW, Windsor-Detroit



Perhaps NOT THE LARGEST . . .
But ONE OF THE BEST!

We can't honestly say that Buffalo is the largest market in the country. But we can truthfully claim that it is one of the best and has been consistently so for many years.

The Buffalo Market, you know, embraces the entire Niagara Frontier—from the shores of Lake Ontario to within a few miles of Erie, Pennsylvania. 1,312,551 people live here. Their standards of living are high—and the majority of them have been singularly fortunate in working steadily throughout the difficult years of depression. Right now things look even brighter and employment in the Buffalo Area is decidedly on the uptrend.

That's due in no small measure to the broad diversification of industries in this part of the country. Everything from steel to cellophane—from furniture to baby carriages—and from abrasives to house dresses is made in or near Buffalo.

Yes, industry is distinctly diversified—but the overwhelming majority of radio listeners in this same territory concentrate their attention on two stations—WGR and WKBW, both owned and operated by the Buffalo Broadcasting Corporation. Extensive surveys have conclusively proved that the majority of listeners in the Buffalo Area invariably dial to these two stations which divide Columbia and Buffalo Broadcasting Productions between them.

That's why a steadily increasing number of advertisers spend their radio appropriation with us. They know they're sure of reaching a consistently larger audience over Buffalo Broadcasting Stations. We've a hunch you'll find it very profitable to follow their example—and we've more than a hunch that you'll find the Buffalo Area a major market.



OWNED AND OPERATED BY THE BUFFALO BROADCASTING COMPANY, RAND BUILDING, BUFFALO, NEW YORK. REPRESENTED BY FREE & SLEININGER, INC.

Chicago . . . a hundred major towns and cities . . . more than 10,000,000 prosperous people in five states . . . are reached by the 50,000 watt voice of WBBM. ● It is by all odds the first choice of advertisers, with more network advertisers than any other

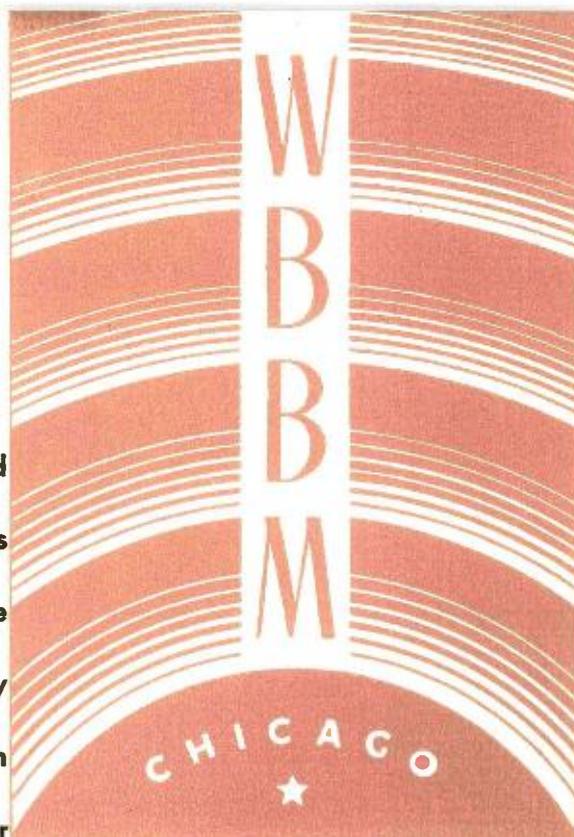
Chicago station, and more local clients than all major Chicago metropolitan stations combined. ● Columbia's key station in the Midwest offers these advertisers — and you — the complete service of Western



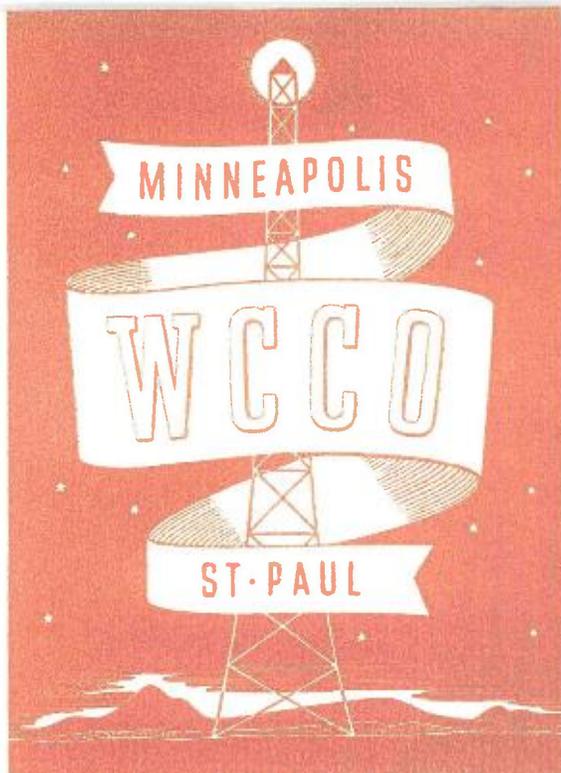
Division of the CBS Program and Publicity Department and Artists Bureau.

WBBM, Chicago — 50,000 Watts — owned and operated by THE COLUMBIA BROADCASTING SYSTEM

Represented by RADIO SALES Inc.: New York, 485 Madison Ave., Wickersham 2-2000 • CHICAGO, 410 North Michigan Ave., Whitehall 6000 • DETROIT, Fisher Bldg., Trinity 2-3414



**ADVERTISERS' FAVORITE
IN AMERICA'S NO. 2 MARKET**



CLEAR CHANNEL TO THE NORTHWEST

Half a million bottle caps in 3 months! ●
16,817 dollar bills! ● 131% sales increase!
● This is the kind of response which WCCO
delivers regularly in the Great Northwest. ●
50,000 watts plus its nationally cleared
channel plus CBS give WCCO an unequalled,
unchallenged, and consistent coverage in
six rich states. ● With its talent and pro-
duction staff, WCCO originates 60 commercial
shows a week, of 15 minutes or more each —
several times the number of productions by
all the other Twin City stations combined.
● When the big local advertisers of the
Twin Cities buy radio, 98% of
their radio advertising goes
on WCCO; 90% *exclusively*.



**WCCO, Minneapolis & St. Paul — 50,000 Watts — owned
and operated by THE COLUMBIA BROADCASTING SYSTEM**

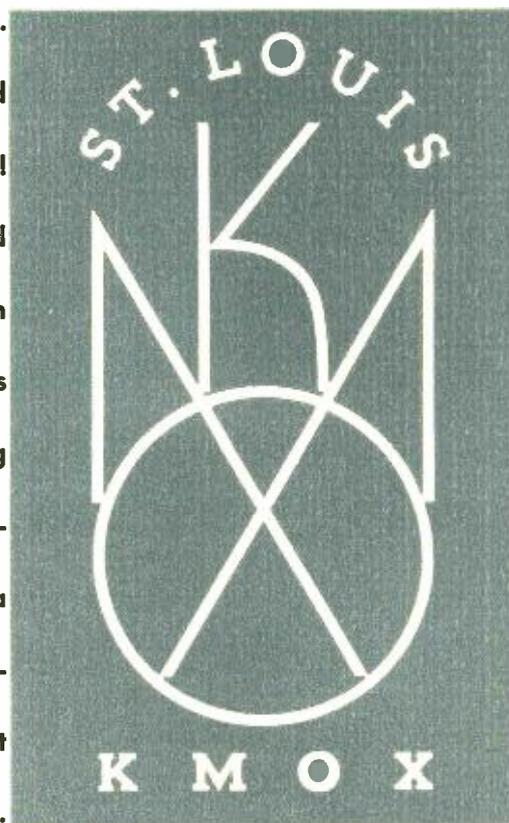
Represented by RADIO SALES, Inc.: NEW YORK, 485 Madison
Ave., Wickersham 2-2000 • CHICAGO, 410 North Michigan
Ave., Whitehall 6000 • DETROIT, Fisher Bldg., Trinity 2-3414

DAILY HABIT OF A MILLION AND A HALF LISTENERS



KMOX sent one client's sales up 220% . . . doubled another's . . . sold 900 suits and overcoats for a local clothier in a single day!

● **And why not? A study of St. Louis listening habits revealed that KMOX has 80% MORE regular listeners in St. Louis than its largest competitor. ● With a cost-per-thousand-listeners in St. Louis alone lower than any local station, yet serving seven states, KMOX is the consistent choice of most advertisers. ● Its many program originations to the Columbia Network each week show how well KMOX knows its "showmanship." KMOX offers a complete program and talent service, as well as a vast audience, for every advertiser.**



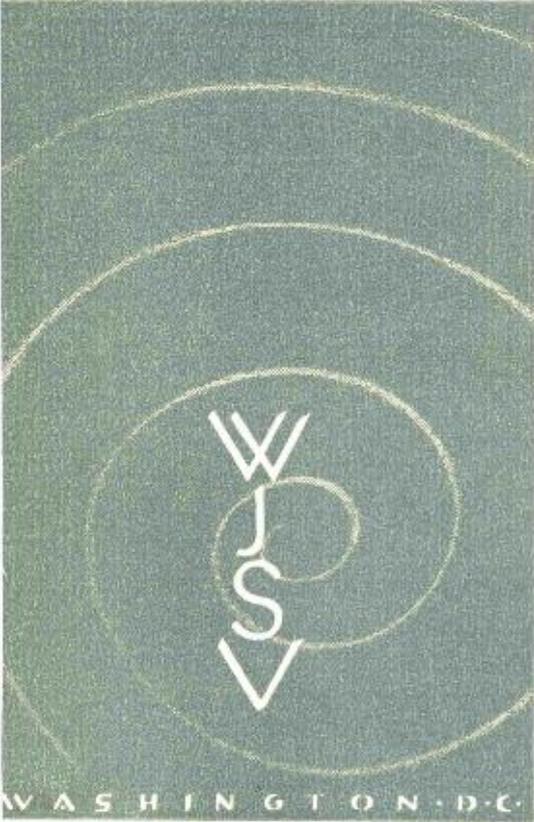
KMOX, St. Louis — 50,000 Watts — owned and operated by THE COLUMBIA BROADCASTING SYSTEM

Represented by RADIO SALES, Inc.: NEW YORK, 485 Madison Ave., Wickersham 2-2000
• CHICAGO, 410 N. Michigan Ave., Whitehall 6000 • DETROIT, Fisher Bldg., Trinity 2-3414

TWENTY TIMES THE POWER!

Per capita retail sales in Washington are

\$516.00. Washingtonians make 1% of the entire retail purchases of the country though only one-half of one percent of America's population lives in the District of Columbia. They bought 1.75% of all new passenger cars sold in 1935 . . . filed 2% of all income tax returns made by individuals. ● And the District of Columbia has a higher percentage of radio ownership (95.6%) than any state in the Union. ● Add to these figures the fact that WJSV has twenty times as much power as its nearest competitor . . . that it reaches rich radio homes in Maryland, Virginia and West Virginia no other Washington Station reaches ● And that's the story.



WASHINGTON · D · C



WJSV, Washington—10,000 Watts—owned and operated by THE COLUMBIA BROADCASTING SYSTEM

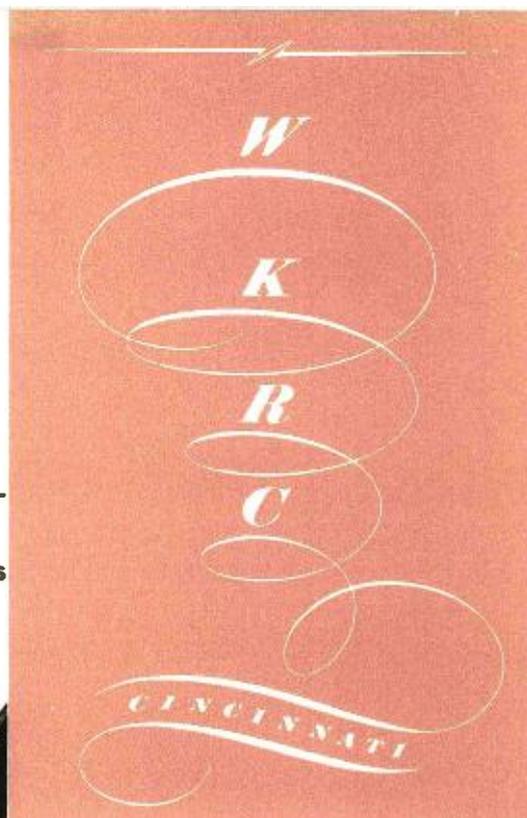
Represented by RADIO SALES, Inc.: NEW YORK, 485 Madison Ave., Wickersham 2-2000 • CHICAGO, 410 North Michigan Ave., Whitehall 6000 • DETROIT, Fisher Bldg., Trinity 2-3414

WKRC is the most important local station in Cincinnati. It carries more network commercial programs and more hours of commercial programs than any Cincinnati station. It broadcasts more than



twice as many network commercial programs and commercial network hours as any local station in Greater Cincinnati, and handles more local business than all Cincinnati stations combined. ● WKRC is the only station in Cincinnati whose transmitter is located within city limits. ● WKRC's Primary listening area includes a population of 1,676,466 who purchase \$382,199,000 in goods a year.

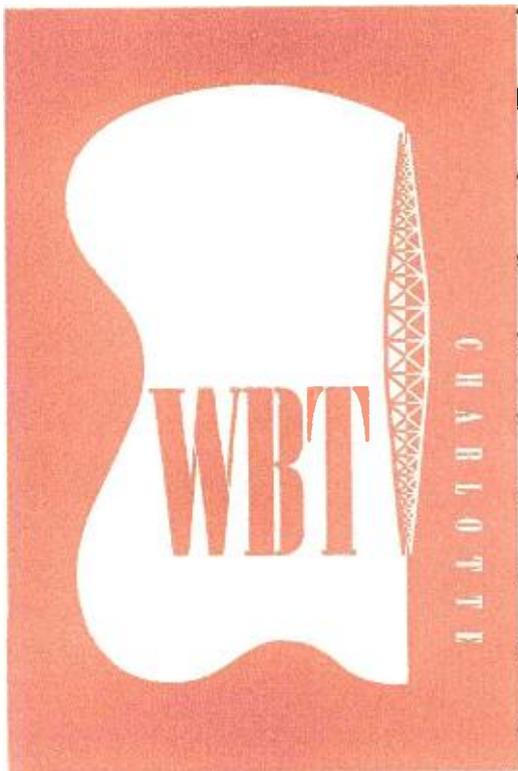
WKRC, Cincinnati—1,000 Watts—owned and operated by THE COLUMBIA BROADCASTING SYSTEM



**REACHING A
\$380,000,000 EAR**

Represented by RADIO SALES, Inc.: NEW YORK, 485 Madison Avenue, Wickersham 2-2000 • CHICAGO, 410 North Michigan Avenue, Whitehall 6000 • DETROIT, Fisher Bldg., Trinity 2-3414

DOORWAY TO DIXIE



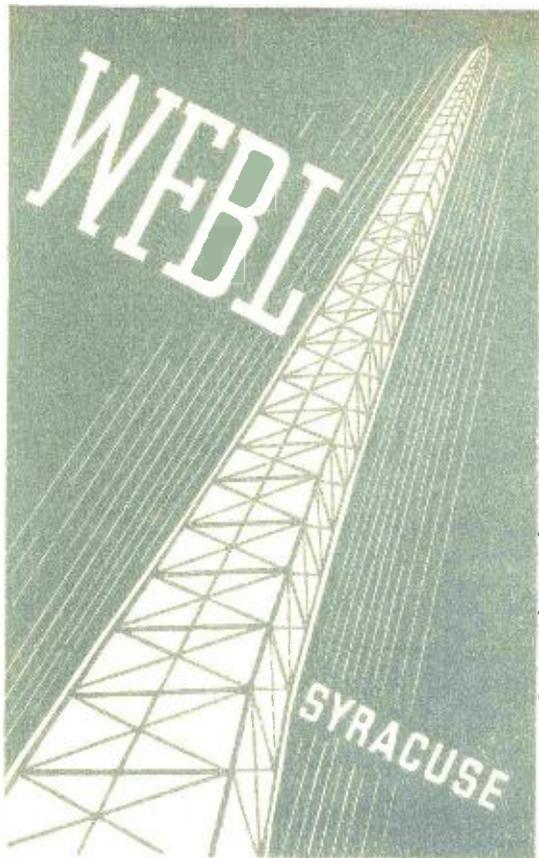
The only 50,000 watt clear channel station between Philadelphia and Atlanta covers the Southern seaboard in six states and



sends its voice as far North as Canada! ● WBT is more than just a station — it is as much a part of the Southern scene as spoon bread and beaten biscuits and mint and magnolias! ● There are 11 other stations in the Carolinas, but all of them put together cannot cover as much territory as WBT alone — a territory which needs and supports more than 50 daily newspapers. ● The latest Price-Waterhouse survey gives WBT a 96.4% audience rating of regular listening. Here's complete coverage — the Doorway to Dixie.

WBT, Charlotte — 50,000 Watts — owned and operated by THE COLUMBIA BROADCASTING SYSTEM

Represented by RADIO SALES, Inc.: NEW YORK, 485 Madison Avenue, Wickersham 2-2000 • CHICAGO, 410 North Michigan Avenue, Whitehall 6000 • DETROIT, Fisher Building, Trinity 2-3414



With 5,000 watts in the daytime, WFBL is 20 times as powerful as its competitor, and by far the favorite local station of both listeners and advertisers. ● It offers its sponsors a complete merchandising service in a territory famous nationally as a "test" market. ● One client

RADIO YARDSTICK FOR THE NATION

obtained distribution in 550 retail outlets for a new product within four weeks from the start of his radio series. Dealers know WFBL is a sales producer. ● Syracuse sets the

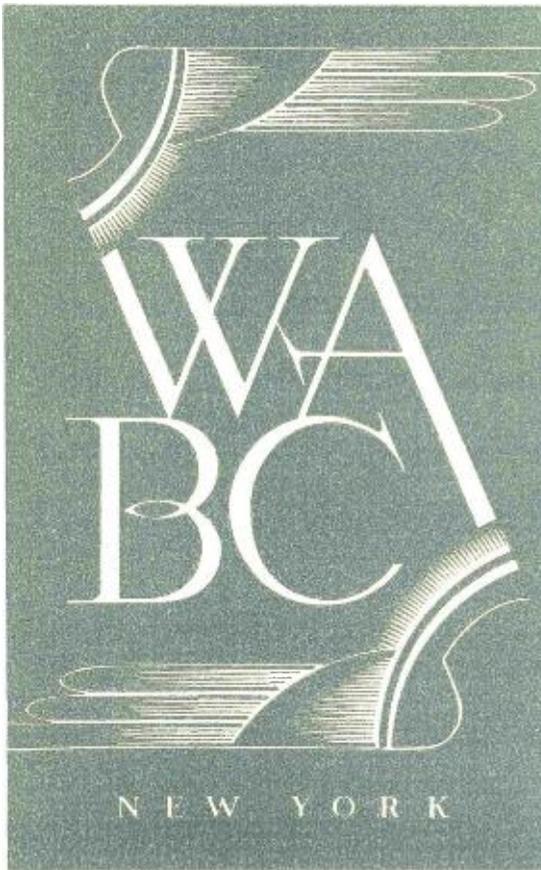
WFBL, Syracuse—1,000 Watts—owned and operated by the ONONDAGA RADIO BROADCASTING CORPORATION



sales-pace for the nation and WFBL leads local stations in performance and popularity.

Represented by RADIO SALES, Inc.: NEW YORK, 485 Madison Avenue, Wickersham 2-2000 • CHICAGO, 410 North Michigan Avenue, Whitehall 6000 • DETROIT, Fisher Building, Trinity 2-3414

KEY TO THE NETWORKS

A large, stylized logo for WABC New York. The letters 'WABC' are in a bold, serif font, with 'NEW YORK' written in a smaller, sans-serif font below them. The logo is set against a dark green background with white, curved, radiating lines that suggest a signal or broadcast.

In New York, and only in New York, a "deadly parallel" of network popularity is possible — for only in this city each of the major networks operates its own station, controls all the time, and originates all of the programs of that station. ● The relative appeal of network schedules can therefore be isolated and measured in New York with almost laboratory precision. And has been. ● With this result: Survey after survey of the radio audience has given WABC a wide-margined FIRST in audience-preference for round-the-clock listening. ● Which explains why WABC

(and CBS) are also first choice of *advertisers*.

Here is the key to the networks — and the radio key to the world's richest market.



WABC, New York — 50,000 Watt Key Station of The COLUMBIA BROADCASTING SYSTEM

ADMINISTRATIVE OFFICES & REPRESENTATIVES ● New York City, 485 Madison Ave. ● Chicago, 410 N. Michigan Ave. ● Philadelphia, 1622 Chestnut St. ● Washington, 817 Earle Bldg. ● Los Angeles, Signal Oil Bldg. ● Detroit, 902 Fisher Bldg. ● London, 14 Langham Pl., W. 1. ● Cable Address, Columbia, N.Y.

A Message To The Advertising Agencies

Do You Know That WOV Reaches More Italian-Americans Than There Are Italians In Rome?

THE POPULATION OF ROME IS SLIGHTLY OVER 1,000,000
THERE ARE 1,750,000 ITALIAN-AMERICANS IN THE METROPOLITAN AREA

**WOV IS THE CENTER OF INTEREST
TO ALL ITALIAN SPEAKING LISTENERS**

*Concentrate On
Your Market!*

REACH THE LARGEST
SINGLE SPECIAL AUDI-
ENCE OF ITS KIND IN THE
WORLD!

WOV CONCENTRATES ON
SERVING THE ITALIAN-
AMERICANS IN GREATER
NEW YORK!



*Speak To
The Housewife!*

THE HOUSEWIFE MAKES
THE FAMILY PURCHASES.
DO YOU KNOW THAT
WOV SERVES THE LARG-
EST DAYTIME AUDIENCE
OF ANY INDEPENDENT
STATION IN GREATER
NEW YORK?

Do You Know

THAT **WOV** OPERATES ON A **CLEAR CHANNEL**—WITH-
OUT INTERFERENCE—ON A WAVE LENGTH OF 1130 KC.
—WITH 1000 WATTS POWER — **INSURING** COMPLETE
METROPOLITAN COVERAGE?

Do You Know

THAT WOV ACCOUNTS HAVE BEEN CONSISTENTLY RE-
NEWED FOR THE LAST FIVE YEARS?

IN 1935—95 per cent of the WOV advertisers renewed their contracts!

BRING THESE FACTS TO THE ATTENTION OF YOUR CLIENT!

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

ST—Shares Time. NC—Non-Commercial Station. D—Day. N—Night. SH—Specified Hours. LS—Local Sunset.
CP—Construction Permit. SA—Special Authorization. L—Limited Time with Dominant Station. U—Unlimited Time.
 (Data corrected to January 1, 1936)

NEW YORK—(Continued)

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address	Telephone Number	Network	Director Commercial Manager	Program Director Chief Engineer	Representatives
BUFFALO.....	WBEN	900	1,000 CP 5,000—LS	WBEN, Inc. Hotel Statler	Cleveland 2044	NBC-Red	Edgar H. Twamley Clifford M. Taylor	Edgar H. Twamley R. J. Kingsley	Edw. Petry
	WBNY	1370—SH (Construction Permit Only)	250—LS 100—N	Roy L. Albertson 485 Main St.	Cleveland 3365	Roy L. Albertson Tom D. Dwyer	Jack McLean
	WEER	1310	250—LS 100—N	Howell Broadcasting Co. 23 W. North St.	Lincoln 7133	Dr. Short H. H. Howell	Norman Freakley Paul Fischler
	WGR	550	1,000	Buffalo Broadcasting Corp. Rand Bldg.	Washington 3100	CBS	I. R. Lounsberry L. H. Avery	Herbert C. Rice Karl B. Hoffman	Free & Steininger
	WKBW	1480	5,000	Buffalo Broadcasting Corp. Rand Bldg.	Washington 3100	CBS	I. R. Lounsberry L. H. Avery	Herbert C. Rice Karl B. Hoffman	Free & Steininger
	WSVS	1370—SH NC	50	Seneca Vocational High School 666 E. Delavan Ave.	Fillmore 7190	David Warnhoff	John Lindner Paul J. Doddridge
CANTON.....	WCAD	1220—SH NC	500	St. Lawrence University University Campus	276	H. K. Bergman	R. C. Ellsworth Ward C. Priest
CHESTER TOWN-SHIP.....	WGNV	1210—ST	100	Peter Goelet Chester	1500	Peter Goelet Joseph Rake	I. G. Fiske Edward Johnstone	Hibbard Ayer
ELMIRA.....	WESG	1040—D SA 850	1,000	Cornell University Mark Twain Hotel	5959	Dale L. Taylor Norbert O'Brien	Ernest F. Oliver True McLean	J. P. McKinney
FREEPORT.....	WGBB	1210—ST	100	Harry H. Carman 64 So. Grove St.	2418	Lee MacArthur H. H. Carman	A. Cheesman Andrew Mercier
JAMESTOWN.....	WJCL	1210	50	A. E. Newton 840 N. Main St.	3-908	J. Ralph Carson C. Frisbie	R. Evans Dee Kratzert
LONG ISLAND CITY	W2XR	1560	1,000	Scientific Broadcasting Service 41 Park Row, N. Y. C.	Courtland 7-9736	John V. L. Hogan Howard J. Perry	Arthur Huntington R. D. Valentine
NEW YORK.....	WABC	860	50,000	Atlantic Broadcasting Corp. 485 Madison Ave.	Wickersham 2-2000	CBS	Wm. S. Paley H. K. Boice	L. W. Lowman A. B. Chamberlain	Radio Sales
	WBNX	1350—ST	250	Standard Cahill Co. 260 East 161st St.	Melrose 5-0933	W. C. Alcorn S. W. Caulfield	Edward Ervin
	WEAF	660	50,000	National Broadcasting Co. RCA Bldg.	Circle 7-8300	NBC-Red F. E. Spencer, Jr.	John F. Royal O. B. Hanson	NBC
	WEVD	1300—ST	1,000	Debs Memorial Radio Fund 160 W. 40th St.	Bryant 9-2360	Henry Greenfield Henry Greenfield	Morris S. Novik Chas. W. Brown
	WFAB	1300—ST	1,000	Fifth Ave. Broadcasting Corp. 154 W. 57th St.	Circle 7-2610	Joseph Lang Joseph Lang	George Lasker Henry Byam
	WHN	1010	1,000 CP 5,000—LS	Marcus Loew Booking Agency 1540 Broadway	Bryant 9-7800	Louis K. Sidney Philip F. Whitten	Mitchell Benson G. R. Windham
	WINS	1180—L	1,000	Hearst Radio, Inc. 114 E. 58th St.	Eldorado 5-6100	Burt Squire Burt Squire	Roland Bradley C. H. Pease	Hearst Radio
	WJZ	760	50,000	National Broadcasting Co. RCA Bldg.	Circle 7-8300	NBC-Blue F. E. Spencer, Jr.	John F. Royal O. B. Hanson	NBC
	WLWL	1100—SH	5,000	Missionary Society of St. Paul 415 West 59th St.	Columbus 5-7030	Rev. Joseph I. Malloy J. P. Kiernan	Franklin H. Small Joseph Deppe
	WMCA	570	500	Knickerbocker Broadcasting Co. 1697 Broadway	Circle 6-2200	Inter-City	Donald Flamm Bertram Lebhar, Jr.	Alfred Hall Frank Marx	Ray Linton
	WNEW	1250—ST	2,500—LS 1,000—N	WBO Broadcasting Corp. 501 Madison Ave.	Plaza 3-3300	Miss B. Judis Herman Bess	Walton Butterfield M. J. Weiner
	WNYC	810—D NC	1,000	City of New York Municipal Bldg.	Worth 2-4740	F. J. H. Kracke	C. R. Bohnsack I. Brimberg
	WOR (Newark)	710	50,000	Bamberger Broadcasting Service 1440 Broadway, New York	Pennsylvania 6-8383	MBS	Alfred J. McCosker Theo C. Streibert Walter Neff	Julius F. Seebach J. R. Poppele	Wm. G. Rambeau James F. Fay
	WOV	1130—D	1,000	International Broadcasting Corp. 132 W. 43rd St.	Bryant 9-6445	John Iraci John Iraci	John C. Schramm Robert E. Study
	WFAS (White Plains)	1210—ST	100	Westchester Broadcasting Corp. Hotel Roger Smith	White Plains 8353	Frank A. Seitz Selma Seitz	Frank A. Seitz H. C. Laubenstein	Cox & Tanz Northwest
	WWRL (Woodside)	1500—SH	250—LS 100—N	Long Island Broadcasting Corp. 41-30 58th St.	Newton 9-3300	W. H. Reuman F. R. Clarke	Lou Cole W. H. Reuman
OLEAN.....	WHDL	1420—D	100	Olean Broadcasting Co. Olean	3-300	Leonard L. Hofmann H. N. MacEwen	David Jeffries H. M. Hathaway
PLATTSBURG.....	WMFF	1310—D	250	Plattsburg Broadcasting Corp. Cumberland Hotel	802	George F. Bissell George F. Bissell	M. Parker John Reilly	Northwest
ROCHESTER.....	WHAM	1150	50,000	Stromberg-Carlson Telephone Mfg. Co. 111 East Ave.	Stone 1862	NBC-Blue	William Fay Ben T. Weaver	Kenneth Loysen John Long, Jr.	Reiter & Jaeger Norman Craig
	WHEC	1430	1,000—LS 500—N	WHEC, Inc. 40 Franklin St.	Stone 1320	CBS	Clarence Wheeler M. C. Watters	Nicholas Pagliara Maurice Clarke	Paul Raymer
	WSAY	1210—D (Construction Permit Only)	100	Brown Radio Service 192 S. Goodman St.	Gordon P. Brown Ken Johnson	Maurice J. Condon
SARANAC LAKE.....	WNBZ	1290—D	100	Smith & Mace Saranac Lake	824	Earl J. Smith Earl J. Smith	Ray English T. J. MacLeod
SCHENECTADY	WGY	790	50,000	General Electric Co. 1 River Road	4-2211	NBC-Red	Kolin Hager G. R. Nelson	A. O. Coggeshall W. J. Purcell	NBC



Myrtle Leonard



Louis Katzman



Florence Maxwell

Why is WINS the Radio Station of Undeniable PRESTIGE?

HERE ARE SOME ANSWERS:

1. *From the White House:* Mrs. Franklin Delano Roosevelt writes to radio station WINS, a gracious letter of appreciation of work that is being accomplished through the WINS daily feature, "The Modern Woman Speaks". Her letter is on file.

2. *Exclusive Arrangements:* WINS is one of the few independent radio stations in the country having special arrangements of music every day.

3. *First to Broadcast News:* WINS is recognized everywhere as first in New York in the radio broadcasting of news. WINS' connection with both morning and afternoon newspapers...the New York American and the New York Journal...assures WINS at all times of this unique advantage.

A Typical WINS Program...

and one to which any station might aspire, is presented by WINS in Louis Katzman and his orchestra, which has been identified with forty-two network programs.

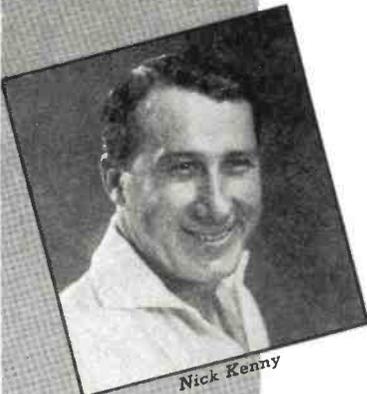
● The combination of this famous conductor...featuring Myrtle Leonard, leading contralto of the Metropolitan Opera Company and an array of superb guest artists appeals to all who love music. These Louis Katzman hours are truly a series of dinner music programs of incomparable charm. ● Capitalize on this prestige, plus the 12,000,000 market to which WINS is an open door, and place your national spot campaigns on one of the many WINS features.



Earl Harper



Jack Douglas



Nick Kenny



Helen Merchant



Fran & Francis



Gay Lee

W·I·N·S

NEW YORK

NATIONAL REPRESENTATIVE:

HEARST RADIO, INC.

NEW YORK

CHICAGO

SAN FRANCISCO

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

ST—Share Time. NC—Non-Commercial Station. D—Day. N—Night. SH—Specified Hours. LS—Local Sunset.
CP—Construction Permit. SA—Special Authorization. L—Limited Time with Dominant Station. U—Unlimited Time.
 (Data corrected to January 1, 1936)

NEW YORK—(Continued)

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address	Telephone Number	Network	Director Commercial Manager	Program Director Chief Engineer	Representatives
SYRACUSE.....	WFBL	1360	5,000—LS 1,000—N	Onondaga Radio Broadcasting Corp. Onondaga Hotel	2-1147	CBS	Samuel Woodworth Charles F. Phillips	George Perkins Alfred Marcy	Radio Sales
	WSYR- WSYU	570	250 CP 1,000	Central New York Broadcasting Corp. Starrett-Syracuse Bldg.	3-0158	NBC-Blue	H. C. Wilder Howard C. Barth	F. R. Ripley Armand Belleisle	Paul Raymer
TROY.....	WHAZ	1300—ST	500	Rensselaer Polytechnic Inst. Eighth St.	6810	W. J. Williams H. D. Harris	Rutherford Hayner W. C. Stoker
UTICA.....	WIBX	1200	300—LS 100—N	WIBX, Inc. 187 Genesee St.	2-2102	CBS	Dale Robertson Dale Robertson	Phil Ross David Foote	Norman Craig Reiter & Jaeger

NORTH CAROLINA

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address	Telephone Number	Network	Director Commercial Manager	Program Director Chief Engineer	Representatives
ASHEVILLE.....	WWNC	570	1,000	Citizen Broadcasting Co. Flatiron Bldg.	850	NBC-Supp.	Don S. Elias J. W. McIver	E. A. McIntosh Cecil Hoskins	Ferguson & Aston
CHARLOTTE.....	WBT	1080	50,000	Station WBT, Inc. Wilder Bldg.	3-7107	CBS	Wm. A. Schudt, Jr. Wm. A. Schudt, Jr.	Chas. Crutchfield J. J. Beloungy	Radio Sales
	WSOC	1210	250—LS 100—N	WSOC, Inc. Mecklenburg Hotel	7130	NBC-Supp.	E. J. Gluck W. C. Irwin	Paul W. Norris R. S. Morris	Norman Craig A. T. Sears
DURHAM.....	WDNC	1500	100	Durham Radio Corp. Washington Duke Hotel	J-1001	CBS	J. Frank Jarman, Jr. Woody Woodhouse	Lee E. Vickers R. A. Dalton
GASTONIA.....	WJBR	1420 (Construction Permit Only)	100	J. B. Roberts 224 So. Willow St.	J. B. Roberts J. B. Roberts Ben Farmer
GREENSBORO.....	WBIG	1440	1,000—LS 500—N	North Carolina Broadcasting Co. O. Henry Hotel	6125	CBS	Edney Ridge John E. Miller	Edney Ridge Earl F. Allison	A. T. Sears
HIGH POINT.....	WMFR	1200—D	100	Hart & Nelson 156½ So. Main St.	4593	Wayne M. Nelson E. Z. Jones	Kenneth Paul
RALEIGH.....	WPTF	680—L	5,000	WPTF Radio Co. 324 Fayetteville St.	3007	NBC-Supp.	R. H. Mason R. E. Penny	Graham B. Poyner Henry Hullick	Free, Johns & Field
ROCKY MOUNT....	WEED	1420—ST	100	W. Avera Wynne Rocky Mount	1420	W. Avera Wynne B. W. Frank	Bernard Proctor R. M. Wallace
WILMINGTON.....	WMFD	1370—D	100	Richard Austin Dunlea 320 N. Front St.	3	R. E. Dunlea R. E. Dunlea	Weston E. Britt H. Humphrey
WINSTON-SALEM ..	WSJS	1310	100	Winston-Salem Journal Co. 420 N. Marshall	4141	CBS	Norris L. O'Neil Norris L. O'Neil	John Miller D. J. Lee

NORTH DAKOTA

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address	Telephone Number	Network	Director Commercial Manager	Program Director Chief Engineer	Representatives
BISMARCK.....	KFYR	550	5,000—LS 1,000—N	Meyer Broadcasting Co. 420 Broadway	19	NBC-Supp.	P. J. Meyer F. E. Fitzsimonds	Richard Burris Ivar Nelson
DEVILS LAKE.....	KDLR	1210	100	KDLR, Inc. 1025 3rd St.	1090	Bert Wick Bert Wick	Hildur M. Wick Delbert Hunt	A. T. Sears
FARGO.....	WDAY	940	5,000—LS 1,000—N	WDAY, Inc. Black Bldg.	6800	NBC-Supp.	E. C. Reineke Robert Schulz	Ken Kennedy J. M. Hetland	Free, Johns & Field
GRAND FORKS....	KFJM	1370	100	University of North Dakota 1st National Bank Bldg.	1200	D. Le Masurier A. H. Flaten	E. O. Hanson
MANDAN.....	KGCU	1240—SH	250	Mandan Radio Assn. 111 First Ave., N. W.	566	John Kennelly John Kennelly	Morton Wiebers James Gilfoy
MINOT.....	KLPM	1240—SH	250	John B. Cooley Minot	1267	R. J. Schmidt Claude C. Turner	Leslie Maupin C. W. Baker	A. T. Sears Aerial Publicizing

OHIO

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address	Telephone Number	Network	Director Commercial Manager	Program Director Chief Engineer	Representatives
AKRON.....	WADC	1320	2,500—LS 1,000—N	Allen T. Simmons Box 808	Hemlock 5151	CBS	Robert Wilson Fred C. Bock	Harold Hageman John Aitkenhead, Jr.	Norman Craig
	WJW	1210	250—LS 100—N	WJW, Inc. 41 S. High St.	Jefferson 6111	S. W. Townsend S. W. Townsend	Arthur W. Graham John F. Weimer
CANTON.....	WBHC	1200	100 CP 250—LS	Edward P. Graham 319 W. Tusc	5385	C. W. Hayes R. Bruce	J. E. O'Toole K. Sliker
CINCINNATI.....	WCKY	1490	5,000	L. B. Wilson, Inc. Covington, Ky.	Hemlock 7655	NBC-Red NBC-Blue	L. B. Wilson George Moore	Lloyd Sullivan Chas. Topmiller
	WCPO	1200	250—LS 100—N	Continental Radio Co. Hotel Sinton	Parkway 1111	Wm. A. Clark Wm. A. Clark	Robert Bentley Glen A. Davis
	WKRC	550	500 CP 2,500—LS SA 1,000—N	WKRC, Inc. Hotel Aims	Woodburn 7640	CBS	Tim S. Goodman S. R. Bateman	John McCormick Frank Dieringer	Radio Sales
	WLW	700	50,000 SA 500,000	Crosley Radio Corp. 1829 Arlington St.	Kirby 4800	NBC-Red NBC-Blue MBS	John L. Clark John L. Clark	Don Becker Joseph A. Chambers
	WSAI	1330	2,500—LS 1,000—N	Crosley Radio Corp. Union Central Annex	Kirby 4800	NBC-Red MBS	John L. Clark John L. Clark	E. K. Krautters Joseph A. Chambers

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A NATIONAL
RADIO CAMPAIGN
INCLUDES **WLW**

... *without* **WLW**

*no radio campaign
could possibly
be NATIONAL*

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

ST—Shares Time. NC—Non-Commercial Station. D—Day. N—Night. SH—Specified Hours. LS—Local Sunset.
CP—Construction Permit. SA—Special Authorization. L—Limited Time with Dominant Station. U—Unlimited Time.
 (Data corrected to January 1, 1936)

OHIO—(Continued)

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address	Telephone Number	Network	Director Commercial Manager	Program Director Chief Engineer	Representatives
CLEVELAND	WGAR	1450	1,000—LS 500—N	WGAR Broadcasting Co. Hotel Statler	Prospect 0200	NBC-Blue	John F. Patt Ellis C. Vander Pyl	Eugene Carr R. Morris Pierce	Edw. Petry
	WHK	1390	2,000—LS 1,000—N	Radio Air Service Corp. Terminal Tower	Prospect 5800	CBS	H. K. Carpenter C. A. McLaughlin	John T. Vorpe E. L. Gove	Free & Steining
	WJAY	610—D	500	Cleveland Radio Broadcasting Corp. 1224 Huron Road	Cherry 0464	Edythe Fern Melrose Clyde Wood	Maxwell Hage P. J. Eubanks
WTAM	1070	50,000	National Broadcasting Co. 1367 E. 6th St.	Cherry 0942	NBC-Red	Vernon H. Pribble R. L. Ferguson	Tom Lewis S. E. Leonard	NBC	
COLUMBUS	WAIU	640—L	500	Associated Radiocasting Corp. A. I. U. Bldg.	Adams 1101	C. M. Everson H. H. Hoessly	Robert S. French A. C. McClelland	Free, Johns & Field
	WBNS	1430	1,000—LS 500—N	WBNS, Inc. 33 North High St.	Adams 9265	CBS	R. A. Borel Frank S. Fenton	C. R. Thompson Lester H. Nafzger	John Blair
	WCOL	1210	100	WCOL, Inc. 33 North High St.	Adams 8207	James E. Blower Jack Kelly	James E. Blower Lester H. Nafzger
WOSU	570—SH NC	1,000—LS 750—N	Ohio State University Campus	University 3148	R. C. Higgy	Byron Williams C. S. Bidlack	
DAYTON	WHIO	1260	1,000	Miami Valley Broadcasting Corp. 39 S. Ludlow St.	Adams 2261	NBC-Red NBC-Blue	J. L. Reinsch H. R. Seaman	Richard Reed E. L. Adams Jr.	Sawyer, Ferguson & Walker
	WSMK	1380—D SH—N	200	WSMK, Inc. 121 No. Main St.	Adams 3288	CBS	S. M. Krohn, Jr. S. Whedon	Helene Blue S. M. Krohn, Jr.
PORTSMOUTH	WPAY	1370	100	Vee Bee Corp. 821 Chillicothe St.	1010	Marie W. Vandegrift Marie W. Vandegrift	Gwen Sherburn Ralph Jordan	Aerial Publicizing
TOLEDO	WSPD	1340	2,500—LS 1,000—N	Toledo Broadcasting Co. Commodore Perry Hotel	Adams 3175	CBS	J. H. Ryan E. Y. Flanigan	Russell Gohring Verne Alston	Joseph McGilvra John Kettlewell
YOUNGSTOWN	WKBN	570—SH	500	WKBN Broadcasting Corp. 17 N. Champion St.	4-2122	CBS	W. P. Williamson, Jr. J. L. Bowden	Thelma Murphy B. T. Wilkins
ZANESVILLE	WALR	1210	100	WALR Broadcasting Corp. Zanesville	5044

OKLAHOMA

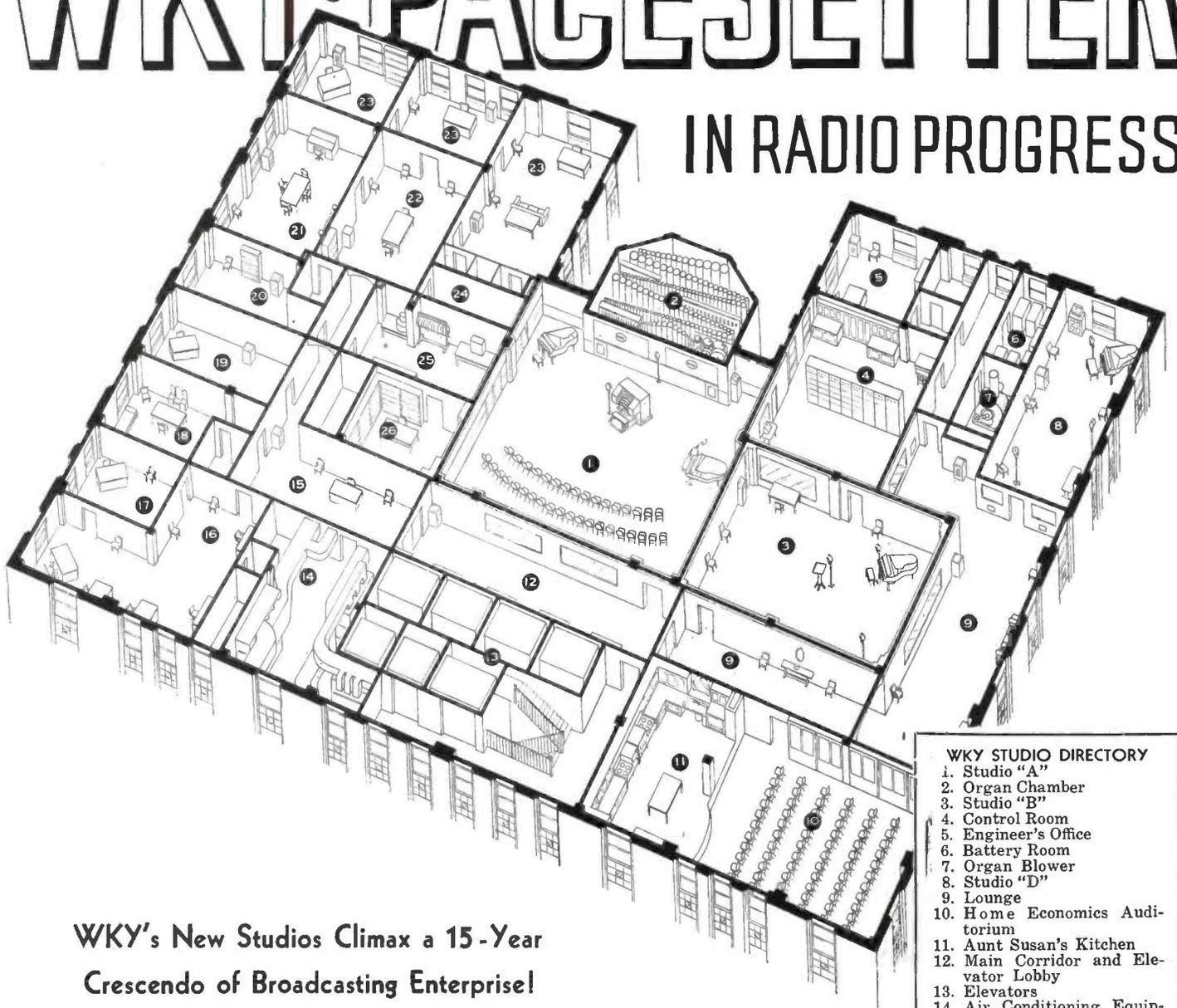
City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address	Telephone Number	Network	Director Commercial Manager	Program Director Chief Engineer	Representatives
ADA	KADA	1200—D	100	C. C. Morris Ada	1212	Joe Lee	Jack Whitney E. H. Taylor
ARDMORE	KVSO	1210—D	100	Ardmore Publishing Co. Cor. Chicksaw & NW. Blvd.	3080	Ted Smith Ted Smith	Weldon Eallace Don Holladay
ELK CITY	KASA	1210	100	E. M. Woody Casa Grande Hotel	730	F. E. Mayhew F. E. Mayhew	Walter Haddock H. C. Redman	Cox & Tanz
ENID	KCRC	1360	250	Enid Radiophone Co. Oxford Hotel	448	H. J. Porter H. J. Porter	Ralph Rogers A. B. Clopton
MUSKOGEE	KBIX	1500 (Construction Permit Only)	100	Muskogee Press Pub. Co. Muskogee
NORMAN	WNAD	1010—SH NC	1,000	University of Oklahoma Norman	900	Harold McCallum
OKLAHOMA CITY	KFXR	1310	250—LS 100—N	Exchange Ave. Baptist Church Hightower Bldg.	3-4333	B. C. Thomason Robert Elliston	M. L. Thomason Horace Marrinan
	KGFG	1370—ST	100	Oklahoma Broadcasting Co. 200 Periene Bldg.	2-5421	Ivan Head Hall V. Davis	Morton Floodas Clifford Eosum
KOMA	1480	5,000	National Radio Mfg. Co. Biltmore Hotel	2-8171	CBS- Southwest	Neal Barrett Neal Barrett	Bernard Macey W. W. Robertson	Free, Johns & Field	
WKY	900	1,000	WKY Radiophone Co. Plaza Court	3-4806	NBC-Supp.	Gayle V. Grubb M. E. Bonebrake	Daryl McAllister E. C. Hull	E. Katz	
PONCA CITY	WBBZ	1200	100	Estate of C. L. Carrell, deceased Howard Johnson, Representative 615 W. Grand St.	2300	C. M. Ganes C. M. Ganes	A. L. Carrell Donald Mitchell
SHAWNEE	KGFF	1420	100 CP 250—LS	KGFF Broadcasting Co. Aldridge Hotel	4390	R. U. Porter R. U. Porter	Martha L. Burton Ben Kejr
TULSA	KTUL	1400	1,000—LS 500—N	Tulsa Broadcasting Co. National Bank Bldg.	4-8188	CBS- Southwest	Wm. C. Gillespie H. A. Hutchinson	Fenton Jeffers Max Carter	Free, Johns & Field
	KVOO	1140—ST	25,000	Southwestern Sales Corp. Philtower	2-2254	NBC-Supp.	Wm. B. Way Willard Egolf	Allen Franklin L. W. Stinson	Edw. Petry

OREGON

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address	Telephone Number	Network	Director Commercial Manager	Program Director Chief Engineer	Representatives
ASTORIA	KAST	1370—D	100	Abraham Shapiro 611 Commercial St.	95	A. Shapiro A. Shapiro	Ted Charles L. E. Shatto
CORVALLIS	KOAC	550—NC	1,000	Oregon State Agricultural College Corvallis	526	Luke L. Roberts	Luke L. Roberts Grant Feikert
EUGENE	KORE	1420	100	Eugene Broadcast Station 731 Willamette St.	3	Frank L. Hill Glen McCormick	N. Harper R. J. Wildman
KLAMATH FALLS	KFJI	1210	100	KFJI Broadcasters, Inc. Willard Hotel Bldg.	2125	George Kincaid George Kincaid	Carroll Hansen Joe Carroll	Walter Biddick
MARSHFIELD	KOOS	1380—D	250	H. H. Haneth, Inc. Hall Bldg.	432	Walter L. Read Ben E. Stone	Sylvia Chandler Floyd Rush	Walter Biddick

WKY. PACESETTER

IN RADIO PROGRESS



WKY's New Studios Climax a 15-Year Crescendo of Broadcasting Enterprise!

IN 1920, when only two other stations in America were broadcasting regularly scheduled programs, WKY was already setting a pace in radio enterprise which has since kept it in the forefront of broadcasting progress. WKY has continued to plan with audacity, execute with vigor; to treat every possibility of the future as a probability of tomorrow.

With this vision and vigor, WKY planned and constructed the largest, finest and most modern studios in the South and Southwest. They occupy an entire floor especially provided for them during the construction of Oklahoma City's newest 16-story building, the Skirvin Tower. They embody every element of modern studio construction, the most recent developments in technical efficiency as well as

many new and exclusive features.

WKY's new studios are the natural climax to a long-time program and policy that has dictated the instant adoption of every new and better broadcasting method and device as rapidly as introduced. Because of this policy, WKY today tops all stations in the Southwest in the quality and quantity of broadcasting equipment . . . having the only portable short-wave transmitter in this sec-

tion and one of the first three 100-watt RCA ultra-high-frequency transmitters in the U. S.

And paralleling its vigor and enterprise in technical advances, WKY has set and maintained a pace in radio showmanship and community service which has kept it in the forefront of audience favor, made it first choice in the homes and hearts of Oklahoma listeners.

WKY STUDIO DIRECTORY

1. Studio "A"
2. Organ Chamber
3. Studio "B"
4. Control Room
5. Engineer's Office
6. Battery Room
7. Organ Blower
8. Studio "D"
9. Lounge
10. Home Economics Auditorium
11. Aunt Susan's Kitchen
12. Main Corridor and Elevator Lobby
13. Elevators
14. Air Conditioning Equipment
15. Outer Reception Lobby
16. Advertising Department
17. Office, Advertising Manager
18. Women's Room
19. Production Department
20. Continuity Department
21. Studio "C" and Audition Room
22. Inner Reception Lobby
23. Executives' Offices
24. Entrance to Studio "A"
25. Sound Effects Room
26. Music Library

WKY. OKLAHOMA CITY

Affiliated with *The Daily Oklahoman, The Times and The Farmer-Stockman*

NATIONAL REPRESENTATIVE — E. KATZ SPECIAL ADVERTISING AGENCY

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

ST—Shares Time. *NC*—Non-Commercial Station. *D*—Day. *N*—Night. *SH*—Specified Hours. *LS*—Local Sunset.
CP—Construction Permit. *SA*—Special Authorization. *L*—Limited Time with Dominant Station. *U*—Unlimited Time.
 (Data corrected to January 1, 1936)

OREGON—(Continued)

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address	Telephone Number	Network	Director Commercial Manager	Program Director Chief Engineer	Representatives
MEDFORD.....	KMED	1810	250—LS 100—N	Mrs. W. J. Virgin Sparta Bldg.	305	Mrs. W. J. Virgin L. P. Bishop	D. H. Rees	Walter Biddick
PORTLAND.....	KALE	1300—SH	500	KALE, Inc. New Heathman Hotel	Atwater 3333	CBS- Don Lee	C. Roy Hunt Theodore Kooreman	Ted Cooke Louis Bookwalter	Free, Johns & Field
	KBPS	1420—ST NC	100	Benson Polytechnic School 546 E. 12th Ave. N.	East 8131	William Allingham	William Allingham William Allingham
	KEX	1180—ST	5,000	Oregonian Publishing Co. Oregonian Bldg.	Atwater 2121	NBC-Pacific (Blue)	W. Carey Jennings W. Carey Jennings	Watson Humphrey H. C. Singleton	Edw. Petry
	KFJR	1800—SH	500	Ashley C. Dixon Lumbermen's Bldg.	Atwater 5787	Ashley C. Dixon Charles A. Baker	Charles A. Baker Charles A. Baker
	KGW	620	5,000—LS 1,000—N	Oregonian Publishing Co. Oregonian Bldg.	Atwater 2121	NBC-Pacific (Red)	W. Carey Jennings W. Carey Jennings	Watson Humphrey H. C. Singleton	Edw. Petry
	KOIN	940	5,000—LS 1,000—N	KOIN, Inc. New Heathman Hotel	Atwater 3333	CBS- D on Lee	C. W. Myers C. Roy Hunt	John Walker Louis Bookwalter	Free & Sleinger
KRWJ	1060—L SA 1040	500	KRWJ Broadcast Co. 622 S. W. Salmon St.	Atwater 4393	Macdonald Potts Macdonald Potts	Macdonald Potts Wilbur Jerman	
	KXL	1420—ST	250—LS 100—N	KXL Broadcasters Multnomah Hotel	Atwater 5124	H. B. Read H. B. Read	Paul Harden Paul Harden
ROSEBURG.....	KRNR	1500—D	100	So. Oregon Publishing Co. 114 No. Jackson St.	100	J. B. Toles H. Ellsworth	Helen Ellsworth J. B. Toles
SALEM.....	KSLM	1870	100	Oregon Radio Inc. 345 Court St.	6131	H. B. Read H. B. Read	Harold Shade James Darby

PENNSYLVANIA

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address	Telephone Number	Network	Director Commercial Manager	Program Director Chief Engineer	Representatives
ALLENTOWN.....	WCBA- WSAN	1440—ST	500	B. Bryan Musselman 39-41 N. 10th St.	9511	J. H. Musselman J. N. Hinchey	George Y. Snyder G. Davis	Hibbard Ayer
ALTOONA.....	WFBG	1310—ST	100	Gable Broadcasting Co. 1320 11th Ave.	6467	Roy F. Thompson K. C. Sink	J. M. Snyder James E. Moffatt
EASTON.....	WEST	1200—ST	250—LS 100—N	Associated Broadcasters, Inc. 516 Northampton St.	W. A. Kirkwood W. A. Kirkwood
ERIE.....	WLEU	1420	250—LS 100—N	Leo J. Omelian Erie	25-229	V. Hamilton Weir V. Hamilton Weir
GREENSBURG.....	WHJB	620—D	250	Pittsburgh Radio Supply House 128 Pennsylvania Ave.	3740	Percy Boyd R. M. Thompson, Jr.	Edward Krone George Myer	Ferguson & Aston
GROVE CITY.....	WSAJ	1310—SH NC	100	Grove City College Main & Broad St.	70	H. W. Harmon	R. G. Walters H. H. Harmon
HARRISBURG.....	WHP	1430	1,000—LS 500—N	WHP, Inc. Telegraph Bldg.	2-4111	CBS	A. K. Redmond C. L. Bailey	Wm. A. Wolf
	WKBO	1200—ST	250—LS 100—N	Keystone Broadcasting Corp. Penn-Harris Hotel	4-0191	C. G. Moss C. G. Moss	Dick Redmond C. G. Myers
HAZLETON.....	WAZL	1420—ST	100	Hazleton Broadcasting Service Hazleton Nat'l Bank Bldg.	1488	Victor C. Diehm Victor C. Diehm	Thomas Tito J. E. Mathiot
JOHNSTOWN.....	WJAC	1310—ST	100	WJAC, Inc. Tribune Annex	244	J. C. Tully
LANCASTER.....	WGAL	1500	250—LS 100—N	WGAL, Inc. 8 West King St.	5252	H. H. Hatchette H. H. Hatchette	Ernest Stanzola J. E. Mathiot
PHILADELPHIA.....	KYW	1020	10,000	Westinghouse Electric & Mfg. Co. 1622 Chestnut St.	Locust 3760	NBC-Red	Dr. Leon Levy R. A. Sayres	Arnold Hartley E. H. Gager	NBC
	WCAU	1170	50,000	WCAU Broadcasting Co. 1622 Chestnut St.	Locust 7700	CBS	Dr. Leon Levy Robert A. Street	Stan Lee Broza John G. Leitch
	WDAS	1370	250—LS 100—N	WDAS Broadcasting Station 1211 Chestnut St.	Locust 7400	P. J. Stanton S. H. Chambers	Harold Hayes Frank Unterberger	Aerial Publicizing
	WFIL	560	1,000—LS 500—N SA 1,000—N	WFIL Broadcasting Co. Public Ledger Bldg.	Walnut 5200	NBC-Blue	Donald Withycomb Jack Stewart	Murray Arnold Frank V. Becker	Edw. Petry
	WHAT	1310—ST	100	Independence Broadcasting Co. Public Ledger Bldg.	Lombard 2390	L. H. Bailey L. H. Bailey	L. H. Bailey J. C. Geise, Jr.
	WIP	610	500 SA 1,000	Pennsylvania Broadcasting Co. 35 So. 9th St.	Walnut 6800	Inter-City	Benedict Gimbel Albert A. Cormier	John Hayes Edward Johnson	John Blair
	WPEN	920—ST	500—LS 250—N	Wm. Penn Broadcasting Co. 22nd & Walnut St.	Ritten- house 4140	Charles Stahl Jack Plumley	L. London Charles Burtis
	WRAX	920	500—LS 250—N	WRAX Broadcasting Co. 22nd & Walnut St.	Ritten- house 4140	O. H. Taubel Jack B. Plumley	Charles Burtis
	WTEL	1310—ST	100	Foulkrod Radio Engineering Co. 3701 No. Broad St.	Radcliffe 6647	Henry N. Cocker Henry N. Cocker	E. Douglas Hibbs L. E. Biederman
	WIBG (Glenside)	970—D	100	Seaboard Radio Broadcasting Corp. Hotel Sylvania	Kingsley 8916	Joseph M. Nassau John M. Davis	Margaret R. Collins Charles Weir

keeping step



KEX ON BIG TIME AS NBC EXPANDS

Blue Network to Bring High-Class Programs

First Event Broadcast of Rose Bowl Game on New Year's; Others Listed

A major development in radio broadcasting, the opening of a second coast-to-coast network by the National Broadcasting Company to give finer and more complete service to the Pacific coast radio audience, was announced yesterday by Richard C. Patterson, Jr., of New York, executive vice-president of the National Broadcasting Company, Inc.

This expansion, according to Mr. Patterson, is a result of NBC's determination to bring to the Pacific coast the same wide range of programs and the complete facilities which have formerly been available only to listeners in the middle west and east. The new network will start operations January 1, 1936, with the broadcast of the Rose Bowl football classic as the feature program of its inauguration.

Service Expands for Coast

This is the second step taken by NBC to render a more complete and well-rounded service on the Pacific coast. It follows by less than a month the opening of the magnificent new NBC studios in Hollywood, from which point NBC now brings to the entire country the talent of famous personalities of the motion picture world who have not been heretofore available.

Five well-known radio stations

Reproduced from front-page story in the Oregonian Dec. 27, 1935.

... WITH HIS BIG BROTHER



KEX has now been chosen by the National Broadcasting Co. to carry its entire selection of BLUE network programs. Together with its affiliate, KGW, which will continue RED network releases, KGW and KEX will, under the new set-up, broadcast NBC commercials and NBC sustaining programs from 7 a. m. to midnight—every day in the week!

Advertisers will profit in three ways, through:

1. CHOICE OF TIME

Does your advertising message "click" better at 10 a. m. or 9 p. m.? Here are two stations; one will certainly be open for your message at your favorite time.

2. VARIETY OF PROGRAMS

Do you wish to follow a symphony or a jazz orchestra? Here are two stations; one will certainly have your desired type of program at the hour you wish it.

3. COMPLETE RATE STRUCTURE

Are you a large or small advertiser? Here are two stations; both exceptional radio "buys"—yet the rates give you a wide choice of either time or service, each has its own rate structure to meet your needs.

For market data, costs and sales possibilities of using either or both of Portland's two most influential stations, write telephone or wire . . .

KGW KEX

5000 watts D.T.—1000 watts N.T.

5000 watts

RADIO SERVICE OF THE OREGONIAN

PORTLAND, OREGON

The Great Newspaper of the Pacific Northwest

KGW-KEX represented by Edw. Petry & Co., New York, Chicago, Detroit, San Francisco

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

ST—Shares Time. CP—Construction Permit. NC—Non-Commercial Station. SA—Special Authorization. D—Day. L—Limited Time with Dominant Station. N—Night. SH—Specified Hours. U—Unlimited Time. LS—Local Sunset.
(Data corrected to January 1, 1936)

PENNSYLVANIA—(Continued)

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address	Telephone Number	Network	Director Commercial Manager	Program Director Chief Engineer	Representatives
PITTSBURGH.....	KDKA	980	50,000	Westinghouse Electric & Mfg. Co. Grant Bldg.	Grant 4200	NBC-Blue	H. A. Woodman W. E. Jackson	John Gihon Dwight Myer	NBC
	KQV	1380—D SH—N	500	KQV Broadcasting Co. Chamber of Commerce Bldg.	Grant 4860	J. J. Laux R. M. Thompson, Sr.	George Heid Fred Thomas	Ferguson & Aston Cox & Tanz
	WCAE	1220	5,000—LS 1,000—N	Pitt Publishing Co., Inc. William Penn Hotel	Atlantic 5184	NBC-Red	Ford Billings Leonard Kapner	Edward Harvey H. L. Bixbee, Sr.	Hearst Radio
	WJAS	1290	2,500—LS 1,000—N	Pittsburgh Radio Supply House 411 7th Ave.	Grant 4860	CBS	Howard E. Clark R. M. Thompson, Sr.	James Hughes W. W. McCoy	Ferguson & Aston
	WWSW	1500	250—LS 100—N	Walker & Downing Radio Corp. Hotel Keystone	Grant 5200	Frank R. Smith, Jr. Frank R. Smith, Jr.	Walter E. Sickles A. A. Lewis	Aerial Publicizing
READING.....	WEEU	830—D	1,000	Berks Broadcasting Co. 633 Penn St.	7335	Clifford M. Chafey W. A. Ripple	Paul J. Breedy H. O. Landis	Norman Craig
	WRAW	1310	100	Reading Broadcasting Co. 533 Penn St.	7335	Raymond Gaul W. A. Ripple	Paul J. Breedy H. O. Landis	Norman Craig
SCRANTON.....	WGBI	880—ST	250 SA-500	Scranton Broadcasters, Inc. 1000 Wyoming Ave.	6296	Frank Megargee Geo. D. Coleman	C. C. Urquhart K. R. Cooke	Cox & Tanz
	WQAN	880—ST NC	250	The Scranton Times Scranton	5151	A. W. Oeschmann	A. W. Oeschmann A. W. Oeschmann
SUNBURY	WKOK	1210—SH	100	Sunbury Broadcasting Corp. 1150 N. Front St.	1326	John L. Baer John L. Baer	Robert Stone Clifford Kerstetter
WILKES-BARRE.....	WBAX	1210—SH	100	John H. Stenger, Jr. Orpheum Bldg.	2-2736	John H. Stenger, Jr. Norman Stevens	Dick Mawson J. H. Stenger, Jr.
	WBRE	1310	100	Louis G. Baltimore 16 N. Main St.	3-3101	Louis G. Baltimore S. R. Baltimore	Jerry Butler Chas. Sakoski
WILLIAMSPORT.....	WRAK	1370	250—LS 100—N	WRAK, Inc. 244 W. 4th St.	2-6116	George E. Joy O. Linn	J. Wright Mackey Louis N. Persio	Cox & Tanz
YORK.....	WORK	1320	1,000	York Broadcasting Co. 13 S. Beaver St.	6629	Robert Gullick Robert Gullick	Harold Miller J. E. Mathiot

RHODE ISLAND

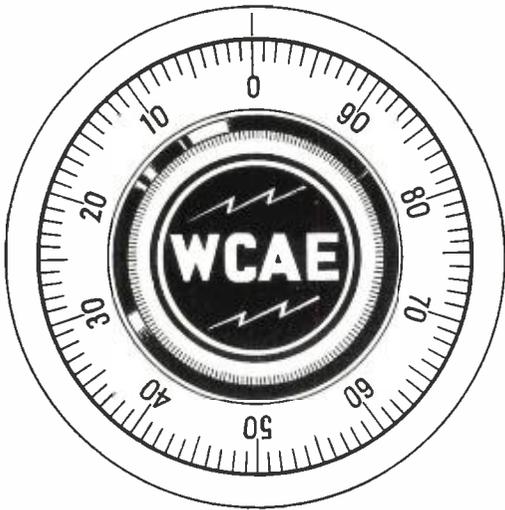
City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address	Telephone Number	Network	Director Commercial Manager	Program Director Chief Engineer	Representatives
NEWPORT.....	WNRI	1200 (Construction Permit Only)	250—LS Permit Only)	S. George Webb 21 Bull St.	S. George Webb
PROVIDENCE.....	WEAN	780	500	Shepard Broadcasting Service, Inc. Crown Hotel	Dexter 1520	CBS-Yankee	James Jennison C. W. Phelan	James Jennison H. Tilley	Edw. Petry
	WJAR	890	500—LS 250—N SA 500—N	The Outlet Company 176 Weybosset St.	Gaspee 1071	NBC-Red New England	John J. Boyle John J. Boyle	Violette Marks T. C. J. Prior	New England
	WPRO	630	250	Cherry & Webb Broadcasting Co. 15 Chestnut St.	Gaspee 4237	Yankee Inter-City	Paul Oury William T. Bush	H. William Koster H. W. Thornley	Paul H. Raymer

SOUTH CAROLINA

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address	Telephone Number	Network	Director Commercial Manager	Program Director Chief Engineer	Representatives
ANDERSON.....	WAIM	1200	100	Wilton E. Hall 112 E. Market St.	800	W. E. Henderson W. E. Henderson	Mrs. Olin Tice John Peoples	Norman Winter
CHARLESTON.....	WCSC	1360	1,000—LS 500—N	So. Carolina Broadcasting Co. Francis Marion Hotel	2191	H. A. Deadwyler H. A. Deadwyler	W. P. Speight D. M. Bradham	Free, Johns & Field
COLUMBIA.....	WIS	560	5,000—LS 1,000—N	Station WIS, Inc. 1811 Main St.	2-2135	NBC-Supp.	G. Richard Shafto Thad E. Horton	Victor H. Lund Scott Helt	Free, Johns & Field
GREENVILLE.....	WFBC	1300	1,000 CP 5,000—LS	Greenville News-Piedmont Co. Imperial Hotel	382	B. T. Whitmire W. S. Lindsay	Birdie B. Boyd W. C. Etheridge	Joseph McGillvra
SPARTANBURG.....	WSPA	920	1,000	The Voice of South Carolina Radio Bldg.	2900	Virgil V. Evans M. L. Hammette	Paul Nelson Jack Hudson	A. T. Sears Cox & Tanz George Roessler

SOUTH DAKOTA

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address	Telephone Number	Network	Director Commercial Manager	Program Director Chief Engineer	Representatives
ABERDEEN.....	KABR	1420	100	Aberdeen Broadcast Co. Alonzo Ward Hotel	4626	A. A. Faby A. A. Faby	W. L. Dean F. J. Keegan	A. T. Sears
BROOKINGS.....	KFDY	780—SH NC	1,000	South Dakota State College Brookings	702	S. W. Jones	S. W. Jones W. H. Gamble
HURON.....	KGDY	1340—D	250	Voice of South Dakota, Inc. Security National Bank Bldg.	4280	P. H. Koren R. V. Atkinson	LeRoy Stahl Palmer Foramoe	A. T. Sears
PIERRE.....	KGFX	630—SH	200	Dana McNeil Pierre	2251	Dana McNeil Dana McNeil	Ida O. McNeil



You'll Find a Number One Combination

for your radio advertising if the station you buy and
the market you reach boast these important factors:

THE STATION:

1. First in Showmanship.
2. First in Listener Popularity.
3. Clearest Signal.
4. Constant Advertising Gains.

THE MARKET:

1. 87.4% of Homes Radio Equipped.
2. Supported by Stabilized Industry. (Steel)
3. Around One Billion Dollars Bank Deposits.

That's the WCAE-Pittsburgh Combination!

5,000 WATTS L S

2,500,000 LISTENERS (Primary Area)

W
PITTSBURGH

C

A

E

BASIC NBC RED NETWORK

NATIONAL REPRESENTATIVE.

HEARST RADIO

NEW YORK

CHICAGO

SAN FRANCISCO

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

ST—Shares Time. NC—Non-Commercial Station. D—Day. N—Night. SH—Specified Hours. LS—Local Sunset.
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 (Data corrected to January 1, 1936)

SOUTH DAKOTA—(Continued)

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address	Telephone Number	Network	Director Commercial Manager	Program Director Chief Engineer	Representatives
RAPID CITY.....	WCAT	1200—SH NC	100	South Dakota School of Mines Rapid City	1600	C. M. Rowe	C. M. Rowe E. E. Clark
SIoux FALLS.....	KSOO	1110—L	2,500	Sioux Falls Broadcast Assn. Carpenter Hotel	757	Joseph Henkin Joseph Henkin	Verl Thompson Max Staley
VERMILLION.....	KUSD	890—ST NC	500	University of South Dakota Science Hall	210W	B. Brackett	G. Breckenridge W. H. Jordan
WATERTOWN.....	KWTN	1210	100	Greater Kampeska Radio Corp. Midland Nat'l Insurance Bldg.	5050	M. W. Plowman M. W. Plowman	Myron J. Bennett George Church
YANKTON.....	WNAX	570	5,000—LS 1,000—N	WNAX Broadcasting Co. 2nd & Capitol St.	481	CBS	Chas. H. Gurney Kenneth Marsh	Ted Mathews Harry A. Seils	Norman Craig Wilson-Dalton Walter Biddick

TENNESSEE

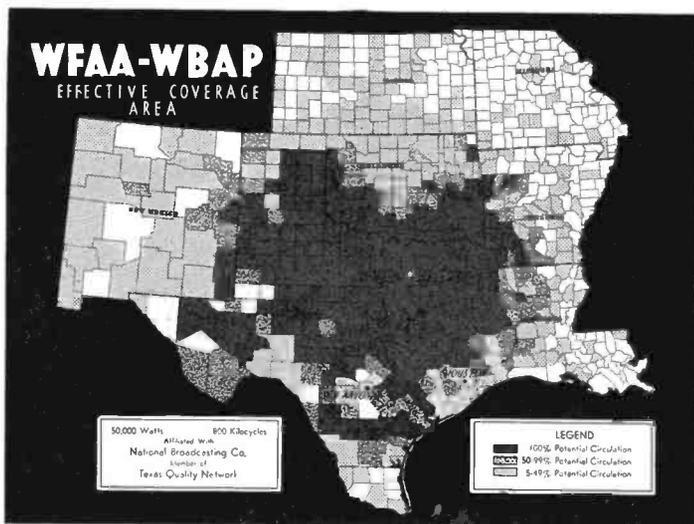
City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address	Telephone Number	Network	Director Commercial Manager	Program Director Chief Engineer	Representatives
BRISTOL.....	WOPI	1500	100	Radiophone Broadcasting Station WOPI, Inc. 15 Fifth St.	1241	W. A. Wilson W. A. Wilson	Jerry Harrington Harold Jelicorse
CHATTANOOGA.....	WDOD	1280	5,000—LS 1,000—N	WDOD Broadcasting Corp. Hotel Patten	6-5117	CBS	Frank S. Lane Frank S. Lane	Dorothy W. Mc- Curdy J. E. Eislain	Paul H. Raymer
JACKSON.....	WTJS	1310	250—LS 100—N	Sun Publishing Co. Sun Bldg.	3340	Albert A. Stone A. B. Robinson	James Allen B. C. Brummell
KNOXVILLE.....	WNOX	1010	2,000—LS 1,000—N	Continental Radio Co. Andrew Johnson Hotel	3-7125	CBS	Richard Westergaard Richard Westergaard	F. Shepherd J. B. Epperson	Free, Johns & Field
	WROL	1310	250—LS 100—N	Stuart Broadcasting Corp. 524 S. Gay St.	2-7112	Claude H. Frazier Claude H. Frazier	John Reese S. E. Adcock
MEMPHIS.....	WHBQ	1370	100	Broadcasting Station WHBQ, Inc. Hotel Claridge	6-3838	E. A. Alburty E. A. Alburty	Emmett McMurry S. D. Wooten, Jr.
	WMC	780	2,500—LS 1,000—N CP 5,000—LS	Memphis Commercial Appeal, Inc. Hotel Gayoso	6-6940	NBC-Supp.	H. W. Slavick H. N. Gwynn	J. H. Cleghorn C. E. Baker	Norman Craig Jackson & Moore
	WNBR	1430	1,000—LS 500—N	Memphis Broadcasting Co. Hotel DeVoy	6-2622	Mallory Chamberlin Mallory Chamberlin	F. S. Chamberlin Shelby A. Baker	Wilson-Dalton
	WREC	600	1,000—LS 500—N CP 2,500—LS 1,000—N	WREC, Inc. Hotel Peabody	6-1313	CBS	Hoyt B. Wooten Hoyt B. Wooten	Franklin Wintker S. D. Wooten, Jr.	Paul H. Raymer
NASHVILLE	WLAC	1470	5,000	WLAC, Inc. 2421 West End Ave.	7-3425	CBS	J. T. Ward R. W. Sweet	F. C. Sowell, Jr. David Binns	Paul H. Raymer
	WSM	650	50,000	National Life & Accident Insurance Co. National Bldg.	6-7181	NBC-Supp.	Harry Stone Harben Daniel	J. Oliver Riehl J. H. DeWitt, Jr.	Edw. Petry
SPRINGFIELD..... (Construction permit to move to Nashville)	WSIX	1210	100	638 Tire & Vulcanizing Co.	J. M. Draughon

TEXAS

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address	Telephone Number	Network	Director Commercial Manager	Program Director Chief Engineer	Representatives
AMARILLO.....	KGNC	1410	2,500—LS 1,000—N	Plains Radio Broadcasting Co. Box 2093	4242	W. S. Izzard O. L. Taylor Malcum Clack	John Blair
AUSTIN.....	KNOW	1500	100	KUT Broadcasting Co. Norwood Bldg.	7122	Southwest	James W. Hagood James W. Hagood	Earl Rodell Paul Bostaph	Free, Johns & Field
BEAUMONT.....	KFDM	560	1,000—LS 500—N	Sabine Broadcasting Co. Hotel Beaumont	3882	J. M. Gilliam John K. Casey	G. W. Caldwell W. C. Douglas	Free, Johns & Field
BRADY.....	KNEL	1500—D	100	G. L. Burns Brady	G. L. Burns John Sloan	Mrs. G. L. Burns J. R. Davis
COLLEGE STATION.	WTAW	1120—SH NC	500	Agricultural College of Texas Campus	60	E. P. Humbert	E. P. Humbert H. C. Dillingham
CORPUS CHRISTI...	KGFI	1500	250—LS 100—N	Eagle Broadcasting Co. Medical Bldg.	745	E. M. Wilson Ernest E. Wilson	F. R. Wilson H. B. Lockhart
DALLAS.....	KRLD	1040—ST SA—U	10,000	KRLD Radio Corp. Adolphus Hotel	2-6811	CBS- Southwest	J. W. Runyon C. W. Rembert	Ruth Clem Roy Flynn	Paul Raymer
	WFAA	800—ST	50,000	A. N. Belo Corp. Baker Hotel	2-9215	NBC-Supp. Texas Quality	Martin Campbell Martin Campbell	Alexander Keese Raymond Collins	Edw. Petry
	WRR	1280	500	City of Dallas Southland Life Bldg.	2-1411	Southwest	John Thorwald John Thorwald	Charlie Jordan V. R. Simpson	John Blair
DUBLIN.....	KFPL	1310	100 CP 250—LS	C. C. Baxter Dublin	183	C. C. Baxter C. C. Baxter	C. C. Baxter C. C. Baxter
EL PASO.....	KTSM	1310—ST	100	Tri-State Broadcasting Co. P. O. Box 1976	Main 840	Karl O. Wyler	Raymond Taylor E. L. Geomets	Norman Craig Jackson & Moore
	WDAH	1310—ST NC	100	Tri-State Broadcasting Co. P. O. Box 1946	Main 840	Karl O. Wyler E. L. Geomets

TEXAS *The* CENTENNIAL

Adds Millions to an Already Great Market!



\$15,000,000 is being expended by Governmental agencies on the Central Exposition at Dallas alone; additional huge sums by communities throughout the state and by outstanding exhibit sponsors. This spending adds outside wealth, puts thousands back to work . . . means new revenue and prosperity to a market that is already "the bright spot of the nation".

WFAA-WBAP, with the major Centennial activity in its local area, is the advertising buy for 1936. Millions of transient listeners (and purchasers) are added to the better than 3,000,000 regular WFAA-WBAP audience whose spending power, too, is the greatest since 1929. And this "plus-market" is yours with no added cost . . . use WFAA-WBAP for RESULTS!

WFAA -

(Dallas)

Represented By
EDWARD PETRY & CO., INC.

New York • Chicago • Detroit • San Francisco

-WBAP

(Fort Worth)

BROADCASTING • Broadcast Advertising

1936 Yearbook Number • Page 89

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

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 (Data corrected to January 1, 1936)

TEXAS—(Continued)

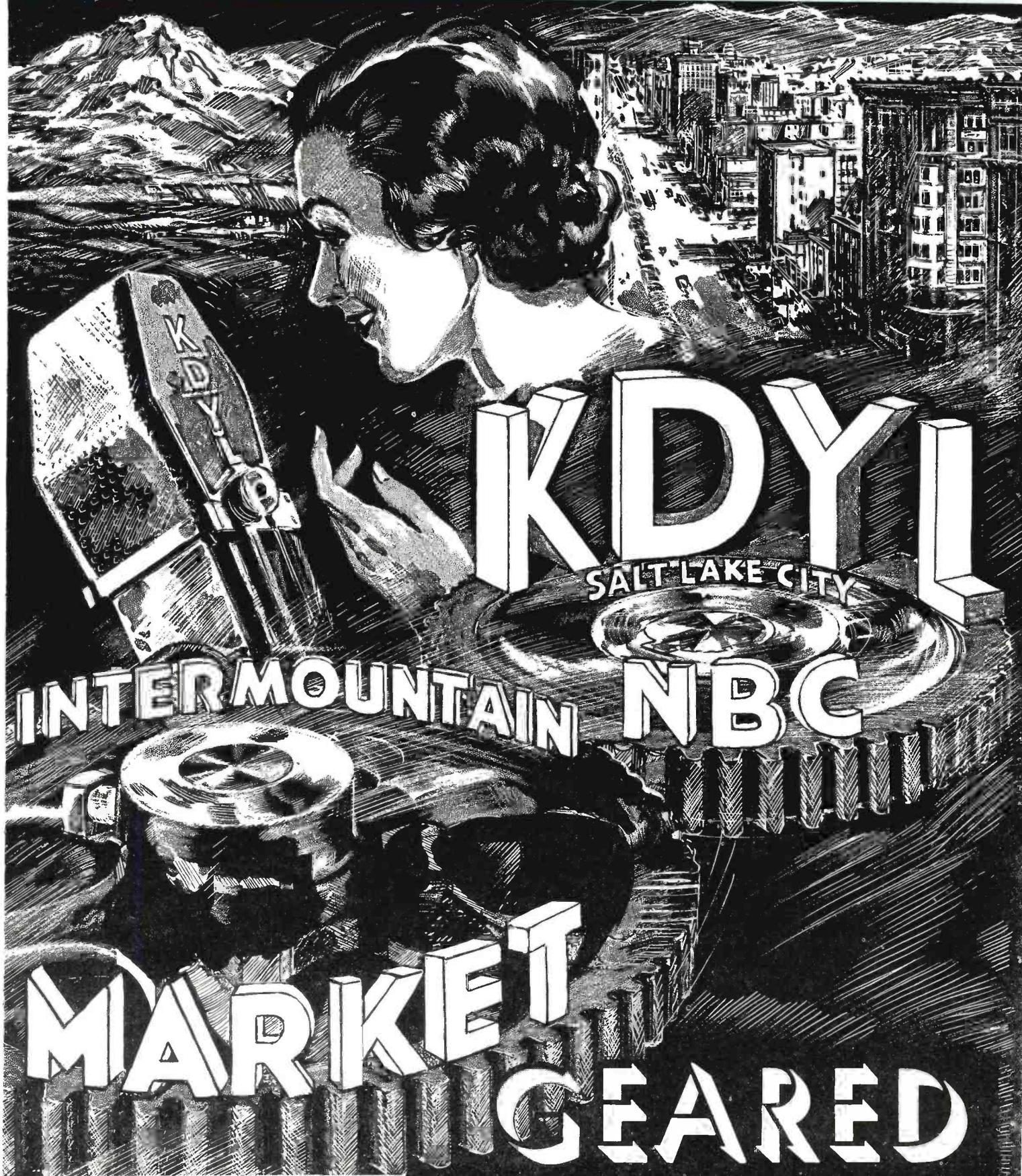
City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address	Telephone Number	Network	Director Commercial Manager	Program Director Chief Engineer	Representatives
FORT WORTH.....	KFJZ	1370	100	Fort Worth Broadcasters, Inc. Trinity Life Bldg.	3-3474	R. S. Bishop Harry Hoxworth	John Sullivan Truett Kimzey	Walter Biddick
	KTAT	1240	1,000	KTAT Broadcast Co. Hotel Texas	3-1382	Southwest	Sam H. Bennett Sam H. Bennett	Harfield Weedin Milton Daniell	Free, Johns & Field
	WBAP	800—ST	50,000	Carter Publications, Inc. 400 West 7th St.	3-2301	NBC-Supp. Texas Quality	Harold V. Hough George C. Cranston	Herbert Southard R. C. Stinson	Edw. Petry
GALVESTON.....	KLUF	1370	100—N SA 250—LS	George Roy Clough Galveston	716
HOUSTON.....	KPRC	920	5,000—LS 1,000—N	Houston Printing Co. Lamar Hotel	Fairfax 7101	NBC-Supp. Texas Quality	C. C. Maes Kern Tips	Alfred P. Daniel L. C. Miller	Edw. Petry
	KTRH	1290	5,000—LS 1,000—N	KTRH Broadcasting Co. Rice Hotel	Preston 4361	CBS-Southwest	B. F. Orr Ray E. Bright	Harry Grier T. H. Hiner	John Blair
	KXYZ	1440	1,000	Harris County Broadcast Co. Gulf Bldg.	Capitol 6151	T. F. Smith Cliff Tatam
LONGVIEW.....	KFRO	1370—D	100	Voice of Longview Green at Radio St.	411	James R. Curtis T. R. Putnam	C. L. Rhodes R. D. Dubols
LUBBOCK.....	KFYO	1310	250—LS 100—N	Kirksey Bros. 914 Ave. J	2400	T. E. Kirksey T. E. Kirksey	Douglas Doan W. S. Bledsoe	Aerial Publicizing
MIDLAND.....	KRLH	1420—D (Construction Permit Only)	100	Clarence Scharbauer 117 W. Wall St.	1070	Raymond L. Hughes Raymond L. Hughes	Raymond L. Hughes G. B. Brock
PALESTINE.....	KNET	1420—D	100	Palestine Broadcasting Assn. Palestine
PAMPA.....	KPDN	1310—D (Construction Permit Only)	100	Pampa Daily News, Inc. Pampa
PECOS.....	KIUN	1420	100	Jack W. Hawkins & Barney H. Hubbs Hotel Brandon	21	Jack Hawkins Jack May	Wray Guye B. C. Boatright
PORT ARTHUR.....	KPAC	1260—D	500	Port Arthur College 1500 Proctor St.	3320	Glenn Hewitt Glenn Hewitt	Edouard Ranquetta W. B. Girkin
SAN ANGELO.....	KGKL	1370	250—LS 100—N	KGKL, Inc. St. Angelus Hotel	6715	Earle Yates Earle Yates	Lynn Bigler Frank Jones
SAN ANTONIO.....	KABC	1420	100 CP 250—LS	Alamo Broadcasting Co. Texas Theatre Bldg.	Garfield 4241	Henry L. Taylor Sam Goldfarb	Pat Flaherty T. Gilbert Sharpe
	KMAC	1370—ST	100	W. W. McAllister Smith-Young Tower	Cathedral 6211	Howard W. Davis Howard W. Davis	A. S. Bessan R. R. Hayes
	KONO	1370—ST	100	Mission Broadcasting Co. Milam Bldg.	Fannin 1371	Eugene J. Roth Eugene J. Roth	Gerald Morgan George Ing
	KTSA	550	5,000—LS 1,000—N	Southwest Broadcasting Co. Plaza Hotel	Garfield 1251	CBS-Southwest	L. L. Jacquier Jack H. Stillwell	S. R. Wilhelm W. E. Egerton	Free, Johns & Field
WAOI.....	1190	50,000	Southland Industries, Inc. 1031 Navarro St.	Garfield 4221	NBC-Supp. Texas Quality	Hugh A. L. Half Hugh A. L. Half	W. Lewis Valentine Fred Sterling	Edw. Petry	
TYLER.....	KGKB	1500—SH	100	East Texas Broadcasting Co. 111 S. College St.	1106	Roy G. Terry	M. E. Danborn John B. Sheppard
WACO.....	WACO	1420	100	Central Texas Broadcasting Co. Amicable Bldg.	2700	CBS-Southwest	James W. Pate James W. Pate	Jack L'Ecuver Leon Appleman	Free, Johns & Field
WESLACO.....	KRGV	1260	500	KRGV, Inc. Westaco	375	Dick Niles Kenneth Sibson	Jack Drake Russell Dausmann
WICHITA FALLS.....	KGKO	570	1,000—LS 250—N	Wichita Falls Broadcasting Co. Kemp Hotel	2-0751	CBS-Southwest	D. A. Kahn C. B. Locke	W. P. Hood C. B. Locke	John Blair

UTAH

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address	Telephone Number	Network	Director Commercial Manager	Program Director Chief Engineer	Representatives
OGDEN.....	KLO	1400	500	Inter-State Broadcasting Corp. Ogden	84	NBC	Paul R. Heitmeyer Louis Haller	Ethel G. Clark D'Orr Cozzens
SALT LAKE CITY...	KDYL	1290	1,000	Intermountain Broadcasting Corp. Ezra Thompson Bldg.	Wasatch 7180	NBC-Supp.	S. S. Fox	J. M. Baldwin	John Blair
	KSL	1130	50,000	Radio Service Corp. of Utah Union Pacific Bldg.	Wasatch 3901	CBS	Earl J. Glade D. H. Vincent	Richard L. Evans Eugene G. Park	Edw. Petry

VERMONT

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address	Telephone Number	Network	Director Commercial Manager	Program Director Chief Engineer	Representatives
BURLINGTON.....	WCAX	1200—SH	100	Burlington Daily News 203 College St.	306	Bertha Jackson W. J. Kennedy	Richard T. Dick
RUTLAND.....	WSYB	1500—SH	100	Philip Weiss Music Co. 80 West St.	1247	Philip Weiss J. H. Weiss	J. H. Weiss M. Francis
ST. ALBANS.....	WQDM	1370—SH	100	Regan & Bostwick 42 No. Main St.	126	F. A. Bostwick F. A. Bostwick	Mrs. F. A. Bostwick E. S. Regan
SPRINGFIELD.....	WNBX	1260—D SA—U	1,000	WNBX Broadcasting Corp. 39 Main St.	663	F. W. Wheeler	W. A. Bamford W. F. Moore
WATERBURY.....	WDEV	550—D	500	Mary Moody Whitehill Record Block	13	Lloyd E. Squire Lloyd E. Squire	Melvin Stickles



KDYL

SALT LAKE CITY

INTERMOUNTAIN NBC

MARKET GEARED

TO ADVERTISERS' NEEDS

KDYL gets results! Its showmanship attracts, and holds, a large and responsive audience. Its merchandising cooperation bespeaks a keen interest in the success of clients' sales efforts. KDYL is an important cog in your western business-building machine!

Representative

JOHN BLAIR & COMPANY
New York Chicago San Francisco Detroit

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

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VIRGINIA

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address	Telephone Number	Network	Director Commercial Manager	Program Director Chief Engineer	Representatives
ALEXANDRIA	WJSV	1460	10,000	(See District of Columbia)					
CHARLOTTESVILLE	WCHV	1420—ST	250—LS 100—N	Community Broadcasting Corp. 7th & Main Sts.	444	H. M. Curtler H. M. Curtler	W. A. Gleason W. Milton-King	Aerial Publicizing
DANVILLE	WBTM	1370	250—LS 100—N	Piedmont Broadcasting Corp. 427 Main St.	2350	S. C. Ondarcho S. C. Ondarcho	W. P. Hefferman D. H. Donahue
HARRISONBURG	WSVA	550—D	500	Shenandoah Valley Broadcasting Corp. Newman Bldg.	875	R. C. Powell R. C. Powell	Floyd Williams R. C. Powell
LYNCHBURG	WLVA	1200	250—LS 100—N	Lynchburg Broadcasting Corp. Allied Arts Bldg.	3030	Philip P. Allen Glenn E. Jackson	James Moore A. E. Heiser
NEWPORT NEWS	WGH	1310	250—LS 100—N	Hampton Roads Broadcasting Corp. 2813 Washington Ave.	2297	Edward E. Bishop Edward E. Edgar	Joel Wahlberg H. E. Slone
NORFOLK	WTAR	780	1,000—LS 500—N	WTAR Radio Corp. Bank of Commerce Bldg.	25671	NBC-Supp.	Campbell Arnoux John W. New	Miss Shirley Hosier J. L. Grether	Edw. Petry
PETERSBURG	WPHR	880—D	500	WLBG, Inc. Medical Arts Bldg.	806	J. L. Stone Alden Baker	Blanche Moody Walter Selden
RICHMOND	WBBL	1210—SH NC	100	Grace Covenant Presbyterian Church 1627 Monument Ave.	4-8885	M. A. Sitton
	WMBG	1210—SH	250—LS 100—N	Havens & Martin, Inc. 914 W. Broad St.	2-6776	CBS	Wilbur M. Havens Wilbur M. Havens	Robert Mitchell Wilfred H. Wood	Ferguson & Aston Hibbard Ayer
	WRVA	1110	5,000	Larus & Brothor Co. Richmond	3-6633	NBC-Supp.	W. R. Bishop Barron Howard	B. T. Repine H. S. Lucy	Paul Raymer
ROANOKE	WDBJ	930	1,000	Times-World Corp. P. O. Box 150	8131	CBS	R. P. Jordan Frank Keeler	R. P. Jordan R. D. Avery	Norman Craig A. T. Sears

WASHINGTON

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address	Telephone Number	Network	Director Commercial Manager	Program Director Chief Engineer	Representatives
ABERDEEN	KXRO	1310	100	KXRO, Inc. Hotel Morck	4098	Harry R. Spence Fred G. Goddard	Ben K. Weatherwax W. M. McGoffin	Walter Biddick
BELLINGHAM	KVOS	1200	100	KVOS, Inc. 115 W. Magnolia St.	1627	Tom Schafer	Walter Biddick A. T. Sears Cox & Tanz
EVERETT	KRKO	1370—ST	50	Lee E. Mudgett 2814 Rucker Ave.	Main 526
OLYMPIA	KGY	1210—SH	100	KGY, Inc. Capitol Park Bldg.	746	Rickey Bras Rickey Bras	Kathryn McArdle Joe Hiley
PULLMAN	KWSC	1220—ST NC	2,000—LS 1,000—N CP 5,000—LS	State College of Washington Administration Bldg.	221 R	Dr. F. F. Nolder	Kenneth Yeend Larry Mallock
SEATTLE	KIRO	650—L SA 710—U	250 SA 500	Queen City Broadcasting Co. Cobb Bldg.	Elliot 3933	H. J. Quilliam Loren B. Stone	Arthur Lindsay Martin Kiebert
	KJR	970	5,000	Fisher's Blend Station, Inc. Skinner Bldg.	Elliot 5890	NBC-Pacific (Blue)	Birt F. Fisher H. M. Feltis	Willard Warren F. J. Brott	Edw. Petry
	KOL	1270	2,500—LS 1,000—N	Seattle Broadcasting Co. 3rd & University	Main 2312	CBS- Don Lee	Archie G. Taft Norman F. Storm	Don Isham Clyde Bond	Free & Sleinger
	KOMO	920	1,000 CP 5,000—LS	Fisher's Blend Station, Inc. Skinner Bldg.	Elliot 5890	NBC-Pacific (Red)	Birt F. Fisher H. M. Feltis	Willard Warren F. J. Brott	Edw. Petry
	KRSC	1120—D	100	Radio Sales Corp. Washington Athletic Club	Elliot 3480	Robt. E. Priebe R. C. Fuller	Ted Bell R. E. Pireve	Walter Biddick
	KTW	1220—ST NC	1,000	First Presbyterian Church 7th & Spring St.	Main 4177	J. S. Ross	Mrs. C. R. Foss J. D. Ross
	KVL	1370—ST	100	KVL, Inc. L. C. Smith Tower	Seneca 0070	Arthur C. Dailey	Rose W. Dailey L. G. Reynolds
	KXA	760—L	500—LS 250—N	American Radio Telephone Co. Bigelow Bldg.	Seneca 1000	R. F. Meggee R. F. Meggee H. J. Price
SPOKANE	KFIO	1120—D	100	Spokane Broadcasting Corp. Ziegler Bldg.	Main 3400	Arthur L. Smith C. E. Frazier	Gertrude Longmeyer Curtis Strong
	KFPY	890	1,000	Symons Broadcasting Co. Symons Bldg.	Main 1218	CBS- Don Lee	T. W. Symons, Jr. A. L. Bright	Robert B. Struble George Langford	Joseph McGillvra Walter Biddick
	KGA	1470	5,000	Louis Wasmer, Inc. Standard Stock Exchange Bldg.	Riverside 1191	NBC-Pacific (Blue)	Louis Wasmer Herb Wixson	Herb Wixson A. G. Sparling	Edw. Petry
	KHQ	590	2,000—LS 1,000—N	Louis Wasmer, Inc. Standard Stock Exchange Bldg.	Main 5383	NBC-Pacific (Red)	Louis Wasmer Harvey Wixson	Harvey Wixson A. G. Sparling	Edw. Petry
TACOMA	KMO	1330	250	KMO, Inc. Hotel Winthrop	Main 4144	Margaret Haymond W. Field	Susie Fechter Robert Vaughan
	KVI	570	1,000	Puget Sound Broadcasting Co. Rust Bldg.	Broadway 4211	CBS- Don Lee	E. M. Doernbecher Edward J. Jansen	Maurice Webster J. W. Wallace	Free & Sleinger
WALLA WALLA	KUJ	1370	100	KUJ, Inc. 2nd & Rose St.	1230	H. E. Studebaker Don Wike	Carl Gensel Ellwood Lippincott	A. T. Sears Walter Biddick
WENATCHEE	KPQ	1500	250—LS 100—N	Westcoast Broadcasting Co. 20 Second St.	45	Coie E. Wylie	Walter Biddick Cox & Tanz A. T. Sears
YAKIMA	KIT	1310	250—LS 100—N	Carl E. Haymond Yakima	8151	J. A. Murphy J. A. Murphy	H. A. Miller H. B. Murphy	A. T. Sears

WTAR

98.6% DIRECT HITS FOR 241 PRODUCTS

During the first ten months of 1935 WTAR scored 98.6% Direct Hits for 241 accounts—clients who have been with us continually since the start of their contracts or have renewed, some several times—a sure sign of sales satisfaction. ● In 1936 don't overlook the Norfolk area, with its half million prosperous people, mostly urban, located within 25 miles of WTAR's transmitter. The station is owned and operated by the publishers of Norfolk's morning and evening newspapers. The first high fidelity station in Virginia, as well as Virginia's first Broadcaster—WTAR dominates the radio map of rich Tidewater Virginia.

● Let WTAR score direct sales hits for you in 1936. National representatives—Edward Petry & Co.



**COMPLETE
NBC
SERVICE**

WTAR

VIRGINIA'S OLDEST BROADCASTER

FIRST HIGH FIDELITY STATION ● OPERATES FULL TIME

**NORFOLK
VIRGINIA**

Owned and operated by
**THE LEDGER DISPATCH
and VIRGINIAN PILOT**



DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

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WEST VIRGINIA

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address	Telephone Number	Network	Director Commercial Manager	Program Director Chief Engineer	Representatives
BLUEFIELD.....	WHIS	1410	500—LS 250—N	Daily Telegraph Printing Co. Commerce St.	2618	C. H. Murphy C. H. Murphy P. T. Flanagan	E. Katz
CHARLESTON.....	WCHS	580	1,000—LS 500—N	Charleston Broadcasting Corp. 229½ Capitol St.	Capitol 28-138	W. C. McKellar W. C. McKellar	John Phillips Glenn E. Chase
FAIRMONT.....	WMMN	890	500—LS 250—N CP 1,000—LS 500—N	A. M. Rowe, Inc. 208 Main St.	3100	CBS	Alan W. Ramsey Alan W. Ramsey	H. O. Morrison A. C. Heck	Joseph McGilvra John Kettlewell
HUNTINGTON.....	WSAZ	1190	1,000	WSAZ, Inc. 926½ 4th Ave.	4106	W. C. McKellar W. C. McKellar	H. Cunningham Glenn E. Chase
PARKERSBURG.....	WPAR	1420	100	Ohio Valley Broadcasting Corp. Chancellor Hotel	2530	Harold McWhorter A. Rauch	Ken D. Given M. H. McDowell	Walter Biddick
WHEELING.....	WWVA	1160—ST	5,000	West Virginia Broadcasting Corp. Hawley Bldg.	5383	CBS	George W. Smith George W. Smith	Walter S. Patterson Glenn G. Boundy	Joseph McGilvra John Kettlewell

WISCONSIN

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address	Telephone Number	Network	Director Commercial Manager	Program Director Chief Engineer	Representatives
FOND DU LAC.....	KFIZ	1420—SH	100	Reporter Printing Co. 18 West 1st St.	356	Lynn N. Fairbanks Lynn N. Fairbanks	Lucille Fairbanks Wendell Meyers
GREEN BAY.....	WBXY	1200	250—LS 100—N	WBXY, Inc. Green Bay	Adams 1	James A. Wagner Val Schneider	Guy Watts Norman Hahn
	WTAQ	1380	1,000	WBXY, Inc. Green Bay	Adams 1	James A. Wagner Van Schneider	Guy Watts Norman Hahn
JANESVILLE.....	WCLO	1200	100	Gazette Printing Co. 200 E. Milwaukee St.	2500	S. H. Bilas W. Koessler	Neal Keehn W. A. Smith	Aerial Publicizing
LA CROSSE.....	WKBH	1380	1,000	WKBH, Inc. 409 Main St.	450	Otto M. Schlaboch C. F. Callaway	Ted Johnson Al Leeman
MADISON.....	WHA	940—D NC	2,500	University of Wisconsin Radio Hall	Badger 580	H. B. McCarty H. A. Engel	H. B. McCarty O. R. Buchanan
	WIBA	1230	1,000 CP 5,000—LS	Badger Broadcasting Co. 111 King St.	Fairchild 8800	NBC-Supp.	W. E. Walker W. E. Walker	K. F. Schmitt John Crantz	Norman Craig A. T. Sears
MANITOWOC.....	WOMT	1210	100	Francis M. Kadow 1110 Washington St.	167	F. M. Kadow E. Bieck	E. Cobb K. Page
MILWAUKEE.....	WEMP	1310—D	100	Milwaukee Broadcasting Co. 711 Empire Bldg.	Marquette 7722	John C. Mevius John C. Mevius	Merrill F. Trapp Raymond Host
	WISN	1120	1,000—LS 250—N	Hearst Radio, Inc. 123 Michigan	Daly 3900	CBS	G. W. Grignon H. C. Burke	Howard Peck Don Waller	Hearst Radio
	WTMJ	620	5,000—LS 1,000—N	The Journal Co. 338 W. State St.	Marquette 6000	NBC-Supp.	Walter J. Damm Wm. F. Dittman	Wm. J. Benning D. W. Gellerup	Edw. Petry
POYNETTE.....	WIBU	1210	250—LS 100—N	Wm. C. Forrest, Inc. Poynette	97R5	Wm. C. Forrest Wm. C. Forrest	Jack Foster Roland Richard
RACINE.....	WRJN	1370	100 CP 250—LS	Racine Broadcasting Corp. Hotel Racine	Jackson 290	H. J. Newcomb W. W. Cribb	Richard Conrad F. Lee Dechant
SHEBOYGAN.....	WBHL	1300	250	Press Publishing Co. Press Bldg.	5066	Mona J. Pape H. H. Born W. F. Duben
STEVENS POINT....	WLBL	900—SH NC	2,500	State of Wisconsin 444 Main St.	525	F. R. Calvert H. O. Brickson
SUPERIOR.....	WEBC	1290	5,000—LS 1,000—N	(See Duluth, Minnesota)					

WYOMING

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address	Telephone Number	Network	Director Commercial Manager	Program Director Chief Engineer	Representatives
SHERIDAN.....	KWYO	1370	100	Big Horn Broadcasting Co., Inc. 340 N. Main	601-602	Chas. P. Scott Chas. P. Scott	Chas. P. Scott Glen Earnhart	Walter Biddick
CASPER.....	KDFN	1440	500	Donald L. Hathaway 1st & Lennox	407	D. L. Hathaway D. L. Hathaway	Marc Nichols	Walter Biddick

FOR SALE—A MONOPOLY

500 WATTS

WSVA

550 Kc.

PROVIDES THE ONLY RELIABLE DAYTIME RADIO SERVICE FOR
MORE THAN 150,000 LISTENERS IN THE RICH

COVERAGE

WSVA SERVES
18 COUNTIES IN
VIRGINIA & W. VIRGINIA

STUDIOS AND OFFICES HARRISONBURG, VA.

SHENANDOAH VALLEY VIRGINIA

COVERAGE

ADVERTISERS IN
5 CITIES USE
WSVA REGULARLY

TELEPHONE HARRISONBURG 875

"MY KINGDOM FOR A SONG"

COWBOY LOYE ASKED W W V A LISTENERS FOR ONE COPY OF AN OLD SONG - - - -

HE GOT **302!**

COWBOY LOYE wanted a copy of a song and wanted it badly—but there were complications. First of all, he did not know the name of the wanted song. Another stumbling block in his search was the fact that he knew only a few measures of the melody. Still another difficulty was the fact that it was an old, old song.

But Cowboy Loye has boundless faith in WWVA listeners. During one of his commercial broadcasts he merely hummed a few familiar measures of the wanted song and asked any listener who recognized the song and had a copy to send it along.

And then things happened!

To the amazement of even such an enthusiastic WWVA booster as Cowboy Loye, 302 copies were mailed in. They came in every conceivable form and included several musical library treasures. Such an accomplishment is doubly impressive because no premium was offered.

Yes, we have produced sales results for WWVA advertisers which are as miraculous as Cowboy Loye's wanted song episode! And all because we have developed an amazing listener loyalty among 5,721,101 radio listeners in Eastern Ohio, Western Pennsylvania and Northern West Virginia.

We welcome a careful check-up of WWVA's Popular, Powerful and Productive service!

Chicago Representative:
John K. Kettlewell
Palmolive Bldg.

New York Representative:
Joseph H. McGillvra
485 Madison Ave.



WEST VIRGINIA BROADCASTING CORPORATION

Popular
Powerful
Productive

WWVA

Member
Columbia
Chain

WHEELING, WEST VIRGINIA

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

(Territories and Possessions)

ST—Shares Time. NC—Non-Commercial Station. D—Day. N—Night. SH—Specified Hours. LS—Local Sunset.
 CP—Construction Permit. SA—Special Authorization. L—Limited Time with Dominant Station. U—Unlimited Time.
 (Data corrected to January 1, 1936)

ALASKA

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address	Telephone Number	Network	Director Commercial Manager	Program Director Chief Engineer	Representatives
ANCHORAGE.....	KFQD	780—SH	250	Anchorage Radio Club, Inc. Anchorage	143Y	J. P. Hannon R. E. McDonald	Kenneth Laughlin J. P. Hannon	Walter Biddick
JUNEAU.....	KINY	1310	100	Edwin A. Kraft Juneau
KETCHIKAN.....	KGBU	900	500	Alaska Radio & Service Co. 111 Front St.	311	James A. Britton R. W. Britton	R. W. Britton James A. Britton

HAWAII

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address	Telephone Number	Network	Director Commercial Manager	Program Director Chief Engineer	Representatives
HONOLULU.....	KGMB	1820	1,000	Honolulu Broadcasting Co., Ltd. Honolulu	2527	CBS	Fred J. Hart Webley Edwards	Gene Goldrup	Conquest Alliance Walter Biddick
	KGU	750—L	2,500	Advertiser Publishing Co., Ltd. Advertiser Bldg.	2311	NBC-Supp.	M. A. Mulrony M. A. Mulrony	H. N. Tyson M. A. Mulrony	E. Katz
HILO.....	KHBC	1420 (Construction Permit Only)	100	Honolulu Broadcasting Co., Ltd. Hilo	Fred J. Hart Webley Edwards	Gene Goldrup	Conquest Alliance

PUERTO RICO

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address	Telephone Number	Network	Director Commercial Manager	Program Director Chief Engineer	Representatives
PONCE.....	WPRP	1420—SH (Construction Permit Only)	250—LS 100—N	Julio M. Conesa 21 Christina St.
SAN JUAN.....	WKAQ	1240—SH	1,000	Radio Corp. of Porto Rico P. R. Telephone Bldg.	S. J. 1202	J. A. Agusty M. E. Navarro	Santo Torres Angel del Valle	Conquest Alliance
	WNEL	1290	500	Juan Piza 59 Brau	S. J. 108	Juan Piza G. Casals	Jose Arzaga W. N. Greer	Broadcasting Abroad

PHILIPPINE ISLANDS

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address	Telephone Number	Network	Director Commercial Manager	Program Director Chief Engineer	Representatives
MANILA.....	KZIB	900	1,000	I. Beck, Inc. 89 Escolta	23243
	KZEG	780	850	Erlanger & Galinger, Inc. Insular Life Bldg.
	KZRM	618	50,000	Erlanger & Galinger, Inc. 601 Escolta	21132	Bertrand H. Silen

TRANSCRIPTIONS

POLITICS—Broadcast Addresses especially recorded for your station by members of Congress and other prominent figures of official Washington.

NEWS—Newspaper stations may now broadcast Newschats by their own Washington Correspondents. Delivery within twenty-four hours after recording assures 'HOT' news comments with a local slant.

AIR-CHECK—We maintain a program checking service for advertisers. High quality recordings and reasonable rates.

DIRECT RECORDING EQUIPMENT

For Professional Purposes

STUDIO
and
PORTABLE
MODELS

Custom Built Equipment

NATIONAL RECORDING STUDIOS, Inc.
 National Press Bldg. Washington, D. C.

NOW ON
THE AIR

the new

KGMB
HONOLULU • HAWAII



★ THE WORLD'S MOST MODERN BROADCASTING STATION, COMPLETELY NEW EXCEPT FOR ITS CALL LETTERS AND ESTABLISHED REPUTATION.

\$70,000,000

Hawaii Buys American

Only six countries of the World make larger purchases of American products than the Hawaiian Islands. Hawaiian imports, including all of the standard brands, aggregate more than \$70,000,000 a year.

On Dec. 14, KGMB went on the air with a four-fold power increase to 1,000 watts. It is in new studios, and has new RCA high fidelity studio and transmitter equipment. Its crisp, clear signals are dispatched from a new Blaw-Knox vertical radiator. In fact, everything is new except its call letters.

The 49th State, Hawaii, is American

It is an integral part of the United States. Its population of 400,000 speaks American, thinks American and buys American.

The new KGMB, Premier Broadcasting Station of the 49th State, saturates this rich market.

KGMB represents the best advertising buy in this typically American Market. It is an outlet of the Columbia Broadcasting System.

FRED J. HART, President and General Manager
San Francisco Office, Californian Hotel

Representatives: Conquest Alliance Company
New York, 515 Madison Ave. • Chicago, 100 N. La Salle St.

DIRECTORY OF BROADCASTING STATIONS IN CANADA

ST—Shares Time.

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D—Day.

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(Data Corrected to January 1, 1936)

ALBERTA

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address	Telephone Number	Network	Director Commercial Manager	Program Director Chief Engineer	Representatives
CALGARY.....	CFAC	980	100	Taylor, Pearson & Carson Broad- ing Co., Ltd. Southam Bldg.	R. 1036	Canadian	G. F. Herbert M. V. Chestnut	M. V. Chestnut	Aerial Publicizing
	CFCN	1030	10,000	Voice of the Prairies, Ltd. Toronto General Trusts Bldg.	Main 1161	H. G. Love W. W. Grant	Joseph McGillvra
	CJ CJ	690	100	Albertan Publishing Co., Ltd. Calgary	R. 2007	Canadian	Albert Millican Albert Millican	Don McKay M. H. McKenzie
EDMONTON.....	CFRN	1260	100	Sunwapta Broadcasting Co., Ltd. 109 CPR Bldg.	23561	H. F. Nielsen G. R. A. Rice F. A. Makepeace	Henshaw
	CJCA	780	1000	Taylor & Pearson Broadcasting Co., Ltd. Birks Bldg.	26181	Canadian	Frank H. Elphicke M. MacDonald	William Cranston Hastings McMahon	Joseph McGillvra
	CKUA	580—ST NC	500	University of Alberta Campus	32233	H. J. MacLeod
LETHBRIDGE.....	CJOC	1230	100	Lethbridge Broadcasting Ltd. Marquis Hotel	3872	Canadian	H. R. Carson Gerry Gaetz Norman Ritchie	McGillvra Western

BRITISH COLUMBIA

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address	Telephone Number	Network	Director Commercial Manager	Program Director Chief Engineer	Representatives
CHILLIWACK	CHWK	780	100	Chilliwack Broadcasting Co., Ltd. 16 Wellington Ave.	6106	Canadian	C. Casey Wells C. Casey Wells	Ray Tyldesley John Pilling	Joseph McGillvra
KAMLOOPS.....	CFJC	880	100	Kamloops Sentinel, Ltd. P. O. 760	1000	Canadian	Ralph E. White Ralph E. White	Doug. Homersham Doug. Homersham	Joseph McGillvra Dominion Western
KELOWNA.....	CKOV	680	100	Okanagan Broadcasters, Ltd. Box 243	200	Canadian	J. W. B. Browne J. W. B. Browne	H. A. Lethbridge Arthur Miller	Dominion Western
TRAIL.....	CJAT	910	250	Kootenay Broadcasting Co., Ltd. Box 1959	737-L	Canadian	T. G. Robinson T. G. Robinson	T. G. Robinson E. C. Ayles	Dominion Western
VANCOUVER.....	CJOR	600	500	G. C. Chandler 846 Howe St.	Trinity 5321	G. C. Chandler G. C. Chandler	Laddie Watkins W. B. Smith	Joseph McGillvra Dominion Western
	CKCD	1010	100	Vancouver Daily Province 198 Hastings West	Seymour 2750	W. G. Hassell W. G. Hassell	Mrs. W. G. Hassell H. G. McCrady
	CKFC	1410—NC	50	United Church of Canada 784 Davie St.	Bayview 2187	Canadian	Cyril Trott
	CRMO	1410	100	Sprott-Shaw Radio Co. 815 Hastings St.	Seymour 7711	Canadian
	CKWX	1010—SH	100	Western Broadcasting Co., Ltd. 801 W. Georgia St.	Seymour 2288	Canadian	A. Holstead Reg. M. Dagg	Fred C. Bass E. Ross Macintyre
	CRCV	1100	500 CP—5,000	Canadian Radio Commission 1150 Main St.	Trinity 4412	Canadian	G. A. Wright G. A. Wright	G. A. Wright F. B. C. Hilton
VICTORIA.....	CFCT	1450	50	Geo. W. Deaville Radio Centre	Garden 2014	Cliff Deaville Cliff Deaville	Clarence Carville Roland Watson	Joseph McGillvra

MANITOBA

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address	Telephone Number	Network	Director Commercial Manager	Program Director Chief Engineer	Representatives
BRANDON.....	CKX	1450	500	Manitoba Telephone System Brandon	4532	Canadian	C. E. R. Collins
WINNIPEG.....	CKY	960	15,000	Manitoba Telephone System Winnipeg	37181	Canadian	W. H. Backhouse W. H. Backhouse	D. R. P. Coates G. H. Mills
	CJGX	630	500	(See Yorktown, Sask.)					
	CJRC	1390	100	James Richardson & Sons, Ltd. Royal Alexandra Hotel	92266	Canadian	H. R. McLaughlin H. R. McLaughlin	H. Green	Joseph McGillvra

NEW BRUNSWICK

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address	Telephone Number	Network	Director Commercial Manager	Program Director Chief Engineer	Representatives
FREDERICTON.....	CFNB	550	1,000	James S. Neill & Sons, Ltd.	209	Canadian	J. Stewart Neill J. Stewart Neill	C. G. Stillwell Thomas Young	Joseph McGillvra
MONCTON.....	CKCW	1370	100	Moncton Broadcasting Co. Moncton	1302	Canadian	H. M. Wood H. M. Wood	H. M. Wood F. S. Hayter	Dominion
SAINT JOHN.....	CHSJ	1120	100	New Brunswick Broadcasting Co. Admiral Beatty Hotel	3-2307	Canadian	L. W. Bewick N. Magnusson	H. B. Holly J. G. Bishop	Joseph McGillvra

DIRECTORY OF BROADCASTING STATIONS IN CANADA

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NOVA SCOTIA

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address	Telephone Number	Network	Director Commercial Manager	Program Director Chief Engineer	Representatives
HALIFAX.....	CHNS	980	1,000	Maritime Broadcasting Co., Ltd. P. O. Box 998	Bishop 7001	Canadian	Maj. Wm. C. Borrett	Lionel Shatford Maj. Wm. C. Borrett Cecil A. Landry	Joseph McGillvra
SYDNEY.....	CJCB	1240	1,000	Nathanson's Radio Headquarters Radio Bldg.	170-209	Canadian	R. H. Wright N. Nathanson	R. H. Wright F. G. O'Brien
WOLFVILLE.....	CKIC	1010—NC	50	Acadia University Wolfville	270	R. T. Steves	F. M. Patterson R. T. Steves
YARMOUTH.....	CJLS	1810	100	Lawrie L. Smith Main Street	500	Canadian	O. W. Loeb Lawrie Smith	O. W. Loeb Laurie Smith

ONTARIO

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address	Telephone Number	Network	Director Commercial Manager	Program Director Chief Engineer	Representatives
BRANTFORD.....	CKPC	980	100	Telephone City Broadcast, Ltd. Arcade Bldg.	625	Canadian	J. D. Buchanan J. D. Buchanan	Claude S. Cain W. Hugh Clark	Dominion Spot
CHATHAM.....	CFCO	680	100	John Beardall William Pitt Hotel	2626	Canadian	John Beardall Jack Murray	Ross Wright Gordon Brookes	Dominion
COBALT.....	CKMC	1210—NC	50	R. L. MacAdam Cobalt
FORT WILLIAM.....	CKPR	980	100	Dougall Motor Car Co., Ltd. Radio Hall	South 315	Canadian	Ralph Parker H. F. Dougall	Ralph Parker T. Ross	Aerial Publicizing Dominion Western
HAMILTON.....	CHML	1010	100	Maple Leaf Radio Co. Ltd. Pigott Bldg.	Regent 1280	Canadian	W. A. Stanton W. A. Stanton Roy R. Ware	Dominion
	CKOC	1120	1,000—LS 500—N	Wentworth Radio Broadcasting Co. Wentworth Bldg.	Baker 4661	Canadian	Gordon Anderson L. E. Edwards	Gordon Anderson L. Horton
KINGSTON.....	CFRC	1510—SH NC	100	Queen's University Fleming Hall	S. C. Morgan H. Stewart
KIRKLAND LAKE...	CJKL	1810—SH	100	Northern Broadcasting Co. R. E. Bldg.	27	Roy H. Thompson B. G. Shelton	J. P. Murphy R. L. Quigg
LONDON.....	CFPL	780	100	London Free Press Publishing Co. 442 Richmond St.	Metcalfe 5200	Canadian	Philip Morris Philip Morris	Philip Morris Lloyd York
NORTH BAY.....	CFCH	980	100	Northern Broadcasting Co. Capitol Theatre Bldg.	874	Canadian	Tom Darling W. T. Davis	Tom Darling Jack Barnaby	C. W. Wright
OTTAWA.....	CKCO	1010	100	Dr. G. M. Geldert Ottawa	Queen 8225	Canadian	Dr. G. M. Geldert C. H. Orr	Clifford McCormick Ian C. Henderson
	CRCO	880	1,000	Canadian Radio Broadcasting Comm. Chateau Lawrier Hotel	Queen 54	Canadian	Charles Shearer Charles Shearer H. E. S. Hamilton
PRESCOTT.....	CFLC	980	100	Radio Assn. of Prescott 807 George St.	802	L. F. Knight L. F. Knight	J. G. Andrews A. G. Halliday
ST. CATHERINES...	CKTB	1200—SH	100	Silver Spire Broadcasting Station Welland House	3900	Canadian	George M. Cootes George M. Cootes	Clarence Colton Wm. H. Allen
SAULT STE. MARIE..	CJIC	1500	100	J. G. Hyland & J. C. Whitby Windsor Hotel	860	J. G. Hyland J. G. Hyland	J. C. Whitby W. G. Crawford	Dominion
SUDBURY.....	CKSO	780	1,000	Sudbury Star 22 Elm St.	2700	Canadian	John Farrell John Farrell	W. E. Mason L. Parkes
TIMMINS.....	CKGB	1420	100	Northern Broadcasting Co. Press Bldg.	500	Canadian	W. Wren W. Wren	G. Archibald R. E. Mooney	C. W. Wright.
TORONTO.....	CFRB	690	10,000	Rogers Radio Broadcasting Co. 37 Bloor St. W.	Midway 8515	CBS	Harry Sedgwick E. L. Moore	Roy Lockaley Jack Sharpe	Joseph McGillvra
	CKCL	580	100	Dominion Battery Co., Ltd. 444 University Ave.	Adelaide 1014	H. S. Gooderham A. E. Leary	Maurice Rapkin E. O. Swan
	CRCT	840	5,000	Canadian Broadcasting Commission 805 Davenport Rd.	Lakeside 2817	NBC- Canadian	Stanley Marted Rupert Lucas	Stanley Marted F. J. Garrod

A MESSAGE FROM CANADA—FOR MISTER UNITED STATES MANUFACTURER and his advertising representatives

"IF YOU WANT TO SELL YOUR GOODS IN EASTERN CANADA—
USE THE KEY STATION OF THE MARITIMES"

CHNS

1000 WATTS—CRYSTAL CONTROL—100% MODULATION

"Located in the Very Heart of the Maritime Provinces' Radio Audience"

— FOR RATES, ETC., APPLY —

Wm. C. Borrett, Director, Lord Nelson Hotel, Halifax, N. S.
Joe McGillvra, Representative, 485 Madison Ave., New York City

Among the U.S.A. products that we have been privileged to serve with success: Ironized Yeast, Carters Liver Pills, Cystex, Sunset Dyes, Cuticura, Oxydol, Boston American.

Halifax, N. S.
the Capital of
Nova Scotia
is 600 Miles
East of
New York City.

Most Listeners
Like Their Radio
Without Static
or Interference.

NBC Thesaurus Recorded Programs Available for Sponsorship.

U.S.A. Stations
Cannot Be Heard
At All In
Halifax Until
After Dark.

CHNS Has 100%
Local Daytime
and
Early Evening
Audience.

NBC Thesaurus Recorded Programs Available for Sponsorship.

DIRECTORY OF BROADCASTING STATIONS IN CANADA

ST—Shares Time. NC—Non-Commercial Station. D—Day. N—Night. SH—Specified Hours. LS—Local Sunset.

ONTARIO —(Continued)

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address	Telephone Number	Network	Director Commercial Manager	Program Director Chief Engineer	Representatives
WATERLOO.....	CKCR	1510	100	K. W. Broadcasting Co. 24 King St.	108	W. C. Mitchell G. Liddle	Gilbert Liddle Ion Hartmon
WINDSOR.....	CKLW	1030	5,000	Western Ontario Broadcasting Co., Ltd. Guaranty Trust Bldg.	Cadillac 7200 Windsor 4-1155	MBS	J. E. Campeau Arch Shawd	Stanley Switzer W. J. Carter	Joseph McGillvra John Kettlewell
	CRCW	600	1,000—LS 500—N	Canadian Radio Broadcasting Commission Prince Edward Hotel	Canadian	Peter Aylen Peter Aylen
WINGHAM.....	CKNX	1200	50	Wingham Radio Club Box 65	158	W. T. Cruickshank Reg. Douglass	G. W. Howson W. B. Cruickshank

PRINCE EDWARD ISLAND

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address	Telephone Number	Network	Director Commercial Manager	Program Director Chief Engineer	Representatives
CHARLOTTETOWN..	CFCY	680	Island Radio Broadcasting Co. 143 Great George St.	741	Canadian	K. S. Rogers L. A. McDonald	L. A. McDonald John Q. Adams
	CHCK	1310	50	W. E. Burke & J. A. Gesner	690
SUMMERSIDE.....	CHGS	1450	50	R. T. Holman, Ltd. 180 Water St.	134	Canadian	R. L. Mollison J. E. Millman	J. E. Millman W. R. Cannon

QUEBEC

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address	Telephone Number	Network	Director Commercial Manager	Program Director Chief Engineer	Representatives
CHICOUTIMI.....	CRCS	950	100	Canadian Radio Commission Chicoutimi	155	Vilmond Fortin Vilmond Fortin	Vilmond Fortin J. E. Roberts
HULL.....	CKCH	1210	100	Hull Broadcasting Co., Ltd. Standish Hall Hotel	Sherwood 3360	Canadian	Alexander Dupont Paul Cormier	Alexander Dupont J. Champagne
MONTREAL.....	CFCF	600	400	Canadian Marconi Co. 211 St. Sacramento St.	Marquette 7081	NBC-Supp.	M. M. Elliott M. M. Elliott	M. J. Humphreys K. R. Paul	NBC
	CHLP	1120	100	La Patrie Publishing Co. Sun Life Bldg.	Plateau 5225	Marcel Lefebure	J. Charlebois
	CKAC	730	5,000	La Presse Publishing Co. 980 St. Catherine St., West	Lancaster 5125	CBS	Phil Lalonde Phil Lalonde	Yvonne Bourassa Len Spencer	Joseph McGillvra
	CRCM	910—SH	5,000	Canadian Radio Broadcasting Commission 1231 St. Catherine St., West	Marquette 5211	Canadian NBC	H. R. Pelletier H. R. Pelletier	H. R. Pelletier Wm. Reid
NEW CARLISLE.....	CHNC	1410	1,000—LS 500—N	Gaspesian Radio Broadcasting Co. New Carlisle	38	Canadian	Dr. Chas. Houde Dr. Chas. Houde	Dr. Chas. Houde P. Dandois	Dominion
QUEBEC.....	CHRC	580	100	CHRC, Limited Victoria Hotel	2-8178	Canadian	J. N. Thivierge R. Frenette	G. Voyer R. Frenette	Joseph McGillvra
	CKCV	1310	100	CKCV, Limited 142 St. John St.	2-1585	Canadian	Paul Lepage Paul Lepage	Jean Nel Chas. Frenette	Aerial Publicizing
	CRCK	1050	1,000	Canadian Radio Broadcasting Commission Chateau Frontenac	5658	Canadian	A. H. Houde A. H. Houde	A. H. Houde L. D. Ducharme

SASKATCHEWAN

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address	Telephone Number	Network	Director Commercial Manager	Program Director Chief Engineer	Representatives
MOOSE JAW.....	CHAB	1200	100	CHAB, Ltd. Grant Hall Hotel	3920	Canadian	H. C. Buchanan L. Bourgeois	R. G. Dunlop A. E. Jacobson	Western Dominion
	CJRM	540	1,000	James Richardson & Sons, Ltd. Richardson Bldg.	Regina 8424	Canadian	H. R. McLaughlin V. F. Nielsen	V. F. Nielsen A. W. Hooper	Joseph McGillvra Don Henshaw
PRINCE ALBERT....	CKBI	1210	100	CKBI, Ltd. Canada Bldg.	3133	Canadian	R. E. Price R. E. Price	Walter Dales L. E. Moffat	Don Henshaw
REGINA.....	CHWC	1010	500	R. H. Williams & Sons, Ltd. Kitchener Hotel	29-134	Canadian	E. B. Williams A. J. Balfour	J. D. Kemp R. Erickson	Dominion Joseph McGillvra
	CKCK	1010—ST	500	Leader-Post, Ltd. Leader Bldg.	6785	Canadian	C. H. Smith C. H. Smith	A. R. Smith E. A. Strong
SASKATOON.....	CFQC	840	1,000	Electric Shop Wholesale Supplies, Ltd. 216 First Ave., North	2949	Canadian	A. A. Murphy Vernon Dallin	Stan Clifton Stan Clifton
YORKTON.....	CJGX	630	500	Dawson Richardson Publications, Ltd. Winnipeg	92-481	J. C. Thompson A. L. Garsiee	J. C. Thompson Arthur Mills	Western

National Association of Broadcasters: 1936 Officers and Committees

Headquarters Office: 970 National Press Bldg., Washington, D. C. Phone: National 8470

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Herbert Hollister, WLBF, Kansas City, Kan.
John J. Gillin, Jr., WOW, Omaha.
Harold Wheelahan, WSMB, New Orleans.
Campbell Arnoux, WTAR, Norfolk.
S. A. Cislcr, WJTL, Atlanta.
D. E. Kendrick, WIRE, Indianapolis.
J. O. Maland, WHO, Des Moines.
C. Ellsworth Wylie, KHJ, Los Angeles.
Ralph R. Brunton, KJBS, San Francisco.
Fred A. Palmer, WBNS, Columbus, O.
C. W. Myers, KOIN-KALE, Portland, Ore.
Carl Haverlin, KFI, Los Angeles.

Engineering Committee

J. A. Chambers, chairman, WLW, Cincinnati.
C. W. Horn, WEAJ, New York.
E. K. Cohan, WABC, New York.

E. L. Gove, WHK, Cleveland.
John E. Burrell, KJBS, San Francisco.
J. H. DeWitt, Jr., WSM, Nashville.
Carl Meyers, WGN, Chicago.
John E. Fetzer, WKZO, Kalamazoo, Mich.
John V. L. Hogan, W2XR, New York.
H. C. Harvey, KFAB, Lincoln, Neb.
James M. Nassau, WIBG, Philadelphia.
L. A. Benson, WIL, St. Louis.
Hugh S. McCartney, WCCO, Minneapolis.
J. L. Middlebrooks, WAPI, Birmingham.
Gerald W. Cooke, WBAL, Baltimore.

Program Awards Committee

(Established to collaborate with RMA to set up awards for outstanding service to radio stations, advertisers, agencies, etc.)
Lambin Kay, chairman, WSB, Atlanta.
M. H. Aylesworth, NBC.
William S. Paley, CBS.
Burrige D. Butler, WLS, Chicago.
Leo J. Fitzpatrick, WJR, Detroit.

Audit Bureau Committee

(Part of Committee of 15, five each from NAB, AAAA and ANA, jointly endeavoring to work out cooperative plan for creation of bureau to authenticate station coverage and listener data.)
Arthur B. Church, chairman, KMBC, Kansas City.
Edgar Kobak, NBC.
H. K. Boice, CBS.
Alfred J. McCosker, WOR, Newark, and MBS.
Joseph A. Maland, WHO, Des Moines.

Code of Ethics of the National Association of Broadcasters

Adopted at 1935 Convention

1. Recognizing that the radio audience includes persons of all ages and all types of political, social and religious belief, each member station will endeavor to prevent the broadcasting of any matter which would commonly be regarded as offensive.
2. When the facilities of a member station are used by others than the owner, the member shall ascertain the financial responsibility and character of such client, that no dishonest, fraudulent or dangerous person, firm or corporation may gain access to the radio audience.
3. Matter which is barred from the mails as fraudulent, deceptive or obscene shall not be broadcast by a member station.
4. Each member station shall refuse any advertising matter regarding products or services injurious to health.
5. Each member station shall maintain a public record of its current rates charged to advertisers for the use of broadcasting time together with all discounts, rebates, refunds and agency commissions which shall be allowed to the users of such time or to their recognized agents.
6. Each member station shall refuse to accept any business on a cost

per inquiry, contingent, or percentage basis, or to accord free time for commercial use.

7. No member station shall permit the broadcasting of advertising statements or claims which he knows or believes to be false, deceptive or grossly exaggerated.

8. No member station shall defame or disparage a competitor, directly or indirectly, by words or acts which untruthfully call in question such competitor's business integrity, ability to perform contracts, credit standing or quality of service.

9. No member station shall claim for its service a character, scope or quality which cannot be substantiated, nor shall it claim as regular characteristics of its service features which it knows to be purely temporary or accidental.

10. Where charges of violation of any article of the code of ethics of the National Association of Broadcasters are filed in writing with the Managing Director, the Board of Directors shall investigate such charges, give opportunity for hearing and afterwards notify the station of its findings.

WOL

Annapolis Hotel

Washington, D. C.

1. FIRST in number of local advertisers during 1935.
2. FIRST in number of contract renewals with local accounts.
3. Revenue for 1935 represented an increase of 97% over 1934.
4. Member Inter-City Group—New Western Electric High Fidelity Transmitter — RCA 70 double turntables — Transradio News Service—Standard Radio Library.

Directory of BROADCASTING STATION REPRESENTATIVES

(For stations represented, see last column of station directory)

NAME OF COMPANY	CITY	ADDRESS	TELEPHONE NO.	MANAGER
Aerial Publicizing, Inc.	New York City	80 Rockefeller Plaza	Circle 7-6950	Ovelton Maxey
Alsoop Radio Recordings, Inc. (Books time for foreign stations)	New York City	29 W. 57th St.	Eldorado 5-0780	A. A. Klinger
Hibbard Ayer	New York City	850 Madison Ave.	Murray Hill 2-2046	Hibbard Ayer
*Wilbur Babcock	New York City	1626 Daily News Bldg.	Murray Hill 6-3352	Wilbur Babcock
Walter Biddick Co.	Los Angeles San Francisco Seattle	568 Chamber of Commerce Bldg. Russ Bldg. Exchange Bldg.	Richmond 6184 Sutter 5415 Main 6440	Walter Biddick Don Robbins D. Reynolds
John Blair & Company	Chicago New York City Detroit, Mich. San Francisco, Cal.	520 No. Michigan Ave. 341 Madison Ave. New Center Bldg. Russ Bldg.	Superior 8660 Murray Hill 2-6084 Madison 7889 Douglas 3188	John Blair George Isaac Murray Grabhorn George Bolling Lindsey Spight
Broadcasting Abroad, Ltd. (Foreign station representation)	New York City	1780 Broadway	Circle 7-4161	Henry G. Hohberg
Conquest Alliance Co., Inc. (Foreign station representation)	New York City Chicago, Ill. Rio de Janeiro, Brazil San Juan, Puerto Rico Buenos Aires, Arg. Mexico, D. F., Mexico Havana, Cuba	515 Madison Ave. 100 No. LaSalle St. 326 Ave. Atlantica Ochoa Bldg., Rm. 415 Sarmiento 559 Ave. 16 de Septiembre 5 Edificio Calles, Dept. 418	Plaza 3-5650 Central 4158 22-0226 San Juan 630 Retiro 0664 Mexicana L-3492	C. H. Venner, Jr. Fred R. Jones R. Constantinesco Walter E. Stiehl Carlos Deges C. C. Velasco Rene Canizares
ASSOCIATED COMPANIES: Spencer & Vivado, Ltda. Ambassador Advertising Agency Informations et Publicite Chisolm & Kiefer Cia. Publicidad Moderna, S. A. United Radio Service of America	Santiago, Chile Panama City, Panama Paris, France Shanghai, China San Jose, Costa Rica Montreal, Canada	Casilla 627 P. O. Box 133 50, rue de Chateaudun 83 Peking Road Calle 1 ^a ; Entre Avenidas, 1 ^a y 3 ^a 1434 St. Catherine St. W.	Telephono 66764 799 13674 Telefono 4012	G. E. Spencer S. E. Arendale Jacques Parsons Donald Chisolm P. F. Saborio R. Wineberg
Cox & Tanz	Philadelphia, Pa. New York City	Draxel Bldg. 535 5th Ave.	Lombard 1720 Murray Hill 2-8284	Eugene R. Tanz A. P. Cox
Norman Craig	New York City	230 E. 50th St.	Plaza 3-8989	Norman Craig
Dominion Broadcasting Co.	Toronto, Ontario, Canada	Canadian Pacific Bldg.	Waverly 1990	H. B. Williams
Free, Johns & Field, Inc.	Chicago, Ill. New York City Detroit, Mich. San Francisco, Cal. Los Angeles, Cal.	180 No. Michigan Ave. 110 E. 42nd St. New Center Bldg. Russ Bldg. Chamber of Commerce Bldg.	Franklin 6873 Lexington 2-8660 Trinity 2-8444 Sutter 5415 Richmond 6184	C. L. Sleininger H. Preston Peters Earl T. Irwin Don C. Robbins Walter Biddick
Free & Sleininger, Inc.	Chicago, Ill. New York City Detroit, Mich. San Francisco, Cal. Los Angeles, Cal.	180 No. Michigan Ave. 110 E. 42nd St. New Center Bldg. Russ Bldg. Chamber of Commerce Bldg.	Franklin 6873 Lexington 2-8660 Trinity 2-8444 Sutter 5415 Richmond 6184	C. L. Sleininger H. Preston Peters Earl T. Irwin Don C. Robbins Walter Biddick
Ferguson & Aston, Inc.	Chicago, Ill. Detroit, Mich.	221 No. LaSalle St. 810 Stephenson Bldg.	State 5241 Madison 1765	Gene Ferguson S. M. Aston
Hearst Radio, Inc.	New York City Chicago, Ill. San Francisco, Cal.	959 Eighth Ave. 326 W. Madison St. Hearst Bldg.	Columbus 5-7300 Central 6124 Douglas 2636	M. H. Petersen Homer Hogan Charles L. McCarthy
Don Henshaw	Toronto, Ontario, Canada	53 Yonge St.	Waverly 7591	Don Henshaw
Imperial Broadcasting Corp. of London (Foreign station representatives; affiliated with International Broadcasting Co. of London)	New York City	Rockefeller Plaza	Circle 7-2950	Frank S. Lamping
International Broadcasting Co., Ltd (See Imperial Broadcasting Corp. of London)	London W-1, England	11 Halam St.	Langham 1221	Capt. Leonard F. Plugge
Harry G. Jackson	Chicago, Ill.	711 S. Dearborn St.	Harrison 3680	Harry G. Jackson
† Jackson & Moore	Chicago, Ill. Detroit, Mich.	307 No. Michigan Ave. 810 Stephenson Bldg.	Franklin 2526 Madison 1765	Lowell E. Jackson S. M. Aston
Jewish Radio Zone Adv. Co. (Specializes in placement of Jewish programs)	New York City	110 W. 40th St.	Pennsylvania 6-0048	Benjamin Waxelbaum
Kasper-Gordon Studios, Inc.	Boston, Mass.	140 Boylston St.	Devonshire 7857	Edwin H. Kasper Aaron S. Bloom
† E. Katz Special Advertising Agency (Represents newspapers and stations)	New York City Chicago, Ill. Detroit, Mich. Kansas City, Mo. Atlanta, Ga. Philadelphia, Pa. Dallas, Tex. San Francisco, Cal.	500 Fifth Ave. 807 No. Michigan Ave. General Motors Bldg. Bryant Bldg. 22 Marietta St. 260 So. Broad St. Republic Bank Bldg. Monadnock Bldg.	Longacre 5-4595 Central 4238 Trinity 2-7685 Victor 7095 Walnut 4795 Kingsley 1950 Dallas 2-7936 Sutter 7498	Eugene Katz Paul Ray Ralph Bateman Carl Slater Fred M. Bell M. J. Flynn Frank Brimton R. S. Railton
John K. Kettlewell	Chicago, Ill.	614 Palmolive Bldg.	Superior 6305	John K. Kettlewell
Ray Linton	Chicago, Ill.	360 No. Michigan Ave.	State 9493	Ray Linton
MacGregor & Sollie, Inc.	San Francisco, Cal.	865 Mission St.	Sutter 6400	C. P. MacGregor
Joseph Hershey McGillvra	New York City Chicago, Ill.	485 Madison Ave. 919 No. Michigan Ave.	Plaza 3-3377 Superior 6305	Joseph H. McGillvra George Besse
*J. P. McKinney & Son	New York City	30 Rockefeller Plaza	Circle 7-1178	R. H. McKinney
National Broadcasting Co. (National spot sales)	New York City Chicago, Ill. San Francisco, Cal. Washington, D. C. Schenectady, N. Y. Detroit, Mich. Philadelphia, Pa. Boston-Springfield Cleveland, O. Pittsburgh, Pa. Denver, Colo.	30 Rockefeller Plaza Merchandise Mart 111 Sutter St. National Press Bldg. 1 River Road Fisher Building Lincoln-Liberty Bldg. Hotel Bradford, Boston 1367 E. 6th Grant Bldg. 1625 California	Circle 7-8300 Superior 8300 Sutter 1920 District 0300 4-2211 Ext. 2141 Trinity 2-7900 Locust 2610 Hancock 4261 Cherry 0942 Grant 400 Main 8211	F. E. Spencer Oliver Morton Harry Anderson V. F. Callahan W. P. Leighton R. H. White E. R. Hitz Griffith B. Thompson Don Stratton A. L. Hasenbalg A. E. Nelson

† Jackson & Moore dissolved January 15, 1936, Lowell Jackson becoming radio director of E. Katz Special Advertising Agency, which took over representation of some of its stations.
(Continued on page 106)

Development

● As we look forward to our fourth year in the station representative business, we are confident that our policy of "more man-power per station" and concentration on a small group of successful stations is necessary in serving the best interests of both the stations and the buyers of radio time.

This policy has enabled us to inaugurate new but basic developments in the spot broadcasting field and to individualize station and program presentations.

STATIONS REPRESENTED

Columbus, Ohio WBNS
Cedar Rapids-Waterloo, Iowa WMT*
Des Moines, Iowa KRNT* - KSO*
Detroit, Michigan WWJ
Houston, Texas KTRH
Los Angeles, Calif. KNX**
Omaha, Nebraska WOW
Phoenix, Arizona KTAR
St. Paul - Minneapolis, Minn. KSTP
Salt Lake City, Utah KDYL
San Francisco, Calif. KSFO**
Shreveport, La. KWKH - KTBS

*Forming the Iowa Broadcasting System.

**Permanent lines connect these two stations.

John Blair & Company

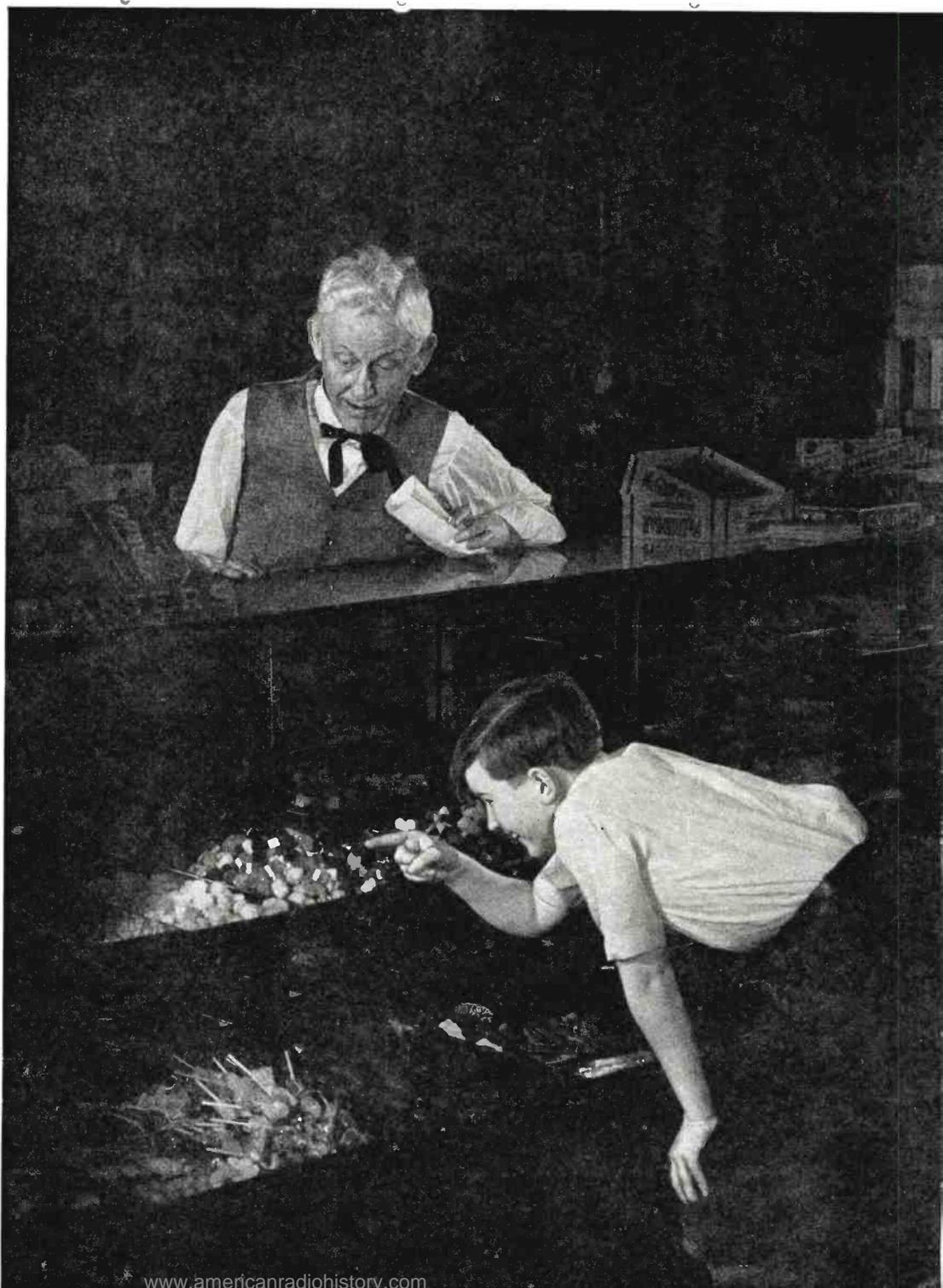
NEW YORK
341 Madison Ave.
Murray Hill 2-6084

CHICAGO
520 N. Michigan Ave.
Superior 8660

DETROIT
New Center Bldg.
Madison 7889

SAN FRANCISCO
3100 Russ Building
Douglas 3188

I'll take that one, 'n **THAT** one,



'n

THAT ONE!!



The child facing a candy counter with a "nickel" in his hand, reduces buying to its simple fundamental.

"I'll take that one and that one and that one," he says—no general mixture of tasty and tasteless candy for *his* nickel. Each penny must bring him some super-delight—each penny do a job as he sees it.

Many an advertiser can borrow this boy's technique with profit to his company or his client.

He can choose those individual markets which offer him the most tasty jelly beans and sugar coated plums—

He can choose the radio stations best suited to coax these delectable dainties to him.

Spent this way — for Spot Broadcasting — his advertising "pennies" will go further, buy more, do a better job.

The stations listed here have proved their right to be a part of the most carefully chosen Spot Broadcasting schedules.

- WSB** Atlanta **NBC**
- WFBR** Baltimore . . . **NBC**
- WAAB** } Boston **CBS**
- WNAC** }
- WICC** { Bridgeport . . . **CBS**
- { New Haven . . .
- WBEN** Buffalo **NBC**
- WGAR** Cleveland . . . **NBC**
- WFAA** { Dallas **NBC**
- WBAP** { Fort Worth . . **NBC**
- WJR** Detroit **CBS**
- KPRC** Houston **NBC**
- WFBM** Indianapolis . **CBS**
- WDAF** Kansas City . . **NBC**
- KFI** } Los Angeles . . **NBC**
- KECA** }
- WHAS** Louisville . . . **CBS**
- WLLH** Lowell **YN**
- WTMJ** Milwaukee . . **NBC**
- WSM** Nashville . . . **NBC**
- WSMB** New Orleans . **NBC**
- WTAR** Norfolk **NBC**
- WFIL** Philadelphia . **NBC**
- KGW** } Portland **NBC**
- KEX** }
- WEAN** Providence . . **CBS**
- KSL** Salt Lake City **CBS**
- WOAI** San Antonio . **NBC**
- KOMO** } Seattle **NBC**
- KJR** }
- KHQ** } Spokane **NBC**
- KGA** }
- WMAS** Springfield . . **CBS**
- KVOO** Tulsa **NBC**
- KFH** Wichita **CBS**

Also

The YANKEE NETWORK
TEXAS QUALITY NETWORK
The NORTHWEST TRIANGLE

*Represented throughout the United States
by*

**EDWARD PETRY
& COMPANY**
INCORPORATED

CHICAGO SAN FRANCISCO
NEW YORK DETROIT



WILLIAM G. RAMBEAU COMPANY

Radio Station Representatives

CHICAGO
Tribune Tower

NEW YORK
Chanin Building

SAN FRANCISCO
Russ Building



"Radio's First Special Representatives"

Standard Conditions Governing Contracts and Orders for Spot Broadcasting

(Adopted 1933 by National Association of Broadcasters in Cooperation with American Association of Advertising Agencies)

1. PAYMENT

(a) The agency agrees to pay, and the broadcasting station agrees to hold the agency solely liable for payment, for the broadcasting covered by this order unless expressly otherwise agreed in writing.

(b) The agency personally agrees to pay for broadcasting covered by this order, at the office of the broadcasting station or of its authorized representative, on or before the last day of the month following that in which the broadcasting is done unless otherwise stipulated on the face of this order; or, when cash discount is deducted but payment date not specified on the station's rate card, on the fifteenth of the month following.

(c) In all cases date of payment is material, and unless otherwise stipulated the postmark date on the envelope properly addressed to the broadcasting station or to its representative shall be considered the date when payment was made.

(d) Station's invoices for broadcasting covered by this order shall be in accordance with the station's log and shall so state on each such invoice.

(e) Invoices should be rendered not less often than monthly.

(f) The station reserves the right to cancel the order at any time upon default by the agency in the payment of bills, or other breach, or in the event of any material violation on the part of the agency of any of the conditions herein named; and upon such cancellation all broadcasting done hereunder and unpaid shall become immediately due and payable. In case of delinquency in payments or impaired credit, the station shall have the right to change the requirements as to terms of payment for further broadcasting under this order as it may see fit.

2. TERMINATION

(a) This agreement may be terminated by either party by giving the other two weeks' notice, unless otherwise stipulated on the face of this order. If the agency terminates the agreement, it will pay the station according to the station's published rates for the lesser number of periods, for all services previously rendered by the station. If the station terminates the agreement; either, the agency and the station will agree on a satisfactory substitute day or time at the rates in effect at the time this agreement was made, or, the agency will pay the station according to the rates specified herein, for all services previously rendered by the station; that is, the agency shall have the benefit of the same time discounts which the agency would have earned had it been allowed to complete the order. In the event of such termination, neither party shall be liable to the other party otherwise than as specified in this paragraph.

3. INABILITY TO BROADCAST

(a) Should the station, due to public emergency or necessity, legal restriction, Act of God, or at the direction of Federal, State, or Municipal authorities, or for any other reason beyond the control of the station, be unable to broadcast one of the agency's programs at the time specified, the station shall not be liable to the agency for damages but will communicate with the agency as far in advance as possible. The agency will then either agree with the station on a satisfactory substitute time for the broadcast, or, if no such agreement can be reached, the broadcast will be considered as cancelled, without affecting the rate shown on this order. In the event of such cancellation or postponement, the station will make, if approved by the agency, a suitable courtesy announcement as to the reason for cancellation or postponement, and as to any substitute time agreed upon.

(b) If interruptions occur during the entertainment portion of the broadcast, credit shall be given by the station at the pro rata rate for such interruption of one minute or more duration. If interruptions occur during the commercial announcement portion of the broadcast, credit shall be given by the station in the same proportion to the total station time charge which the omitted commercial announcement portion bears to the total commercial announcement in the program. If the interruption equals or exceeds 50 per cent of the total program time, the station shall defray a pro rata share of the live talent costs, unless the interruption is due to an Act of God, public emergency, or legal restriction.

4. SUBSTITUTION OF SUSTAINING PROGRAM OF PUBLIC IMPORTANCE

(a) The station shall have the right to cancel any broadcast covered by this order and substitute a sustaining program of such outstanding public importance that failure to broadcast same would be injurious alike to the station and the advertiser. In such case, the station will notify the agency as far in advance as possible, and the agency and the station will agree on a satisfactory substitute day or time for the broadcast, or, if no such agreement can be reached, the broadcast will be considered as cancelled without affecting the rates or rights shown on this order. In the event of such cancellation or postponement, the station will make, if approved by the agency, a suitable courtesy

announcement as to the reason for cancellation or postponement and as to any substituted time agreed upon. In the event of such replacement, when the station notifies the agency less than two weeks in advance of broadcast, the station shall reimburse the agency any non-cancellable cost of live talent.

5. RATES

(a) It is agreed that the rate named in this order is the lowest rate made by the station for like services, and that if at any time during the life of this order the station makes a lower rate for the same services, this order shall be completed at such lower rate from that date.

(b) All rates shall be published. There shall be no secret rates, rebates, or agreements affecting rates. All rates shall be furnished agencies if requested.

(c) If this order is continued without interruption beyond the time specified, the additional broadcasts shall be considered part of this order, and the same rate shall apply until any lower rate prevailing at the time this agreement is made shall have been earned; and then this lower rate shall apply to the whole order. It is agreed, however, that this provision shall not cover a service rendered by the station later than one year from the date of the first broadcast, unless specifically agreed.

6. PROGRAMS

(a) The order for station time includes the services of the technical staff and of a regular staff announcer. Other talent and services are covered by the program charge in this order, which is subject to change by the agency with the consent of the station.

(b) Should the station fail to receive program material seven days in advance of the broadcast, it shall so notify the agency. Subsequent to this notification, if the station fails to receive the program material in time for the broadcast, if the programs are transcriptions, the station shall, following first broadcast, repeat a previous program unless otherwise instructed, or unless program is one of a series, in which case the station shall have the right to announce the name, address, and business classification of the advertiser, produce a creditable program, and make regular charge for station time and reasonable talent charge to the agency. If the programs are produced locally, it shall, following first broadcast, repeat the commercial announcement of the preceding broadcast, using the agreed talent unit.

(c) Except as otherwise herein-after expressly provided, the agency will save the station harmless against all liability for libel, slander, illegal competition or trade practice, infringement of trade marks, trade names or program titles, violation of rights of privacy and infringement of copyrights and proprietary rights, resulting from the broadcasting of the programs herein provided for in the form furnished or approved by the agency. Such indemnity shall not apply to the musical compositions performed in non-dramatic form, the unrestricted right to perform which is licensed by ASCAP, provided the agency shall have at least one week prior to each broadcast submitted to the station in writing in duplicate a correct list of the titles of names of composers and copyright owners appearing on the published or unpublished copies of the musical compositions to be used on the said programs. The station agrees, however, to save the agency harmless against all liability where the programs are prepared and produced both as to artists and program content by the station excepting only such liability as may result from the broadcasting of the commercial credits and other material as furnished or approved by the agency.

(d) Programs prepared by the agency are subject to the approval of the station management both as to artists and to program content.

7. GENERAL

(a) This order is subject to the terms of licenses held by the parties hereto and is also subject to all Federal, State, and Municipal laws and regulations now in force, or which may be enacted in the future.

(b) The rights under this order shall not be transferable to another advertiser than the one specified in this order unless the consent of the station has been obtained.

(c) In dealing with agencies, the station shall follow a uniform policy to avoid discrimination.

(d) The agency agrees that it will not rebate to its client any part of the commission allowed by the station.

(e) The failure of the station or of the agency to enforce any of the provisions herein listed with respect to a breach thereof in any one instance shall not be construed as a general relinquishment or waiver under this agreement, and the same shall nevertheless be and remain in full force and effect.

Facsimile of Standard Order Blank

STANDARD ORDER BLANK FOR SPOT BROADCASTING
(STANDARD CONDITIONS 1933)

(Member of A. A. A. A.)

NAME OF ADVERTISING AGENCY
ADDRESS
CITY

TO MANAGEMENT OF STATION _____ ORDER NO. _____
CITY AND STATE _____ DATES _____

PLEASE FURNISH BROADCASTING FACILITIES TO (advertiser)
FOR (product) _____ NAME OF PROGRAM _____

LENGTH OF BROADCAST _____ HOURS _____ DAYS _____ TIME PER WEEK _____ TOTAL NO. TIMES _____

COMMENCEMENT DATE _____ EXPIRATION DATE _____

PROGRAM MATERIAL ARRANGEMENTS _____

COMMERCIAL ANNOUNCEMENTS _____

CONTINUITY _____ CUT SHEETS _____ TRANSCRIPTIONS _____

ADDITIONAL INSTRUCTIONS _____

RATES: Station Charge _____ Talent _____ Live Service _____ Other Charge _____ Total _____

Net Broadcast _____
Per _____ Broadcasts _____

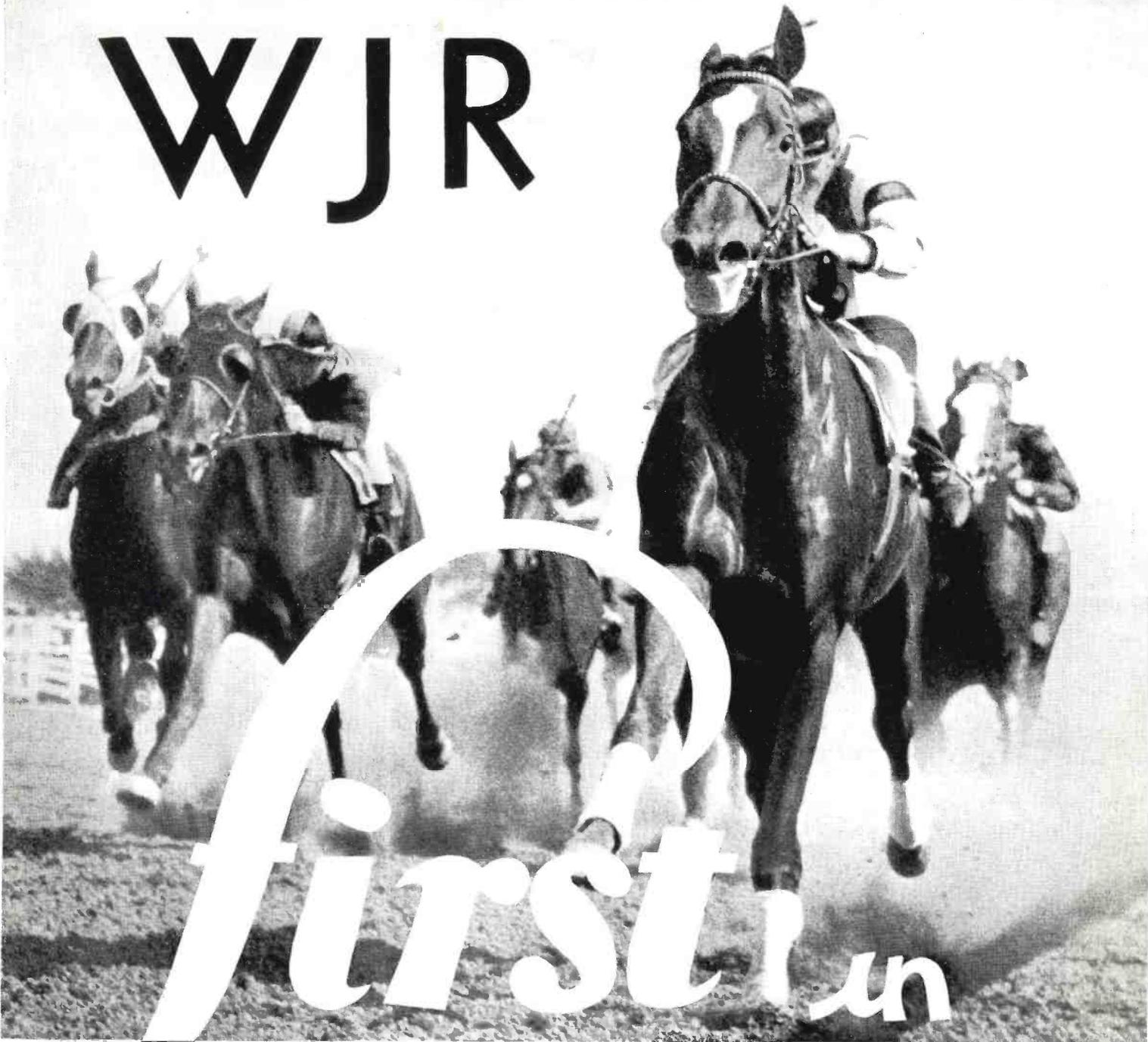
LESS TIME DISCOUNT _____%
LESS AGENCY COMMISSION: 15% of Station Charge _____% of Talent Charge
LESS CASH DISCOUNT: 1% of net after charge _____% of total following services

Subject to standard conditions on back hereof. NAME OF ADVERTISING AGENCY, P.O. _____

Member of
AMERICAN ASSOCIATION OF ADVERTISING AGENCIES

Standard Order Blank for Spot Broadcasting "A. A. A. Form" Reg. U. S. Pat. Off. Copyright 1933. American Association of Advertising Agencies. Blank No. 1

WJR



50,000

W A T T S

750 KILOCYCLES
CLEARED CHANNEL

C. B. S.

Power & Results

WJR

THE GOODWILL STATION
MICHIGAN'S GREATEST ADVERTISING MEDIUM

G. A. RICHARDS
PRESIDENT

DETROIT

REPRESENTATIVES

EDWARD PETRY & COMPANY, INC.
www.americanradiohistory.com

LEO FITZPATRICK
VICE-PRES. & GEN. MGR.

No fish hooks

IN

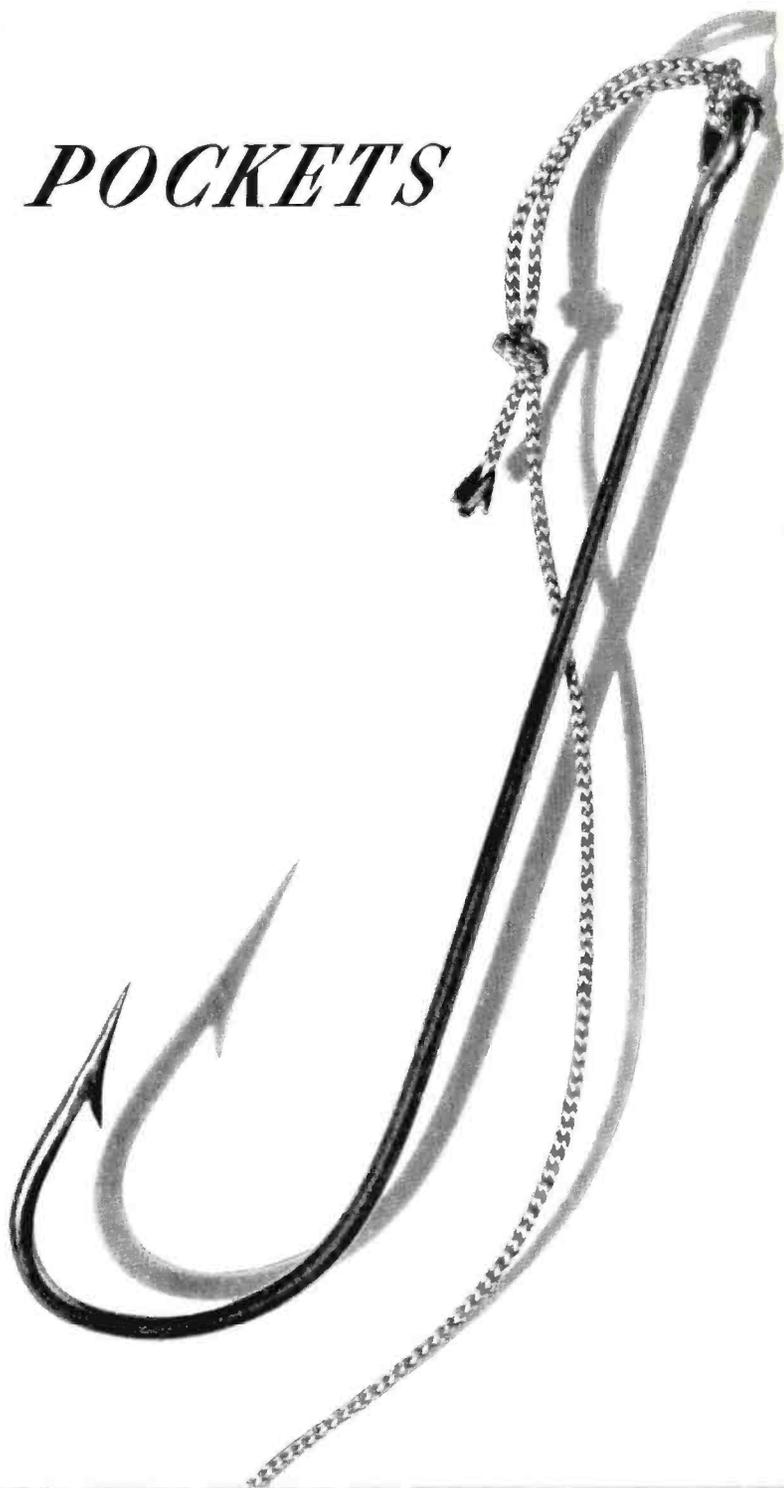
CLEVELAND POCKETS

When factories in our town reported more than one hundred twenty-seven thousand wage earners at work, we thought that sounded pretty good. When auto sales hopped as much as twenty percent, and private building permits practically doubled, we were inclined to lead a cheer or two. But, when bank debits climbed well over a half billion additional and factory payrolls were upped a cool seventeen million . . . Eureka! . . . we just had to break into print with the news!

What, you say, is this . . . an advertisement for the City of Cleveland? No, we answer. But, because we believe that Cleveland and its retail area represent a market you can't afford to pass up in 1936 . . . a densely populated, rich, spending territory . . . we take this space to tell you so. But why? Because we know that, to crack or capture this market, you'll need to tell your story to the audience of WGAR, Cleveland's Friendly Station.

Cleveland's pockets most certainly are not lined with fishhooks, depend on that. And when you plan to cast for your part of the coin of the realm being spent in Northern Ohio, we'd like to have you keep these facts in mind. WGAR is "tops" in dollar volume of advertising and in number of national spot accounts among all Cleveland stations . . . in number of retail accounts among the city's network stations . . . and first in daytime audience in Cleveland's compact 35-mile retail area. So, bank on us to help you sell this market where millions will spend millions in 1936!

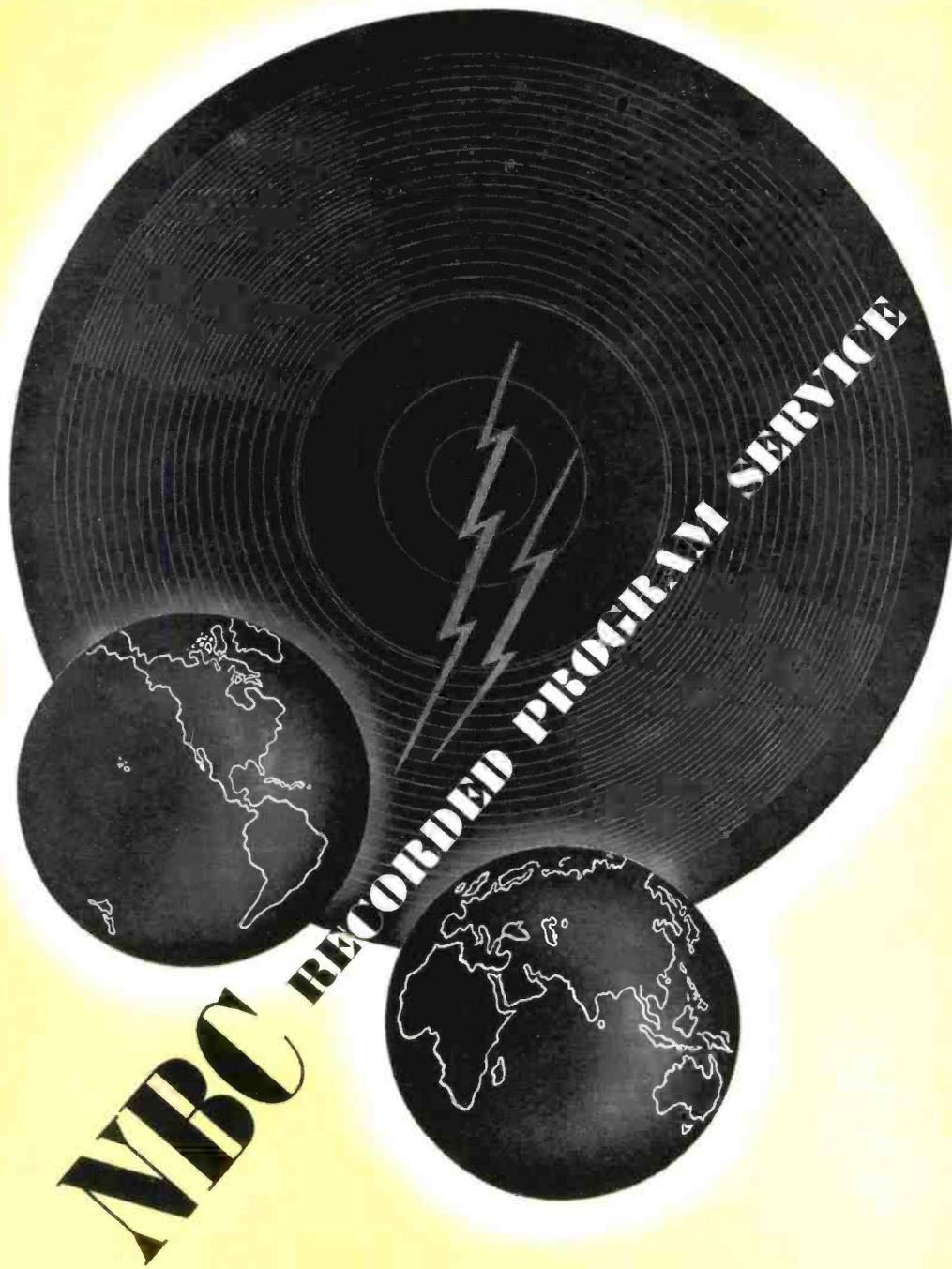
Facts mentioned in the first paragraph represent comparisons between the first ten months of 1934 and the first ten months of 1935, as supplied by the Cleveland Chamber of Commerce.



WGAR

"CLEVELAND'S FRIENDLY STATION"

Member N. B. C. Blue Network
John F. Patt, Vice President and General Manager
Edward Petry & Co., Inc., National Representatives



THE HONEYMOONERS



RICHARD LEIBERT



CARMEN CASTILLO



FERDE GROFE



HARRY RESER



CAROL DEIS



ROSARIO BOURDON

RAY HEATHERTON

NATHANIEL SHILKRET

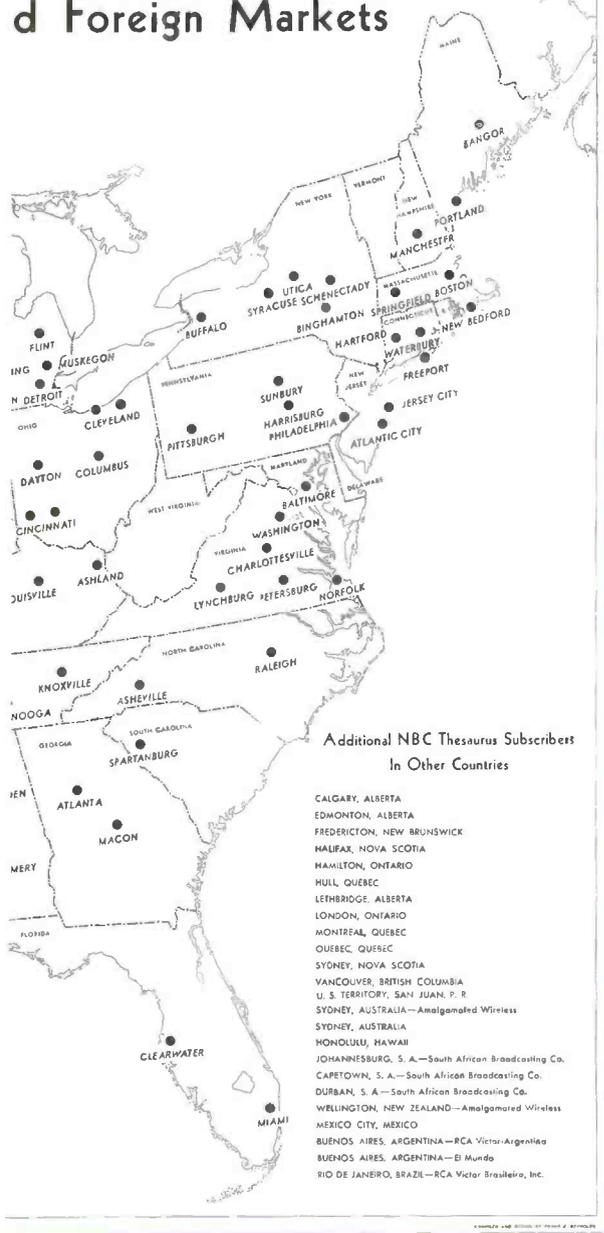
XAVIER CUGAT

Offering a group of recorded program services designed to give spot broadcasters *better* recorded programs of *finer talent*, *more diversified entertainment*, and *greater flexibility*... to increase the effectiveness of spot broadcasting as an advertising medium.

HOUSE OF RECORDED PROGRAMS" . . .

sters in these important American and foreign markets

Additional Foreign Markets



Additional NBC Thesaurus Subscribers In Other Countries

- CALGARY, ALBERTA
- EDMONTON, ALBERTA
- FREDERICTON, NEW BRUNSWICK
- HALIFAX, NOVA SCOTIA
- HAMILTON, ONTARIO
- HULL, QUEBEC
- LETHBRIDGE, ALBERTA
- LONDON, ONTARIO
- MONTREAL, QUEBEC
- QUEBEC, QUEBEC
- SYDNEY, NOVA SCOTIA
- VANCOUVER, BRITISH COLUMBIA
- U. S. TERRITORY, SAN JUAN, P. R.
- SYDNEY, AUSTRALIA—Amalgamated Wireless
- SYDNEY, AUSTRALIA
- HONOLULU, HAWAII
- JOHANNESBURG, S. A.—South African Broadcasting Co.
- CAPTOWN, S. A.—South African Broadcasting Co.
- DURBAN, S. A.—South African Broadcasting Co.
- WELLINGTON, NEW ZEALAND—Amalgamated Wireless
- MEXICO CITY, MEXICO
- BUENOS AIRES, ARGENTINA—RCA Victor-Argentina
- BUENOS AIRES, ARGENTINA—El Mundo
- RIO DE JANEIRO, BRAZIL—RCA Victor Brasileira, Inc.

LIST OF NBC THESAURUS SUBSCRIBERS TO DATE

- | | | | |
|--|---|---|--|
| ALABAMA
Birmingham
Gadsden
Mobile
Montgomery | WAPI
WJBY
WALA
WSFA | NEW JERSEY
Atlantic City
Jersey City | WPG
WAAT |
| ARIZONA
Phoenix | KTAR | NEW YORK
Binghamton
Buffalo
Freeport
Schenectady
Syracuse
Utica | WNBF
WRBN
WGBB
WGY
WSYR
WIBX |
| ARKANSAS
Little Rock | KLRA | NORTH CAROLINA
Asheville
Raleigh | WWNC
WPTF |
| CALIFORNIA
Los Angeles
San Diego
San Francisco | KECA
KFI
KFSD
KGO | NORTH DAKOTA
Bismarck | KEYR |
| COLORADO
Denver | KOA | OHIO
Cincinnati
Cleveland
Columbus
Dayton | WKYC
WSAI
WTAM
Muzak Corp
WBNS
WHIO |
| CONNECTICUT
Hartford
Waterbury | WDRS
WIXBS | OKLAHOMA
Oklahoma City
Tulsa | WKY
KTUL |
| DISTRICT OF COLUMBIA
Washington | WMAJ
WRC | OREGON
Portland | KEX |
| FLORIDA
Clearwater
Miami | WFLA
WIOD | PENNSYLVANIA
Harrisburg
Philadelphia
Pittsburgh
Sunbury | WHP
WIBG
KDKA
WKOK |
| GEORGIA
Atlanta
Macon | WSB
WMAZ | SOUTH CAROLINA
Spartanburg | WSPA |
| IDAHO
Boise | KIDO | TENNESSEE
Chattanooga
Knoxville
Memphis | WDOD
WROL
WMC |
| ILLINOIS
Chicago
East St. Louis
Rock Island
Tucula | WENR
WMAQ
WTMY
WIBF
WIBZ | TEXAS
Beaumont
Fort Worth
Houston
Lubbock
Pecos
San Antonio
Tyler
Weslaco | KEDM
KEJZ
KPRG
KFYO
KTUN
KABC
KQKB
KRGV |
| INDIANA
Indianapolis | WIRE | UTAH
Salt Lake City | KDYL |
| IOWA
Des Moines
Dubuque | KRNT
KSO
WBBB | VIRGINIA
Charlottesville
Lynchburg
Norfolk
Petersburg | WCHV
WLVA
WTRR
WPHR |
| KANSAS
Goffeyville
Dodge City
Hutchinson
Lawrence | KGGF
KQNO
KWBG
WREN | WASHINGTON
Seattle | KJR |
| KENTUCKY
Ashland
Louisville | WCMI
WAVE | WISCONSIN
Green Bay
Janesville
Madison
Shelbygan | WTAQ
WGLD
WIBA
WHBL |
| LOUISIANA
New Orleans
Shreveport | WSMB
KTBS | U. S. TERRITORY
San Juan, Porto Rico—
WKAQ | |
| MAINE
Bangor
Portland | WABI
WCNH | CANADA
Calgary, Alberta
Edmonton, Alberta
Fredericton, New Brunswick
Halifax, Nova Scotia
Hamilton, Ontario
Hull, Quebec
Lethbridge, Alberta
London, Ontario
Montreal, Quebec
Quebec, Quebec
Sydney, Nova Scotia
Vancouver,
British Columbia | CFAC
CJCA
CFNB
CHNS
CHML
CKCH
CJOC
CFPL
CFCE
CHRC
CJCB |
| MASSACHUSETTS
Boston
New Bedford
Springfield | WBZ
WNRH
WBZA | FOREIGN
Sydney, Australia—Amalgamated Wireless
Sydney, Australia—2GH
Honolulu, Hawaii—KGU
Johannesburg, S. A.—South African Broadcasting Co.
Cape Town, S. A.—South African Broadcasting Co.
Durban, S. A.—South African Broadcasting Co.
Wellington, New Zealand—Amalgamated Wireless
Mexico City, Mexico—KEW
Buenos Aires, Argentina—RCA Victor-Argentina
Buenos Aires, Argentina—LRI—El Mundo
Rio De Janeiro, Brazil—RCA Victor Brasileira, Inc. | |
| MICHIGAN
Battle Creek
Detroit
Flint
Jackson
Kalamazoo
Lansing
Muskegon | WELL
WXYZ
WDFD
WJRM
WKZO
WJIM
WKIBZ | | |
| MINNESOTA
Hibbing
Rochester
Minneapolis
St. Paul | WMFG
KROC
KSTP | | |
| MISSISSIPPI
Jackson | WJDX | | |
| MISSOURI
Columbia
Joplin
St. Joseph
St. Louis
Springfield | KFRU
WBRH
KFEQ
KSD
KGBX | | |
| MONTANA
Billings
Missoula | KGHL
KGVO | | |
| NEBRASKA
Omaha
York | WOW
KGBZ | | |
| NEW HAMPSHIRE
Manchester | WFEA | | |

and his Orchestra; Master Singers; Rhythm Makers; Richard Bert at the Organ; Green Brothers Orchestra; The Dreamers; Bert Hood Bowers Band; The Honeymooners; Jack, June and Ray; Melodeers; Joey and Chuck; Samuel Kissel; Don Reid; Juan Castillo; Dolly Dawn; Jack Parker; Frances Adair; Frances Thomas; Carol Deis; Ferde Grofe and his Orchestra; Buccaneers.

For full information regarding NBC Thesaurus Recorded Programs, write any subscriber station listed, or to: NBC Electrical Transcription Service, 30 Rockefeller Plaza, New York City . . . Merchandise Mart, Chicago, Ill.

ADDITIONAL NBC RECORDED PROGRAM SERVICES

In addition to Thesaurus, NBC offers spot broadcasters several other spot programming services; each one complete within itself; each one designed to serve every need of spot

program building, recording and checking. Quality and good service are assured by the extensive and superior programming facilities of the National Broadcasting Company.

Custom-Built Programs

NBC offers a complete program-building and recording service, assuming full responsibility for script-writing, casting, production supervision, recording, manufacturing of finished pressings, and delivery of pressings to selected stations.

Recording of Agency-Produced Shows

NBC is prepared to make recordings of agency-produced programs, assisting in the details of production, supervision, and mechanical production.

Reference or Audition Recording

NBC is equipped to make recordings of network or audition programs at a special low price, *for file, playback or reference purposes only*. These are quality recordings by direct wire to the NBC studio . . . not "off the air" recordings. This service is particularly interesting to advertisers, advertising agencies and artists.

Syndicated Program Series

● Paul Wing, The Story Man



A fascinating series of 39 dramatized quarter-hour stories for children from six to sixty. Adventures of two lovable children, Peter and Parsy, on their voyage to the United States of Merriment with their old friend, Captain Better. Exciting, colorful, and has real merchandising possibilities.

● Richard The Lion Heart



A skilled radio adaptation of a story known and loved the world over. The knights of old ride again in this stirring, dramatic tale of Old England. An exciting, entertaining series of 39 dramatic, quarter hour episodes, masterfully played by a cast of NBC artists.

For Complete information concerning all NBC Recorded Program Services, write to:

NATIONAL BROADCASTING COMPANY, INC.

A Radio Corporation of America Subsidiary

ELECTRICAL TRANSCRIPTION SERVICE

30 Rockefeller Plaza, New York City • Merchandise Mart, Chicago, Ill.



INTIMATE PICTURE OF A RADIO TALENT BUYER

Every once in awhile, he has an uneasy night like this; one of those restless sessions in which, among other things, a vision of "Chessy," the C & O kitten, looms as an enviable bliss.

Each time, the nocturnal routine is about the same. He tosses through trade publications, racks his brains, hums snatches of errant arias, exhausts several large flocks of sheep, but misses the jump on sleep at every turn. And all because he's bothered by an unnecessary case of the T. T.'s.*

If you are a radio talent buyer who gets occasional spells of the T. T.'s, NBC Artists Service offers you an "out," particularly when you're in frantic need of new and unusual programs with complete casts to fit 'em, or a single artist of any type, from a barnyard imitator to world-famed stars of stage, screen, opera and radio.

*TALENT TROUBLES: An acute alphabetic disorder peculiar, at times, to all radio talent buyers.

NBC ARTISTS SERVICE of the NATIONAL BROADCASTING CO • INC

NEW YORK • CHICAGO • SAN FRANCISCO

SALES REPRESENTATIVES IN BOSTON • SCHENECTADY • PITTSBURGH • CLEVELAND • DETROIT • HOLLYWOOD

BROADCASTING • *Broadcast Advertising*

1936 Yearbook Number • Page 115

Directory of Transcription, Recording, Program Producing And Talent Services

Because of interchangeable nature of services offered by various companies in combination fields, these directories are herewith combined.
For reference convenience it is suggested the type of service desired be located by first consulting the column headed "Nature of Service."

*Indicates concern has own recording plant.

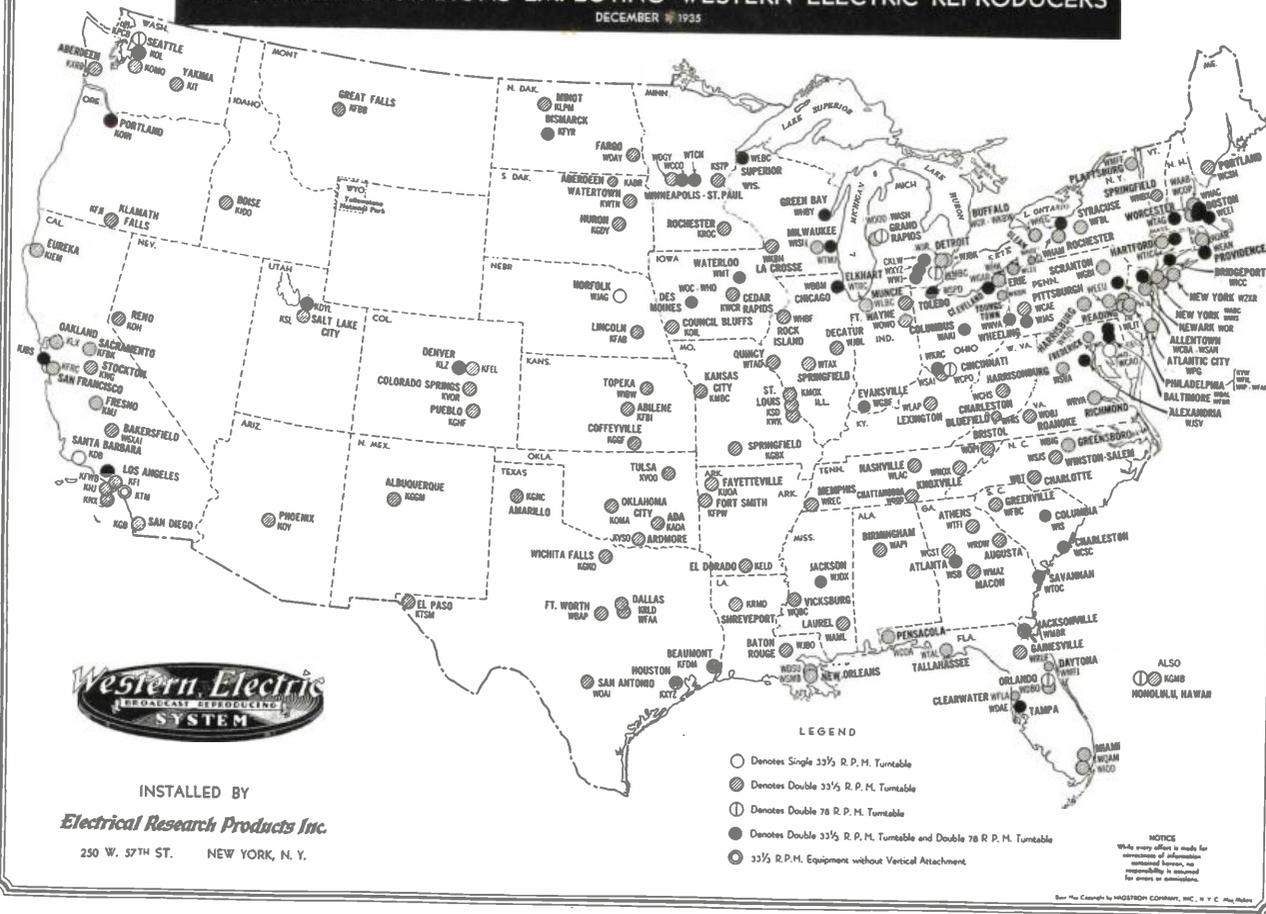
†Indicates productions, as reported in questionnaires, are offered either with live talent or on transcriptions.

NAME OF COMPANY	CITY	ADDRESS	TELEPHONE NO.	MANAGER	NATURE OF SERVICE
Advertisers' Recording Service Inc.	New York City	113 W. 57th St.	Circle 7-6982	Glenn V. Pickett	*Recording
Aerial Publicizing Inc.	New York City	30 Rockefeller Plaza	Circle 7-6950	Herbert Weston	†Program production
Norman Alexandroff & Co.	Chicago, Ill.	410 So. Michigan Ave.	Webster 2123	Norman Alexandroff	†Program production
Allied Phonograph & Record Mfg. Co.	Hollywood, Cal.	1041 No. Las Palmas Ave.	Hollywood 0107	Archie Josephson	*Transcription manufacturers
Allied Producers	New York City	125 West 46th St.	Bryant 9-6769	George C. Mack	†Program production
Alsop Radio Recording, Inc.	New York City	29 W. 57th St.	Eldorado 5-0780	A. A. Klinger	*Transcriptions and production
American Foundation for the Blind, Inc.	New York City	15 W. 16th St.	Chelsea 3-2821	J. O. Kleber	*Recordings
American Radio Features Inc.	Los Angeles, Cal.	555 So. Flower St.	Michigan 0759	Fred. C. Dahlquist	†Program production
American Radio Transcription Agencies	Los Angeles, Cal. Sydney, Australia	407 Van Nuys Bldg. 29 Bligh St.	Madison 5617 B. 7876	Dr. Ralph L. Power A. E. Bennett	Transcription programs
American Record Co. (Also Columbia Phonograph Co.)	New York City Chicago, Ill.	1776 Broadway 952 No. Michigan Ave.	Circle 7-6224 Delaware 8263	Frank Hennigs Girard Ellis	*Recordings
Associated Music Publishers Inc.	New York City	25 W. 45th St.	Bryant 9-0847	M. E. Tompkins	Transcription library
Associated Transcriptions of Hollywood	Hollywood, Cal.	6108 Melrose Avenue	Granite 6972	Thorus E. La Croix	*Transcriptions
Audiak Corporation	San Francisco, Cal.	149 Powell St.	Sutter 2795	Gilbert H. Kneiss	*Transcriptions
Joseph M. Barnett	New York City	545 Fifth Ave.	Murray Hill 6-2473	Joseph M. Barnett	Program production
Ann Brae	New York City	1270 Sixth Ave.	Circle 7-2646	Ann Brae	Program production
Brinckerhoff-Cornell, Inc.	New York City	271 Madison Ave.	Ashland 4-1860	F. V. Meeker	Transcriptions: Air-check
Broadcast Producers of N. Y. Inc.	New York City	501 Madison Ave.	Eldorado 5-9300	George W. Dan Junas	†Program production
Brown-Miles Inc.	New York City	Rockefeller Center	Circle 7-2996	Sedley Brown	Program production
Eastern Recording Co.	Philadelphia, Pa.	250 So. Broad St.	Pennypacker 4129	Herbert Schorr	*Recordings
Edgar Rice Burroughs Inc.	Tarzana, Cal.	18354 Ventura Blvd.	Reseda 222	C. R. Rothmund	†Program production
Capital Sound Studios	New York City	33 W. 60th St.	Columbus 5-1350	William Smith	*Recording
Bruce Chapman Co.	New York City	RKO Bldg.	Circle 7-5768	Bruce Chapman	†Program production
Cleveland B. Chase Co. Inc.	New York City	424 Madison Ave.	Eldorado 5-1720	Innis G. Osborn	†Program production
Frank Chase	New York City	RKO Bldg.	Circle 7-4366	Frank Chase	†Transcriptions, production
Chicago Tribune—New York News Syndicate Inc.	Chicago, Ill.	Tribune Bldg.	Superior 0100	Newspaper features adaptable to broadcasting
	New York City	220 E. 42nd St.	Murray Hill 2-1243	Arthur W. Crawford	
Cleveland Guild of the Arts	Cleveland, O.	1099 E. 111th St.	Julius Glass	†Program production, scripts
Columbia Artists Bureau (CBS)	New York, N. Y. Chicago, Ill. Los Angeles, Cal.	485 Madison Ave. 410 No. Michigan Ave. Signal Oil Bldg.	Wickersham 2-2000 Whitehall 6000 Mutual 2200	Ralph Wonders Neil C. Conklin Charles Vanda	Talent
Columbia Concerts Corp.	New York City	118 W. 57th St.	Circle 7-6900	Arthur Judson	Artists
Columbia Phonograph Co. (Also American Record Co.)	New York City Chicago, Ill. Hollywood, Cal.	1766 Broadway 952 No. Michigan Ave. 6624 Romaine St.	Circle 7-6224 Delaware 8263 Granite 4184	Frank Hennigs Girard Ellis A. J. Schrade	*Recording
Conquest Alliance Co. Inc.	New York City	515 Madison Ave.	Plaza 3-5650	W. H. Voeller	†Program production, scripts
The Compo Co. Ltd.	Lachine, Quebec, Canada	131 18th Ave.	Dexter 0905	E. M. Kirke Boyd	*Transcriptions
Community Broadcasting Studios	Los Angeles, Cal.	2234 W. Adams Blvd.	Republic 4591	T. Mart Regan	*Acetate recording, programs
Consolidated Radio Artists Inc.	New York City	1619 Broadway	Columbus 5-4355	Charles Green	†Talent, production
Nick Dawson Radio Productions	New York City	19 East 47th St.	Wickersham 2-4224	Kenneth MacIntyre	†Program Production
Benjamin David Inc.	New York City	30 Rockefeller Plaza	Circle 7-1815	Benjamin David	Scripts, talent
Decca Records, Inc.	New York City Chicago, Ill.	799 Seventh Ave. 666 Lake Shore Drive	Columbus 5-0869 Delaware 8800	C. D. MacKinnon Richard F. Voynow	*Recordings
Detroit Artist Bureau Inc. (WXYZ-Michigan Network)	Detroit, Mich.	Madison Theater Bldg.	Cherry 8321	Henry Zapp	Talent
Harry S. Dube	New York City	RKO Bldg.	Columbus 5-0225	J. Knight	†Program production
Earnshaw Radio Productions	Hollywood, Cal.	6425 Hollywood Blvd.	Hempstead 5050	Harry A. Earnshaw	†Program production
Electro-Vox Recording Studios	Los Angeles, Cal.	2420½ W. 7th St.	Drexel 7146	B. B. Gottschalk	*Recordings, air checks
Evans & Salter	New York City	113 W. 57th St.	Circle 7-6900	Lawrence Evans	Talent
Fidelitone Records Inc.	New York City	424 Madison Ave.	Plaza 3-9177	Floyd Buckley	*Recordings
Fidelity Sound Studios	Hollywood, Cal.	3819 Wilshire Blvd.	Fitroy 7520	Neil P. Jack	Recordings, air-check
F. Leonard Jay Freeman Associates, Inc.	New York City	180 W. 42nd St.	Wisconsin 7-1889	Leonard J. Freeman	Programs, Scripts, Talent
General Broadcasting System	Cleveland, O.	3910 Carnegie Ave.	Henderson 2295	Donald C. Jones	*Custom recordings

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BROADCASTING STATIONS EMPLOYING WESTERN ELECTRIC REPRODUCERS

DECEMBER 1935



INSTALLED BY
Electrical Research Products Inc.

250 W. 37TH ST. NEW YORK, N. Y.

Directory of Transcription, Producing and Talent Services

(Continued from page 116)

NAME OF COMPANY	CITY	ADDRESS	TELEPHONE NO.	MANAGER	NATURE OF SERVICE
Gennett Records (Division, The Starr Co.)	Richmond, Ind. New York City Los Angeles, Cal.	Richmond, Ind. 729 7th Ave. 1044 So. Flower St.	1117 Bryant 9-5543 Prospect 2035	Harry Gennett, Jr. Thomas J. Valentine F. C. Miller	*Recorded sound effects
Max Graf Productions	San Francisco, Cal.	1040 Geary St.	Ordway 3671	Max Graf	*Transcriptions, custom-built Programs
Greek Radio Hour	New York City	433 W. 57th St.	Circle 7-7188	Don Avlon	Greek programs
Jean V. Grombach Inc.	New York City	113 W. 57th St.	Circle 7-6900	Jean V. Grombach	*Transcriptions, program production
Iowa Network Artists Bureau	Des Moines, Ia.	715 Locust St.	3-2111	W. A. Richards	Talent
Jewish Radio Zone Adv. Co.	New York City	110 West 40th St.	Pennsylvania 6-0043	Benjamin Waxelbaum	Jewish Programs
Kasper-Gordon Studios Inc.	Boston, Mass.	140 Boylston St.	Devonshire 7357	Edwin H. Kasper Aaron S. Bloom	†Transcriptions, production, talent
Freeman Lang Studios	Hollywood, Cal.	1357 N. Gordon St.	Hempstead 2131	Freeman Lang	*Transcriptions
Kennaway, Inc.	Chicago, Ill. New York City	430 No. Michigan Ave. RKO Bldg.	Superior 4545 Circle 6-3770	George Hillman M. T. Thatcher G. Edwards	Talent, orchestras
King Features Syndicate Inc.	New York City	235 E. 45th St.	Murray Hill 2-5600	J. V. Connolly Fred Smith	Newspaper features adaptable to broadcasting
Langlois & Wentworth, Inc. Lang-Worth Feature Programs Inc.	New York City	420 Madison Ave.	Eldorado 5-1620	C. O. Langlois R. C. Wentworth	†Program production; custom-built recorded programs Transcription library
Thomas Lee Artists Bureau (Don Lee System)	Los Angeles, Cal. San Francisco, Cal.	1076 W. Seventh St. 1000 Van Ness Ave.	Vandike 7111 Prospect 0100	Robert Braun Ellis W. Levy	Talent
John Liner	Boston, Mass.	162 Boylston St.	Hubbard 1334	John Liner	Talent, Scripts, orchestras
A. & S. Lyons, Inc.	New York City	Paramount Bldg.	Lackawanna 4-7460	Program production
MacGregor & Sollie	San Francisco, Cal.	865 Mission St.	Sutter 6400	C. P. MacGregor	*Transcription Library
R. U. McIntosh & Associates	Los Angeles, Cal.	2614 W. 7th St.	Federal 2074	R. U. McIntosh	*Transcriptions
McKnight & Jordan Inc.	New York City	17 E. 49th St.	Eldorado 5-6110	Wallace S. Jordan	†Programs, scripts, talent
McNaught Syndicate Inc.	New York City	1475 Broadway	Bryant 9-1290	Charles V. McAdam	Newspaper features adaptable to broadcasting
Marsh Laboratories Inc.	Chicago, Ill.	306 So. Wabash Ave.	Webster 7288	Orlando R. Marsh	*Transcriptions
Mertens & Price Inc.	Los Angeles, Cal.	1240 So. Main St.	Prospect 0101	Fred C. Mertens George L. Price	†Program production, transcriptions
Michelson & Sternberg Inc.	New York City	116 Broad St.	Bowling Green 9-8925	A. Michelson	Buys transcriptions for export
Mid-West Recordings Inc.	Minneapolis, Minn.	24 So. 7th St.	Atlantic 4461	Harold D. Finkelstein	*Transcriptions
Mills Artist Bureau Inc.	New York City	799 Seventh Ave.	Circle 7-7162	Talent
Monogram Transcriptions	San Francisco, Cal.	1040 Geary St.	Ordway 3671	J. F. March	Transcriptions
Raymond R. Morgan Co.	Hollywood, Cal.	6362 Hollywood Ave.	Hempstead 4194	R. R. Morgan	†Program production
William Morris Agency Inc.	New York City	701 Seventh Ave.	Bryant 9-3648	William B. Murray	Talent, programs
Charles E. Morrison Agency Inc.	New York City	Park Central Hotel	Circle 7-6415	Charles E. Morrison	Talent
Music Corporation of America	Chicago, Ill.	32 West Randolph St.	State 1800	M. B. Lipsey	Orchestra bookings
National Broadcasting Co.	New York City Chicago, Ill.	30 Rockefeller Plaza Merchandise Mart	Circle 7-8300 Superior 8300	C. Lloyd Egner Maurice Wetzel	*Transcription Library (The- aurus): custom-built recorded programs
National Radio Advertising Agency	Hollywood, Cal.	Hollywood Center Bldg.	Hempstead 1551	D. D. Crawford	†Program production
National Recording Co.	New York City	2 W. 46th St.	Bryant 9-4781	B. A. Greene	*Recordings
National Recording Studios	Washington, D. C.	National Press Bldg.	National 7847	Lewis Windmuller	*Recordings
NBC Artists Service	New York City Chicago, Ill. San Francisco, Cal. Washington, D. C. Denver, Col. Pittsburgh, Pa. Hollywood, Cal.	RCA Bldg. Merchandise Mart 111 Sutter St. Press Bldg. 1825 Calif. St. Sta. KDKA 5515 Melrose Ave.	Circle 7-8300 Superior 8300 Sutter 1920 District 0300 Maine 6211 Grant 4200 Hollywood 3631	George Engles Sidney Strotz Everett Jones H. K. Berkeley A. E. Nelson John Gihon Dema Harshbarger	Talent
New York Herald-Tribune News Service	New York City	230 W. 41st St.	Pennsylvania 6-4000	Harry Staten	Newspaper features adaptable to broadcasting
Ted Nelson	New York City	1650 Broadway	Circle 7-2829	Ted Nelson	Programs, talent
Otro K. Olesen Sound Studio	Hollywood, Cal.	1560 N. Vine St.	Glencourt 5194	C. C. McDonald	*Transcriptions
Paramount Recording Studios	Hollywood, Cal.	6425 Hollywood Blvd.	Granite 3083	Harry Stoddard	*Acetate recordings
Donna Parker Productions	Chicago, Ill.	25 E. Jackson Blvd.	Webster 2873	Donna Parker	Talent, programs
Peterson Radio Productions	New York City	121 Madison Ave.	Murray Hill 4-4486	Donald Peterson	†Program production
Playmakers Production Co.	Chicago, Ill.	620 No. Michigan Blvd.	Delaware 1573	B. Holtzman	*Programs, continuities
Philip L. Ponce	New York City	17 East 49 St.	Plaza 3-8884	Philip L. Ponce	*Programs, Talent
Proctor Sound Recording Laboratories	New York City	17 W. 60th St.	Circle 7-3774	F. C. W. Thiede	*Recordings
Program Builders Associates	Philadelphia, Pa.	1211 Chestnut St.	Locust 9659	Milton Shapiro	†Program production, scripts
Radload Service	Hollywood, Cal.	6362 Hollywood Blvd.	Hollywood 3951	C. Whitney Sheely	†Programs, continuities
Radio Art Guild of America	Los Angeles, Cal.	122 So. Benton Way	Federal 4083	R. L. Clark	†Programs, continuities
Radio Events Syndicate	New York City	535 Fifth Ave.	Murray Hill 6-2986	Joseph M. Koehler	Continuities
Radio & Film Methods Corp.	New York City Washington, D. C.	101 Park Ave. National Press Bldg.	Caledonia 5-7530 District 1640	A. R. Steinberg Lionel S. Leffert A. R. Steinberg	*Transcriptions, programs
Radio Guild of America Inc.	New York City	30 Rockefeller Plaza	Circle 7-7058	Program production
Radio Productions Inc.	Los Angeles, Cal.	1709 West 8th St.	Fitzroy 1267	J. J. Sameth	†Program Production

(Continued on page 120)



We've blended
**LAUGHTER
THRILLS
MUSIC
HOME INTEREST**
and every other element,
for your use in...

Radio's Most Diversified Service

Great shows with famous artists...

This is "big time" stuff, every minute of it! It's the stuff of which great network features are made! Every artist is a "name" artist, with all the ability that made him famous! Every show is created by producers who have made their mark! What's more, these programs **sell!**

Commercial value proved on every program...

Every feature in the MacGregor and Sollie Program Service has been successfully sponsored and every feature is easy to sell! For not only are they **audience** builders; they're **business** builders! After all, you're in business to make money... and these programs are designed to **keep** you in business!

● **Securing MacGregor and Sollie Program Service is like becoming a network station overnight. Many network stations use it to keep the quality of their programs at the top! Here is perfect balance, with every conceivable type of listener-interest cared for. Here is the greatest diversified group of programs offered anywhere by anyone! Here, ready to come to you weekly, are 66! units of such amazing variety that any station begins to build audience at once! Thrilling dramas, gay dance music, child appeal, domestic science, gossip, philosophy, variety entertainment, comedy, team shows... and a whole lot more. This is no mere "phonograph record" service! But the cost is amazingly low. Write for details!**

A COMPLETE MUSICAL LIBRARY

MAC GREGOR AND SOLLIE, INC.

Electrical Transcriptions

865 MISSION STREET
SAN FRANCISCO

Directory of Transcription, Producing and Talent Services

(Continued from page 118)

NAME OF COMPANY	CITY	ADDRESS	TELEPHONE NO.	MANAGER	NATURE OF SERVICE
Radio Programs Syndicate	Hollywood, Cal.	6715 Hollywood Blvd.	Gladstone 4577	Margaret Kuhns	Programs, continuities
Radio Recorders Inc.	Hollywood, Cal. New York City	608 No. Bronson Ave. 200 W. 86th St.	Hollywood 3917	Lou R. Winston Frank R. Winston	*Recordings
Radio Release Ltd.	Hollywood, Cal.	5746 Sunset Blvd.	Hempstead 2136	Hal Huff	*Recordings, programs
Radio Script Mart Inc.	New York City	RKO Bldg.	Circle 7-0847	Ed. East	†Program production
Radio Transcription Co. of America Ltd.	Chicago, Ill. Hollywood, Cal.	666 Lake Shore Drive 1509 No. Vine St.	Delaware 2325 Hollywood 3545	Frank Zambreno Ben D. Crose	*Transcriptions
Radio Transcription Representatives	Seattle, Wash.	White-Henry-Stuart Bldg.	Eliot 6662	Hal Pearce	Transcription companies' representation
Radio Writers Laboratory	Lancaster, Pa.	Breneman Bldg.	5726	M. S. Miller	Continuities
RCA Mfg. Co. RCA Victor Division (Recording Dept.)	New York City Hollywood, Cal. Chicago, Ill. Camden, N. J.	155 E. 24th St. 1016 No. Sycamore Ave. Merchandise Mart. Front & Cooper Sts.	Bogardus 4-6200 Hillside 5171 Delaware 4774 Camden 8000	Frank B. Walker W. Arthur Rush E. W. Young Frank B. Walker	*Transcribing and recording
Recordings Inc.	Hollywood, Cal.	5505 Melrose Ave.	Hillside 6138	E. Avery Lawrence Pfeiffer	*Recordings
Reeves Sound Studios	New York City	1600 Broadway	Longacre 5-8003	H. E. Reeves	*Recordings
H. A. Ripley	Eau Claire, Wis.	122 So. Barstow St.	7356	H. A. Ripley	Continuities
Rocke Productions Inc.	New York City	1270 6th Ave.	Circle 7-7630	Ben Rocke	†Program production
Rockwell-O'Keefe Inc.	New York City	1270 Sixth Ave.	Circle 7-7550	Artists
James L. Saphier	New York City	RKO Bldg.	Columbus 5-2525	James L. Saphier	Program production, talent
Seattle Recording Studios	Seattle, Wash.	315 Seneca St.	Eliot 1492	Orin B. Johnston	*Recordings; air check
Mary L. Shank	New York City	1619 Broadway	Columbus 5-4480	Mary L. Shank	Program production
Simon Agency Inc.	New York City	1270 Sixth Ave.	Columbus 5-7772	Talent
Stephen Slesinger Inc.	New York City	250 Park Ave.	Eldorado 5-2544	Stephen Slesinger	Continuities
Henry Souvaine Inc.	New York City	30 Rockefeller Plaza	Circle 7-4715	R. Clifford Fowler	†Program production
Southwest Broadcasting System (Artists Bureau)	Fort Worth, Texas	Hotel Texas	3-1382	Lewis L. Lacey	Talent
Speak-O-Phone Co. Inc.	New York City	33 W. 60 St.	Columbus 5-1350	C. A. Austin	*Recordings
Spot Broadcasting Inc.	New York City	303 W. 42nd St.	Longacre 5-6449	Miss H. A. Thomas	Time placements
Standard Broadcast Service	Atlanta, Ga.	Mortgage Guarantee Bldg.	Walnut 3577	W. R. Christian	Transcription, program service representation
Standard Radio Inc.	Hollywood, Cal. Chicago, Ill. Atlanta, Ga. Boston, Mass.	6404 Hollywood Blvd. 180 No. Michigan Ave. Mortgage Guarantee Bldg. 140 Boylston St.	Granite 0555 State 3153 Walnut 3577 Devonshire 7357	Seth Ely Gerald King M. M. Blink W. R. Christian Kasper-Gordon Studios	Transcription library
Fran Striker Continuities	Buffalo, N. Y.	261 Lexington Ave.	Garfield 3646	A. L. Striker	Continuities
Superior Radio Productions Inc.	Chicago, Ill.	721 No. Michigan Ave.	Delaware 9178	Lillian Gordoni	Program production
Syndicated Broadcast Features	Buffalo, N. Y.	812 Liberty Bank Bldg.	Cleveland 3534	A. W. Landsheft	†Program production
Titan Production Co. Inc.	San Francisco, Cal.	1040 Geary St.	Ordway 3671	Max Graf	*Transcriptions
Transcontinental Broadcasting Co. Inc.	Los Angeles, Cal.	729 So. Western Ave.	Drexel 1296	Bayard Weibert	*Transcriptions
Transcription Service Bureau	Hollywood, Cal.	5505 Melrose Ave.	Hillside 6138	C. C. McIntosh	Transcriptions
Universal Artists Bureau (WCAU and KYW)	Philadelphia, Pa.	1622 Chestnut St.	Locust 0500	Emanuel Sacks	Talent
United Feature Syndicate	New York City	220 E. 42nd St.	Murray Hill 2-3020	Monte F. Bourjaily	Newspaper features adaptable to broadcasting
United States Recording Co.	Washington, D. C.	Earle Bldg.	National 2975	R. J. Coar	*Recording and transcribing
Universal Radio Productions]	Chicago, Ill.	180 No. Michigan Ave.	State 3153	Milton M. Blink	*Air-check recordings; program builders; transcription
Universal Recording Co.	New York City	RKO Bldg.	Circle 6-2168	*Recording
Walter C. Wicker	Chicago, Ill.	43 E. Ohio St.	7322 Superior	Walter C. Wicker	Air check recording; program builders
Roger White Organization	New York City	RKO Bldg.	Circle 7-4942	Roger W. White	Programs, talent
Daniel M. Winkler-Mark Hanna Corp.	New York City	654 Madison Ave.	Regent 4-6250	Mark Hanna	Programs, talent
Edw. Wolf	New York City	1450 Broadway	Chickering 4-7722	Edw. Wolf	Talent, production
World Broadcasting System	New York City Chicago, Ill. Los Angeles, Cal. San Francisco, Cal. Atlanta, Ga.	711 Fifth Avenue 400 W. Madison 555 So. Flower St. 1050 Howard St. Mortgage Guarantee Bldg.	Wickersham 2-2100] State 3828 Mutual 5778 Douglas 3310 Walnut 8441	Percy L. Deutsch S. R. Rintoul A. J. Kendrick Pat Campbell C. C. Langevin John Pitts	*Transcription library, custom-built recorded programs, production, talent
WFAA Artists Service	Dallas, Tex.	Baker Hotel	2-9215	Max Halperin	Talent
WHO Artists Bureau	Des Moines, Ia.	914 Walnut St.	3-7147	Irving H. Grossman	Talent
WLS Artists Inc.	Chicago, Ill.	1230 W. Washington Blvd.	Haymarket 7500	Earle Kurtz George Ferguson	Talent
WLW Artists Bureau	Cincinnati, O.	1329 Arlington St.	Kirby 4800	Alvin Plough	Talent
WMCA Artists Bureau	New York City	1697 Broadway	Circle 6-2200	Zac Freedman	Talent
WOR Artist Bureau	New York City	1440 Broadway	Pennsylvania 6-3383	Nat Abramson	Talent
WSM Artists Service	Nashville, Tenn.	National Bldg.	6-7181	George D. Hay	Talent
Yankee Network Artists Bureau	Boston, Mass.	28 Brookline Ave.	Commonwealth 0800	Van D. Sheldon	Talent

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Technicians

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- Adventure Bound — Treasure Hunt 'Round the World

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- Hold the Press — Gripping Serial; Real Human Interest
- Spotlight on Sports — Authentic Re-creations—
Every Branch Dramatized
- Reporter of Odd Facts — Dramatized Facts and
Oddities You Didn't Know About

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Other Supplemental Media
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- INTEREST
- COMEDY

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Directory of STATIONS SUBSCRIBING TO TRANSCRIPTION PROGRAM LIBRARIES

NBC—NBC Thesaurus WBS—World Library Service SR—Standard Radio M & S—McGregor & Sollie

(As reported to January 1, 1936 by Services; see Pages 116, 118 and 120 for complete list of transcription producers)

<p>ALABAMA</p> <p>City Station Service Birmingham WAPI NBC-WBS Gadsden WJBY NBC Mobile WALA NBC Montgomery WSFA NBC Selma WHBB SR Sheffield WNRA M & S</p> <p>ARIZONA</p> <p>City Station Service Phoenix KTAR NBC & SR Phoenix KOY WBS Tucson KVOA M & S</p> <p>ARKANSAS</p> <p>City Station Service El Dorado KELD WBS Fayetteville KUOA WBS Fort Smith KFPW WBS Little Rock KLRA NBC Little Rock KGHJ SR Pine Bluff KOTN M & S</p> <p>CALIFORNIA</p> <p>City Station Service Bakersfield KERN SR Bakersfield W6XAI WBS-M & S Del Monte KDON M & S Eureka KJEM WBS-M & S Fresno KMJ WBS Long Beach KFOX M & S Los Angeles KFWB M & S Los Angeles KFI NBC Los Angeles KECA NBC Los Angeles KNX WBS Los Angeles KMPC M & S Los Angeles KFAX SR San Bernardino KFBK WBS Sacramento KSD NBC San Diego KSFO SR San Francisco KGO NBC Oakland KLX WBS Oakland KJBS M & S San Jose KQW M & S Stockton KGD M M & S Stockton KWG WBS</p> <p>COLORADO</p> <p>City Station Service Colorado Springs KVOR NBC Denver KOA NBC Denver KLZ SR Denver KFEL WBS Durango KIUP SR-M & S Grand Junction KFKJ M & S Pueblo KGHJ WBS</p> <p>CONNECTICUT</p> <p>City Station Service Hartford WDRG NBC Hartford WTHC WBS Bridgeport WCC SR-AMP* Waterbury W1XBS NBC-SR Waterbury WATR M & S</p> <p>DISTRICT OF COLUMBIA</p> <p>City Station Service Washington WMAL NBC Washington WRC NBC Washington WOL SR Washington WJSV WBS</p> <p>FLORIDA</p> <p>City Station Service Clearwater WFLA WBS-NBC Daytona Beach WMFJ WBS Gainesville WRUF WBS Jacksonville WMBR WBS Miami WIOD SR-NBC Miami WQAM WBS Orlando WDBO WBS Pensacola WCOA WBS Tampa WDAE SR Tallahassee WTAL WBS</p> <p>GEORGIA</p> <p>City Station Service Athens WTPI WBS Atlanta WSB NBC Atlanta WATL SR-M & S Atlanta WGST WBS Augusta WRDW SR Griffin WKEU WBS Macon WMAZ WBS-M & S Tusculia WDMZ NBC</p> <p>IDAHO</p> <p>City Station Service Boise KIDO WBS-NBC Idaho Falls KID M & S Lewiston KRLC M & S Pocatello KSEI M & S Twin Falls KTFI M & S</p>	<p>ILLINOIS</p> <p>City Station Service Bloomington WJBC SR Chicago WENR NBC Chicago WMAQ NBC Chicago WBBM SR Chicago WGN WBS Decatur WJBL WBS E St. Louis WTMV NBC Peaseyville WMBD SR Quincy WJAD WBS Rock Island WHBF NBC-WBS Rockford WROK SR Springfield WTAX WBS-M & S</p> <p>INDIANA</p> <p>City Station Service Anderson WHBU SR Elkhart WTRC WBS Evansville WGBF WBS Gary WIND M & S Indianapolis WIRE NBC-M & S Indianapolis WFB M SR Muncie WLBC SR-WBS South Bend WSBT SR South Bend WFAM SR</p> <p>IOWA</p> <p>City Station Service Cedar Rapids WMT WBS Davenport WOC SR-M & S Des Moines KRNT NBC Des Moines KSO NBC Des Moines WHO WBS Dubuque WKBB NBC</p> <p>KANSAS</p> <p>City Station Service Abilene KFBI WBS Coffeyville KGGF WBS-NBC Hodge City KGNB NBC Hutchinson KWBG NBC Kansas City WLB F M & S Lawrence WREN NBC Topeka WIBW SR-WBS</p> <p>KENTUCKY</p> <p>City Station Service Ashland WCMJ NBC Lexington WLAP WBS Louisville WAVE NBC</p> <p>LOUISIANA</p> <p>City Station Service Baton Rouge WJBO WBS-M & S New Orleans W5MB NBC New Orleans WDSU WBS Shreveport KTBS NBC Shreveport KWKH SR Shreveport KRMD WBS</p> <p>MAINE</p> <p>City Station Service Bangor WABI NBC Portland WCSH NBC-WBS</p> <p>MARYLAND</p> <p>City Station Service Baltimore WBAL NBC Baltimore WFBR WBS Cumberland WTBO SR-WBS Frederick WFMD WBS</p> <p>MASSACHUSETTS</p> <p>City Station Service Boston WBZ NBC Boston WAAB SR Boston WHDH SR Boston WNAO SR-AMP* Boston WEEI WBS Boston WCOP WBS New Bedford WNBH WBS-SR Springfield W5ZA NBC Springfield WMAS AMP* Worcester WTAG WBS</p> <p>MICHIGAN</p> <p>City Station Service Battle Creek WELL NBC Detroit WXYZ NBC Detroit WJR NBC Detroit WJBK SR-M & S Detroit CKLW WBS Flint WFD F SR-NBC Grand Rapids WOOD WBS Jackson WIBM SR-NBC-M & S Lansing WJIM NBC</p>	<p>MINNESOTA</p> <p>City Station Service Hibbing WMFG NBC Duluth WEEB WBS Minneapolis-St. Paul KSTP NBC-WBS Minneapolis-St. Paul WTCN SR Rochester KRQC NBC-WBS</p> <p>MISSISSIPPI</p> <p>City Station Service Jackson WJDX NBC Laurel WAML WBS Vicksburg WQBC WBS-M & S</p> <p>MISSOURI</p> <p>City Station Service Columbia KFRU NBC Joplin WMBH NBC Kansas City KMBC WBS Kansas City W9XBY SR St. Joseph KFEE NBC St. Louis KSD NBC St. Louis KM OX SR St. Louis KWK WBS Springfield KGBX NBC-WBS KWTO WBS</p> <p>MONTANA</p> <p>City Station Service Billings KGH L NBC-SR Butte KGR SR Great Falls KFBB WBS Missoula KGVO NBC Wolf Point KG CX SR</p> <p>NEBRASKA</p> <p>City Station Service Clay Center KMMJ M & S Lincoln KFAB WBS No. Platte WGNF M & S Omaha WOW SR Omaha KOIL WBS Omaha WOW NBC York KGBZ NBC</p> <p>NEVADA</p> <p>City Station Service Reno KOH NBC Service WBS</p> <p>NEW HAMPSHIRE</p> <p>City Station Service Manchester WFEA NBC</p> <p>NEW JERSEY</p> <p>City Station Service Atlantic City WPG NBC-M & S Jersey City WAAT SR Newark WOR WBS</p> <p>NEW MEXICO</p> <p>City Station Service Albuquerque KGGM WBS-M & S Clovis KICA M & S Santa Fe KI UJ WBS</p> <p>NEW YORK</p> <p>City Station Service Albany WOKO SR-WBS Albany WABY SR Binghamton WNBF NBC Buffalo WEBR SR Buffalo WBNB NBC Buffalo WGR WBS Buffalo WKBW WBS Freeport WGBB NBC Jamestown WOCL M & S New York WOR WBS New York WINS SR New York W2XR WBS Olean WHDL WBS Plattsburg WMFF WBS Rochester WHEC SR-AMP* Rochester WHAM WBS Schenectady WGY NBC Syracuse WSYR NBC Syracuse WFBL WBS Utica WIBX NBC</p> <p>NORTH CAROLINA</p> <p>City Station Service Asheville WWNC NBC Charlotte WBT SR Greensboro WBIG WBS Raleigh WPTF SR-NBC Winston-Salem WSJS WBS</p> <p>NORTH DAKOTA</p> <p>City Station Service Bismarck KFYR NBC Fargo WDAY WBS Minot KLFM WBS</p>	<p>OHIO</p> <p>City Station Service Akron WJW SR Cincinnati WKCY NBC-WBS Cincinnati WKRC SR Cincinnati WSAI NBC-WBS Cleveland WTAM NBC Cleveland WJAY SR Cleveland WHK WBS Columbus WAU WBS Columbus WBNS SR-NBC Columbus WCOL SR Dayton WHIO NBC Portsmouth WPA Y WBS Toledo WSPD SR Youngstown WKBN WBS</p> <p>OKLAHOMA</p> <p>City Station Service Ada KADA WBS Oklahoma City WKY NBC Oklahoma City KOMA WBS Ardmore KVS O WBS Shawnee KGFF SR Tulsa KTUL SR-NBC Tulsa KVOO WBS</p> <p>OREGON</p> <p>City Station Service Eugene KORE M & S Klamath Falls KFJI WBS-M & S Portland KEX SR-NBC Portland KGW SR Portland KOIN WBS Portland KXL M & S Salem KSLM M & S</p> <p>PENNSYLVANIA</p> <p>City Station Service Allentown WCBA WBS Erie WHP WBS Harrisburg WBO WBS Pittsburgh KDKA NBC Pittsburgh WCAE SR Philadelphia WCAU WBS Philadelphia KYW WBS Philadelphia WFIL SR Reading WEEU WBS Scranton WGBI WBS Sunbury WKOK NBC-M & S Williamsport WRAK M & S</p> <p>RHODE ISLAND</p> <p>City Station Service Providence WEAN SR-AMP* Providence WJAR WBS</p> <p>SOUTH CAROLINA</p> <p>City Station Service Anderson WAIM SR Charleston WCSC WBS Columbia WIS WBS Greenville WFBC WBS Huron KGDY WBS Spartanburg WSPA NBC</p> <p>SOUTH DAKOTA</p> <p>City Station Service Aberdeen KABR WBS Stou X Falls KSOO M & S Watertown KWTN WBS</p> <p>TENNESSEE</p> <p>City Station Service Bristol WOPI WBS Chattanooga WDO D NBC-WBS Knoxville WNOX WBS Knoxville WROL NBC Memphis WMC NBC Memphis WRE C SR-WBS Memphis WNR B M & S Nashville WLAC WBS</p> <p>TEXAS</p> <p>City Station Service Amarillo KGNC WBS Austin KNO W SR Beaumont KFDM WBS-NBC Dallas WFAA WBS El Paso KTSM WBS-M & S Fort Worth WBAP WBS Fort Worth KFJZ NBC Fort Worth KTAT SR-M & S Houston KPRC NBC Houston KXYZ WBS Lubbock KFYO NBC-M & S Pecos KIUN NBC San Antonio WOAI WBS San Antonio KABC NBC San Antonio KTS A NBC Tyler KCKB M & S Weslaco KRGV SR-NBC Wichita Falls KGKO WBS</p>
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*AMP—Associated Music Publishers; complete list of AMP clients unavailable.

(Continued on page 124)

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(Continued from page 122)

UTAH			WISCONSIN		
City	Station	Service	City	Station	Service
Ogden	KLO	M & S	Green Bay	WBLY	WBS-M&S-NBC
Salt Lake City	KDYL	NBC-WBS	Janesville	WCLO	NBC
Salt Lake City	KSL	SR-M & S	La Crosse	WKBH	NBC
			Madison	WTMJ	NBC
			Milwaukee	WEMP	SR-WBS
			Racine	WRJN	M & S
			Sheboygan	WHBL	NBC
VERMONT			WYOMING		
City	Station	Service	City	Station	Service
Springfield	WNBX	WBS	Sheridan	KWYO	M & S
VIRGINIA			HAWAII		
City	Station	Service	City	Station	Service
Charlottesville	WCHV	NBC	Honolulu	KTGU	NBC-M & S
Harrisonburg	WWSA	WBS	Honolulu	KGMB	SR-WBS-M & S-AMP*
Lynchburg	WLVA	NBC			
Norfolk	WTAR	NBC			
Petersburg	WPHR	NBC			
Richmond	WRVA	WBS			
Roanoke	WDBJ	WBS-M & S			
WASHINGTON			CANADIAN		
City	Station	Service	City	Station	Service
Aberdeen	KXRO	WBS	Calgary, Alta.	CFAC	NBC
Bellingham	KVOS	M & S	Calgary, Alta.	CFCN	SR-M & S
Seattle	KJR	NBC	Edmonton, Alta.	CJCA	WBS-M & S
Seattle	KOMO	WBS	Fredericton, N. B.	CFNB	NBC
Seattle	KIRO	M & S	Halifax, N. S.	CHNS	NBC-M & S
Spokane	KHQ	SR-WBS	Hamilton, Ont.	CHML	NBC
Spokane	KGA	WBS	Hull, Que.	CKCH	NBC
Tacoma	KMO	SR	Lethbridge, Alta.	CJOC	NBC-M & S
Wenatchee	KPQ	M & S	London, Ont.	CFPL	NBC
Walla Walla	KUJ	M & S	Montreal, P. Q.	CFCF	NBC
Yakima	KIT	WBS-M & S	Quebec, Que.	CHRC	NBC
WEST VIRGINIA			Regina, Sask.	CHWC	SR
City	Station	Service	Saskatoon, Sask.	CFQC	M & S
Bluefield	WHIS	WBS	Sydney, N. S.	CJCB	NBC
Charleston	WCHS	SR	Vancouver, B. C.	CJOR	NBC-M & S
Huntington	WSAZ	SR			

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Newspaper Ownership and Control of Radio Stations

(Revised to Jan. 1, 1936; Copyright 1936)

ALABAMA

WSGN, Birmingham—Under purchase option to Birmingham News.

ARIZONA

KTAR, Phoenix—Owned by Phoenix Arizona Republic and Gazette.

ARKANSAS

KARK, Little Rock—Affiliated (interlocking ownership) with The Arkansas Farmer (weekly).
KELD, El Dorado—Affiliated (interlocking ownership) with The Arkansas Farmer, Little Rock. (Under construction.)

CALIFORNIA

KPO, San Francisco—Owned jointly by San Francisco Chronicle and Hale Brothers (department store); operated under purchase option by NBC.

KYA, San Francisco—Affiliated (interlocking) with San Francisco Examiner (Hearst).

KEHE, Los Angeles—Owned by Evening Herald Publishing Co. (Hearst).

KLX, Oakland—Owned and operated by Oakland Tribune.

KFBK, Sacramento—Owned by Sacramento Bee (McClatchy newspapers).

KMJ, Fresno—Owned by Fresno Bee (McClatchy newspapers).

KWG, Stockton—Owned by the McClatchy newspapers (Sacramento Bee, Fresno Bee and Modesto Bee).

KERN, Bakersfield—Owned by McClatchy newspapers (Fresno Bee, Modesto Bee and Sacramento Bee).

KDON, Del Monte, Cal.—Affiliated (corporate) with Monterey Peninsula-Herald.

COLORADO

KLZ, Denver—Owned by publishers of Oklahoma City Oklahoman and Times.

CONNECTICUT

W1XBS, Waterbury—Owned by Waterbury Republican and American.

DELAWARE

WILM and WDEL, Wilmington—Controlling stock owned by Steinman brothers, also publishers of Lancaster (Pa.) New Era and Intelligencer-Journal.

FLORIDA

WDAE, Tampa—Owned by Tampa Times.

WIOD, Miami—Controlled by Miami Daily News.

WCOA, Pensacola—Owned by publisher of Pensacola News and Journal, Jacksonville Journal and Reading (Pa.) Times.

WTAL, Tallahassee—Operated by Florida Capitol Broadcasters Inc., whose president, Gilbert Freeman, is publisher of Avon Park (Fla.) Highlands County Pilot and Twin Cities Sun (weeklies).

GEORGIA

WSB, Atlanta—Owned by Atlanta Journal.

ILLINOIS

WGN, Chicago—Owned by Chicago Tribune.

WAAF, Chicago—Owned by Chicago Daily Drivers Journal.

WLS, Chicago—Owned by the Prairie Farmer (weekly).

WHBF, Rock Island—Owned by Rock Island Argus.

WROK, Rockford—Majority stock under purchase option to Rockford Register-Republic and Star.

INDIANA

WSBT and WFAM, South Bend—Owned by South Bend Tribune.

WTRC, Elkhart—Owned by Elkhart Daily Truth.

IOWA

KSO and KRNT, Des Moines—Owned by Des Moines Register & Tribune.

WMT, Cedar Rapids—Owned by the Des Moines Register & Tribune.

KSCJ, Sioux City—Owned by Sioux City Journal.

KANSAS

WLBK, Kansas City—Owned by Kansas City Kansan (Capper publications).

WIBW, Topeka—Owned by Topeka Capital (Capper publications).

KFH, Wichita—Owned by Wichita Eagle and Hotel Lassen.

KGGF, Coffeyville—Owned by Coffeyville Journal.

KGNO, Dodge City—Affiliated (corporate) with Dodge City Globe.

KENTUCKY

WHAS, Louisville—Owned by Louisville Courier-Journal and Times.

WCMI, Ashland—Affiliated (corporate) with Ashland Daily Independent.

LOUISIANA

KWKH, KTBS and KWEA, Shreveport—Owned by Shreveport Journal and Times.

WJBO, Baton Rouge—Owned by Baton Rouge Star-Times and Morning Advocate.

KVOL, Lafayette—Affiliated (interlocking control) with Lafayette Advertiser.

MARYLAND

WBAL, Baltimore—Affiliated (interlocking) with Baltimore News-Post & American (Hearst).

MASSACHUSETTS

WTAG, Worcester—Owned by Worcester Telegram and Gazette.

WNBH, New Bedford—Owned by New Bedford Mercury and Standard-Times.

WTHH—Construction permit for new 100-watt daytime station granted to Hartford Times, effective Feb. 4, 1936.

MICHIGAN

WWJ, Detroit—Owned by Detroit News.

WELL, Battle Creek—Owned by Battle Creek Enquirer-News.

WBEO, Marquette—Owned by Marquette Mining Journal.

MINNESOTA

WTCN, Minneapolis—Owned jointly by Minneapolis Tribune and St. Paul Pioneer Press & Dispatch.

WEBC, Duluth-Superior—Affiliated (corporate) with Superior (Wis.) Telegram.

WMFG, Hibbing—Affiliated (corporate) with Superior (Wis.) Telegram.

WHLB, Virginia—Affiliated (corporate) with Superior (Wis.) Telegram. Construction authorized; to be built early in 1936.

KGFK, Moorhead—Affiliated (corporate) with Fargo (N. D.) Forum.

MISSISSIPPI

WQBC, Vicksburg—Owned by Vicksburg Post.

MISSOURI

WDAF, Kansas City—Owned by Kansas City Star.

KSD, St. Louis—Owned by St. Louis Post Dispatch.

WMBH, Joplin—42 6/7% of stock owned by A. E. McMechan, trustee of Globe Publishing Co. (Joplin Globe & News-Herald.)

(Continued on page 126)



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AND ample proof can be supplied
for each statement!

Newspaper Ownership and Control of Radio Stations

(Continued from page 125)

NEBRASKA

KOIL, Omaha—Council Bluffs; KFAB and KFOR, Lincoln—25% of stock owned by Lincoln Star and 25% by Lincoln State Journal.
WAAW, Omaha—Under purchase option to subsidiary of Omaha World-Herald.
KGBZ, York—Under purchase option to subsidiary of Omaha World-Herald.
WJAG, Norfolk—Owned by Norfolk Daily News.

NEVADA

KOH, Reno—Owned by the McClatchy newspapers of California.

NEW MEXICO

KOB, Albuquerque—Operated under lease by Albuquerque Journal.

NEW YORK

WINS, New York City—Owned by Hearst Radio Inc.; affiliated with New York American and Journal.
WEVD, New York—Affiliated (corporate) with The Jewish Daily Forward.
WBEN, Buffalo—Owned by Buffalo News.
WOKO and WABY, Albany—Affiliated (corporate) with Albany Knickerbocker Press and Evening News (Gannett newspapers).
WHEC, Rochester—Owned by Rochester Democrat & Chronicle and Times-Union (Gannett).
WESG, Elmira-Ithaca—Operated under lease from Cornell University by Elmira Star-Gazette (Gannett).
WHDL, Olean—Affiliated (corporate) with Olean Times Herald. (Gannett.)

NORTH CAROLINA

WWNC, Asheville—Owned by Asheville Citizen and Times.
WSJS, Winston-Salem—Owned by Winston-Salem Journal and Twin City Sentinel.

NORTH DAKOTA

WDAY, Fargo—Affiliated (corporate) with Fargo Forum.

OHIO

WHK, Cleveland—Owned by Cleveland Plain Dealer.
WAIU, Columbus—Owned by Cleveland Plain Dealer.
WBNS, Columbus—Affiliated (interlocking) with Columbus Dispatch.
WCOL, Columbus—Affiliated (interlocking) with Ohio State Journal.
WSMK, Dayton—Affiliated (corporate) with the Dayton Herald & Journal.
WHIO, Dayton—Owned by Dayton Daily News and affiliated with the Springfield News and Sun.
WCPO, Cincinnati—Affiliated (interlocking control) with Cincinnati Post (Scripps-Howard).
WKBN, Youngstown—40% owned by Cleveland Plain Dealer.
WJAY, Cleveland—Under purchase option to Cleveland Plain Dealer.

OKLAHOMA

KVSO, Ardmore—Owned by Ardmore Daily Ardmoreite.
KCRC, Enid—Affiliated (interlocking control) with Enid News & Eagle.
KBIX—Construction permit for new 100-watt station granted to Muskogee Press Publishing Co. (Phoenix and Times-Democrat), effective Feb. 11, 1936.
WKY, Oklahoma City—Owned by Oklahoma City Oklahoman and Times.
KGFF, Shawnee—Affiliated (interlocking ownership) with Shawnee News and Star.

OREGON

KGW, Portland—Owned by Portland Oregonian.
KEX, Portland—Operated under lease from NBC by Portland Oregonian.
KOIN, Portland—Affiliated (corporate) with Portland Oregon Journal.
KALE, Portland—One-third owned by Portland Oregon Journal.
KRNR, Roseburg—Owned by the Roseburg News-Review.

PENNSYLVANIA

WHAT, Philadelphia—Owned by Philadelphia Public Ledger.
WCAE, Pittsburgh—Affiliated (interlocking) with Pittsburgh Sun-Telegraph (Hearst).
WWSW, Pittsburgh—Owned by Pittsburgh Post-Gazette.
WSAN, Allentown—Owned by Allentown Call.
WQAN, Scranton—Owned by Scranton Times.
WHP, Harrisburg—Affiliated (interlocking control) with Harrisburg Telegraph.
WKBO, Harrisburg—Affiliated (interlocking control) with Harrisburg Telegraph.
WGAL, Lancaster—Controlling stock owned by Steinman brothers, also publishers of Lancaster Intelligencer-Journal and New Era.
WORK, York—Controlling stock owned by Steinman brothers, also publishers of Lancaster New Era and Intelligencer-Journal.
WAZL, Hazleton—Controlling stock owned by Steinman brothers, also publishers of Lancaster New Era and Intelligencer-Journal.
WRAC, Williamsport—Owned by Williamsport Sun-Gazette.
WKOK, Sunbury—Affiliated (interlocking control) with Sunbury Item.
WEST, Easton—Controlling stock owned by Steinman brothers, also publishers of Lancaster Intelligencer-Journal and New Era.
WJAC, Johnstown—Controlled by Johnstown Tribune and Democrat.

SOUTH CAROLINA

WAIM, Anderson—Owned by Anderson Independent-Tribune.
WFBC, Greenville—Owned by the Greenville News-Piedmont.

TENNESSEE

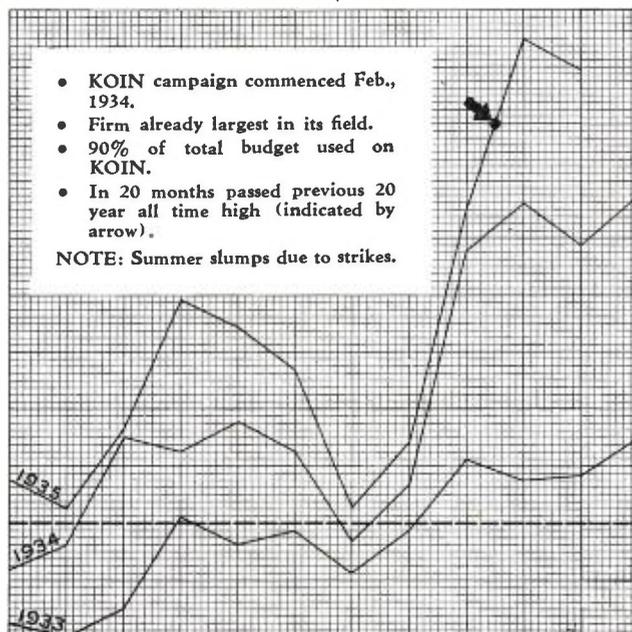
WMC, Memphis—Owned by Memphis Commercial Appeal.
WTJS, Jackson—Owned by Jackson Sun.
WNOX, Knoxville—Affiliated (interlocking control) with Knoxville News-Sentinel. (Scripps-Howard.)

TEXAS

WFAA, Dallas—Owned by Dallas News and Journal.
KRLD, Dallas—Owned by Dallas Times-Herald.
WBAP, Fort Worth—Owned by Fort Worth Star-Telegram.
KGKO, Fort Worth—Owned by Fort Worth Star-Telegram.
KPRC, Houston—Owned by Houston Post.
KTRH, Houston—Owned by Houston Chronicle.
KXYZ, Houston—Affiliated (interlocking control) with Houston Chronicle.
KGNC, Amarillo—Owned by Amarillo Globe-News.
KGKL, San Angelo—Affiliated (corporate) with San Angelo Standard.
KIUN, Pecos—Affiliated (interlocking ownership) with Pecos Enterprise (weekly).
KPDN, Pampa—Construction of new station by Pampa Daily News authorized Nov. 26, 1935.

(Continued on page 128)

WHAT KOIN DOES TO SALES CURVES IN PORTLAND, OREGON



This actual reproduction of an advertisers' sales chart indicates what KOIN can do for you.

CBS Key
Station for the
Pacific
Northwest

KOIN

FREE AND
SLEININGER
Exclusive
Representatives

PORTLAND, ORE.

P O W E R
1000 WATTS DAY AND NIGHT
RCA HIGH FIDELITY EQUIPMENT

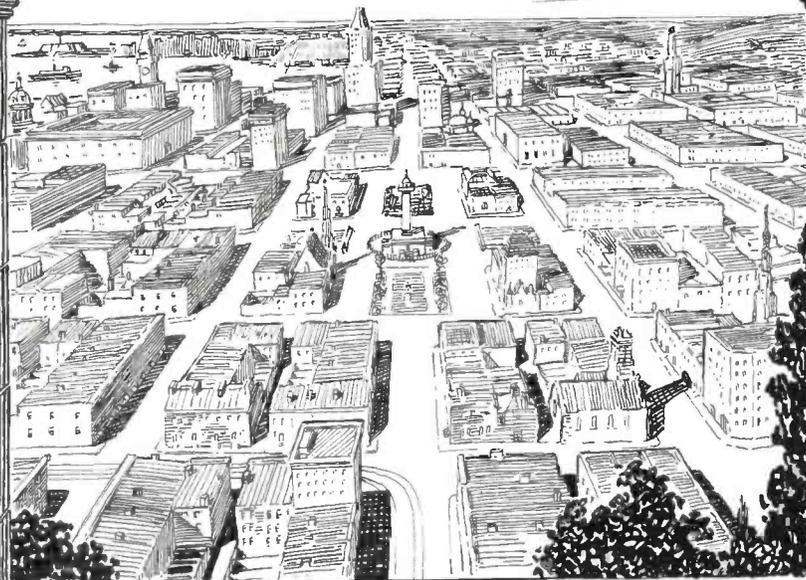
P R O G R A M S
NBC BASIC RED AND BLUE
NETWORKS
FIRST IN LOCAL SHOWMANSHIP

P U B L I C I T Y
AFFILIATED WITH
THE DAYTON DAILY NEWS
AND THE SPRINGFIELD
NEWS AND SUN

39 S. LUDLOW, DAYTON, OHIO

WBAL

THE GATEWAY TO BALTIMORE AND MARYLAND



BASIC NBC
BLUE NETWORK

WBAL BROADCASTING CO.
NATIONAL REPRESENTATIVES:- HEARST RADIO
NEW YORK • CHICAGO • SAN FRANCISCO

EDWIN
TUNIS

YOU SELL MARYLAND WHEN YOU BUY WBAL

Only Station Serving Local Market
Local Station in That Market

WCLO

Coverage, Listener Interest, Programs
Publicity--Merchandising

*Running So. Wisconsin Phone Survey
Tell-Tale of Station Preference*

Station A--Chicago . . . 1st
WCLO--Janesville . . . 2nd
Station C--Chicago . . . 3rd
Station D--Chicago . . . 4th
Station E--Chicago . . . 5th
Station F--Milwaukee . 6th

AT LEAST WE'RE HONEST ABOUT IT.

45 Local Clients Using WCLO Facilities Regularly. Several More Than 3 Years.

Pendergast Candy Co., Chicago, Using WCLO Exclusively—Outselling All Other Candy Bars Here.

Zerbst Pharmacal Co.—4th Year Over WCLO—Agency writes, "WCLO Only 100 water OK'ed This Year.

Ford Motor Company—4 Renewals.

Chevrolet Motor Company—3 Renewals.

Now Available—13 Newscasts Daily—Transradio Press Service—150 Local Newspaper Correspondents.

Excellent Local—Transcription Programs—NBC Thesaurus Service—Street—Theatre—Court—Sports—News Broadcasts—Quality Talent—Announcers.

Latest Western Electric Transmitter—
Latest RCA 78-33½ Double Tables.

WCLO

Janesville Gazette Station
Janesville, Wisconsin

New York Representative
Aerial Publicizing Inc., 30 Rockefeller Plaza

Newspaper Ownership and Control of Radio Stations

(Continued from page 126)

UTAH

KSL, Salt Lake City—Fifty per cent owned by Salt Lake Tribune.
KLO, Ogden—Affiliated (interlocking control) with Ogden Standard-Examiner.

VERMONT

WCAX, Burlington—Owned by Burlington Daily News.
WDEV, Waterbury—Owned by Waterbury Record (weekly) and Stowe Journal.

VIRGINIA

WDBJ, Roanoke—Owned by Roanoke Times and World-News.
WTAR, Norfolk—Owned by Norfolk Ledger - Dispatch and Virginian Pilot.
WPRH, Petersburg—Owned by publishers of Richmond News - Leader.

WEST VIRGINIA

WHIS, Bluefield—Owned by Bluefield Daily Telegraph and Sunset News.
WSAZ, Huntington—Owned by the Huntington Advertiser and Herald-Dispatch.
WCHS, Charleston—Owned by the Huntington Advertiser and Herald-Dispatch.

WISCONSIN

WTMJ, Milwaukee—Owned by Milwaukee Journal.
WISN, Milwaukee—Owned by Hearst Radio Inc.; affiliated with Milwaukee Sentinel and Wisconsin News.
WIBA, Madison—Owned jointly by Madison Capital Times and Wisconsin State Journal.
WEBC, Superior-Duluth—Affiliated (corporate) with Superior Telegram.
WCLO, Janesville—Owned by Janesville Gazette.
KFIZ, Fond du Lac—Owned by Fond du Lac Commonwealth Reporter.

WISCONSIN

(Continued)

WRJN, Racine—Owned by Racine Journal-Times.
WHBL, Sheboygan—Owned by Sheboygan Press.

HAWAII

KGU, Honolulu—Owned by Honolulu Advertiser.

CANADA

CHNS, Halifax, N. S.—Owned by Halifax Herald and Mail.
CKAC, Montreal—Owned by Montreal La Presse.
CHLP, Montreal—Owned by Montreal La Patrie.
CFPL, London, Ont.—Owned by London Free Press.
CKCK, Regina, Sask.—Owned by Regina Leader-Post.
CFAC, Calgary, Alta.—Owned by Calgary Herald.
CJCJ, Calgary, Alta.—Owned by Calgary Albertan.
CJCA, Edmonton, Alta.—Owned by Edmonton Journal.
CKCD, Vancouver, B. C.—Owned by Vancouver Daily Province.
CFJC, Kamloops, B. C.—Owned by Kamloops Sentinel.
CHSJ, St. John, N. B.—Controlled by St. John Telegraph-Journal and Times-Globe.
CJKL, Kirkland Lake, Ont.—Affiliated (interlocking control) with Timmins, Ont. Press.
CKGB, Timmins, Ont.—Affiliated (corporate) with Timmins Press.
CJGX, Yorkton, Sask.—Owned by Dawson Richardson Publications, Winnipeg (The Market News).
CKSO, Sudbury, Ont.—Owned by Sudbury Star.
CKOV, Kelowna, B. C.—Affiliated (corporate) with Kelowna Courier, Vernon News and Penticton Herald (weeklies).

WROK

BRINGS

RESULTS

- Only Radio Station giving Complete intensive Coverage of Northern Illinois and Southern Wisconsin — 97,590 Radio Homes.
- 87.5% Listening Audience in Rockford alone — Board of Education Survey.
- In One Month — Mail from 73 different towns and cities on One daily program.
- Huge Rural following (44,304 Radio Homes) in one of the Richest Farming sections in the United States.
- Listeners that are Buyers.

*Your Advertising Campaign
isn't complete without*

WROK

ROCKFORD

ILLINOIS

Write for the Evidence



MILWAUKEE, 12th City

Population Trading Area, 1,226,113

Radio Sets, 252,302

IN MILWAUKEE

**(as elsewhere) it's the Program
that gets the Listener!**

FORD DEALERS PRESENT
★ **WARING'S PENNSYLVANIANS**

GREAT ATLANTIC & PACIFIC TEA CO. PRESENTS
★ **KATE SMITH**

CONSOLIDATED CIGAR CO. PRESENTS
★ **HARV & ESTHER**

WHEATENA PRESENTS
★ **POPEYE THE SAILOR**

POMPEIAN COMPANY PRESENTS
★ **TEA AT THE RITZ**

PACKARD PRESENTS
★ **LAWRENCE TIBBETT**

H. J. HEINZ COMPANY PRESENTS
★ **JOSEPHINE GIBSON**

FORD DEALERS PRESENT
★ **SUNDAY EVE. HOUR**

EACH SUNDAY 3:00 P. M.
★ **FATHER COUGHLIN**

STANDARD OIL PRESENTS
★ **JACK HYLTON'S REVUE**

LEVER BROTHERS CO. PRESENTS
★ **LUX RADIO THEATRE**

CHESTERFIELD PRESENTS
★ **LILY PONS — NINO MARTINI**

NOW A NATIONAL SENSATION
★ **DOWN BY HERMANS**

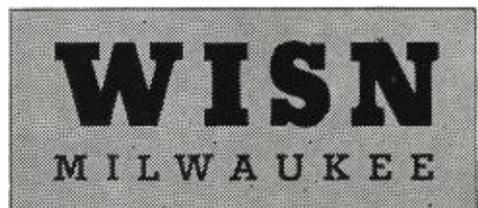
SPERRY CANDY COMPANY PRESENTS
★ **JACK MAJOR**

ALEMITE PRESENTS
★ **HORACE HEIDT**

COCA COLA PRESENTS
★ **RAY NOBLE**

FORD MOTOR CO. (LINCOLN-ZEPHYR) PRESENTS
★ **JOSE MANZANARES' Orchestra**

MORE THAN 150
COLUMBIA
NETWORK PROGRAMS
EACH WEEK



ONLY AFFILIATED
COLUMBIA
NETWORK STATION
IN WISCONSIN

Voice of the Wisconsin News

NATIONAL REPRESENTATIVE:

Hearst Radio

HEARST MAGAZINE BUILDING, 959 EIGHTH AVE., NEW YORK • COLUMBUS 5-7300
HEARST BUILDING, MARKET at THIRD, SAN FRANCISCO, CAL. • DOUGLAS 2536
HEARST BUILDING, 326 WEST MADISON STREET, CHICAGO, ILL. • CENTRAL 6124



The credit line
that assures you of

(U.P.) ACCURACY

(U.P.) SPEED

(U.P.) INDEPENDENCE

**(U.P.) WORLD WIDE
NEWS COVERAGE**

Because of these factors
the United Press is recog-
nized by leading news-
papers as the greatest
world wide news service

UNITED PRESS
FOR DOMINANT NEWS COVERAGE

Radio Editors of NEWSPAPERS IN THE UNITED STATES AND CANADA

(In using as mailing list, use title of "Radio Editor" as well as name because of frequent personnel changes)

ASSOCIATED PRESS

Charles Butterfield, 383 Madison Ave., New York City.

UNITED PRESS

Webb Arts, 220 E. 42nd St., New York City.

ALABAMA

Birmingham Free Press—Charles Hinkle.
Birmingham News & Age-Herald—Andrew W. Smith.
Birmingham Post—William Huey, Irving Bieman.
Birmingham Southern Radio News—S. R. Russell.
Mobile Times—George Cox.
Mobile Press-Register—Bessie Wilson.
Montgomery Advertiser—William J. Mahoney.
Montgomery Alabama Journal—J. Walter Webb.

ARIZONA

Phoenix Evening Gazette—Sam Dawson.
Phoenix Arizona Republic—Henry C. Fuller.
Phoenix Arizona Weekly Gazette—Brit Diller.
Tucson Arizona Daily Star—David Bringer, James Harrigan.
Tucson Daily Citizen—James F. Wallace.

ARKANSAS

Blytheville Courier News—Graham Ludburg.
Fort Smith Times-Record—Pat Garner.
Jonesboro Daily Tribune—Horace Cate.
Little Rock Arkansas Gazette—Brom Ridley.
Little Rock Arkansas Democrat—Dean Allen.

CALIFORNIA

Alameda Journal—Robert Goerner.
Bakersfield Californian—Harry McMaster.
Berkeley Daily Gazette—Helene Peters.
Beverly Hills Citizen (weekly)—George R. Barker.
Beverly Hills Bulletin (weekly)—Dick McAndrews.
Burlingame Advance—Hal Rushton.
Fresno Bee—Dick Wagener.
Glendale News-Press—Homer Canfield.
Hollywood Citizen-News—Zuma Palmer.
Long Beach Press-Telegram—Frances Vaden.
Los Angeles Examiner—Bernard Milligan.
Los Angeles Times—Carroll Nye.
Los Angeles Daily News—Kenneth Frogley.
Los Angeles Herald & Express—Eugene Inge.
Los Angeles Post-Record—Kenneth Frogley.
Monterey Peninsula Herald—Mrs. Mary Hunkin.
Oakland Tribune—Jack Burroughs.
Oakland Post-Enquirer—Paul S. Nathan.
Sacramento Union—Herbert Caen.
San Bernardino Sun—Earle Buey.
San Bernardino Telegram—Arthur Brown.
San Diego Sun—Willis Werner.
San Diego Union-Tribune—Maurice Savage.
San Francisco Call-Bulletin—Robert Hall.
San Francisco News—Claude LaBelle.
San Francisco Chronicle—Howard Needham.
San Francisco Examiner—Oscar Fernbach.
San Jose Mercury-Herald—Richard Houghton.
San Jose Evening News—Jack Wright.
Santa Ana Morning Press—Robert Curran.
Santa Ana Register—Mason Yould.
Santa Barbara Daily News—H. E. McAllister.
Santa Monica Outlook—Homer Canfield.
Stockton Independent—Joe Cupero.
Stockton Record—Mrs. A. P. Hayne.

COLORADO

Denver Post—Betty Craig.
Denver Rocky Mountain News—Alberta Pike.
Denver Monitor—Frank Wolf.
Greeley Journal—Reese Wilkenson.

CONNECTICUT

Bridgeport Post—Rocky Clark.
Bridgeport Times-Star—Fred Toms.
Bridgeport Herald (Sunday only)—Leo Miller.
Hartford Courant—Donald Smith.
Hartford Times—Gladys Tracy.
New Britain Herald—Kenneth J. Saunders.
New Haven Register—James Malloy.
New Haven Journal-Courier—James Lake.
Waterbury Republican & American—E. Christy Erk.
Waterbury Democrat—Ray Fitzpatrick.

DISTRICT OF COLUMBIA

Washington Herald—Mrs. Lillian Cutlip.
Washington Daily News—Richard Tennelly.
Washington Post—John Heiney.
Washington Star—James Chinn.
Washington Times—Dorothy Moore.

FLORIDA

Clearwater Sun—Wayne Oliver.
Jacksonville Journal—James Massey.
Jacksonville Florida Times-Union—R. G. Moffett.
Miami Daily News—Boardman Byrd.
Pensacola News and Journal—Frank Bruno.
St. Petersburg Independent—Chauncey Brown.
St. Petersburg Times—W. L. Straub.
Tallahassee Democrat—DeWitt Lamb.
Tallahassee State News—Betty Henderson.
Tampa Times—Virginia James.
Tampa Tribune—Harry Schaden.

GEORGIA

Atlanta Journal—Ernest Rogers.
Atlanta Constitution—Sol Greer.
Atlanta Georgian-American—Max Hall.
Rome News-Tribune—Carlton White.

IDAHO

Lewiston News (weekly)—J. W. Curtis.
Pocatello Tribune—Journal—Nicholas Ifft.
Twin Falls News—Roy Reade.
Twin Falls Idaho Evening Times—R. S. Toffemeir.

ILLINOIS

Champaign News & Gazette—Harold Holmes.
Chicago Herald & Examiner—Ulmer Turner.
Chicago Daily News—Charles J. Gilchrist.
Chicago Evening American—Esther Schultz.
Chicago Tribune—Larry Wolters, Frank P. Schreiber.
Chicago Daily Times—O. M. (Yank) Taylor, William Irvin.
Chicago Journal of Commerce—M. Moxley.
Chicago: Radio Guide, 731 Plymouth Court, Editorial Director: Curtis Mitchell.
Decatur Herald-Review—E. A. McCann.
Harrisburg Daily Register—Alta Givens.
Peoria Journal-Transcript—R. M. Shepardson.
Peoria Star—William Oakley.
Rockford Register-Republic—Betty Lou Hughes.
Rockford Morning Star—Norman Brinsley.
Rock Island Argus—J. W. Ramsey.
Moline Dispatch—Russell Gingles.
Springfield Illinois State Register—Jack Meyer.
Springfield Illinois State Journal—Pat Fredericks.
Urbana Evening Courier—William Johnson.

INDIANA

Anderson Daily Bulletin—George Crittenger.
Anderson Herald—Tim Jewett.
Evansville Courier—Paul K. Bowsher.
Evansville Journal—Clarence Kerlin.
Fort Wayne Journal-Gazette—Chester Browner.
Fort Wayne News-Sentinel—John Koehl.
Hammond Times—Paul K. Darnal.
Indianapolis Times—Robert Thopy.
Indianapolis News—Robert Hanika, M. A. Monts.
Indianapolis Star—Cleo L. Kern.
South Bend Tribune—G. Crispin Lloyd.
South Bend News-Times—King Detzler.

IOWA

Davenport Democrat—Grace Kinnavey.
Davenport Times—Ellen Thompson.
Davenport Tri-City Star—Roland Lorenzen.
Decorah Journal—Don Ammundsen.
Des Moines Register & Tribune—John Canning, Jr.
Marshalltown Central Iowa Independent—Merrill Fee.
Shenandoah Sentinel—Robert Tindall.
Sioux City Journal—Willis Forbes.

KANSAS

Coffeyville Journal—Melvin E. Drake.
Dodge City Globe—Jay Baugh.
Kansas City Kansan—C. H. Nohe.
Topeka Daily Capital—E. D. Keilman.
Topeka State Journal—Arthur Carruth, Jr.

KENTUCKY

Ashland Daily Independent—Ann Tenney.
Lexington Herald—Edward Aubert.
Louisville Courier-Journal—Castner Browder.
Louisville Times—Dan Thompson.
Louisville Herald-Post—Mary Theobald.

LOUISIANA

Alexandria Town Talk—Hunter Jarreau.
Baton Rouge State Times—C. F. Liter.
Baton Rouge Morning Advocate—A. J. Alleman.
New Orleans Item & Tribune—Robert Meyers.
New Orleans States—Walker Ross, Orleans Stafford.
New Orleans Times-Picayune—Fred Cumbus.
Shreveport Times—Joseph Ropollo.

MAINE

Bangor Commercial—Frank L. Bass.
Bangor Daily News—John N. O'Connell.
Portland News—Austin Goodwin.
Portland Press-Herald—Mrs. Ina Somerville.
Portland Sunday Telegram—Harold Cram.

MARYLAND

Baltimore News-Post & Sunday American—J. Hammond Brown.
Baltimore Evening Sun—Harry Steuart.
Baltimore Morning Sun—E. J. Chapman.
Baltimore Sunday Sun—Francis Hiss.

MASSACHUSETTS

Boston Globe—Lloyd C. Greene.
Boston American & Sunday American—Newcomb Thompson.
Boston Transcript—Frederick Hobbs.
Boston Herald & Traveler—Frank Jenkins.
Boston Post—Howard Fitzpatrick.
Boston Record—Steve Fitzgibbon.
Christian Science Monitor (Boston)—Albert D. Hughes.
Lawrence Telegram—William Noble.
Lowell Courier-Citizen—Ethel Billings.
Lowell Sun—Louise Tennberg.
New Bedford Mercury & Standard Times—J. Bassett, Chas. Lewin.

MASSACHUSETTS—(Continued)

Springfield Republican & News—Norman Corwin.
Springfield Sunday Herald—George A. Wells.
Springfield Union—Fred Blumenfeld, H. P. Lewis.
Springfield Journal—Chas. Hardwick.
Worcester Telegram & Gazette—Mrs. Dorothy Mattison.
Worcester Post—Arthur Swift.

MICHIGAN

Bay City Times—Johanna Mueller.
Detroit News—Herschell Hart.
Detroit Times—Pat Dennis.
Detroit Free Press—Bernes Robert, Betty Sloan.
Detroit Saturday Night—Paul H. Bruske.
Flint News Advertiser—Norman Shard.
Grand Rapids Herald—William B. McClaran.
Grand Rapids Press—Ruth L. Weir.
Jackson Citizen-Patriot—Carl Saunders.
Jackson Tribune—Chas. A. Hathorne.
Kalamazoo Gazette—Foster Lewis.
Marquette Daily Mining Journal—E. A. Moore.

MINNESOTA

Duluth Herald—J. T. Watts.
Minneapolis Tribune—Robert Kreider, E. A. Ahlstrom.
Minneapolis Journal—Don McInerney.
Minneapolis Star—Wayne Tiss.
Moorehead Daily News—Wayne Peterson.
Rocheester Post-Bulletin—Glenn Withers.
St. Paul Daily News—Len Welch.
St. Paul Dispatch—Katherine Gorman.

MISSISSIPPI

Clarksdale Daily News—Henry Page.
Vicksburg Post & Herald—Burrell Con-

(Continued on page 134)

ST. PAUL DISPATCH-PIONEER PRESS AND MINNEAPOLIS TRIBUNE STATION

WTCN

IS
LOCATED IN THE
TWIN CITIES
(ST. PAUL AND MINNEAPOLIS)
750,000
10th
LARGEST
MARKET
IN THE
COUNTRY

Facts You Should Know:

WTCN operates on a new 5,000 watts transmitter. WTCN offers low-cast coverage of the Twin Cities and their trade area. 1,804,964 people in Minnesota and Wisconsin live within WTCN's 100-mile area. 217,844 families with radio in Minnesota and Wisconsin live within WTCN's 100-mile area. Annual net retail sales in Minnesota and Wisconsin within WTCN's 100-mile area are \$1,207,639,000. 1,581,872 or 62% of Minnesota's population of 2,563,953 live within WTCN's 100-mile area. 196,702 or 61% of the 286,886 families with radio in Minnesota live within WTCN's 100-mile area. \$1,138,547,000 or 78% of the \$1,452,108,000 annual net retail sales in Minnesota are made within WTCN's 100-mile area. WTCN offers the services of the combined merchandising departments of the St. Paul Dispatch-Pioneer Press, Minneapolis Tribune and St. Paul Daily News.

Your Message
on WTCN Will
Be Broadcast
Where Sales
Potentialities
Are Tremendous

FREE & SLEININGER, Inc., National Representatives

New York - Chicago - Detroit - Denver - Los Angeles - San Francisco - Seattle



ADVERTISERS REPORT OUTSTANDING SUCCESSES

As Broadcast By a Group of San Francisco Buyers

"Yesterday we completed our fourteenth month of broadcasting the Pebble Beach neckwear program over Station KYA. During that time exactly 365 quarter-hour programs have been presented by Ernie Smith from 7:00 to 7:15 P. M. each week-night.

This sports program was the principal advertising medium of Pebble Beach although a showing of billboards in December of 1934 and a fairly extensive schedule of newspaper advertising is running this year. In addition, we have featured the radio program in sport page copy and car cards to build the audience, besides carrying a reference to it in all advertising. However, the greater portion of the appropriation was used to broadcast over KYA.

Although exact figures of sales increase are not available because the season of largest neckwear sales is in December, you will be interested in the results obtained to date.

Sales in 1935 represent a very substantial increase over the same period of 1934. A number of new outlets have been induced to stock Pebble Beach ties. These cravats are now obtainable at practically every store in San Francisco and the East Bay. Retailers who customarily carried these ties in the past, are now keeping larger and fresher stocks. Moreover, alert retailers are taking advantage of a sustained customer demand by featuring Pebble Beach ties in window displays, preferred counter space, and their own advertising.

Aside from these very tangible evidences of KYA's pulling power, there are many intangible but valuable results from the broadcast. Buyers in department stores tell us that Pebble Beach ties are the only brand that customers demand by name. Salespeople state that it is much easier to sell a Pebble Beach tie than any other brand.

This letter is occasioned by the belief that everyone likes to know when they have done a good job, and Ernie Smith and KYA have certainly put Pebble Beach ties over in a big way" . . . Frank J. Kihn, Doremus & Company, Advertising, San Francisco.

* * * *

"We believe you are entitled to know that our radio program on KYA, in which we advertise our Old Gold Department, brought us more customers for that department than all other mediums combined. In the seventeen months that Miss Taber has been on KYA for us, more than 30,000 people have come to our store as a result of her broadcasts.

We were induced to sign Miss Taber because we believed her interesting talks on early California would make a perfect tie-up for our Old Gold Department, and we are pleased to report that we have had really phenomenal results from this "GOLD RUSH DAYS" program" . . . Jay Haight, Sales and Advertising Manager, Albert S. Samuels Company, San Francisco.

* * * *

"Our broadcasts over KYA have proven so satisfactory that we have renewed. KYA is getting people in here that we couldn't seem to reach any other way" . . . C. S. Wills, Wills Shoe Company, Inc., Shoe Department, City of Paris Dry Goods Company, San Francisco.

* * * *

"You will recall, that when we purchased the broadcasting privileges on the fights from Dreamland Auditorium, for our client HOWARD'S, that we were just a little dubious, as to whether or not this type of broadcast would sell men's clothing. The reason we were dubious, may be explained by the fact, that a few years previous, we sponsored a fight broadcast on another station, and received no results.

Needless to say, we were indeed pleasantly surprised when we learned that the very first fight broadcast over KYA, was directly responsible for the sales of *seventy-two* suits the following day.

At present we are sponsoring the Friday Night fight from Dreamland Auditorium for our client, the Columbia Outfitting Company, and we are receiving very satisfactory results from this broadcast.

Because of these experiences, and numerous other satisfactory experiences with clients on your station, we shall continue to recommend KYA to advertisers who want RESULTS" . . . Bob Roberts, Bob Roberts and Associates, San Francisco.

* * * *

Recently, the Emporium, the largest department store west of Chicago, experimented with a juvenile Amateur Hour over KYA. After the first broadcast, the Emporium contracted for a regular weekly series, with Uncle Harry acting as M. C. The last program resulted in over 6,000 ballots being cast and was very gratifying to them.

* * * *

Donkey baseball in San Francisco was introduced by the Y. M. I. recently. Games were played Saturday and Sunday nights and the following Friday night. There was virtually no publicity on the event. KYA broadcast all three games for a half-hour as a stunt feature. Attendance the first night was 950, attendance the second night was 2,200, and attendance the third night was over 6,000. The Y. M. I. officials attribute the increase to radio.

* * * *

KYA is the open doorway into more Northern California Homes than any independent radio station on the Pacific Coast . . . Showmanship rating and current surveys show KYA's position to be the commanding one in the independent group both from the standpoint of listeners and commercial firms using its service.

* * * *

When you think of San Francisco, remember KYA, when you think of KYA, remember Hearst Radio, New York, Chicago, San Francisco.

RADIO EDITORS OF NEWSPAPERS OF UNITED STATES AND CANADA

(Continued from page 132)

MISSOURI

Kansas City Star—H. Dean Fitzer.
 Kansas City Journal-Post — John C. Swayze.
 St. Louis Post-Dispatch — James L. Spencer.
 St. Louis Globe-Democrat — Harry LaMertha.
 St. Louis Star-Times—R. V. Hamilton.

NEBRASKA

Lincoln Journal Star—Larry Hill.
 Norfolk Daily News—Art Thomas.
 North Platte Tribune—Harrison Tout.
 Omaha Bee-News—William Wiseman.
 Omaha World-Herald—Evelyn Simpson.

NEW HAMPSHIRE

Manchester Union-Leader—Joseph Deery.
 Portsmouth Herald—Percy Moulton.

NEW JERSEY

Asbury Park Press—L. Lyle Kinmouth.
 Atlantic City Press & Union—Howard P. Dimon.
 Camden Courier-Post—Doris Carey.
 Jersey City Journal—C. J. Ingram.
 Newark News—Hubert R. Ede, Mrs. Charlotte Geer.
 Newark Star-Eagle—James Whitton, Miss Tenny Latimer.
 Newark Sunday Call—Al Sonn.
 Newark Ledger—William Maxwell.

NEW MEXICO

Albuquerque Journal—H. P. Pickrell.
 Albuquerque Tribune—E. H. Shaffer.

NEW YORK

Albany Evening News—William Haskell.
 Albany Knickerbocker Press — Mary O'Neil.
 Albany Times-Union — Marshall Taylor.
 Binghamton Press — George S. Curtiss.
 Binghamton Sun—Letitia Lyon.
 Brooklyn Citizen—Murray Rosenberg.
 Brooklyn Daily Eagle—Jo Ranson.
 Brooklyn Times-Union—Tim Marks.
 Buffalo Evening News—Joseph Haefner.
 Buffalo Courier-Express—George Oliver.
 Buffalo Times—Rodney S. Reed.

NEW YORK—(Continued)

Elmira Star-Gazette & Advertiser—George Givens, George McCann.
 New York Times—Orin E. Dunlap, Jr.
 New York Sun—E. L. Bragdon.
 New York World-Telegram—Alton Cook.
 New York American—Louis Reid.
 New York Herald-Tribune—Everett Walker.
 New York Daily News—Ben Gross, Abe Greenberg.
 New York Mirror—Nick Kenny.
 New York Post—Aaron M. Stein.
 New York Evening Journal—Thomas A. Brooks, Jr.
 New York Morning Telegraph—Melvin Spiegel.
 New York Sunday Enquirer—William Cleary.
 Wall Street Journal (N. Y.)—Louis Holtzman.
 Bronx Home News (N. Y.)—William Germain.
 Olean Times-Herald—John Morton.
 Olean News—William Quinn.
 Rochester Journal-American — Burgess Smith, Horace Howard.
 Rochester Democrat & Chronicle—Howard Bloomfield, DeWitt Manning.
 Rochester Times-Union — Edna Kennell.
 Schenectady Gazette—Ned Witherspoon.
 Schenectady Union-Star—Clifford Bradt.
 Syracuse Herald—Robert Hoffman.
 Syracuse Journal — E. R. Vadeboncoeur.
 Syracuse Post-Standard—Jack Baker.
 Troy Times & Record—Albert F. Demers.
 Troy Observer & Budget—F. M. Collins.
 Utica Daily Press—Paul B. Williams.
 Utica Observer-Dispatch—William Wood.

NORTH CAROLINA

Asheville Citizen-Times—John Regan.
 Durham State Progress—W. W. Weaver.
 Durham Carolina Radio News (weekly) — J. W. Scransy.
 Greensboro Daily News—Anne C. White.
 Greensboro Daily Record—Nell Craig.
 Raleigh News & Observer—Charles Parker.
 Raleigh Times—Wade H. Lucas.

NORTH DAKOTA

Bismarck Capital (semi-weekly)—Charles Goodwin.
 Bismarck Tribune—William Moeller.
 Fargo Forum—Alma Riggle.
 Mandan Pioneer—Henry Frank.

OHIO

Akron Beacon-Journal—Dorothy Doran.
 Akron Times-Press—Vince Johnson.
 Canton Repository—Cliff Grass.
 Cincinnati Times-Star—Ted Finke.
 Cincinnati Post—Charles McGrath.
 Cincinnati Enquirer—Andrew Phippe.
 Cincinnati Radio Dial (weekly)—Margaret Maloney.
 Cleveland Plain Dealer—Robert Stephan.
 Cleveland Press—Norman Siegel.
 Cleveland News—Elmore Bacon.
 Columbus Citizen—James Skaates.
 Columbus Dispatch—Tod Raper.
 Columbus Ohio State Journal—Harold Eckert.
 Dayton Daily News—Charles Gay, Jr.
 Dayton Herald & Journal—James Proud.
 Toledo Blade—Ralph Phelps.
 Toledo News-Bee—Ben Mendoza.
 Toledo Times—Mitchell Woodbury.
 Youngstown Telegram—Vera Ettinger.
 Youngstown Vindicator—Dave Lewis.

OKLAHOMA

Ardmore Daily Ardmoreite — Raymond Martin.
 Elk City Daily News—Cullen Johnson.
 Elk City Shopper—W. C. Smith.
 Norman Transcript—Ida Sloan.
 Oklahoma City Daily Oklahoman & Times—R. S. Miller.
 Oklahoma City News—Mahlon Hickman.
 Shawnee News—Bryan Roberts.
 Tulsa Tribune—John W. Gazer.
 Tulsa World—Paul J. Randolph.
 Tulsa Radio Wave—Glen S. Condon.

OREGON

Eugene News—Dick Strite.
 Eugene Register-Guard — Horace Burnett.
 Medford Mail Tribune—E. C. Ferguson.
 Portland Oregonian—William Moyes.
 Portland Oregon Journal—Lawrence Gilbertson.

OREGON—(Continued)

Portland News-Telegram—Mel Arnold.
 Roseburg News Review — Charles V. Stanton.

PENNSYLVANIA

Allentown Call—Mr. McIlhany.
 Allentown Chronicle & News—William Reimert.
 Bethlehem Globe-Times—J. R. Christ.
 Erie Times—J. Wells.
 Erie Dispatch-Herald—A. J. White.
 Grove City Reporter-Herald—Floyd McClmonds.
 Johnstown Democrat—H. G. Andrews.
 Johnstown Tribune—Walter W. Krebs.
 Philadelphia Bulletin—Elmer Cull.
 Philadelphia Inquirer—Frank Rosen.
 Philadelphia Public Ledger — George S. Opp.
 Philadelphia Daily News—Dorothy Love.
 Philadelphia Record—Joseph Grafton.
 Pittsburgh Post-Gazette—Darrell Martin.
 Pittsburgh Press—S. H. Steinhauser.
 Pittsburgh Sun - Telegraph — Dorothy Gihon, Jane Hamilton.
 Reading Times—Frank Tragle.
 Reading Eagle—Walter Dillon.
 Williamsport Sun & Gazette—J. Mark Good.

RHODE ISLAND

Pawtucket Times—Joseph Poulton.
 Providence Journal—Stephen Green.
 Providence News - Tribune — John Minckens.

SOUTH CAROLINA

Anderson Daily Mail—Glover Miller.
 Anderson Independent—S. Hembree.
 Columbia Record—G. A. Buchanan, Jr.
 Columbia State—Sam L. Latimer.
 Greenville News—James Thompson.
 Greenville Piedmont—David Tillinghast.

SOUTH DAKOTA

Pierre Capital Journal—Robert B. Hipple.
 Pierre Daily Dakotan—Thomas Roberts.

(Continued on page 136)

TAKE A LESSON FROM THE NEWS

NOWHERE is the difference between the *actual* and the *potential* illustrated so strikingly as in the Far East.

China, huge, unwieldy, a giant of vast *potential* strength, at the mercy of Japan, compact, progressive and aggressive, utilizing every bit of its *actual* power.

Let's Get Down to Earth About the AIR!

Which should give you more for your advertising dollar—vague claims of “potential” listeners and “possible” coverage, or **ACTUAL** listener coverage of a compact area that counts *people* instead of *miles*?

Think It Over!

And for facts and figures on territory and people, not “potentially” but *actually* covered by WEBC and WMFG, write us now.

Head of The Lakes Broadcasting Co.

DULUTH

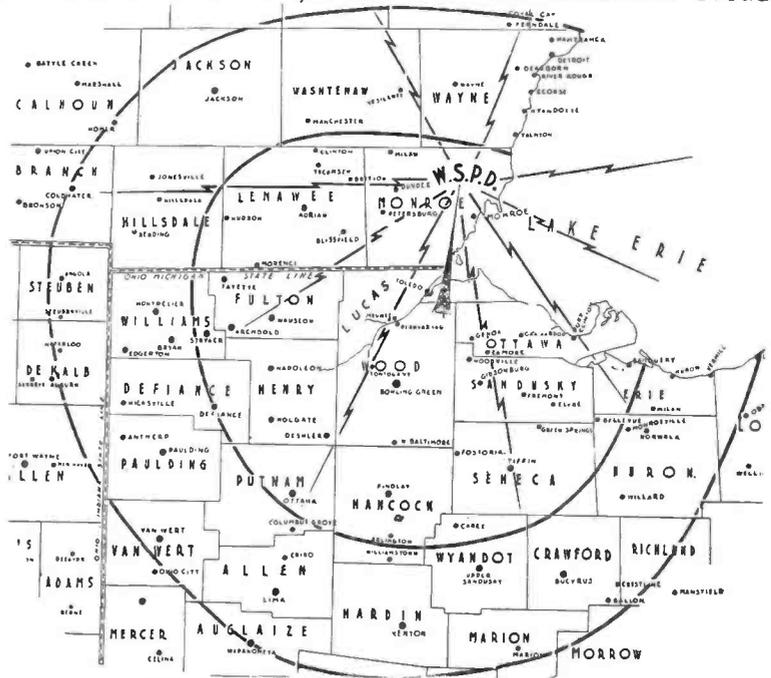
SUPERIOR

WSPD

First of all, Toledo is the largest city in the United States having only **one** radio station — which is on the air full time as a key station of the Columbia Broadcasting System.

Here are a few convincing proofs of listener acceptance

1. Normalizing Exercises—pulled over 1200 requests for booklets in a 2 weeks' campaign.
2. Gordon Baking Co.—received 14,000 pieces of mail to join the Lone Ranger Club in 8 weeks.
3. A milling Co.—averaged 300 letters daily for 13 weeks.
4. A local Major Bowes' Amateur Audition brought 14,344 votes by mail from 1 broadcast.
5. Wachter Shoe Co.—had 1500 requests for pictures of Clark Gable from 1 15-minute broadcast.
6. The Lane High School Foundation Program received 39,000 pieces of mail from 6 broadcasts.

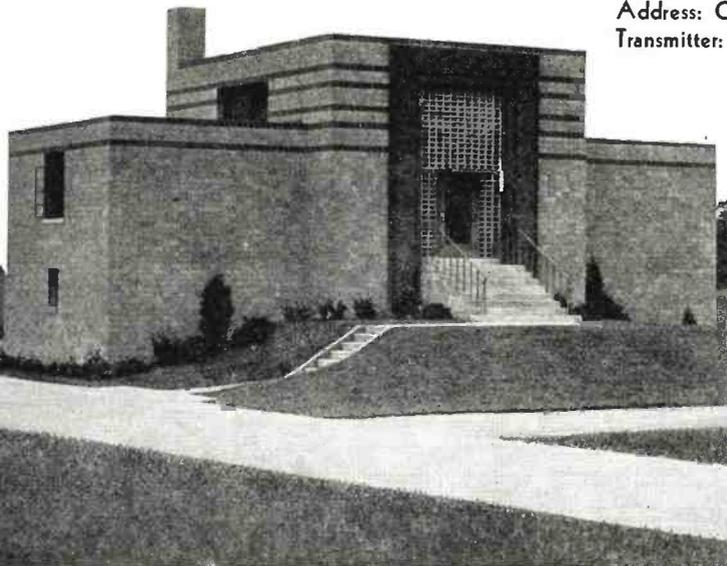
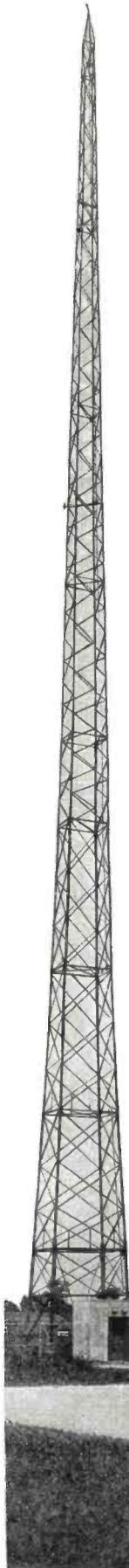


**LATEST HIGH FIDELITY EQUIPMENT
INCREASED POWER — GREATER COVERAGE**

Let WSPD build sales dominance for your product in Toledo—the retail trading area—and the plus market embraced in its large primary coverage area.
(2500 Watts Day — 1000 Watts Night)

THE TOLEDO BROADCASTING COMPANY

Address: Commodore Perry Hotel
Transmitter: Perrysburg, Ohio



We enjoy proving our statements and your inquiry will receive immediate attention.

Representatives:

NEW YORK
JOSEPH H. MCGILLVRA,
485 Madison Ave.

CHICAGO
JOHN K. KETTLEWELL,
919 N. Michigan Ave.

* KANSAS

has balanced
its budget!

W L B F

now under
NEWSPAPER
ownership

*WLBF is the only radio station in Kansas City, Kansas, the largest city in the state of Kansas.

*WLBF is now owned and operated by the daily newspaper of Kansas City, Kansas, "THE KANSAN", a Capper publication.

*WLBF is dedicated to SERVICE in the civic and community life of Kansas City, Kansas.

*Herbert Hollister, General Manager.

RADIO EDITORS OF NEWSPAPERS

(Continued from page 134)

TENNESSEE

Jackson Sun—John Hurt.
Knoxville News-Sentinel—Mr. Sherman.
Memphis Commercial Appeal—John Claghorn.
Memphis Press-Scimitar—Ada Gilkey.
Nashville Banner—George Ellis.
Nashville Tennessean—William Bryer.

TEXAS

Austin American Statesman—William Weeg.
Austin Daily Texan—Lathan Safir.
Austin Dispatch—Wilbur Evans.
Beaumont Citizen-Press—Ben S. Woodhead, Jr., Robert Aldridge.
Brownsville Herald—Ralph Buehl.
Dallas News & Journal—John Rosenfeld, Jr.
Dallas Times-Herald—Douglas H. Hawley.
El Paso Times—Hubert Hunter.
El Paso Post—Chester Chope.
Fort Worth Star-Telegram—Mark Burrows.
Fort Worth Press—Jack Gordon.
Harlingen Valley Morning Star—H. Tichenor.
Houston Chronicle—Lecta Rider.
Houston Post—Virginia Wilten.
Houston Press—Hubert Rousel.
Longview Daily News—M. Hollingsworth.
Longview Ledger—James E. Clifford.
McAllen Press—Minot Smith.
Pecos Enterprise—Travis Moorman.
San Angelo Standard Times—Ruby Lewis.
San Antonio Express—Albert W. Grant.
San Antonio News—August W. Waliser.
San Antonio Light—Renwicke Carey.
Waco Record—William Coffield.
Waco News-Tribune & Times-Herald—Will Rogers.
Wichita Falls Record-News—W. L. Underwood.
Wichita Falls Daily Times—Louis T. Hamlett.

UTAH

Salt Lake City Deseret News—Mark Pierson.
Salt Lake Telegram—E. L. Borne.
Salt Lake Tribune—Nephi Christensen.

VIRGINIA

Danville Radio News—Julian Sater.
Harrisonburg News-Record—John Crown.
Norfolk Virginian Pilot—Frank Pace.
Norfolk Ledger-Dispatch—Charles Hoofnagle.
Richmond Times-Dispatch—Norman Rowe.
Richmond News-Leader—Alexander Hudgins.
Roanoke World-News—W. C. Stouffer.
Roanoke Times—William Atkinson.

WASHINGTON

Seattle Post-Intelligencer—E. J. Mitchell.
Seattle Star—Harry Mills.
Seattle Times—Richard Williams.
Spokane Spokesman Review—Charles d'Urbal.
Spokane Chronicle—Mr. Buck.
Spokane Press—Lee McNamara.
Tacoma Ledger—James Bashford.
Tacoma News-Tribune—H. W. Lyman.
Tacoma Times—Jane Mottau.

WISCONSIN

La Crosse Tribune & Leader-Press—Roy Bangsburg.
Madison Wisconsin State Journal—William Doudna.
Madison Capital Times—K. F. Schmitt.
Milwaukee Journal—Edward Thompson.
Milwaukee Wisconsin News—Vivian Gardner.
Milwaukee Sentinel—Evelyn Exceen.
Milwaukee Leader—Frank Haggerty.
Racine Journal-Times—Kenneth Hegard.
Sheboygan Press—Elmer J. Zufelt.
Stevens Point Journal—James W. Hull.
Superior Telegram—Gordon McQuarrie.

HAWAII

Honolulu Star-Bulletin—Paul Findieson.

CANADA

ALBERTA

Calgary Herald—Helen Fraser.
Calgary Alberta—Albert M. Millican.
Edmonton Journal—Joseph Dwyer.
Edmonton Bulletin—Dick Jackson.

BRITISH COLUMBIA

Abbotsford Sun & Matsqui News (weekly)—Gerald Heller.
Kamloops Sentinel—Ralph E. White.
Kelowna Courier (weekly)—George Rose.
Penticton Herald (weekly)—R. J. MacDougall.
Vernon News (weekly)—W. S. Harris.
Vancouver Daily Province—A. E. Roberts.
Vancouver Sun—William Newell.
Vancouver Western Canada Radio News—H. W. Redder.
Victoria Times—Peter English.
Victoria Daily Colonist—W. Herbert.

MANITOBA

Winnipeg Tribune—Denny Brown.
Winnipeg Free Press—Peter Whittall.

NEW BRUNSWICK

Fredericton Daily Mail—James A. Neville.
Fredericton Daily Gleaner—Alexander Crockett.
St. John Telegraph Journal & Times Globe—Robert C. Hanson.

NOVA SCOTIA

Halifax Herald-Mail—Lionel L. Shatford.

ONTARIO

Brantford Expositor—D. O'Neil.
Chatham Daily News—William Robertson.
Fort William Twin City Press—R. Beamish.
Hamilton Spectator—Gordon Kingdon.
Hamilton Herald—Norman C. Clarke.
London Advertiser—Locke Elliott.
London Free Press—J. C. Burns.
North Bay Capital News—Ken Parks.
North Bay Nugget—Eddie Bunyan.
Ogdensburg Advance—Joseph Brandy.
Ottawa Journal—T. V. Lowrey.
Ottawa Citizen—T. D'Arcy Finn.
Prescott Journal—W. E. Crateau.
St. Catharines Standard—Jack Williams.
Sudbury Star—W. E. Mason.
Timmins Daily Press—G. Kinsey.
Toronto Telegram—James Hunter.
Toronto Globe—Charles Jenkins.
Toronto Star—James Annan.
Toronto Mail & Empire—Norman McLeod.
Windsor Daily Star—William Danby.

QUEBEC

Montreal La Presse—Paul Asselin.
Montreal Herald—Ernest H. Crown.
Montreal Star—E. C. Gannon.
Montreal Gazette—J. L. Slattery, T. Archer.
Montreal Standard—J. Black.
Montreal La Patrie—G. Gallpault.
Montreal Le Canada—H. Fontaine.
Quebec City L'Action Catholique—G. H. Duberger.
Quebec City Le Soleil—C. M. Bois-sineault.
Quebec City L'Evenement—Maurice Bernier.
Quebec City News—Frank Thompson.

SASKATCHEWAN

Moose Jaw Times-Herald—R. G. Dunlop.
Regina Star—A. McDermott.
Regina Leader-Post—William Ellis.
Prince Albert Herald—Phil Graham.
Saskatoon Star-Phoenix—Arthur Walls.
Saskatoon Western Producer—Frank Garrett.
Yorkton Enterprise—S. N. Wynn.

STATION CALL LETTER ANNOUNCEMENTS

(From Official Rules and Regulations of Federal Communications Commission)

175. Each licensee of a broadcast station shall announce the call letters and location as frequently as practicable during the hours of operation, and in any event before or after each program being broadcast. In no event shall more than 30 minutes elapse between such announcements, and in so far as practicable these announcements shall be made on the hour and half hour. These requirements are waived when such announcements would interrupt a single consecutive speech; and in such cases the announcement of the call letters and location shall be made as soon as possible.

WSOC

in
Charlotte, N. C.,

is the
"Go-Between"
for Scores of
Advertisers

Who

DEMAND RESULTS



BOTH NETWORK and SPOT advertisers evidence their confidence in WSOC's sales ability, by renewing contract after contract. These advertisers, like yourself, buy time on only those stations with the ability to sell at a profit. WSOC KEEPS ITS AC-COUNTS!!!

WSOC, The Station
With a "PULL"

WSOC stands ACE HIGH with the families who own radio sets in this rich Piedmont Section. And just as they depend upon WSOC for the best in radio entertainment, they also rely on this family friend for advice on what car, soup or breakfast food to buy. WSOC is, truly, "THE STATION WITH A PULL."

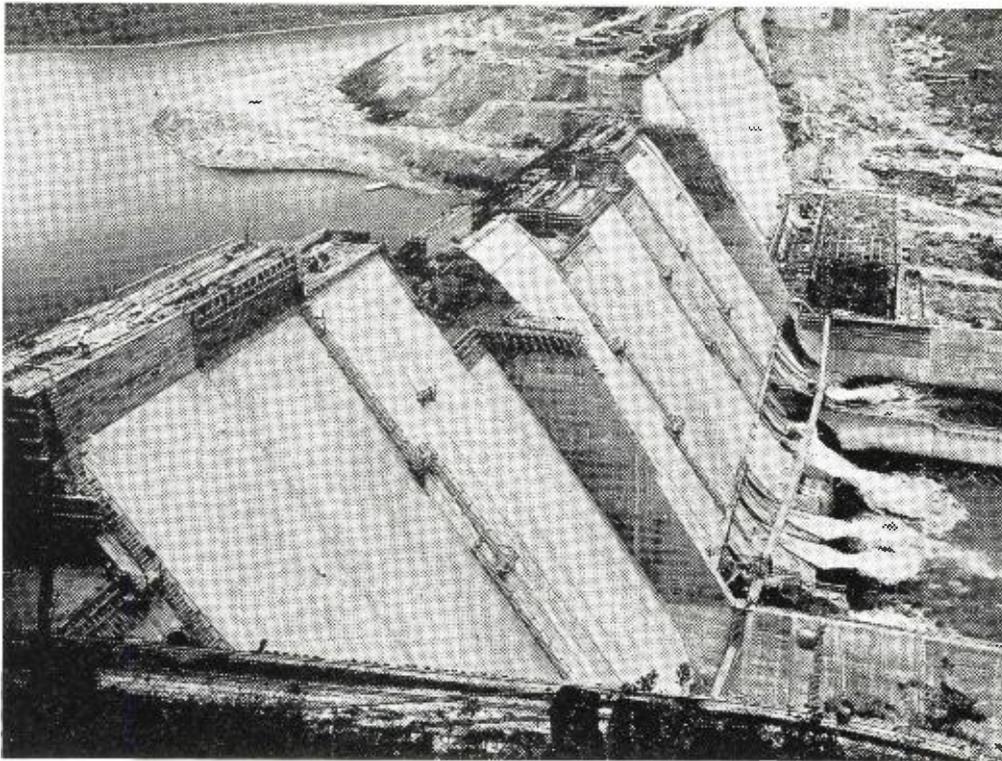
Wire, write or 'phone for rates and other eye-opening information. Do it NOW!!!

WSOC

—NBC—
AFFILIATE

Charlotte, N. C.

Station Representatives
Norman Craig, New York
A. T. Sears & Son Co., Chicago



NORRIS DAM NEAR KNOXVILLE

**W
N
O
X**

**KNOXVILLE, TENN.
COLUMBIA NETWORK**

Federal Dollars Bring Knoxville Boom

TVA and government funds of \$100,000,000 have their headquarters in Knoxville, the home of WNOX. All East Tennessee is buying with an unprecedented wealth to spend.

NEWSPAPER PUBLICITY

WNOX is now a newspaper owned station—affiliated with the *Knoxville News-Sentinel*. Liberal program publicity is assured with sponsors' names generously mentioned.

FREE MERCHANDISING SERVICE

WNOX has established an elaborate merchandising service for its advertisers.—R. B. Westergaard, now WNOX Commercial Manager, is known to advertisers and their agencies from coast to coast because he successfully established the result producing merchandising service of the *Des Moines Register and Tribune*, Iowa Broadcasting System stations—KSO, KRNT and WMT.

HIGH POWER

WNOX IS THE MOST POWERFUL STATION IN EAST TENNESSEE — 2,500 WATTS DAY — 1,000 WATTS NIGHT — FREQUENCY 1010 KC.

Full Time Columbia Affiliate

FREE, JOHNS & FIELD . . . NATIONAL REPRESENTATIVES



Directory of Stations Accepting and Rejecting Beer, Wine and Liquor Advertising

Based on questionnaires to stations as of January 1, 1936; practically all stations accepting accounts impose individual restrictions as to copy content and time of broadcasts; consult stations for details.

*Beer only.

†State Dry as of January 1, 1936.

‡Beer and wines only.

Call Letters	City	Accepts Beer Advertising	Accepts Wine Advertising	Accepts Liquor Advertising	Call Letters	City	Accepts Beer Advertising	Accepts Wine Advertising	Accepts Liquor Advertising	Call Letters	City	Accepts Beer Advertising	Accepts Wine Advertising	Accepts Liquor Advertising					
ALABAMA†					DISTRICT OF COLUMBIA					KANSAS†					MISSISSIPPI‡				
WAPI	Birmingham	No	No	No	WJSV	Washington	Yes	Yes	No	KFBI	Abilene	No	No	No	WMEN	Clarksdale	Yes	Yes	No
WBRG	"	No	No	No	WMAL	"	Yes	No	No	KGGF	Coffeyville	No	No	No	WGCM	Gulfport	Yes	No	No
WSGN	"	No	No	No	WOL	"	Yes	Yes	Yes	KGNO	Dodge City	No	No	No	WJDK	Jackson	Yes	No	No
WMFO	Decatur	No	No	No	WRC	"	Yes	No	No	KIUL	Garden City	Yes	No	No	WHEF	Kosciusko	Yes	Yes	No
WAGF	Dothan	No	No	No	FLORIDA					WLBG	Hutchinson	No	No	No	WAML	Laurel	Yes	No	No
WJBY	Gadsden	No	No	No	WFLA-	Clearwater	Yes	Yes	Yes	WLBG	Kansas City	No	No	No	WCOC	Meridan	Yes	No	No
WALA	Mobile	No	No	No	WSUN	Daytona Beach	Yes	Yes	Yes	WREN	Lawrence	No	No	No	WQBC	Vicksburg	Yes	Yes	No
WSFA	Montgomery	No	No	No	WRUF	Gainesville	No	No	No	KENTUCKY					MISSOURI				
WMSD	Sheffield	No	No	No	WJAX	Jacksonville	Yes	No	No	WCMI	Ashland	Yes	Yes	No	KFVS	Cape Girardeau	Yes	No	No
WHBB	Selma	No	No	No	WMBR	Miami	Yes	Yes	No	WCKY	Covington	Yes	Yes	No	KFRU	Columbia	Yes	Yes	Yes
ARIZONA					WQAM	Miami	Yes	Yes	No	WLAP	Lexington	Yes	Yes	Yes	WMBH	Joplin	Yes	Yes	Yes
KSUN	Lowell	Yes	Yes	Yes	WDBO	Orlando	Yes	Yes	No	KMBK	Kansas City	Yes	Yes	No	WDAF	"	No	No	No
KOY	Phoenix	Yes	Yes	Yes	WCOA	Pei sacola	Yes	Yes	No	WHB	"	Yes	Yes	No	W9XBY	"	Yes	Yes	Yes
KFAR	"	No	No	No	WDAF	Tampa	Yes	Yes	No	KFEQ	St. Joseph	Yes	No	No	KMOX	St. Louis	Yes	No	No
KPJM	Prescott	Yes	Yes	No	WTAL	Tallahassee	Yes	Yes	No	KSD	"	Yes	Yes	Yes	KWK	"	Yes	Yes	Yes
KGAR	Tucson	Yes	Yes	Yes	GEORGIA†					WIL	"	Yes	Yes	Yes	W9XBY	"	Yes	Yes	Yes
KVOA	"	Yes	Yes	Yes	WGPC	Alhany	Yes	Yes	No	WLB	"	Yes	Yes	Yes	KWBX	Springfield	Yes	No	No
KUMA	Yuma	No	No	No	WTFI	Athens	Yes	Yes	No	KWTO	"	Yes	No	No	MONTANA				
ARKANSAS					WGST	Atlanta	Yes	Yes	No	NEBRASKA					NEVADA				
KLCN	Blytheville	Yes	Yes	Yes	WATL	"	Yes	Yes	No	KMMJ	Clay Center	Yes	Yes	No	KOH	Reno	Yes	Yes	No
KELD	El Dorado	Yes	Yes	Yes	WSR	"	Yes	No	No	KFB	Lincoln	Yes	No	No	NEW HAMPSHIRE				
KFPW	Fort Smith	Yes	Yes	Yes	WRDW	Augusta	Yes	Yes	No	KFOR	"	Yes	No	No	WLNH	Laconia	Yes	Yes	Yes
KTRB	Hot Springs	Yes	Yes	Yes	WRBL	Columbus	Yes	No	No	WJAG	Norfolk	Yes	Yes	Yes	WFEA	Manchester	Yes	Yes	Yes
KBTM	Jonesboro	Yes	Yes	Yes	WKEL	Griffin	Yes	Yes	No	KGNF	North Platte	Yes	No	No	WHEB	Portsmouth	No	No	No
KARK	Little Rock	Yes	Yes	Yes	WMAZ	Macon	Yes	Yes	No	KOIL	Omaha	Yes	No	No	NEW JERSEY				
KLRA	"	Yes	Yes	Yes	WRGA	Rome	Yes	Yes	No	WOW	"	Yes	Yes	Yes	WCAP	Asbury Park	No	Yes	No
KOTN	Pine Bluff	Yes	No	No	WTOL	Savannah	Yes	Yes	No	KGKY	Scottsbluff	Yes	Yes	Yes	WPG	Atlantic City	Yes	Yes	Yes
CALIFORNIA					WPAX	Thomasville	Yes	Yes	No	KGBX	York	Yes	Yes	Yes	WFCM	Camden	Yes	Yes	Yes
KERN	Bakersfield	Yes	Yes	No	IDAHO					WAGM	Presque Isle	Yes	Yes	Yes	WAT	Jersey City	Yes	No	No
WXAI	"	Yes	Yes	No	KIDO	Boise	Yes	Yes	Yes	WAL	"	Yes	Yes	Yes	WHOM	"	Yes	Yes	No
KRE	Berkeley	No	Yes	No	KID	Idaho Falls	Yes	Yes	...	WBAL	Baltimore	Yes	Yes	Yes	WNEW	Newark	Yes	Yes	Yes
KMPC	Beverly Hills	Yes	Yes	No	KRLC	Lewiston	Yes	Yes	No	WCAO	"	Yes	Yes	Yes	WOR	"	Yes	Yes	Yes
KHSL	Chico	Yes	Yes	No	KFXD	Nampa	Yes	Yes	No	WCBM	"	Yes	Yes	No	WJEB	Hagerstown	Yes	Yes	Yes
KDON	Del Monte	Yes	Yes	No	KSEI	Pocatello	Yes	Yes	Yes	WCRW	"	Yes	Yes	...	WAAB	Boston	Yes	Yes	Yes
KXO	El Centro	Yes	Yes	No	KTFI	Twin Falls	Yes	Yes	Yes	WDBO	Cumberland	Yes	Yes	Yes	WBZ	"	Yes	No	No
KIEM	Eureka	Yes	Yes	No	ILLINOIS					WFBM	Frederick	Yes	Yes	Yes	WCOF	"	Yes	Yes	Yes
KMJ	Fresno	Yes	No	No	WJBC	Bloomington	No	No	No	WJAG	Portland	Yes	No	Yes	WDFW	Flint	Yes	Yes	Yes
KIEV	Glendale	Yes	Yes	Yes	WCAZ	Carthage	Yes	Yes	Yes	WAGM	Presque Isle	Yes	Yes	Yes	WASH	"	Yes	Yes	Yes
KGOX	Long Beach	Yes	Yes	Yes	WAAF	Chicago	Yes	Yes	No	WAL	"	Yes	Yes	Yes	WJMS	Ironwood	Yes	Yes	Yes
KGER	"	Yes	Yes	No	WBBM	"	Yes	Yes	No	WLLH	Lowell	Yes	Yes	Yes	WJWB	Jackson	Yes	Yes	Yes
KEHE	Los Angeles	Yes	Yes	Yes	WCFL	"	Yes	No	No	WORLD	Needham	No	No	No	WKZO	Kalamazoo	Yes	Yes	Yes
KFAC	"	Yes	Yes	Yes	WGRW	"	No	No	No	WNBH	New Bedford	Yes	Yes	Yes	WLAN	Lansing	Yes	Yes	Yes
KFWB	"	Yes	Yes	Yes	WENR	"	Yes	No	No	WBZA	Springfield	Yes	No	No	WBEO	Marquette	Yes	Yes	Yes
KGFJ	"	Yes	Yes	Yes	WGES	"	Yes	Yes	...	WORC	Worcester	Yes	Yes	Yes	WKBZ	Muskegon	Yes	No	No
KHJ	"	Yes	Yes	No	WGN	"	Yes	No	No	WEXL	Rochester	Yes	Yes	No	MINNESOTA				
KMTR	"	Yes	Yes	Yes	WJJD	"	Yes	Yes	Yes	WELL	Battle Creek	Yes	Yes	No	WEBC	Duluth	Yes	Yes	Yes
KNX	"	Yes	Yes	Yes	WLS	"	No	No	No	WBCM	Bay City	Yes	Yes	Yes	KGDE	Fergus Falls	Yes	Yes	No
KRKD	"	Yes	Yes	Yes	WMAQ	"	Yes	No	No	WJKB	Detroit	Yes	Yes	Yes	WMFG	Hibbing	Yes	Yes	Yes
KTRB	Modesto	Yes	Yes	No	WSBC	"	Yes	Yes	Yes	WJL	"	Yes	Yes	Yes	KSTP	Minneapolis-St. Paul	Yes	Yes	Yes
KLX	Oakland	Yes	Yes	No	WJRL	Decatur	Yes	Yes	No	WCCO	"	Yes	Yes	No	WJMB	Brooklyn	Yes	Yes	No
KROW	"	Yes	Yes	No	WJTB	East St. Louis	Yes	Yes	Yes	WDCN	"	Yes	Yes	Yes	WJWB	Binghamton	No	No	No
KFBK	Sacramento	Yes	No	No	WEBQ	Harrisburg	Yes	Yes	No	WJWB	Brooklyn	Yes	Yes	No	WJWB	Binghamton	No	No	No
KFXM	San Bernardino	Yes	Yes	Yes	WCLS	Quincy	Yes	Yes	No	WJWB	Brooklyn	Yes	Yes	No	WJWB	Binghamton	No	No	No
KFXD	San Diego	Yes	Yes	No	WMBD	Penria	Yes	Yes	No	WJWB	Brooklyn	Yes	Yes	No	WJWB	Binghamton	No	No	No
KGB	"	Yes	Yes	No	WRCK	Rockford	Yes	Yes	Yes	WJWB	Brooklyn	Yes	Yes	No	WJWB	Binghamton	No	No	No
KFRD	San Francisco	Yes	Yes	No	WRFB	Rock Island	Yes	Yes	Yes	WJWB	Brooklyn	Yes	Yes	No	WJWB	Binghamton	No	No	No
KGGC	"	Yes	Yes	Yes	WVAB	Springfield	Yes	Yes	Yes	WJWB	Brooklyn	Yes	Yes	No	WJWB	Binghamton	No	No	No
KGO	"	Yes	No	No	WTAX	"	Yes	Yes	Yes	WJWB	Brooklyn	Yes	Yes	No	WJWB	Binghamton	No	No	No
KJBS	"	Yes	Yes	No	WDZ	Tuscola	Yes	Yes	No	WJWB	Brooklyn	Yes	Yes	No	WJWB	Binghamton	No	No	No
KPO	"	Yes	No	No	WCBD	Zion	Yes	Yes	Yes	WJWB	Brooklyn	Yes	Yes	No	WJWB	Binghamton	No	No	No
KPSO	"	No	No	No	INDIANA					WJWB	Brooklyn	Yes	Yes	No	WJWB	Binghamton	No	No	No
KYA	"	Yes	Yes	Yes	WHBU	Anderson	Yes	Yes	No	WJWB	Brooklyn	Yes	Yes	No	WJWB	Binghamton	No	No	No
KQW	San Jose	Yes	Yes	No	WTRC	Elkhart	Yes	No	No	WJWB	Brooklyn	Yes	Yes	No	WJWB	Binghamton	No	No	No
KREG	Santa Ana	Yes	No	No	WGBF	Evansville	Yes	Yes	Yes	WJWB	Brooklyn	Yes	Yes	No	WJWB	Binghamton	No	No	No
KDB	Santa Barbara	Yes	Yes	No	WGL	Fort Wayne	Yes	Yes	No	WJWB	Brooklyn	Yes	Yes	No	WJWB	Binghamton	No	No	No
KGDM	Stockton	Yes	Yes	Yes	WOWO	"	Yes	Yes	No	WJWB	Brooklyn	Yes	Yes	No	WJWB	Binghamton	No	No	No
KWG	"	Yes	Yes	No	WVAB	Hammond	Yes	Yes	Yes	WJWB	Brooklyn	Yes	Yes	No	WJWB	Binghamton	No	No	No
COLORADO					WVAB	Indianapolis	Yes	Yes	No	WJWB	Brooklyn	Yes	Yes	No	WJWB	Binghamton	No	No	No
KGIW	Alamosa	Yes	Yes	Yes	WIRE	"	Yes	Yes	Yes	WJWB	Brooklyn	Yes	Yes	No	WJWB	Binghamton	No	No	No
KVOR	Colorado Springs	Yes	Yes	Yes	WLBC	Muncie	Yes	No	No	WJWB	Brooklyn	Yes	Yes	No	WJWB	Binghamton	No	No	No
KFLZ	Denver	Yes	Yes	Yes	WFAM	South Bend	Yes	No	No	WJWB	Brooklyn	Yes	Yes	No	WJWB	Binghamton	No	No	No
KLZ	"	Yes	No	No	WSBT	"	Yes	No	No	WJWB	Brooklyn	Yes	Yes	No	WJWB	Binghamton	No	No	No
KOA	"	Yes	No	No	WBOW	Terre Haute	Yes	No	No	WJWB	Brooklyn	Yes	Yes	No	WJWB	Binghamton	No	No	No
KVOD	"	Yes	Yes	Yes	IOWA					WJWB	Brooklyn	Yes	Yes	No	WJWB	Binghamton	No	No	No
KIUP	Durango	Yes	Yes	No	WMT	Cedar Rapids	Yes	No	No	WJWB	Brooklyn	Yes	Yes	No	WJWB	Binghamton	No	No	No
KFKA	Greeley	Yes	Yes	Yes	WOC	Davenport	Yes	Yes	Yes	WJWB	Brooklyn	Yes	Yes	No	WJWB	Binghamton	No	No	No
KIDW	Lamar	Yes	Yes	Yes	KGCA	Decorah	No	No	No	WJWB	Brooklyn	Yes	Yes	No	WJWB	Binghamton	No	No	No
KGHF	Pueblo	Yes	Yes	Yes	KRNT	Des Moines	Yes	No	No	WJWB	Brooklyn	Yes	Yes	No	WJWB	Binghamton	No	No	No
KGEK	Sterling	Yes	Yes	No	KSO	"	No	No	No	WJWB	Brooklyn	Yes	Yes	No	WJWB	Binghamton	No	No	No
CONNECTICUT					WNO	"	No	No	No	WJWB	Brooklyn	Yes	Yes	No	WJWB	Binghamton	No	No	No
WICC	Bridgeport	No	No	No	WJNB	Marshalltown	Yes	No	No	WJWB	Brooklyn	Yes	Yes	No	WJWB	Binghamton	No	No	No
WDRG	Hartford	Yes	Yes	No	KPNF	Shenandoah	No	No	No	WJWB	Brooklyn	Yes	Yes	No	WJWB	Binghamton	No	No	No
WTIC	"	Yes	Yes	No	KMA	"	No	No	No	WJWB	Brooklyn	Yes	Yes	No	WJWB	Binghamton	No	No	No
WNBC	New Britain	Yes	Yes	Yes	KSCJ	Sioux City	Yes	Yes	Yes	WJWB	Brooklyn	Yes	Yes	No	WJWB	Binghamton	No	No	No
WELI	New Haven	Yes	Yes	Yes	MAINE					WJWB	Brooklyn	Yes	Yes	No	WJWB	Binghamton	No	No	No
WATR	Waterbury	Yes	Yes	Yes	WRDO	Augusta	Yes	Yes	No	WJWB	Brooklyn	Yes	Yes	No	WJWB	Binghamton	No	No	No
WIXBS	"	Yes	Yes	Yes	WABI	Bangor	Yes	Yes	No	WJWB	Brooklyn	Yes	Yes	No	WJWB	Binghamton	No	No	No
DELAWARE					WLBZ	"	Yes	Yes	No	WJWB	Brooklyn	Yes	Yes	No	WJWB	Binghamton	No	No	No
WDEL	Wilmington	Yes	WCSH	Portland	Yes	No	Yes	WJWB	Brooklyn	Yes	Yes	No	WJWB	Binghamton	No	No	No
WILM	"	Yes	WAGM	Presque Isle	Yes	Yes	Yes	WJWB	Brooklyn	Yes	Yes	No	WJWB	Binghamton	No	No	No

Directory of Stations Accepting and Rejecting Beer, Wine and Liquor Advertising

Based on questionnaires to stations as of January 1, 1936; practically all stations accepting accounts impose individual restrictions as to copy content and time of broadcasts; consult stations for details.

*Beer only.

†State Dry as of January 1, 1936.

‡Beer and wines only.

Call Letters	City	Accepts Beer Advertising	Accepts Wine Advertising	Accepts Liquor Advertising	Call Letters	City	Accepts Beer Advertising	Accepts Wine Advertising	Accepts Liquor Advertising	Call Letters	City	Accepts Beer Advertising	Accepts Wine Advertising	Accepts Liquor Advertising	Call Letters	City	Accepts Beer Advertising	Accepts Wine Advertising	Accepts Liquor Advertising
NEW YORK—(Cont.)					OKLAHOMA—(Cont.)†					SOUTH CAROLINA					VERMONT				
WOR	New York City	Yes	Yes	No	KOMA	Oklahoma City	Yes	Yes	No	WAIM	Anderson	Yes	Yes	Yes	WCAX	Burlington	Yes	Yes	Yes
WOV	"	Yes	Yes	No	WKY	"	Yes	No	No	WCSC	Charleston	Yes	Yes	Yes	WSYB	Rutland	Yes	Yes	Yes
WFAS	"	Yes	Yes	Yes	WBBZ	Ponca City	Yes	No	No	WIS	Columbia	Yes	Yes	Yes	WQDM	St. Albans	Yes	Yes	Yes
WHDL	Olean	No	No	No	KGFP	Shawnee	Yes	No	No	WFBC	Greenville	Yes	Yes	No	WNBX	Springfield	Yes	Yes	No
WMFF	Plattsburg	Yes	Yes	Yes	KTUL	Tulsa	Yes	No	No	WSPA	Spartanburg	Yes	Yes	No	WDEV	Waterbury	No	No	No
WHAM	Rochester	No	No	No	KVOO	"	Yes	No	No	SOUTH DAKOTA					VIRGINIA				
WHEC	"	No	No	No	OREGON					KABR	Aberdeen	Yes	Yes	Yes	WCHV	Charlottesville	Yes	Yes	Yes
WHEZ	Saranac Lake	Yes	Yes	Yes	KORE	Eugene	Yes	Yes	Yes	Huron	"	Yes	Yes	Yes	WBTM	Danville	No	Yes	No
WGY	Schenectady	Yes	No	No	KFJI	Klamath Falls	Yes	Yes	Yes	KGFX	Pierre	No	No	No	WSVA	Harrisonburg	No	No	No
WFBL	Syracuse	Yes	Yes	Yes	KOOS	Marshfield	Yes	Yes	Yes	KSOO	Sioux Falls	Yes	Yes	No	WLVA	Lynchburg	Yes	Yes	No
WSYR	"	Yes	Yes	No	KMED	Medford	Yes	Yes	No	KWTN	Watertown	Yes	Yes	Yes	WGH	Newport News	Yes	Yes	Yes
WHAZ	Troy	No	No	No	KALE	Portland	Yes	No	No	WNAX	Yankton	Yes	No	No	WTAR	Norfolk	Yes	Yes	Yes
WIBX	Utica	Yes	Yes	Yes	KRX	"	Yes	Yes	Yes	TENNESSEE‡					WPHR	Petersburg	Yes	Yes	Yes
NORTH CAROLINA‡					KFR	"	No	No	No	WOPI	Bristol	Yes	No	No	WMBG	Richmond	Yes	Yes	No
WWNC	Ashville	Yes	Yes	No	KGW	"	Yes	Yes	Yes	WDDO	Chattanooga	Yes	Yes	No	WRVA	Roanoke	Yes	Yes	No
WBT	Charlotte	Yes	Yes	No	KOIN	"	Yes	No	No	WDTJ	Jackson	Yes	Yes	Yes	WASHINGTON				
WSOC	"	Yes	Yes	No	KWJJ	"	Yes	Yes	Yes	WROL	Knoxville	Yes	Yes	No	KXRO	Aberdeen	Yes	Yes	No
WDNC	Durham	Yes	Yes	No	KXL	"	Yes	Yes	Yes	WHBQ	Memphis	Yes	No	No	KVOS	Bellingham	Yes	Yes	No
WBR	Gastonia	Yes	Yes	No	KRRR	Roseburg	No	No	No	WMC	"	Yes	Yes	No	KIRO	Seattle	Yes	Yes	No
WBIG	Greensboro	Yes	No	No	KSLM	Salem	Yes	Yes	Yes	WNB	"	Yes	Yes	No	KOL	"	Yes	Yes	No
WMFR	High Point	Yes	Yes	No	PENNSYLVANIA					WREC	"	Yes	Yes	No	KOMO	"	Yes	Yes	No
WPTF	Raleigh	Yes	No	No	WCBA-					WLAN	Nashville	Yes	No	No	KRSC	"	No	No	No
WEED	Rocky Mount	Yes	Yes	No	WSAN	Allentown	Yes	Yes	Yes	WSM	"	Yes	No	No	KVL	"	No	No	No
WMFD	Wilmington	Yes	Yes	No	WFBG	Altoona	Yes	Yes	Yes	TEXAS					KFIO	Spokane	Yes	Yes	No
WSJS	Winston-Salem	Yes	No	No	WEST	Easton	Yes	Yes	Yes	KGNC	Amarillo	Yes	Yes	No	KPPY	"	Yes	Yes	No
NORTH DAKOTA*					WLEU	Erie	Yes	Yes	Yes	KNOW	Austin	Yes	Yes	No	KGA	"	Yes	Yes	No
KFYR	Bismarck	Yes	No	No	WHJB	Greensburg	Yes	Yes	No	KFDM	Beaumont	Yes	Yes	Yes	KHQ	"	Yes	Yes	No
KDLR	Devils Lake	Yes	No	No	WHP	Harrisburg	Yes	Yes	Yes	KNEL	Brady	Yes	Yes	No	KGY	Olympia	Yes	Yes	Yes
WDAY	Fargo	Yes	No	Yes	WKBQ	"	Yes	No	No	KMO	Tacoma	Yes	Yes	Yes	KVI	"	Yes	Yes	Yes
KFJM	Grand Forks	Yes	Yes	No	WAZL	Hazleton	Yes	Yes	Yes	KUJ	Walla Walla	Yes	Yes	Yes	KWJ	"	Yes	Yes	Yes
KGCM	Mandan	Yes	No	No	WJAC	Johnstown	Yes	Yes	Yes	KPQ	Wenatchee	Yes	Yes	No	KIT	Yakima	Yes	Yes	No
KLFM	Minot	Yes	Yes	Yes	WJAL	Lancaster	Yes	Yes	Yes	WEST VIRGINIA									
OHIO					WJED	Philadelphia	Yes	Yes	No	WHIS	Bluefield	Yes	No	No					
WADC	Akron	Yes	Yes	No	WCAU	"	Yes	Yes	Yes	WCHS	Charleston	Yes	Yes	No					
WJW	"	Yes	Yes	Yes	WDAS	"	Yes	Yes	Yes	WMMN	Fairmont	Yes	Yes	Yes					
WHBC	Canton	Yes	Yes	Yes	WPIL	"	Yes	Yes	No	WSAZ	Huntington	Yes	Yes	No					
WCBO	Cincinnati	Yes	Yes	Yes	WHAT	"	Yes	Yes	Yes	WPAP	Parkersburg	Yes	No	No					
WKRC	"	Yes	Yes	Yes	WIP	"	Yes	Yes	Yes	WVVA	Wheeling	Yes	Yes	Yes					
WLW	"	Yes	No	No	WPEN	"	Yes	Yes	Yes	WISCONSIN									
WSAI	"	Yes	No	No	WRAK	"	Yes	Yes	Yes	KFIZ	Fond du Lac	Yes	Yes	Yes					
WGAR	Cleveland	Yes	Yes	Yes	WTBL	"	Yes	Yes	No	WHBY	Green Bay	Yes	Yes	Yes					
WHK	"	Yes	Yes	Yes	WBG	"	Yes	Yes	No	WCLO	Janeville	No	Yes	No					
WTAM	"	Yes	No	No	KDKA	Pittsburgh	Yes	No	No	WKBH	La Crosse	Yes	Yes	Yes					
WAIU	Columbus	Yes	No	No	KQV	"	Yes	Yes	Yes	WIBA	Madison	Yes	Yes	Yes					
WBNS	"	Yes	Yes	Yes	WCAE	"	Yes	Yes	Yes	WOMT	Manitowoc	Yes	Yes	Yes					
WCOL	"	Yes	Yes	Yes	WJAS	"	Yes	Yes	Yes	WEMP	Milwaukee	Yes	Yes	Yes					
WHIO	Dayton	Yes	Yes	Yes	WWSW	"	Yes	Yes	Yes	WISN	"	Yes	Yes	Yes					
WSMK	"	Yes	Yes	Yes	WBEW	Reading	Yes	Yes	No	WTMJ	"	Yes	Yes	No					
WPAV	Portsmouth	No	No	No	WFAW	"	Yes	Yes	No	WTBU	Poyntette	Yes	Yes	Yes					
WSPD	Toledo	Yes	Yes	Yes	WGBI	Scranton	Yes	Yes	Yes	WRJN	Racine	Yes	Yes	Yes					
WKBN	Youngstown	Yes	Yes	Yes	WROK	Sunbury	Yes	Yes	Yes	WHBL	Sheboygan	Yes	Yes	Yes					
OKLAHOMA‡					WBAX	Wilkes-Barre	Yes	Yes	Yes	WYOMING									
KADA	Ada	No	No	No	WBRE	"	Yes	Yes	Yes	KDFN	Casper	Yes	Yes	Yes					
KVSO	Armore	Yes	Yes	No	WRAC	Williamsport	Yes	Yes	No	KWYO	Sheridan	Yes	Yes	Yes					
KASA	Elk City	Yes	Yes	No	WORK	York	Yes	Yes	Yes	UTAH									
KCRC	Enid	Yes	Yes	Yes	RHODE ISLAND					KLO	Ogden	Yes	Yes	No					
KFXR	Oklahoma City	Yes	Yes	Yes	WEAN	Providence	Yes	Yes	Yes	KDYL	Salt Lake City	Yes	No	No					
KGFX	"	No	No	No	WJAR	"	Yes	Yes	No	KSL	"	Yes	No	No					

POLITICAL BROADCASTS

(From Official Rules and Regulations of FCC)

178. Attention is directed to section 18 of the Radio Act of 1927, which reads as follows:

"If any licensee shall permit any person who is a legally qualified candidate for any public office to use a broadcasting station, he shall afford equal opportunities to all other such candidates for that office in the use of such broadcasting station, and the licensing authority shall make rules and regulations to carry this provision into effect: *Provided*, That such licensee shall have no power of censorship over the material broadcast under the provisions of this paragraph. No obligation is hereby imposed upon any licensee to allow the use of its station by any such candidate."

Any violation of this section of the act shall be sufficient grounds for the revocation or denial of a broadcast license.

REBROADCASTING OF PROGRAMS

(From Official Rules and Regulations of FCC)

177. The licensee of any broadcast station, may without authority of the Commission, rebroadcast a program of another broadcast station upon authority of the licensee of the station that originates the program: *Provided*, That no broadcast station shall rebroadcast a program of an experimental relay broadcast station or of any station operating in any other service without express authority of the Commission. The Com-

mission will not consider any application for such authorization unless it is accompanied by the written consent of the originating station.

POLICY REGARDING LIQUOR ADVERTISING

(Press Release Issued by Federal Radio Commission, February 2, 1934)

The Federal Radio Commission today authorized the following statement regarding the use of radio broadcasting stations for the purpose of advertising liquor:

"The Federal Radio Commission calls renewed attention of broadcasters and advertisers to that section of the Radio Act of 1927 which provides that stations are licensed only when their operation will serve public interest, convenience and necessity, and asks the intelligent co-operation of both groups in so far as liquor advertising is concerned.

"Although the Eighteenth Amendment to the Constitution of the United States has been repealed by the Twenty-first and so far as the federal government is concerned there is no liquor prohibition, it is well known that millions of listeners throughout the United States do not use intoxicating liquors and many children of both users and non-users are part of the listening public. The Commission asks the broadcasters and advertisers to bear this in mind.

"The Commission will designate for hearing the renewal applications of all stations un mindful of the foregoing and they will be required to make a showing that their continued operation will serve public interest, convenience and necessity."

Classified Directory of SERVICES RELATING TO RADIO BROADCASTING

ADVERTISING ASSOCIATIONS

ADVERTISING FEDERATION OF AMERICA—330 West 42nd St., New York City. Telephone: Bryant 9-0430. General Manager: Earle Pearson.

AGRICULTURAL PUBLISHERS ASSOCIATION—5816 North Artesian Ave., Chicago, Ill. Telephone: Long Branch 3153.

AMERICAN ASSOCIATION OF ADVERTISING AGENCIES—420 Lexington Ave., New York City. Telephone: Mohawk 4-7982. President: John A. Benson. Executive Secretary: Frederic B. Gamble.

AMERICAN NEWSPAPER PUBLISHERS ASSOCIATION—370 Lexington Ave., New York City. Telephone: Caledonia 5-2000.

ASSOCIATION OF NATIONAL ADVERTISERS—330 West 42nd St., New York City. Telephone: Bryant 9-0105. Managing President: Paul B. West. Assistant Managing Director: A. W. Lehman.

AUDIT BUREAU OF CIRCULATION—165 West Wacker Drive, Chicago, Ill. Telephone: Central 4-7994.

CANADIAN ASSOCIATION OF BROADCASTERS—1207 Bay St., Toronto, Ont. Telephone: Midway 4331.

DIRECT MAIL ADVERTISING ASSOCIATION—Hotel Pennsylvania, New York City. Telephone: Chickering 4-1682.

FINANCIAL ADVERTISERS ASSOCIATION—231 South La Salle St., Chicago, Ill. Telephone: State 5547. Executive Secretary: Preston E. Reed.

NATIONAL ASSOCIATION OF BROADCASTERS—970 National Press Bldg., Washington, D. C. Telephone: National 8470. Managing Director: James W. Baldwin.

NATIONAL INDUSTRIAL ADVERTISERS ASSOCIATION—100 East Ohio St., Chicago, Ill. Director: M. R. Webster.

NORTHWEST COUNCIL OF ADVERTISING AGENCIES—Secretary: Ward H. Olmsted, Olmsted-Hewitt Inc., Minneapolis. Telephone: Geneva 1681.

OUTDOOR ADVERTISING ASSOCIATION OF AMERICA—165 West Wacker Drive, Chicago, Ill. Telephone: Randolph 1692.

PACIFIC COAST ADVERTISING CLUBS ASSOCIATION—703 Call Bldg., San Francisco, Cal. Telephone: Kearny 7337. Executive Secretary: Miss Florence Gardner.

RADIO ASSOCIATIONS AND COMMITTEES

AMERICAN BAR ASSOCIATION—Chairman of Committee on Communications: John W. Guider, Colorado Bldg., Washington, D. C. Members: Prof. Edwin M. Borchard, Yale University, New Haven, Conn.; Bruce W. Sanborn, St. Paul, Minn.; Paul D. P. Spearman, Washington, D. C.; Douglas Arant, Birmingham, Ala.

AMERICAN RADIO RELAY LEAGUE—38 La Salle Road, West Hartford, Conn. Telephone: 4-7114. Secretary: Kenneth B. Warner.

CANADIAN ASSOCIATION OF BROADCASTERS—1207 Bay St., Toronto, Ont. Telephone: Midway 4331. President: Harry Sedgwick, Station CFRB, Toronto.

COMITE INTERNATIONAL DE LA T.S.F.—(International Committee on Radio). 30 Rue du General Foy, Paris, France, VIII-E. Secretary-General: Robert Homburg.

INSTITUTE OF RADIO ENGINEERS—330 West 42nd St., New York City. Telephone: Medallion 3-5661. Secretary: Harold P. Westman.

INSTITUTE OF RADIO SERVICE MEN—510 North Dearborn St., Chicago, Ill. Telephone: Superior 1673. Executive Secretary: K. A. Hathaway.

INTERNATIONAL COMMITTEE ON RADIO—(American Section). Secretary: Paul M. Segal, Shoreham Bldg., Washington, D. C. Telephone: District 5112.

NATIONAL ASSOCIATION OF BROADCASTERS—970 National Press Bldg., Washington, D. C. Telephone: National 8470. Managing Director: James W. Baldwin.

NATIONAL INDEPENDENT BROADCASTERS INC.—17 E. 42nd St., New York City. President: Edward A. Allen, WLVA, Lynchburg, Va. Vice President: Mallory Chamberlin, WNBR, Memphis. Secretary: W. Wright Gedge, WMBC, Detroit. Treasurer: Ben S. McGlashan, KGFJ, Los Angeles. National Representative: James O'Shaughnessy, 17 E. 42nd St., New York City. Telephone: Murray Hill 2-4733.

RADIO MANUFACTURERS ASSOCIATION—1317 F St. NW, Washington, D. C. Telephone: National 4901. Executive Vice President and General Manager: Bond P. Geddes.

RADIO WHOLESALERS ASSOCIATION—185 North Wabash Ave., Chicago, Ill. Telephone: Randolph 0883. Executive Vice President: H. G. Erstrom.

SHORTWAVE INSTITUTE OF AMERICA, Inc.—National Press Bldg., Washington, D. C. President: Oswald F. Schuette.

PUBLICITY SERVICES

DAVID O. ALBER—450 Seventh Ave., New York City. Telephone: Chickering 4-1464.

FRED BAER & ASSOCIATES—17 E. 49th St., New York City. Telephone: Wickersham 2-8996.

MERYL FRIEDEL—43 East Ohio St., Chicago, Ill. Telephone: Delaware 1378.

TOM FIZDALE—32 West Randolph St., Chicago, Ill. Telephone: Central 7571.

MATTSON & ROBERTSON—188 West Randolph St., Chicago, Ill. Telephone: State 2198.

RALPH L. POWER—Van Nuys Bldg., Los Angeles, Cal. Telephone: Madison 5617.

PUBLICITY ASSOCIATES—Empire State Bldg., New York. Telephone: Longacre 5-3210. Directors: Joseph Israels II and J. Fred Coll.

RADIO FEATURE SERVICE Inc.—72 Fifth Ave., New York City. Telephone: Algonquin 4-2973.

ROBERT S. TAPLINGER—485 Madison Ave., New York City. Telephone: Eldorado 5-5580.

TUCKER-KELLY & ASSOCIATES—347 Madison Ave., New York City. Telephone: Vanderbilt 3-4656. (Associates: Glenn I. Tucker and John Kelly.)

MARKET RESEARCH AND MARKETING GROUPS

AMERICAN MARKETING SOCIETY—40 East 49th St., New York City. Telephone: Wickersham 2-8555. Secretary: F. P. Valentine.

EDWIN G. BOOZ & FRY SURVEYS—400 West Madison Ave., Chicago. Telephone: State 8344. Manager: W. B. Ricketts.

CROSSLEY Inc.—330 West 42nd St., New York City. Telephone: Bryant 9-5462. President: A. M. Crossley.

ROBERT F. ELDER—Massachusetts Institute of Technology, Boston, Mass.

GLIDDEN, MURPHY & HALLEY Inc.—43 East Ohio St., Chicago, Ill. Telephone: Superior 0440. Director: Dr. George E. Halley.

GEORGE O. HACKETT—526 New Center Bldg., Detroit, Mich. Telephone: Trinity 2-1020.

HOOPER-HOLMES BUREAU—101 Maiden Lane, New York City. Telephone: Beekman 3-5500.

WILLIAM G. KEENAN Co.—280 Madison Ave., New York City. Telephone: Ashland 4-9409.

WALTER MANN & STAFF—420 Lexington Ave., New York City. Telephone: Mohawk 4-4264.

MARKET RESEARCH CORPORATION OF AMERICA—1250 Sixth Ave., New York City. Telephone: Circle 7-1655. President: Percival White. Branch: 120 South LaSalle St., Chicago; M. K. Nolan, director. Telephone: Central 2520.

NATIONAL ASSOCIATION OF MARKETING TEACHERS—Secretary-Treasurer: Prof. Hugh E. Agnew, New York University, 100 Washington Square E, New York City. Telephone: Spring 7-2000.

R. L. POLK & Co.—354 Fourth Ave., New York City. Telephone: Caledonia 5-8500.

PSYCHOLOGICAL CORPORATION—522 Fifth Ave., New York City. Telephone: Vanderbilt 3-9357.

ROSS FEDERAL RESEARCH CORP.—6 East 45th St., New York City. Telephone: Murray Hill 2-6221. Director of Research: Mrs. Frank X. Miske.

BENJAMIN SOBY & ASSOCIATES—1023 Wallace Ave., Wilkingsburg, Pa. Telephone: Penhurst 3900. Director: S. F. Johnson.

DANIEL STARCH—420 Lexington Ave., New York City. Telephone: Mohawk 4-6624.

PRICE-LUNDEEN, SURVEYS—Carew Towers, Cincinnati, O. Telephone: Parkway 1775.

CONSUMERS RESEARCH BUREAU—Independent Life Bldg., Nashville, Tenn. Telephone: 6-8147.

CONSULTANTS ON FOODS, DRUGS & COSMETICS

COMAR Co.—Southern Bldg., Washington, D. C. Telephone: National 4882. Counsel: H. Russell Bishop.

DR. GEORGE W. HOOVER—Shoreham Bldg., Washington, D. C. Telephone: District 1169.

PROPRIETARY ASSOCIATION—Evening Star Bldg., Washington, D. C. Telephone: National 1914. General Representative: Dr. F. J. Cullen.

CONSULTING SERVICES

CARL H. BUTMAN—National Press Bldg., Washington, D. C. Telephone: National 7846.

S. A. MELNICOE & ASSOCIATES—Ferry Bldg., San Francisco. Telephone: Garfield 4556.

(Continued on page 142)

No. . . . the reply in acrostic herein, unfortunately didn't "bring home the bacon"; but the writer is none the less enthusiastic in his desire to become affiliated with a recognized Agency or up-to-the-minute Radio Station.

THIS is an exceptional opportunity for an all-around advertising man preferably under 35, to affiliate himself with a reputable New York Advertising Agency—Applicant must show originality and a wide departure from the conventional in answering this advertisement—Following Experience Essential—(Sales, Contacting, Planning of Ideas, Copywriting and Radio)—(Be Brief)—(Confidential).

ABOVE: The Recently Answered Advertisement
BELOW: My Departure From The Conventional

I have had a most varied career,
Despite my 31 years of age;
Especially centering about Advertising,
Selling, and Radio (Production Stage).
I had my own little Agency 'till recently,
Regular Artist Bureau and all;
Encountering too many financial difficulties
I feel "the handwriting was on the wall".
Now, I'm particularly endeavoring
To join an Agency, one select;
Experienced in the desired requisites
Rest assured, I'd like to connect.
Visualizing, is part of my make-up,
I might have touched upon this first;
Expressing myself in copywriting or otherwise
Writing, quenches my pet thirst.

P.S.—The writer of the above is well acquainted with the various phases of musical and dramatic broadcasting; having participated and personally directed both types of program.—For further details address—Box 433, BROADCASTING



1936

A New KMBC

*to better serve its clients in the
KMBC area of the prosperous
Middle West*

new transmitter new policies
new popular programs new executive personnel
new merchandising plan
all mean

New Sales Records
for those who use

K M B C

KANSAS CITY

5000 Watts Day

1000 Watts Night

Classified Directory of SERVICES RELATING TO RADIO BROADCASTING

(Continued from page 140)

CONSULTING ENGINEERS

JOHN H. BARRON—Earle Bldg., Washington, D. C. Telephone: National 7757.

HOLLIS S. BAIRD—70 Brookline Ave., Boston, Mass. Telephone: Commonwealth 8521.

DR. LOUIS COHEN—4701 Connecticut Ave., N. W., Washington, D. C. Telephone: Emerson 6376.

COMMERCIAL RADIO EQUIPMENT Co.—7205 Baltimore Ave., Kansas City, Mo. Telephone: Jackson 5302. (Manager: Everett L. Dillard.)

J. H. DE WITT—Radio Station WSM, Nashville, Tenn. Telephone: 6-7181.

DOOLITTLE & FALKNER Inc.—7421 Loomis Blvd., Chicago, Ill. Telephone: Stewart 2810. (Manager: E. M. Doolittle.)

ALLEN B. DU MONT—9 Bradford Way, Upper Montclair, N. J. Telephone: Montclair 2-2176.

EDWARDS & MARTIN—Union Guardian Bldg., Detroit, Mich. Telephone: Cadillac 4676

GRANT S. FEIKERT—Oregon Agricultural College, Corvallis, Ore.

EDGAR H. FELIX—1775 Broadway, New York City. Telephone: Circle 7-6119.

WILLIAM L. FOSS—Tower Bldg., Washington, D. C. Telephone: National 3765.

HOWARD S. FRAZIER—Hotel Pennsylvania, Philadelphia, Pa. Telephone: Evergreen 9000.

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DEPARTMENT OF LABOR—Immigration Service, Washington, D. C. Radio Engineer: Hoy J. Walls. Telephone: National 8472.

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U. S. OFFICE OF EDUCATION—Interior Department, Washington, D. C. Senior Specialist in Education (Radio): Dr. Cline M. Koon. Telephone: District 1820.

BUREAU OF STANDARDS—Department of Commerce, Washington, D. C. Chief of Radio Section: Dr. J. H. Dellinger. Telephone: Cleveland 1720.

BUREAU OF AIR COMMERCE—Department of Commerce, Washington, D. C. Assistant Director, in charge of airways radio: Rex Martin. Telephone: District 2200.

U. S. ARMY SIGNAL CORPS—War Department, Washington, D. C. Chief Signal Officer: Gen. J. B. Allison. In charge of radio: Lieut. Col. Roger B. Colton. Telephone: National 2520.

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PRESS-RADIO BUREAU—Publishers National Radio Committee, 551 Fifth Ave., New York City. Telephone: Murray Hill 2-3280. Editor: James W. Barrett.

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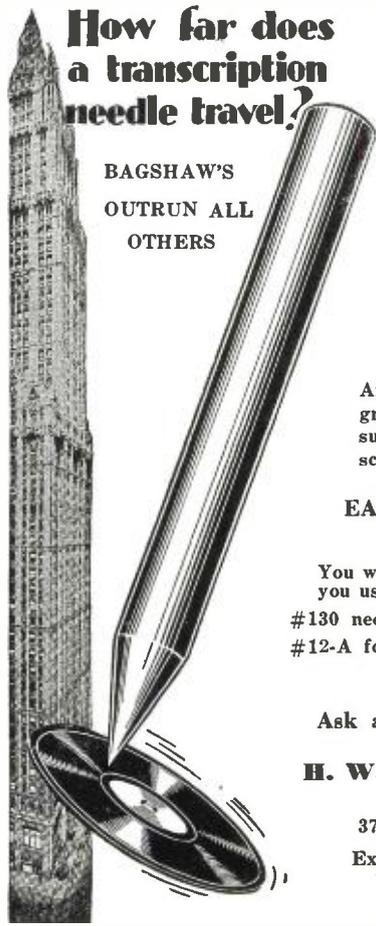
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Laundry, Soap and Housekeepers' Supplies.

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The Control of Radio.
Jerome G. Kerwin. University of Chicago Press, 1933.
Some rather advanced proposals on this subject.

The Federal Radio Commission: Its History, Activities and Organization.

Laurence Schmeckbrier. The Brookings Institution, 1932.
A thorough-going discussion of the origins and bases of our radio regulation prior to the Federal Communications Commission.

Air Law: Outline and Guide of Radio and Aeronautics.
Howard S. LeRoy, Randolph Leigh Publishing Co., Washington, D. C.

LISTENER AND MARKET DATA

The Clancy's and Delancey's.
Columbia Broadcasting System, 1935.

An interesting study on length of listening and similar matters.
Details of the Addison Lewis & Association Radio Survey of Minneapolis.

Addison Lewis & Association, 1935.
Does Radio Sell Goods?
Robert F. Elder. Columbia Broadcasting System, 1931.

Showing that radio homes use more radio advertised goods than do non-radio homes.

Ears and Incomes.
Daniel Starch. Columbia Broadcasting System, 1934.

Case studies showing that the class audience can be reached by broadcasting.

Has Radio Sold Goods in 1932.
Robert F. Elder. Columbia Broadcasting System, 1932.

Showing that radio advertised goods are used more in radio than in non-radio homes.

A Larger Summer Audience in 1934.
Columbia Broadcasting System, 1934.

Latest estimates as to the summer audience.

Lost and Found.
Columbia Broadcasting System, 1935.

A survey of the 1934 listening audience.

Market and Newspaper Statistics.
American Association of Advertising Agencies.

Market and newspaper circulation statistics and analyses.

Market in Radio Homes by Income Levels and Price Levels.
Columbia Broadcasting System, 1934.

An ingenious study showing the portion of the market for various higher priced commodities buying in radio homes.

Measurement in Radio.
F. H. Lumley. Ohio State University, 1934.

The first comprehensive discussion of radio listener research. Contains a great amount of valuable case information in addition to a description of current research methods.

Memory for Advertising Copy Presented Visually and Orally.
Frank N. Stanton. Columbia Broadcasting System, 1934.

The most interesting study of the effectiveness of the spoken versus the printed word thus far made.

A Nationwide Survey of Listening Habits.
National Broadcasting Co., 1935.

The New Psychology of Selling and Advertising.
Henry C. Link. Macmillan Co., 1932.

A discussion of latest methods of consumer research, some of which is applicable to broadcasting.

Radio Broadcasting as a Medium for Summer Advertising.
Herman S. Hettinger and Richard R. Mead. Columbia Broadcasting System, 1931.

Vertical Study of Radio Ownership 1930-1933.
Columbia Broadcasting System, 1933.

A comprehensive and fundamental analysis of the ownership of radio receiving sets among various income groups.

Why Summer Broadcast Advertising Will Pay in 1935.
National Broadcasting Co., 1935.

TECHNICAL

Applied Acoustics.
P. Blakiston's Sons & Co., 1934.

Electronics.
R. G. Hudson. Wiley & Sons, 1933.

Engineering Radiography.
V. E. Pullin. G. Bell & Sons Ltd., 1935.

Experimental Television.
A. Frederick Collins. Lathrop, Lee & Shepard Co., 1932.

Measurements of Radio Engineering.
Frederick Emmons Terman. McGraw-Hill Book Co., 1935.

A comprehensive 400 page volume devoted to measuring methods and measuring apparatus.

Modern Communication.
Houghton, Mifflin Co., 1933.

Lectures given by executives of the A. T. & T. and associated organizations at the Lowell Institute.

Modern Radio Essentials.
K. A. Hathaway, 1935.

The Outlook for Television.
Orrin E. Dunlap, Jr. Harper Bros., 1932.

A general discussion of the technical, program and economic outlook for television.

Photoelectric Cells. 3d Edition.
Norman Robert Campbell and Dorothy Ritchie. Pitman & Sons, 1935.

Practical Radio Communication.
Arthur R. Nilson and J. L. Hornung. McGraw-Hill Book Co., 1935.

Principles—systems—equipment—operation, including short wave and ultra shortwave radio. Includes chapters on studio acoustics and apparatus. Controlroom equipment and operation.

Present and Impending Applications to Education of Radio and Allied Arts.
National Advisory Council on Radio in Education, 1934.

One of the best summaries of recent technical developments available.

Problem of the Institutionally Owned and Operated Station.

C. M. Jansky. National Advisory Council on Radio in Education, 1934.

Radio Amateurs' Handbook, 1936.
American Radio Relay League, Hartford, Conn.

Radio Engineering Handbook.
Keith Henney, editor. McGraw-Hill Co., 1933.

Radio Communication, 5th edition.
J. H. Reyner, 1935.

Report of the Television Committee.
Great Britain, 1935. Command paper 4793.

Signals and Speech in Electrical Communications.
John Mills. Harcourt, Brace & Co., 1934.

A non-technical discussion of the scientific and technical considerations underlying broadcasting and television.

Story of Radio.
Orrin E. Dunlap, Jr. Dial Press, 1927.

A popular discussion of the rise of radio and its scientific bases.

Television: Its Methods and Uses.
Edgar H. Felix. McGraw-Hill Co., 1931.

Theory of Thermionic Vacuum Tubes.
E. Leon Chaffee. McGraw-Hill Co., 1933.

MISCELLANEOUS

New Empires.
Karl Bickel. J. B. Lippincott Co., 1930.

Radio and the press by the former president of the UP, now president of Scripps-Howard's radio subsidiary, Continental Radio Co.

What to Read About Radio.
Levering Tyson. National Advisory Council on Radio in Education, 1933.

A splendid short bibliography for the general listener.

World Short Wave Transmitters.
Bureau of Foreign and Domestic Commerce, U. S. Department of Commerce, 1935.

Foreign Radio Broadcasting Services.
Bureau of Foreign and Domestic Commerce, U. S. Department of Commerce, 1935.

Books for the Advertising Man.
Advertising Federation of America, 1935.

An excellent general bibliography on advertising and distribution.

Stations Subscribing to PRESS ASS'N NEWS

(Continued from page 130)

UTAH		
City	Station	Service
Salt Lake City	KDYL	TP
Salt Lake City	KSL	INS
VERMONT		
City	Station	Service
St. Albans	WQDM	TP
Springfield	WNBX	TP
Waterbury	WDEV	TP
VIRGINIA		
City	Station	Service
Charlottesville	WCHV	TP
Danville	WBTM	TP
Harrisonburg	WSVA	TP
Lynchburg	WLVA	TP
Newport News	WGH	TP
Norfolk	WTAR	UP
Richmond	WRVA	TP & UP
Roanoke	WDBJ	TP
WASHINGTON		
City	Station	Service
Aberdeen	KXRO	TP
Bellingham	KVOS	TP
Olympia	KGX	TP
Seattle	KIRO	INS
Seattle	KJR	UP
Seattle	KOL	TP
Seattle	KRSC	RNA
Spokane	KFPY	UP & RNA
Spokane	KGA	TP
Spokane	KHQ	TP
Tacoma	KMO	TP
Walla Walla	KUJ	TP
Wenatchee	KPQ	TP
Yakima	KIT	TP
WEST VIRGINIA		
City	Station	Service
Charleston	WCHS	TP
Parkersburg	WPAR	RNA
Wheeling	WVVA	UP
WISCONSIN		
City	Station	Service
Green Bay	WBXY	TP
Janesville	WCLO	TP
La Crosse	WKBH	TP
Madison	WBAA	UP
Milwaukee	WISN	INS
Mantowoc	WOMT	UP
WYOMING		
City	Station	Service
Casper	KDFN	TP & RNA
Sheridan	KWYO	TP

BOUND

To Give Greater Value

A NEW BINDER has been produced, and we have contracted for a supply, which we believe answers your filing and library needs. It is neat and convenient. It is bound like a book—looks like a book in every respect except that you can snap each current issue for a year into the cover and remove it at will. The narrow binding wire does not cut or mutilate the copies in any way.

The binder is pictured above. It holds 24 copies (one year's issues). It is your perfect reference book of the year's business of broadcasting.

PRICE
\$3.00
POSTPAID
(Your name in gold 25c extra)



BROADCASTING

Broadcast Advertising

National Press Bldg.
Washington, D. C.

Executive and Staff Personnel of the Federal Communications Commission

Headquarters Office: Postoffice Building, Washington, D. C., Phone District 1654

Commissioners and Assistants

Anning S. Prall, Chairman and Member of Each Division (Democrat; term 1935-1941).
Secretary: Dean C. Jenkins.
Assistant Secretary: Maud W. Gossett.
Clerk: Edna M. Savord.
 Eugene O. Sykes, Chairman of Broadcast Division (Democrat; term 1934-1941).
Assistant Secretary: Annette E. Hutcherly.
Clerk: Lucille S. Smith.
 Norman S. Case, Vice Chairman of Broadcast Division (Republican; term 1934-1938).
Secretary: Henry M. Barry.
Assistant Secretary: Minnie Sparks.
 Paul A. Walker, Chairman of Telephone Division (Democrat; term 1934-1939).
Assistant Secretary: Lenah J. Ferro.
 Thad H. Brown, Vice Chairman of Telephone Division (Republican; term 1934-1940).
Secretary: Joseph E. Keller.
Assistant Secretary: Rose M. Lefebvre.
 Irvin Stewart, Chairman of Telegraph Division (Democrat; term 1934-1937).
Secretary: William V. Whittington.
Assistant Secretary: Ruth T. Koppialky.
Clerk: Catherine G. Bailey.
 George Henry Payne, Vice Chairman of Telegraph Division (Republican; term 1934-1936).
Secretary: Abraham Miller.
Assistant Secretary: Alice Redington.
Clerk: Elizabeth B. Walter.

Secretary's Office

Herbert L. Petzey, Secretary.
Secretary: Laura L. Hollingsworth.
 John B. Reynolds, Assistant Secretary.
Secretary: Pansy Wiltshire.

Division Directors

John F. Killeen, Director of Broadcast Division.
Secretary: Virginia A. Abrams.
 R. T. Bartley, Director of Telegraph Division.
Secretary: Irene Garretson.
 A. G. Patterson, Director of Telephone Division.
Secretary: Perle Knight.

Law Department

Hampson Gary, General Counsel.
Secretary: Agnes Martin.
 George B. Porter, Assistant General Counsel (Broadcast Division).
Secretary: Elizabeth Childress.
 Frank Roberson, Assistant General Counsel (Telephone Division).
Secretary: Wanda Johnston.
 Carl F. Arnold, Assistant General Counsel (Telegraph Division).
Secretary: Louise Duncan.
 William H. Bauer, Head Attorney.

Broadcast Division Attorneys:

David H. Deibler, Principal Attorney.
 Fanney Neyman, Principal Attorney.
 Tyler Berry, Senior Attorney.
 James D. Cunningham, Senior Attorney.
 A. V. Dalrymple, Senior Attorney.
 George M. Harrington, Senior Attorney.
 John W. Weekes, Senior Attorney.
 Theodore L. Bartlett, Attorney.
 Andrew G. Haley, Attorney.
 Walter Johnson, Junior Attorney.
 Hugh B. Hutchinson, Junior Attorney.
 Mary Elizabeth Erickson, Junior Attorney.

Telegraph Division Attorneys:

James A. Kennedy, Senior Attorney.
 Marshall S. Orr, Attorney.
 Annie Perry Neal, Assistant Attorney.
 Robert M. Fenton, Junior Attorney.
 Violet Lowry, Junior Attorney.
 J. Fred Johnson, Jr., Principal Examiner.
 Max H. Aronson, Examiner.

Telephone Division Attorneys:

Albert E. Stephan, Principal Attorney.
 Elizabeth C. Smith, Attorney.
 Basil P. Cooper, Assistant Attorney.
 Frank U. Fletcher, Junior Attorney.
 Walter D. Humphrey, Principal Examiner.
 James L. McDowell, Attorney.

Engineering Department

T. A. M. Craven, Chief Engineer.
Secretary: Miriam Eastburn.
 Andrew D. Ring, Assistant Chief Engineer.
Secretary: Helvi Mustaparta.
 E. K. Jett, Assistant Chief Engineer.
Secretary: Enna Wiley
 Gerald C. Gross, Principal Scientist (Chief of International Section).
Secretary: Lillian Conley.

Broadcast Division Engineers:

John A. Willoughby, Senior Engineer.
 George P. Adair, Associate Engineer.
 James P. Buchanan, Jr., Associate Engineer.
 K. A. Norton, Associate Engineer.
 George C. Davis, Associate Engineer.
 Ralph L. Clark, Associate Engineer.
 Harold Link, Engineering Aide.

Telegraph Division Engineers:

E. M. Webster, Principal Engineer.
 Raymond Asserson, Senior Engineer.
 Edwin Lee White, Senior Engineer.
 A. T. Jenkins, Senior Engineer.
 Marion H. Woodward, Senior Engineer.

William N. Krebs, Engineer.
 Paul M. Lion, Engineer.
 L. C. Quintance, Associate Engineer.
 Leslie R. Brady, Assistant Engineer.
 B. J. Shimeall, Assistant Engineer.
 H. E. Broyles, Assistant Engineer.
 S. H. Pearce, Assistant Engineer.
 Glen E. Nielsen, Senior Engineering Aide.

Telephone Division Engineers:

R. D. Jones, Principal Engineer.
 George J. Dempsey, Associate Engineer.

Examiners

Davis G. Arnold, Chief Examiner.
 P. W. Seward, Assistant Chief Examiner.

Examiners:

John P. Bramhall, Principal Examiner.
 Melvin H. Dalberg, Principal Examiner.
 George H. Hill, Senior Examiner.
 Rosel H. Hyde, Senior Examiner.
 Ralph L. Walker, Senior Examiner.
 Robert L. Irwin, Examiner.

Licence Bureau

William P. Massing, Chief.
Secretary: Ruth Richter.
Chief of Broadcast Section: Clara M. Iehl.
Chief of Commercial Section: John Fulmer.
Chief of Amateur Section: J. B. Beadle.

Accounting, Statistical & Tariff Department

William J. Norfleet, Chief.
Secretary: Frances Groom.

Field Section

William D. Terrell, Chief.
Secretary: Mary E. Poloske.

Docket Section

Mary Belle Anthony, Chief.

Information (Press) Department

G. Franklin Wisner, Chief.

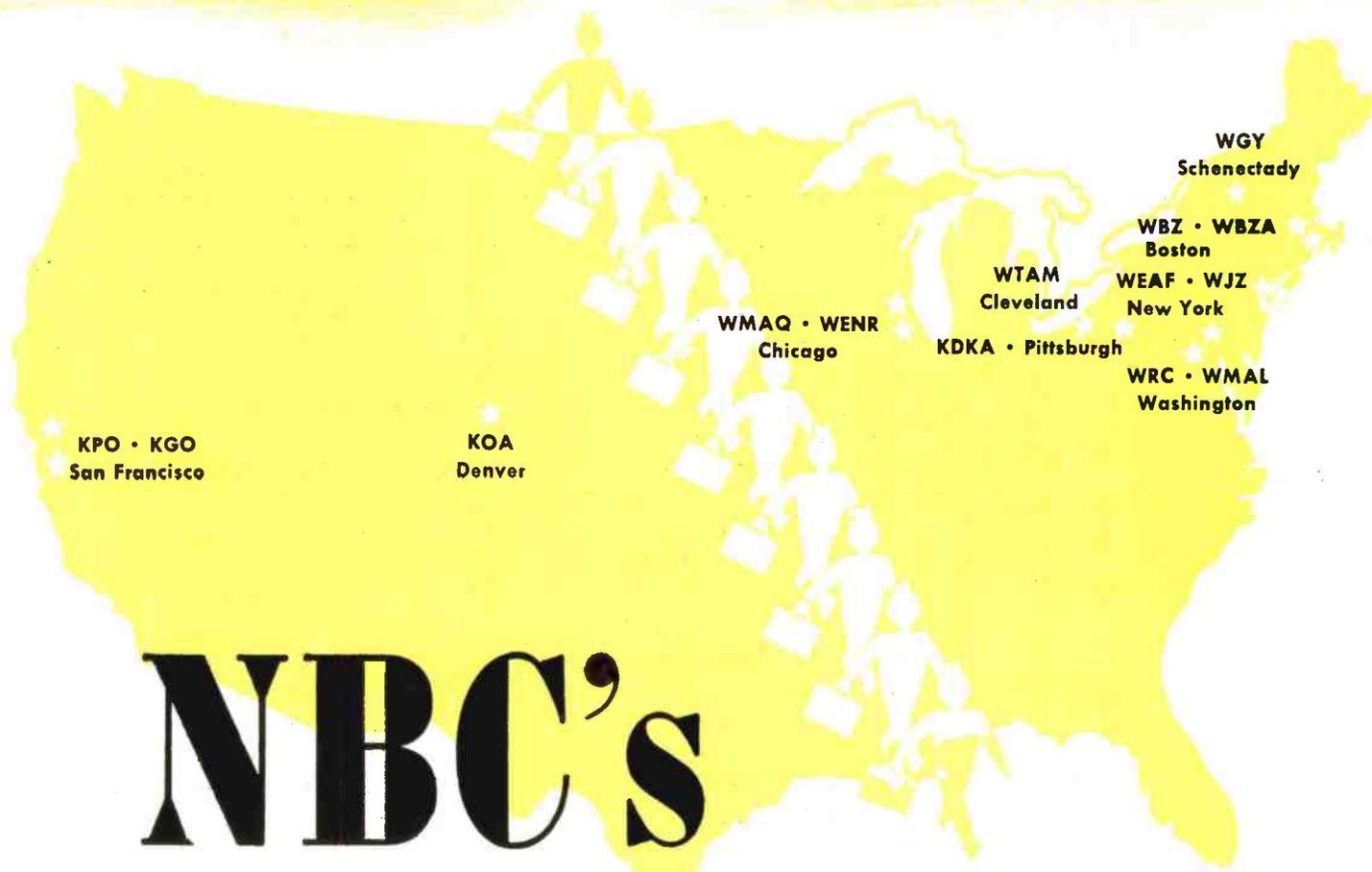
Other Sections

Robert E. Hodson, Minute Clerk.
 L. A. Corridor, Chief of Audits & Accounts.
 Kelley E. Griffith, Chief of Mail & Files.
 Paul Sheehy, Chief of Duplicating Section.

Field Offices of The Federal Communications Commission

Director of Field Section: William D. Terrell, Washington, D. C.

District No.	Address	Phone No.	Inspectors	District No.	Address	Phone No.	Inspectors
1	U. S. Customhouse, Boston, Mass.	Hubbard 6739	Charles C. Kolster, <i>Inspector in Charge</i> Walter J. Butterworth Myron A. Tong Roger E. Phelps Nathan Hallenstein	13	New Courthouse Bldg., Portland, Ore.	Atwater 6171	Kenneth G. Clark, <i>Inspector in Charge</i> Robert Landsburg Stacy W. Norman Lee R. Dawson
2	641 Washington St., New York City	Canal 6-2100	Arthur Batchellor, <i>Inspector in Charge</i> Charles T. Manning Eugene C. Cochran Walter J. Howell Arthur S. Fish Farrast P. Radfern Howard U. Looney	14	Federal Office Bldg., Seattle, Wash.	Seneca 3100	Landon C. Herndon, <i>Inspector in Charge</i> George V. Wiltse Alfred K. Robinson Sigfred F. Berge
3	Customhouse, Philadelphia, Pa.	Market 6000	Louis E. Kearney, <i>Inspector in Charge</i> Ivan H. Loucks	15	Customhouse, Denver, Colo.	Keystone 4151	Edwin S. Heiser, <i>Inspector in Charge</i>
4	Fort McHenry, Baltimore, Md.	South 2370	George E. Sterling, <i>Inspector in Charge</i> L. A. Newcomb Hyman A. Cohen Edward W. Chapin	16	Federal Bldg., St. Paul, Minn.	Cedar 2577	John M. Sherman, <i>Inspector in Charge</i>
5	New Postoffice, Bldg., Norfolk, Va.	24963	Edward Bennett, <i>Inspector in Charge</i> William R. Foley	17	Federal Bldg., Kansas City, Mo.	Harrison 2920	William J. McDonell, <i>Inspector in Charge</i> W. D. Johnson
6	New Postoffice Bldg., Atlanta, Ga.	Jackson 1661	George S. Turner, <i>Inspector in Charge</i> George Llewellyn George K. Rollins Paul H. Herndon C. H. Owen	18	Engineering Bldg., Chicago, Ill.	State 8900	H. D. Hayes, <i>Inspector in Charge</i> Jesse E. Brown H. T. Gallaher
7	P. O. Box 150, Miami, Fla.	2-4788	Joe H. McKinney, <i>Inspector in Charge</i>	19	New Federal Bldg., Detroit, Mich.	Randolph 4268	Emery H. Lee, <i>Inspector in Charge</i> John A. Russ Richard J. Cotton C. W. Loeber
8	Customhouse, New Orleans, La.	Main 6980	Theodore G. Deiter, <i>Inspector in Charge</i> Louis J. N. duTreil	20	Federal Bldg., Buffalo, N. Y.	Washington 1744	Milton W. Grinnell, <i>Inspector in Charge</i> Frank J. Smith
9	Prudential Bldg., Galveston, Tex.	1332	Louis L. McCabe, <i>Inspector in Charge</i>	21	Aloha Tower, Honolulu, Hawaii	3979	James M. Chapple, <i>Inspector in Charge</i>
10	Federal Bldg., Dallas, Tex.	2-5943	Frank M. Kratokvil, <i>Inspector in Charge</i> Harry D. Pickett	..	Grand Island, Neb. (Central Frequency Monitoring Station)	Grand Island 1420	Benjamin E. Wolf, <i>Inspector in Charge</i> George L. Jensen Adolph Anderson W. I. Abbott H. Underwood Graham Ralph J. Renton
11	Rives-Strong Bldg., Los Angeles, Cal.	Tucker 7752	Bernard H. Linden, <i>Inspector in Charge</i> , John H. Homsy Victor G. Rowe James A. Homsy	..	Naval Training Station, Great Lakes, Ill. (Monitoring Station)	575	Irving L. Weston, <i>Inspector in Charge</i> Iri D. Ball
12	Customhouse, San Francisco, Cal.	Sutter 6208	V. Ford Greaves, <i>Inspector in Charge</i> Francis V. Sloan Paul R. Penner Frank L. Kellogg Herbert H. Smith				



KPO • KGO
San Francisco

KOA
Denver

WMAQ • WENR
Chicago

WTAM
Cleveland

KDKA • Pittsburgh

WGY
Schenectady

WBZ • WBZA
Boston

WEAF • WJZ
New York

WRC • WMAL
Washington

NBC's NINE POINT PLAN

For Buyers of Spot or Local Time

Or pertinent reasons why the 14 NBC
Managed and Operated stations are
worthy of a broadcast advertiser's first
choice in nine of America's major markets.

NINE IMPORTANT POINTS... NINE IMPORTANT MARKETS

Not every other fellow and his brother can go out and run a radio station which does a real broadcast advertising job.

It takes more than a transmitter and a studio to build audiences . . . or to help keep flow charts good to look upon.

The worth of a station is determined by the men who drive its wheels, and serve its audiences with well-balanced diets of interesting programs; by proved potential circulation; by the policies of the owner company; by other factors. *And so we conceived this "Nine Point Plan" of selecting stations.*

We figured that a buyer of local or spot time should look to about nine important reasons for making his first choice of stations. After a series of huddles with advertisers and agencies, everyone spiritedly agreed to the points of our selection.

Herewith are pages listing our own fourteen managed and operated stations in nine major markets. Each one, as you will see, has been checked by the "Nine Point Plan." The result tells an interesting story. In fact, it gives you a pretty good idea why NBC stations dominate these rich markets.

NATIONAL BROADCASTING COMPANY, INC.

A Radio Corporation of America Subsidiary

NEW YORK • WASHINGTON • CHICAGO • SAN FRANCISCO

(1) **CIRCULATION:** 1,156,000 radio families, potential circulation as determined by the New NBC Method of Audience Measurement, by aires.

(2) **NETWORK AFFILIATION:** NBC Blue Network.

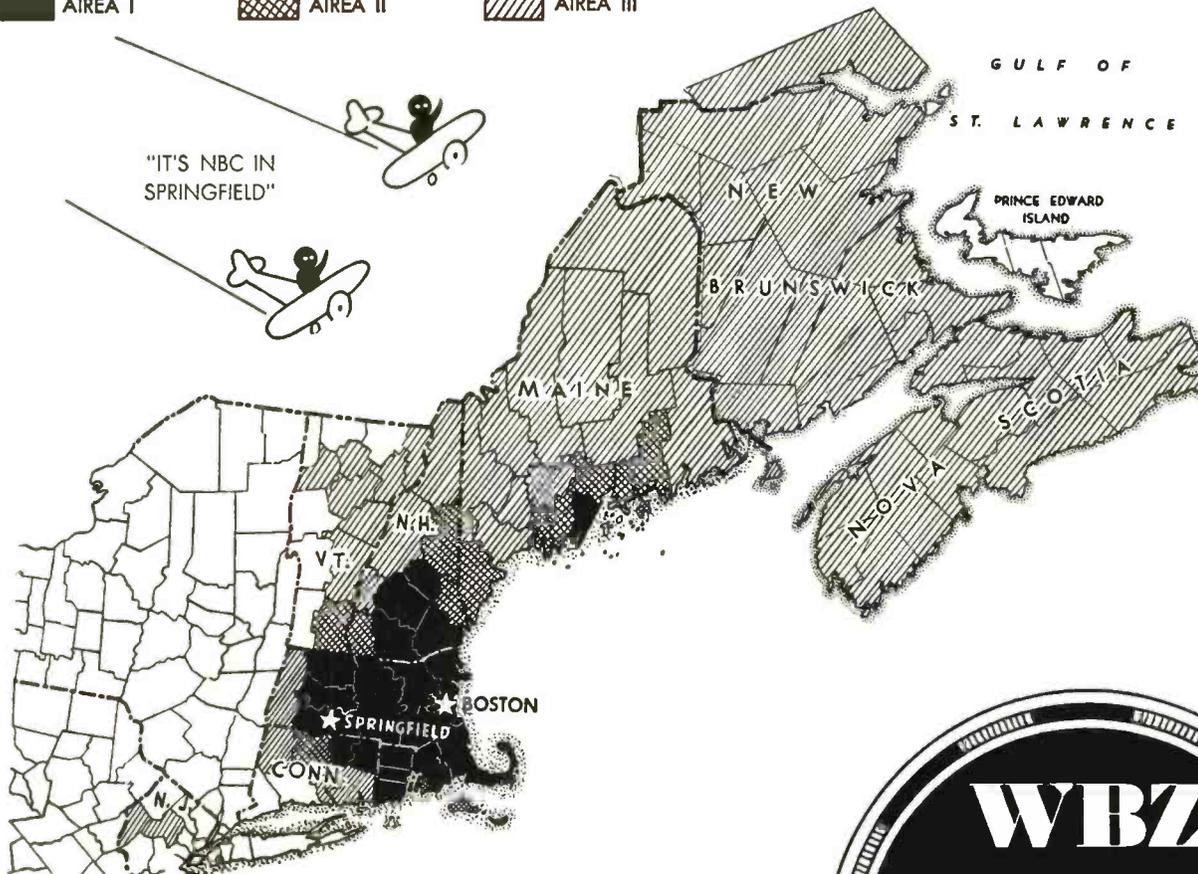
(3) **MANAGEMENT:** Owned and operated by Westinghouse Electric & Manufacturing Company. Programmed by National Broadcasting Co., Inc.

(4) **POLICIES:** The same fine high standard of policies which govern all activities of the National Broadcasting Company.

"IT'S NBC IN BOSTON"



"IT'S NBC IN
SPRINGFIELD"



(5) **PRESTIGE:** WBZ, first licensed station in New England (1921). WBZ-WBZA presenting NBC Blue Network programs for many years. Commonly known as "The New England Stations". Considered as offering programs of excellent taste and variety.

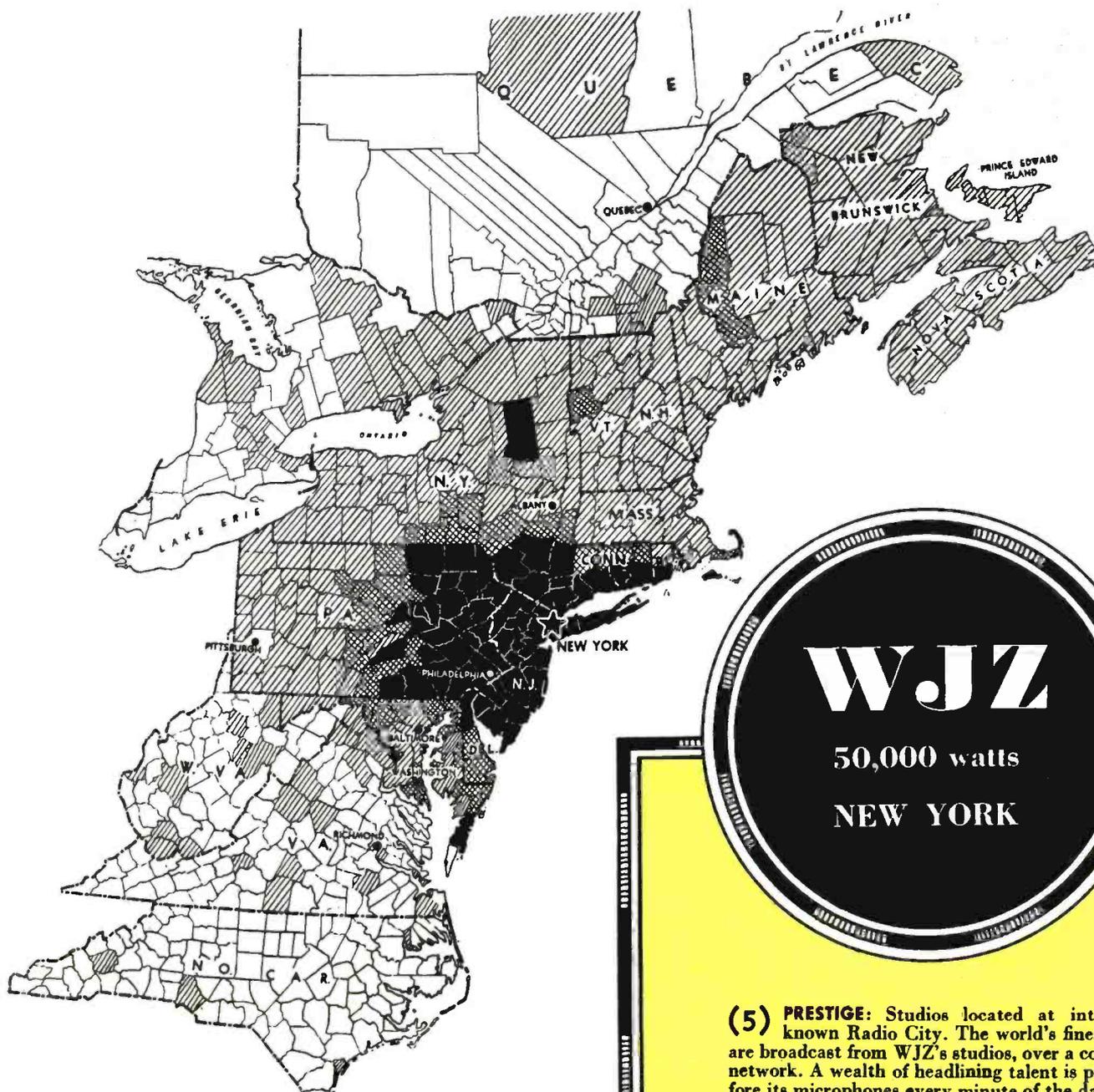
(6) **POWER:** WBZ—50,000 watts . . . WBZA—1,000 watts . . . covering four-fifths of the New England buying power.

(7) **RECORDED PROGRAM FACILITIES:** NBC Thesaurus Service available. Mechanical equipment: Lateral and vertical pickups; Both 33½ and 78 r. p. m. RCA double turntables.

(8) **POPULAR LOCAL FEATURES:** The New England Agricultural Program; Parent Teachers Association; The Monitor Views The News; Joe Rines and his Orchestra; Edward McHugh, The Gospel Singer; Bradley Kincaid; The Little Show; WBZ Home Forum.

(9) **POPULARITY AMONG LOCAL ADVERTISERS:** "The most attractive radio buys in New England" . . . Frank S. Weston Advertising, Providence. "The most attractive radio investment in New England" . . . H. B. Humphrey Co. "Unusually economical coverage of the New England market" . . . Dowd & Ostreicher (many others).

WBZ
50,000 watts
BOSTON
WBZA
1,000 watts
SPRINGFIELD



AREA I
 AREA II
 AREA III

WJZ

50,000 watts

NEW YORK

"IT'S NBC IN
NEW YORK"



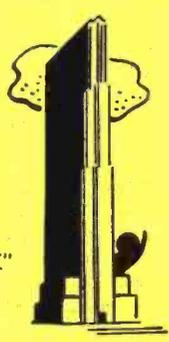
- (1) **CIRCULATION:** 4,702,300 radio families, potential circulation as determined by the New NBC Method of Audience Measurement, by areas.
- (2) **NETWORK AFFILIATION:** NBC Blue Network (Key Station).
- (3) **MANAGEMENT:** Owned and operated by the National Broadcasting Company, Inc.
- (4) **POLICIES:** The same fine high standard of policies which govern all the activities of the National Broadcasting Company.

- (5) **PRESTIGE:** Studios located at internationally known Radio City. The world's finest programs are broadcast from WJZ's studios, over a coast-to-coast network. A wealth of headlining talent is presented before its microphones every minute of the day. It enjoys dominant local and world-wide prestige.
- (6) **POWER:** 50,000 watts.
- (7) **RECORDED PROGRAM FACILITIES:** Recorded programs not acceptable for broadcasting.
- (8) **POPULAR LOCAL FEATURES:** With few exceptions, all popular WJZ programs are broadcast over the NBC Blue Network and supplementary networks. These programs include famous sponsored shows known to everyone, and events in the political, sports, theatrical, literary, and other fields, which command wide attention among American listening audiences.
- (9) **POPULARITY AMONG LOCAL ADVERTISERS:** Because of its international preeminence, WJZ is a particularly effective advertising medium for local advertisers. As key station of the great NBC Blue Network, its prestige is one of its real selling assets. Many experience stories in its files will bear this out.



AREA I
 AREA II
 AREA III

"IT'S NBC
IN
NEW YORK"



- (1) **CIRCULATION:** 4,206,500 radio families, potential circulation as determined by the New NBC Method of Audience Measurement, by areas.
- (2) **NETWORK AFFILIATION:** NBC Red Network (Key Station).
- (3) **MANAGEMENT:** Owned and operated by the National Broadcasting Company, Inc.
- (4) **POLICIES:** The same fine high standard of policies which govern all activities of the National Broadcasting Company.

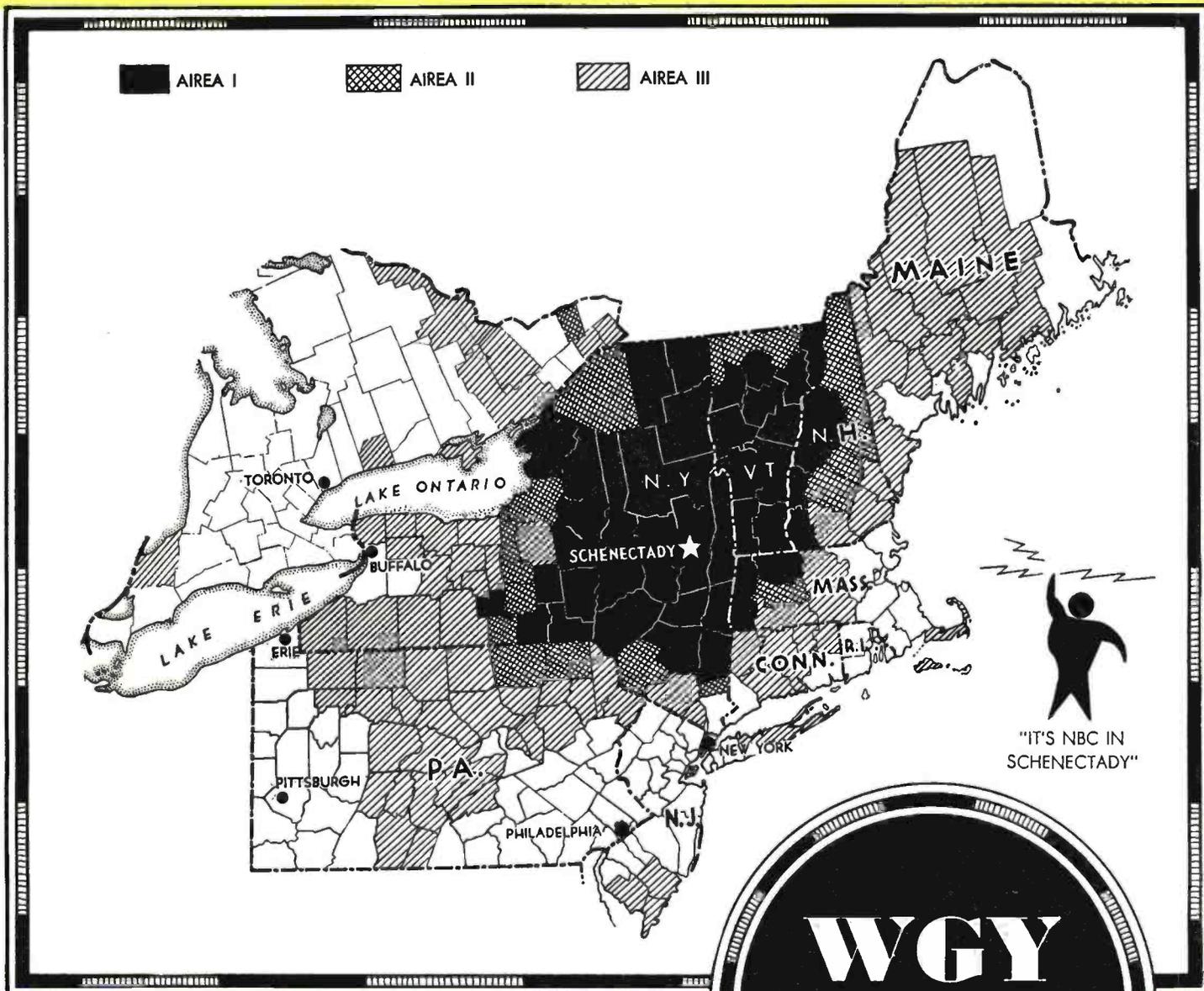
(5) **PRESTIGE:** Studios located at internationally known Radio City. The world's finest programs are broadcast from WEAF's studios, over coast-to-coast network. A wealth of headlining talent is presented before its microphones every minute of the day. Enjoys dominant local and world-wide prestige.

(6) **POWER:** 50,000 watts.

(7) **RECORDED PROGRAM FACILITIES:** Recorded programs not acceptable for broadcasting.

(8) **POPULAR LOCAL FEATURES:** With few exceptions, all WEAF programs which have attracted and held listener interest are broadcast over the NBC Red Network and supplementary networks. These programs include famous sponsored shows known to everyone, and events in the political, sports, theatrical, literary and other fields which command tremendous attention among American radio audiences.

(9) **POPULARITY AMONG LOCAL ADVERTISERS:** Because of its international preeminence, WEAF is a particularly effective advertising medium for local advertisers. As key station for the great NBC Red Network its prestige is one of its real selling assets. Many experience stories in its files will bear this out.



(1) **CIRCULATION:** 768,800 radio families, potential circulation according to the New NBC Method of Audience Measurement, by areas.

(2) **NETWORK AFFILIATION:** NBC Red Network.

(3) **MANAGEMENT:** Owned and operated by the General Electric Company, and programmed by the National Broadcasting Company, Inc.

(4) **POLICIES:** The same fine high standard of policies which govern all activities of the National Broadcasting Company.

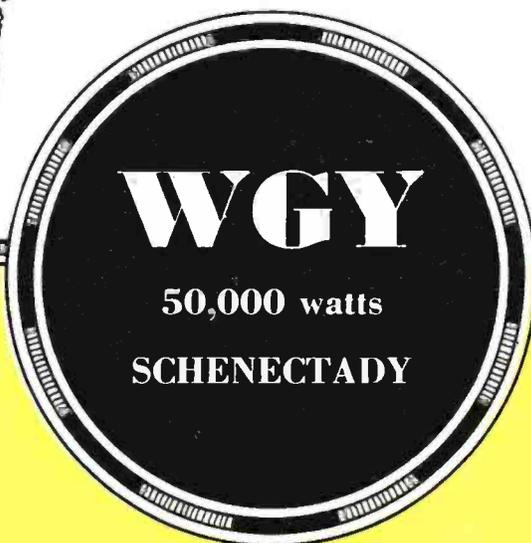
(5) **PRESTIGE:** Because there are no other full time stations over 1000 watts within its primary area, WGY dominates listener preference. WGY has, primarily, a General Electric personality, due to distinctive contributions to radio in the scientific field. WGY was the first "super-power" station in America. Has notable, varied daily program of sustaining shows.

(6) **POWER:** 50,000 watts.

(7) **RECORDED PROGRAM FACILITIES:** NBC Thesaurus Recorded Programs available. Using 33 $\frac{1}{3}$ and 78 r. p. m. turntables for vertical and lateral cut recordings.

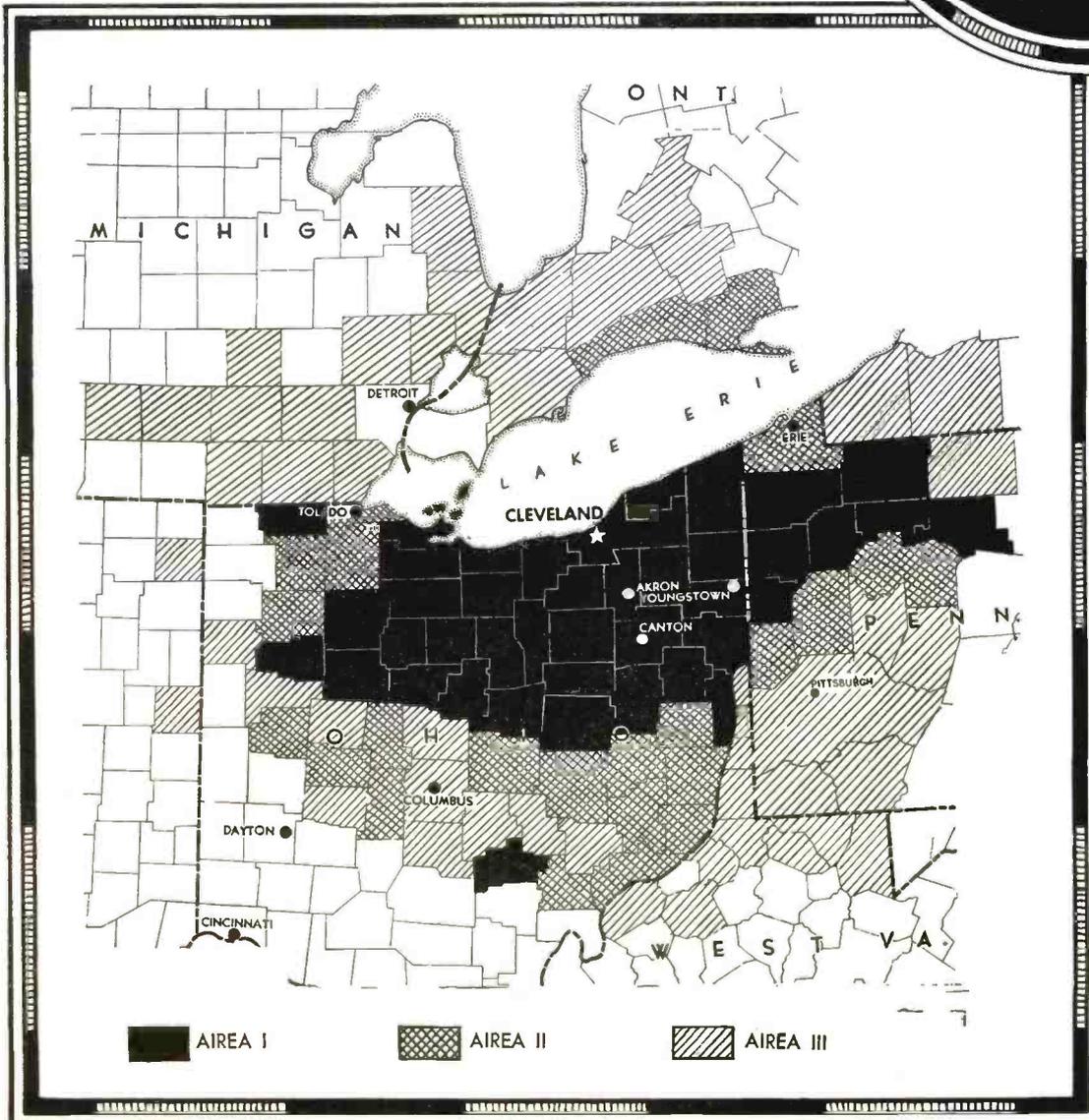
(8) **POPULAR LOCAL FEATURES:** Federation of Women's Clubs; Better Business Bureau; Women's Legislative Forum; WGY Farm Program; Three Shades of Blue; The Lang Sisters; Doc Schneider's Cowboy Band; Boy Scouts Programs; Rice String Quartet; G. E. Farm Forum.

(9) **POPULARITY AMONG LOCAL ADVERTISERS:** "A single fifty word announcement sold two thousand one hundred and eighteen dollars (\$2,118.00) worth of coats for us in two days" . . . The Wallace Company. "I am sold 100% on this form (radio) as it has doubled my business" . . . T. Arthur Cohen, shoe dealer. "WGY has done a splendid job for us" . . . Quaker State Oil Refining Company.



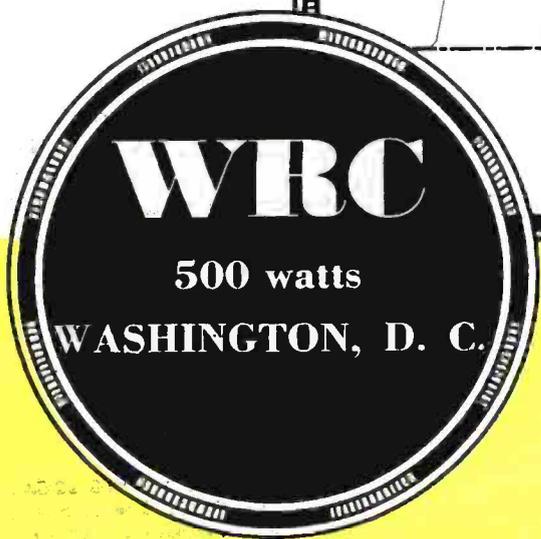
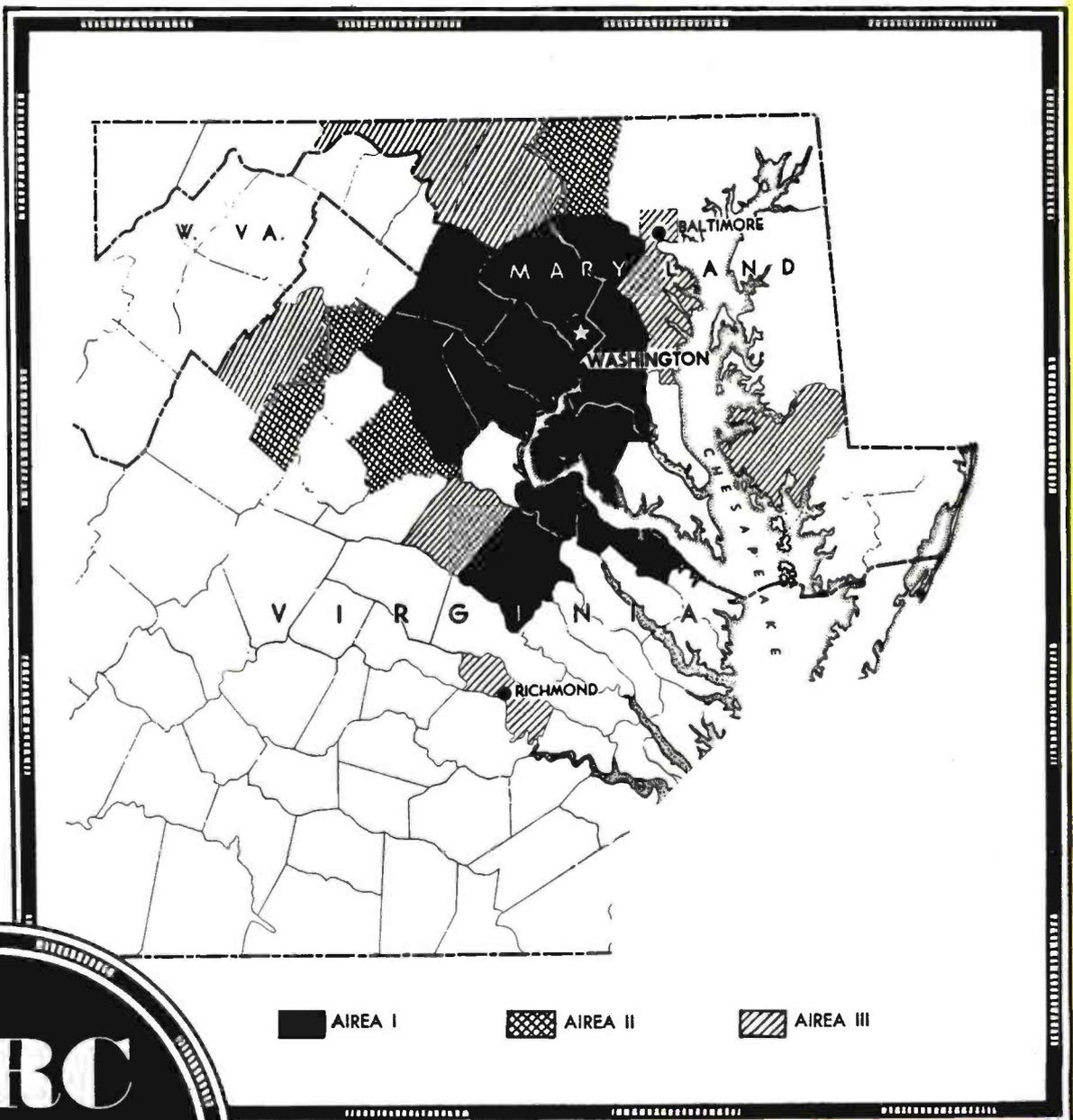
- (1) **CIRCULATION:** 1,017,000 radio families, potential circulation according to the New NBC Method of Audience Measurement, by aires.
- (2) **NETWORK AFFILIATION:** NBC Red Network.
- (3) **MANAGEMENT:** Owned and operated by WTAM, Inc., a wholly owned subsidiary of the National Broadcasting Company.
- (4) **POLICIES:** The same fine high standard of policies which govern all the activities of the National Broadcasting Company.
- (5) **PRESTIGE:** One of the oldest stations in the United States. The only clear channel, high power station in Northern Ohio. Always associated with the finest in programs because of its affiliation with the famous NBC Red Network.
- (6) **POWER:** 50,000 watts.
- (7) **RECORDED PROGRAM FACILITIES:** NBC Thesaurus Recorded Programs available. Using vertical and lateral 78 and 33 $\frac{1}{3}$ r. p. m. turntables.

"IT'S NBC IN CLEVELAND"



(8) **POPULAR LOCAL FEATURES:** Cleveland Symphony Orchestra; Livestock, Weather, and Time and Temperature Reports; Every Man's Treasure House (Cleveland Public Library); Junior Safety Patrol; Dorothy Crandall; George Hartrick, Tom Manning's Sports; Hank Keene's Radio Gang.

(9) **POPULARITY AMONG LOCAL ADVERTISERS:** The J. Spang Baking Company has presented 1,140 programs over WTAM to the practical exclusion of all other radio advertising. The Standard Oil Company of Ohio, experimenting with one program weekly several years ago, enjoyed such success that it has been a consistent user ever since with as many as six programs weekly. C. W. Brand Coffee increased their output several hundred percent as a result of their programs over WTAM.

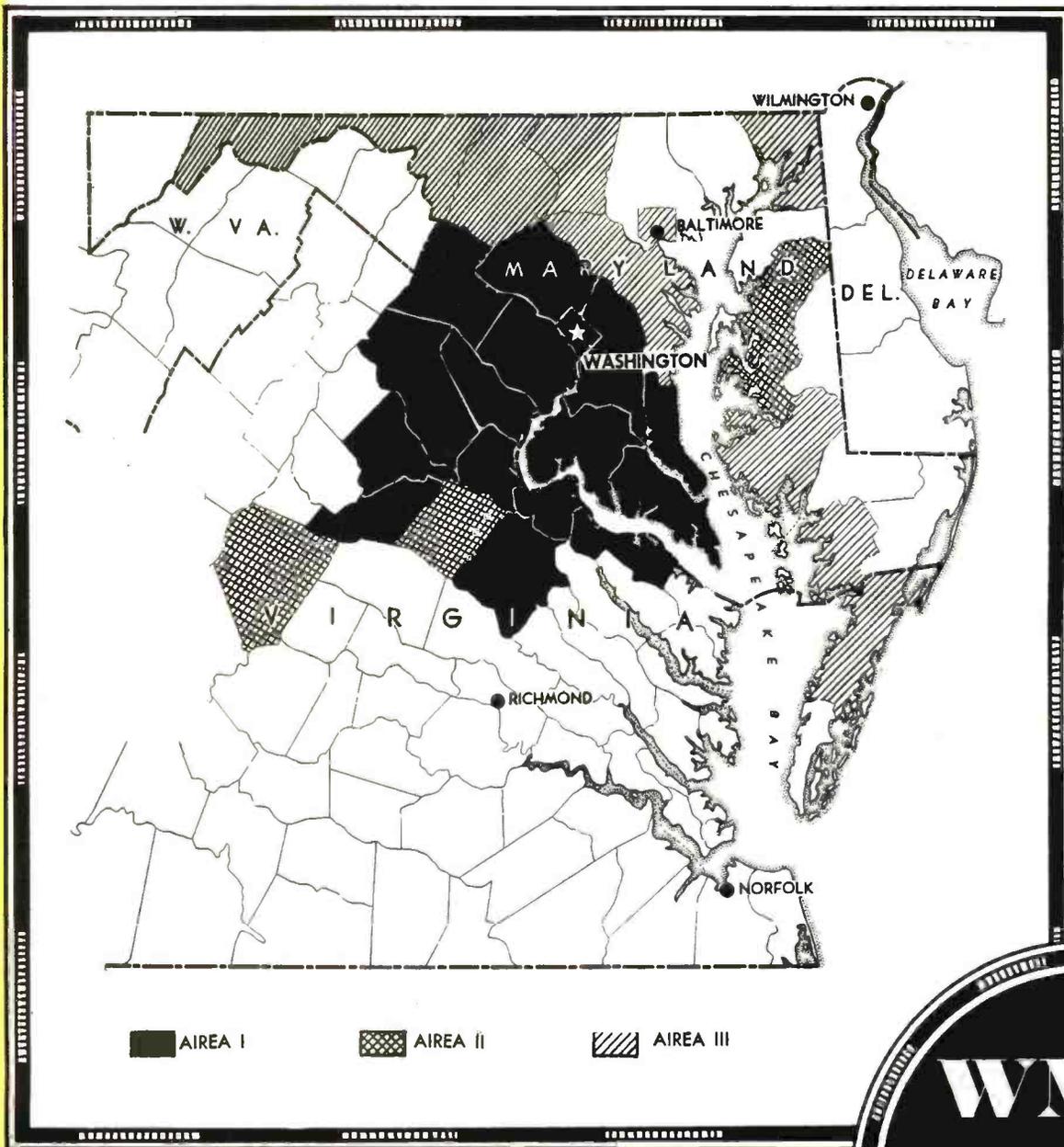


AREA I
 AREA II
 AREA III



- (1) **CIRCULATION:** 189,200 radio families, potential circulation as determined by the New NBC Method of Audience Measurement, by areas.
- (2) **NETWORK AFFILIATION:** NBC Red Network.
- (3) **MANAGEMENT:** Owned and operated by the National Broadcasting Company, Inc.
- (4) **POLICIES:** The same fine high standard of policies which govern all the activities of the National Broadcasting Company.

- (5) **PRESTIGE:** Pioneer station in this district, WRC was first to attract listeners, and it has held this advantage by virtue of consistently fine programs, its civic enterprise, its strategically located transmitter, and the NBC Red Network programs it presents.
- (6) **POWER:** 500 watts . . . sufficient power to adequately cover the concentrated Washington listening area.
- (7) **RECORDED PROGRAM FACILITIES:** NBC Thesaurus Recorded Programs available. Both lateral and vertical pickups, and 33 $\frac{1}{3}$ and 78 rpm turntables.
- (8) **POPULAR LOCAL FEATURES:** Kiwanis Club; Better Business Bureau; Yesterday's Inspirations, with Bert Branoff and 11 piece orchestra; Four Dots, Negro Quartet; Sunshine Girl, Blues Singer and 2 Pianos; Heart Strings, Rose Chanelle and 7 piece string orchestra; Globe Trotter, Washington Herald news commentator; Household Reporter; Gordon Hittenmark.
- (9) **POPULARITY AMONG LOCAL ADVERTISERS:** It is very significant that the majority of Washington merchants who are radio broadcasters prefer the services of WRC or WMAL.



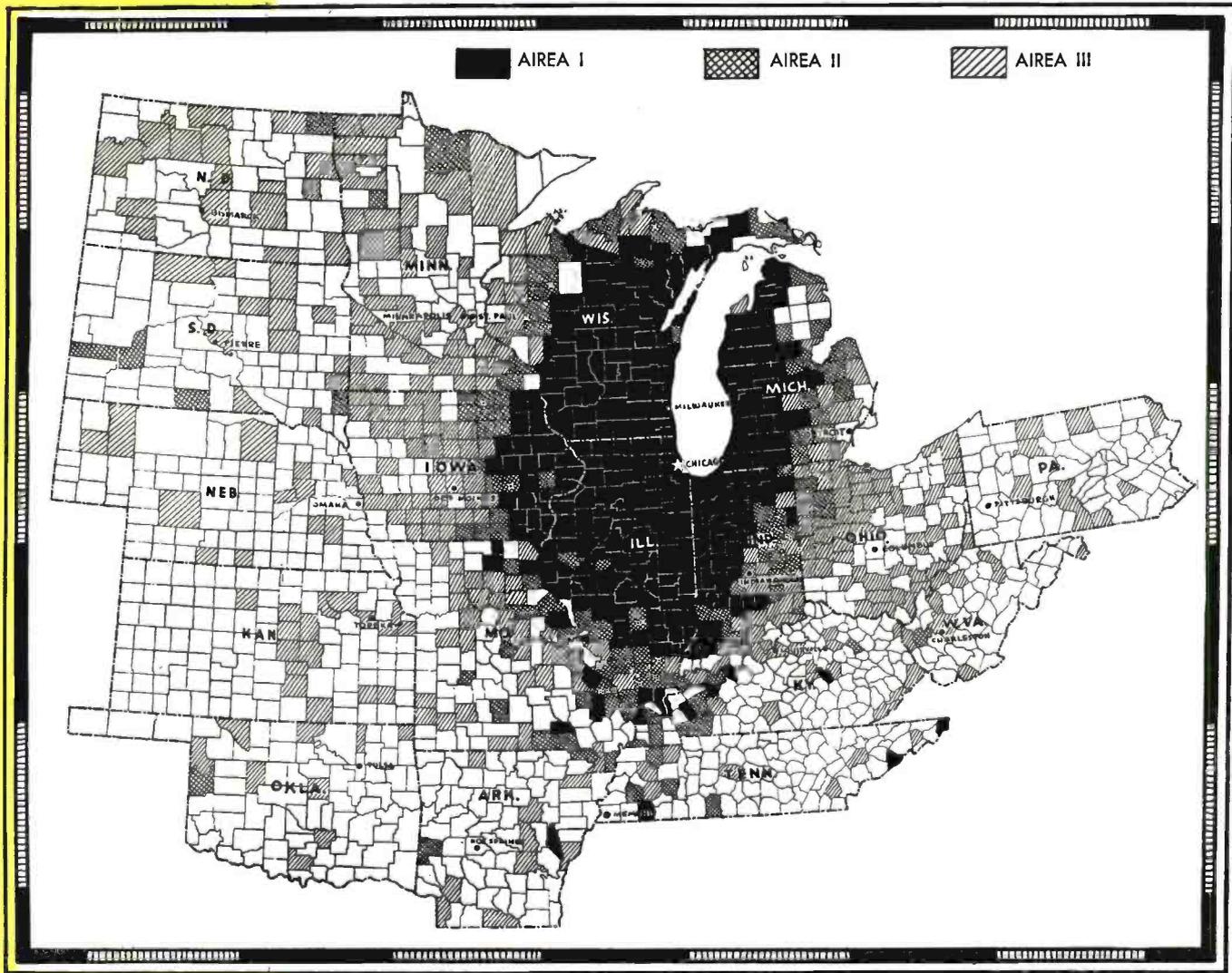
"IT'S NBC IN WASHINGTON, D. C."



WMAL
 500-250 watts
 WASHINGTON, D. C.

- (1) **CIRCULATION:** 197,600 radio families, potential circulation according to the New NBC Method of Audience Measurement, by areas.
- (2) **NETWORK AFFILIATION:** NBC Blue Network.
- (3) **MANAGEMENT:** Managed and operated by the National Broadcasting Co., Inc., under lease from M. A. Leese Radio Corporation.
- (4) **POLICIES:** The same fine high standard of policies which govern all the activities of the National Broadcasting Company.
- (5) **PRESTIGE:** Founded by M. A. Leese, one of Washington's leading citizens who was President of the Washington Chamber of Commerce for many years, and holder of other civic responsibilities. Consequently, WMAL has always been in the local spotlight for reasons of its worthwhile civic, religious and educational undertakings.
- (6) **POWER:** 500 watts (day) and 250 watts (night) . . . sufficient power to adequately cover the highly concentrated Washington area.

- (7) **RECORDED PROGRAM FACILITIES:** NBC Thesaurus Recorded Programs available. Both lateral and vertical pickups, and 33 $\frac{1}{3}$ and 78 rpm turntables.
- (8) **POPULAR LOCAL FEATURES:** News programs three times daily by staffs of Washington Times, Evening Star and Post; Saturday morning children's program with some 200 children participating; A District of Columbia Public Schools program on which over 16,000 music students have appeared; Weekly programs of The Board of Trade, George Washington University, Better Business Bureau, etc.; and many popular musical and dramatic programs.
- (9) **POPULARITY AMONG LOCAL ADVERTISERS:** It is very significant that, by every count, the majority of radio advertisers in Washington sell their goods through either WRC or WMAL.



(1) **CIRCULATION:** 2,299,300 radio families, potential circulation as determined by the New NBC Method of Audience Measurement, by areas.

(2) **NETWORK AFFILIATION:** NBC Red Network.

(3) **MANAGEMENT:** Owned and operated by the National Broadcasting Company, Inc.

(4) **POLICIES:** The same fine high standard of policies which govern all the activities of the National Broadcasting Company.

(5) **PRESTIGE:** WMAQ, Chicago's oldest station, is an NBC key station in this second greatest American market. Many of NBC's very important sustaining and sponsored network programs are produced and broadcast in the WMAQ studios. Recent increase in power from 5,000 to 50,000 watts has given WMAQ even greater prestige.

(6) **POWER:** 50,000 watts.

(7) **RECORDED PROGRAM FACILITIES:** NBC Thesaurus Recorded Programs available. WMAQ is equipped with 78 and 33 1/2 r.p.m. lateral and vertical turntables.

(8) **POPULAR LOCAL FEATURE:** Jesse Crawford; Home Forum; Gene Arnold and His Ranch Boys; Dot and Will; Rhythm Ramblers; Wendell Hall; Lights Out; and many others; most of which are fed to the networks.

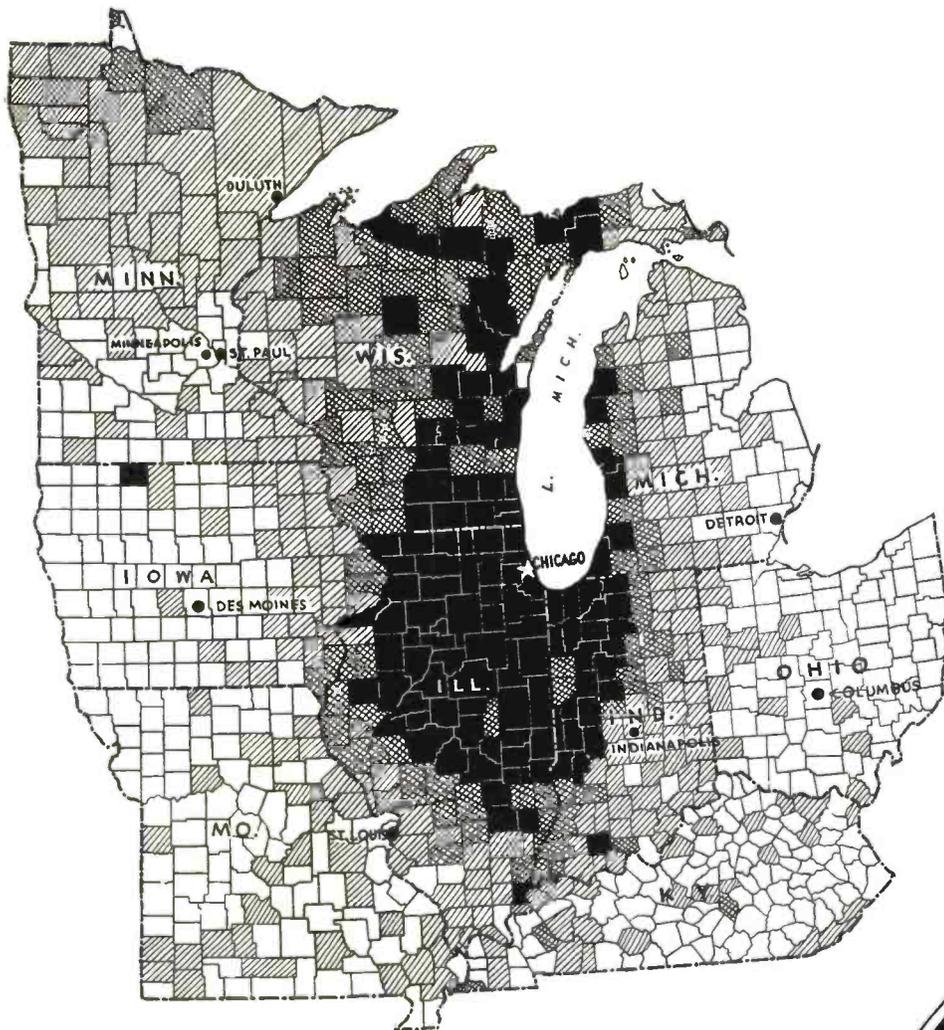
(9) **POPULARITY AMONG LOCAL ADVERTISERS:** As an NBC key station, producing many Network programs, and offering all Red Network programs to its listeners, WMAQ is an exceptionally attractive buy for local advertisers. The WMAQ file of experience stories is replete with local advertising results, and testimonials of local advertisers.



"IT'S NBC IN CHICAGO"



"IT'S NBC IN CHICAGO"



■ AREA I

▨ AREA II

▧ AREA III

(1) **CIRCULATION:** 2,275,400 radio families, potential circulation as determined by the New NBC Method of Audience Measurement, by aires.

(2) **NETWORK AFFILIATION:** NBC Blue Network.

(3) **MANAGEMENT:** Owned and operated by the National Broadcasting Company, Inc.

(4) **POLICIES:** The same fine high standard of policies which govern all of the activities of the National Broadcasting Company.

(5) **PRESTIGE:** An NBC key station in this second greatest market in America. Many of NBC's famous network programs are broadcast from WENR's studios.

(6) **POWER:** 50,000 watts.

(7) **RECORDED PROGRAMS FACILITIES:** NBC Thesaurus Recorded Programs available. Equipped with 78 and 33 $\frac{1}{3}$ r.p.m. lateral and vertical turntables.

(8) **POPULAR LOCAL FEATURES:** What's the News; Gale Page; Spareribs; Globe Trotter; Roy Shield's and His Orchestra; Saturday Jamboree; and many others; most of which are fed to the networks. Because of its many night club and hotel pickups WENR is Chicago's "danceband station."

(9) **POPULARITY AMONG LOCAL ADVERTISERS:** Just as WMAQ, key station in the Chicago market for the NBC Red Network, is attractive to the local advertiser because it offers huge audiences that listen to its famous network programs, so does WENR, a key station of the NBC Blue Network, interest local advertisers. Success stories of local programs are many and varied.

WENR

50,000 watts

CHICAGO

(1) **CIRCULATION:** 954,900 radio families, potential circulation according to the New NBC Method of Audience Measurement by areas.

(2) **NETWORK AFFILIATION:** NBC Blue Network.

(3) **MANAGEMENT:** Owned and operated by the Westinghouse Electric & Manufacturing Company, and programmed by the National Broadcasting Co., Inc.

(4) **POLICIES:** The same fine high standard of policies which govern all the activities of the National Broadcasting Company.

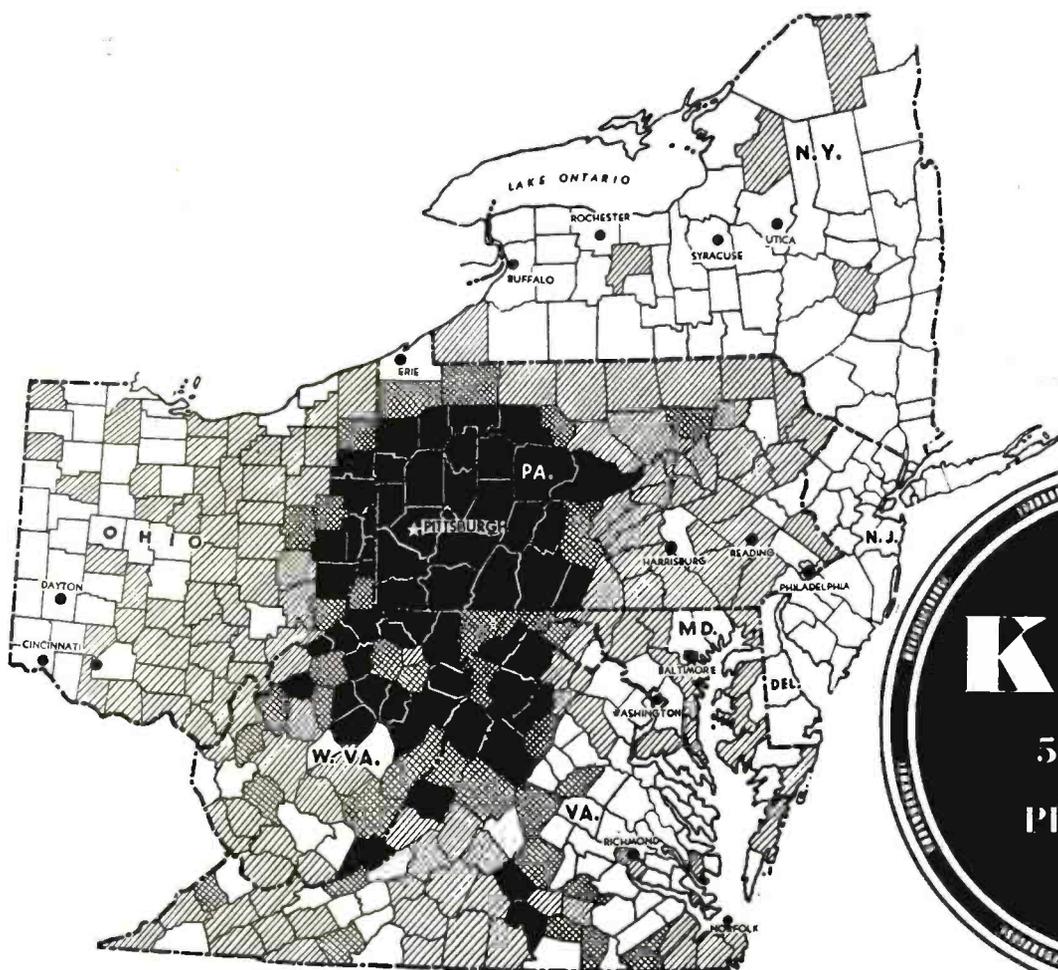
(5) **PRESTIGE:** First station in the United States to broadcast regularly scheduled programs. Most powerful local station. By reason of shortwave affiliate is internationally known. Newest and largest studios in Pittsburgh.

(6) **POWER:** 50,000 watts.

(7) **RECORDED PROGRAM FACILITIES:** NBC Thesaurus Recorded Programs available. Western Electric Lateral and Vertical double turntables, 78 and 33 $\frac{1}{3}$ r. p. m.

(8) **POPULAR LOCAL FEATURES:** Pittsburgh String Symphonic Ensemble; Congress of Clubs; KDKA Home Forum; Behind The Law; Flying with Al Williams; KDKA Kiddies Klub; Pittsburgh Varieties; etc.

(9) **POPULARITY AMONG LOCAL ADVERTISERS:** "We actually count you as a member of our organization" . . . Allan-Knapp, Inc. "You are doing noble work for us" . . . Brockway Sales Company. "It is highly gratifying that your station is now producing returns at a lower cost per return than any of the twelve stations on the air" . . . S. O. S. Company. "We have been listening to your programs and they are wonderful" . . . Loudonville Milling Company.



■ AREA I

▨ AREA II

▧ AREA III

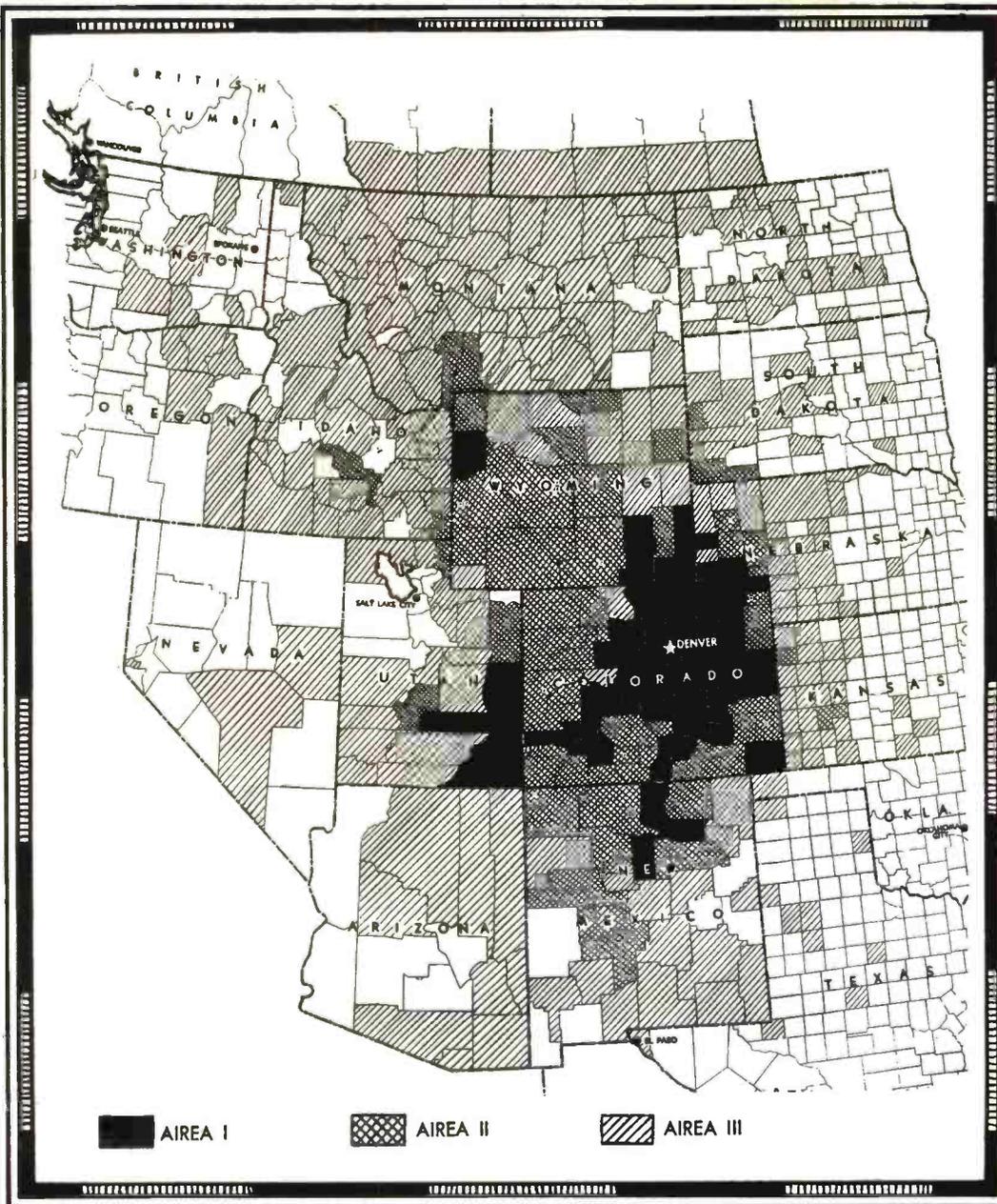
"IT'S NBC IN PITTSBURGH"



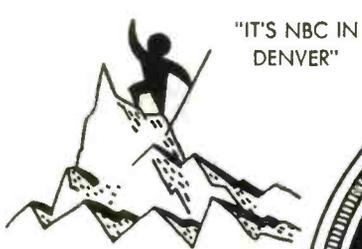
KDKA

50,000 watts

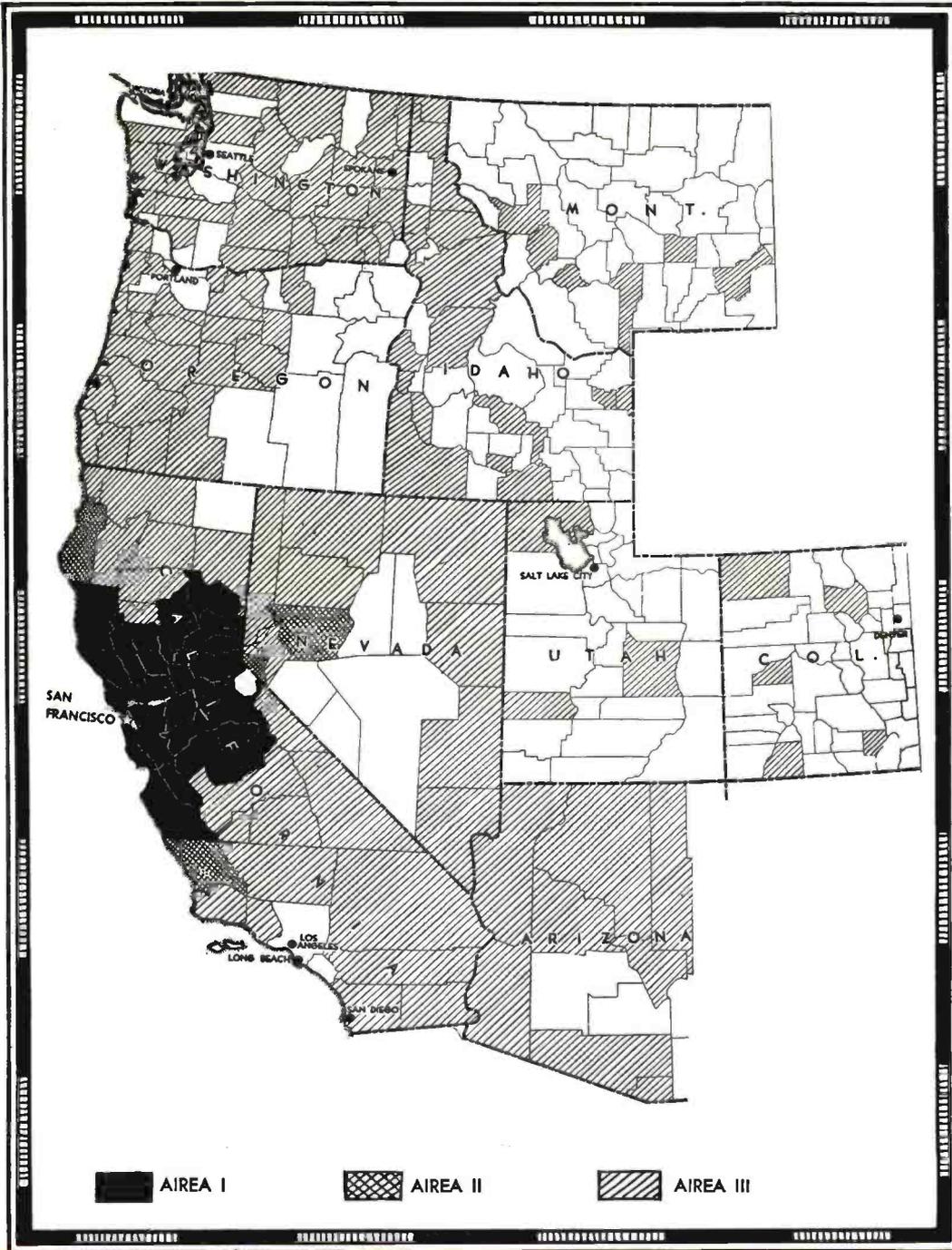
PITTSBURGH



- (1) **CIRCULATION:** 257,700 radio families, potential circulation as determined by the New NBC Method of Audience Measurement, by areas.
- (2) **NETWORK AFFILIATION:** NBC Mountain Group (for use with Red, Blue, or Pacific Coast networks).
- (3) **MANAGEMENT:** Managed and operated by the National Broadcasting Co., under lease from General Electric Company.
- (4) **POLICIES:** The same fine high standard of policies which govern all activities of the National Broadcasting Company.
- (5) **PRESTIGE:** Dominant power. The only NBC outlet in Colorado. New 50,000 watt transmitter, local interest and pride in KOA's new studios which are popularly known as "Denver's Own Radio City." The only 50,000 watt station in a market covering nine states.
- (6) **POWER:** 50,000 watts.



- (7) **RECORDED PROGRAM FACILITIES:** NBC Thesaurus Recorded Programs Service available. RCA equipment. 78 and 33 1/2 r. p. m. double turntables.
- (8) **POPULAR LOCAL FEATURES:** Daily farm, cattle and other market reports; Colorado Agricultural College; Golden Melodies; Ford Rangers; The Barrett Family; Denver Post News Reports; Musical Menus; Daily Movie Theatre Reporter.
- (9) **POPULARITY AMONG LOCAL ADVERTISERS:** "If our present plans materialize, the Melody Master program will be heard through KOA for many years to come" . . . Baldwin Piano Co. "Sold 65% more Fords using KOA" . . . McCarty-Sherman, Ford dealers. "I know you will be happy to know of the outstanding success we have had with the items advertised on our Musical Clock Program" . . . The May Company.

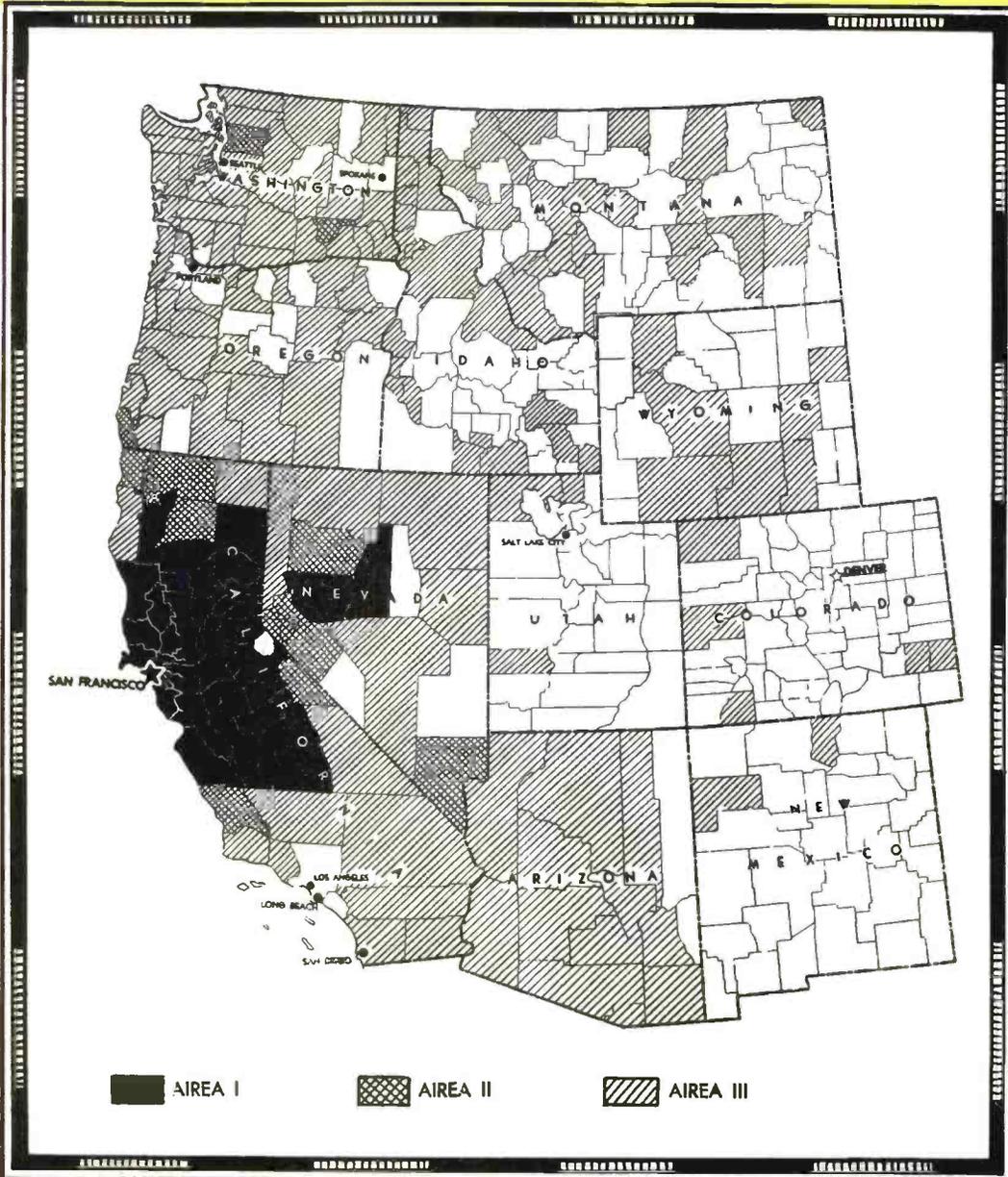
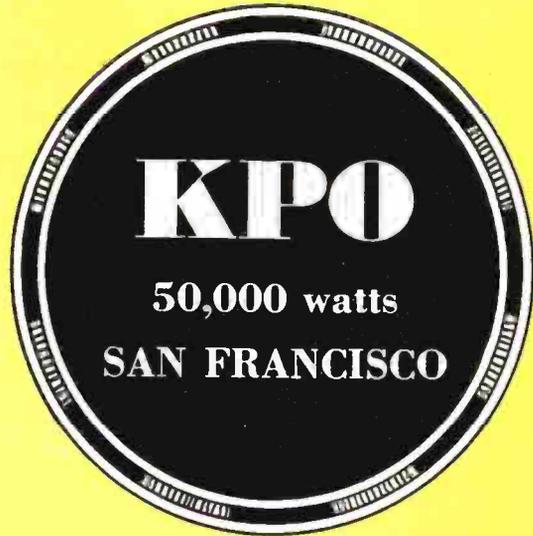


- (1) **CIRCULATION:** 482,100 radio families, potential circulation according to the New NBC Method of Audience Measurement, by areas.
- (2) **NETWORK AFFILIATION:** NBC Pacific Coast Blue Network.
- (3) **MANAGEMENT:** Managed and operated by the National Broadcasting Company, Inc., under lease from the General Electric Company.
- (4) **POLICIES:** The same fine high standard of policies which govern all the activities of the National Broadcasting Company.
- (5) **PRESTIGE:** Has always been a powerful influence in Northern California. Cooperates extensively with civic organizations.
- (6) **POWER:** 7,500 watts.
- (7) **RECORDED PROGRAM FACILITIES:** NBC Thesaurus Recorded Programs available. Equipped with 33 $\frac{1}{3}$ and 78 rpm turntables. Both lateral and vertical pickups.
- (8) **POPULAR LOCAL FEATURES:** Daily Agricultural Bulletins; Stanford University Program; Modern Women at Home; Sports Headliners; Children's Hour; Strange Cases (Chief of Police); Meredith Wilson and his Orchestra; Berkeley Singers; and many others.
- (9) **POPULARITY AMONG LOCAL ADVERTISERS:** The following are long term local advertisers on KGO: Crowell Publishing Company (3 years); Richfield Oil Company (1 $\frac{1}{2}$ years); Harold F. Ritchie & Co. (2 $\frac{1}{2}$ years); Dr. Miles Laboratories (2 $\frac{1}{2}$ years); Cubbison Cracker Company (2 years), etc.

"IT'S NBC IN
SAN FRANCISCO"



"IT'S NBC IN
SAN FRANCISCO"



(1) **CIRCULATION:** 561,100 radio families, potential circulation according to the New NBC Method of Audience Measurement, by airas.

(2) **NETWORK AFFILIATION:** NBC Pacific Coast Red Network.

(3) **MANAGEMENT:** Managed and operated by the National Broadcasting Company, Inc., under lease from Hale Brothers, Inc., and The Chronicle Publishing Company.

(4) **POLICIES:** The same fine high standard of policies which govern all activities of the National Broadcasting Company

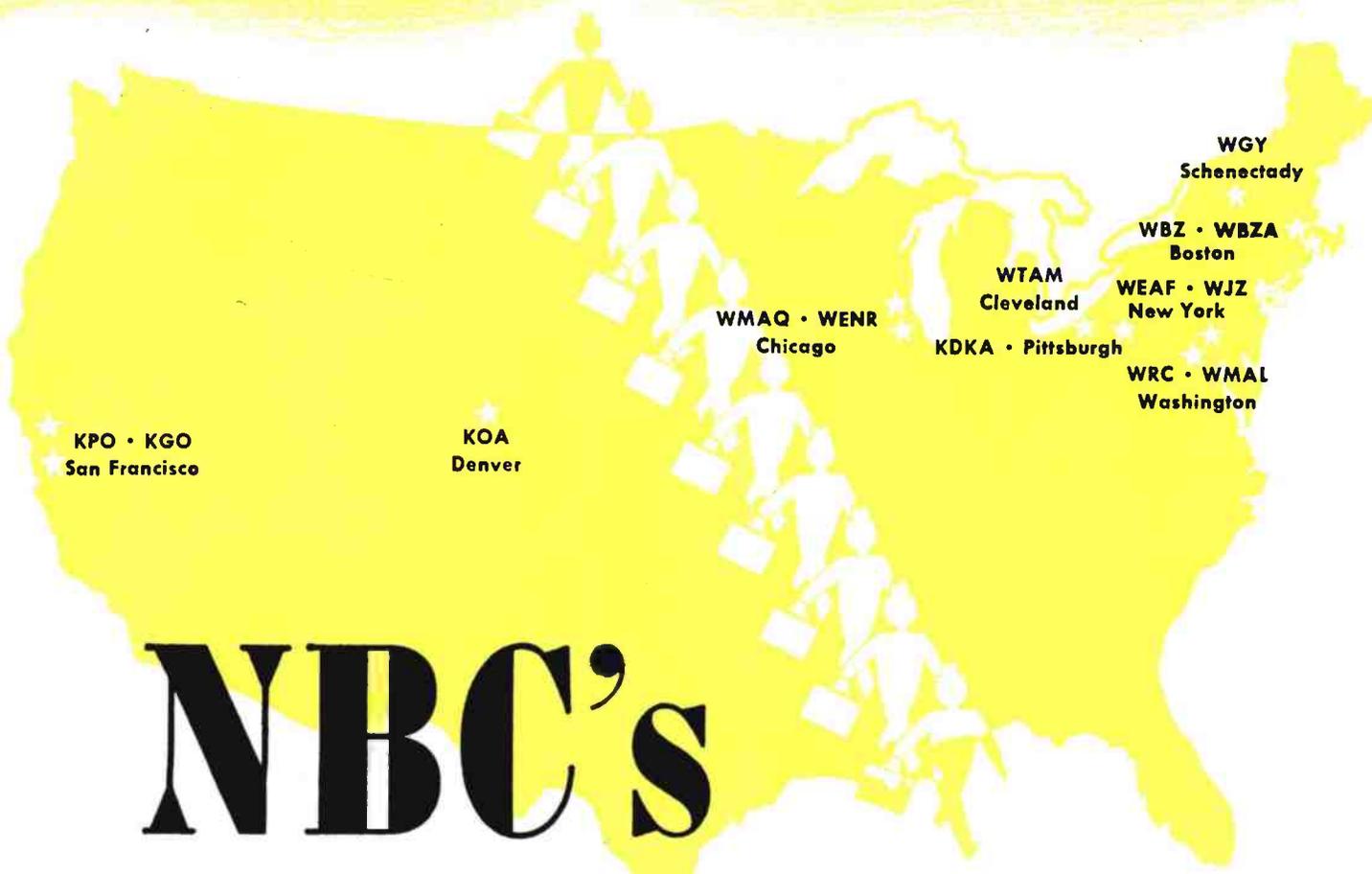
(5) **PRESTIGE:** One of the oldest stations in this area. Also the most powerful. Singular prestige built up by pioneering. KPO first to broadcast football games on West Coast. First to broadcast opera from the stage. First to put San Francisco Symphony Orchestra on air. First station to organize and maintain its own symphony orchestra.

(6) **POWER:** 50,000 watts.

(7) **RECORDED PROGRAM FACILITIES:** Recorded Programs not acceptable.

(8) **POPULAR LOCAL FEATURES:** Carefree Carnival; Western Farm and Home Hour; Waltz Time; You and Your Government; Vocational Agriculture; American Nurses Association programs; Our National Parks; Our American Schools; Religion In The News; and many others.

(9) **POPULARITY AMONG LOCAL ADVERTISERS:** 33% of local radio advertisers used KPO *exclusively*. Local sponsors in 1935 increased 50% over 1934. "Following our series of broadcasts, our April business was the largest in five years" . . . Spratt's Patent Limited. Many other success stories available.



KPO • KGO
San Francisco

KOA
Denver

WMAQ • WENR
Chicago

WTAM
Cleveland
KDKA • Pittsburgh

WGY
Schenectady
WBZ • WBZA
Boston
WEAF • WJZ
New York
WRC • WMAL
Washington

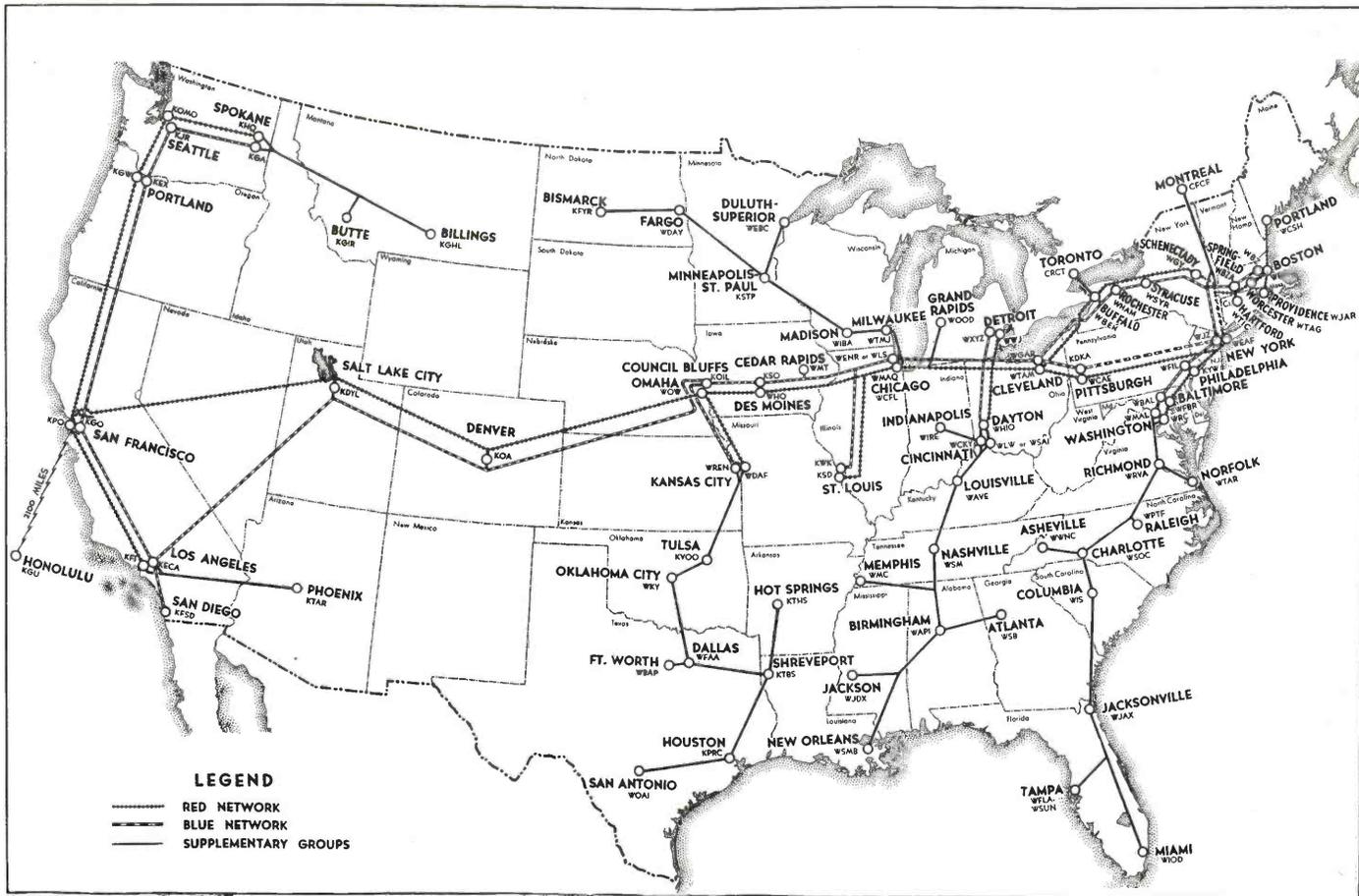
NBC's NINE POINT PLAN

For Buyers of Spot or Local Time

Or pertinent reasons why the 11 NBC
Managed and Operated stations are
worthy of a broadcast advertiser's first
choice in nine of America's major markets.

Map of Networks of the National Broadcasting Company

(Corrected as of January 1, 1936)



LEGEND

- RED NETWORK
- - - BLUE NETWORK
- · · SUPPLEMENTARY GROUPS

KLO, Ogden, Utah, on Jan. 15 joined the Blue Network.

NETWORK RATES, EXECUTIVE PERSONNEL AND DATA

NATIONAL BROADCASTING COMPANY, Inc.

30 Rockefeller Plaza, New York

Phone: Circle 7-8300

OFFICIALS

David Sarnoff, Chairman of Board.
 Lenox R. Lohr, President.
 Merlin H. Aylesworth, Vice Chairman of Board
 Richard C. Patterson, Jr., Executive Vice President and Asst. Secretary.
 Mark Woods, Asst. Executive Vice President.
 David Rosenblum, Vice President and Treasurer.
 A. L. Ashby, Vice President and General Counsel.
 Frank E. Mason, Vice President.
 Edgar Kobak, Vice President in Charge of Sales.
 Roy C. Witmer, Vice President in Charge of Sales Operations.
 John F. Royal, Vice President in Charge of Programs.
 George Engles, Vice President in Charge of NBC Artists Service.
 Niles Trammell, Vice President, Central Division (Chicago).
 Frank M. Russell, Vice President, Washington Division.
 Don E. Gilman, Vice President, Western Division (San Francisco).
 Rudolph J. Teichner, Assistant Treasurer.
 Lewis McConnach, Secretary.
 O. B. Hanson, Chief Engineer.
 Charles W. Horn, Director of Research and Development.
 Glenn W. Payne, Commercial Engineer.
 John de Jara Almonte, Evening General Manager.
 Alfred H. Morton, Manager, Program Department.
 Bertha Brainard, Commercial Program Manager.
 Phillips Carlin, Sustaining Program Manager.
 William Burke Miller, Night Program Director.
 Frank Black, Musical Director.
 W. W. Lundell, Special Events Director.
 Janet MacRorie, Continuity Acceptance Editor.
 B. F. McClancy, Traffic Manager.
 Lloyd C. Egner, Manager Electrical Transcriptions.
 Wayne L. Randall, Manager Press Relations.
 R. M. Brophy, Manager Station Relations.
 William S. Hedges, Manager NBC Operated Stations.
 E. P. H. James, Manager Advertising & Sales Promotion.
 D. S. Tutthill, Asst. Managing Director NBC Artists Service.
 Harry F. McKeon, Auditor.
 J. V. McConnell, Assistant to Vice President in Charge of Sales.
 Donald Shaw, Eastern Sales Manager.
 Kenneth Carpenter, Central Sales Manager (Chicago).
 Harry F. Anderson, Pacific Sales Manager (San Francisco).
 Quinton Adams, Office Manager.
 Hugh M. Beville, Jr., Chief Stationaire.

BOARD OF DIRECTORS

David Sarnoff
 James G. Harbord
 Newton D. Baker
 Edward W. Harden
 James R. Sheffield
 M. H. Aylesworth
 Lenox R. Lohr
 Richard C. Patterson
 Cornelius N. Bliss on, Jr.
 DeWitt Millhauser
 Frederick Strauss

GENERAL BROADCAST ADVERTISING

(Rates in Effect Jan. 1, 1936)

(a) Gross Rates 6:00 P. M. to 11:00 P. M. Local Time.
 (Rates for periods longer than one hour are in exact proportion to the corresponding one-hour rate.)

EASTERN NETWORKS

BASIC RED NETWORK

Cities	1 hr.	½ hr.	¼ hr.
New York (WEAF)	\$1,000	\$600	\$400
Boston (WEEL)	360	216	144
Hartford (WTIC)	280	168	112
Providence (WJAR)	200	120	80
Worcester (WTAG)	160	96	64
Portland, Me. (COSH)	160	96	64
Philadelphia (KYW)	440	264	176
Baltimore (WFBR)	200	120	80
Washington (WRC)	200	120	80
Schenectady (WGY)	360	216	144
Buffalo (WBBN)	280	168	112
Pittsburgh (WCAE)	320	192	128
Cleveland (WTAM)	400	240	160
Detroit (WWJ)	360	216	144
Chicago (WMAQ)	600	360	240
St. Louis (KSD)	320	192	128
Des Moines (WHO)	400	240	160
Omaha (WOW)	320	192	128
Kansas City (WDAF)	320	192	128
Total for Network	\$6,680	\$4,008	\$2,672

BASIC BLUE NETWORK

Cities	1 hr.	½ hr.	¼ hr.
New York (WJZ)	\$1,000	\$600	\$400
Boston (WBZ)	440	264	176
Springfield (WBZA)	160	96	64
Philadelphia (WFIL)	400	240	160
Baltimore (WBAL)	280	168	112
Washington (WMAJ)	200	120	80
Syracuse (WSYR)	200	120	80
Rochester (WHAM)	320	192	128
Pittsburgh (KDKA)	400	240	160
Cleveland (WGAR)	280	168	112
Detroit (WXYZ)	360	216	144
Chicago (WGNR-WLS)	600	360	240
St. Louis (KWK)	280	168	112
Cedar Rapids (WMT)	240	144	96
Des Moines (KSO)	160	96	64
Omaha-Council Bluffs (KOIL)	200	120	80
Kansas City (WREN)	240	144	96
Total for Network	\$5,760	\$3,456	\$2,304

BASIC GROUPS

(Basic Group "A" or Basic Group "B" must be used with either Red or Blue Network)

BASIC GROUP "A"

	1 hr.	½ hr.	¼ hr.
Cincinnati (WLW)	\$1,200	\$800	\$532
Cincinnati (WSAI)	\$240	\$144	\$96

BASIC GROUP "B"

Cincinnati (WCKY)	\$280	\$168	\$112
Indianapolis (WIRE)	160	96	64
Dayton (WHIO)	200	120	80
Total for Group	\$640	\$384	\$256

OPTIONAL BASIC SERVICE

Grand Rapids (WOOD)	\$120	\$72	\$48
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SUPPLEMENTARY GROUPS

(Available for use with the Red or Blue Network.)

CANADIAN GROUP

Toronto (CRCT)	\$280	\$168	\$112
Montreal (CFCF)	240	144	96
Total for Group	\$520	\$312	\$208

SOUTHEASTERN GROUP

Richmond (WRVA)	\$160	\$96	\$64
Norfolk (WTRN)	120	72	48
Raleigh (WPTF)	120	72	48
Charlotte (WSOC)	120	72	48
Asheville (WVNC)	120	72	48
Columbia (WIS)	120	72	48
Jacksonville (WJAX)	120	72	48
Tampa (WFLA-WSUN)	120	72	48
Miami (WIOD)	120	72	48
Total for Group	\$1,120	\$672	\$448

SOUTHCENTRAL GROUP

Louisville (WAVE)	\$160	\$96	\$64
Nashville (WSM)	320	192	128
Memphis (WMC)	160	96	64
Atlanta (WSB)	240	144	96
Birmingham (WAPI)	120	72	48
Jackson (WJDX)	120	72	48
New Orleans (WSMB)	160	96	64
Total for Group	\$1,280	\$768	\$512

SOUTHWESTERN GROUP

Tulsa (KVOO)	\$240	\$144	\$96
Oklahoma City (WKY)	200	120	80
Dallas-Ft. Worth (WFAA-WBAP)	320	192	128
Houston (KPRC)	200	120	80
San Antonio (WOAI)	200	120	80
Shreveport (KTBS)	120	72	48
Hot Springs (KTHS)	120	72	48
Total for Group	\$1,400	\$840	\$560

NORTHWESTERN GROUP

Milwaukee (WTMJ)	\$320	\$192	\$128
Madison (WIBA)	160	96	64
Minneapolis-St. Paul (KSTP)	240	144	96
Duluth-Superior (WIBC)	120	72	48
Fargo (WDAY)	160	96	64
Bismarck (KFYR)	200	120	80
Total for Group	\$1,200	\$720	\$480

MOUNTAIN GROUP*

For use with Basic or Pacific Coast Networks, subject to removal on 30 days notice for line clearance.

Denver (KOA)	\$240	\$144	\$96
Salt Lake City (KDYL)	200	120	80
Total for Group	\$440	\$264	\$176

*Ogden, Utah (KLO).....\$120 72 45
 (Added as Blue Supplementary, Jan. 15, 1936)

PACIFIC COAST NETWORK AND SUPPLEMENTARY GROUPS

(For use with Mountain Group if available—in conjunction with Red or Blue Network. Special program production in San Francisco required for use as separate network.)

PACIFIC COAST RED NETWORK

San Francisco (KPO)	\$320	\$192	\$128
Los Angeles (KFI)	400	240	160
Portland, Ore. (KGW)	200	120	80
Seattle (KOMO)	200	120	80
Spokane (KHQ)	160	96	64
Total for Network	\$1,280	\$768	\$512

PACIFIC COAST BLUE NETWORK

San Francisco (KGO)	\$280	\$168	\$112
Los Angeles (KECA)	240	144	96
San Diego (KSFJ)	120	72	48
Portland, Ore. (KEX)	160	96	64
Seattle (KJR)	200	120	80
Spokane (KGA)	120	72	48
Total for Network	\$1,120	\$672	\$448

OPTIONAL PACIFIC COAST SERVICE

(Available for use with the Pacific Coast Red or Blue Network.)

Phoenix (KTAR)	120	72	48
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NORTH MOUNTAIN GROUP

(Available for use with the Pacific Coast Red or Blue Network.)

Butte (KGIR)	\$120	\$72	\$48
Billings (KGHL)	120	72	48
Total for Group	\$240	\$144	\$96

SPECIAL HAWAIIAN SERVICE

(Available for use with the Basic Pacific Coast Network.)

Honolulu (KGU)	\$200	\$120	\$80
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* These rates apply for all periods of the day and night.

Totals for National Service

Red Network with WLW (Basic Group A) 65 outlets	1 hr.	½ hr.	¼ hr.
Red Network with WSAI (Basic Group A) 63 outlets	14,840	8,904	5,936
Red Network with Basic Group B 65 outlets	15,240	9,144	6,096
Blue Network with WLW (Basic Group A) 62 outlets	14,720	8,912	5,940
Blue Network with WSAI (Basic Group A) 62 outlets	13,760	8,256	5,504
Blue Network with Basic Group B 64 outlets	14,160	8,496	5,664

(b) Three-quarters Gross Rates 12:00 Noon to 6:00 P. M. Local Time Sunday only—except Honolulu.

(c) One-half Gross Rates 11:00 P. M. to 12:00 Midnight and 8:00 A. M. to 6:00 P. M. Local Time (exclusive of Sunday afternoon)—except Honolulu.

(d) One-third Gross Rates 12:00 Midnight to 8:00 A. M. Local Time—except Honolulu. Service available only if a regularly scheduled program precedes or follows.

(e) Weekly Discounts for 13 or more consecutive weeks Network Broadcasting (applicable only to rates on this card).

Contracted Value of Network Time at Gross Rates	Percentage Discount on Weekly Gross Billing
Less than \$1,000 per week	None
\$1,000 or more but less than \$2,000 per week	2½%
\$2,000 or more but less than \$4,000 per week	5%
\$4,000 or more but less than \$8,000 per week	7½%
\$8,000 or more but less than \$12,000 per week	10%
\$12,000 or more but less than \$18,000 per week	12½%
\$18,000 or more per week	15%

(f) Annual Rebate for 52 consecutive weeks Network Broadcasting (applicable only to rates on this card).

A rebate will be allowed the advertiser for each 52 weeks of consecutive network broadcasting, said rebate to be 10% of the gross billing on facilities under contract for broadcasting during each and every week of the 52 week period. The rebate will be due and payable at the end of each 52 weeks of consecutive service. Interruptions of the series necessitated by the broadcasting of special events of importance will not affect the advertiser's right to the rebate. The Red and Blue Networks may be interchanged by mutual agreement, in which case the rebate will apply to the lower billing.

(g) Commitments made prior to the effective date of this card will be completed at the rates called for by such commitments but advertisers may elect to substitute new contracts effective at any time after November 1, 1935, at rates on this card for the unexpired portion of said commitments on the effective date of such new contracts. In the absence of such election rates in effect immediately preceding the effective date of this card will apply to extensions of said commitments for any period or periods up to and including February 3, 1936, for all or part of the same facilities continuously used, and additions to such facilities will be made only at said prior rates. Rates on this card are applicable to all new broadcast series ordered on and after the effective date of this card.

(h) All network contracts for the same advertiser at the rates on this card may be combined for determining rate of discount. Up to and including February 3, 1936, each advertiser will be allowed:

(1) Upon each series of programs broadcast at rates in effect prior to February 4, 1936, a per period discount under prior rate cards, measured by the total number of periods used on all series of programs broadcast within a one-year period which could have been combined under the provisions of the prior rate card.
 (2) Upon each series of programs broadcast at the rates set forth in this rate card, a percentage discount under subparagraph "(e)" above measured by the weekly gross billing on all series of programs being broadcast concurrently.

(Continued on page 165)

NETWORK RATES, EXECUTIVE PERSONNEL AND DATA

National Broadcasting Co.

(Continued from page 164)

CLASSIFICATION

(a) Minimum period sold is 15 minutes. No periods are sold in bulk for re-sale. Advertisers cooperating in group broadcasts are required to make individual contracts with the National Broadcasting Company, subject to card rates and regulations.
(b) All programs are subject to the program policies and to the approval of the National Broadcasting Company.

SERVICE FACILITIES

(a) Services of the NBC Artists Service, Program Department and Staff Announcers in arranging and presenting programs, are included without extra charge.
(b) Special charge, subject to agency commission but not to discount or rebate, made for facilities when programs originate at points other than NBC Studios in New York, Chicago, Washington or San Francisco (Pacific Coast Network only), and for programs requiring special production.
(c) Special charge, subject to agency commission but not to discount or rebate, made for programs originating in NBC San Francisco Studios for delivery to networks or groups East of Denver.

COMMISSIONS AND CASH DISCOUNTS

(a) Gross billing after deductions of percentage discounts, if any, shall be subject to an advertising agency commission of 15%; from the annual rebate, if any, the company shall deduct the excess agency commission previously allowed. Commissions allowed only to recognized advertising agencies.
(b) No commission on program charges.
(c) No cash discounts—Bills due and payable when rendered.

REGULATIONS AND RESTRICTIONS

(a) The closing date is three weeks in advance of initial program.
(b) The rates quoted herein are subject to change without notice.
(c) This rate card is for informative purposes, and does not constitute an offer on the part of the National Broadcasting Company.

REPRESENTATIVES

Hotel Bradford (WBZ) 802 Fisher Building
Boston, Mass. Detroit, Mich.
Grant Bldg. (KDKA) 111 Sutter St.
Pittsburgh, Pa. San Francisco, Calif.
National Press Building 30 Rockefeller Plaza
Washington, D. C. New York, N. Y.
Hotel Kimball (WBZA) 1 River Road
Springfield, Mass. Schenectady, N. Y.
1867 E. Sixth St. (WTAM) 1625 California St.
Cleveland, Ohio Denver, Colo.
222 North Bank Drive 5515 Melrose Ave.
Chicago, Ill. Hollywood, Calif.
Lincoln-Liberty Bldg.
Philadelphia, Pa.

Prepared in conformity with "Standard Rate Card" of American Association of Advertising Agencies.

THE NEW ENGLAND NETWORK

Comprising

WEEL, Boston, Mass. WJAR, Providence, R. I.
WTIC, Hartford, Conn. WTAG, Worcester, Mass.
WCSH, Portland, Me.

GENERAL ADVERTISING

(Rates in effect, Jan. 1, 1936.)

Rates Quoted for Complete Network of 5 Stations.

	Hour	Half Hour	Quarter Hour
7 P.M. to 11 P.M.	1285.00	740.00	470.00
6 P.M. to 7 P.M.	980.00	565.00	360.00
Sunday 1 P.M. to 6 P.M.	810.00	480.00	305.00
Before 6 P.M. (except Sunday)	645.00	380.00	240.00

* Note—Rates for Less Than 5 Stations on Request.

DISCOUNTS

13 Periods	Net	39 periods	10%
26 periods	5%	52 periods	15%

COMMISSIONS

15% To Recognized Agencies on Net Charges for Station Time. No Cash Discount.

OFFICES

New York—J. J. Weed—220 East 42nd Street.
Chicago—C. C. Weed—208 North Wabash Avenue.
Boston—Station WEEL—182 Tremont Street
Hartford—Station WTIC—26 Grove Street.

MUTUAL BROADCASTING SYSTEM

1440 Broadway, New York City

Phone: Pennsylvania 6-8383

Tribune Tower, Chicago, Ill.

Phone: Superior 0100

(Rates in Effect Jan. 1, 1936)

OFFICIALS

Alfred J. McCosker, Chairman of Board.
W. E. Macfarlane, President.
Theodore C. Streibert, Treasurer.
E. M. Antrim, Secretary.

BASIC NETWORK RATES

(All Time is Eastern Standard Time)

NIGHT RATES

(6:00 P. M. to 11:00 P. M.)*

	WGN (Chicago)	WLW (Cincinnati)	WOR (Newark)	CKLW (Detroit)	Total
1 hour	\$650.00	\$1,200.00	\$925.00	\$320.00	\$3,095.00
1/2 hour	390.00	800.00	565.00	200.00	1,945.00
1/4 hour	260.00	532.00	370.00	125.00	1,287.00

DAYTIME RATES

(9:30 A. M. to 6:00 P. M.)

	WGN (Chicago)	WLW (Cincinnati)	WOR (Newark)	CKLW (Detroit)	Total
1 hour	\$350.00	\$600.00	\$500.00	\$160.00	\$1,610.00
1/2 hour	210.00	400.00	300.00	100.00	1,010.00
1/4 hour	140.00	266.00	200.00	62.50	668.50

* Between 6:00 and 8:00 P. M. and between 10:30 and 11:00 P. M. these rates are slightly less because of variations in WGN and CKLW rates.

SUNDAY AFTERNOONS

(12:00 Noon to 6:00 P. M.)†

	WGN (Chicago)	WLW (Cincinnati)	WOR (Newark)	CKLW (Detroit)	Total
1 hour	\$550.00	\$900.00	\$667.00	\$160.00	\$2,277.00
1/2 hour	330.00	600.00	400.00	100.00	1,430.00
1/4 hour	220.00	400.00	267.00	62.50	949.50

† Between noon and 2:00 P. M. these rates are slightly less because of variations in WGN rates.

RATES FOR WEEKLY SCHEDULES

(All Time is Eastern Standard Time)

NIGHT TIME—WEEK DAYS ONLY—6:00 P. M. TO 11:00 P. M.*

Frequency	13 WEEKS		26 WEEKS	
	Net Cost Per Week	Net Cost 13 Weeks	Net Cost Per Week	Net Cost 26 Weeks
1 qtr.-hr. per week	\$1,260.95	\$16,392.35	\$1,254.70	\$32,622.20
2 qtr. hrs. per week	2,411.70	31,352.10	2,399.20	62,379.20
3 qtr. hrs., alt. days, per week	3,423.11	44,500.43	3,374.48	87,736.44
4 qtr. hrs. per week	4,519.95	58,642.35	4,456.05	115,857.30
5 qtr. hrs. per week	5,525.94	71,887.22	5,444.81	141,565.06
1 half-hr. per week	1,875.50	23,406.50	1,865.50	46,553.00
1 hr. per week	2,900.87	37,711.31	2,884.87	75,006.62

Frequency	39 WEEKS		52 WEEKS	
	Net Cost Per Week	Net Cost 39 Weeks	Net Cost Per Week	Net Cost 52 Weeks
1 qtr.-hr. per week	\$1,254.70	\$48,933.30	\$1,159.58	\$60,908.16
2 qtr. hrs. per week	2,399.20	93,568.80	2,214.26	115,141.76
3 qtr. hrs., alt. days, per week	3,374.48	131,602.20	3,087.06	160,527.12
4 qtr. hrs. per week	4,456.05	173,785.95	4,068.20	211,546.40
5 qtr. hrs. per week	5,444.81	212,347.59	4,979.15	258,915.80
1 half-hr. per week	1,865.50	69,829.50	1,724.00	85,748.00
1 hr. per week	2,884.87	112,509.93	2,665.37	138,599.24

DAYTIME—WEEK DAYS ONLY

9:30 A. M. TO 6:00 P. M.

Frequency	13 WEEKS		26 WEEKS	
	Net Cost Per Week	Net Cost 13 Weeks	Net Cost Per Week	Net Cost 26 Weeks
1 qtr.-hr. per week	\$65.20	\$8,517.60	\$62.10	\$16,954.60
2 qtr. hrs. per week	1,214.45	15,826.85	1,264.30	32,871.80
3 qtr. hrs., alt. days, per week	1,793.68	23,317.84	1,768.82	45,989.32
4 qtr. hrs. per week	2,364.98	30,744.74	2,381.84	60,627.84
5 qtr. hrs. per week	2,897.97	37,673.61	2,856.54	74,270.04
1 half-hr. per week	979.75	12,786.75	974.75	25,348.50
1 hr. per week	1,539.50	20,019.50	1,531.50	39,819.00

DAYTIME—WEEK DAYS ONLY

9:30 A. M. TO 6:00 P. M.

Frequency	39 WEEKS		52 WEEKS	
	Net Cost Per Week	Net Cost 39 Weeks	Net Cost Per Week	Net Cost 52 Weeks
1 qtr.-hr. per week	\$652.10	\$25,481.90	\$608.02	\$31,856.78
2 qtr. hrs. per week	1,264.80	49,307.70	1,111.20	57,782.28
3 qtr. hrs., alt. days, per week	1,768.82	68,983.98	1,620.12	84,246.24
4 qtr. hrs. per week	2,381.84	90,941.76	2,136.22	111,083.44
5 qtr. hrs. per week	2,856.54	111,406.06	2,615.85	135,998.20
1 half-hr. per week	974.75	38,015.25	901.75	46,891.00
1 hr. per week	1,531.50	59,728.50	1,418.00	73,738.00

* Between 6:00 and 8:00 P. M. and 10:30 and 11:00 P. M. these rates are slightly less because of variations in WGN and CKLW rates.

Net is after quantity discount and (in the case of 52-week schedule) after annual rebates are allowed, but before agency commissions are deducted.

Rates quoted on this page are based upon combinations of rates of all four stations of the Mutual network and apply only to schedules which include time during the week. For schedules including Sunday time or any other rate combination, consult the Mutual Broadcasting System.

2% cash discount may be deducted from WLW's time charge if payment is made to the Chicago office of Mutual on or before the 10th of month following broadcast.

Cash payment in advance is required for all political broadcasting carried over Mutual wire lines and broadcast by Mutual stations.

This rate table is for information purposes only and does not constitute an offer on the part of the Mutual Broadcasting System.

MICHIGAN RADIO NETWORK

EXECUTIVE OFFICES

Madison Theatre Bldg., Detroit, Mich.

Phone: Cherry 8321

(Rates in Effect Jan. 1, 1936)

OFFICIALS

George W. Trendle, President.
John H. Kunsky, Vice President-Treasurer.
Howard O. Pierce, Secretary.
H. Allen Campbell, General Manager.
Brace Beemer, Assistant General Manager.

STATIONS

WXYZ—Detroit. *WKZO—Kalamazoo.
WELL—Battle Creek. WDFD—Flint.
WOOD—WASH—Grand Rapids. WBCM—Bay City.
WIBM—Jackson. WJIM—Lansing.
*WKZO not available after sundown.

ADVERTISING RATES—GROUP NO. 1

9 A.M. to 6 P.M. and 11 P.M. to Midnight

One Hour	\$350.00
Half Hour	210.00
Quarter Hour	140.00

6 P.M. to 11 P.M.

One Hour	\$600.00
Half Hour	360.00
Quarter Hour	240.00

Announcements: (Group No. 1 Only)

Minimum of Five Minutes Each Broadcast, with Proper Proportion of Opening and Closing Music. \$75.00 Each. Before 6 P.M. . . . \$125.00 Each, After 6 P.M.

Discounts: (Station Time Only) 26 Times, 5%
52 or More Times, 10%

ADVERTISING RATES—GROUP NO. 2

Comprises State Stations only—Eliminating WXYZ, Detroit; and WKZO, Kalamazoo, under sundown, which is about 5:15 P.M. in Winter months, and 7:15 P.M. in Summer, E.S.T.

9 A.M. to 6 P.M. and 11 P.M. to Midnight

One Hour	\$210.00
Half Hour	126.00
Quarter Hour	84.00

6 P.M. to 11 P.M.

One Hour	\$360.00
Half Hour	216.00
Quarter Hour	144.00

Discounts: (Station Time Only) 26 Times, 5%
52 or More Times, 10%

RECORDED PROGRAMS

Regular time charges apply to recorded programs. Not restricted to certain hours. No service charge. Transcriptions to be furnished by advertiser.

CONTRACT AND OTHER REQUIREMENTS

Talks and lectures are not accepted, except by special arrangement. The Michigan Radio Network maintains a supplementary service for advertising agencies and radio advertisers, available through the following departments: Program department, Continuity department, publicity department, Sales Service and Stations Relations departments, Merchandising and Research departments, and Engineering department. All programs are subject to the approval of the Program department of the Michigan Radio Network.

Closing date for inclusion in general publicity and printed program announcements is two weeks in advance of broadcast. Equipped to handle programs by electrical transcription, using 78 or 33-1/2 r.p.m. single or double turn-tables.

REPRESENTATIVES

William G. Rambeau Co., 360 No. Michigan Ave., Chicago

NETWORK RATES, EXECUTIVE PERSONNEL AND DATA

COLUMBIA BROADCASTING SYSTEM, Inc.

485 Madison Ave., New York City

Phone: Wickersham 2-2000
(Rates in Effect Jan. 1, 1936)

OFFICIALS

William S. Paley, President.
Edward Klauber, Executive Vice President.
P. W. Kesten, Vice President.
Sam Pickard, Vice President in Charge of Station Relations.
Hugh Kendall Boice, Vice President in Charge of Sales.
Lawrence W. Lowman, Operations, Vice President and Secretary.
M. R. Runyon, Treasurer.
J. M. Seward, Assistant Treasurer.
William C. Gittinger, Sales Manager.
William H. Ensign, Assistant Sales Manager.
W. B. Lewis, Director of Broadcasts.
J. H. Beam, Attorney.
J. G. Gude, Publicity Director.
Edwin K. Cohan, Technical Director.
Paul White, Special Features.
V. M. Ratner, Director of Sales Promotion.
John J. Karol, Director of Market Research.
A. H. Hayes, Eastern Sales Manager, Radio Sales, Inc.
John S. Carille, Production Manager.
Frederic A. Willis, Educational Director & Assistant to President.
Julius Matfeld, Music Librarian.
Hugh Cowham, Commercial Engineer.
Courtney Savage, Dramatic Director.
Ralph J. Wonders, Manager, Artists' Bureau.
Paul Ross, Manager, Personal Bookings.
Chicago—H. Leslie Atlas, Vice-President; Leonard Erikson, Western Sales Manager.
Detroit—Webster Taylor, Manager.
Washington—Harry C. Butcher, Vice President.

BOARD OF DIRECTORS

Wm. S. Paley
Leon Levy
Jerome H. Louchheim
Samuel Paley
Jacob Paley
Prescott S. Bush
Herbert B. Swope
J. A. W. Iglehart
Isaac D. Levy
Dorsey Richardson

RATE CARD

NIGHT RATES (6 P.M. to 11 P.M.) are in Bold Face, DAY RATES (8 A.M. to 6 P.M. and 11 P.M. to midnight) are in Light Face. TRANSITION RATES (two-thirds of the night rates) apply to all stations broadcasting on current New York time from 6 P.M. to 6:30 P.M. SUNDAY AFTERNOON RATES (12 Noon to 6 P.M.) are two-thirds of night rates. AFTER MIDNIGHT RATES (midnight to 8 A.M.) are one-third of night rates. Day and Night Rates and Sunday Afternoon Rates are figured on the basis of current local time in each city. Network operations prior to 8 A.M. (current N.Y. time) may be scheduled by special arrangement. All rates apply to network broadcasts only. Rates for periods in excess of one hour are in exact proportion to one-hour rates.

* Higher wattage during the day. Night power shown.
** 2 1/2 hrs. earlier than P. S. T.
† Observes Daylight Saving.
* Chicago adopts E. S. T. year 'round beginning March 1, 1936.
†† New power in effect about January 1, 1936.

BASIC NETWORK

Minimum 23 Cities

Consisting of the following 21 cities:

City	Time Zone	Full Hour	Half Hour	Quarter Hour
Albany (WOKO).....	E†	\$150 75	90 45	60 30
Baltimore (WCAO).....	E	250 125	150 75	100 50
Boston (WNAC).....	E†	375 188	225 113	150 75
Buffalo (WGR).....	E†	275 138	165 83	110 55
(WKBW).....				
Chicago (WBBM).....	C*	600 300	360 180	240 120
Cincinnati (WKRC).....	E	250 125	150 75	100 50
Cleveland (WPK).....	E	300 150	180 90	120 60
Des Moines (KRNT).....	C	175 88	105 53	70 35
Detroit (WJR).....	E	575 288	345 173	230 115
Hartford (WDR).....	E†	150 75	90 45	60 30
Indianapolis (WFBM).....	C	200 100	120 60	80 40
Kansas City (KMBC).....	C	275 138	165 83	110 55
Louisville (WHAS).....	C	350 175	210 105	140 70
New York (WABC).....	E†	1000 500	600 300	400 200
Omahá-Lincoln (KFAB).....	C	200 100	120 60	80 40
Philadelphia (WCAU).....	E†	500 250	300 150	200 100
Pittsburgh (WJAS).....	E†	275 138	165 83	110 55
Providence (WEAN).....	E†	200 100	120 60	80 40
St. Louis (KMOX).....	C	400 200	240 120	160 80
Syracuse (WFL).....	E	175 88	105 53	70 35
Washington (WJWV).....	E	250 125	150 75	100 50

Plus at least 2 of the following 5 Optional Basic cities:

Akron (WADC).....	E	175 88	105 53	70 35
Columbus (WBNS).....	E	175 88	105 53	70 35
Rochester (WHEC).....	E	175 88	105 53	70 35
Toledo (WSPD).....	E	175 88	105 53	70 35
Worcester (WORC).....	E†	175 88	105 53	70 35
TOTAL 23 Cities only.....		7275 3642	4365 2187	2910 1455

Only 2 Optional Basic cities are included in above total.
(1) WAAB (Alternate Boston Station): \$275 per night hour.

BASIC SUPPLEMENTARY GROUP

17 Cities

These stations available individually with Basic Network.

Atlantic City (WPG).....	E†	\$125 63	75 38	50 25
Bangor (WLBZ).....	E†	125 63	75 38	50 25
Bridgeport (WICC).....	E†	150 75	90 45	60 30
Dayton (WSMK).....	E	125 63	75 38	50 25
Fairmont (WMMN).....	E	125 63	75 38	50 25
Fort Wayne (WOWO).....	C†	175 88	105 53	70 35
Harrisburg (WHP).....	E	125 63	75 38	50 25
Manchester (WFEA).....	E	125 63	75 38	50 25
Milwaukee (WISN).....	C	175 88	105 53	70 35
Peoria (WMBD).....	C	125 63	75 38	50 25
South Bend (WSBT).....	C†	125 63	75 38	50 25
Springfield (WMAS).....	E†	150 75	90 45	60 30
Topeka (WIBW).....	C	175 88	105 53	70 35
Utica (WIBX).....	E†	125 63	75 38	50 25
Wheeling (WVVA).....	E	175 88	105 53	70 35
Wichita (KFP).....	E	150 75	90 45	60 30
Youngstown (WKBN).....	E	150 75	90 45	60 30
GROUP TOTAL.....		2425 1219	1455 734	970 485

SOUTH CENTRAL GROUP

10 Cities

These stations available individually with Basic Network.

City	Time Zone	Full Hour	Half Hour	Quarter Hour
Atlanta (WGST).....	C†	\$175 88	105 53	70 35
Birmingham (WBRC).....	C	150 75	90 45	60 30
Chattanooga (WDD).....	C	125 63	75 38	50 25
Knoxville (WNOX).....	C	125 63	75 38	50 25
Memphis (WREC).....	C	175 88	105 53	70 35
Mobile (WALA).....	C	125 63	75 38	50 25
Montgomery (WSFA).....	C	125 63	75 38	50 25
Nashville (WLAC).....	C	175 88	105 53	70 35
New Orleans (WWL).....	C	250 125	150 75	100 50
Pensacola (WCOA).....	C	125 63	75 38	50 25
GROUP TOTAL.....		1550 779	930 469	620 310

SOUTHWESTERN GROUP

9 Cities

These Stations are available with the Basic Network in a group of not less than 5 of the following cities.

Dallas (KRLD).....	C	\$250 125	150 75	100 50
Houston (KTRH).....	C	175 88	105 53	70 35
Little Rock (KLRA).....	C	125 63	75 38	50 25
Oklahoma City (KOM).....	C	200 100	120 60	80 40
San Antonio (KTS).....	C	175 88	105 53	70 35
Shreveport (KWKH).....	C	175 88	105 53	70 35
Tulsa (KTUL).....	C	125 63	75 38	50 25
Waco (WACO).....	C	125 63	75 38	50 25
Wichita Falls (KGKO).....	C	125 63	75 38	50 25
GROUP TOTAL.....		1475 741	885 446	590 295

FLORIDA GROUP

4 Cities

These stations available as a group with Basic Network.

Jacksonville (WMBR).....	E	\$125 63	75 38	50 25
Miami (WQAM).....	E	125 63	75 38	50 25
Orlando (WDBO).....	E	125 63	75 38	50 25
Tampa (WDAE).....	E	125 63	75 38	50 25
GROUP TOTAL.....		500 252	300 152	200 100

NORTHWESTERN GROUP

4 Cities

These stations available individually with Basic Network.

Davenport (WOC).....	C	\$125 63	75 38	50 25
Minneapolis (WCCO).....	C	400 200	240 120	160 80
Sioux City (KSCJ).....	C	125 63	75 38	50 25
Yankton (WNAX).....	C	150 75	90 45	60 30
GROUP TOTAL.....		800 401	480 241	320 160

CANADIAN GROUP

2 Cities

These stations available individually with Basic Network.

Montreal (CKAC).....	E†	\$200 100	120 60	80 40
Toronto (CFRB).....	E†	300 150	180 90	120 60
GROUP TOTAL.....		500 250	300 150	200 100

SOUTHEASTERN GROUP—7 Cities

These stations available individually with Basic Network.

City	Time Zone	Full Hour	Half Hour	Quarter Hour
Charlotte (WBT).....	E	\$250 125	150 75	100 50
Durham (WDNC).....	E	125 63	75 38	50 25
Greensboro (WBG).....	E	125 63	75 38	50 25
Richmond (WMBG).....	E	125 63	75 38	50 25
Roanoke (WDBJ).....	E	125 63	75 38	50 25
Savannah (WTOC).....	E	125 63	75 38	50 25
Winston-Salem (WSJS).....	E	125 63	75 38	50 25
GROUP TOTAL.....		1000 503	600 303	400 200

MOUNTAIN GROUP—4 Cities

These stations available individually with Basic Network.

Colorado Spgs. (KVOR).....	M	\$125 63	75 38	50 25
Denver (KLZ).....	M	175 88	105 53	70 35
Reno ¹ (KOH).....	P	125 63	75 38	50 25
Salt Lake City (KSL).....	M	300 150	180 90	120 60
GROUP TOTAL.....		725 364	435 219	290 145

¹ Reno may be added without additional line charge only when Salt Lake City and the Pacific Coast Group are used.

PACIFIC COAST GROUP—12 Cities

These Stations are available only as a group.

Los Angeles (KHJ).....	P	\$375 188	225 113	150 75
Portland (KOIN).....	P	200 100	120 60	80 40
San Diego (KGB).....	P	125 63	75 38	50 25
San Francisco (KFRC).....	P	325 163	195 98	130 65
Seattle (KOL).....	P	225 113	135 68	90 45
Spokane (KFPY).....	P	150 75	90 45	60 30
GROUP TOTAL.....		1400 702	840 422	560 280

"BONUS" STATIONS (not counted in computing station-hour discounts) are included with the Pacific Coast Group without extra charge in: Bakersfield, Fresno, Sacramento, Santa Barbara, Stockton, Tacoma. On eastward broadcasts from the coast, tying in other supplementary stations and/or the Basic Network, a charge for circuit is made necessary. Whenever the Pacific Coast and the Basic Network are joined Denver and Salt Lake City must be used.

HAWAIIAN STATION—1 City

Honolulu (KGMB**)	220 195	140 125	100 90
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Honolulu is available only with Pacific Coast Group.
Honolulu Rates: bold face, rates apply after 11 P.M. New York time; light face, prior to 11 P.M. New York time.

CBS Network broadcasts, are also carried over the following six "bonus" stations without extra charge:

City	Time Zone	Station	Power	Kc.
Bakersfield.....	P	KERN	100	1370
Fresno.....	P	KMJ	500*	580
Sacramento.....	P	KFBK	5,000††	1490
Santa Barbara.....	P	KDB	100	1500
Stockton.....	P	KWG	100	1200
Tacoma.....	P	KVI	1,000	570

TOTAL OF ALL CITIES LISTED (96)

	Full Hour	Half Hour	Quarter Hour
\$18,395	9,312	11,045	5,607
	7,370		3,725

WEEKLY DISCOUNTS

(applicable only to rates on this card)

The following weekly discounts, computed on gross weekly billing for time, will be allowed to each advertiser using network broadcasts for thirteen or more consecutive weeks:

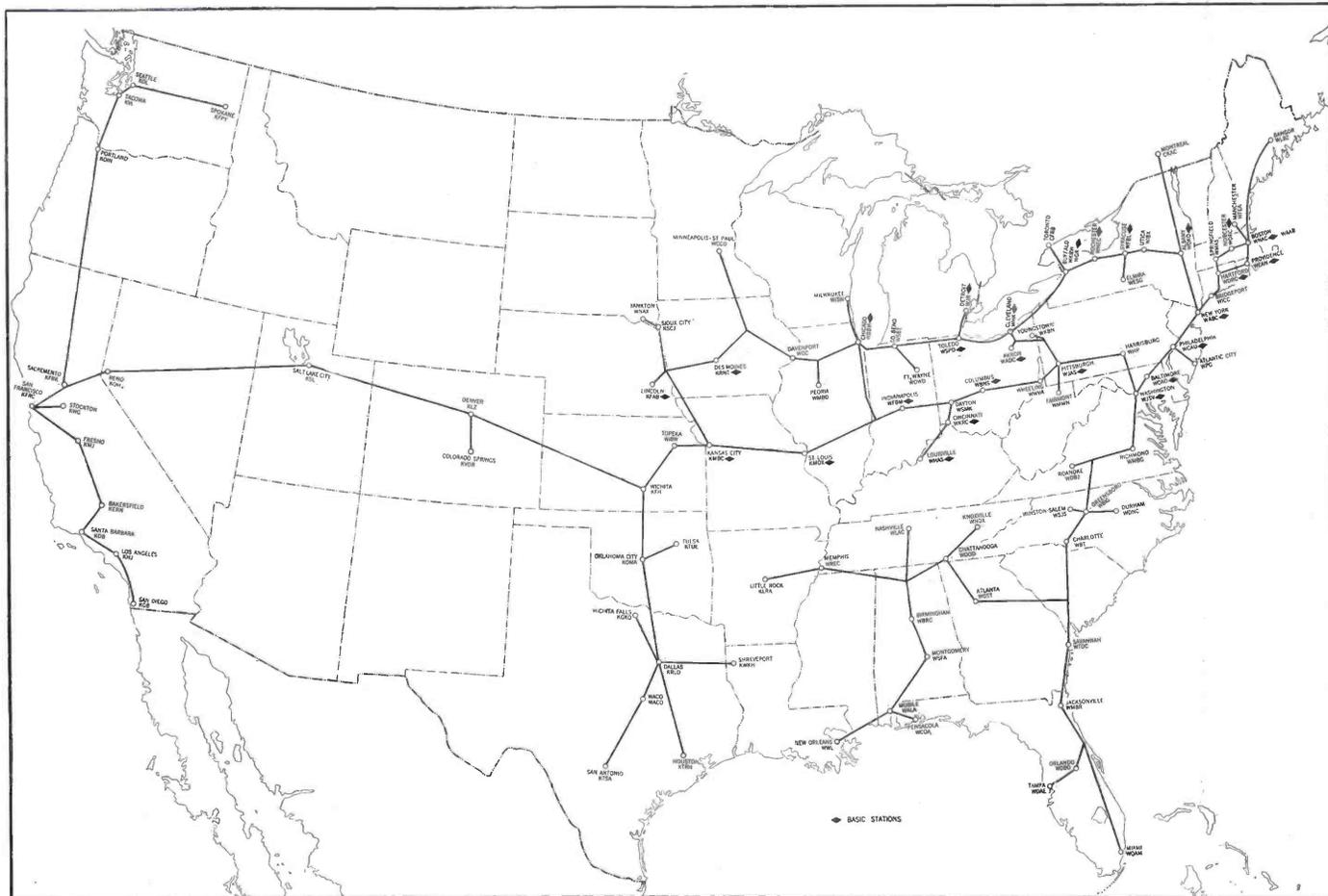
Less than 5 station-hours per week.....	Net 2 1/2%
5 or more but less than 10 station-hrs. per wk.....	5%
10 or more but less than 15 station-hrs. per wk.....	7 1/2%
15 or more but less than 25 station-hrs. per wk.....	10%
25 or more but less than 45 station-hrs. per wk.....	12 1/2%
45 or more but less than 70 station-hrs. per wk.....	15%
70 or more station-hours per week.....	15%

Station-hours will be calculated as follows:
1 hr. (day or night) on 1 station = 1.0 station-hour
1/2 hr. (day or night) on 1 station = .6 station-hour
1/4 hr. (day or night) on 1 station = .4 station-hour
(Thus, in computing station-hour discounts, 1/2 hour and 1/4 hour periods are given a weight equivalent, respectively, to their newly proportioned cost—60% and 40% of the full-hour rate.)
Two or more network contracts for the same advertiser may be combined in computing station-hour discounts.

(Continued on page 168)

Map of Network of the Columbia Broadcasting System

(Corrected as of January 1, 1936)



NETWORK RATES, EXECUTIVE PERSONNEL AND DATA

Columbia Broadcasting System

(Continued from page 166)

ANNUAL DISCOUNT

(applicable only to rates on this card)

At the end of 52 consecutive weeks of network broadcasting, there will be due and payable to the advertiser an additional discount on network time computed as follows: 52 times 10% of the largest amount of weekly gross billing that has run consecutively for 52 weeks.

If an advertiser broadcasts weekly for a period longer than 52 weeks, but shorter than 104 weeks, he will be paid the maximum discount, under the foregoing terms, for any consecutive 52 weeks during the period of his broadcasting.

COMMISSIONS

A commission of 15% is allowed to recognized agencies on net station time charges and on any line charges.

NO CASH DISCOUNTS

Charges for facilities are payable immediately after each broadcast.

CLASSIFICATIONS

Rates listed herein apply to all classes of acceptable accounts and advertising.

SERVICE FACILITIES

The Columbia Broadcasting System makes available a complete supplementary service for advertising agencies and radio advertisers, through the following:

- Columbia Artists Bureau, Inc.
- Columbia Concerts Corporation
- Commercial Program Department
- Continuity Department
- Engineering Department
- Merchandising & Research Depts.
- Publicity Department
- Sales Service Department
- Station Relations Department

BRANCH OFFICES

- Chicago—410 No. Michigan Ave.
- Philadelphia—1622 Chestnut St.
- Washington, D. C.—317 Earle Bldg.
- Los Angeles—Signal Oil Bldg.
- Detroit—902 Fisher Bldg.
- London—14 Langham Pl., W. 1.
- Cable Address—Columbia, N. Y.

YANKEE NETWORK

21 Brookline Ave., Boston, Mass.

Phone: Commonwealth 0800

(Rates in Effect Jan. 1, 1936)

OFFICIALS

- John Shepard, 3rd, President.
- Roy L. Harlow, Assistant to President.
- L. Travers, Production Manager.
- C. W. Phelan, Sales Manager.
- Paul de Mars, Technical Supervisor.
- I. B. Robinson, Chief Engineer.
- Gerald Harrison, Public Relations Director.
- R. Ide, Controller.

NETWORK RATES

NIGHT RATES 6:00 P.M. to 10:30 P.M. daily and 1:00 P.M. to 10:30 P.M. Sundays are in Bold Face.

DAY RATES 9:00 A.M. to 6:00 P.M. and 11:00 P.M. to 12:00 Midnight daily and 9:00 A.M. to 1:00 P.M. and 11:00 P.M. to 12:00 Midnight Sundays are in Light Face.

Stations	Hour	
Boston, Mass. WNAC	300.00	150.00
Boston, Mass. WAAB	200.00	100.00
Providence, R. I. WEAN	200.00	100.00
Providence, R. I. WPRO	125.00	63.00
Bridgeport, Conn. WICC	150.00	75.00
Worcester, Mass. WORC	125.00	63.00
Springfield, Mass. WMAS	125.00	63.00
Hartford, Conn. WDRC	125.00	63.00
Bangor, Maine WLBZ	125.00	63.00
Augusta, Maine WRDO	125.00	63.00
Manchester, N. H. WFEA	125.00	63.00
Lowell, Mass. WLLH	75.00	38.00
New Bedford, Mass. WNBH	75.00	38.00
Waterbury, Conn. WATR	75.00	38.00
TOTAL } WNAC and WEAN	1500.00	754.00
12 Stations } Using	WAAB and WPRO	1325.00 667.00

Stations	Half-Hour	
Boston, Mass. WNAC	188.00	94.00
Boston, Mass. WAAB	120.00	60.00
Providence, R. I. WEAN	120.00	60.00
Providence, R. I. WPRO	78.00	39.00
Bridgeport, Conn. WICC	90.00	45.00
Worcester, Mass. WORC	78.00	39.00
Springfield, Mass. WMAS	78.00	39.00
Hartford, Conn. WDRC	78.00	39.00
Bangor, Maine WLBZ	78.00	39.00
Augusta, Maine WRDO	78.00	39.00
Manchester, N. H. WFEA	78.00	39.00
Lowell, Mass. WLLH	47.00	24.00
New Bedford, Mass. WNBH	47.00	24.00
Waterbury, Conn. WATR	47.00	24.00
TOTAL } WNAC and WEAN	929.00	466.00
12 Stations } Using	WAAB and WPRO	819.00 411.00

Stations	Quarter-Hour	
Boston, Mass. WNAC	117.00	59.00
Boston, Mass. WAAB	80.00	40.00
Providence, R. I. WEAN	80.00	40.00
Providence, R. I. WPRO	49.00	25.00
Bridgeport, Conn. WICC	60.00	30.00
Worcester, Mass. WORC	49.00	25.00
Springfield, Mass. WMAS	49.00	25.00
Hartford, Conn. WDRC	49.00	25.00
Bangor, Maine WLBZ	49.00	25.00
Augusta, Maine WRDO	49.00	25.00
Manchester, N. H. WFEA	49.00	25.00
Lowell, Mass. WLLH	32.00	16.00
New Bedford, Mass. WNBH	32.00	16.00
Waterbury, Conn. WATR	32.00	16.00
TOTAL } WNAC and WEAN	598.00	302.00
12 Stations } Using	WAAB and WPRO	530.00 268.00

Stations	Five-Minute Periods	
Boston, Mass. WNAC	59.00	30.00
Boston, Mass. WAAB	40.00	20.00
Providence, R. I. WEAN	40.00	20.00
Providence, R. I. WPRO	25.00	13.00
Bridgeport, Conn. WICC	30.00	15.00
Worcester, Mass. WORC	25.00	13.00
Springfield, Mass. WMAS	25.00	13.00
Hartford, Conn. WDRC	25.00	13.00
Bangor, Maine WLBZ	25.00	13.00
Augusta, Maine WRDO	25.00	13.00
Manchester, N. H. WFEA	25.00	13.00
Lowell, Mass. WLLH	16.00	8.00
New Bedford, Mass. WNBH	16.00	8.00
Waterbury, Conn. WATR	16.00	8.00
TOTAL } WNAC and WEAN	302.00	154.00
12 Stations } Using	WAAB and WPRO	268.00 137.00

SPECIAL RATES: 10:30 p.m. to 11:00 p.m. daily (inc. Sunday)

Stations	Half Hour	Quarter-Hour	Five Minutes
Boston, Mass. WNAC	141.00	88.00	44.00
Boston, Mass. WAAB	90.00	60.00	30.00
Providence, R. I. WEAN	90.00	60.00	30.00
Providence, R. I. WPRO	59.00	37.00	19.00
Bridgeport, Conn. WICC	68.00	45.00	23.00
Worcester, Mass. WORC	59.00	37.00	19.00
Springfield, Mass. WMAS	59.00	37.00	19.00
Hartford, Conn. WDRC	59.00	37.00	19.00
Bangor, Maine WLBZ	59.00	37.00	19.00
Augusta, Maine WRDO	59.00	37.00	19.00
Manchester, N. H. WFEA	59.00	37.00	19.00
Lowell, Mass. WLLH	36.00	25.00	12.00
New Bedford, Mass. WNBH	36.00	25.00	12.00
Waterbury, Conn. WATR	36.00	25.00	12.00
TOTAL } WNAC and WEAN	702.00	453.00	228.00
12 Stas. } Using	WAAB and WPRO	620.00 402.00 203.00	

12:00 midnight to 9:00 a.m. daily (inc. Sunday)

Stations	Hour	Half-Hour	Quarter-Hour	Five Minutes
Boston, Mass. WNAC	100.00	63.00	39.00	20.00
Boston, Mass. WAAB	67.00	40.00	27.00	14.00
Providence, R. I. WEAN	67.00	40.00	27.00	14.00
Providence, R. I. WPRO	42.00	26.00	17.00	9.00
Bridgeport, Conn. WICC	50.00	30.00	20.00	10.00
Worcester, Mass. WORC	42.00	26.00	17.00	9.00
Springfield, Mass. WMAS	42.00	26.00	17.00	9.00
Hartford, Conn. WDRC	42.00	26.00	17.00	9.00
Bangor, Maine WLBZ	42.00	26.00	17.00	9.00
Augusta, Maine WRDO	42.00	26.00	17.00	9.00
Manchester, N. H. WFEA	42.00	26.00	17.00	9.00
Lowell, Mass. WLLH	25.00	15.00	10.00	5.00
New Bedford, Mass. WNBH	25.00	15.00	10.00	5.00
Waterbury, Conn. WATR	25.00	15.00	10.00	5.00
TOTAL } WNAC and WEAN	602.00	308.00	201.00	104.00
12 Stas. } Using	WAAB and WPRO	444.00 271.00 179.00 93.00		

YANKEE NETWORK NEWS SERVICE

Daily (except Sunday) 8:00 A.M. to 9:15 A.M. Over station WAAB and all stations of the Yankee Network. Announced also on WNAC 7:15 A.M. to 7:30 A.M. Sundays 8:45 A.M. to 9:00 A.M. over station WNAC and all stations of the Yankee Network.

Limited to three participants daily.

Price per participating announcement

Daily 125.00

Sundays 115.00

Daily (except Sunday) 10:30 A.M. to 10:45 A.M. over station WNAC and all stations of the Yankee Network except WNBH.

Limited to three participants daily.

Price per participating announcement 110.00

Daily (except Sunday) 1:30 P.M. to 1:45 P.M. over station WNAC and all stations of the Yankee Network. Sundays 2:45 to 3:00 P.M.

Limited to three participants daily.

Price per participating announcement 115.00

Daily 6:00 P.M. to 6:15 P.M. over station WNAC and all stations of the Yankee Network.

Limited to three participants daily.

Price per participating announcement 230.00

Daily 11:00 P.M. to 11:15 P.M. over station WNAC and all stations of the Yankee Network except WATR.

Limited to three participants daily.

Price per participating announcement 110.00

N.B. Stations WAAB and WPRO do not carry above service except as listed.

HOUSEHOLD PROGRAM

Gretchen McMullen Hour—Cooking recipes and household information 10:00 A.M. to 10:30 A.M. Tuesdays and Thursdays.

Limited to non-competing clients.

Tuesdays WNAC-WEAN per participation 50.00

Thursdays WNAC and entire Network per participation 110.00

Above program rates are for the facilities of the stations only; talent is extra.

REGULATIONS

No contract accepted for longer than one year.

No blanket contracts accepted.

Preferred position governed by priority and availability on contract basis.

All wire and mechanical charges for remote control, all traveling expenses salaries etc. of artists to be paid by advertiser when required in advance.

Closing date for inclusion in general publicity and printed announcements is 14 days before broadcast.

SERVICE FACILITIES

Production Department—Plans and produces complete radio features and program ideas or serves in an advisory capacity when desired.

Sales and Merchandising Department—Coverage and Market data relevant to the Radio advertising campaign as well as comprehensive information and suggestions for merchandising the radio program available from these departments.

Publicity and Public Relations Departments—Maintain close contacts with news media—cooperate in publicity contacts for clients.

Yankee Network Artists Bureau makes available to advertisers complete talent casts either for radio presentation or public appearance including the best Artists possible in New York and New England. Complete talent list with prices upon request.

The WNAC Grand Organ—is available to Advertisers for use in connection with other talent. Staff Organist 10.00 per broadcast of one half hour or less.

Equipped to Broadcast programs by electrical transmissions using double turntable Western Electric 78 R.P.M. or 33 1x3 R.P.M. Regular time charges apply. Not confined to certain hours.

COMMISSIONS AND DISCOUNTS

- a. A Commission of 15% is allowed to recognized agencies on net Station Time and Talent.
- b. No cash discount.
- c. Charges for facilities are payable immediately after each broadcast.
- d. Time discounts on card rates apply to total number of broadcasts for the same sponsor in one year under original or renewal contracts and apply on the weekly billing of station time only. Participations in News Service and Household programs cannot be used however to secure time discounts on General Broadcasting. No discounts on talent or line charges.

Less than 26 times	Net 5%
26 to 51 times	15%
52 to 99 times	20%
100 to 299 times	25%
300 and more times	25%

Exclusive National Representative

EDWARD PETRY & CO., INC.

- New York—17 East 42nd St. Murray Hill 2-3850.
- Chicago—Wrigley Bldg. Superior 7742
- Detroit—General Motors Bldg. Madison 1036
- San Francisco—111 Sutter St. Garfield 0470.

NORTHWEST TRIANGLE

Data available from individual stations Rates in Effect January 1, 1936

NETWORK GROUP

- KOMO Seattle KJR
- KGW Portland KEX
- KHQ Spokane KGA

(Service available after 6 p. m. only at these rates)

	1 Hour	½ Hour	¼ Hour
KOMO, Seattle	\$200.00	\$125.00	\$ 78.00
KGW, Portland	165.00	110.00	73.84
KHQ, Spokane	160.00	96.00	64.00
	\$525.00	\$831.00	\$215.84
KJR, Seattle	\$125.00	\$ 78.13	\$ 48.75
KEX, Portland	93.75	62.50	39.00
KGA, Spokane	80.00	48.00	32.00
	\$298.75	\$188.63	\$119.75

Above rates include Postal lines. Subject to regular frequency discounts on each station.

**NO NEW ENGLAND COVERAGE
IS COMPLETE WITHOUT**

WPRO

— P R O V I D E N C E —

**Centering a rich
trading area — New England's
second largest market — it is**

FIRST IN COVERAGE

1,225,578 consumers who spend nearly \$300,000,000 annually
live within WPRO's complete coverage — and 90.1% of
Rhode Island homes have radios.

FIRST IN SHOWMANSHIP

Selected by "VARIETY," keenest critic of the stage and radio,
in its annual community showmanship survey, as the leader in
Providence.

— and in PROGRAM SERVICE

WPRO brings to Providence the Cream of three Networks . . .
programs from the MUTUAL BROADCASTING SYSTEM
received through its association with the YANKEE NETWORK,
— and also the popular programs of the INTERCITY GROUP.

**Include WPRO in your schedule. Buy it on any one of
the three networks or for a spot test.**

Write or wire for complete details and a list of programs
available for sponsorship.

National
Representative
PAUL H. RAYMER CO.

WPRO

630
Kilocycles

CHERRY & WEBB BROADCASTING CO., PROVIDENCE, R. I.

NETWORK RATES, EXECUTIVE PERSONNEL AND DATA

DON LEE BROADCASTING SYSTEM

Affiliated with Columbia Broadcasting System
1076 West Seventh St., Los Angeles

Phone: Vandike 7111
(Rates in Effect Jan. 1, 1936)

OFFICIALS

Thomas S. Lee, President.
W. J. Gleason, Secretary-Treasurer.
C. Ellsworth Wylie, General Sales Manager and Los Angeles Manager.
Harrison Holliday, San Francisco Manager.
Bert A. Phillips, Los Angeles Sales Manager.
Owens Dresden, San Francisco Sales Manager.
R. W. Stannard, Sales Promotion Manager.
Frederick Stark, Los Angeles Musical Director.
David Broekman, Los Angeles Musical Director.
Claude Sweetser, San Francisco Musical Director.
Wm. Goodwin, Los Angeles Production Manager.
Jack Van Nostrand, San Francisco Production Manager.
Harold G. Peery, Chief Engineer.
Wayne Miller, Publicity Director.

BASIC RATES—WITHOUT TALENT

Don Lee Broadcasting System
(California Coverage)

California System comprises KHJ, Los Angeles; KFRC, San Francisco; KGB, San Diego, and the following "bonus" stations, which are supplied without additional charge when used with the Pacific Coast group or California chain: KDB, Santa Barbara; KMM, Fresno; KWG, Stockton; KFBK, Sacramento; KERN, Bakersfield.

Station Time

8 a.m. to 6 p.m. and after 11 p.m.	6 p.m. to 11 p.m.
1 hour..... \$414.00	1 hour..... \$800.00
1/2 hour..... 249.00	1/2 hour..... 495.00
1/4 hour..... 165.00	1/4 hour..... 330.00

Columbia-Don Lee Broadcasting System
(Pacific Coast Coverage)

Addition of four stations of Pacific Northwest to California group comprises Columbia Don Lee Network. Northwest stations include: KOIN, Portland; KVI-KOL, Tacoma, Seattle; KFPY, Spokane.

Station Time

8 a.m. to 6 p.m. and after 11 p.m.	6 p.m. to 11 p.m.
1 hour..... \$702.00	1 hour..... \$1400.00
1/2 hour..... 422.00	1/2 hour..... 840.00
1/4 hour..... 280.00	1/4 hour..... 560.00

Bonus stations not counted in computing station-hour discounts.

FREQUENCY DISCOUNTS

2 1/4% to 15% Weekly Discounts (applicable only to rates on this page).

The following weekly discounts, computed on gross weekly billing for time, will be allowed to each advertiser using network broadcasts for thirteen or more consecutive weeks:

Less than 5 station-hours per week.....	Net
5 or more but less than 10 station-hrs. per week.....	2 1/4%
10 or more but less than 15 station-hrs. per week.....	5%
15 or more but less than 25 station-hrs. per wk.....	7 1/2%
25 or more but less than 45 station-hrs. per wk.....	10%
45 or more but less than 70 station-hrs. per wk.....	12 1/2%
70 or more station-hours per week.....	15%

Station-hrs. will be calculated as follows:

1 hr. (day or night) on 1 station = 1.0 station-hr.
1/2 hr. (day or night) on 1 station = .6 station-hr.
1/4 hr. (day or night) on 1 station = .4 station-hr.
Two or more network contracts for the same advertiser may be combined in computing station-hr. discounts.
Additional 10% Annual Discount (applicable only to rates on this page).

At the end of 52 consecutive weeks of network broadcasting, there will be due and payable to the advertiser an additional discount on network time computed as follows: 52 times 10% of the largest amount of weekly gross billing that has run consecutively for 52 weeks.

Political—Regular station time rates. Payable in advance.
Mountain Group—To the Columbia Don Lee network may be added any station comprising the Mountain Group, which includes: KOH, Reno; KLZ, Denver; and KSL, Salt Lake City.

Agency Commission—15% on net station time and talent to accredited advertising agencies. On approved credit accounts payable 10th of month following service.

ASCAP tax—Effective September 1, 1934, 5% tax must be added to the net of all charges, except for talent and politicals, for fee of American Society of Composers, Authors and Publishers.

Programs—A large staff of vocalists, musicians and continuity writers is available for presentation of any type of program desired by an advertiser. The chain will assume entire responsibility for program construction and presentation. Program ideas, lists of talent and prices furnished on request.

All programs and copy subject to approval of the Don Lee Broadcasting System.

Territory Covered—Complete coverage of the twelve major marketing areas of the Pacific Coast.

Representatives—Radio Sales, Inc., 485 Madison Ave. New York City, Arthur H. Hayes; Radio Sales, Inc., Wrigley Building, Chicago, W. J. Williamson; Radio Sales Inc., Fisher Bldg., Detroit. H. A. Carlberg.

THE TEXAS QUALITY NETWORK

Comprising

WFAA, Dallas } Martin Campbell
WBAP, Fort Worth }
KPRC, Houston..... Kern Tips
WOAI, San Antonio..... Hugh A. L. Half

(Rates in Effect Jan. 1, 1936)

COMMISSIONS AND CASH DISCOUNTS

Agency commission 15% to recognized agencies on net charges for time, talent, and lines. No cash discounts. Bills rendered monthly and payable within 20 days.

TIME DISCOUNTS

Discounts allowed retroactively on the number of broadcasts given within a year. Rates guaranteed only for number of broadcasts originally contracted for. No contract to exceed one year's duration.

GENERAL ADVERTISING

Rates apply for complete network facilities. Any two-station combination rates quoted on request.

CLASS "A"

(6 P. M. to 11 P. M., Daily and Sunday)

	1 time	13 times	26 times	52 times
One-half hour.....	\$575.00	\$547.50	\$520.00	\$470.00
One-fourth hour.....	375.00	357.00	359.00	306.00
	100 times	150 times	300 times	
One-half hour.....	\$442.50	\$415.00	\$387.50	
One-fourth hour.....	288.00	270.00	252.00	

CLASS "B"

(6 A. M. to 6 P. M. and after 11 P. M. Daily, except Sunday 12 noon to 6 P. M.)

	1 time	13 times	26 times	52 times
One-half hour.....	\$279.00	\$266.30	\$253.60	\$230.70
One-fourth hour.....	181.00	172.70	164.40	149.30
	100 times	150 times	300 times	
One-half hour.....	\$218.00	\$205.30	\$192.60	
One-fourth hour.....	141.00	132.70	124.40	

CLASS "C"

(12 Noon to 6 P. M. Sundays only)

	1 time	13 times	26 times	52 times
One-half hour.....	\$362.50	\$345.63	\$328.75	\$300.63
One-fourth hour.....	235.00	224.00	213.00	194.50
	100 times	150 times	300 times	
One-half hour.....	\$283.75	\$266.88	\$250.00	
One-fourth hour.....	183.50	172.50	161.50	

SERVICE FACILITIES

Continuity, production, merchandising and publicity departments are part of the regular service. Extra services, when required, billed at net cost.
Programs can originate from studios of any member station at no additional cost. Extra charges are made for programs originating outside of the studios.

POLITICAL PROGRAMS

All political programs take the one-time rate. No commission to agencies on political broadcasts.

CONTRACT AND OTHER REQUIREMENTS

All contracts subject to network approval, Government regulations, and the NAB Code of Ethics for the Radio Broadcasting Industry, and to the conditions of the standard AAAA contract form.

Advertising of alcoholic beverages not accepted, other than beer.

CLOSING TIME

One week in advance of broadcast.

AFFILIATIONS

Each station affiliated with the National Broadcasting Co.

REPRESENTATIVES

Edward Petry and Company, Inc.

INTER-CITY GROUP

WMCA Building, 1697 Broadway

New York City

Telephone: Circle 6-2200

(Rates in Effect Jan. 1, 1936)

OFFICIALS

Donald Flamm, president.
Bertram Lebar, Jr., director of sales.

STATIONS*

WMCA—New York
WIP—Philadelphia
WDEL—Wilmington
WCBM—Baltimore
WOL—Washington
WPRO—Providence
WMEX—Boston
WLNH—Laconia, N. H.
W1XBS, Waterbury, Conn.

NETWORK RATES

Daily except Sundays

Station	8 A.M. to 6:00 P.M.		
	Hour	30 Min.	15 Min.
WMCA, New York City.....	\$225.00	\$125.00	\$ 75.00
26 times.....	213.75	118.75	71.25
52 times.....	202.50	112.50	67.50
WIP, Philadelphia, Pa.....	80.00	57.00	36.00
26 times.....	85.50	64.15	34.20
52 times.....	76.50	48.45	30.60
WDEL, Wilmington, Del.....	76.00	47.50	30.00
26 times.....	68.50	43.00	26.75
52 times.....	60.00	38.00	24.00
WCBM, Baltimore, Md.....	60.00	37.50	25.00
26 times.....	54.00	33.75	22.50
52 times.....	51.00	31.87	21.25
WOL, Washington, D. C.....	60.00	37.50	22.50
26 times.....	57.00	35.62	21.38
52 times.....	54.00	33.75	20.25
WMEX, Boston, Mass.....	60.00	35.00	22.50
26 times.....	57.00	33.25	21.38
52 times.....	51.00	29.75	19.13
WPRO, Providence, R. I.....	60.00	39.00	24.00
26 times.....	57.00	37.05	22.80
52 times.....	51.00	33.15	20.40
WLNH, Laconia, N. H.....	45.00	27.50	16.75
26 times.....	42.75	26.13	15.92
52 times.....	42.75	26.13	15.92
Cost of combination.....	\$676.00	\$406.00	\$251.75
26 times.....	635.50	381.70	236.18
52 times.....	588.75	353.60	219.05

Station	6:00 P.M. to 11:00 P.M.		
	Hour	30 Min.	15 Min.
WMCA, New York City.....	\$ 450.00	\$250.00	\$150.00
26 times.....	427.50	237.50	142.50
52 times.....	405.00	225.00	135.00
WIP, Philadelphia, Pa.....	150.00	95.00	60.00
26 times.....	142.50	90.25	57.00
52 times.....	127.50	80.75	51.00
WDEL, Wilmington, Del.....	115.00	70.00	45.00
26 times.....	100.00	65.00	40.00
52 times.....	90.00	57.00	35.00
WCBM, Baltimore, Md.....	120.00	75.00	50.00
26 times.....	108.00	67.50	45.00
52 times.....	102.00	63.75	42.50
WOL, Washington, D. C.....	120.00	75.00	45.00
26 times.....	114.00	71.25	42.75
52 times.....	108.00	67.50	40.50
WMEX, Boston, Mass.....	120.00	70.00	45.00
26 times.....	114.00	66.50	42.75
52 times.....	102.00	59.50	38.25
WPRO, Providence, R. I.....	120.00	75.00	45.00
26 times.....	114.00	71.25	42.75
52 times.....	102.00	63.75	38.25
WLNH, Laconia, N. H.....	60.00	37.50	22.50
26 times.....	57.00	35.63	21.38
52 times.....	57.00	35.63	21.38
Cost of Combination.....	\$1255.00	\$747.50	\$462.50
26 times.....	1177.00	704.88	434.13
52 times.....	1093.50	652.88	401.88

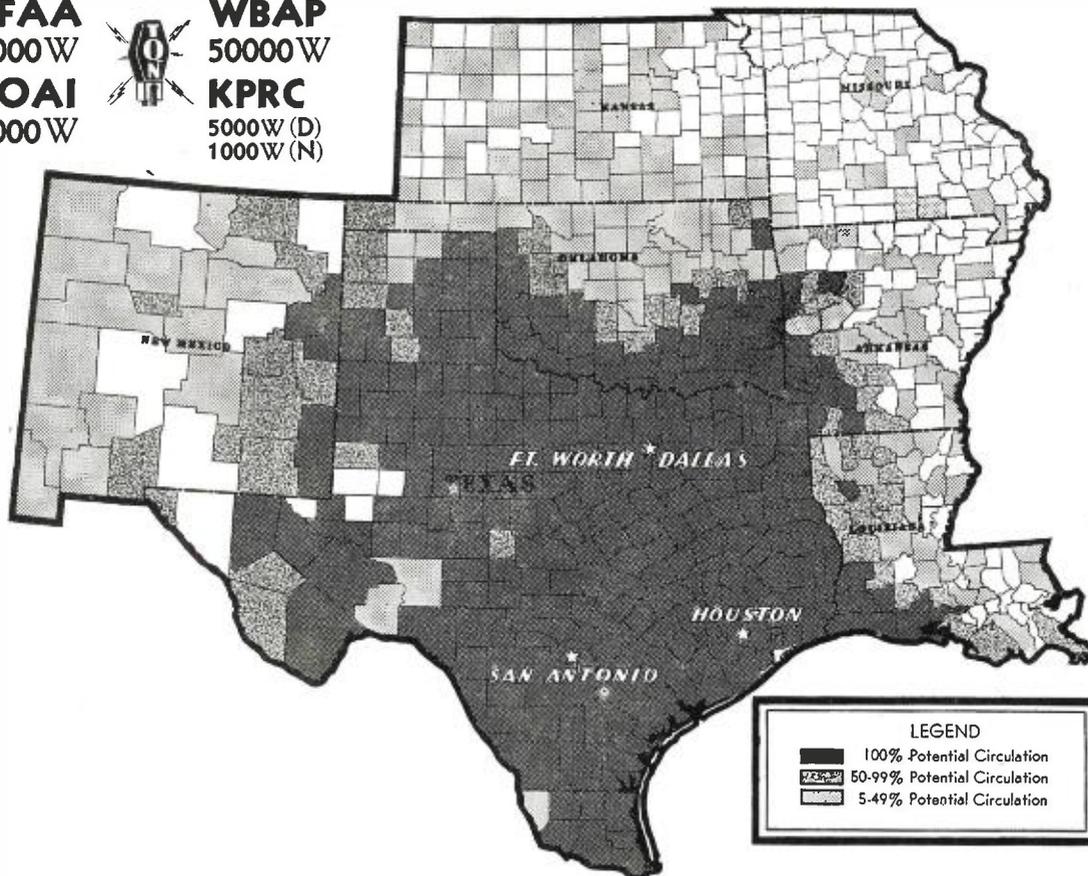
*W1XBS joins Inter-City Group on February 1, 1936.

The TEXAS QUALITY NETWORK

WFAA
50000 W
WOAI
50000 W



WBAP
50000 W
KPRC
5000 W (D)
1000 W (N)



AN AGGRESSIVE MEDIUM ~ ~ A PROGRESSIVE MARKET

Forty-eight live talent commercial programs weekly in its first year of operation tell a whole story for TQN. And there's plenty of reason for this achievement . . . An audience of over a million TQN-credited radio homes . . . Each station the most popular in its respective area . . . Five times the power of any other radio combination in the West South Central States . . . High quality telephone lines . . . Publicity support from five outstanding newspapers . . . One program coverage of "America's Fastest Growing Market", at a single low cost. And that market? Twelve and a half million

people with an annual spendable income of over five billion dollars. More than a million dollars in new wealth created *daily* by the great oil fields alone. 1935 farm income 25% greater than in '34. Retail sales up 20 to 30%. Income tax receipts increased over 60%. Building permits up 98% over 1934 . . . Add a state-wide Centennial Exposition for 1936, and you'll see that the TQN market is *the* market for increased selling effort; *the* market for increased profits . . . For further information, write any of these stations direct, or *Edward Petry and Company, Inc., National Representatives.*

Each Station Affiliated With the National Broadcasting Co.

WFAA ★ **WBAP** ★ **KPRC** ★ **WOAI**

DALLAS

FT. WORTH

HOUSTON

SAN ANTONIO

★ 1936 is Centennial Year in Texas ★

NETWORK RATES, EXECUTIVE PERSONNEL AND DATA

IOWA BROADCASTING SYSTEM

Des Moines Register & Tribune Bldg.
Des Moines

Phone: 3-2111

IOWA BROADCASTING COMPANY
(KSO and KRNT)

Subsidiary of Des Moines Register & Tribune

Gardner Cowles, Jr., President
John Cowles, Vice President
Fred Little, Secretary
Rodney P. Lien, Treasurer
Walter J. Preston, General Manager
Craig R. Lawrence, Commercial Manager
Reginald B. Martin, Program Director, KSO and KRNT

CEDAR RAPIDS BROADCASTING COMPANY (WMT)

Subsidiary of Des Moines Register & Tribune

Sumner D. Quarton, President
Gardner Cowles, Jr., Vice President
Fred Little, Secretary
Rodney P. Lien, Treasurer
Sumner D. Quarton, General Manager
William Quarton, Commercial Manager
Douglas Grant, Program Director

SAME RATE NATIONAL AND LOCAL

Iowa Network rates are for the use of identical programs and announcements on WMT, Cedar Rapids-Waterloo and either KSO or KRNT, Des Moines. For identical programs and announcements on all three stations (WMT, KSO and KRNT) add 30% of the Iowa Network rates. Note: Only programs of great public interest may be broadcast simultaneously over KSO and KRNT.

CLASS A—6:00 p. m. to 10:00 p. m.

	1 Time	18 Times	26 Times	52 Times	100 Times
1 Hour	300.00	285.00	270.00	255.00	240.00
1/2 Hour	180.00	171.00	162.00	153.00	144.00
1/4 Hour	120.00	114.00	108.00	102.00	96.00
10 Minutes	90.00	85.60	81.00	76.50	72.00
5 Minutes	60.00	57.00	54.00	51.00	48.00

CLASS B—9:00 a. m. to 1:00 p. m.—5:00 p. m. to 6:00 p. m.—10:00 p. m. to 11:00 p. m.—Sundays: 9:00 a. m. to 6:00 p. m.

	1 Hour	1/2 Hour	1/4 Hour	10 Minutes	5 Minutes
150.00	142.50	135.00	127.50	120.00	
90.00	85.50	81.00	76.50	72.00	
60.00	57.00	54.00	51.00	48.00	
45.00	42.75	40.50	38.25	36.00	
30.00	28.50	27.00	25.50	24.00	

CLASS C—Before 9:00 a. m.—After 11:00 p. m.—Weekdays: 1:00 p. m. to 5:00 p. m.

	1 Hour	1/2 Hour	1/4 Hour	10 Minutes	5 Minutes
105.00	99.75	94.50	89.25	84.00	
63.00	59.85	56.70	53.55	50.40	
42.00	39.90	37.80	35.70	33.60	
31.50	29.93	28.35	26.78	25.20	
21.00	19.95	18.90	17.85	16.80	

SPECIAL RATES 3 TIMES PER WEEK (7 Day Period)

CLASS A—

	13 weeks	26 weeks	39 weeks	52 weeks
Three hrs. per week	726.75	684.00	641.25	598.50
Three 1/2 hrs. per week	436.05	410.40	384.75	359.10
Three 1/4 hrs. per week	290.70	273.60	256.50	239.40
Three 10 min. per wk.	218.03	206.20	192.38	179.55
Three 5 min. per wk.	145.35	136.80	128.25	119.70

CLASS B—

	13 weeks	26 weeks	39 weeks	52 weeks
Three hours per week	363.88	342.00	320.63	299.25
Three 1/2 hrs. per week	218.03	205.20	192.38	179.55
Three 1/4 hrs. per week	145.35	136.80	128.25	119.70
Three 10 min. per wk.	109.01	102.60	96.19	89.78
Three 5 min. per wk.	72.68	68.40	64.13	59.85

CLASS C—

	13 weeks	26 weeks	39 weeks	52 weeks
Three hrs. per week	254.36	239.40	222.44	209.48
Three 1/2 hrs. per week	152.62	143.64	134.66	125.69
Three 1/4 hrs. per week	101.75	95.76	89.78	83.79
Three 10 min. per wk.	76.31	71.82	67.34	62.85
Three 5 min. per wk.	50.87	47.88	44.89	41.90

Four times a week—Add 1/3 of the three time rate.

SPECIAL RATES 5 TIMES PER WEEK

(7 Day Period)

CLASS A—

	18 weeks	26 weeks	39 weeks	52 weeks
Five hours per week	1,147.50	1,080.00	1,012.50	945.00
Five 1/2 hrs. per week	688.50	648.00	607.50	567.00
Five 1/4 hrs. per week	459.00	432.00	405.00	378.00
Five 10 min. per wk.	344.25	324.00	303.75	283.50
Five 5 min. per wk.	229.50	216.00	202.50	189.00

CLASS B—

	18 weeks	26 weeks	39 weeks	52 weeks
Five hours per week	573.75	540.00	506.25	472.50
Five 1/2 hrs. per week	344.25	324.00	303.75	283.50
Five 1/4 hrs. per week	229.50	216.00	202.50	189.00
Five 10 min. per wk.	172.13	162.00	151.88	141.75
Five 5 min. per wk.	114.75	108.00	101.25	94.50

CLASS C—

	18 weeks	26 weeks	39 weeks	52 weeks
Five hours per week	401.68	378.00	354.38	330.75
Five 1/2 hrs. per week	240.98	226.80	212.63	198.45
Five 1/4 hrs. per week	160.65	151.20	141.75	132.30
Five 10 min. per wk.	120.49	113.40	106.31	99.23
Five 5 min. per wk.	80.33	75.60	70.88	66.15

Six times a week—Add 1/5 of the 5 time rate.
Seven times a week—Add 2/5 of the 5 time rate.

ANNOUNCEMENT RATES

CLASS A—6:00 p. m. to 10:30 p. m.

	1 Time	18 Times	26 Times	52 Times	100 Times	300 Times
30 words	20.00	19.00	18.00	17.00	16.00	15.00
60 words	22.50	21.38	20.25	19.13	18.00	16.88
100 words	25.00	23.75	22.50	21.25	20.00	18.75
1-min. Trans.	30.00	28.50	27.00	25.50	24.00	22.50

CLASS B—Before 6:00 p. m.—After 10:30 p. m.

	1 Time	18 Times	26 Times	52 Times	100 Times	300 Times
30 word	11.00	10.45	9.90	9.35	8.80	8.25
60 words	13.25	12.59	11.93	11.26	10.60	9.94
100 words	15.50	14.73	13.95	13.18	12.40	11.63
1-min. Trans.	18.00	17.10	16.20	15.30	14.40	13.50

SPECIAL: TIME AND WEATHER ANNOUNCEMENTS

Time Signals: 35 announcements per week (3 daytime, 2 evening, daily). 30 words to include time signal and commercial copy.

	13 weeks	26 weeks	52 weeks
Rate per week	360.00	342.00	324.00

Weather Reports: 21 announcements per week (2 daytime, 1 evening, daily). 30 words commercial copy.

	13 weeks	26 weeks	52 weeks
Rate per week	198.00	188.10	178.20

SPECIAL FEATURES

Participation in these special features does not entitle an advertiser to any discount on regular programs or announcements, nor can an advertiser obtain additional discount on these features by his use of regular programs or announcements.

THE IOWA NETWORK—WMT—KRNT Hookup

Tall Corn Time: (5:00 to 7:00 a. m., daily except Sunday.) Fast stepping live talent show with Ranny Daly, old time orchestra, ballad singing, Hawaiian trio, and farm features. Rates cover station time and talent.

	1	13	26	39	52
Six 1/4 hrs. per wk.	160.00	152.00	144.00	136.00	128.00
Three 1/2 hrs. per wk.	100.00	95.00	90.00	85.00	80.00

The Magic Kitchen: (Mid-morning, daily except Sunday.) Cooking hints and chatter with Libbie Vaughan. Parti, cipant's product is featured on one 1/4 hr. program per week—plus 100 word announcements on other days of week.

	1	13	26	39	52
One participation per wk	60.00	57.00	54.00	51.00	48.00

GENERAL INFORMATION

- No contract accepted for longer period than one year. All programs, announcements, advertising talks, etc., subject to acceptance by management. Stations reserve right to discontinue any advertising announcements, talks, or programs for reasons sufficient to the management.
- All advertising scheduled to run during periods reserved for network programs must be re-scheduled on 28 days' notice by the station.
- A quantity discount earned on one station of the Iowa network entitles the advertiser to the same quantity discount on any other station of the Iowa network. But schedules on two or more stations of the Iowa network may not be combined to earn a more favorable discount.
- Quantity discounts retroactive on entire schedule as earned.
- Contracts are not assignable; are subject to musician's local, state and federal regulations and are made subject to interference by strike, fire, weather conditions or other unavoidable conditions beyond control of stations.
- The user will save the Iowa Broadcasting System harmless from any loss suffered by the system resulting from broadcasts made by the user over the stations of the network. The System will not be responsible for damages of any kind or nature whatsoever to the person or property of performers or employees of the user while on the stations' premises, irrespective of how said damages were suffered.
- Local accounts billed on 1st and 15th of each month for payment on 10th and 25th of the month. Local accounts billed at 10% above stated rates, which 10% will be allowed as a discount if account is paid in full by due date and there are no arrearages.
- National accounts billed on 1st of month; payable on 20th of month. Commission to recognized agencies, 15%, providing remittance envelope bears postmark on or before the 20th of month in which bill is rendered. Otherwise no agency commission will be allowed; no cash discount.
- Political advertising copy must be turned in 24 hours in advance. Payment for political advertising must be made 24 hours in advance.
- The Iowa Network guarantees that no advertiser enjoys any secret rate, rebate or discount. Complete transcription libraries available. All studios equipped to handle both vertical and lateral transcriptions 3 1/8 and 7 8 r. p. m. turn tables.

REPRESENTATIVES:
John Blair & Company.

SOUTHERN CALIFORNIA NETWORK

Headquarters: KFVB 6425 Hollywood Blvd.
Los Angeles

(Rates in Effect Jan. 1, 1936)

Comprising

KFVB, Los Angeles KMPC, Beverly Hills
KFOX, Long Beach KFXM, San Bernardino

GENERAL ADVERTISING

KFVB, KFOX and KFXM are available only as a group; KMPC may be added at rate listed. Minimum program is 15 minutes. Spot announcements not accepted. Agency commission of 15% allowed on station time and talent to recognized advertising agencies when payment is made by 20th of month following broadcast. A tax of 5% of net time charges will be charged to advertiser for use of music controlled by American Society of Authors, Composers and Publishers, regardless of whether program uses such music. No tax on political broadcasts.

RATES

(6:00 p. m. to 11:00 p. m.)	
Rates for Stations KFVB, KFOX, and KFXM are:	
1 hour	325.00
1/2 hour	203.00
1/4 hour	127.00

Station KMPC may be added at the following rates:	
1 hour	60.00
1/2 hour	40.00
1/4 hour	25.00

(6:00 a. m. to 6:00 p. m.)	
Rates for Stations KFVB, KFOX, and KFXM are:	
1 hour	163.00
1/2 hour	102.00
1/4 hour	64.00

Station KMPC may be added at the following rates:	
1 hour	40.00
1/2 hour	25.00
1/4 hour	15.00

DISCOUNTS

Discounts allowed as earned. Discounts apply only when periods are used week by week without break and periods must be used within one year. Advertiser having earned discount on one station will be credited with the same discount on the network.

13 to 25 periods	5%
26 to 38 periods	10%
39 to 51 periods	15%
52 or more periods	20%

Exclusive Representative
Free & Sienlinger, Inc.

IT'S NO SECRET!

WE ADVERTISE OUR RADIO PROGRAMS



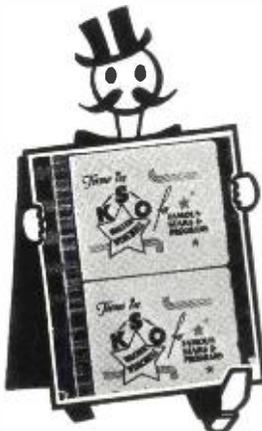
NEWSPAPER

1. He can tell you the name, hour and sponsor of any radio program. He's got the information in condensed, easily read columns. He claims to be strictly a public service, but he's also a swell audience builder. You'll find him every day in the Register (morning) Tribune (evening) and Sunday Register.



RADIO COLUMN

2. This fellow dotes on personalities, pictures, human interest stories about Iowa Network radio programs. You'll find him every day with the DIAL-LOG in the Register and Tribune. He is apt to run riot on Sunday with gobs of pictures. Like all Register and Tribune features he reaches 275,028 families daily, 271,764 on Sunday.



MOVIE TRAILER

5. He's our movie star. Appears on the screens of 14 movie houses in Des Moines, 3 in Cedar Rapids, 3 in Waterloo and 2 in Cedar Falls. His business is to tell the movie audiences about the Iowa Network radio programs. Does a good job, too, with lots of movement and sound accompaniment.



MERCHANDISING BULLETIN



BILLBOARD

3. Just an outdoor man. Breezy in his manner and a go-getter. Does a good job for a selected list of programs from 26 carefully selected spots in Des Moines. It is said you can't get in or out of Des Moines without seeing him. The poster company estimates 426,000 persons see him daily. He plugs a new list of programs every month.



CAR CARD

4. He clings prominently to the outside of every street car that leaves the barns in Des Moines. Which means he travels 30,000 miles every day shouting the names of Iowa Network radio stars all the way. We don't know how many persons get his message every day, but we do know that 50,000 passengers are carried daily—and he is seen by motorists as well as passengers.

6. The mail man takes this fellow around to all the druggists and grocers in Des Moines, Cedar Rapids and Waterloo. He keeps dealers posted about Iowa Network programs which advertise products the dealers sell. His calls are backed up by personal calls of the merchandising staff.

THE IOWA NETWORK

KRNT

CBS BASIC
Des Moines

WMT

NBC BASIC BLUE
Cedar Rapids-Waterloo

KSO

NBC BASIC BLUE
Des Moines

NETWORK RATES, EXECUTIVE PERSONNEL AND DATA

SOUTHWEST BROADCASTING SYSTEM

General Offices: Fort Worth, Tex.

(Rates in Effect Jan. 1, 1936)

Phone: 3-1882

OFFICIALS

L. H. Armer, President.
Elliott Roosevelt, Vice President in Charge of Sales.
H. J. Greig, Commercial Supervisor of Network.
Lewis Lacey, Manager of Production and Programs.
A. E. Cullum, Jr., Vice President in Charge of Technical Operations.
G. W. Johnson, Treasurer.
David Stratton, Secretary.

NETWORK RATES

RATES ARE FOR STATION TIME AND LINE COSTS

"A" RATES—(in Boldface type) apply 6:30 P. M. to 10:00 P. M. Central Standard Time daily.

"B" RATES—(in Lightface type) apply 6:00 A. M. to 8:00 A. M. and 10:00 P. M. to 12:00 Midnight daily and 6:00 A. M. to 12:30 P. M. on Sunday. For Sunday periods 12:30 P. M. to 6:30 P. M. add 10% to "B" Rates. ("B" Rates apply 8:00 A. M. to 6:30 P. M. week days, subject to ability SBS to clear "Regular Network lines." See Note 1 below).

CITIES	Hour		Half Hour	
	A	B	A	B
BASIC:				
1. Fort Worth, Texas (KTAT)....	\$ 125	\$ 70	\$ 65	\$ 35
2. Dallas, Texas (KRLD).....	250	140	150	80
3. San Antonio, Texas (K TSA)....	175	85	90	50
4. Austin, Texas (KNOW).....	50	36	25	18
5. Waco, Texas (WACO).....	70	40	35	22
6. Houston, Texas (KTRH).....	175	90	105	54
Total Texas.....	845	461	470	259
7. Oklahoma City, Okla (KOM A)....	200	115	115	70
TOTAL BASIC: 7 Stations.....	\$1045	576	585	329

CITIES	Quarter Hour		Five Minutes	
	A	B	A	B
BASIC:				
1. Fort Worth, Texas (KTAT)....	\$ 40	\$ 23	\$ 20	\$ 15
2. Dallas, Texas (KRLD).....	90	47	45	25
3. San Antonio, Texas (K TSA)....	58	30	30	20
4. Austin, Texas (KNOW).....	18	12	10	8
5. Waco, Texas (WACO).....	20	13	12	10
6. Houston, Texas (KTRH).....	63	33	40	23
Total Texas.....	289	158	157	101
7. Oklahoma City, Okla (KOM A)....	75	40	40	25
TOTAL BASIC: 7 Stations.....	\$364	\$198	\$197	\$126

BASIC SUPPLEMENTARY:

CITIES	Hour		Half Hour	
	A	B	A	B
8. Beaumont, Texas (KFDM)....	\$112	\$ 92	\$ 58	\$ 47
9. Dallas (alternate for KRLD) (WRR).....	125	100	70	60
TOTAL SUPPLEMENTARY.....	\$237	\$192	\$128	\$107

Stations in following towns can be added to Basic Network and rates will be quoted on request.

- 10. Shreveport, La.
- 11. Little Rock, Ark.
- 12. Amarillo, Texas
- 13. Wichita Falls, Texas

All Network programs regularly originate in Fort Worth or Dallas Studios, but quotations for programs to originate at any other station on Network or at any other point will be given upon request. All Stations operate on Central Standard Time. If less than 6 stations are used special line charge must be added.

DISCOUNTS

Discounts are based on service within one year to same sponsor and no contract for longer period is acceptable. Each renewal or extension of a contract earns discounts applicable within the year, but retroactive discounts are applicable only when service is continuous and renewal or extension is signed before expiration of current contract.

NUMBER OF BROADCASTS	Within:			
	1 Month	3 Months	6 Months	1 Year
1 to 12 broadcasts.....	Net	Net	Net	Net
13 to 25 broadcasts.....	10%	5%	5%	5%
26 to 51 broadcasts.....	20%	15%	10%	10%
52 to 99 broadcasts.....	25%	25%	20%	20%
100 to 299 broadcasts.....	35%	35%	30%	25%
300 or more broadcasts.....	40%	40%	40%	35%

* Note (1) If SBS is unable to clear "regular Network lines" for certain periods during time from 8:00 A. M. to 6:30 P. M. week days, broadcasts during such periods can be transmitted over auxiliary circuits, but special line charge must be added to earned rates above.

Promotional Talks: Take "open flat" Commercial Rates—no discounts—cash in advance—must sign contract—Minimum 15 minutes. No agency commission.

Contract Requirements, etc.: All programs are subject to approval of NETWORK Management and all rates, contracts, programs, etc., are subject to all State and Federal laws and regulations and the N. A. B. Code of Ethics. NETWORK reserves right to refuse, discontinue or change time of any advertising or program for reasons satisfactory to itself, and all time and service is sold subject to all terms and conditions of NETWORK'S regular Advertising Contract form. Contracts are subject to cancellation by client by 21 days written notice accompanied by remittance in full for all broadcasts to date of cancelled expiration at SHORT RATE. See Regional Rate Card for rates applying regional concerns.

Commission: Agency commission of 15% on net rates for time and line charges to recognized agencies.

Closing Time: Two weeks required for publicity—generally seven days or longer for program production.

Merchandising Service: Complete merchandising service, market data, etc., available on request.

Programs, Talent, Etc.: Production Department has vast sunny regular staff talent and has direct access to finest artists, features, etc., in Southwest, as well as immediate contacts for obtaining talent from East and from West Coast. Talent available, and equipped for planning and producing musical, dramatic, novelty, etc., broadcasts as well as complete program features and ideas if desired. Features tested and proved in Southwest area are immediately available. Also Engineering Department is one of finest and most efficient organized and is equipped to handle special features of any nature.

National Representatives: FREE, JOHNS & FIELD, INC.

COLORADO RADIO NETWORK

General Offices: Albany Hotel, Denver

(Rates in Effect Jan. 1, 1936)

CITIES	Hour		Half Hour	
	A	B	A	B
BASIC:				
KFEL-KVOD, Denver				
KVOR, Colorado Springs				
KGHF, Pueblo				
KFXJ, Grand Junction				

OFFICIALS

Gene O'Fallon, Sales Manager
Frank Bishop, Director of Station Relations
Jerry Akers, Assistant Sales Manager
Frank Golder, Technical Director
William S. Wales, Traffic Manager

GENERAL BROADCAST ADVERTISING

(Local and National)

MUSICAL PROGRAMS, TALKS AND ANNOUNCEMENTS (ALL HOURS)
(To be used in one year or less)

	1 Time	13 Times	26 Times
60 minutes.....	\$180.00	\$171.00	\$162.00
30 minutes.....	105.00	99.75	94.50
15 minutes.....	60.00	57.00	54.00
10 minutes.....	45.00	42.75	40.50
5 minutes.....	30.00	25.50	27.00
4 minutes.....	27.00	25.65	24.30
3 minutes.....	22.50	21.39	20.25
2 minutes.....	16.50	15.69	14.85
1 minute.....	9.00	8.55	8.10

	52 Times	100 Times	300 or More
60 minutes.....	\$153.00	\$144.00	\$135.00
30 minutes.....	89.25	84.00	78.75
15 minutes.....	51.00	48.00	45.00
10 minutes.....	38.25	36.00	33.75
5 minutes.....	25.50	24.00	22.50
4 minutes.....	22.95	21.60	20.25
3 minutes.....	19.14	18.00	16.89
2 minutes.....	14.04	13.20	12.39
1 minute.....	7.65	7.20	6.75

COMMISSIONS AND CASH DISCOUNTS

Agency commission 15% to recognized advertising agencies. Cash discount of 2% on net rates, if paid on or before 10 days from date of invoice. 5% discount for payment monthly in advance.

CONTRACT REQUIREMENTS

Preferred position governed by priority and availability on contract basis. Minimum time, one minute. No blanket contracts accepted. Rates subject to change without notice. Advertising of alcoholic beverages accepted after 9:00 P. M. only. No contract accepted for longer than 12 months. All contracts subject to cancellation unless program starts within sixty days. All contracts subject to the station owner's approval and governmental regulations. The station owner reserves the right to refuse or discontinue any advertising for reasons satisfactory to himself.

MECHANICAL REQUIREMENTS

All network Programs are released over A. T. & T. lines and regularly originate in Denver, but quotations for programs to originate at any other station on network or at any other point will be given upon request.

Closing date two weeks in advance of service if program is to be included in publicity releases. Final closing one week.

All wire and mechanical charges for remote control, all traveling expenses, salaries, etc., of artists to be paid by advertiser, when required, in advance.

No extra charge will be made when announcements are given by station announcer or staff.

Equipped to handle programs by electrical transcription using either lateral or vertical pick-ups on Western Electric RRP 1 33-1 and 78 r.p.m. double turn-tables.

NATIONAL REPRESENTATIVES

Paul H. Raymer Company,
Wilson-Dalton—Kansas City.

THE WESTERN NETWORK

Comprising

KNX, 5939 Sunset Blvd., Hollywood, Cal.
KSFO, Russ Building, San Francisco, Cal.

(Rates in Effect Jan. 1, 1936)

Elmer D. Pederson, KNX, National Sales Manager.

NIGHT RATES

(6 P. M.—11 P. M.)

	1-12 Times		13-25 Times		26-38 Times	
	1 Hr.	1/2 Hr.	1 Hr.	1/2 Hr.	1 Hr.	1/2 Hr.
KNX-KSFO	\$750.00	414.00	\$712.50	393.80	\$675.00	372.60
			205.20	109.20	194.40	104.40
			39-51 Times	52-104 Times	300 Times or more	
KNX-KSFO	\$637.50	\$51.90	\$600.00	\$31.20	\$562.50	\$31.50
			189.60	172.80	162.00	162.00

DAY RATES

(8 A. M.—5 P. M.)

	1-12 Times		13-25 Times		26-38 Times	
	1 Hr.	1/2 Hr.	1 Hr.	1/2 Hr.	1 Hr.	1/2 Hr.
KNX-KSFO	\$375.00	207.00	\$356.25	196.65	\$337.50	186.90
			108.25	102.84	97.43	97.43
			39-51 Times	52-104 Times	300 Times or more	
KNX-KSFO	\$318.75	\$175.95	\$300.00	\$165.60	\$281.25	\$155.25
			92.01	86.60	81.19	81.19

TRANSITION RATE

(5 P. M.—6 P. M.)

	1-12 Times		13-25 Times		26-38 Times	
	1 Hr.	1/2 Hr.	1 Hr.	1/2 Hr.	1 Hr.	1/2 Hr.
KNX-KSFO	\$575.00	\$315.00	\$546.25	299.25	\$517.50	283.50
			162.00	153.90	145.80	145.80
			39-51 Times	52-104 Times	300 Times or more	
KNX-KSFO	\$488.75	\$267.75	\$460.00	\$252.00	\$431.25	\$238.25
			137.70	129.60	121.50	121.50

NIGHT OWL RATE

(11 P. M.—8 A. M.)

	1-12 Times		13-25 Times		26-38 Times	
	1 Hr.	1/2 Hr.	1 Hr.	1/2 Hr.	1 Hr.	1/2 Hr.
KNX-KSFO	\$250.00	\$138.00	\$237.50	\$131.10	\$225.00	\$124.20
			68.59	64.98	64.98	64.98
			39-51 Times	52-104 Times	300 Times or more	
KNX-KSFO	\$212.50	\$117.30	\$200.00	\$110.40	\$187.50	\$103.50
			61.37	57.76	54.15	54.15

AGENCY COMMISSION

Agency commission is 15% on the net station time charges and talent to agencies recognized by the network. Charges for facilities rendered weekly. No cash discount.

GENERAL ADVERTISING

The Western Network absorbs all line charges. Rates apply to all classes of accounts and all types of advertising.

Programs can originate in either San Francisco or Los Angeles.

ASCAP Tax of 5% absorbed by Western Network.

The Western Network comprises KNX, 50,000 Watts, Hollywood—1050 Kilocycles—KSFO, 1,000 Watts, San Francisco, Oakland—560 kc.

The Western Network can be used in conjunction with the MUTUAL BROADCASTING SYSTEM—Rates and line charges on application.

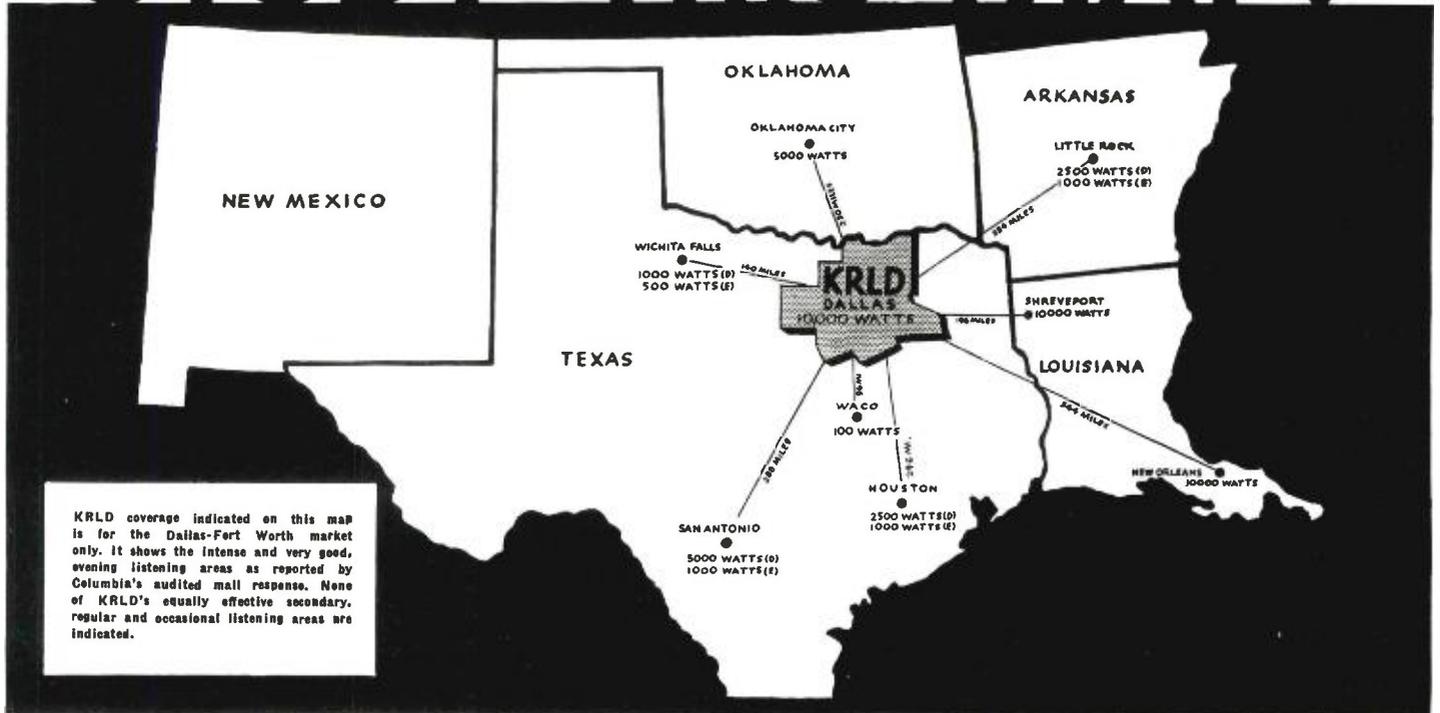
Transcriptions on either station may be fed to other station at no additional cost.

CONTRACT AND OTHER REQUIREMENTS

The rates are for station time and line charges complete, including station facilities. Talent is extra. All programs subject to acceptance by management, and must conform to station policy. Management reserves the right to reject or discontinue any advertising or program for reasons sufficient to itself. All contracts, unless otherwise agreed, subject to cancellation by a 30 day advance written notice accompanied by a certified check for short rates to the date of cancellation.

(Continued on page 176)

STUDY THIS MAP!



KRLD coverage indicated on this map is for the Dallas-Fort Worth market only. It shows the intense and very good, evening listening areas as reported by Columbia's audited mail response. None of KRLD's equally effective secondary, regular and occasional listening areas are indicated.

It Shows Why You Need KRLD - Dallas (Columbia's only N. Central Texas Outlet) *If You Reach the Prosperous, Populous DALLAS - FT. WORTH Market!*

One hundred miles to the nearest Columbia station and that station 100 Watts. One hundred forty miles to the second nearest Columbia station and that station 1,000 Watts, daytime, 500 Watts at night. All other Columbia stations 200 to 500 miles and more away.

These facts illustrate why only KRLD—in Dallas—can give you Columbia station coverage in the heart of Texas' richest market. Blanket the Dallas-Fort Worth primary listening area and you have access to 43.4% of all Texas radios. With KRLD you pay only for coverage where Texas' largest population and greatest per-capita wealth is concentrated.

KRLD, with 10,000 Watts—daytime and evening—is Columbia's largest and oldest Texas outlet. A primary listening audience of 838,760 daytime and 612,256 nighttime. A secondary listening audience of 2,899,843, daytime, and 3,734,473 at night.

Texas is host to millions of visitors for the State-Wide Centennial Celebrations. Dallas, with a Central Exposition of World's-Fair importance, is the center of this thriving activity. Dallas and Fort Worth (34 miles West) are brightest spots on the Texas business map. Get the facts on how you can reach this rich market through KRLD, the Columbia station, at lowest cost. Write for full details.

KRLD—DALLAS

Studios in Adolphus Hotel, Dallas, Texas

OWNED AND OPERATED BY THE DALLAS TIMES HERALD

NETWORK RATES, EXECUTIVE PERSONNEL AND DATA

The Western Network

(Continued from page 174)

Services of program, publicity, announcing and operating staff in securing talent, arranging, presenting and publicizing programs are included without extra charge. If client desires to furnish own program talent, same must be acceptable to program director.

CLOSING TIME

Station has no dead line for arrangements to be made for broadcasts but prefers one week.

Announcements and talks must be submitted 24 hours in advance.

Recorded programs must be received one week in advance to protect on breakage, etc.

PROGRAM AND TALENT SERVICE

Hollywood Production Headquarters are maintained in the new KNX Hollywood Studios. Complete equipment available for any size or type of broadcast—producers, announcers, sound effects, staff orchestra, organ, "World" Library Service.

MECHANICAL PROGRAM EQUIPMENT

Equipped to handle programs by electrical transcription, using 78 r.p.m. and 33 1/3 r.p.m. double turn-tables for both lateral and vertical records at either KNX or KSFO.

REPRESENTATIVES

John Blair & Company.

NORTHERN CALIFORNIA BROADCASTING SYSTEM

KJBS, San Francisco, and KQW, San Jose

1380 Bush Street
San Francisco, Calif.

Telephone: Ordway 4148

(Rates in Effect Jan. 1, 1936)

OFFICIALS

Ralph R. Brunton, general manager.
C. E. Coveny, sales manager.
H. O. Fiebig, commercial manager, Station KQW.
J. E. Burrell, chief engineer.
H. H. Wickersham, production manager, Station KJBS.
Joy Storm, production manager, Station KQW.

PROGRAMS—6:30 A.M. to 10:30 P.M.

	1-12 times	13-24 times	25-49 times
Hour Period.....	\$72.00	\$68.40	\$64.80
Half Hour Period.....	36.00	34.20	32.40
Quarter Hour Period.....	26.10	24.60	23.05
7½-Minute Period.....	17.80	16.45	15.60
5-Minute Period.....	14.75	13.95	13.10
	[50-99 times	100-299 times	more times
Hour Period.....	\$61.20	\$57.60	\$54.00
Half Hour Period.....	30.60	28.80	27.00
Quarter Hour Period.....	21.50	20.00	18.45
7½-Minute Period.....	14.70	13.80	12.95
5-Minute Period.....	12.80	11.40	10.60

ANNOUNCEMENTS—6:30 A.M. to 10:30 P.M.

See KJBS and KQW Rate Cards for individual announcement rates.

OWL PROGRAMS AND ANNOUNCEMENTS—10:30 P.M.

to 6:30 A.M.
One-half (50%) of regular rates (Groups 1 and 2).

UNITED PRESS NEWS—6 Broadcasts Daily

Rates on application.
5% to be added to all station rates for the American Society of Composers, Authors & Publishers Tax.

CONDITIONS

Daytime and Owl may be grouped in determining rate earned.

Owl time available only when preceded or followed by regularly scheduled program.

Actual broadcasting periods are as follows: 59 minutes for one hour periods; 29 minutes for half-hours; 14½ minutes for quarter-hours; 7 minutes for eighth-hours; 4½ minutes for five minute periods, to allow for station breaks, etc.

Additional charge for extra voices.

This rate card is for informative purposes and does not constitute an offer upon the part of the company.

No cash discounts—Bills due and payable when rendered.

All programs and announcements are subject to station owners' approval and Federal Communications Commission Regulations. Station owners reserve the right to refuse, discontinue or cancel any contract for advertising for reasons sufficient to themselves.

Continuity Department. At the disposal of the advertiser.

Audition Studios maintained for advertisers and agencies.

Wire and Mechanical Facilities for remote control lines, and studio talent charges are not included in station rates and are payable in advance by the advertiser.

No extra charge for programs originating in San Francisco studios. Line reversal charge of \$2.50 per program for programs originating in San Jose studios.

Western Electric reproducing equipment—33½ and 78 RPM double turn-tables (lateral and vertical).

No surcharge for transcriptions.

Preferred Position governed by priority and availability on contract only.

Agency Commission of 15 per cent to recognized agencies on station time.

PRICES SUBJECT TO CHANGE WITHOUT NOTICE

ORGANIZATION OF NATIONAL INDEPENDENT BROADCASTERS, INC.

NORTHEASTERN GROUP

MAINE

Augusta WRDO
Bangor WABI
Presque Isle WAGM

VERMONT

Rutland WSBY
St. Albans WQDM

MASSACHUSETTS

Boston WMEX
Fall River WSAR

CONNECTICUT

New Haven WELI
Waterbury WATR

NEW YORK

Albany WABY
Auburn WMBO
New York City WMCA
Olean WHDL
Plattsburg WMFF

PENNSYLVANIA

Harrisburg WKBO
Philadelphia WHAT
Philadelphia WTEL
Reading WRAW
Wilkes Barre WBAX
Williamsport WRAK

MARYLAND

Baltimore WCBM

DISTRICT OF COLUMBIA

Washington WOL

SOUTHEASTERN GROUP

VIRGINIA

Bristol WOPI
Charlottesville WCHV
Danville WBTM
Lynchburg WLVA
Newport News WGH
Petersburg WPHR

NORTH CAROLINA

Gastonia WJBR
Rocky Mount WEED
Wilmington WMFD

SOUTH CAROLINA

Anderson WAIM

NATIONAL INDEPENDENT BROADCASTERS, INC.

Headquarters: 17 E. 42nd St., New York City

Representative: James O'Shaughnessy

(Rates and discounts by groups here indicated on request)

OFFICERS

Edward A. Allen, President
WLVA, Lynchburg, Va.
Mallory Chamberlin, V. P.
WNBR, Memphis, Tenn.
W. Wright Gedge, Sec'y
WMBC, Detroit
Ben S. McGlashan, Treas.
KGFJ, Los Angeles

DIRECTORS

John Elmer, WCBM, Baltimore; William S. Pote, WMEX, Boston; Charles A. Hill, WIBM, Jackson, Mich.; C. W. Hayes, WHBC, Canton, O.; R. S. Bishop, KFJZ, Fort Worth; S. A. Ciesler, WATL, Atlanta; W. W. Behrman, WBOW, Terre Haute, Ind.; S. H. Bliss, WCLO, Janesville, Wis.; Arthur Westlund, KRE, Berkeley, Cal.; H. E. Studebaker, KUJ, Walla Walla, Wash.

GEORGIA

Atlanta WATL

FLORIDA

Daytona Beach WMFJ

NORTHCENTRAL GROUP

OHIO

Canton WHBC
Columbus WCOL

MICHIGAN

Detroit WJBK
Detroit WMBC
Ironwood WJMS
Jackson WIBM

INDIANA

Elkhart WTRC
Hammond WWAE
Muncie WLBC
Terre Haute WBOW

ILLINOIS

Carthage WCAZ
Chicago WCRW
Harrisburg WEBQ
Joliet WCLS
La Salle WJBC
Springfield WCBS

WISCONSIN

Green Bay WBXY
Janesville WCLO
Racine WRJN

MINNESOTA

Minneapolis WDGJ
Fergus Falls KGDE

IOWA

Shenandoah KFNF

NORTH DAKOTA

Devils Lake KDLR
Grand Forks KFJM
Minot KLPM

NEBRASKA

Kearney KGFV
Scottsbluff KGKY

MISSOURI

St. Louis WIL

KANSAS

Kansas City WLBK

SOUTHCENTRAL GROUP

KENTUCKY

Lexington WLAP
Paducah WPAD

TENNESSEE

Jackson WTJS
Memphis WNBR

MISSISSIPPI

Clarksdale WMFN
Gulfport WGCM
Hattiesburg WFPB
Kosciusko WHEF

ARKANSAS

Little Rock KARK

LOUISIANA

Lake Charles KPLC
New Orleans WJBW
Shreveport KRMD

OKLAHOMA

Ada KADA
Oklahoma City KFXR
Shawnee KGFF

TEXAS

Beaumont KFDM
Fort Worth KFJZ
Longview KFRO
San Antonio KABC
San Antonio KONO

MOUNTAIN GROUP

MONTANA

Wolf Point KGXC

IDAHO

Idaho Falls KID
Lewiston KRIC
Nampa KFXD

COLORADO

Alamosa KGIW
Sterling KGEK

ARIZONA

Jerome KCRJ
Tucson KVOA

NEW MEXICO

Albuquerque KGGM

PACIFIC COAST GROUP

WASHINGTON

Aberdeen KXRO
Seattle KXA
Spokane KFIO
Walla Walla KUJ
Wenatchee KPQ
Bellingham KVOS

OREGON

Klamath Falls KFJI

CALIFORNIA

Berkeley KRE
El Centro KXO
Los Angeles KGFJ
San Bernardino KFJM
San Francisco KJBS
Santa Ana KREG

Program Policies of Columbia Broadcasting System

(Promulgated May 15, 1935)

AS RADIO broadcasting expands its audience and augments its influence, there devolves upon the broadcaster and the program sponsor an ever greater responsibility.

Similarly, as radio continues to become a more intimate force in the lives of people, they tend to be more sensitive to broadcasting they like and to broadcasting they do not like. It is incumbent upon the broadcaster constantly to examine general policy so as to assure steady progress in building and holding radio's audience. Such watchfulness serves the interests of the audience, of the advertiser, and of the broadcasting companies alike.

The Columbia Broadcasting System has given particular consideration to recent trends in two general types of commercial program: Those which are designed for children, and those involving unpleasant discussions of bodily functions, bodily symptoms, or other matters which similarly infringe on good taste. In addition, as a result of expressed public interest, careful study has been given to the amount of time that should be used by sponsors for their advertising messages.

CHILDREN'S PROGRAMS

WIDE variations in viewpoint exist among parents as to programs which they regard as suitable for their children to hear, and similar differences exist between parents and children. The same divergence of opinion is frequently found among authorities.

Commercial sponsors of broadcasts addressed to children are devoting great effort and much money to creating programs that merit the approval both of child and parent. It is also true that there have been instances of poor judgment and careless execution. To eliminate such faults would be gratifying to all those who feel a deep responsibility for the rearing and education of impressionable youth.

The Columbia Broadcasting System has no thought of setting itself up as an arbiter of what is proper for children to hear; but it does have an editorial responsibility to the community, in the interpretation of public wish and sentiment, which cannot be waived.

In accordance with this responsibility we list some specific themes and dramatic treatments which are not to be permitted in broadcasts for children.

The exalting, as modern heroes, of gangsters, criminals and racketeers will not be allowed.

Disrespect for either parental or other proper authority must not be glorified or encouraged.

Cruelty, greed, and selfishness must not be presented as worthy motivations.

Programs that arouse harmful nervous reactions in the child must not be presented.

Conceit, smugness, or an unwarranted sense of superiority over others less fortunate may not be presented as laudable.

Recklessness and abandon must not be falsely identified with a healthy spirit of adventure.

Unfair exploitation of others for personal gain must not be made praiseworthy.

Dishonesty and deceit are not to be made appealing or attractive to the child.

We realize that distinctions in aesthetic values and feeling which may be wholly obvious between two given treatments of dramatic material cannot always be easily specified in words. Thus, for instance, it is not easy to capture in definition the fine distinctions between the pure fantasy which comprises some of the world's greatest literature for children, and the fantastic distortion of realities which is unsuitable for a youthful audience. None the less, the differences between these forms of entertainment become rather obvious when the two are compared side by side.

A program for children of elementary school age should offer entertainment of a moral character in the widest social sense. It should not obtain its entertainment value at the cost of distorting ethical and social relationships in a manner prejudicial to sound character development and emotional welfare.

In general, it is worth noting that the literature for children which continues to find their favor through many generations offers heroes worthy of the child's ready impulse to hero worship, and of his imitative urge to pattern himself after the hero model. Such literature, whether created 100 years ago or written today, succeeds in inspiring the child to socially useful and laudable ideals such as generosity, industry, kindness and respect for authority; it opens doors into wide worlds that may be reality or fantasy, but are in neither event ugly or repellent in aspect; it serves, in effect, as a useful adjunct to that education which the growing and impressionable child is absorbing during every moment of its waking day.

It is our hope and purpose to stimulate the creation of a better standard in children's programs than has yet been achieved.

To be of assistance in reaching this goal, Columbia is engaging the services of an eminent child-psychologist who will have the benefit of an advisory board of qualified members, with the special purpose of pointing the way toward programs designed to meet the approval of parents, children and educators alike. Columbia hopes thus to be equipped to appreciate and apply the parent's practical point of view no less than to reflect studied scientific judgment. The name of this consulting authority, and the membership of this committee, will be announced soon; and the new policy becomes completely effective July 30.

ADVERTISING WHICH DISCUSSES INTERNAL BODILY FUNCTIONS, SYMPTOMS, ETC.

THE COLUMBIA Broadcasting System has concluded, after serious con-

sideration, to permit no broadcasting for any product which describes graphically or repellently any internal bodily functions, symptomatic results of internal disturbances, or matters which are generally not considered acceptable topics in social groups.

This policy will specifically exclude from the Columbia Network not only all advertising of laxatives as such, but the advertising of any laxative properties in any other product. It will further exclude the discussion of depilatories, deodorants, and other broadcasting which, by its nature, presents questions of good taste in connection with radio listening.

As to new business, this policy becomes effective immediately, May 15, 1935. As to existing business, it becomes effective as rapidly as present commitments with clients expire. The last of these expires in March, 1936. Meanwhile, the advertising continuities for any such product are to be so worded as to conform strictly with a specific standard of new requirements.

Many programs containing such advertising in the past have offered entertainment of great merit, judged by the strictest standards.

On the other hand, many people prefer not to hear such advertising over the radio, regardless of the excellence of the program. The reason for this viewpoint is obvious: Radio broadcasting is heard by mixed and assorted groups of all kinds, in the home, in restaurants, and in public meeting places. In certain groups a listener may find it distasteful to hear a discussion of some subject which under other circumstances he finds wholly fitting and proper.

Similarly, we realize that the personal and often intimate quality of the human voice, radio's medium of presenting its sponsors' messages, forbids discussing subjects on the air in a manner which might be wholly acceptable when read in type.

COMMERCIAL ANNOUNCEMENTS

IN THE last several years advertisers and agencies have themselves been responsible, in many instances, for the discovery that brief and skillful handling of the commercial announcement—rather than obviously excessive and insistent sales talk—creates effective response and universal commendation and good will.

The Columbia Broadcasting System recognizes, with many advertisers and with the public, the desirability of avoiding advertising announcements that are too lengthy or too frequent.

As a result, numerous advertisers have condensed their sales announcements to a marked extent, to their own satisfaction and the demonstrated approval of the listening audience.

With the interest of the audience and of the great majority of advertisers in mind, the Columbia Broadcasting System considers it desirable, at this time, to set the following maximum allowances for commercial announcements, effective July 30, 1935:

EVENING PROGRAMS

A MAXIMUM of 10 per cent of the total broadcasting period may be devoted to the sponsor's commercial announcements, including contests and offers, on programs broadcast after 6:00 p. m. This applies to all full-hour programs, three-quarter hour programs, and half-hour programs. A single exception to the 10 per cent ratio will be made on quarter-hour programs, on which an additional allowance not to exceed 40 seconds will be made in recognition of the fact that the short program necessarily requires as much time as the longer one for routine identification announcements.

The following table shows, in minutes and seconds, the maximum amount of commercial talk which will be permitted, under these limits, on programs of various lengths broadcast after 6:00 p. m.:

Full hour programs: *All commercial announcements not to total more than 6 minutes.*

Three-quarter hour programs: *All commercial announcements not to total more than 4 minutes 30 seconds.*

Half-hour programs: *All commercial announcements not to total more than 3 minutes.*

Quarter-hour programs: *All commercial announcements not to total more than 2 minutes 10 seconds.*

Unpleasantly rapid delivery of the sales message, to effect a crowding of excessive material into the period allowed for the commercial announcement, will not be permitted.

DAYTIME PROGRAMS

THE COLUMBIA Broadcasting System has decided on a lesser curtailment of the amount of advertising in daytime programs for a number of reasons. Programs broadcast during the morning and afternoon hours serve vast numbers of women as a medium of useful information. Many of these programs are educative in both cultural and practical fields. Many of them offer valuable help in solving household economic problems, discussion of which requires more detailed statement of the sponsor's service or product. To deprive the daytime listener of such discussion would subtract from the broad usefulness of radio broadcasting.

Sponsored programs in the daytime will accordingly be allowed a maximum of 15 per cent of the total broadcast period for commercial announcements, with an additional 40 seconds on the quarter-hour program.

(Continued on page 178)

Program Policies of National Broadcasting Co.

(Promulgated January, 1934)

PART ONE Principles

The National Broadcasting Company can best serve the true interests of its advertisers by placing first the interests of the public.

Broadcast advertising derives its value from listeners' enjoyment of programs and their confidence in the statements made on behalf of advertisers. Anything which mars their enjoyment or impairs their confidence reacts unfavorably on all broadcast advertising.

Radio stations are required by law to serve public interest, convenience, and necessity. Public interest has been held by the courts to mean service to the listeners or, in other words, "good programs". Stations broadcasting objectionable programs have had their licenses canceled by the Federal Radio Commission.

The responsibility for protecting the public interest rests both upon the advertisers and upon the network. This statement, therefore, aims to define, in the light of experience, proper standards of program quality, good taste and integrity, to be set up and enforced by the cooperative effort of the National Broadcasting Company, its advertisers and their agencies.

These standards grow out of the special characteristics of the medium itself, as contrasted with other media:

In broadcast advertising, the advertiser or his representative speaks directly and personally to his listeners. For the period of his program, he is a guest in their homes.

The homes which he thus enters are of all types. The broadcast audience includes the farm family, the small-town family, the city family; it comprises practically all members of the family, sometimes singly, sometimes as a group. It embraces persons of all beliefs and creeds.

These two characteristics—the intimate, personal nature of broadcasting, and the wide range and joint listening of its audience—primarily determine what may properly be put on the air.

For example, the broadcast program should provide agreeable instruction or entertainment to most listeners. Its primary appeal should be to the listener's interest. Unpleasant or gruesome statements should be avoided as more likely to offend than to instruct or entertain.

Courtesy and good taste should govern the manner in which announcements are made. The most effective method of delivery of an announcement is restrained and persuasive. An aggressive, unduly emphatic manner may be objectionable to a large part of the radio audience.

Since the listener's primary interest is in entertainment or instruction, the advertising message should be in harmony with the rest of the program, should contain information of interest to the public, and should be prepared and delivered with brevity and skill.

Statements which tend to undermine an industry by attributing to its products, generally, faults and weaknesses true only of a few, and statements which are derogatory to an individual, an institution, a group or an industry, should be avoided. Protection against libel and slander is as essential for the advertiser and his agency as for the National Broadcasting Company.

Tiresome repetition or too much detail should be avoided. For instance, the advertiser's street address and the like should not be reiterated to the point of annoyance. The most productive way to obtain direct responses is to have replies sent to the broadcasting station or network.

Offers made to the radio audience should be simple and easy to grasp quickly. Involved and prolonged descriptions defeat their purpose by confusing the public and driving listeners away.

Each program should be individual and distinctive and should not resemble too closely an adjoining program on the same network. In other words, the entire day's broadcasting must be balanced to furnish variety of entertainment and instruction to listeners. Especially, the advertiser and the network should cooperate to prevent repetition of the same musical numbers in programs occupying nearby periods.

PART TWO Requirements

1. The use of the Deity's name is acceptable only when used reverently or as part of a standard classic work.

2. Statements or suggestions which are offensive to religious views, racial traits, and the like, must be avoided.

3. False or questionable statements and all other forms of misrepresentation must be eliminated.

4. Obscene and off-color songs or jokes, oaths, sacrilegious expressions, and all other language of doubtful propriety must be eliminated.

5. Testimonials must reflect the genuine experience or opinion of a competent witness.

6. Statements of prices and values must be confined to specific facts. Misleading price claims or comparisons must not be used.

7. As a safeguard against misuse of broadcast facilities for unfair competition, commercial programs shall not refer to any competitor, directly or indirectly, by company name, by individual name, or by brand name—regardless of whether such reference is derogatory or laudatory.

PART THREE Program Procedure

To secure observance of the requirements set forth above, the following procedure has been adopted in the interests of advertisers as well as of the National Broadcasting Company and its associated stations, and will be enforced to serve the public interest.

1. All continuities, including the words of all spoken lines as well as the wording of commercial announcements, and a list of the cast, must be submitted to the National Broadcasting Company at least one week in advance of the broadcast, except when the nature of the program does not so permit. This does not affect the advertiser's privilege to submit changes in his commercial continuity, prior to the broadcast.

2. All continuities, including the words of all songs or spoken lines as well as the wording of all commercial announcements and the list of the cast, are subject to the approval of the National Broadcasting Company, which reserves the right to reject any program and/or announcement in whole or in part, insofar as such program and/or announcement is not in accord with the requirements set forth herein or is otherwise incompatible with the public interest.

When a change in a program is required, the National Broadcasting Company will cooperate with the advertiser in an endeavor to arrive at a satisfactory handling of the matter; but if no agreement is reached, the National Broadcasting Company reserves the right to require eliminations or substitutions for any part of the program and/or announcement which it deems inconsistent with its obligation to serve the public interest.

3. Because of its responsibility to serve the public interest, the National Broadcasting Company reserves the right to require the advertiser or his agency to furnish, in addition to the continuities mentioned in the foregoing paragraphs, a performed audition of a contemplated commercial program.

4. Written lists in duplicate, showing correct titles, composers, and copyright owners appearing on the music to be used on the program, are to be submitted to the National Broadcasting Company at least one week before the broadcast, for copyright clearance. No changes are to be made thereafter without approval of the National Broadcasting Company music rights department. When this procedure is violated, responsibility for any copyright infringement shall rest on the advertiser.

5. Evidence of the right to use musical or literary material must be supplied to the National Broadcasting Company at least three days in advance of the broadcast. For any testimonial, the advertiser or his agency must submit to the National Broadcasting Company, at least three days in advance of broadcast, either an indemnification signed by the advertiser or his agency, or a written release authorizing its use for advertising purposes, signed by the person making the testimonial and sworn to before a notary public, and must furnish the National Broadcasting Company a full copy thereof.

6. The National Broadcasting Company is anxious to be of service in preventing unnecessary conflict of subject matter and musical numbers. The cooperation of advertisers and agencies is invited to make possible proper coordination between all sponsors. When two or more advertisers using nearby periods on the same network submit programs containing the same musical number, the advertiser or his agent first submitting his detailed program shall have the right to use the number, and the National Broadcasting Company shall notify the other advertiser or advertisers or their agents to submit a substitute number, subject to the same restrictions as to duplication.

7. The National Broadcasting Company reserves the right to amend this procedure, these principles and requirements, and to adopt new ones when and as, in its opinion, conditions warrant the adoption of such new procedure, principles or requirements for the public interest.

Program Policies of the Columbia Broadcasting System (Continued from Page 177)

PUBLIC ACCEPTANCE

WE ARE satisfied that the best thought of many leading advertisers as well as of the broadcasting industry is reflected in these policies. They set higher standards than broadcasting has attempted before.

We have adopted them after years of experience and careful consideration of every aspect of the problems involved. For these new policies, we ask the full cooperation of the public, the advertiser and the broadcasting industry.

BASIC ADVERTISING POLICIES

THE THREE important new policies set forth in the foregoing statement represent an extension of basic Columbia policies with which advertisers and advertising agencies have long been familiar, and which have served to maintain commercial broadcasting on the Columbia Network on a high ethical plane. These basic points of policy, most of which have been in effect since the inception of the Columbia Network, are here restated:

1. No false or unwarranted claims for any product or service.
2. No infringements of another advertiser's rights through plagiarism or unfair imitation of either program idea or copy.
3. No disparagement of competitors or competitive goods.
4. No lottery or "drawing contest". No contest of any kind in which the public is unfairly treated.
5. No programs or announcements that are slanderous, obscene, or profane, either in theme or in treatment.
6. No ambiguous statements that may be misleading to the listening audience.
7. Not more than two price mentions on a 15-minute program.
Not more than three price mentions on a half-hour program.
Not more than five price mentions on a full-hour program.
8. No advertising matter, or announcements, or programs which may, in the opinion of the System, be injurious or prejudicial to the interests of the public, the Columbia Broadcasting System, or honest advertising and reputable business in general.
9. No appeals for funds.
10. No testimonials which cannot be authenticated.

Advertisers Using NBC-WEAF (Red) Network During 1935

Sponsor	Product	Talent	Time (E.S.T.)	No. Stations	Duration of Contract	Agency
American Radiator Co., New York City	Radiators	Fireside Recitals	Sunday, 7:30-7:45 P.M.	20	June '35—	Blaker Adv. Agency., Inc., N. Y.
American Tobacco Co., New York City	Lucky Strike Cigarettes	Your Hit Parade	Saturday, 8-9 P.M.	62	April '35—	Lord & Thomas, N. Y.
B. T. Babbitt, Inc., New York City	Bab-O-Cleanser	Little Miss Bab-O	Sunday, 1:30-2 P.M.	20	Feb. '34-May '35	Peck Adv. Agency Inc., N. Y.
Best Foods Inc., New York City	Nucoa Butter	Budgeteers	Tues., Thurs., 11-11:15 A.M.	28	Oct. '35—	Benton & Bowles Inc., N. Y.
The Borden Co., New York City	Cheese & Milk	Magic Recipes	Wednesday, 11:45-12 noon	40	Jan. '35-Dec. '35	Young & Rubicam Inc., N. Y.
Bristol-Myers Co., New York City	Ipana, Sal Hepatica	Town Hall Tonight	Wednesday, 9-10 P.M.	55	July '34—	Young & Rubicam Inc., N. Y.
Buick Motor Co., Detroit	Motor Cars	Baer-Louis Fight	Tues., Sept. 24, 10 P.M.	65	One time only	Erwin, Wasey & Co. Inc., N. Y.
Campana Corp., Batavia, Ill.	Italian Balm	First Nighter	Friday, 10-10:30 P.M.	39	Dec. '30—	Aubrey, Moore & Wallace Inc., Chicago
Carnation Co., Milwaukee	Milk	Contented Program	Monday, 10-10:30 P.M.	36	May '31—	Erwin, Wasey & Co., Inc., Chicago
Chevrolet Motor Co., Detroit	Motor Cars	"G Men" Drama	Saturday, 9-9:30 P.M.	59	July '35-Oct. '35	Campbell-Ewald Co. Inc., Detroit
Chevrolet Motor Co., Detroit	Motor Cars	Rubinoff & His Violin	Saturday, 9-9:30 P.M.	59	Oct. '35—	Campbell-Ewald Co. Inc., Detroit
Cities Service Co., New York City	Gas & Oil	Jessica Dragonette	Friday, 8-9 P.M.	34	Feb. '27—	Lord & Thomas, N. Y.
Climalene Co., Canton, O.	Water Softener	Climalene Carnival	Thursday, 11:30-12 noon	13	Sept. '33—	W. S. Hill Co. Inc., Pittsburgh
Coca Cola Co., Atlanta	Coca Cola	Frank Black's orchestra	Friday, 10:30-11 P.M.	56	Dec. '34-May '35	D'Arcy Adv. Co. Inc., N. Y.
Colgate-Palmolive-Peet Co., Jersey City	Super Suds	Clara, Lu 'n Em	Mon.-Fri., 5:45-6 P.M. Mon.-Fri., 10:15-10:30 A.M.	55 39	Oct. '35— Sept. '34-July '35	Benton & Bowles Inc., N. Y.
Colgate-Palmolive-Peet Co., Jersey City	Palmolive Soaps	Beauty Box Theatre	Tuesday, 10-11 P.M.	59	Apr. '34-July '35	Benton & Bowles Inc., N. Y.
Colgate-Palmolive-Peet Co., Jersey City	Colgate Dental Cream	Music at the Hayden's	Monday, 9:30-10 P.M.	54	Jan. '35-July '35	Benton & Bowles Inc., N. Y.
Coty Inc., New York City	Face Powder	Ray Noble's orchestra	Wednesday, 10:30-11 P.M.	36	May '35-Oct. '35	Blow Co. Inc., N. Y.
Crazy Water Crystal Co., Mineral Wells, Tex.	Crazy Water Crystals	Gene Arnold	Sunday, 2:30-3 P.M.	13	June '33-Feb. '35	Luckey Bowman Inc., N. Y.
Delaware, Lackawana & Western Coal Co., New York City	Coal	Studio 7 Drama Pegg's Doctor	Tues., Wed., Thurs., 11:15-11:30 A.M. Mon., Wed., Fri., 1:15-1:30 P.M.	10	Oct. '35— Oct. '34-Mar. '35	Ruthrauff & Ryan Inc., N. Y.
Elgin National Watch Co., Chicago	Watches	Campus Revue	Friday, 10:30-11 P.M.	57	Oct. '35-Dec. '35	J. Walter Thompson Co., Chicago
Emerson Drug Co., Baltimore	Bromo Seltzer	N.T.G. & His Girls	Tuesday, 9-9:30 P.M.	33	Oct. '35—	J. Walter Thompson Co., N. Y.
Firestone Tire & Rubber Co., Akron	Tires & Tubes	Voice of Firestone	Monday, 8:30-9 P.M.	62	Dec. '34—	Sweeney & James Co., Cleveland
F. W. Fitch Co., Des Moines	Shampoo	Wendall Hall	Sunday, 7:45-8 P.M.	38	Aug. '34-Sept. '35	L. W. Ramsey Co., Davenport, Ia.
F. W. Fitch Co., Des Moines	Shampoo	Sunset Dreams	Sunday, 7:45-8 P.M.	38	Sept. '35—	L. W. Ramsey Co., Davenport, Ia.
J. A. Folger Co., Kansas City	Coffee	Judy & Jane	Mon.-Fri. 3:15-3:30 P.M.	9	Feb. '33-Apr. '35	Blackett-Sample-Hummert Inc., Chicago
Ford Motor Co., Detroit	Motor Cars	World Series	Afternoons	69	Oct. '35-6 Days	N. W. Ayer & Son Inc., N. Y.
Forhan Co. Inc., New York City	Tooth Paste	Stories of the Black Chamber	Mon., Wed., Fri., 7:15-7:30 P.M.	25	Apr. '35-July '35	McCann-Erickson Inc., N. Y.
General Electric Co., New York City	Electrical Products	What Home Means to Me	Sunday, 12:15-12:30 P.M.	33	Jan. '35-July '35	Maxon Inc., N. Y.
General Electric Co., New York City	Electrical Products	The Melody Master	Sunday, 11-11:30 P.M.	13	Oct. '35—	Batten, Barton, Durstine & Osborn Inc., N. Y.
General Foods Corp., New York City	Maxwell House Coffee	Show Boat Hour	Thursday, 9-10 P.M.	60	Oct. '32—	Benton & Bowles Inc., N. Y.
General Foods Corp., New York City	Log Cabin Syrup	Log Cabin Revue	Wednesday, 10-10:30 P.M.	35	Oct. '35-Dec. '35	Benton & Bowles Inc., N. Y.
General Foods Corp., New York City	Flour	Frances Barton	Friday, 2:30-3 P.M.	30	Jan. '34-Sept. '35	Young & Rubicam Inc., N. Y.
General Mills Inc., Minneapolis	Gold Medal Flour	Betty Crocker	Wed. & Fri., 10:45-11 A.M.	24	Jan. '31—	Knox Reeves Advertising Inc., Minneapolis
General Motors Co., Detroit	Motor Cars	General Motors Concerts	Sunday, 10-11 P.M.	62	Oct. '35—	Campbell-Ewald Co. Inc., Detroit
Gillette Safety Razor Co., Boston	Razors	Lucky Smith	Monday, 10:30-11 P.M.	57	May '35-July '35	Ruthrauff & Ryan Inc., N. Y.
Gillette Safety Razor Co., Boston	Razors	Baer-Braddock Fight	Thurs., July 13, 10 P.M.	65	One time only	Ruthrauff & Ryan Inc., N. Y.
B. F. Goodrich Co., Akron, O.	Tires & Tubes	Circus Night in Silvertown	Friday, 10:30-11 P.M.	60	May '35-Aug. '35	Ruthrauff & Ryan Inc., N. Y.
Great Atlantic & Pacific Tea Co., New York City	Foods	A. & P. Gypsies	Monday, 9-9:30 P.M.	21	March '24—	Paris & Peart, N. Y.
Hoover Co., Chicago	Vacuum Cleaners	Sentinels Serenade	Sunday, 5-5:30 P.M.	36	Jan. '35-May '35	Erwin, Wasey & Co. Inc., Chicago
Humphrey's Homeopathic Medicine Co., New York City	Medicines	Sweethearts of the Air	Sun., Mon., Wed., Fri., 10:30-10:45 A.M.	11	Dec. '34-March '35	The Biow Co. Inc., N. Y.
Humphrey's Homeopathic Medicine Co., New York City	Medicines	Sweethearts of the Air	Sun., 1:45-2 P.M. Tues., Thurs., 10:30-10:45 A.M.	6	Dec. '35—	The Biow Co. Inc., N. Y.
Illinois Central Railroad, Chicago	Travel	Headin' South	Sunday, 3-3:30 P.M.	10	Nov. '35—	Caples Co., Chicago
Ironized Yeast Co., Atlanta	Yeast	Whispering Jack Smith	Tues., Thurs., Sat., 7:15-7:30 P.M.	15	Jan. '35-Apr. '35	Ruthrauff & Ryan Inc., N. Y.
S. C. Johnson & Son. Inc., Racine, Wis.	Floor Wax	House by the Side of the Road	Sunday, 5:30-6 P.M.	34	Sept. '34-June '35	Needham, Louis & Brorhy Inc., Chicago

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Advertisers Using NBC-WEAF (Red) Network During 1935

(Continued from page 179)

Sponsor	Product	Talent	Time	No. of Stations	Duration of Contract	Agency & City
Kleenex Co., Chicago	Tissues	Story of Mary Marlin	Mon.-Fri., 12-12:15 P.M.	27	Jan. '35-Apr. '35	Lord & Thomas, Chicago
Kolynos Co., New Haven	Tooth Paste	Hammersteins Music Hall	Monday, 8-8:30 P.M.	21	Sept. '35—	Blackett-Sample-Hummert Inc., N. Y.
Kraft-Phenix Cheese Corp., Chicago	Cheese	Paul Whiteman	Thursday, 10-11 P.M.	58	June '33—	J. Walter Thompson Co., N. Y.
Lady Esther Co., Chicago	Face Powder	Wayne King's orchestra	Tuesday, 8:30-9 P.M. Wednesday, 8:30-9 P.M.	36 32	Sept. '31— Sept. '31—	Stack-Goble Adv. Agency, Chicago
Lambert Pharmacal Co., St. Louis	Listerine	Metropolitan Opera	Saturday, 2-5 P.M.	62	Dec. '34-Apr. '35	Lambert & Feasley Inc., N. Y.
Larus & Bros. Co., Richmond	Edgeworth Tobacco	Corn Cob Pipe Club	Saturday, 10:30-11 P.M.	26	Nov. '35—	Batten, Barton, Durstine & Osborn Inc., N. Y.
P. Lorillard Co., New York City	Old Gold Cigarettes	Thornton Fishers Sport Review	Saturday, 7-7:15 P.M.	47	Oct. '34-Dec. '35	Lennen & Mitchell Inc., N. Y.
Luden's Inc., Reading, Pa.	Cough Drops	Music by Richard Himber	Sunday, 5:45-6 P.M.	21	Oct. '35—	J. M. Mathes Inc., N. Y.
Luxor, Ltd., Chicago	Cosmetics	Sally of the Talkies	Sunday, 2-2:30 P.M.	26	Nov. '33-July '35	Lord & Thomas, Chicago
MacFadden Publications Inc., New York City	Magazines	True Story Court of Human Relations	Friday, 9:30-10 P.M.	28	Sept. '35—	Arthur Kudner Inc., N. Y.
Malted Cereal Co., Burlington, Vt.	Maltex	Narrator & orchestra	Sunday, 1-1:30 P.M.	15	Sept. '34-Mar. '35	Samuel C. Croot Co. Inc., N. Y.
J. W. Marrow Mfg. Co., Chicago	Shampoo	Betty Marlow's orchestra	Wed. & Fri., 4:45-5 P.M.	25	Feb. '35—	Heath-Seehof Inc., Chicago
The Maybelline Co., Chicago	Eyelash Dye	Penthouse Serenade	Saturday, 5-5:30 P.M.	50	Sept. '34—	Cramer-Krasselt Co., Milwaukee
Metropolitan Life Insurance Co., New York City	Insurance	Setting-up Exercises	Mon.-Sat., 6:45-7 A.M.	7	Mar. '26-Apr. '35	None
Miles Laboratories, Inc., Elkhart, Ind.	Alka Seltzer	Uncle Ezra	Mon., Wed., Fri., 7:15-7:30 P.M.	19	Nov. '34—	Wade Adv. Agency, Chicago
Molle Co., Bedford, O.	Shaving Cream	Minstrel Show	Thursday, 7:30-8 P.M.	11	Sept. '33-Aug. '35	Stack-Goble Adv. Agency, Chicago
Molle Co., Bedford, O.	Shaving Cream	Vox Pop	Sunday, 2:30-3 P.M.	19	Oct. '35—	Stack-Goble Adv. Agency, Chicago
Montgomery Ward & Co., Chicago	Department Store	Immortal Dreams	Sunday, 2-2:30 P.M.	40	Jan. '35-Apr. '35	Hays, MacFarland & Co., Chicago
Phillip Morris & Co., New York City	Cigarettes	Leo Reisman's orchestra	Tuesday, 8-8:30 P.M.	61	Apr. '33—	The Biow Co. Inc., N. Y.
National Biscuit Co., New York City	Biscuits	Let's Dance	Saturday, 10:30 P.M.-1:30 A.M.	55	Dec. '34-May '35	McCann-Erickson Inc., N. Y.
Noxzema Chemical Co., Baltimore	Cleanser	The Rhythm Boys	Monday, 7:30-7:45 P.M.	3	June '35-Sept. '35	Ruthrauff & Ryan Inc., N. Y.
Penn Tobacco Co., Wilkes-Barre	Cigarettes	One Man's Family	Wednesday, 10:30-11 P.M.	43	Nov. '34-Jan. '35	Ruthrauff & Ryan Inc., N. Y.
Pepsodent Co., Chicago	Pepsodent Products	Amos & Andy	Mon.-Fri., 7-7:15 P.M.	37	July '35—	Lord & Thomas, Chicago
Pepsodent Co., Chicago	Pepsodent Products	Al Pearce & His Gang	Mon., Wed., Fri.-5-5:30 P.M.	28	Oct. '35—	Lord & Thomas, Chicago
Plough Inc., Memphis	St. Joseph Aspirin	Guy Lombardo's orchestra	Wednesday, 10-10:30 P.M.	48	July '34-July '35	Lake-Spiro-Cohn, Inc., Memphis
Pontiac Motor Co., Pontiac	Motor Cars	Frank Black's orchestra	Sunday, 10:30-11 P.M.	59	Sept. '34-Mar. '35	McManus, John & Adams, Inc., Detroit
Premier-Pabst Corp., Chicago	Beer	Ben Bernie's orchestra	Tuesday, 9-9:30 P.M.	34	Oct. '34-Oct. '35	Morris, Windmuller & Enzinger, Chicago
The Procter & Gamble Co., Cincinnati	Oxydol	Ma Perkins	Mon.-Fri., 3:10-3:30 P.M.	40	Dec. '33—	Blackett-Sample-Hummert Inc., Chicago
The Procter & Gamble Co., Cincinnati	Ivory Soap	The O'Neills	Mon.-Fri., 3:45-4 P.M.	36	Oct. '35—	Blackman Adv. Inc., N. Y.
The Procter & Gamble Co., Cincinnati	Chipso	Home Sweet Home	Mon.-Fri., 10:15-10:30 A.M.	15	Apr. '35—	Blackman Adv. Inc., N. Y.
The Procter & Gamble Co., Cincinnati	Dreft	Larry Larsen Organist	Mon., Wed., Fri., 12-12:15 P.M.	7	Aug. '35—	Blackett-Sample-Hummert Inc., Chicago
The Procter & Gamble Co., Cincinnati	Crisco	Vic & Sade	Mon.-Fri., 3:15-3:30 P.M.	35	Nov. '34—	Blackman Adv. Inc., N. Y.
The Procter & Gamble Co., Cincinnati	Camay	Dreams Come True	Tues., Wed., Thurs., 3:45-4 P.M.	41	July '34-Sept. '35	Fedlar & Ryan Inc., N. Y.
The Procter & Gamble Co., Cincinnati	Ivory Soap	Ivory Stamp Club	Mon., Wed., Fri., 5:45-6 P.M.	24	Oct. '34-Sept. '35	Blackman Adv. Inc., N. Y.
The Procter & Gamble Co., Cincinnati	Dreft	Song of the City	Tues., Wed., Thurs., 12-12:15 P.M.	7	Oct. '34-Aug. '35	H. W. Kastor & Sons Adv. Co. Inc., Chicago
The Procter & Gamble Co., Cincinnati	Ivory Soap	The Gibson Family	Sunday, 10-11 P.M.	33	Sept. '34-June '35	Blackman Adv. Inc., N. Y.
The Procter & Gamble Co., Cincinnati	Ivory Soap	Uncle Charlie's Tent Show	Sunday, 10-11 P.M.	33	June '35-Sept. '35	Blackman Adv. Inc., N. Y.
RCA Victor Co., Camden	Radios & Tubes	Radio City Party	Saturday, 9-9:30 P.M.	58	Apr. '35-July '35	Lord & Thomas, N. Y.
Ralston Purina Co. Inc., St. Louis	Cereals	Tom Mix Stories	Mon., Wed., Fri., 5:30-5:45 P.M.	15	Sept. '35—	Gardner Adv. Co., N. Y.
Red Star Yeast & Products Co., Milwaukee	Yeast	Galaxy of Stars	Tues., Thurs., Sat., 11-11:15 A.M.	11	Oct. '33-July '35	N. W. Ayer & Son, Inc., Chicago
Regional Advertisers Inc., New York City (for American Gas Asso.)	Gas Service & Appliance Promotion	The Mystery Chef	Wed. & Fri., 10:30-10:45 A.M.	11	Dec. '35—	McCann-Erickson Inc., N. Y.
Rieser Co., New York City	Venida Hair Set	Jack & Loretta	Sunday, 11:15-11:30 A.M.	9	Jan. '35-July '35	Donahue & Coe, Inc., N. Y.
Shell Eastern Petroleum Products Inc., New York City	Gas & Oil	The Shell Chateau	Saturday, 9:30-10:30 P.M.	36	April '35—	J. Walter Thompson Co., N. Y.
Sherwin-Williams Co., Cleveland	Paints	Metropolitan Opera Auditions	Sunday, 3:30-4 P.M.	21	Dec. '35—	Cecil, Warwick & Cecil Inc., N. Y.

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Advertisers Using NBC-WEAF (Red) Network During 1935

(Continued from page 180)

Sponsor	Product	Talent	Time	No. of Stations	Duration of Contract	Agency & City
Smith Bros., Poughkeepsie, N. Y.	Cough Drops	Songs You Have Heard	Saturday, 9-9:30 P.M.	25	Oct. '34-Mar. '35	Homman, Tarcher & Sheldon, Inc. N. Y.
Standard Brands, Inc., New York City	Royal Desserts	One Man's Family	Wednesday, 8-8:30 P.M.	55	Jan. '35—	J. Walter Thompson Co., N. Y.
Standard Brands, Inc., New York City	Fleischmans Yeast	Rudy Vallee	Thursday, 8-9 P.M.	35	Sept. '29—	J. Walter Thompson Co., N. Y.
Standard Brands Inc., New York City	Chase & Sanborn Coffee	Major Bowes Amateurs	Sunday, 8-9 P.M.	57	Jan. '35—	J. Walter Thompson Co., N. Y.
Sterling Products Inc., New York City	Milk of Magnesia	Abe Lyman's orchestra	Friday, 9-9:30 P.M.	18	Sept. '38—	Blackett-Sample-Hummert Inc., N. Y.
Sterling Products Inc., New York City	Dr. Lyons Tooth Powder	Manhattan Merry Go Round	Sunday, 9-9:30 P.M.	53	Nov. '32—	Blackett-Sample-Hummert Inc., N. Y.
Sterling Products Inc., New York City	Bayer Aspirin	Album of Familiar Music	Sunday, 9:30-10 P.M.	48	Oct. '31—	Blackett-Sample-Hummert Inc., N. Y.
Studebaker Sales Corp. of America South Bend, Ind.	Motor Cars	Richard Hlmer's orchestra	Monday, 8-8:30 P.M.	38	July '34-July '35	Roche, Williams & Cunningham Inc., Chicago
Swift & Co., Chicago	Meats	Swift Studio Party	Tuesday, 10-10:30 P.M.	41	Sept. '35—	J. Walter Thompson Co., Chicago
Swift & Co., Chicago	Meats	Swift Hour	Saturday, 8-9 P.M.	41	Oct. '34-Apr. '35	J. Walter Thompson Co., Chicago
Swift & Co., Chicago	Vigoro	Swift Garden Party	Sunday, 2:30-3 P.M.	17	Feb. '35-Apr. '35	J. Walter Thompson Co., Chicago
Texas Co., New York City	Gas & Oil	The Jumbo Show	Tuesday, 9:30-10 P.M.	59	Oct. '35—	Hanff-Metzger Inc., N. Y.
Texas Co., New York City	Gas & Oil	Eddie Duchin's orchestra	Tuesday, 9:30-10 P.M.	59	June '35-Oct. '35	Hanff-Metzger Inc., N. Y.
Texas Co., New York City	Gas & Oil	Ed Wynn	Tuesday, 9:30-10 P.M.	59	Aug. '34-June '35	Hanff-Metzger Inc., N. Y.
United Drug Co., Boston	Rexall Products	The Rhythm Symphony	Sunday, 5-5:30 P.M.	51	Oct. '34-Oct. '35	Street & Finney Inc., N. Y.
U. S. Tobacco Co., New York City	Dills Best	Pick & Pat	Friday, 9:30-10 P.M.	19	Mar. '34-May '35	McCann-Erickson Inc., N. Y.
Vick Chemical Co., New York City	Medicines	Grace Moore	Monday, 9:30-10 P.M.	61	Oct. '35—	Cecil, Warwick & Cecil Inc., N. Y.
Western Clock Co., La Salle, Ill.	Clocks	Dream Dramas	Sunday, 5:30-5:45 P.M.	17	Oct. '34—	Batten, Barton, Durstine & Osborn Inc., N. Y.
Wheatena Corp., Rahway, N. J.	Cereal	Popeye the Sailor	Tues., Thurs., Sat., 7:15-7:30 P.M.	28	Oct. '35—	McKee & Albright Inc., Philadelphia
Wheatena Corp., Rahway, N. J.	Cereal	Billy Batchelor	Mon.-Fri., 6:45-7 P.M.	14	Oct. '34-Mar. '35	McKee & Albright Inc., Philadelphia
Wrigley Pharmaceutical Co., Atlantic City	Tooth Paste	Harry Reser's orchestra	Sunday, 4:30-4:45 P.M.	28	Dec. '34-June '35	Jerome B. Gray & Co., Philadelphia

Allocations of Call Letters to Countries

(As Contained in the International Radio Convention Drawn Up at World Telecommunications Conference, Madrid, 1932)

COUNTRY	CALL SIGNAL	COUNTRY	CALL SIGNAL	COUNTRY	CALL SIGNAL	COUNTRY	CALL SIGNAL
Chile	CAA-CEZ	Republic of Colombia	HJA-HKZ	Curacao	PJA-PJZ	British India	VTA-VWZ
Canada	CFA-CKZ	Republic of Panama	HPA-HPZ	Dutch East Indies	PKA-POZ	Canada	VXA-VYZ
Cuba	CLA-CMZ	Republic of Honduras	HRA-HRZ	Brazil	PPA-PYZ	United States of America	W
Morocco	CNA-CNZ	Siam	HSA-HSZ	Surinam	PZA-PZZ	Mexico	XAA-XFZ
Cuba	COA-COZ	Vatican City State	HVA-HVZ	(Abbreviations)	Q	China	XGA-XUZ
Bolivia	CPA-CPZ	Hedjaz	HZA-HZZ	Union of Socialist Soviet Republics	R	British India	XYA-XZZ
Portuguese Colonies	CQA-CRZ	Italy and Colonies	I	Sweden	SAA-SMZ	Afghanistan	YAA-YAZ
Portugal	CSA-CUZ	Japan	J	Poland	SOA-SRZ	Dutch East Indies	YBA-YHZ
Uruguay	CVA-CXZ	United States of America	K	Egypt	STA-SUZ	Iraq	YIA-YIZ
Canada	CYZ-CZZ	Norway	LAA-LNZ	Greece	SVA-SZZ	New Hebrides	YJA-YJZ
Germany	D	Republic of Argentina	LOA-LWZ	Turkey	TAA-TCZ	Latvia	YLA-YLZ
Spain	EAA-EHZ	Luxembourg	LXA-LXZ	Iceland	TFA-TFZ	Free City of Danzig	YMA-YMZ
Irish Free State	EIA-EIZ	Lithuania	LYA-LYZ	Guatemala	TGA-TGZ	Nicaragua	YNA-YNZ
Republic of Liberia	ELA-ELZ	Bulgaria	LZA-LZZ	Costa Rica	TIA-TIZ	Rumania	YOA-YRZ
Persia	EPA-EQZ	Great Britain	M	France and Colonies and Protectorates	TKA-TZZ	Republic of El Salvador	YSA-YSZ
Estonia	ESA-ESZ	United States of America	N	Union of Socialist Soviet Republics	U	Yugoslavia	YTA-YUZ
Ethiopia	ETA-ETZ	Peru	OAA-OCZ	Canada	VAA-VGZ	Venezuela	YVA-YWZ
Sarre Territory	EZA-EZZ	Austria	OEA-OEZ	Australian Commonwealth	VHA-VMZ	Albania	ZAA-ZAZ
France and Colonies and Protectorates	F	Finland	OFA-OHZ	Newfoundland	VOA-VOZ	British Colonies and Protectorates	ZBA-ZJZ
Great Britain	G	Czechoslovakia	OKA-OKZ	British Colonies and Protectorates	VPA-VSZ	New Zealand	ZKA-ZMZ
Hungary	HAA-HAZ	Belgium and Colonies	ONA-OTZ			Paraguay	ZPA-ZPZ
Swiss Confederation	HBA-HBZ	Denmark	OUA-OZZ			Union of South Africa	ZSA-ZUZ
Ecuador	HCA-HCZ	Netherlands	PAA-PIZ				
Republic of Haiti	HHA-HHZ						
Dominican Republic	HIA-HIZ						

Advertisers Using NBC-WJZ (Blue) Network During 1935

Sponsor	Product	Talent	Time	No. of Stations	Duration of Contract	Agency & City
American Can Co., New York City	Cans	Ben Bernie's Orchestra	Tuesday, 9-9:30 P.M.	41	Oct. '35—	Fuller & Smith & Ross Inc., N. Y.
American Home Products Co., New York City	Anacin	Easy Aces	Tues., Wed., Thurs., 7-7:15 P.M.	15	June '35—	Blackett-Sample-Hummert Inc., N. Y.
American Radiator Co., New York City	Radiators	Salzburg Festival	Sunday, 11-12 A.M.	18	8/11/35-8/25/35	Blaker Adv. Agency Inc., N. Y.
American Rolling Mill Co., Middleton, O.	Steel	Iron Master Program	Monday, 10:30-11 P.M.	18	Oct. '35—	Gardner-Greist Co., Chicago
American Rolling Mill Co., Middleton, O.	Steel	Iron Master Program	Wednesday, 8:30-9 P.M.	23	Sept. '34-Mar. '35	Gardner-Greist Co., Chicago
American Tobacco Co., New York City	Half & Half Tobacco	Red Trails Drama	Tuesday, 9-9:30 P.M.	45	Feb. '35-June '35	N. W. Ayer & Son Inc., N. Y.
Armour & Co., Chicago	Meat Packers	Phil Baker	Friday, 9:30-10 P.M.	42	Sept. '34-July '35	Lord & Thomas, Chicago
Beech-Nut Packing Co., Canajoharie, N. Y.	Candy & Gum	Red Davis Drama	Mon., Wed., Fri., 7:30-7:45 P.M.	14	Oct. '34-May '35	McCann-Erickson Inc., N. Y.
Better Speech Institute of America, Chicago	School	Your English	Sunday, 3-3:15 P.M.	49	Apr. '35	Auspitz & Lee, Chicago
Borden Co., New York City	Cheese & Milk	Beatrice Lillie	Friday, 9-9:30 P.M.	48	Jan. '35-July '35	Young & Rubicam Inc., N. Y.
Bourjois Sales Corp., New York City	Cosmetics	Evening in Paris	Monday, 8:30-9 P.M.	18	Aug. '35—	Lord & Thomas, N. Y.
M. J. Breitenbach Co., New York City	Gude's Pepto Mangan	Poet Prince	Sunday, 2-2:15 P.M.	17	Oct. '34-Apr. '35	McCann-Erickson Inc., N. Y.
Buick Motor Co., Detroit	Motor Cars	Baer-Louis Fight	Tuesday, Sept. 24th, 10 P.M.	65	One Time Only	Erwin, Wasey & Co. Inc., N. Y.
Campana Corp., Batavia, Ill.	Dreakin	Grand Hotel	Sunday, 6:30-7 P.M.	30	Sept. '34—	Aubrey, Moore & Wallace Inc., Chicago
Carleton & Hovey Co., Lowell, Mass.	Father John's Medicine	Gems of Melody	Thursday, 7:15-7:45 P.M.	16	Oct. '34-Apr. '35	John W. Queen, Boston
Carlsbad Products Co. Inc., New York City	Sprudel Salts	Morton Downey	Friday, 7:15-7:30 P.M.	16	Oct. '34-June '35	H. M. Klesewetter Adv. Agency Inc., N. Y.
Chappel Brothers, Rockford, Ill.	Dog Food	Jackie Heller	Monday, 10-10:15 P.M.	17	Jan. '35-Apr. '35	Rogers & Smith Adv. Agency, Chicago
Colgate-Palmolive-Peet Co., Jersey City	Super Suds	The House of Glass	Wednesday, 8:30-9 A.M.	51	Apr. '35-Dec '35	Benton & Bowles Inc., N. Y.
Colgate-Palmolive-Peet Co., Jersey City	Palmolive Soaps	Beauty Box Theatre	Friday, 9-10 P.M.	59	Aug. '35—	Benton & Bowles Inc., N. Y.
Thomas Cook & Son., New York City	Travel Service	Travelogue	Sunday, 5:30-5:45 P.M.	10	Jan. '35-May '35	L. D. Wertheimer Co. Inc., N. Y.
Cox Gelatine Co., New York	Gelatine	Jack Berch	Friday, 10:15-10:30 A.M.	5	Dec. '35—	Joseph Katz Co., N. Y.
Crazy Water Hotel Co., Mineral Wells, Tex.	Crazy Water Crystals	Carefree Carnival	Monday, 8:30-9 P.M.	22	Dec. '34-June '35	Luckey Bowman Inc., N. Y.
Emerson Drug Co., Baltimore	Bromo Seltzer	N.T.G. and His Girls	Tuesday, 9-9:30 P.M.	34	July '35-Oct. '35	J. Walter Thompson Co., N. Y.
Emerson Drug Co., Baltimore	Bromo Seltzer	Intimate Revue	Friday, 8:30-9 P.M.	24	Oct. '34-Apr. '35	J. M. Mathes Inc., N. Y.
Enoz Chemical Co., Chicago	Insecticide	Wooley the Moth	Thursday, 5:15-5:30 P.M.	16	Mar. '35-May '35	McJunkin Adv. Co., Chicago
F. W. Fitch Co., Des Moines	Shampoo	Wendall Hall	Tuesday, 10-10:15 P.M.	22	Oct. '35—	L. W. Ramsey Co., Davenport, Ia.
Ford Motor Co., Detroit	Motor Cars	World Series	Afternoons	69	Oct. '35 (6 Days)	N. W. Ayer & Son Inc., N. Y.
General Foods Corp., New York City	Jello	Jack Benny	Sunday, 7-7:30 P.M.	60	Oct. '34-Mar. '35 Oct. '35—	Young & Rubicam Inc., N. Y.
General Foods Corp., New York City	Jello	Lanny Ross	Sunday, 7-7:30 P.M.	60	Mar. '35-Sept. '35	Benton & Bowles Inc., N. Y.
General Foods Corp., New York City	Sanka	Helen Hayes	Tuesday, 9:30-10 P.M.	28	Oct. '35—	Young & Rubicam Inc., N. Y.
General Foods Corp., New York City	Post Toasties	Tony & Gus	Mon.-Fri., 7:15-7:30 P.M.	56	Apr. '35-Sept. '35	Benton & Bowles Inc., N. Y.
General Mills Inc., Minneapolis	Bisquick	Betty & Bob	Mon.-Fri., 4-4:15 P.M.	23	Oct. '32—	Blackett-Sample-Hummert Inc., Chicago
General Motors Corp., Detroit	Motor Cars	Symphony Concerts	Sunday, 8-9 P.M.	17	Oct. '34-Apr. '35	Campbell-Ewald Co. Inc., Detroit
Gillette Safety Razor Co., Boston	Razors	Baer-Braddock Fight	Thurs., July 13th, 10 P.M.	65	One Time Only	Ruthrauff & Ryan Inc., N. Y.
B. F. Goodrich Co., Akron	Tires & Tubes	Circus Night in Silvertown	Friday, 10:30-11 P.M.	61	Mar. '35-May '35	Ruthrauff & Ryan Inc., N. Y.
H. J. Heinz Co., Pittsburgh	Foods	Josephine Gibson Recipes	Mon., Wed., Fri., 10-10:15 A.M.	40	Dec. '34-Mar. '35	Maxon Inc., Detroit
Horlicks Malted Milk Corp., Racine	Malted Milk	Lum 'n Abner	Mon.-Fri., 7:30-7:45 P.M.	11	Sept. '35—	Lord & Thomas, Chicago
Household Finance Corp., Chicago	Loan Service	Edgar Guest	Tuesday, 8:30-9 P.M.	18	Jan. '35—	Chas. Daniel Frey Co., Chicago
Andrew Jergens Co., Cincinnati	Hand Lotion	Walter Winchell	Sunday, 9:30-9:45 P.M.	41	Sept. 34-June '35, Sept. '35—	J. Walter Thompson Co., N. Y.
Johns-Manville Inc., New York	Roofing	Cornelia Otis Skinner	Sunday, 9:30-9:45 P.M.	18	June '35-Sept. '35—	J. Walter Thompson Co., N. Y.
Johns-Manville Inc., New York	Roofing	Floyd Gibbons	Thursday, 7:30-7:45 P.M.	33	Apr. '35-July '35	J. Walter Thompson Co., N. Y.
S. C. Johnson & Son Inc., Racine	Floor Wax	House by the Side of the Road	Sunday, 5:30-6 P.M.	21	Sept. '34-June '35	Needham, Louis & Brorby Inc., Chicago
S. C. Johnson & Son Inc., Racine	Floor Wax	Fibber McGee & Molly	Tuesday, 10-10:30 P.M. Monday, 8-8:30 P.M.	45 45	June '35-Aug. '35 Aug. '35—	Needham, Louis & Brorby Inc., Chicago
Kellogg Co., Battle Creek, Mich.	Cereals	Singing Lady	Mon.-Fri., 8:30-5:45 P.M.	18	Jan. '32—	N. W. Ayer & Son Inc., N. Y.
Kellogg Co., Battle Creek, Mich.	Pep	College Prom	Friday, 8:30-9 P.M.	18	Jan. '35—	N. W. Ayer & Son Inc., N. Y.

(Continued on page 183)

Advertisers Using NBC-WJZ (Blue) Network During 1935

(Continued from page 182)

Sponsor	Product	Talent	Time	No. of Stations	Duration of Contract	Agency & City
Lambert Co., St. Louis	Listerine	Metropolitan Opera	Saturday, 2-5 P.M.	17	Dec. '34-Mar. '35	Lambert & Feasley Inc., N. Y.
Lever Bros. Co., Cambridge, Mass.	Lux Soap	Lux Radio Theatre	Sunday, 2:30-3:30 P.M.	48	Oct. '34-July '35	J. Walter Thompson Co., N. Y.
Life Savers Inc., Port Chester N. Y.	Confections	Rendezvous	Wednesday, 8-8:30 P.M.	30	Sept. '35—	Topping & Lloyd Inc., N. Y.
George W. Luft Co., N. Y.	Tangee Lipstick	Jimmy Fiddler's Orchestra	Wednesday, 10:30-10:45 P.M.	31	Jan. '35—	Cecil, Warwick & Cecil Inc., N. Y.
Mexican Govt.	Travel	Mercado's Orchestra	Thursday, 9:30-9:45 P.M.	16	Mar. '35-June '35	de Garmo-Kilborn Corp., N. Y.
Miles Laboratories Inc., Elkhart, Ind.	Alka Seltzer	National Barn Dance	Saturday, 9:30-10:30 P.M.	51	July '33—	Wade Adv. Agency, Chicago
The Modern Food Process Co., Philadelphia	Dog Food	Dog Stories	Monday, 4:16-4:30 P.M.	5	Mar. '35—	Clements Co. Inc., Philadelphia
John Morrell & Co., Ottumwa, Ia.	Dog Food	Dog Stories	Sunday, 5:30-5:45 P.M.	18	Mar. '35—	Henri, Hurst & McDonald Inc., Chicago
Northwestern Yeast Co., Chicago.	Yeast Foam Tablets	Jan Garber's Orchestra Virginia Lee & Sunshine	Monday, 8-8:30 P.M. Mon.-Fri., 1:15-1:30 P.M.	25 21	Mar. '34-Apr. '35 Apr. '35-July '35	Hays, MacFarland & Co., Chicago
Pacific Coast Borax Co., New York City	20 Mule Team Borax	Death Valley Days	Thursday, 9-9:30 P.M.	18	Sept. '32—	McCann-Erickson Inc., N. Y.
Packard Motor Car Co., Detroit	Motor Cars	Lawrence Tibbett	Tuesday, 8:30-9 P.M.	27	Sept. '34-Mar. '35	Young & Rubicam Inc., N. Y.
The Pepsodent Co., Chicago	Tooth Paste	Amos & Andy	Mon.-Fri., 7-7:15 P.M.	39	Aug. '29-July '35	Lord & Thomas, Chicago
Phillips-Jones Corp., New York City	Van Heusen Collars	Ghost Stories	Sunday, 9:45-10 P.M.	18	Mar. '35-June '35	Peck Adv. Agency Inc., N. Y.
Pillsbury Flour Mills Co., Minneapolis	Flour	Today's Children	Mon.-Fri., 10:30-10:45 A.M.	30	Sept. '33—	Hutchinson Adv. Co., Minneapolis
Pinex Co., Ft. Wayne	Medicines	Mountain Merymakers	Sunday, 3:15-3:45 P.M.	23	Oct. '35—	Phillip O. Palmer & Co. Inc., Chicago
Princess Pat. Ltd., Chicago	Cosmetics	Princess Pat Players	Monday, 9:30-10 P.M.	18	July '33—	McJunkin Adv. Co., Chicago
The Procter & Gamble Co., Cincinnati	Ivory Soap	Capt. Tim's Adventure Stories	Mon., Wed., Fri., 7:15-7:30 P.M.	17	Aug. '35—	Blackman Adv. Inc., N. Y.
The Radio Corp. of America, New York City	Radios & Tubes	The Magic Key of RCA	Sunday, 2-3 P.M.	61	Sept. '35—	Lord & Thomas, N. Y.
RCA Victor Co., Camden	Radios	Radio City Matinee	Wednesday, 2-3 P.M.	32	Jan. '35-Apr. '35	Lord & Thomas, N. Y.
RCA Radiotron Co., Camden	Tubes	Radio City Party	Saturday, 9-9:30 P.M.	51	Dec. '34-Apr. '35	Lord & Thomas, N. Y.
Ralston Purina Co. Inc., St. Louis	Ry-Krisp	Madame Sylvia	Wednesday, 10:15-10:30 P.M.	30	Mar. '34-Mar. '35	Gardner Adv. Co., N. Y.
Real Silk Hosiery Mills, Indianapolis	Hosiery	Life Is a Song	Sunday, 9-9:30 P.M.	25	Feb. '33—	Burnett Co. Inc., Chicago
Harold F. Ritchie & Co., New York City	Eno Salts	Crime Clues	Tuesday, 8-8:30 P.M.	17	Jan. '33—	N. W. Ayer & Son. Inc., N. Y.
Roger & Gallet, New York City	Soaps	Bob Crosby's Orchestra	Friday, 8:15-8:30 P.M.	18	Oct. '35—	Marshall & Pratt Inc., N. Y.
Scott & Bowne, Inc., Bloomfield, N. J.	Scott's Emulsion	Week End News Review	Sat. & Sun., 5:45-6 P.M.	26	Sept. '35—	Marshall & Pratt Inc., N. Y.
Sinclair Refining Co., New York City	Gas & Oil	Minstrels	Monday, 9-9:30 P.M.	47	Feb. '32—	Federal Adv. Agency Inc., N. Y.
L. C. Smith & Corona Typewriters Inc., New York City	Typewriters	Nine to Five	Thursday, 7:15-7:30 P.M.	18	Dec '35—	Newell-Emmett Co. Inc., N. Y.
Sparks-Withington Co., Jackson, Mich.	Radios	Jolly Coburn's Orchestra	Sunday, 4-4:30 P.M.	15	Oct. '34-May '35	U. S. Adv. Corp., Toledo
Sperry Candy Co., Chicago	Candy	Jack Major	Sunday, 3:45-4 P.M.	6	Sept. '35-Dec. '35	Neisser-Meyerhoff Inc., Chicago
Spratt's Patent, Ltd., Newark	Dog Food	Dog Dramas	Sunday, 5:45-6 P.M.	21	Sept. '34-Mar. '35	Paris & Peart, N. Y.
Standard Brands Inc., New York City	Yeast for Bread	Joe Penner Vox Pop Robert L. Ripley	Sunday, 7:30-8 P.M. Sunday, 7:30-8 P.M. Sunday, 7:30-8 P.M.	47 17 47	Oct. '34-July '35 July '35-Sept. '35 Oct. '35—	J. Walter Thompson Co., N. Y.
Sun Oil Co., Philadelphia	Gas & Oil	Lowell Thomas	Mon.-Fri., 6:45-7 P.M.	17	June '32—	Roche, Williams & Cunningham Inc., Philadelphia
Tastyeast, Inc., Trenton, N. J.	Yeast	American Pageant of Youth Opportunity Matinee	Sunday, 12-12:30 P.M. Sunday, 12-12:30 P.M.	9 9	Dec. '35— Dec. '34-Dec. '35	Clements Co. Inc., Philadelphia
Union Central Life Insurance Co., Cincinnati	Insurance	Roses & Drums	Sunday, 5-5:30 P.M.	18	Sept. '34—	J. Walter Thompson Co., N. Y.
Vick Chemical Co., New York City	Vaporub	Plantation Echoes Grace Moore	Mon., Wed., Fri., 7:15-7:30 P.M. Tuesday, 9-9:30 P.M.	15 26	Oct. '34-Apr. '35 Jan. '35-Mar. '35	Cecil, Warwick & Cecil Inc., N. Y.
The Wander Co., Chicago	Ovaltine	Little Orphan Annie	Mon.-Fri., 5:45-6 P.M.	21	Apr. '31—	Blackett-Sample-Hummert Inc., Chicago
Wm. R. Warner & Co. Inc., New York City	Vince	John Charles Thomas	Wednesday, 9-9:30 P.M.	27	Sept. '34—	Cecil, Warwick & Cecil Inc., N. Y.
Wm. R. Warner & Co. Inc., New York City	Sloans Liniment	Warden Lawes	Wednesday, 9:30-10 P.M.	27	Oct. '34—	Cecil, Warwick & Cecil Inc., N. Y.
G. Washington Refining Co., Morris Plains, N. J.	Coffee	Adventures of Sherlock Holmes	Sunday, 9:45-10:15 P.M.	17	Oct. '34-May '35	Cecil, Warwick & Cecil Inc., N. Y.
Welch Grape Juice Co., Chicago	Grape Juice	Irene Rich	Friday, 8-8:15 P.M.	26	Oct. '33—	H. W. Kastor & Sons Adv. Co. Inc., Chicago
John H. Woodbury Inc., Cincinnati	Soaps	Dangerous Paradise	Mon., Wed., Fri., 7:45-8 P.M.	19	Sept. '34-Dec. '35	Lennen & Mitchell Inc., N. Y.

Advertisers Using NBC-Pacific Coast Network During 1935 . .

(All Time PST)

Sponsor	Product	Talent	Time	No. of Stations	Duration of Contract	Agency & City
Albers Bros. Milling Co., Seattle	Cereals	Your Program	Monday, 7:30-8 P.M.	5	Sept. '35—	Erwin, Wasey & Co. of the Pacific Coast, Seattle
Associated Oil Co., San Francisco	Motor Oil	Football Games	Saturday, 2-5 P.M.	6	Oct. '35-Dec. '35	Lord & Thomas, San Francisco
Bank of America, San Francisco	Financial	What's New	Sunday, 2:30-3 P.M.	3	Oct. '35-Dec. '35	Charles R. Stuart Inc., San Francisco
Borden Co., New York	Milk	Magic Recipes	Wednesday, 8:45-9 A.M.	7	May '35-Sept. '35	Young & Rubicam Inc., N. Y.
M. J. Breitenbach Co., New York	Gude's Pepto-Mangan	Woman's Magazine of the Air	Tuesday, 2:15-2:35 P.M.	5	Jan. '35-Apr. '35	McCann-Erickson Inc., N. Y.
California Brewing Assn., San Francisco	Acme Beer	Woman's Magazine of the Air	Friday, 3:45-4 P.M.	9	Sept. '35—	Emil Brisacher & Staff, San Francisco
Cardinet Candy Co., Oakland, Calif	Candy	The Night Editor	Tuesday, 7:30-7:45 P.M.	7	Dec. '34-Dec. '35	Tomaschke-Elliott Inc., Oakland, Cal.
Geo. W. Caswell & Co., San Francisco	Coffee	Musical Concerts	Wednesday, 7:45-8 P.M.	5	Mar. '33—	Emil Brisacher & Staff, San Francisco
Geo. W. Caswell & Co., San Francisco	Coffee	Woman's Magazine of the Air	Monday, 3:45-4 P.M.	5	May, '33—	Emil Brisacher & Staff, San Francisco
Easy Washing Machine Corp., Syracuse, N. Y.	Washing Machines	Woman's Magazine of the Air	Wednesday, 3:45-4 P.M.	5	June '35—	Henri, Hurst & McDonald Inc., Chicago
J. A. Folger & Co., San Francisco	Coffee	Lee S. Roberts	Tuesday, 7:45-8 P.M. Thurs. & Sat., 7:45-8 A.M.	5 5	Jan. '35 Dec. '35 Jan. '35 Dec. '35	Ray R. Morgan Co., Los Angeles
Gebhart Chili Powder Co., San Antonio	Chili Powder	Woman's Magazine of the Air	Thurs., 3:45-4 P. M.	8	Nov. '35—	Tracy-Locke-Dawson Inc., Dallas
General Mills Inc., Minneapolis	Cereals	Al Pearce & His Gang	Mon., Tues., Thurs., 2:45-3 P.M. Friday, 2:15-2:30 P.M.	7 7	Nov. '33-May '35	Westco Adv. Agency, San Francisco
Jell-Well Dessert Co. Ltd., Los Angeles	Desserts	Woman's Magazine of the Air	Thursday, 2:45-3 P.M.	6	Feb. '35-Aug. '35	Mayers Co. Inc., Los Angeles
Kay Jewelry Co., Oakland, Calif.	Jewelry	Tom Mitchell	Wednesday, 4:30-4:45 P.M.	2	Mar. '35-June '35	Sidney Garfinkel Adv. Agency, San Francisco
Langendorf United Bakeries Inc., San Francisco	Bakery	Langendorf Pictorial	Mon.-Fri., 4:45-5 P.M.	4	Jan. '33—	McCann-Erickson Inc., San Francisco
Lehn & Fink Products Co., New York	Pebeco	Harold Dana	Mon., Wed., Fri., 4:30-4:45 P.M.	3	Nov. '35—	Kenyon & Eckhardt Inc., N. Y.
J. W. Marrow Mfg. Co., Chicago	Shampoo	Beauty Talk	Tues. & Fri., 1:45-2 P.M.	7	Nov. '33-Feb. '35	Hughes & Morton Co., Los Angeles
Nourishine Sales Co., Los Angeles	Hair Tonic	Woman's Magazine of the Air	Thursday, 3:45-4 P.M.	6	June '35-Oct. '35	Hughes & Morton Co., Los Angeles
Occidental Life Insurance Co., San Francisco	Insurance	Winning the West	Thursday, 9:15-9:45 P.M.	5	Oct. '33—	Charles R. Stuart Inc., San Francisco
Pacific Coast Borax Co., New York	20 Mule Team Borax	Woman's Magazine of the Air	Friday, 11:10-11:30 A.M.	5	Oct. '34-May '35	McCann-Erickson Inc., San Francisco
Packard Motor Car Co., Detroit	Autos	Packard Fiesta	Saturday, 9-9:30 P.M.	5	Nov. '35—	Young & Rubicam, Inc., New York
Dr. Painless Parker, San Francisco	Dentist	The Philistine	Friday, 9:45-10 P.M.	3	July '34-July '35	Emil Brisacher & Staff, San Francisco
Paraffine Cos. Inc., San Francisco	Paints	Woman's Magazine of the Air	Thursday, 10:40-11 A.M.	7	Sept. '32-Mar. '35	Emil Brisacher & Staff, San Francisco
Pet Milk Sales Corp., St. Louis	Milk	Woman's Magazine of the Air	Tuesday, 3:45-4 P.M.	7	Nov. '33—	Gardner Adv. Co., St. Louis
Pioneer Canneries Co., Seattle	Clams	Woman's Magazine of the Air	Wednesday, 2:15-2:35 P.M.	7	Jan. '35-Apr. '35	Roy Campbell Agency, Seattle
Richfield Oil Co. of Calif., Los Angeles	Gas & Oil	News Flashies	Sun.-Fri., 10-10:15 P.M.	6	Apr. '31—	H. C. Bernsten Agency, Los Angeles
Shell Oil Co., San Francisco	Gas & Oil	The Show	Monday, 9-10 P.M.	6	May '34-Apr. '35	J. Walter Thompson Co., San Francisco
Sperry Flour Co., San Francisco	Flour	Sperry Sunday Special	Sunday, 1-1:30 P.M.	6	Oct. '34—	Westco Adv. Agency, San Francisco
Sperry Flour Co., San Francisco	Flour	Household Talks	Tues. & Thurs., 10-10:15 A.M.	5	June '30—	Westco Adv. Agency, San Francisco
Sperry Flour Co., San Francisco	Flour	Al Pearce & His Gang	Wednesday, 2:45-3 P.M.	6	Jan. '35-Mar. '35	Westco Adv. Agency, San Francisco
Spratt's Patent Ltd., Newark, N. J.	Dog Food	Dog Drama	Sunday, 4:15-4:30 P.M.	5	Sept. '35—	Paris & Peart, N. Y.
Standard Oil Co. of Calif., San Francisco	Gas & Oil	School Broadcast	Thursday, 11-11:45 A.M.	6	Oct. '34-May '35, Oct. '35—	McCann-Erickson Inc., San Francisco
Standard Oil Co. of Calif., San Francisco	Gas & Oil	Symphony Concert	Thursday, 8:15-9:15 P.M.	5	Sept. '32—	McCann-Erickson Inc., San Francisco
Swift & Co., Los Angeles	Formay Shortening	Woman's Magazine of the Air	Tues. & Thurs., 2-2:15 P.M.	5	Mar. '35-Sept. '35	J. Walter Thompson Co., San Francisco
Swift & Co., Los Angeles	Formay Shortening	Al Pearce & His Gang	Tues. & Thurs., 2-2:15 P.M.	5	Oct. '34-Mar. '35	J. Walter Thompson Co., San Francisco
Tillamook County Creamery Assn., Tillamook, Ore.	Cheese & Milk	Woman's Magazine of the Air	Friday, 3:15-3:30 P.M.	5	Jan. '35-May '35, Oct. '35—	Botsford, Constantine & Gardner, Portland, Ore.
Van Camp Sea Food Co., Terminal Island, Calif.	Tuna Fish	Woman's Magazine of the Air	Thursday, 2:15-2:30 P.M.	6	Mar. '35-June. '35	Emil Brisacher & Staff, San Francisco
Wesson Oil & Snowdrift Co., San Francisco	Salad Oil	Hawthorne House	Monday, 9:30-10 P.M.	6	Oct. '35—	Fitzgerald Adv. Agency Inc., New Orleans

Advertisers Using CBS Network During 1935 . . .

Sponsor	Product	Talent	Time	No. Stations	Duration of Contract	Agency
Acme White Lead & Color Works, Detroit	Lin-x, paints, varnish	Smiling Ed McConnell	Thursday, 1:45-2 P.M. Sunday, 6:30-6:45 P.M.	40* 44*	8/14/35-5/30/35 1/6/35—	Henri, Hurst & McDonald Inc., Chicago
Affiliated Products Inc., Chicago	Louis Philippe	Marie, the Little French Princess	Mon. thru Fri., 2-2:15 P.M.	18*	10/15/34-10/18/35	Blackett-Sample-Hummert Inc., N. Y.
Affiliated Products Inc., Chicago	Edna Wallace Hopper	Romance of Helen Trent	Mon. thru Fri., 2:15-2:30 P.M.	17*	10/15/34-10/18/35	Blackett-Sample-Hummert Inc., N. Y.
American Home Products Corp., New York City	Jad Salts	Easy Aces, Mrs. Wiggs of the Cabbage Patch	Mon. thru Fri., 11:30-11:45 A.M. until 9/30 10:45-11 A.M. Mon., Tues., Wed., Thur., 3:45-4 P.M.	11 26*	2/4/35— 1/7/35-1/81/35	Blackett-Sample-Hummert Inc., N. Y.
American Home Products Corp., New York City	Hill's Nose Drops	Hammerstein's Music Hall Imperial Hawaiian Band	Sunday, 2:30-3 P.M. Wednesday, 7:15-7:30 P.M.	51* 20	9/30/34-3/31/35 10/16/35—	Blackett-Sample-Hummert Inc., N. Y.
American Home Products Corp., New York City	Kolynos Dentifrice	Just Plain Bill	Mon. thru Fri., 7:15-7:30 P.M. Mon. thru Fri., 11:45-12 noon	35*	9/24/34-6/21/35 6/24/35	Blackett-Sample-Hummert Inc., N. Y.
American Home Products Corp., New York City	Bi-so-dol	Broadway Varieties	Wednesday, 8:30-9 P.M. after 10/4 to Friday	46*	1/2/35—	Blackett-Sample-Hummert Inc., N. Y.
American Home Products Corp., New York City	Boyle Old Eng. Floor Wax	Lazy Dan, the Minstrel Man	Friday, 7:15-7:45 P.M. Rebr.: 10:45-11:15 P.M. after 10/4 rebr. to 11:15	48*	9/30/34—	Blackett-Sample-Hummert Inc., N. Y.
American Telephone & Telegraph Co., New York City	Service	50th Anniversary Celebration	Sunday, 7-8 P.M.	93*	4/28/35—one time only	Batten, Barton, Durstine & Osborn Inc., N. Y.
Atlantic Refining Co., Philadelphia	White Flash Gas & Atlantic Motor Oil	Atlantic Family on Tour	Saturday, 7-7:30 P.M.	36	9/14/35—	N. W. Ayer & Son Inc., N. Y.
Atwater Kent Mfg. Co., Philadelphia	Radios	Atwater Kent Hour	Thursday, 8:30-9 P.M.	50*	9/19/35-12/12/35	Batten, Barton, Durstine & Osborn Inc., N. Y.
Booth Fisheries Corp., Chicago	Fish	The Fish Tale	Thursday, 11-11:15 A.M.	19	5/2/35-7/25/35	Carroll Dean Murphy Inc., Chicago
H. C. Brill Co., New York City	E-Zee Freeze Dessert	Jack, June & Jimmie song trio	Thursday, 10:05-10:15 P.M.	15	4/25/35-6/6/35	Donahue & Coe Inc., N. Y.
Brillo Mfg. Co., Brooklyn	Brillo	Tito Guizar's Midday Serenade	Sunday, 12:30-12:45 P.M.	26	1/12/35-3/17/35	Frank Presbrey & Co., N. Y.
Brown & Williamson Tobacco Corp., Louisville	Kool and Raleigh Cigarettes	Kentucky Derby	Saturday, 7-7:30 P.M.	92*	5/4/35—one time only	Batten, Barton, Durstine & Osborn Inc., N. Y.
Bureau of Milk Publicity, New York City	New York State Milk Publicity	Robinson Crusoe, Jr.	Tues., Thurs., Fri., Sat., 5:45-6 P.M.	6	10/2/34-2/2/35	N. W. Ayer & Son Inc., N. Y.
Campbell Soup Co., Camden	Campbell Canned Soups and Baked Beans	Hollywood Hotel Lionel Barrymore	Friday, 9-10 P.M. Wednesday, 6-5:30 P.M.	76* 77*	10/5/34— 12/25/35 only	F. Wallis Armstrong Co., Phila. (Cockfield Brown & Co., Toronto, Canadian Stations)
Campbell Soup Co., Camden	Tomato Juice	Burns & Allen	Wednesday, 8:30-9 P.M. Rebr. 11:30-12 Mid.	76*	10/2/35—	F. Wallis Armstrong Co., Phila. (Cockfield Brown & Co., Toronto, Canadian Stations)
Carborundum Co., Niagara Falls	Carborundum	Band conducted by Edward D'Anna; Francis Bowman, narrator	Saturday, 7:30-8 P.M.	18	10/20/34-1/12/35 10/19/35—	Batten, Barton, Durstine & Osborn Inc., N. Y.
Charis Corp., Allentown, Pa.	Foundation garments	Sisters of the Skillet	Sunday, 1:45-2 P.M.	54*	9/15/35—	John L. Butler Co., Phila.
Chesapeake & Ohio R. R., Richmond	Travel	Talk by L. C. Probert	Thursday, 10:30-11 P.M.	9	2/21/35—one time only	Campbell-Ewald Co. Inc., Detroit
Clicquot Club Co., Millis, Mass.	Soft Drinks	Harry Reser orchestra	Saturday, 8-8:30 P.M.	17	12/21/35—	N. W. Ayer & Son, N. Y.
Coca-Cola Co., Atlanta	Coca-Cola	Ray Noble's orchestra	Wednesday, 9:30-10 P.M.	90*	10/30/35—	D'Arcy Adv. Co. Inc., N. Y.
Consolidated Cigar Co., New York City	Harvester Cigars	Harv & Esther, Victor Arden orchestra	Thursday, 8-8:30 P.M.	27	9/12/35—	Aitkin-Kynett Co., Phila.
Corn Products Refining Co., New York City	Karo, Kre-mel, Mazola, Linit	The Gumps	Mon. thru Fri., 12:15-12:30 P.M. Begin. Aug. 5, Mon., Wed., Fri.	47*	11/5/34-11/1/35	E. W. Hellwig Co., N. Y.
Corn Products Refining Co., New York City	Linit	Spitalny's orchestra	Tuesday, 9:30-10 P.M.	39*	1/3/35-6/25/35	E. W. Hellwig Co., N. Y.
Cream of Wheat Corp., Minneapolis	Cream of Wheat	Alexander Woolcott	Sunday, 7-7:30 P.M.	35*	1/6/35-3/31/35; 10/6/35—	J. Walter Thompson Co., N. Y.
R. B. Davis Co., Hoboken	Cocomalt	Buck Rogers	Mon., thru Thurs., 6-6:15 P.M. Rebr. 7:30-7:45 P.M.	15	9/3/34-12/26/35	Ruthrauff & Ryan Inc., N. Y.
Delaware, Lackawanna, & Western Coal Co., New York City	Blue Coal	Vanished Voices, Novak's orchestra	Mon., Wed., 6:35-7 P.M.	13	10/1/34-3/27/35 (mystery plays) 9/30/35—new show	Ruthrauff & Ryan Inc., N. Y.
Devco & Reynolds Co., New York City	Paints	Stoopnagel & Budd	Tues. & Thurs., 6:45-6:55 P.M.	37	5/21/35-7/1/35	McCann Erickson Inc., N. Y.
Dodge Bros. Corp., Detroit	Motor cars	Mr. A. Vanderzee, Ted Husing, Arnold Johnson orchestra	Monday, 2:30-3 P.M.	77*	7/15/35—one time only	Ruthrauff & Ryan Inc., N. Y.
E. I. du Pont de Nemours & Co., Wilmington	Institutional	Cavalcade of America	Wednesday, 8-8:30 P.M.	43*	10/9/35—	Batten, Barton, Durstine & Osborn Inc., N. Y.
Ex-Lax Mfg. Co., Brooklyn	Ex-Lax	Block & Sully, Gluskin's orchestra	Monday, 9:30-10 P.M.	37	6/25/34-6/17/35	Joseph Katz Co., N. Y.
Fels & Co., Philadelphia	Fels Naphtha soap	Brad & Al	Tues., Thurs., 9:45-10 A.M.	2	2/19/35-11/14/35	N. W. Ayer & Son Inc., N. Y.
Ford Motor Co., Detroit	Motor Cars	Detroit Symphony orchestra	Sunday, 9-10 P.M.	98*	10/7/34-6/30/35 9/29/35	N. W. Ayer & Son Inc., N. Y.
Ford Motor Co., Detroit	Motor Cars	Fred Waring's orchestra; Stoopnagel & Budd	Tuesday, 9:30-10:30 P.M.	92*	1/8/35—	N. W. Ayer & Son Inc., N. Y.
Ford Motor Co., Detroit	Motor Cars	World Series	Afternoons—6 games	95*	10/2/35-10/7/35	N. W. Ayer & Son Inc., N. Y.

*Includes CBS-Don Lee Network of 18 Stations.

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Advertisers Using CBS Network During 1935 . . .

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Sponsor	Product	Talent	Time	No. of Stations	Duration of Contract	Agency & City
General Baking Co., New York City	Bond Bread	Frank Crumit & Julia Sanderson Terry & Ted	Sunday, 5:30-6 P.M. Mon. thru Fri., 6-6:15 P.M.	29 10	1/6/35— 12/2/35—	Batten, Barton, Durstine & Osborn Inc., N. Y.
General Cigar Co., New York City	White Owl Cigars	Burns & Allen	Wednesday, 10-10:30 P.M.	47*	1/2/35-9/25/35	J. Walter Thompson Co., N. Y.
General Foods Corp., New York City	Grape Nuts	Byrd Expedition	Wednesday, 10-10:30 P.M.	61*	11/14/34-2/6/35	Young & Rubicam Inc., N. Y.
General Household Utilities Co., Chicago	Grunow refrigerators	Minneapolis Symphony	Saturday, 10-10:30 P.M.	49*	2/23/35-3/30/35	Hays MacFarland & Co., Chicago
General Mills Inc., Minneapolis	Wheaties	Jack Armstrong	Mon. thru Fri., 5:30-5:45 P.M. Rebr: 6:30-6:45 P.M.	19	1/14/35—	Blackett-Sample-Hummert Inc., Chicago
General Motors Corp., Detroit	Chevrolet Cars	Isham Jones orchestra	Tuesday, 9:30-10 P.M.	89*	10/9/34-4/2/35	Campbell Ewald Co. Inc., Detroit
General Motors Corp., Detroit	Delco Heaters	Fascinating Facts	Saturday, 5:45-6 P.M.	23	2/9/35-5/4/35	Geyer Co., Rochester
General Motors Corp., Detroit	Fisher Body Corp.	Craftsman's Guild	Thursday, 8:45-9 P.M.	32*	8/22/35—one time only	Erwin Wasey & Co. Inc., N. Y.
General Motors Corp., Detroit	Frigidaire Corp.	Jack Pearl, Patti Chapin, Freddie Rich's orchestra	Wednesday, 10-10:30 P.M.	73*	2/13/35-5/22/35	Geyer Co., Dayton
Gold Dust Corp., New York City	Silver Dust	The O'Neills	Mon., Wed., Fri., 7:30-7:45 P.M.	15	12/31/34-6/17/35	Batten, Barton, Durstine & Osborn Inc., N. Y.
Great Atlantic & Pacific Tea Co., New York City	Food Products	Kate Smith	Tues., Wed., Thurs., 7:30-7:45 P. M.	39	10/1/35—	Paris & Peart Inc., N. Y.
Grove Laboratories, Inc., St. Louis	Bromo-quinine & nose drops	Pat Kennedy, Art Kassels orchestra	Sun., Mon., Tues., Thurs., Fri., 1:45-2 P. M.	39*	9/30/34-2/14/35	Stack-Goble Adv. Agency, N. Y.
Grove Laboratories, Inc., St. Louis	Bromo-quinine	Pat Kennedy, Art Kassels orchestra	Sun., Tues., 1:45-2 P.M.	10	2/17/35-3/26/35	Stack-Goble Adv. Agency, N. Y.
Gulf Refining Co., Pittsburgh	Motor Oil & Gas	Will Rogers, Phil Baker	1. Sun., 8:30-9 P.M. 2. Sun., 7:30-8 P.M.	62	1. 10/7/34-9/22/35 2. 9/29/35—	Cecil Warwick & Cecil Inc., N.Y. Young & Rubicam Inc., N. Y.
S. Gumpert Co., Brooklyn	Butterscotch Cream Dessert	Maurice, Voice of Romance	Wednesday, 10:05-10:15 A.M.	4	1/16/35-3/27/35	Rose-Martin Inc., N. Y.
Health Products Corp., Newark	Peenamint	Ray Perkins, Arnold Johnson's orchestra, amateurs	Sunday, 6-6:30 P.M.	45	12/30/34—	Wm. Esty & Co., N. Y.
Hecker-H-O Co., Buffalo	Force & H-O Cereals	Bobby Benson serial	Mon., thru Fri., 6:15-6:30 P.M. Mon., Wed., Fri., 6:15-6:30 P.M.	9	9/17/34-9/9/35 9/16/35—	Erwin, Wasey & Co. Inc., Buffalo
H. J. Heinz Co., Pittsburgh	57 Varieties	Josephine Gibson	Mon., Wed., Fri., 10-10:15 A.M. Rebr: 1-1:15 P.M.	54*	10/7/35—	Maxon Inc., Detroit
Hudson Motor Car Co., Detroit	Terraplane Cars	Kate Smith, Jack Miller's orchestra	Monday, 8:30-9 P.M. Rebr: 11:30-12 P.M.	71*	12/24/34-5/20/35	Brooke, Smith & French Inc., Detroit
Illinois Meat Co., Chicago	Broadcast Corned Beef	Radio Gossip Club	Mon. thru Fri., 1:15-1:30 P.M. 10/21 to 1:45-2 P.M.	7	11/19/34—	J. L. Sugden Adv. Co., Chicago
Julian & Kokenge Co., Columbus	Footsaver Shoes	Musical Footnotes	Sunday, 12:30-12:45 P.M. 9/22 to 1:30-1:45 P.M.	16	9/8/35—	Aubrey, Moore & Wallace Inc., Chicago
Kleenex Co., Chicago	Kleenex & Quest	Mary Marlin	Mon. thru Fri., 11:15-11:30 A.M. Rebr: 11:45-12 noon 6/3 to 12:30-12:45 P.M.	37	4/2/35—	Lord & Thomas, Chicago
G. Krueger Brewing Co., Newark	Beer, Ale, Stout	Krueger Musical Toast	Saturday, 8:30-9 P.M.	26	11/9/35—	Biow Co. Inc., N. Y.
Lady Esther Co., Evanston, Ill.	Cosmetics	Wayne King's orchestra	Sun. & Mon., 10-10:30 P.M.	40*	4/15/34—	Stack-Goble Adv. Agency, Chicago
Lehn & Fink Products Co., New York City	Lysol	Rhythm at Eight, Al Goodman's orchestra	Sunday 8-8:30 P.M.	51*	5/5/35-9/22/35	Lennen & Mitchell Inc., N. Y.
Lehn & Fink Products Co., New York City	Hinds Honey & Almond	Hind's Club Romance Leslie Howard	Sunday, 8:30-9 P.M.	61*	1/6/35-3/31/35 10/6/35-12/29/35	Blackman Adv. Inc., N. Y. Kenyon & Eckhardt Inc., N. Y.
Lehn & Fink Products Co., New York City	Pebeco	Eddie Cantor, Parkyakakas	Sunday, 8-8:30 P.M.	56*	2/3/35-4/28/35 9/29/35—	Lennen & Mitchell Inc., N. Y.
Lever Bros. Co., Cambridge, Mass.	Lux Toilet Soap	Lux Radio Theatre	Monday, 9-10 P.M.	59*	7/29/35—	J. Walter Thompson Co., N. Y.
Libby, McNeill & Libby, Chicago	Evaporated Milk	Og, Son of Fire	Mon., Wed., Fri., 5:15-5:30; 6:15-6:30; 9/30 to 5:45-6 P.M.	16	10/1/34-6/28/35 9/30/35-12/27/35	J. Walter Thompson Co., N. Y.
Life Savers Inc., Port Chester, N. Y.	Life Savers	Diane & Her Life Saver, Victor Arden orchestra	Mon. & Wed., 8-8:15 P.M.	35*	1/7/35-4/9/35	Topping & Lloyd, N. Y.
Liggett & Myers Tobacco Co., New York City	Chesterfields	Andre Kostelanetz orchestra, Lily Pons, Nino Martini	Mon., Wed., Sat., 9-9:30 P.M. Wed. & Sat., 9:00-9:30 P.M.	92*	1/7/35-4/20/35 10/2/35—	Newell-Emmett Inc., N. Y.
Lincoln Motor Car Co.	Lincoln-Zephyr	Jose Manzares' South Americans	Sun., 2:30-3 P.M. rebr. 5:30-6 P.M.	48*	12/1/35—	N. W. Ayer & Son, N. Y.
Ludens Inc., Reading, Pa.	Cough Drops	Musical Revue, Robt. Arm- bruster's orchestra	Saturday, 8:45-9 P.M.	39*	10/27/34-2/23/35	J. M. Mathes Inc., N. Y.
Macfadden Publications	Liberty	The Forum of Liberty	Thursday, 8:30-9 P.M.	22	10/18/34-4/11/35	Erwin, Wasey & Co. Inc., N. Y.
Macfadden Publications	True Story	True Story Court of Human Relations	Friday, 8:30-9; 11:30-12 2/1 rebr: to 7-7:30 P.M.	40*	8/3/34-8/30/35	Erwin, Wasey & Co. Inc., N. Y.
Malted Cereals Co., Burlington, Vt.	Maltex Cereal	Dale Carnegie	Sunday, 10:35-11 A.M.	23	9/15/35-12/8/35	S. C. Croot Co., N. Y.
J. W. Marrow Mfg. Co., Chicago	Mar-o-oil Shampoo	Joan Marrow, Music; Cadet's Quartette	Wednesday, 1:45-2 P.M.	9	1/9/34-1/9/35	Heath Seehof Inc., Chicago
Mohawk Carpet Mills Inc., Amsterdam, N. Y.	Carpets & Rugs	Five Star Jones	Mon. thru Fri., 12:30-12:45 P. M. 6/3/35 to 12:45-1 P.M.	21*	2/4/35—	Blackett-Sample-Hummert Inc., N. Y.
Benjamin Moore & Co., New York City	Paints & Varnish	Moore Triangle Club	Wednesday, 11:30-11:45 A.M.	24	10/24/34-5/29/25	Direct
Philip Morris & Co. Ltd., New York City	PM Cigarettes	Johnnie and his Foursome	Wednesday, 8-8:15 P.M.	26	4/10/35-10/2/35	Biow Co. Inc., N. Y.
C. F. Mueller Co., Jersey City	Macaroni, Spaghetti	Bill & Ginger	Mon. thru Fri., 10:15-10:30 A.M.	11	10/15/34-4/19/35	E. W. Hellwig Co., N. Y.

*Includes CBS-Don Lee Network of 12 Stations.

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Sponsor	Product	Talent	Time	No. of Stations	Duration of Contract	Agency & City
Nash Motors Co., Kenosha, Wisc.	Nash Cars	New Year's Pageant	Tuesday, 2:30-5:15 P.M.	90*	One time—1/1/35	J. Walter Thompson Co., Chicago
National Modes Inc., New York City	Carolyn Fashions	Fashion Show of the Air	Tuesday, 3:30-4 P.M.	14	One time—3/12/35	Grey Adv. Service Inc., N. Y.
Norseac Co., Jersey City	Dentifrice	Gossip Behind the Microphone, after 4/30, Sisters of the Skillet	Mon., Wed., Fri., 12:30-12:45 2/4 to 11:45-12 A.M.	9	12/8/34-6/8/35	Stack-Goble Adv. Co., Chicago
Outdoor Girl Co. Inc., New York City	Cosmetics	Beauty Parade	Sat. 7:30-8 P.M. 5/20 to MWF 11:15-30 A.M.	9	1/5/35-5/18/35 5/20/35-11/22/35	Blackett-Sample-Hummert Inc., N. Y.
Packard Motor Car Co., Detroit	Packard Cars	Packard Presents Lawrence Tibbett	Tuesday, 8:30-9 P.M.	86*	9/24/35—	Young & Rubicam Inc., N. Y.
Pet Milk Sales Corp., St. Louis	Pet Milk	Pet Milky Way	Tues. & Thurs., 11-11:15 A.M.	35	11/6/34—	Gardner Adv. Co., St. Louis
Philco Radio & Television Corp., Philadelphia	Philco Radios	Boake Carter	Mon. thru Fri., 7:45-8 P.M.	27	1/1/35—	Hutchins Adv. Co., Rochester
Pillsbury Flour Mills Co., Minneapolis	Pillsbury Flour	Cooking-Close-Ups	Wed. & Fri., 11-11:15 A.M.	16	6/13/34—	Hutchinson Adv. Co., Minn.
Pinaud Inc., New York City	Eau de Quinine	Something Old & Something New; Lilac Time	Saturday, 6-6:30 P.M. Mon., 10:30-45 P.M.	34* 29*	12/1/34-2/23/35 3/4/35-8/19/35	Calkins & Holden, N. Y.
Pinex Co., Fort Wayne, Ind.	Pinex	Little Jack Little	Sun., Wed. & Fri., 1:30-1:45 P.M.	27	10/21/34-3/15/35	Russell M. Seeds, Indianapolis
Pompeian Co., Bloomfield, N. J.	Toilet Preparations	Tea at the Ritz	Mon., Wed., Fri., 4:45-5 P.M.	26*	12/2/35—	Topping & Lloyd, N. Y.
J. L. Prescott Co., Passaic, N. J.	Oxol	The Oxol Feature, Jack Fulton & orchestra	Mon. thru Fri., 10:30-10:45 A.M.	11	2/4/35-8/2/35	Batten, Barton, Durstine & Osborn Inc., N. Y.
Remington-Rand Inc., Buffalo (Alternates with Time Inc.)	Office Equipment	March of Time	Friday, 9-9:30 P.M. Mon. thru Fri., 10:30-10:45 P.M.	42*	1/25/35-3/29/35 8/26/35—	Batten, Barton, Durstine & Osborn Inc., N. Y.
Republican State Committee, Albany	Political	Address by Henry Root Stern	Friday, 10:45-11 P.M.	5	One time—11/1/35	Brooke, Smith & French Inc., N. Y.
R. J. Reynolds Tobacco Co., Winston-Salem, N. C.	Camel Cigarettes	Walter O'Keefe, Casa Loma orchestra	Tues., Thurs., 9-9:30 P.M.	87*	10/2/34-6/27/35; 10/1/35—	Wm. Esty & Co., N. Y.
Roquefort Association, Roquefort, France	Cheese	Dramatizations	Mon., Thurs., 1:30-1:45 P.M.	10	11/12/34-1/17/35	Morris, Windmuller & Enzinger, Chicago
Royal Typewriter Co., New York City	Typewriters	Dealer broadcast	Mon., 12:45-1:00 P.M.	36*	3/4/35—one time only	Hanff-Metzger Inc., N. Y.
Sears, Roebuck & Co.	Mail Order	Christmas Show	Wed. 4-4:30 P.M.	94*	12/25/35 only	Homer McKee, Inc., Chicago
D. A. Schulte, Inc., N. Y.	Schulte Stores	Rube Goldberg	Tues. & Thurs., 7:15-7:30 P.M.	16	12/3/35—	Frank Presbrey Co., N. Y.
Selby Shoe Co., Portsmouth, O.	Arch-Preserver Shoes	Mrs. Franklin D. Roosevelt	Friday, 8-8:15 P.M.	66*	2/15/35-4/19/35	Henri, Hurst & McDonald Inc., Chicago
Shell Eastern Petroleum Products Corp., New York City	Shell Oil & Gas	Eddie Doolie	Saturday, 6:30-6:45 P.M.	7	12/15/34-3/9/35	J. Walter Thompson Co., N. Y.
Socony-Vacuum Oil Co. Inc., New York City	Oil & Gas	Soconyland Sketches Red Horse Tavern	Friday, 8-8:30 P.M.	34	1/5/35-9/27/35 10/4/35—	J. Stirling Getchell Inc., N. Y.
Sperry Candy Co., Milwaukee	Candy Bars	Jack Major	Saturday, 6:45-7 P.M.	9	9/14/35-12/7/35	Neisser-Meyerhoff Inc., Chicago
E. R. Squibb & Sons, New York City	Institutional	Howard Barlow's orchestra, war drama	Thursday, 9:30-10 P.M.	57*	9/19/35-12/19/35	Geyer, Cornell & Newell Inc., N. Y.
Standard Oil of Indiana, Chicago	Oil & Gas	Jack Hylton orchestra	Sunday, 10:30-11:30 P.M.	19	10/13/35—	McCann-Erickson Inc., Chicago
Standard Oil Co., of New Jersey New York City	Oil & Gas	The O'Flynn; Guy Lombardo	Fri., 10:30-11 P.M. Mon., 8-8:30 P.M.	34	12/7/34-3/1/35 7/8/35—	McCann-Erickson, N. Y. Marschalk & Pratt Inc., N. Y.
STERLING PRODUCTS CORP., NEW YORK:						
Centaur Co., New York	ZB's Baby Powder	Dr. Louis I. Harris	Monday, 11-11:15 A.M.	30	4/29/35-10/21/35	Hanff-Metzger Inc., N. Y.
Centaur Co., New York	Fletcher's Castoria	Roxy, variety show	Saturday, 8-8:45 P.M.	52*	9/15/34-4/27/35	Young & Rubicam Inc., N. Y.
Chas. H. Phillips Chemical Co., New York City	Phil. Dental Magnesia	Skippy	Mon. thru Fri., 5:15-5:30 P.M. Rebr.: 6:15-6:30 P.M.	22	10/1/34-3/29/35	Blackett-Sample-Hummert Inc. N. Y.
Chas. H. Phillips Chemical Co., New York City	Phil. Dental Magnesia	Abe Lyman orchestra, Oliver Smith; Lucy Munroe	Tues., 8:30-9 P.M. Sun., 5-5:30 P.M.	25 26	1/1/35-7/2/35 7/7/35	Blackett-Sample-Hummert Inc., N. Y.
Bayer Chemical Co., New York City	Bayer's Aspirin	Gus Haenschen's orchestra; Frank Munn; Lucy Munroe	Tuesday, 8-8:30 P.M.	23	1/1/35	Blackett-Sample-Hummert Inc., N. Y.
California Fig Syrup Co., New York City	Syrup of Figs	Dick Tracy	Mon. thru Thurs., 5:45-6 P.M.	22	2/4/35-7/11/35	Stack-Goble Adv. Agency, N. Y.
Stewart-Warner Corp., Chicago	Alemite	Horace Heidt's orchestra	Tues., Thurs., 10:30-10:45 P.M. Thurs., 10-10:30 P.M.	55*	2/26/35-4/25/35 5/2/35—	Blackett-Sample-Hummert Inc., Chicago
Studebaker Sales Corp., South Bend	Motor Cars	Richard Himber, Johnny Green's orchestra; Joey Nash	Friday 10-10:30 P.M. Rebr.: 12:30-1 A.M.	42*	8/7/34-4/26/35; 5/9/35—	Roche, Williams & Cunnyngnam Inc., Chicago
Tennessee Corp., New York City	Loma Plant Food	Garden of Tomorrow	Sunday, 12:15-12:30 P. M.	16	3/3/35-4/28/35	S. C. Croot Co., N. Y.
Time Inc., New York City (Alternates with Remington-Rand Inc.)	Time Magazine	The March of Time	Friday, 9-9:30 P.M. Mon. thru Fri., 10:30-10:45 P.M.	42*	10/5/34-1/18/35; 4/5/35-4/2/35; 8/26/35—	Batten, Barton, Durstine & Osborn Inc., N. Y.
U. S. Tobacco Co., New York City	Dill's Best and Model Tobacco	One Night Stands	Mon., 8:30-9 P.M.; Rebr.: 11:30-12	48*	6/3/35—	McCann-Erickson Inc., N. Y.
Vick Chemical Co., New York City	Vaporub, Nose Drops	Open House, Freddie Martin's orchestra	Sunday, 5-5:30 P.M.	60*	10/7/34-3/31/35	Young & Rubicam Inc., N. Y.
Ward Baking Co., N. Y.	Bread & Cake	The Parade of Youth	Tues., Thurs., Sat., 6:15-6:30 P.M.	11	12/17/35—	Fletcher & Ellis, Inc., N. Y.
Wasey Products Inc., New York City	Barbasol & Bost	E. C. Hill, Human Side of the News; Singing Sam	Mon., Wed., Fri., 8:15-8:30 P.M. Tues., 7:30-7:45; Rebr. 11:15	37*	9/17/34-5/3/35 5/14/35—	Erwin, Wasey & Co., Inc., N. Y.
Wasey Products Inc., New York City	Zemo, Kreml, etc.	Voice of Experience, Dr. Marion Sayle Taylor	Mon. thru Fri., 12-12:15 P.M. Sunday, 6:45-7 P.M. Rebr.: 11:30	39*	9/10/34—	Erwin, Wasey & Co. Inc., N. Y.
Wheatena Corp., Rahway, N. J.	Wheatena	Wheatenaville	Mon. thru Fri., 5:15-5:30 PST	12 (coast only)*	8/27/34-3/22/35	McKee & Albright Inc., Phila.
John H. Woodbury Co., Cincinnati	Woodbury Soap	Bing Crosby Mills Bros., G. Stoll's orchestra	Tues., 9-9:30 P.M.	47*	9/18/34-6/11/35	Lennen & Mitchell Inc., N. Y.
Wm. Wrigley Jr. Co., Chicago	Chewing Gum	Myrt and Marge	Mon. thru Fri., 7-7:15 Rebr.: 11-11:15	54*	10/1/34-4/26/35; 9/30/35—	Frances Hooper Adv. Agency, Chicago
Wm. Wrigley Jr. Co., Chicago		Beauty Program	Thurs. Fri., Sat., 6:45-6:55 P.M.	7	10/4/34-4/27/35	Frances Hooper Adv. Agency, Chicago
Wm. Wrigley Jr. Co., Chicago		Just Entertainment	Mon. thru Fri., 7-7:15	7	4/30/35-9/27/35	Frances Hooper Adv. Agency, Chicago

*Includes CBS-Don Lee Network of 12 Stations.

Advertisers Using the Yankee Network During 1935

Sponsor	Product	Talent	Time	No. of Stations	Duration of Contract	Agency & City
Acme White Lead & Color Works, Chicago	Lin-X Furn-X	Merry-Go-Round	Tuesday and Thursday, 6:45-7 P.M.	5	11/9/34-6/6/35	Henri, Hurst & McDonald Inc., Chicago
Acme White Lead & Color Works, Chicago	Lin-X Furn-X	News Service	Mon., Tues., Wed., Thurs., 7:15-8 A.M.	13	9/20/35-3/20/36	Henri, Hurst & McDonald Inc., Chicago
Alles & Fisher, Boston	JA and 63 Cigars	News Service	11 P.M. Daily	9	3/27-7/15/35	Lester B. Hawes, Boston
American Oil Co., Baltimore	Amoco Gas	News Service	6 P.M. Daily	9	9/10-9/16/35	Joe. Katz Co., Baltimore
Warren L. Bishop	Testimonial	Banquet	Wed., 10-10:30 P.M. only	2	12/11	Harry M. Frost Co. Inc., Boston
Borden Co., New York City	Evaporated Milk	Melody Sweethearts	Monday and Friday, 11:45-12	3	11/12-2/8/35	Young & Rubicam Inc., N. Y.
Boston Molasses Co., Boston	Grandma's Molasses	Gretchen McMullen Household Hour	Tuesday, 10-10:30	2	10/35-3/36 10, 11, 12 9/34-3/85	Franklin T. Shumway Co., Boston
Block Drug Co., Brooklyn	Omega Oil	News Service	Monday thru Friday, 6 P.M.	9-12 12	12/3/34-5/17/35 9/30/35-3/27/36	Husband & Thomas Inc., N. Y.
Frank M. Bownes Co., Lynn, Mass.	Modene	News Service	7:15 and 8 A.M.; 11 P.M. Daily	12-13	4/3-7/13	Harry M. Frost Co. Inc., Boston
Brewer & Co., Worcester, Mass.	Pharmaceuticals	Thornton Burgess	Tuesday, 6:30-6:45 P.M.	4-5	9/18/35-3/10/36	DeForest Merchandising Bureau, Springfield, Mass.
Boston American, Boston	Newspaper	American Weekly trans.	Saturday, 6:45-7 P.M.	2	9/14-1/4/36
Carlsbad Products Co.	Salts	Harold Sherman	Monday and Wednesday, 1:45-2 P.M.	8	8/1-11/11	H. M. Kiesewetter Adv. Agency, N. Y.
Carpenter-Morton Co., Boston	Carmote Paints	Gretchen McMullen Household Hour	Tuesday, 10-10:30 Thursday, 10-10:30	2 10	1/35-4/35	Edmund S. Whitten Inc., Boston
Chamberlain & Co. Inc., Boston	Leadership Shoulders	Gretchen McMullen Household Hour	Tuesday, 10-10:30	2	9/34-35 9/35-9/36	Charles W. Hoyt Co., Boston
Clinton Distilling Co., Boston	McBride's Gin	Jacque Renard's orchestra	Friday, 8-8:15 P.M.	2	12/14-1/18/36	Harry M. Frost Co. Inc., Boston
Chrysler Corp., Detroit	Automobiles	News Service	6 and 11 P.M. Daily	9	1/17-3/29	Ruthrauff & Ryan Inc., N. Y.
Consumer's Brewing Co., Providence, R. I.	Hollenbru Ale	Racing Results	Daily Except Sunday 6:55-7 P.M.	2	5/15-6/8	Broadcast Advertising Inc., Boston
Crusaders, New York City	Political	Talks	Monday, 10-10:15 P.M. Thursday, 9:30-9:45 P.M.	7	7/4-9/30 10/3-10/31	Marschalk & Pratt Inc., N. Y.
Daggett Chocolate Co.	Chocolates	Dance Band	Mon., and Fri., 8:45-9 A.M.	8	12/16-3/6	Harry M. Frost Co. Inc., Boston
Dawsons Brewery, New Bedford, Mass.	Beer-Ale	The Royal Family	Sun., 6:15-6:45 P.M.	8	9/29-9/20/36	Dowd & Ostreicher Inc., Boston
Dighton Dog Track, Dighton	Talk	Friday, 6:55-7 P.M.	3	8/4-8/4
Dodge Brothers Corp., Detroit	Automobiles	News Service	Mon., Tues., Sat., Sun., 11 P.M.	9-10	4/18-4/30	Ruthrauff & Ryan Inc., N. Y.
E. I. DuPont de Nemours & Co., Wilmington, Del.	Paint	News Service	Mon., Wed., Thurs., Fri., 6 P.M.	9 9	3/18-3/29 4/1-5/24	Batten, Barton, Durstine & Osborn Inc., N. Y.
Durkee-Mower Inc., Lynn, Mass.	Marshmallow Fluff Instant Cocoa	Gretchen McMullen Household Hour	Tuesday, 10-10:30	2	9/34-35 9/35-36	Harry M. Frost Co. Inc., Boston
Federal Importing Co.	Oleo Simonini	Italian Melodies	Mon., Wed. & Fri., 11:45-12 noon	3	11/18-11/9/36	Yealey Adv. Agency, Boston
Fellows Medical Mfg. Co., New York City	Sherrin	Walter Kidder	Mon., Wed., Fri., 10:45-11 A.M.	7	9/23-12/20	Redfield-Johnstone Inc., N. Y.
Frigidaire Sales Corp., Dayton, O.	Frigidaire	Sales Meeting	Wed., Sat., 8:15-8:30 A.M.	10	1/24 and 3/31 Only	H. M. Frost Co. Inc., Boston
A. C. Gilbert Company, New Haven	Kitchen-Kit	Gretchen McMullen Household Hour	Tuesday, 10-10:30 Thursday, 10-10:30	2 12	10/35-1/36	Charles W. Hoyt Co., N. Y.
Gillette Safety Razor Co., Boston	Razor Blades	News Service	Daily alter. between 8 A.M. 11 P.M.	12-13	3/6	Ruthrauff & Ryan Inc., N. Y.
James Hanley Co., Providence	Ale	Ruby Newmans Quartette	Mon., 8-8:15 P.M. Fri., 9-9:15 P.M.	2 2	6/3-7/15 7/22 Only	Harold Cabot Inc., Boston
Hartz Mountain Products Inc., New York City	Hartz Mountain Products	Gretchen McMullen Household Hour	Thurs., 10-10:30	12	10/35-12/35	Ernest Davida Co. Inc., N. Y.
Holland Butter Co., Boston	Holland Brand Butter, Eggs	Gretchen McMullen Household Hour	Tues., 10-10:30 Thurs., 10-10:30	2 10,11,12	9/34/35 9/35-36
Sons of Italy, Boston	Fraternal	Talk	Sat., 5:30-6 P.M.	4	10/12 Only	C. Brewer Smith Inc., Boston
ITS, Co., Elyria, O.	Rubber Heels	Announcement after Baseball Game	Daily except Sunday	12	4/18-9/25	Carr-Liggett Co., Cleveland
John Irving Shoe Co., Hartford, Conn.	Shoe Stores	Joe Rines—orchestra	Tues., Thurs., 6:45-7 P.M.	7-5	8/22-10/10	Bresnick & Solomont, Boston
Kane Furniture Co., Boston	Retail Store	Movie Preview	Fri., 10-10:30 P.M.	2	9/1311-15/35	Salinger & Publicover, Boston
Katro-Lak Laboratories Inc., Dorchester, Mass.	Katro-Lak	Polish orchestra	Sun., 12:30-1 A.M. 12:45-1 A.M. 8:30-8:45 P.M.	4 2 3	6/7/34-4/28 4/28-6/6 11/3-10/25/36	Chambers & Wiswell Inc., Boston Direct
E. L. Knowles Inc., Springfield, Mass.	Rubine	News Service	Mon. thru Fri., 7:15-8: 1:30 alter Tues., Wed., Fri. alter.	9	1/9-4/17/36	DeForest Merchandising Bureau, Springfield, Mass.
Krueger Brewing Co., Brooklyn	Ale	Orchestra & Soloists	Tues.-Thurs., 6:45-7 P.M.	9	9/23-11/7	Blow Co. Inc., N. Y.
Kendall Mfg. Co., Cambridge	Soapine	Francine and Her Bachelors	Mon., Wed., Fri., 7:30-7:45 P.M.	1-6	3/11-9/27	Dowd & Ostreicher, Boston
Kendall Mfg. Co., Cambridge	Mon., Wed., Fri., 6:45-7 P.M.	6	9/30-11/1	Dowd & Ostreicher, Boston
Kendall Mfg. Co., Cambridge	Joe Rines Orchestra	Sun., 4:45-5:15 P.M.	4	11/3-11/2/36	Dowd & Ostreicher, Boston
LaRosa Sons, Brooklyn	Macaroni	Italian Melodies	Daily, 1-1:30 P.M.	3-7	9/14-9/11/36	Commercial Radio Service, N. Y.

(Continued on page 189)

Advertisers Using the Yankee Network During 1935

(Continued from page 188)

Sponsor	Product	Talent	Time	No. of Stations	Duration of Contract	Agency & City
Larus & Bros Co., Richmond	Edgeworth Tobacco	Corn Cob Pipe Club	Mon., 10-10:30 P.M.	9	3/11-7/1	Batten, Barton, Durstine & Osborn Inc., N. Y.
Edgar B. Lewis Inc., Malden	Viva Candy Bar	Viva Town Band	Tues., Thurs., Sat., 5:15-5:30	12	10/22-2/18	E. W. Hellwig Co., N. Y.
Edgar B. Lewis Inc., Malden	News Service	Daily 8 A.M. and 1:30 P.M. Sat., Sun., 6 P.M.	12	10/21-1/19	E. W. Hellwig Co., N. Y.
Lockwood Brackett Co., Boston	Laco Pure Castile Products	Gretchen McMullen Household Hour	Thursday 10-10:30	12	9/35-3/12/36	None
Loyal Order of Moose, Moosehart, Ill.	Fraternal	Talks	Sunday, 12:30 Friday, 5:45 P.M.	2	5/1-4/30	Harry M. Frost Co. Inc., Boston
Mansfield, Fred W., Boston	Mayor of Boston	Talk	Tuesday, 9-9:15 P.M.	3	9/17 Only	Greenleaf Co., Boston
Massachusetts Federation of Tax-payers, Boston	Political	Talk	Sunday, 8-8:15 P.M.	5	6/10 Only	Doremous & Co., Inc., Boston
Mello-Glo Co., Boston	Face Powder	News Participation	1:30-2:45—11 P.M. Altern.	9-12	4/16-5/31	Harry M. Frost Co. Inc., Boston
Mennan Co., New York	Shaving Cream	News Service	7:15 and 8 A.M. Daily	10	4/2-4/6	H. M. Kieseewetter Adv. Agency, N. Y.
John Morrell & Co., Ottumwa, La.	Red Heart-Dog Food	News Participation	Mon., Wed., Fri., 10:30 A.M.	12	9/23-12/20	Henri, Hurst & McDonald Inc., Chicago
M & P Theatres, Boston	Theatres	Amateurs	Sat., 5:30-6	2	1/26-3/4	None
Nationwide Stores Inc., Brockton, Mass.	Food Chain	News Service	Thurs., Fri., Sat., 7:15 and 8 A.M.	9	2/26-2/28	Harry M. Frost Co. Inc., Boston
New England Ice Dealers' Assn, Boston	Ice Refrigeration	Gretchen McMullen Household Hour	Thursday, 10-10:30	10, 11	3/35-9/35	F. J. Bittenger, Boston
Parker Dental System, Boston	Dentists	Knox Manning	Mon., thru Sat., 8:15-8:30 A.M.	2	9/24	Harry M. Frost Co. Inc., Boston
Penn Tobacco Co., Wilkes-barre. Pa.	Kentucky Club Tobacco	Baseball Games	3-5:15 P.M. Daily except Sunday	10	4/17-9/28	Ruthrauff & Ryan Inc., N. Y.
Penn Tobacco Co., Wilkes-Barre, Pa.	Kentucky Winners Cigarettes	Football Forecast Comment-scores	Thurs., Fri., Sat., 6:30-6:45 P.M.	12	9/26-12/21	Ruthrauff & Ryan Inc., N. Y.
Penn Tobacco Co., Wilkes-Barre, Pa.	Kentucky Winners Cigarettes	News Part	12-13	11/15-5/28	Ruthrauff & Ryan Inc., N. Y.
Proctor & Gamble Co., Cincinnati	Soap	Start in Life Award	Mon., Tues., Fri., 6:30-6:35 P.M.	11	4/9-5/13	Blackman Adv. Inc., N. Y.
Radio League of the Little Flower, Detroit	Rev. Chas. E. Coughlin	Religious	4-5 P.M. Sun. 12-12:30 Midnight Sun. 4-4:45 P.M. Sunday	11 11 12	10/28/34-4/21/35 4/28-6/9 11/3-4/26	E. W. Hellwig Co., N. Y.
Royal Worcester Corset Co., Worcester	Corsets	Women in the News	Tues., Fri., 1:45-2 P.M. 1:45-2 P.M. Friday	3-7 7	9/3-11/8 11/18-2/14	Badger & Browning Inc., Boston
Sallingers, Boston	Retail Store	10-10:15 Friday	2 3	8/2-8/9 3/9-8/30	Salinger & Publicover, Boston
Sands, Taylor & Wood Co., Boston	King Arthur Flour	Gretchen McMullen Household Hour	Thursday, 10-10:30	10,11,12	9/34-6/35-9/35-6/36	None
Schenley Distillers, New York City	Liquors	Amateur Program	Tuesday, 7-8:30 P.M.	2	11/26-2/18	Wm. H. Rankin Co., N. Y.
S. A. Schoenbrunn Co., New York City	Coffee	Italian Melodies	Mon. thru Fri., 12:45-1 Noon	3	9/2/36-2/28/36	Arthur H. Ashley, N. Y.
Scott Furriers, Boston	Retail Furrier	Amateur Nights	10-11 10-11 P.M. (10:30-11 1 Sta.) 10-10:30 P.M.	2 2-3 2	6/9/34-9/15/35 11/21/34-9/15/35 9/22-9/3/36	Aaron Bloom, Boston
Smith Brothers Co., Poughkeepsie,	Cough Drops	News Participation	Sun., 8:45 A.M. Mon., Wed., Fri., 11 P.M. Tues., Thurs., 1:30	12	11/15/34-5/28/35	Homann, Tarcher & Sheldon Inc., N. Y.
Spencer Shoe Co., Boston	Baseball School Football School	Shoe Stores	Mon., Wed., Fri., 5:15 P.M. Mon., Wed., Fri., 5:15 P.M.	5-4 4	1/7/35-7/26/35 8/18/35-12/20	Chambers & Wiswell Inc., Boston
Stakolite Inc., Boston	Varnish	Orchestra & Soloists	Thurs., 5:30-5:45	2	2/9-3/2	H. M. Frost Co. Inc., Boston
State Loan Co., Boston, Mass.	Loans	Sandy McFarlane	Wednesday, 10-10:15 P.M.	2	11/20-2/12	Harry M. Frost Co. Inc., Boston
Sterling Products Inc., Wheeling, W. Va.	Cal. Syrup of Figs	Dick Tracy	Mon. thru Thurs., 5:45-6 P.M.	2	9/30-9/24/36	Stack-Goble Adv. Agency, Chicago
Tasty Yeast Inc., Trenton, N. J.	Tastyeast	News Service	1:30 P.M. Daily	9	3/22-4/6	Clements Co., Philadelphia
Traiser, H., & Co., Boston	Pippin Cigars	News Service	11 P.M. Daily	11	9/6-9/13	Wood, Putnam & Wood Co., Boston
Tree Sweet Products Inc., Los Angeles	Canned Citrus Fruits	Gretchen McMullen Household Hour	Tuesday 10-10:30 A.M.	2	11/12-2/4	Dana Jones, Los Angeles
Two-in-One-Shinola-Bixby Co., New York City	Shoe Polish	News Service	1:30 P.M. Daily	9	4/8-5/31	Batten, Barton, Durstine & Osborn Inc., N. Y.
United Drug Co., Boston	Rexall Stores	Dance Band	Tues. thru Sat., 9-9:15	2	10/15-10/19	Street & Finney Inc., N. Y.
Watt & Bond Inc., Newark	Blackstone Cigars	News Service	6 P.M. Daily 2 Part	9-12	2/18-2/16/36 5/20-5/17/36	Batten, Barton, Durstine & Osborn Inc., N. Y.
Wash.-Oregon Pear Growers Assn., Seattle, Wash.	Gretchen McMullen Household Hour	Thursday, 10-10:30 A.M.	12	12/5-2/27	Izzard Co., Seattle, Wash.
Watchtower Bible Society, Brooklyn	Religious	Judge Rutherford	10-10:15 A.M. Sunday	2 7	11/11/34-5/8/36 10/16 Only	None

Advertisers Using New England Network During 1935 . . .

Sponsor	Product	Talent	Time	No. of Stations	Duration of Contract	Agency & City
Cleercoal Co., Boston	Coal	Walter Smith's band	Sunday, 8-8:15 P.M.	4	10/20/35—	Harry M. Frost Co. Inc., Boston
Durkee-Mower Co., Lynn, Mass.	Instant Sweet Cocoa Marshmallow Fluff	French Chef	Sunday, 6:45-7 P.M.	5	9/29/35— 1/6/35-3/24/35	Harry M. Frost Co. Inc., Boston
Kay Jewelry Co., Boston	Jewelry	Girl and Boy Duo	Thursday, 7:45-8 P.M.	2	9/19/35—	Salinger & Publicover, Boston
Croft Brewing Co., Roxbury, Mass.	Ale	Neal O'Hara	Saturday, 7-7:15 P.M.	5	2/16/35-5/11/35	McCann-Erickson Inc., N. Y.
Pacific Oil Co., Boston	Oil	Ranny Weeks orchestra	Sunday, 10:30-11 P.M.	2	1/18/35-5/5/35	Louis Glaser Inc., Boston
Royal Typewriter Co. Inc., New York City	Typewriters	Script act	Mon., Wed. Fri., 5:30-5:45 P.M.	5	1/2/35-1/30/35	Hanf-Metzger Inc., N. Y.
Frigidaire Sales Corp. of New England, Boston	Electric Refrigerators	Sales meeting—breakfast	Thursday, 8:15-8:30 A.M.	5	March 21, 1935	Harry M. Frost Co. Inc., Boston
Procter & Gamble, Cincinnati	Ivory Shaving Cream	Big Freddy Miller	7:45-8 P.M. Tuesday & Thursday	5	1/1/35-1/22/35	Blackman Adv. Inc., N. Y.
Oakite Products Inc., New York City	Cleaning Powder	Homemakers' Council	Tues., Thurs., 9-9:15 A.M.	4-5	1/1/35—	Calkins & Holden, N. Y.
Nu-Enamel Co., Boston	Paint	Homemakers' Council	Tues., Thurs., 9-9:15 A.M.	4	5/2/35-7/30/35	Direct
Corn Products Refining Co., New York City	Kre-Mel	Homemakers' Council	Tues., Thurs., 9-9:15 A.M.	4	2/5/35-8/1/35	E. W. Hellwig Co., N. Y.
Mr. W. J. Ross Co., Los Angeles	Dog Food	Homemakers' Council	Tues., Thurs., 9-9:15 A.M.	4	1/15/35-10/10/35	Direct
Kellogg Co., Battle Creek	Bran	Homemakers' Council	Tues, Thurs., 9-9:15 A.M.	4	2/26/35-5/23/35	N. W. Ayer & Son Inc., N. Y.
Jos. Middleby Jr., Inc., Boston	Midco Ice Box Freeze	Homemakers' Council	Tues., Thurs., 9-9:15 A.M.	4	3/14/35-9/10/35	Badger & Browning Inc., Boston
International Paper Co., New York City	Diamond Wax Paper	Homemakers' Council	Tues., Thurs., 9-9:15 A.M.	4	3/12/34-6/6/35	Calkins & Holden, N. Y.
Skinner & Eddy Corp., Seattle	Peter Pan Salmon	Homemakers' Council	Tues., Thurs., 9-9:15 A.M.	4	11/1/34/4/30/35	J. Wm. Sheets, Seattle
C. F. Mueller Co., Jersey City	Mueller Macaroni	Homemakers' Council	Tues., Thurs., 9-9:15 A.M.	5	9/17/35—	E. W. Hellwig Co., N. Y.
Felber Biscuit Co., Columbus	Malto Milk Crackers	Homemakers' Council	Tues., Thurs., 9-9:15 A.M.	4	9/24/35—	Harry M. Miller Inc., Columbus
Tetley Tea Co., New York	Tea	Homemakers' Council	Tues., Thurs., 9-9:15 A.M.	5	9/19/35—	Direct
Tree Sweet Products Co., Santa Ana, Cal.	Canned Orange Juice	Homemakers' Council	Tues., Thurs., 9-9:15 A.M.	5	11/12/35—	Dana Jones Co., Los Angeles
Dwinnell-Wright Co., Boston	White House Coffee	Homemakers' Council	Tues., Thurs., 9-9:15 A.M.	5	9/24/35—	Badger & Browning Inc., Boston
Rumford Chemical Works, Rumford, R. I.	Rumford Baking Powder & Bakes-All	New England Pure Food Institute, Sylvia Winters	Tues., Thurs., 2-2:15 P.M.	5	1/31/35-8/31/35	Atherton & Currier, N. Y.
W. S. Quinby Co., Boston	La Touraine Coffee	New England Pure Food Institute, Sylvia Winters	Tues., Thurs., 2-2:15 P.M.	5	3/4/35-6/1/35	Ingalls-Adv., Boston
M. A. King Co., Somerville, Mass.	Statler Paper Napkins & Tissues	New England Pure Food Institute, Sylvia Winters	Tues., Thurs., 2-2:15 P.M.	5	1/1/35—	Chambers & Wiswell Inc., Boston
James Hawley Co., Millis, Mass.	Vita-B Cereal	New England Pure Food Institute, Sylvia Winters	Tues., Thurs., 2-2:15 P.M.	5	1/1/35-2/9/35	Chambers & Wiswell Inc., Boston
Metal Textile Corp., Orange, N. J.	Chore Girl Cleaner	New England Pure Food Institute, Sylvia Winters	Tues., Thurs., 2-2:15 P.M.	5	1/1/35—	Chambers & Wiswell, Inc., Boston
Joseph Burnett Co., Boston	Burnett's Extracts	New England Pure Food Institute, Sylvia Winters	Tues., Thurs., 2-2:15 P.M.	5	1/1/35-5/18/35	Batten, Barton, Durstine & Osborn Inc., N. Y.
Cranberry Cannery Inc., South Hanson, Mass.	Ocean Spray Cranberries	New England Pure Food Institute, Sylvia Winters	Tues., Thurs., 2-2:15 P.M.	5	11/4/35—	Ingalls-Adv., Boston
Stickney & Poor Spice Co., Boston	Stickney Prepared Stuffing	New England Pure Food Institute, Sylvia Winters	Tues., Thurs., 2-2:15 P.M.	5	10/1/35—	Badger & Browning, Boston
Wessen Oil & Snowdrift Sales Co., New Orleans	Snowdrift	New England Pure Food Institute, Sylvia Winters	Tues., Thurs., 2-2:15 P.M.	5	11/11/35—	Fitzgerald Adv. Agency, New Orleans
Deerfoot Farms Co., Southboro, Mass.	Deerfoot Bacon and Sausage	New England Pure Food Institute, Sylvia Winters	Tues., Thurs., 2-2:15 P.M.	5	10/15/35—	N. W. Ayer & Son. Inc., N. Y.
Fellows Medical Mfg. Co., Inc., New York City	Sherrin	Fred Wade & orchestra	Tues. & Thurs., 3-3:15	5	12/3/35—	Fishler Zealand & Co., New York City
Old Age Revolving Pensions, Ltd. New York City	Townsend Plan	Speaker	Sat. 7:30-7:45 P.M.	4	12/7/35—	Tom Wallace Agency, New York City

Advertisers Using Northwest Triangle During 1935 . . .

Sponsor	Product	Talent	Time (P.S.T.)	No. of Stations	Duration of Contract	Agency
Nalley's, Inc., Tacoma, Wash.	Mayonnaise	The Garden Patch, Drama	Friday, 5-5:30 P.M.	3	March '35-March '36	Milne & Co., Inc., Seattle
Seattle Brewing & Malting Co., Seattle	Beer	Arion Society and Jules Buffano's Orch.	9-10 P.M.	2	One time-July 8	Western Agency, Inc., Seattle
Eastern Outfitting Co., Seattle	Wearing Apparel	Tracy the Bandit, Drama	Tuesday, 10:15-10:30 P.M.	2	Aug. '35-Aug. '36	Ann Newman Agency, Seattle
Eastern Outfitting Co., Seattle	Wearing Apparel	Northwest Mounted, Drama	Thursday, 9:45-10 P.M.	2	Aug. '35-Aug. '36	Ann Newman Agency, Seattle
Centennial Flouring Mills Co., Seattle	Flour	Jules Buffano's Orchestra and Artists	Saturday, 7:30-8 P.M.	4	Sept. '35-Jan. '36	Botsford, Constantine & Gardner, Seattle
Fisher Flouring Mills Co., Seattle	Flour	Musical Mannequins	Monday, 6-6:30 P.M.	2	52 Weeks	None
Fisher Flouring Mills Co., Seattle	Flour	Sweethearts on Parade	Friday, 6-6:30 P.M.	2	Mar. '35-Mar. '36	None
Fisher Flouring Mills Co., Seattle	Flour	Fisher's Blend Half-Hour	Saturday, 9-9:30 P.M.	2	Jan. '35-Jan. '36	None
Montag Oil Burner Co., Portland, Ore.	Oil Burners	Chorus & Orchestra	Friday, 9:30-10 P.M.	2	Aug. 34-TF	MacWilkins & Cole, Seattle



Poor Scarecrow!

There he stands somewhere in New England—a lonesome reminder of a “vanished race.” He’d like to be by himself—but there’s a thriving city right at his elbow and a busy town just beyond the field at his back. “A feller just can’t find a moment’s peace hardly anywhere in New England these days—whichever way he turns the cities and towns are thick as flies.”

Poor scarecrow! Wherever he is in New England—if he only had ears and a radio set we would provide him with top-line broadcasting throughout his waking hours.

For—on whatever New England acre he makes his last stand—he will find that those nearby cities and towns are all well within reach of this group of five N. B. C. Red Stations which comprise the New England Network.

Seriously—you aren’t expected to shed any tears for the scarecrow. We just want you to know that you buy *complete, preferred* coverage of the thickly populated New England States when you buy the New England Network.

WEEL—Boston
WTIC—Hartford
WJAR—Providence
WTAG—Worcester
WCSH—Portland

NEW ENGLAND NETWORK

For rates and availability . . .

NEW YORK—J. J. Weed, 220 East 42nd Street—Phone—Vanderbilt 3-3648
CHICAGO—C. C. Weed, 203 North Wabash Avenue—Phone—Randolph 7730

BOSTON—Edison Electric Ill. Co., 182 Tremont Street—Phone Hubbard 2323
HARTFORD—Travelers Ins. Co., 700 Main Street—Phone—Hartford 2-3181

Advertisers Using Michigan Radio Network During 1935 . . .

Sponsor	Product	Talent	Time	No. of Stations	Duration of Contract	Agency & City
Ford Motor Co., Detroit	Ford Cars	Announcements	Day and Evening	8	500 Times	N. W. Ayer & Son, New York
Schmidt Brewing Co., Detroit	Beer	Orchestra & Vocalists	Mon., Wed. & Fri., 7:45-8 P.M.	8	26 Weeks	Simons-Michelson, Detroit
Dodge Motor Co., Detroit	Dodge Cars	Transcription	9:25-9:30 P.M.	8	13 Times	Ruthruff & Ryan, New York
The Pinex Co., Fort Wayne, Ind.	Cough Medicine	Announcements	Daytime	8	13 Weeks	R. M. Seeds, Indianapolis
Eastern Michigan Tourist Ass'n, Detroit	Tourist Information	Announcements	Day & Evening	8	21 Times	Campbell-Ewald Co., Detroit
Pfeiffer Brewing Co., Detroit	Beer	Announcements	Day & Evening	8	48 Times	Grace & Bement, Inc., Detroit
Mundus Brewing Co., Detroit	Beer	Announcements	Day & Evening	8	24 Times	Harold Aarons, Inc., Detroit
Dr. Miles Laboratories, Inc., Elkhart, Ind.	Alka-Seltzer	Evening News Report	Mon., Thur., Sat., 6:30-6:45 P.M.	8	52 Weeks	Wade Advertising Agency, Chicago
Tom Collins Corp., Cincinnati	Tom Collins Sr. Cheer Leader Highballs	Transcriptions	Tue. & Thurs., 7:45-8 P.M.	8	26 Weeks	Lord & Thomas, New York
Kalamazoo Vegetable Parchment Co., Kalamazoo, Mich.	Paper	200-Voice Chorus	12 to 1:30 P.M.	8	One Time	None
Justrite Bird Seed Co., Milwaukee	Bird Seed	Transcription	12:30-12:45 P.M.	8	13 Weeks	Gustave Marx Adv. Agency, Inc., Milwaukee
Clark Bros. Chewing Gum Co., Pittsburgh	Teaberry Gum	Transcription	Daytime	8	48 Times	Edward M. Power Co., Pittsburgh
Detroit Brewing Company, Detroit	Oldbru Beer	Wally Pipp, Sport Talks	2:45-2:55 P.M. Preceding Ballgame	8	25 Weeks	La Salle Adv. Agency, Detroit
White Star Refining Co., Detroit	Mobilgas & Mobiloil	Baseball Games, Harry Heilmann and Bob Longstreet	Games at Home and Abroad—2 Hours	8	25 Weeks	J. Sterling Getchell, Detroit
Detroit Racing Ass'n, Detroit	Horse Racing	Announcements	Evening	8	48 Times	Simons-Michelson, Detroit
Hickok Oil Corp., Toledo	Hi-Speed Gas	Announcements	Evening	8	52 Weeks	Miller Agency Co., Toledo
Frankenmuth Brewing Co., Frankenmuth, Mich.	Beer	Variety	Mon., Wed. & Fri., 7:30-7:45 P.M.	8	52 Weeks	None
Carter Medicine Co., New York	Pills	Transcription Announcements	Daytime	8	52 Weeks	Spot Broadcasting, Inc., New York
Wolverine Brewing Co., Detroit	Beer	Announcements	Daytime	8	65 Times	Chas. A. Mason, Detroit
Ekhardt & Becker, Brewing, Detroit	Beer	Sport Talk	Mon., Wed. & Fri., 6:15-6:30 P.M.	8	8 Weeks	None
Snow-Flake Products Co., Detroit	Shoe Cleaner	Announcements	Daytime	8	Indefinite	Chas. A. Mason, Detroit
LaSalle Wines & Champagne, Inc., Farmington, Mich.	Wines	"Wandering Vagabonds"	Wed. & Fri., 10:45- 10:45-11 A.M.	8	26 Weeks	MacManus, John & Adams Inc., Detroit
Goebel Brewing Co., Detroit	Beer	Sport Talks, Harry Heilmann	7:15-7:30 P.M., Sat. 7-7:15 P.M., Fri.	8	16 Times	Maxon, Inc., Detroit
United Drug Co., Boston	Drug Stores	Transcription	9:30-9:45 A.M.	8	Oct. 15 thru Oct. 19	Spot Broadcasting, Inc., New York
Trenton Valley Distilling Corp., Trenton, Mich.	Distillery	Organ & Violin	Wed., Fri. & Sat. 9:15-9:30 P.M.	8	52 Weeks	Holmes, Inc., Detroit
Consumers Power Co., Jackson, Mich.	Power Company	Kitchen Art	Mon., Thur., Fri., 9:15-9:30 A.M.	8	13 Weeks	None
Carlsbad Products Co., New York City	Carlsbad Salts	Transcriptions	12:30-12:45 P.M., Sun. 11:30-11:45 A.M., Wed.	8	26 Weeks	H. M. Kiewewetter Adv. Agency, New York
Morley Bros., Saginaw, Mich.	Hardware	Transcriptions	Mon., Wed. & Fri., 5:15-5:30 P.M.	8	8 Weeks	None
American Radiator Co., New York City	Transcriptions	Evening	8	18 Times	Marschalk & Pratt, New York
Sumerian Corp., Detroit	Shaving Cream	Quartette & Orchestra	7:45-8 P.M.	8	13 Weeks	None
Allen Chemical Co., Toledo	Hegx	United Press News	Mon., Thur., Fri., 12:30-12:45 P.M.	8	52 Weeks	Sterling Beeson, Inc., Toledo
Michigan Ice Industries Co., Detroit	Ice	Transcriptions	Wed. & Fri., 1:30-12:45 7:30-7:45 P.M.	8	13 Weeks	Metropolitan Adv., Detroit
Tivoli Brewing Co., Detroit	Beer	Announcements	Daytime & Evening	8	13 Weeks	McManus, John & Adams, Detroit
Cline & Johnson, Inc., Port Huron, Mich.	Beans	Announcements	Daytime	8	13 Weeks	Rogers & Smith, Adv. Agency, Chicago
Gordon Baking Co., Detroit	Bread	Lone Ranger, Dramatic	Mon. & Wed. & Fri., 7:30-8 P.M.	8	52 Weeks	Sehl Adv. Agency, Chicago
Scholl Mfg. Co. Inc., Chicago	Zino Pads	Arthur Tracy	Tues., Thurs., 7:30-7:45 P.M.	8	11 Weeks	Donahue & Co., Inc., New York
Pittsburgh Plate Glass Co., Milwaukee	Paint	Don Carlos' Marimba Band	Mon. thru Fri., 9:45-10 A.M.	8	8 Weeks	N. W. Ayer & Son., Inc., New York
S. S. S. Co., Atlanta	SSS Products	Music Box	Fri., 8:30-9 P.M.	8	39 Weeks	Johnson Dallas Co., Atlanta
General Mills Inc., Minneapolis	Bisquick & Gold Medal	Minstrels	Mon. thru Fri., 11:45-12 Noon	8	26 Weeks	Blackett-Sample-Hummert Inc., Chicago
Horlicks Malted Milk Corp., Racine, Wis.	Malted Milk	Lum & Abner	7:15-7:30 P.M. Mon. thru Fri.	8	13 Weeks	Lord & Thomas, Chicago
Barbasol Co., Indianapolis	Shaving Cream	Singin' Sam	Fri., 9:45-10 P.M.	8	13 Weeks	Erwin, Wasey & Co. Inc., New York

RADIO OUTLINE MAP

Corrected to January 1, 1936. Every caution was taken to bring this map up to the specifications demanded by advertising agencies and national radio advertisers. Every city in the United States having a radio station is shown. Time zones are indicated. The opposite side of the map carries a complete log of stations, alphabetically by state, city and call letters, with wave length and powers.

SEE PAGES
287 and
299 to 302



JACKSON, MICH. — A TRADE EMPIRE IN A NUTSHELL

America's Test Campaign Area At the Center of Population

Located just above the Center of Population, Jackson, Michigan, is the only trade area of its manageable size and diversified type within 500 miles of that center—a responsive market, and a perfect market test laboratory. Jackson is of medium size, a blend of the rural and metropolitan, self-contained, stable, and progressive. And the medium for tapping this area conveniently, quickly, and at very low cost is the popular, entrenched station WIBM, served by Michigan, Canadian and the NBC (blue) network sustainings, through the MRN. The whole story is in the illustrated brochure, "WIBM, Jackson, Michigan". Every Advertiser and Sales Manager should read it!

STATION WIBM JACKSON, MICH.

ON THREE GREAT NETWORKS

BROADCASTING • Broadcast Advertising



Over 100 national advertisers of every type and size have tested and sold through WIBM's complete station facilities . . . Jackson has 95 mfg. plants; 757 stores; annual retail trade, \$41,563,931; metropolitan pop. 76,000; rich 30-mile rural and village trade area—pop., 160,000; 262,740 pop. in WIBM's broadcast area. Send for brochure. Sponsors, products, results, costs all detailed.



1936 Yearbook Number • Page 193

Advertisers Using Mutual Network During 1935 . . .

Sponsor	Product	Talent	Time (E.S.T.)	No. of Stations	Duration of Contract	Agency & City
Affiliated Products Inc., Chicago	Kissproof Cosmetics	The Love Doctor	Mon., & Fri., 1-1:15 P.M.	4 plus WNAC	52 weeks	Blackett-Sample-Hummert Inc., Chicago
Barbasol Co., Indianapolis	Shaving Cream	Singin' Sam	Friday, 9:45-10 P.M.	3	26 weeks	Erwin, Wasey & Co., N. Y.
Cal-Aspirin Corp., Chicago	Cal-Aspirin	Painted Dreams	Mon.-Sat., 12:45-1 P.M. 1:30-1:45 P.M. on WLW	Com. on 3 Sus. on 1	13 weeks	Reincke-Ellis-Younggreen & Finn Inc., Chicago
Chocolate Products Co., Chicago	Instant Fudge	Party Making with Mickey	Mon., Wed., & Fri., 10-10:15 A.M.	2	13 weeks	J. L. Sugden Adv. Co., Chicago
Consolidated Cigar Co., New York City	Harvester Cigars	Harv & Esther with Bruisloff orchestra	Mon., Wed., & Fri., 7-7:15 P.M. 9:30-9:45 P.M.	2 2	14 weeks	Aitken-Kynett Co., Philadelphia
Crusaders, New York	Political	Talks by Fred G. Clark, National Commander	Thursday, 9:30-9:45 P.M.	3 plus WGAR-WAAB- WIND-WPRO	39 weeks	Marschalk & Pratt Inc., N. Y.
Emerson Drug Co., Baltimore	Bromo Seltzer	Pathe News of the Air	Mon. & Wed., 9:45-10 P.M. Tues. & Thurs., 7-7:15 P.M.	3 1	13 weeks	J. Walter Thompson Co., N. Y.
Estate Stove Co., Hamilton	Heatrolas	Heatrolatown Herald	Wednesday, 8:30-9 P.M.	2	13 weeks	Ralph H. Jones Co., Cincinnati
Fels & Co., Philadelphia	Fels Naphtha Soap	Tom, Dick & Harry	Wed. & Fri., 12:15-12:30 P.M.	2	13 weeks	Young & Rubicam, Inc., N. Y.
Ford Motor Co., Detroit	Ford Cars	1935 World Series	4	6 games	N. W. Ayer & Son Inc., N. Y.
General Mills Inc., Minneapolis	Gold Medal Flour & Bisquick	Gold Medal Minstrels	Mon.-Fri., 11:45-12 noon	4	52 weeks	Blackett-Sample-Hummert Inc., Chicago
General Mills Inc., Minneapolis	Wheaties	Bob Newhall's Sports	Mon.-Sat., 6:15-6:30 P.M.	1 plus WNAC	26 weeks	Merrill Adv. Agency, N. Y.
Gordon Baking Co., Chicago	Silvercup Bread	Lone Ranger	Mon., Wed., Fri., 8-8:30 P.M.	3 plus WSPD	52 weeks	Sehl Adv. Agency., Chicago
Gruen Watch Co., Cincinnati	Watches	Washington-Merry-Go-Round (Pearson & Allen)	Tues. & Sat., 7:45-8 P.M.	4	26 weeks	De Garmo-Kilborn Corp., N. Y.
M. Hohner Inc., New York City	Harmonicas	Freed Harmonica Band	Saturday, 7:15-7:30 P.M. 7:45-8 P.M.	2 2	13 weeks	Atherton & Currier, N. Y.
Horlick's Malted Milk Co., Racine	Horlick's Malted Milk	Lum & Abner	Mon.-Fri., 7:15-7:30 P.M.	4	31 weeks	Lord & Thomas, Chicago
Robt. A. Johnston Co., Milwaukee	Confectionery	Painted Dreams	Mon.-Fri., 12:45-1 P.M.	4	12 weeks	N. W. Ayer & Son, N. Y.
Larus Bros. & Co., Richmond	Edgeworth Tobacco	Corn Cob Pipe Club	Monday, 10-10:30 P.M.	2	17 weeks	Direct
League of Nations Assoc., New York City	Political Program	Talks by Prof. Eichenberger	Sunday, 8-8:15 P.M.	2	6 weeks	Direct
Thomas Leeming & Co., New York City	Baume Bengue	Musical Memory Book	Friday, 8:30-9 P.M.	4	26 weeks	William Esty & Co., N. Y.
Lehn & Fink Products Co., New York City	Hinds Honey & Almond Cream	Life of Mary Sothern	Mon.-Fri., 4:15-4:30 P.M.	2	52 weeks	Kenyon & Eckhardt Inc., N. Y.
Lutheran Layman's League, St. Louis	Church Feature	Lutheran Hour	Sunday, 1:30-2 P.M.	2 plus WINS-WGAR- WCAE-KFUD- KSTP-WJJD	26 weeks	Kelly & Stuhlman Inc., St. Louis
Mennen Co., Newark	Shaving Cream, etc.	Famous Jury Trials	Sun. & Mon., 10-10:30 P.M.	3	13 weeks	H. M. Kiesewetter Adv. Agcy., N. Y.
Murine Co., Inc. Chicago	Murine	Listen to This	Thursday, 9:30-9:45 P.M.	4	13 weeks	Neisser-Meyerhoff, Inc., Chicago
Phillip Morris & Co. Ltd., New York City	Cigarettes	Mme. Olyanova	Friday, 12:15-12:30 P.M.	4	13 weeks	Biow Co., Inc., N. Y.
Piso Co., Warren, Pa.	Piso Cough Syrup	The Dream Singer (Ralph Kirbery)	Tues. & Thurs., 12:15-12:30 P.M.	4 plus WCAE-WAAB- WGAR	13 weeks	Aitken-Kynett Co., Philadelphia
Pinaud Inc., New York City	Toilet Articles	Lilac Time with Jeannine and Paul Pearson orchestra	Mon.-Fri., 7:15-7:30 P.M.	3	26 weeks	Lord & Thomas, N. Y.
Pittsburgh Plate Glass Co., Milwaukee	Sun Proof Paint	Don Carlos Marimba Band	9:45-10 A.M.	4	8 weeks	N. W. Ayer & Son Inc., Chicago
Plymouth Motor Co., Detroit	Plymouth Cars	Special Program Announcing New 1936 Models	Thurs., Oct. 3, 12:15-1:15 P.M.	Mutual 4 plus 29 others	1 Broadcast only	J. Stirling Getchell Inc., N. Y.
Purity Bakeries Corp., Chicago	Taystee Bread	Omar the Mystic	Mon.-Fri., 6-6:15 P.M.	2 plus WSAI	13 weeks	Hanff-Metzger Inc., Chicago
Rit Products Co., Chicago	Koolox Shaving Cream	Grandstand Thrills	Monday, 8:30-9 P.M.	3	52 weeks	Earle Ludgin Inc., Chicago, Ill.
SSS Company, Atlanta	SSS Tonic	SSS Music Box	Friday, 9:30-10 P.M.	4	52 weeks	Formerly Johnson-Dallis Co., Atlanta, now Direct
Scholl Mfg. Co., Chicago	Foot Appliances	The Street Singer	Tues. & Thurs., 7:30-7:45 P.M.	4	35 weeks	Donahue & Co., Inc., N. Y.
Spratt's Patent Ltd., Newark	Dog Food	Dog Dramas (Albert Payson Terhune)	Sunday, 5:30-5:45 P.M.; 4:45-5 P.M.	3 plus WNAC Rebroadcast WLW	26 weeks	Paris & Peart, N. Y.
Sterling Products Inc., Wheeling	Dr. Lyon's Tooth Powder	Backstage Wife	Mon.-Fri., 9:45-10 A.M.; 10:45-11 A.M.	2 plus WNAC Rebroadcast on WGN	39 weeks	Blackett-Sample-Hummert Inc., Chicago
United Cigar Stores Delaware Corp., New York City	Cigar Stores—Drug Stores and all their other products	Good Evening Serenade (Isham Jones orchestra & Harry Van Zell)	Tuesday, 8:30-9 P.M.	3	26 weeks	Young & Rubicam Inc., N. Y.
Wander Co., Chicago	Ovaltine	Molly of the Movies	Mon.-Fri., 8-8:15 P.M.	3	52 weeks	Blackett-Sample-Hummert Inc., Chicago
Wasey Products Inc., New York City	Zemo Liquid & Ointment—Kreml—Dr. Edwards Olive Tablets; Musterole—Boat Tooth Paste	Jacob Tarshish "The Lamp-lighter"	Mon.-Thurs., 11:15-11:30 A.M. Sunday, 2:30-3 P.M.	3 3	39 weeks 39 weeks	Erwin, Wasey & Co. Inc., N. Y.



“HOW TO FIND A NEEDLE IN A HAYSTACK”

Properly organized, radio research serves a useful purpose. But how to separate the wheat from the chaff? The proverbial “needle in haystack” problem is hardly more difficult than the task of analyzing and applying that mass of statistical straw which even a space buyer finds confusing.

In the belief that agencies and advertisers, though grateful for full information, still prefer theirs “straight”, World Broadcasting Sys-

tem presents herewith a few case histories. They show how a wide variety of advertisers found the straight and narrow path to radio results.*

Herewith also are a few plain facts, in answer to a few pointed questions. No wading through haystacks is necessary to find the needle to inject new life into sagging sales curves. *Let these facts and the experience of these leading advertisers be your guide.*

- ★ In the case histories, note another indication of variety — in coverage. Here are advertisers using one station, or 6, or 30, or 325! Such flexibility, such adaptability to product distribution, is almost exclusive with World, the selective system. With famous Wide Range recording, which means programs of finest quality, this feature supplies YOUR demand for EXACT COVERAGE WITH PROGRAMS THAT SELL.

"EXACT COVERAGE WITH PROGRAMS THAT SELL"

That is the needle which points the way! — the starting point on any radio advertiser's road to results! It is the common denominator successfully applied to a particular problem of these national advertisers!

- **Chevrolet Motor Company** — three 15-minutes a week — 325 stations — began April, 1935*

Using World Program Service music, a series of programs was recorded and placed on leading stations in every market where dealers desired coverage. Program featured "your Chevrolet dealer" who shared cost of campaign. Three successive renewals (as of January 1, 1936). Company produced 1,040,000 cars in 1935, a 40% increase over 1934.

- **Chesapeake & Ohio Railroad** — six 5-minutes a week — 9 stations — began September, 1934

Stimulated travel between basic points with a series of dramatized transcriptions, varying program and message to fit locality. Outstanding example of successful use of radio by transportation advertiser, requiring spotty regional coverage.

- **American Washing Machine Mfgs. Ass'n.** — two 5-minutes a week — 53 stations — began August, 1935

From a limited appropriation, built a program featuring male personality giving "housekeeping hints". Used day time on 28 stations, with dealers placing in 25 additional markets. September, 1935 sales highest in history of industry.

- **Philco Radio & Television Corp.** — one 15-minutes a week — 58 stations — began June, 1935

A series of travelogue programs, featuring Boake Carter, was used to stimulate interest in all-wave sets. Dealers placed at their discretion in 58 markets. Same client used similar plan in 1934, featuring "Arm Chair Traveler" on 55 stations.

- **Ford Motor Company** — one hour a week — 42 stations — began June, 1934

Supplemented large network with off-line recording of popular program, placing in markets not reached by network, or strengthening station list and bolstering weak markets. Two uninterrupted years of WBS broadcasting, gradually increasing list.

- **Kroger Grocery & Baking Co.** — one 30-minutes and two 15-minutes a week — began June, 1935

This territorial chain store concern recorded a first-class program of leading artists, matching coverage exactly with distribution. Institutional program placed on 17 stations, with dramatic program featuring own brand of coffee on 11 stations.

- **California Syrup of Figs** — four 15-minutes a week — 18 stations — began September, 1935

Improved over former network coverage with recordings of same dramatic serial. Chose strong outlet in each market, regardless of network affiliation, varying time to reach peak children's audience. Two renewals.

- **Procter & Gamble Co.** — one 15-minutes a week — 5 stations — began October, 1935

Introduced Drene, a new product by careful, systematic, inexpensive testing. Used one-minute recorded announcements on one station, gradually increasing coverage to 5 markets and program to 15 minutes, building a larger campaign as product and program proved successful. An extensive user of WBS facilities.

- **Niagara-Hudson Power & Light Co.** — two 15-minutes a week — 6 stations — began April, 1934

Placed transcriptions of "Little Jack Little" and orchestra on leading stations in New York State. Commercials dramatized low cost of service. Program recently changed to dramatic script, showing how wise family saves money with electricity.

- **Studebaker Corp.** — three 15-minutes a week — 53 stations — began November, 1935

Recordings of client's popular orchestra, heard also on networks, made available to dealers for placement during time of greatest sales activity. Thus supplemented network, with dealers responding in 53 markets. A consistent WBS advertiser.

- **Skelly Oil Co. and Richfield Oil of Calif.** — five 15-minutes a week — 29 stations — began in 1932

These two regional oil companies sponsored same popular children's program, one in Midwest, other on Pacific Coast, thus sharing production costs. Used 14 and 15 stations respectively, backing up with strong merchandising designed to bring parents into filling stations frequently. Two million boys and girls signed as members of "Jimmie Allen" Flying Club. Theme of aviation and adventure appealed to all ages. This World transcribed serial still doing a good job for both sponsors, after 3 years.

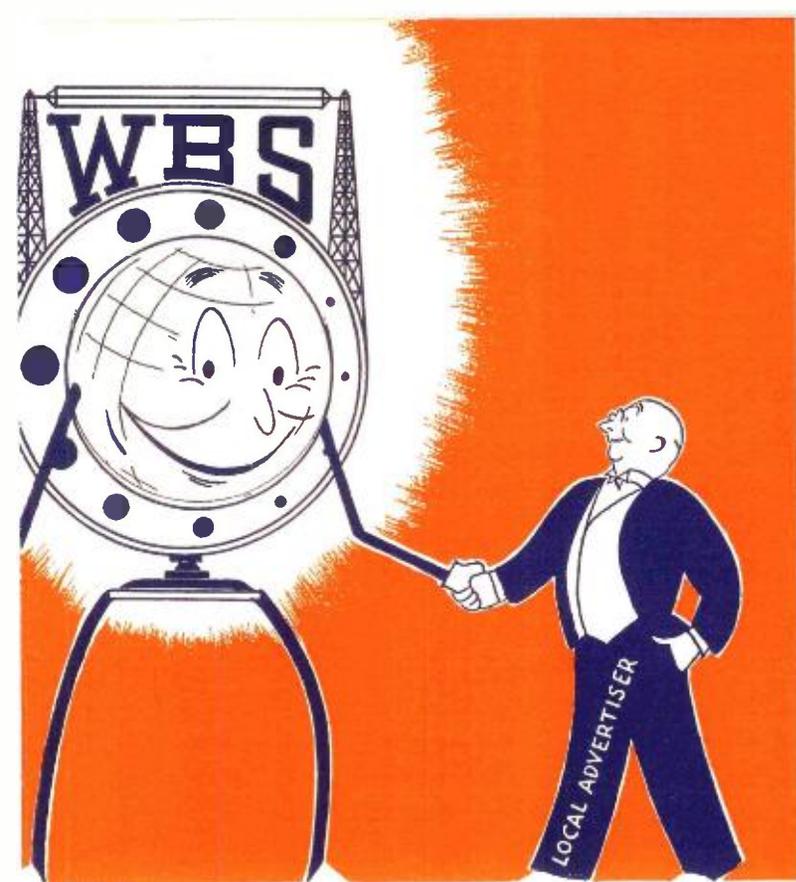
- **General Baking Company** — five 15-minutes a week — 11 stations — began February, 1935

Thoroughly tested a new children's program in Middle Atlantic and Midwest states where results could be quickly and easily checked. Now using off-line recordings of same program to supplement network, reaching large day time audience of mothers and children.



AND 85 other national advertisers who placed programs with WBS during 1935.
(See List elsewhere in this Yearbook.)

★ Radio's greatest advertising campaign! 325 Stations — twice as many as Chevrolet used in similar WBS campaign in 1932. Three times as many outlets as the largest network can offer. The three major chains combined offer less than two-thirds as many stations as Chevrolet reached. To answer coverage demands of all dealers, World offered the only practical way. Yet there are other World clients effectively using *one station*. This is selective broadcasting at its best.



BUT WHAT ABOUT THE LOCAL ADVERTISER?

Exact Coverage with Programs That Sell, for the largest and the smallest advertiser! That's what we mean by selective broadcasting, at its best. But what about the local advertiser — and what about the retailer? They have been slow to use radio extensively, for three reasons, which they state as follows:

1. Radio advertising is only for big budgets.
2. A retailer's program cannot compete with network shows.
3. Radio does not understand retail selling problems.

But the three objections are really one, summed up in the logical complaint, "Radio advertising is too expensive". The local advertiser's problem looms larger than any haystack of figures — the figures he has to worry about are dollars and cents.

WORLD PROGRAM SERVICE IS THE ANSWER

Two years ago, it is true, the lot of the "little fellow" was hard. Only the "big fellow" could afford to use radio, because only by spending "big money" could he get results. And results, quick, tangible sales returns, are the life-blood of retail advertising.

In March, 1933, World Program Service was inaugurated, designed as a low cost medium of program entertainment for local stations and local advertisers. Is the retailer's complaint still justified, in 1936? Has the high cost of broadcasting been reduced under the World plan of a transcription library? Have the stations accepted it? Have they used it for the purpose for which it was intended? Has World Program Service been successful in this "toughest" of advertising fields — retail?

Searching questions — these — requiring straight answers. First, then, the reaction of the industry itself. During 1935, three competitive services, including that of NBC, were inaugurated, patterned after the World plan. Several more are in the process of construction. If imitation is the highest form of flattery, this is high praise for World Program Service.

But no higher than these facts:

One hundred forty-two leading radio stations, in the U. S., Hawaii, and Australia, are subscribers. The total is growing daily.

(See list of stations in this Year Book.)

Hundreds of local advertisers are sponsoring World Program Service units in these markets, renewing contracts, increasing schedules, getting RESULTS.

The first 9 months of 1935 showed increases of 47.6% in retail radio advertising; 29.2% in department store volume; 46.4% in local transcription sponsorship — over 1934. Last quarter figures show even greater increases.

*(See NAB Reports)**

As in the past, World Program Service will continue to grow in the future. It will continue to be imitated — it will enjoy the thrill and flattery of able competition. But it will not sit back and enjoy the fruits of its success. Rather will World Broadcasting System bend every effort to improve this service, to maintain its position as the first, the finest, the most successful transcription library — successful in the "tough" proving ground of retail advertising.

- ★ These three facts serve to emphasize another, more astounding fact. Through its firm faith in the value of quality transcription broadcasting, now serving fifty national clients, and through World Program Service, providing the radio medium for hundreds of local sponsors, World Broadcasting System is the source of *more revenue for radio stations than any other non-network organization*. The gigantic Chevrolet campaign offers definite proof of this productivity.

RADIO PAYS WHEN YOU BUY THE BEST

In its unique plan of Programs That Sell, World allows no compromise with quality. The reason why is obvious. A publication advertiser who buys poor artwork or cheap engravings starts with a heavy handicap in the race for results. A national advertising campaign represents too great an investment to put it at the mercy of poor production, which converts that investment into an out-and-out risk.

The economy of the Best Production Job applies to radio advertising as well. With thousands of dollars in time charges at stake, why take a chance on second-rate transcriptions? It isn't worth the small saving to stint on recording quality. Fine artists don't guarantee a receptive audience unless the program does justice to their artistry.

There is no finer recording than that afforded by World's vertical process. Wide Range is the result, giving greater balance, depth and beauty of tone, perfection of detail. Unsurpassed in quality and workmanship, a Wide Range recording will make YOUR program as fine as any on the air, pay for itself many times over. Between an electrical transcription by World, and less modern methods, there is ALL THE DIFFERENCE IN THE WORLD.

A Six Year March of Progress

Many radio and advertising men have said of World Broadcasting System, "it is the outstanding transcription company". In recently completed recording studios at 711 Fifth Avenue, in the heart of New York's advertising district, you will find the secret of World's unquestioned superiority in its field. From every standpoint, these studios are the finest that the science of sound reproduction has devised. They mark a new era in electrical transcriptions — the goal of six years pioneering.

For World is more than just a transcription company. It is a unified organization, designed to supply a much needed service to radio. At its new address, World is better equipped than ever to give the fine engineering, program and production assistance for which it is famous. No matter what the requirements may be, if they involve recorded programs, World is ready to meet them.

The radio haystacks of doubt and confusion disappear as if by magic when you bring your broadcasting problem to World. No magic, of course, just the final important fact that we know our business — the business of transcription broadcasting. We've proved it over a period of six years, for hundreds of clients, large and small.

Ask any World office for full details, or let us arrange an audition. "Hearing's Believing".



WORLD BROADCASTING SYSTEM, Inc. 711 FIFTH AVENUE
NEW YORK, N. Y.

ATLANTA

• CHICAGO •

• LOS ANGELES •

• SAN FRANCISCO

"SOUND RECORDING FOR SOUND RADIO ADVERTISING"

Advertisers Using WBS Transcriptions During 1935

One-Hour Programs

Sponsor	Product	Agency
American Telephone & Telegraph Co., New York City	50th Anniversary	Batten, Barton, Durstine & Osborne, Inc., N. Y.
Ford Motor Co., Detroit	Automobiles	N. W. Ayer & Son, Inc., N. Y.

Thirty-Minute Programs

Ford Motor Company, Detroit	Automobiles	N. W. Ayer & Son, Inc., N. Y.
Kroger Grocery & Baking Co. Cincinnati	Grocery Products	Ralph H. Jones & Co., Cincinnati
Scott Furriers, Inc., Boston	Furs	Aaron S. Bloom, Boston
R. L. Watkins Co., New York City	Dr. Lyons Toothpowder	Blackett-Sample-Hummert, Inc., N. Y.

Fifteen-Minute Programs

A. S. Boyle Co., Cincinnati	Samoline Floor Wax	Blackett-Sample-Hummert Inc., N. Y.
Beaumont Laboratories, Inc., St. Louis	4 Way Cold Tablets	H. W. Kastor & Sons, Adv. Co., Inc., Chicago
Best Foods, Inc., New York City	Nucoa	Benton & Bowles Inc., N. Y.
Bristol-Myers Co., New York City	Drugs
Chevrolet Motor Co., Detroit	Automobiles	Campbell-Ewald Co. Inc., Detroit
Clicquot Club Co., Millis, Mass.	Beverage	N. W. Ayer & Son Inc., N. Y.
Cole Milling Co., Chester, Ill.	Omega Flour	D'Arcy Adv. Agency, St. Louis
Dixie Oil Co., Kansas City	Oil & Gasoline	Potts-Turnbull Adv. Co., Kansas City
J. A. Folger Co., Kansas City	Coffee	Blackett-Sample-Hummert Inc., Chicago
Ford Motor Co., Detroit	Automobiles	N. W. Ayer & Son Inc., N. Y.
French Lick Springs Hotel Corp., French Lick Springs, Ind.	Pluto Water	H. W. Kastor & Sons Adv. Co. Inc., Chicago
General Baking Co., New York City	Bond Bread	Batten, Barton, Durstine & Osborne Inc., N. Y.
General Household Utilities Co., Chicago	Grunow Refrigerators	Hays MacFarland & Co., Chicago
Gold Dust Corp., New York City	Silver Dust	Batten, Barton, Durstine & Osborne Inc., N. Y.
Golden Peacock, Inc., Paris, Tenn.	Cosmetics	Ruthrauff & Ryan Inc., Chicago
Groves Laboratories Inc., St. Louis	Nose-Drops	Stack-Goble Adv. Agency, N. Y.
H. T. Heinz Co., Pittsburgh	Canned Goods	Maxon Inc., Detroit
Robt. A. Johnston Co., Milwaukee	Candy	N. W. Ayer & Sons Inc., Chicago
Kroger Grocery & Baking Co., Cincinnati	Coffee	Ralph H. Jones Co., Cincinnati
National Association of Manufacturers, New York City	Institutional
News-Week Inc., New York City	Magazine
Niagara Hudson Power Corp., Albany	Power & Light	Batten, Barton, Durstine & Osborne Inc., N. Y.
Phileo Radio & Television Corp., Philadelphia	Radios	Hutchins Adv. Agency, Rochester, N. Y.
Pittsburgh Paint Co., Pittsburgh	Paint	N. W. Ayer & Son Inc., Chicago
Procter & Gamble Co., Cincinnati	Drene Soap	H. W. Kastor & Sons Adv. Co. Inc., Chicago
Procter & Gamble Co., Cincinnati	Ivory Soap	Blackman Adv. Inc., N. Y.
Provident Mutual Life Insurance Co., Philadelphia	Insurance	Samuel Lewis Agency, N. Y.
Richfield Oil Co., New York City	Gasoline & Oil	Fletcher & Ellis Inc., N. Y.
Richfield Oil Co. of Calif., Los Angeles	Gasoline & Oil	H. C. Bernstein Adv. Agency, Los Angeles
Scott Furriers Inc., Boston	Furs	Aaron S. Bloom, Boston
Self-Locking Carton Co., Chicago	Paper Cartons	Needham, Louis & Brorby, Chicago
Skelly Oil Co., Kansas City	Gasoline & Oil	Russell C. Comer Adv., Kansas City
Soap Products Ltd., Long Island City	Shaving Cream	Kelly, Nason & Roosevelt, N. Y.
Socony-Vacuum Oil Co., St. Louis	Mobiloil & Gas	J. Stirling Getchell Inc., St. Louis
Sterling Products Inc., Wheeling, W. Va.	Cafi-Aspirin	Thompson-Koch Co., Cincinnati
Sterling Products Inc., Wheeling, W. Va.	Haley's M. O.	Thompson-Koch, Cincinnati
Sterling Products Inc., Wheeling, W. Va.	Calif. Syrup of Figs	Stack-Goble Adv. Agency, N. Y.
Sterling Remedy Co., Des Moines	Medicine	Heath-Seehof Inc., Chicago

Fifteen-Minute Programs Continued (Continued)

Sponsor	Product	Agency
Stewart-Warner Corp., Chicago	Radios	Blackett-Sample-Hummert Inc., Chicago
Studebaker Corp., South Bend, Ind.	Automobiles	Roche, Williams & Cunningham, Chicago
Studebaker Export Corp., South Bend, Ind.	Automobiles	Roche, Williams & Cunningham Inc., Chicago
Sydney, Wanzer & Sons, Chicago	Milk	Needham, Louis & Brorby Inc., Chicago
Wander Co., Chicago	Ovaltine	Blackett-Sample-Hummert Inc., Chicago

Five-Minute Programs

American Washing Machine Mrs. Assn., Cleveland	Washing Machines	Meldrum & Fewsmith Inc., Cleveland
Carter Medicine Co., New York	Little Liver Pills	Street & Finney Inc., N. Y.
Chesapeake & Ohio Railway, Cleveland	Transportation Service	Campbell-Ewald Co. of New York, N. Y.
Chieftain Mfg. Co., Baltimore	Color Shine Shoe Polish	Van Sant, Dugdale & Co., Baltimore
Conti Products Corp., New York	Castile Soap	Henry S. Howland Co., N. Y.
Drezma Inc., New York City	Cosmetics
Chicago, Duluth & Georgian Bay Transit Co., Detroit	Transportation	Campbell-Ewald Co. Inc., Detroit
French Lick Springs Hotel Corp., French Lick, Ind.	Pluto Water	H. W. Kastor & Sons Adv. Co. Inc., Chicago
Garfield & Williamson Co., New York City	Fertilizer	Metropolitan Adv. Co., N. Y.
General Mills, Inc., Minneapolis	Gold Medal Flour	Blackett-Sample-Hummert Co. Inc., N. Y.
General Shoe Co., Nashville	Footwear	Badger-Browning & Hershey, N. Y.
International Assn. of Ice Cream Mrs., New York City	Ice Cream	Campbell-Ewald Co. of New York, N. Y.
Justin-Haynes Co., New York City	Aspirub	Thos. H. Reese Co., N. Y.
La Gerardine, Inc., New York City	Hair Lotion	H. E. Lesan Adv. Agency, N. Y.
Lur Eye Products Inc., New York	Eye Preparation	Direct
Midland Flour Milling Co., Kansas City	Flour and Feed	Potts-Turnbull Adv. Co., Kansas City
Price Flavoring Extract Co., Chicago	Extracts	N. W. Ayer & Son Inc., Chicago
Procter & Gamble Co., Cincinnati	Soap	Blackman Adv. Inc., N. Y.
Remsen Corp., New York City	Aspirin Plus	Direct
Rose Laird Inc., New York City	Cosmetics	Kelly, Nason & Roosevelt, N. Y.
Transcontinental & Western Airways, New York City	Air Transportation	Campbell-Ewald Co. of New York, N. Y.

Two-Minute Announcements

Nehi, Inc., Columbus	Beverages	James A. Greene & Co., Atlanta
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One-Minute Announcements

A. C. Spark Plug Co., Flint, Mich.	Spark Plugs	D. P. Brother & Associates, Detroit
Allegheny Steel Co., Pittsburgh	Steel Products	Walker & Downing, Pittsburgh
Beaumont Laboratories, St. Louis	Beaumont 4 Way Cold Tablets	H. W. Kastor & Sons Adv. Co. Inc., Chicago
Capudine Chemical Co., Raleigh, N. C.	Medicine	Jacobs-Dillard Agency Inc., Atlanta
Chevrolet Motor Co., Detroit	Automobiles	Campbell-Ewald Co. Inc., Detroit
Colonial Biscuit Co., Pittsburgh	Tea Biscuits	Walker & Downing Inc., Pittsburgh
Conti Products Corp., New York	Soap	Henry S. Howland Co., N. Y.
Evans Motor Co., Atlanta	Willys-Overland Autos	Gottschaldt & Humphrey Inc., Atlanta
F. W. Fitch Co., Des Moines, Ia.	Shampoo	Batten, Barton, Durstine & Osborne Inc., N. Y.
French Lick Springs Hotel Corp., French Lick, Ind.	Pluto Water	H. W. Kastor & Sons Adv. Co. Inc., Chicago
Frozen Desserts, Inc., Chicago	Desserts	Roche, Williams & Cunningham Inc., Chicago
General Baking Co., New York City	Bond Bread	Batten, Barton, Durstine & Osborne Inc., N. Y.
Gold Dust Corp., New York City	Silver Dust	Batten, Barton, Durstine & Osborne Inc., N. Y.

(Continued on page 204)

Advertisers Using Southwest Broadcasting System in 1935

Sponsor	Product	Talent	Time	No of Stations	Duration of Cont' act	Agency & City
American Airlines Inc., Chicago	Transportation	Musical Skyroads	Friday, 7:15-7:30 P.M.	5	1/1/34-5/31/35	P. P. Willis Corp., Chicago
Adolphus Hotel, Dallas	Hotel	Phil Harris orchestra	Daily except Sun., 10:15-10:30 P.M.	7	5/9/35-9/18/35	None
Burrus Mill & Elevator Co., Fort Worth	Flour	Light Crust Doughboys Band	Daily except Sunday, 6:30-6:45 P.M.	2	6/5/34-6/7/35	None
Crazy Water Co., Mineral Wells Tex.	Mineral Water	Jack Amlung's orchestra	Saturday, 9:30-10:30 P.M.	7	2/9/35-3/23/35	Carpenter-Rogers Co., Dallas
Curtias Candy Co., Chicago	Baby Ruth Candy	Announcements	5 times daily	6	1/1/35-4/20/35	McJunkin Adv. Agency, Chicago
Duncan Coffee Co., Houston	Coffee	Football Scores	Saturday, 6:25-6:30 P.M.	6	10/26/35-11/30/35	Jay H. Skinner Adv. Agency, Houston
Frigidaire Corp., Dayton, O.	Electric Refrig.	Ed Lally's orchestra	Sunday, 6-6:30 P.M.	7	3/31/35-5/12/35	Johnston Adv. Agency, Dallas
Galveston-Houston Breweries, Houston	Beer	Dramatization of Football Games	Saturday, 2-2:15 P.M.	6	10/12/35-11/30/35	Jay H. Skinner Adv. Agency, Houston
Gardner Nursery Co., Osage, Iowa	Flower Seeds, etc.	Milton Brown's Brownies & Southwest Barn Dance	Friday, 10:15-10:30 P.M.	7	2/15/35-2/22/35	Northwest Radio Adv. Co., Seattle
General Mills Inc., Minneapolis	Wheaties	Jack Armstrong	Monday thru Friday, 6-6:15 P.M.	7	4/8/35-4/7/36	None
Humble Oil & Refining Co., Houston	Gas & Oil	Southwest Conference Football Games	Saturday, 2:30-5:30 P.M.	7	9/28/35-11/30/35	Frank-Wilkinson-Schwartz Inc., Houston
Hyral Distributing Co., Fort Worth	Dentifrice	Orchestra and others	Tues., Thurs., Sat., 6:15-6:30 P.M.	7	3/16/35-4/23/35	Luckey-Bowman Inc., N. Y.
Interstate Aid Assn., Chicago	Life Insurance	Milton Brown's Brownies, Southwest Barn Dance	Fridays, 10:30-10:45 P.M.	7	Mar. 15, 1935	None
Magnolia Petroleum Co., Dallas	Gas & Oil	Texas High School Football Games	Friday & Saturday, 2:30-5:30 P.M.	9	12/6/35-12/21/35	Johnston Adv. Agency, Dallas
Magnolia Petroleum Co., Dallas	Gas & Oil	Football Game	Monday, 4:15-7 P.M.	6	Nov. 11, 1935	Johnston Adv. Agency, Dallas
Morton Salt Co., Chicago	Salt	Southwest Barn Dance	Fri., 10:15-10:45 P.M.	7	11/8/35-12/27/35	Wade Adv. Agency, Chicago
Nacor Medicine Co., Chicago	Medicine	Milton Brown's Brownies, Southwest Barn Dance	Fri., 10:30-10:45 P.M.	7	March 22, 1935	Neisser-Meyerhoff Inc., Chicago
Old Age Pension Assn., Austin, Tex.	Political	Speakers	Thurs.-Fri., 7:30-7:45 P.M.	4	10/31/35-11/1/35	None
Old Age Pension Assn., Austin, Tex.	Political	James E. Ferguson	Friday, 9-9:15 P.M.	8	August 23, 1935	None
Plaza Hotel, San Antonio	Hotels	Laura Urango & orchestra	Tues. & Thurs., 9:30-10 P.M.	7	9/1/35-9/1/36	None
Repeal Association, Austin, Tex.	Educational	Talks	Thurs., 30 min. periods	7	7/18/35-8/22/35	None
Rice Hotel, Houston	Hotel	Orchestra	Daily, 10:30-11 P.M.	7	Six Months	None
Southland Life Insurance Co., Dallas	Life Insurance	Clarence Linz, orchestra, vocalists	Monday, 7-8 P.M.	6	9/16/35-9/16/36	None
Rev. Ike T. Sidebottom	Religions	Rev. Ike T. Sidebottom	Sunday, 1:30-2 P.M.	2	1/13/15-2/10/35	None
Sterling Casualty Insurance Co., Chicago	Accident Insurance	Milton Brown's Brownies, Southwest Barn Dance	Friday, 10:45-11 P.M.	7	March 22, 1935	Neisser-Meyerhoff Inc., Chicago
Universal Mills, Fort Worth	Flour and Feeds	Alice Joy, Ed Lally orchestra, Amateur Contest	Tuesdays, 7-7:30 P.M.	11	2/5/35-5/28/35	Tracy-Locke-Dawson Inc., Dallas
Utilities Investors Assn. of Texas, Dallas	Educational	Talks	Mon., Wed., Fri., 9:45-10 P.M.	10	5/27/35-6/7/36	None
Watchtower Bible & Tract. Society, Brooklyn	Religious	Judge Rutherford	Sunday, 11:30A.M.-12:30 P.M.	7	Jan. 13, 1935	None

RADIO OUTLINE MAPS

The radio outline map, as inserted on Pages 299 to 302, is corrected to January 1, 1936. Every caution was taken to bring this map up to the specifications demanded. Every city in the United States having a radio station is shown. Time zones are indicated. The opposite side of the map carries a complete log of stations, alphabetically by state, city and call letters, with wave length and powers.

The value of this map, which is here reproduced in exact size, is manifest, particularly in mapping out spot and network campaigns. Extra copies of the map are available for distribution in the same size as contained in this issue, but printed on white ledger paper that permits the use of ink without smudging.

PRICES

25 Copies . . . \$2.00
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BROADCASTING



PRICES

100 Copies . . . \$5.00
200 Copies . . . \$9.00

NATIONAL PRESS BUILDING

WASHINGTON, D. C.

SBS IS AMERICA'S FASTEST GROWING REGIONAL NETWORK! . . .

Here's the PROOF . . .

2,016 sponsored station hours on network in 1935 as compared with 1,296 hours in 1934—an increase of over 55%. The trend is toward intense economical radio coverage on SBS!

1935 Gross Revenue increased 66% over 1934.

And in December, 1935, the Southwest Broadcasting System was running 78½ station hours weekly on the basic SBS network.

November, 1935 Gross Revenue was 270% of November, 1934.

Each station on the basic SBS network is running a much larger volume of local business than its local immediate competitor. See the text at the right for comparative percentages based on an actual log of stations during an average week in November, 1935.

Each SBS station renders an intensive merchandising service which is made most effective because each is handling a great percentage of the local business and managers of 7 Basic SBS stations are contacting *your distributors* daily in seven major markets in the Southwest.

SOME OF THE MAJOR ADVERTISERS USING THE SBS NETWORK IN 1935:

* American Airlines, Inc.	Chicago
* Duncan Coffee Company	Houston
* Galveston-Houston Breweries	Houston
* Gold Medal Flour Co. of Texas	Wichita Falls
Humble Oil & Refining Co.	Houston
* Magnolia Petroleum Company	Dallas
Morton Salt Company	Chicago
* Southland Life Insurance Co.	Dallas

* Now exclusively on SBS

SBS' PRODUCTION FACILITIES AND SHOWMANSHIP GET RESULTS!

Southwest Broadcasting System's production facilities and showmanship command attention and get results! One excellent proof of this came in November when SBS's facilities were used to originate the broadcasts of two major Southwestern football games for the coast-to-coast Columbia network. Columbia officials gave SBS announcing and technical staff carte blanche and highly complimented the way both broadcasts were handled.

Intensive Radio Coverage—Plus Active Merchandising Cooperation

The most complete and intensive economical Southwestern radio coverage is afforded by the seven basic stations on the network of the Southwest Broadcasting System, five of which are also the Columbia outlets in this section.

That it is both economical and practical to use the basic stations on the SBS network is attested by the fact that each station leads its local NBC competitor by a wide margin in the volume of local business carried. For example, KOMA has 63.07 percent of local business by volume, while its NBC competitor has only 36.93 percent; KTSA has 76.7 percent; and KTAT has 79.99 per cent (disregarding local 100 W. stations).

And the Southwest Broadcasting System offers advertisers the most intense and active merchandising cooperation through each of its outlets, and this is real, not just talk. This service is made most effective since each SBS station handles such a large percentage of the local business. Ask our representative for a classified list of local advertisers on each SBS outlet and the chances are 3 to 1 your local distributors will be included.

No other Southwestern regional network can give such intense and economical coverage plus intensive merchandising service in seven important markets. Sell the Southwest with the Southwest Broadcasting System! Represented nationally by Free, Johns and Field, Inc., New York, Chicago, Detroit, San Francisco and Los Angeles.

SOUTHWEST BROADCASTING SYSTEM

LEE H. ARMER, President FORT WORTH, TEXAS

Sales Offices ADOLPHUS HOTEL - DALLAS, TEXAS

SBS Basic Network Stations Are:

- * KOMA - Oklahoma City
- † KRLD - Dallas
- * KTAT - Fort Worth
- † KTRH - Houston
- * KTSA - San Antonio
- * WACO - Waco
- * KNOW - Austin

* Owned

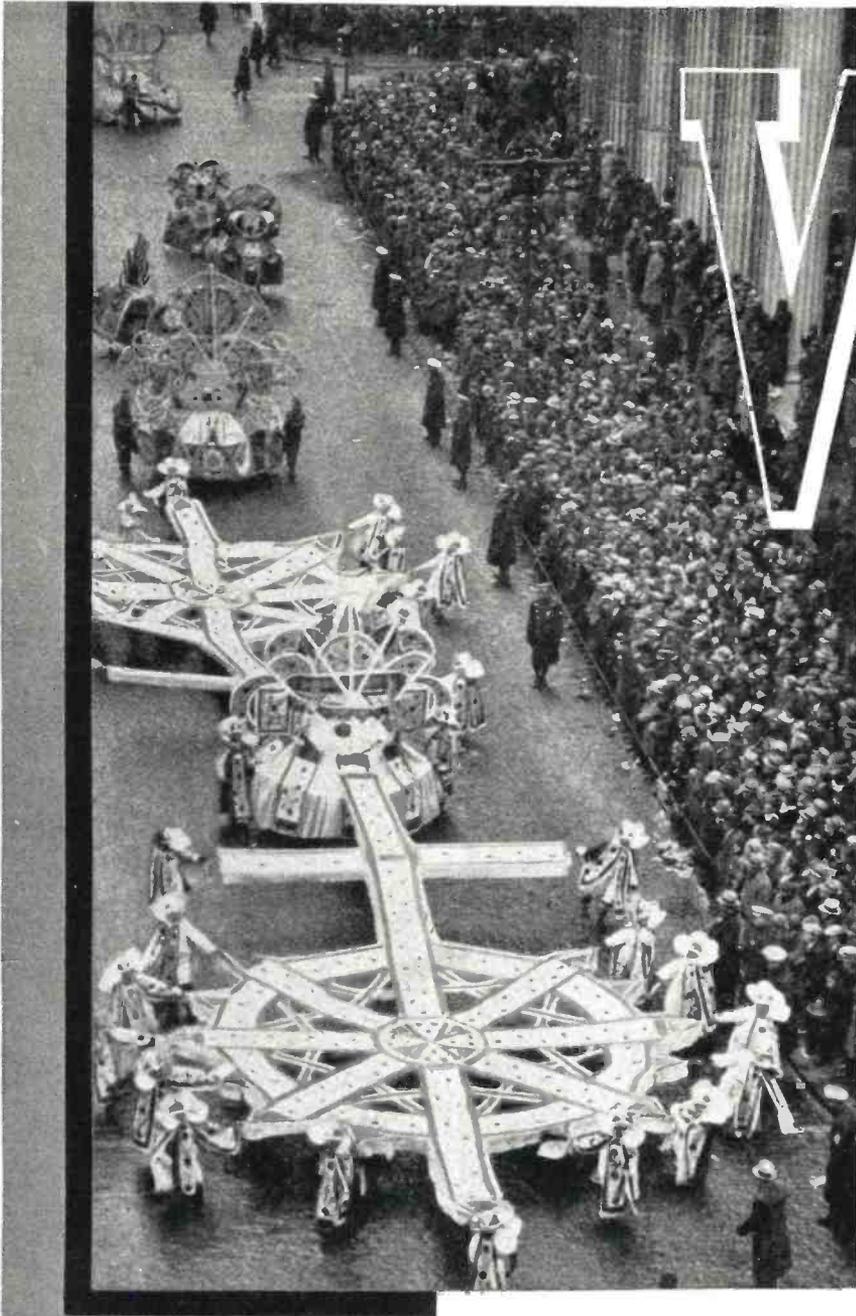
† Affiliated

Advertisers Using Texas Quality Network During 1935 . . .

Sponsor	Product	Talent	Time	No. of Stations	Duration of Contract	Agency & City
Bewley Mills, Fort Worth	Bewley's Best Flour	The Chuck Wagon Gang	Daily Except Sunday, 1-1:15 P.M.	3	9/11/34-4/28/36	None
Burrus Mill & Elevator Co., Fort Worth	Lighterust Flour	The Lighterust Doughboys	Daily Except Sunday, 12:30-12:45 P.M.	3	9/11/34-4/28/36	Lone Star Adv. Agency, Fort Worth
Crazy Water Co., Mineral Wells, Tex.	Crazy Water Crystals	Jack Amlung & orchestra	Daily Except Saturday, 12:45-1 P.M.	3	9/11/34-4/3/36	Rogers & Smith, Dallas
Dr. Pepper Co., Waco, Tex.	Beverage	Alex Keese orchestra The Pepper-Uppers	Sundays, 5:30-6 P.M.	3	4/7/35-3/29/36	Tracy-Locke-Dawson Inc., Dallas
Employers Casualty Co., Dallas	Casualty Insurance	Karl Lambertz orchestra	Sundays, 2:15-2:30 P.M.	3	2/10/35-2/2/36	Ira E. DeJernett, Dallas
Fant Milling Co., Sherman, Tex.	Gladiola Flour	Gladiola Gloom Chasers orchestra and singers	Tues.-Thurs.-Sat., 12:10-12:25 P.M.	2	4/30/35-4/25/36	Crook Adv. Agency, Dallas
Gebhardt Chili Powder Co., San Antonio	Gebhardt Chili Products	Club Aguila orchestra, Los Caballeros Trio	Mondays, 9:30-10 P.M.	3	9/10/34-9/24-36	Tracy-Locke-Dawson Inc., Dallas
Gebhardt Chili Powder Co., San Antonio	Gebhardt Chili Products	Rosa Linda and Los Caballeros Trio	Thursdays, 10:45-11 A.M.	3	9/10/34-9/24-36	Tracy-Locke-Dawson Inc., Dallas
Hicks Rubber Co., Waco, Tex.	Star Tires & accessories	Star Minstrels with Harry Levan, Bunny Biggs	Mon., thru Fri., 7:30-7:45 A.M. Mon., Wed., Fri., 7:30-7:45 A.M.	3	2/18/35-5/31/35 5/31/35-7/29/35	Richard Bush Adv. Agency, Dallas
Humble Oil & Refining Co., Houston	Gas & Oil	Football Chats and band ball Games	Wednesdays, 6:45-7 P.M.	3	9/18/35-12/4/35	Franke-Wilkinson-Schwartz Inc., Houston
Humble Oil & Refining Co., Houston	Gas & Oil	Southwestern Conference Football Games	Saturday Afternoons	3-5	10/5/35-12/7/35	Franke-Wilkinson-Schwartz Inc.,
Hyral Distributing Co., Fort Worth	Hyral Dentifrice	Hyral Syncopaters	Mon. thru Sat., 9-9:15 A.M. Sundays, 10-10:15 A.M. Tues., Thur., Sat., 5:45-6 P.M.	3 3 3	3/6/35-4/29/35 3/10/35-5/12/35 4/30/35-6/1/35	None
Interstate Cotton Oil & Refining Co., Sherman, Tex.	Mrs. Tucker's Shortening	Bera Meade Grimes, piano Jack Prigmore, tenor	Mon., Wed., Fri., 12:15-12:30	2	4/26/35-7/12/35	Crook Adv. Agency, Dallas
Kellogg Co., Battle Creek	Kellogg cereals	Old Colonel, Cactus Kids, Male Chorus	Mon., Wed., Fri., 5:45-6 P.M.	3	7/1/35-12/27/35	N. W. Ayer & Son Inc., Philadelphia
Lehn & Fink Products Co., New York City	Hinds Honey & Almond Cream	Jay Burnette, The Song Fellow	Mon., Wed., Fri., 4-4:15 P.M.	2	11/4/35-11/3/36	Kenyon & Eckhardt Inc., N. Y.
Lumbermen's Association of Texas, Houston	Building Materials	Friendly Builders orchestra Bel Canto Quartet	Fridays, 9:30-10 P.M.	3	10/2/34-9/27/35	Erle Racey Adv. Agency, Dallas
Morten Milling Co., Dallas	La France Flour	Morten String Ensemble	Sundays, 12:15-12:45 P.M.	2	4/28/35-4/19/36	Erle Racey Adv. Agency, Dallas
Southwestern Drug Corp., Dallas	Red Arrow Remedies	Frank Monroe and orchestra	Mon. & Fri., 8-8:15 A.M.	2	10/2/34-3/22/35	None
Southwestern Greyhound Lines, Fort Worth	Bus Transportation	James Parker, Narrator Drama and orchestra	Sundays, 8:15-8:30 P.M. Fridays, 6:45-7 P.M.	3 3	1/29/35-5/26/35 9/22/35-12/13/35	Beaumont & Hohman Inc., Dallas
Southwestern Ice Mfrs., Assn., Dallas	Ice, Refrigeration	Vocalists and orchestra	Tuesdays, 6:30-7 P.M.	3	4/29/35-10/22/35	Rogers & Smith, Dallas
Speakers Institute, Chicago	Better Speech	Talks by Ken Millican	Mondays, 1:45-2 P.M.	3	4/15/35-5/13/35	None
Universal Mills, Fort Worth	Red Chain Feed Gold Chain Flour	Adolph and His Bohemian Band	Sundays, 3-3:15 P.M. Mon. thru Sat., 8:30-8:45 A.M.	3 3	11/3/35-10/21/36	Haney-Leche Inc., Dallas
Utilities Investors Assn., of Texas, Fort Worth	Political	Interviews by Peter Molyneux	Sundays, 7-7:15 P.M. Tues. & Thur., 10:30-10:45 P.M.	3 3	5/26/35-6/30/35 5/28/35-6/6/35	None
Wm. Cameron & Co., Waco, Tex.	Building Supplies	Slo 'n Ezy, Waltztime orchestra	Daily, 7:15-7:30 A.M.	3	2/1/35-1/30/36	Erle Racey Adv. Agency, Dallas
W. Lee O'Daniel Co., Fort Worth	Hillbilly Flour	W. Lee O'Daniel and Hillbillies	Sundays, 3:45-4 P.M.	3	8/18/35-8/18/36	Albert Evans, Fort Worth

Advertisers Using the Inter-City Group During 1935 . . .

Sponsor	Product	Talent	Time	Number of Stations	Duration of Contract	Agency & City
Adam Hat Stores, Inc., New York	Adam Hats	Boxing Bouts from Madison Square Garden	Fridays, 9:45-10:45 P.M.	8	52 weeks	Direct
Dentists Supply Co. of New York	Dental Service	"The Dentist Says" Talk by Dr. George Wood Clapp	Tues., Thurs., 11-11:15 A.M.	2	26 weeks	A-W Advertising, Inc., New York
Fitch Publishing Co., New York	Fitch Investment Service	Safeguarding Your Investments	Monday-Friday, 6:15-6:20 P.M.	3	52 weeks	E. C. Van Dyke, Inc., New York
Finlay-Straus, Inc. & Associated Jewelers, New York	Jewelry	True Detective Mysteries	Monday-Friday, 8:45-9 P.M.	8	52 weeks	Direct
Wm. P. Goldman & Bros., New York	3 G's Clothing	Sid Gary and his G-Men Revue	Thurs., 7:30-8 P.M.	4	18 weeks	Bess & Schillin, Inc., New York
Koppers Gas & Coke Co., Kearny, N. J.	Koppers Coke	Five Star Final	Monday-Fri., 8:15-8:30 P.M. Sunday, 9-9:30 P.M.	2	18 weeks	N. W. Ayer & Son., Inc., New York
Journal of Living, New York	Publication Journal of Living	Health Talk by Victor H. Lindlar	Mon.-Sat., 9:35-10 A.M.	3	52 weeks	Bess & Schillin, Inc., New York
Macfadden Publications, Inc., New York	Physical Culture Magazine	Lawrence Gould, Psychologist	Mon.-Fri., 11:15-11:30 A.M.	8	18 weeks	Direct
Macfadden Publications, Inc., New York	Movie Mirror Magazine	Beth Wilson, Jimmy Ray, Carl Fenton's Orch.	Tues., 7:30-8 P.M.	7	18 weeks	Direct
St. Christopher's Inn, Graymoor, N. Y.	Religious	Ave Maria Hour	Sun., 6:30-7 P.M.	5	52 weeks	Direct
Wattt & Bond Co.	Blackstone Cigars	Louie-Uzcudun Prizefight	Dec. 13, 1935	8	One Time	Batten, Barton, Durstine & Osborn, N. Y.
Young People's Church of the Air, Philadelphia	Religious	Rev. Percy Crawford	Sun., 5-6 P.M.	7	52 Weeks	Direct



WIP

**"PHILADELPHIA'S
PIONEER VOICE"**

Typical of WIP Showmanship is the Annual broadcast of the Mummers' Parade, Philadelphia's New Year's Day spectacle.

2ND IN

PHILADELPHIA SHOWMANSHIP

Reflection of the high standing enjoyed by WIP is found in the fact that *Variety* in its Annual Community Showmanship Survey has accorded WIP the second highest rating in Philadelphia!

A copy of our new station brochure will gladly be sent on request.

PENNSYLVANIA BROADCASTING CO., 35 South 9th Street, Philadelphia
Benedict Gimbel, Jr., *President* • • • Albert A. Cormier, *Vice-Pres. & Gen. Mgr.*

11 HIGH SPOTS FOR YOUR SPOT CAMPAIGN

WSUN-WFLA
5000 watts—620 kc.
Tampa, Fla. NBC

WQAM
1000 watts—560 kc.
Miami, Fla. CBS

WJAX
5000 watts—900 kc.
Jacksonville, Fla. NBC

WWNC
1000 watts—570 kc.
Asheville, N. C. NBC

WMBC
250 watts—1210 kc.
Richmond, Va. CBS

WROK
500 watts—1410 kc.
Rockford, Ill.

These Stations Are Represented by

FURGASON & ASTON, Inc.

Radio Station Representatives

Chicago
GENE FURGASON
221 N. La Salle St.
State 5241

Detroit
S. M. ASTON
810 Stephenson Bldg.
Madison 1765

WJAS
5000 watts—1290 kc.
Pittsburgh, Pa. CBS

KQV
500 watts—1380 kc.
Pittsburgh, Pa.

WHJB
250 watts—620 kc.
Greensburg, Pa.

KTHS
10,000 watts—1060 kc.
Hot Springs, Ark. NBC

WNBF
250 watts—1500 kc.
Binghamton, N. Y.

ADVERTISERS USING WBS DURING 1935 . . .

(Continued from page 199)

One-Minute Announcements Continued (Continued)

Sponsor	Product	Agency
Groves Laboratories, St. Louis	Bromo-Quinine	H. W. Kastor & Sons Adv. Co. Inc., Chicago
International Ass'n of Ice Cream Manufacturers	Ice Cream	Campbell-Ewald Co. of New York; N. Y.
Julian & Kokenge Co., Columbus	Foot-Saver Shoes	Aubrey, Moore & Wallace Inc., Chicago
B. Kuppenheimer & Co., Chicago	Men's Clothing
McCormick & Co., Baltimore	Tea	Van Sant, Dugdale & Co., Baltimore
Midland Flour Milling Co., Kansas City	Flour	Potts-Turnbull Adv. Co., Kansas City
My-T-Fine Corp., New York City	Prepared Desserts	Batten, Barton, Durstine & Osborn Inc., N. Y.
Nash Motor Car Co., Kenosha, Wisc.	Automobile	Frederick & Mitchell Inc., Chicago
Olds Motor Works, Lansing, Mich.	Motor Cars	D. P. Brother & Associates, Detroit
Partola Products Co., Chicago	Laxative	Frankel-Rose Co., Chicago
Phillips Petroleum Co., Bartlesville, Okla.	Petroleum Products	Lambert & Feasley Inc., N. Y.
Pittsburgh Coal Co., Pittsburgh	Coal	Walker & Downing Inc., Pittsburgh
Procter & Gamble Co., Cincinnati	Drefu	H. W. Kastor & Sons Adv. Co. Inc., Chicago
Procter & Gamble Co., Cincinnati	Drene	H. W. Kastor & Sons Adv. Co. Inc., Chicago
Reo Motor Co., Lansing, Mich.	Automobiles	Maxon Inc., Detroit
Rice-Stix Co., Kansas City	Dry Goods	Ridgeway Co., St. Louis
Smith Bros., Poughkeepsie, N. Y.	Cough Drops	Hohman, Tarcher & Sheldon, N. Y.
Studebaker Sales Corp. of America, South Bend, Ind.	Automobiles	Roche, Williams & Cunningham, Inc., Chicago
Time Inc., New York City	Magazine	Batten, Barton, Durstine & Osborn Inc., N. Y.
Walker Remedy Co., Waterloo, Ia	Poultry Remedies	Weston-Barnett, Waterloo, Ia.
Weich's Grape Juice Co., Westfield, N. Y.	Grape Juice	H. W. Kastor & Sons Adv. Co. Inc., Chicago
Western Association of Railway Executives, Chicago	Railroads	Reincke-Ellis-Youngreen & Finn Inc., Chicago



CASES IN POINT from our own mail bag . . .

THE ADVERTISER WRITES:

(October 22, 1935)

"May I ask to what type of entertainment you attribute your obviously numerous audiences? You certainly do some heavy lifting with just a few watts!"

THE ADVERTISING AGENCY WRITES:

(June 24, 1935)

"You have been doing a fine job on both accounts."

AGAIN THE ADVERTISER:

(March 4, 1935)

"We thought you would be interested in knowing that the results we obtained from the recent week of advertising you did for us over your station were extremely satisfactory to us. The men working on our used-car lot reported several inquiries a day as a direct result of your broadcast. An analysis shows that we made a large number of sales, one of which came all the way from South River, New Jersey, to purchase from us."

AND AGAIN THE AGENCY:

(December 2, 1935)

"When a pee-wee watter like WAAT can bring the phenomenal quantity of first-rate leads our client has gotten on your time, I reverse a lot of opinions I used to have about stations not on national hook-ups. It should warm your heart to know that WAAT has made at least five sizeable sales directly traceable; that one couple came 40 miles to see the cemetery we are broadcasting the news about and that requests for salesmen's calls have swished the chair from under us. If WAAT can do these things for a cemetery reported above, 'more power to you' is unnecessary. You have power enough."

THE ADVERTISING AGENCY ASKS IF WAAT WILL CARRY AN ACCOUNT ON INQUIRY BASIS:

(November 8, 1935)

"The enclosed offer is producing inquiries on Station W. (a 50,000 watter) at a cost of just a little under four cents each."

WAAT'S COMMERCIAL MANAGER REPLIES:

(November 11, 1935)

"Please be advised we are not interested in handling business on a per inquiry basis, but for your information, WAAT (500 Watts) recently carried an account in the same line of business as your client with the following results: 1 spot announcement daily, excluding Sundays—from Sept. 30th up to and including Oct. 19th—exactly 18 times; cost of station time, \$135.00. Letters of inquiry received at WAAT—3,300. Cost of inquiries to advertiser, four cents each. The advertising agency which placed this business advised us that the advertiser could stand an inquiry cost of six cents each.

Details, etc. on request.

Center of the dial

940 KC

319 M

500 WATTS



Directory of ADVERTISING AGENCIES HANDLING RADIO ACCOUNTS

A

Agency	City	Address Telephone Number	Executive In Charge of Radio
Harold Aarons Inc.	Detroit	415 Brainard St. Temple 1-3515	Harold Aarons
Acorn Agency Inc.	New York	RKO Bldg. Circle 7-4396	Sidney Matthew Weiss
Adcrafters Inc.	Baltimore	16 St. Paul St. Plaza 2992	E. M. Mier
Advertisers Broadcasting Co.	New York	205 East 42d St. Murray Hill 4-1364	M. Kielson
Advertising Arts Agency	Los Angeles	1121 S. Hill St. Prospect 3083	Paul Winans
Advertising Associates	Newark	350 Broad St. Market 3-0007	J. M. Kesslinger
Advertising-Business Co.	Fort Worth	1213 Throckmorton St. 3-2423	Thomas L. Yates A. E. Hubbard
Advertising Guild Inc.	New York	258 Fifth Ave. Caledonia 5-6690	Sigmund Gottlob
Advertising Inc.	Richmond, Va.	Central National Bank Bldg. 3-2800	J. Lynn Miller
Aitken-Kynett Co.	Philadelphia	1400 South Penn Square Rittenhouse 7810	H. H. Kynett
Roy Alden & Associates Inc.	Los Angeles	1031 S. Broadway Prospect 1054	J. B. Young
Milton Alexander Co.	Detroit	343 John R St. Randolph 7900	Lionel Fink
Earl Allen Co.	Omaha, Neb.	638 Insurance Bldg. Atlantic 2150	Earl Allen
Allied Adv. Agencies Inc.	New York	551 Fifth Ave. Murray Hill 2-6698	Joel Kaplan
Allied Adv. Agency Inc.	Los Angeles	553 S. Western Ave. Exposition 3209	R. L. Rust
Amsterdam Agency Inc.	New York	680 Fifth Ave. Circle 7-5987	William M. Tyack
Lee Anderson Adv. Co.	Detroit	425 Dubois St. Fitzroy 6000	M. J. Alef
Anfenger Adv. Agency Inc.	St. Louis	1706 Olive St. Chestnut 6380	G. G. Hertslet M. O. Launch
Ankrum Adv. Agency	Chicago	208 W. Washington St. Franklin 5117	M. H. Wright
Applegate Adv. Agency	Muncie, Ind.	212 Rose Court 6160	M. Ray Applegate
F. Wallis Armstrong Co.	Philadelphia	16th & Locust St. Pennypacker 8086	Wm. A. Bacher
	New York	444 Madison Ave. Plaza 3-8086	Henry P. Hayward
	Los Angeles	811 West Seventh St. Mutual 8087
John Falkner Arndt & Co. Inc.	Philadelphia	Lewis Tower Pennypacker 3540	Edward A. Davies
J. L. Arnold Co. Inc.	New York	71 West 45th St. Bryant 9-8650	Henry B. Helm Jr.
Leonard L. Asch, Adv.	Schenectady, N. Y.	243 State St. 4-4797	J. H. Miller
Associated Adv. Agency Inc.	Jacksonville, Fla.	Florida National Bank Bldg. 8-1253	Hunter Lynde
Associated Adv. Co.	Phoenix, Ariz	215 Ellis Bldg. 4-4177	Gerald E. Arnold
Associated Broadcast Adv. Co.	New York	124 West 72d St. Susquehanna 7-4320	Irvin T. Porter
Atherton & Currier Inc.	New York	420 Lexington Ave. Mohawk 4-8795	Ralph Wentworth
Harry Atkinson Inc.	Chicago	520 N. Michigan Ave. Superior 4416	Kinney Engvalson
Atlantic Adv. Agency	Miami, Fla.	Seybold Bldg. 2-6493	C. E. Haley L. D. Carlton
Aubrey, Moore & Wallace Inc.	Chicago	410 N. Michigan Ave. Superior 1600	J. H. North F. G. Ibbett
Auspitz & Lee	Chicago	360 N. Michigan Ave. State 7782	I. D. Auspitz
Alvin Austin Adv. Agency	New York	745 Fifth Ave. Volunteer 5-7430	Alvin Austin
A-W Adv. Inc.	New York	420 Lexington Ave. Mohawk 4-8393	William D. Edward

A—(Continued)

Agency	City	Address Telephone Number	Executives In Charge of Radio
N. W. Ayer & Son Inc.	Philadelphia	Washington Square Lombard 0100	Graham Mason
	New York	600 Fifth Ave. Chickering 4-5600	Douglas Coulter
	Chicago	135 S. LaSalle St. Randolph 3456	E. H. Bowers
	Detroit	Penobscott Bldg. Randolph 3800	H. L. McClinton P. L. Lewis
	Boston	Statler Office Bldg. Hubbard 4970	L. B. Sleeum
	San Francisco	235 Montgomery St. Sutter 2534	C. J. Eastman

B

Agency	City	Address Telephone Number	Executives In Charge of Radio
Backenheimer-Dundes Inc.	New York	319 Broadway Columbus 5-0341	Marshall F. Backenheimer
Ernest Bader & Co.	Omaha	1416 Dodge St. Harney 2747	Ernest Bader Russell R. Rullman
Badger, Browning & Hersey Inc.	New York	80 Rockefeller Plaza Circle 7-3720	R. W. Hersey
Badger & Browning Inc.	Boston	75 Federal St. Liberty 3364	Clifford P. Pacher
Baer-Bigler-Van de Mark Co.	Cincinnati	500 Times Star Bldg. Parkway 6660	Curtis W. Van de Mark
Baker and Baker & Associates Inc.	Akron, O.	Beacon Journal Bldg. Jefferson 4421	Horace R. Baker Earl E. Humphrey
Bakers' Consulting Bureau	South Bend, Ind.	111 N. Lafayette Blvd. 4-2167	Harvey G. Weiss
Baldwin & Strachan Inc.	Buffalo	374 Delaware Ave. Cleveland 3131	W. M. Baldwin
Ball & Davidson Inc.	Denver	Colorado Natl. Bank Bldg. Main 1291	C. A. Salstrand
Barnes-Chase Co.	San Diego, Cal.	310 San Diego Trust & Sav. Bldg. Franklin 7771	Norman R. Barnes
	Los Angeles	1121 S. Hill St. Prospect 4118	M. H. Chase
Barrons Adv. Co. Inc.	Kansas City	Kirkwood Bldg. Harrison 7730	F. H. Little
Jimmie Barry-Adv.	Fort Smith, Ark.	Goldman Hotel Bldg. 7069	Jimmie Barry N. Crutchfield
G. M. Basford Co.	New York	60 East 42d St. Murray Hill 2-8200	George J. Sherwin
	Pittsburgh	Koppers Bldg. Atlantic 7911	W. S. Leech
Bass-Luckoff Inc.	Detroit	607 Lafayette Bldg. Randolph 0707	Louis Bass
Charles Austin Bates Inc.	New York	18 East 48th St. Plaza 3-9662	Charles Austin Bates
Batten, Barton, Durstine & Osborn Inc.	New York	383 Madison Ave. Eldorado 5-5300	Arthur Pryor, Jr. C. E. Midgley, Jr.
	Boston	178 Tremont St. Hubbard 0430	Francis W. Hatch
	Chicago	221 N. LaSalle St. Central 7808	George T. May III
	Minneapolis	Northwestern Bldg. Atlantic 4575	Taylor M. Mills
	Pittsburgh	Grant Bldg. Grant 3060	Leon D. Hansen
	Buffalo	Rand Bldg. Cleveland 7915	Carleton Davis
Adrian Bauer Adv. Agency	Philadelphia	Architects Bldg. Rittenhouse 4331	Joseph Green
Bauerlein Inc.	New Orleans	1028 Hibernia Bldg. Raymond 8601	G. W. Bauerlein Sara Pane
Bayless-Kerr Co.	Cleveland	Hanna Bldg. Main 0917	Martin J. Cohn
Beaumont & Hohman Inc.	Cleveland	815 Superior Ave. Cherry 3658	T. R. McCabe
	Chicago	6 N. Michigan Ave. Central 7144	H. A. Hohman O. K. Fagan
	Seattle	Second Ave. & Marion St. Seattle 0066	S. Schlenther
	Omaha	1502 Farnam St. Atlantic 0369	Nelson Carter

DIRECTORY OF ADVERTISING AGENCIES HANDLING RADIO

B—(Continued)

Agency	City	Address Telephone Number	Executives In Charge of Radio
Beaumont & Hohlman, Inc. (Continued)	San Francisco	74 New Montgomery Garfield 0848	H. D. Cayford
	Atlanta	32 Peachtree St. N.W. Walnut 8638	J. L. Laube
	Los Angeles	555 S. Flower St. Trinity 8173	W. C. Beaumont
	Kansas City	1012 Baltimore Ave. Harrison 4861	C. O. Puffer
	Dallas	Tower Petroleum Bldg. 2-5388	Paul H. Leech
Beebe Adv. Agency	New York	Times Bldg. Bryant 9-1139	William Huffman Leslie Huffman Jr.
Beecher Adv. Co.	St. Louis	1706 Olive St. Garfield 0661	Joseph Maxwell
Sterling Beeson Inc.	Toledo	308 Second Natl. Bank Bldg. Main 5815	Sterling Beeson
Behel & Waldie	Chicago	400 W. Madison St. Central 0610	B. D. Waldie
Karl G. Behr Agency	Detroit	Book Bldg. Cadillac 1088	Mrs. Helen Rowe
Bennett—Adv.	High Point, N. C. 2991	Harold C. Bennett
Benson & Dall Inc.	Chicago	332 S. Michigan Ave. Harrison 2706	L. H. Dall
Benton & Bowles Inc.	New York	444 Madison Ave. Wickersham 2-0400	Chester B. Bowles Tom Revere
Birmingham, Castleman & Pierce Inc.	New York	136 East 38th St. Lexington 2-7550	Raoul Mario
H. C. Bernsten Adv. Agency	Los Angeles	555 S. Flower St. Mutual 1251	H. C. Bernsten J. T. French Fred Yeates W. L. Grant
Gerald S. Beskin Agency	Minneapolis	Phoenix Bldg. Geneva 9009	Gerald S. Beskin
Bess & Schillin Inc.	New York	RKO Bldg. Circle 7-0861	Walter Kelly A. B. Schillin

B—(Continued)

Agency	City	Address Telephone Number	Executives In Charge of Radio
Lee S. Biespiel Adv. Agency	Chicago	664 N. Michigan Ave. Delaware 1816	Henry Rowen
Biow Co. Inc.	New York	444 Madison Ave. Wickersham 2-2200	Milton Biow R. Schuebel George Brown
Bisberne Adv. Co. Inc.	Chicago	58 E. Washington St. Randolph 1111	R. Bernstein
Blackett-Sample-Hummert Inc.	Chicago	221 N. LaSalle St. Dearborn 0900	Robert S. Hotz Robert J. Barrett, Jr.
	New York	247 Park Ave. Wickersham 2-2701	George C. Tormey
Blackman Adv. Inc.	New York	630 Fifth Ave. Circle 6-2800	Carlo de Angelo
	Cincinnati	Gwynne Bldg. Parkway 6961
Blaker Adv. Agency Inc.	New York	120 E. 41st St. Caledonia 5-7351	Henry B. Sell
Adolph L. Block Adv. Agency	Portland, Ore.	108 N. W. Ninth Ave. Broadway 5664	Bob Hargreaves
Aaron S. Bloom	Boston	140 Boylston St. Devonshire 7357	Aaron S. Bloom
Chas. Blum Adv. Corp.	Philadelphia	1120 Spruce St. Pennyacker 4424	Edward A. McCay Eugene C. Moore
Booth-Pelham & Co. Inc.	Shreveport, La.	Slattery Bldg. 2-2834	Leon Booth
W. Earl Bothwell Agency	Pittsburgh	Standard Life Bldg. Court 1488	W. Earl Bothwell
Botsford, Constantine & Gardner	Portland, Ore.	115 S. W. Fourth Ave. Atwater 9541	John H. Weiser
	Seattle, Wash	814 Second Ave. Bldg. Elliott 3523	C. P. Constantine
	San Francisco	1506 Russ Bldg. Kearny 7566	Stanley G. Swanberg
	Los Angeles	Roosevelt Bldg. Trinity 6037	D. M. Botsford
P. D. Bowley, Adv.	Battle Creek, Mich.	9 Brombera Bldg. 2-4368	P. D. Bowley
Luckey Bowman Inc.	New York	Empire State Bldg. Chickering 4-5448	Martin Munzer, Jr.
Bowman & Block Inc.	Buffalo	836 Rand Bldg. Washington 0138	N. J. Block
Bowman-Deute-Cummings Inc.	San Francisco	215 Market St. Sutter 4933	L. G. Moseley
	Los Angeles	714 W. Olympic Blvd. Prospect 9221	S. P. Trood
	New York	522 Fifth Ave. Murray Hill 2-0892
	Washington, D. C.	Rust Bldg. National 8508	William A. DePuy
	Honolulu, T. H.	Castle & Cooke Bldg. 6156	W. O. Cogswell
Bozell & Jacobs Inc.	Chicago	139 N. Clark St. Central 7166	Nathan E. Jacobs
Brandt Adv. Co.	Chicago	400 W. Madison St. Franklin 2870	C. T. Beall
J. Carson Brantley Adv. Agency	Salisbury, N. C.	W. Innis St. 371	J. Carson Brantley
Brearley Service Org.	New York	7 East 44th St. Murray Hill 2-1519	Henry R. Gall
Murry Breese Associates Inc.	New York	18 East 41st St. Ashland 4-2336	Monte Breese
	St. Louis	116 N. Eighth St. Garfield 4300	John M. Nixon
Breniser & Co.	Philadelphia	257 S. 21st St. Rittenhouse 2842	Ross D. Breniser
Bresnick & Solomont	Boston	178 Tremont St. Liberty 4732	Oscar Bresnick
Brewer-Weeks Co.	San Francisco	315 Chancery Bldg. Douglas 8235	Fred T. Weeks W. A. Brewer
Briggs & Varley Inc.	New York	14 E. 48th St. Wickersham 2-8534	Tom Varley
Emil Brisacher & Staff	San Francisco	310 Crocker Bldg. Garfield 0276	A. McKie Donnan Charles Gabriel Robert T. Van Norden
	Los Angeles	714 W. Olympic Blvd. Prospect 9368	Robert Davis
Broadcast Adv. Inc.	Boston	8 Newberry St. Kenmore 0854	James E. Murley J. J. Manning

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ADVERTISING

230 PARK AVENUE • NEW YORK CITY

BROADCASTING • *Broadcast Advertising*

1936 Yearbook Number • Page 207

YOU'D NOT



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THE WESTERN NETWORK



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PHILIP G. LASKY, Gen'l Magager
NATIONAL REPRESENTATIVES
JOHN BLAIR & CO.

DIRECTORY OF AGENCIES

B—(Continued)

Agency	City	Address Telephone Number	Executives In Charge of Radio
Brooke, Smith & French Inc.	Detroit	82 E. Hancock Ave. Columbia 0880	H. H. Olmacher
	New York	247 Park Ave. Eldorado 5-0510	C. C. Provon Shaw Newton David Elman
D. P. Brother & Co. Inc.	Detroit	General Motors Bldg. Trinity 2-8250	D. P. Brother
Brown & Tarcher, Inc.	New York	630 Fifth Ave.	Wm. E. Larcombe
E. H. Brown Adv. Agency	Chicago	140 S. Dearborn St. State 9384	L. D. Mather
Franklin Bruck Adv. Corp.	New York	1270 Sixth Ave. Circle 7-7661	H. A. Marsh
Buchanan-Thomas Adv.	Omaha	412 S. 19th St. Atlantic 2125	C. C. Buchanan W. H. Kearns
Buchen Co.	Chicago	400 W. Madison St. Randolph 9305	Howard W. Rose
	Philadelphia	123 S. Broad St. Pennypacker 7517	John Morse
Budke-Connell Adv. Agency	St. Louis	1127 Pine St. Central 2988	L. H. Budke
Burnet-Kuhn Adv. Co.	Chicago	520 N. Michigan Ave. Superior 3800	F. J. Woods
Leo Burnett Co. Inc.	Chicago	360 N. Michigan Ave. Central 5959	Joseph Ainley
Charles L. Burns & Associates	Cleveland	Hotel Hollenden Main 0654	Charles L. Burns
Burns-Hall Adv. Agency	Milwaukee	757 N. Broadway Marquette 4464	Roy A. Franke Neal Taylor Hail
Richard C. Bush Adv. Agency	Dallas	Central Bank Bldg. 2-7522	Richard C. Bush
Bert Butterworth Agency	Los Angeles	407 East Pico Blvd. Prospect 3024	A. A. Butterworth
Byer & Bowman Inc.	Columbus, O.	329 East Broad St. Main 3276	Joel M. Burghalter Herbert Byer
Byren & Weil Inc.	Philadelphia	Bankers Securities Bldg. Pennypacker 4040	M. S. Weil

C

Agency	City	Address Telephone Number	Executives In Charge of Radio
Harold Cabot & Co. Inc.	Boston	24 Milk St. Hancock 7690	Harold Cabot
Cahill Adv. Co.	San Francisco	807 Pacific Bldg. Douglas 8674	E. W. Cahill
Caldwell-Baker Co.	Indianapolis	Merchants Bank Bldg. Lincoln 8414	Ellis J. Baker
Calhoun Adv. Agency	Denver	315 Colorado Bldg. Main 5059	B. A. Ohlander
Calkins & Holden	New York	247 Park Ave. Wickersham 2-6900	F. J. Fitzgerald
Callaway Associates Inc.	Boston	210 Lincoln St. Hancock 9471	J. P. Callaway
Campbell-Mithun Inc.	Minneapolis	Northwestern Bank Bldg. Geneva 7345	Ralph B. Campbell
D. T. Campbell Inc.	Chicago	222 W. Adams St. State 2713	D. T. Campbell
Roy E. Campbell Co.	Seattle	1501 4th St. S. Eliot 1588	Roy E. Campbell
W. Austin Campbell Co.	Los Angeles	542 S. Broadway Michigan 3875	W. Austin Campbell
Campbell-Durham-Von Olm Co.	Chicago	10 S. LaSalle St. State 4272	A. L. Campbell
Campbell-Ewald Co. of New York	New York	1790 Broadway Circle 7-6383	Louis E. Dean M. A. Hollinshead
Campbell-Ewald Co. Inc.	Detroit	General Motors Bldg. Trinity 2-6200	R. E. Howard
	Chicago	230 N. Michigan Ave. Central 1946	C. C. LeWald
	Washington	Transportation Bldg. Metropolitan 5670	R. C. Diserens
	Los Angeles	714 W. Olympic Blvd. Prospect 1275	Donald A. Still
	San Francisco	Claus Spreckels Bldg. Garfield 2990	R. V. Dunne
	Portland, Ore.	Third & Salmon Sts. East 4134	S. S. Arnett

DIRECTORY OF AGENCIES

C—(Continued)

Agency	City	Address Telephone Number	Executives In Charge of Radio
Campbell-Sanford Adv. Co.	Cleveland	Farley Bldg. Prospect 4391	C. F. Wm. Bamberg
	Chicago	Transportation Bldg. Wabash 6770	Fred Koenig
	Toledo, O.	1922 Linwood St. Adams 8623	R. L. Sisson
Caples Co.	Chicago	225 E. Erie St. Superior 6016	W. E. Gibson
	New York	30 Park Ave. Vanderbilt 3-8191	Albert Woodley
	Omaha	1416 Dodge St. Jackson 1107	L. M. Branch
Carlson & Symons, Adv.	Pittsburgh	1020 Investment Bldg. Court 2030	A. G. Carlson
Carpenter Adv. Co.	Cleveland	Citizens Bldg. Main 1570	F. F. Lamorelle
Carter, Jones & Taylor	South Bend, Ind.	503 Associates Bldg. 4-7474	L. J. Carter Ralph E. Jones
Cecil, Warwick & Cecil Inc.	New York	230 Park Ave. Murray Hill 2-7896	J. H. McKee
	Richmond, Va.	Morris Plan Bank Bldg. 8-5547	J. H. McKee
Central Adv. Corp.	Indianapolis	419 Board of Trade Bldg. Lincoln 7648	G. Vance Smith
Chambers & Wiswell Inc.	Boston	38 Newbery St. Commonwealth 5860	Les Stont
Chappelow Adv. Co.	St. Louis	3615 Olive St. Jefferson 0700	Glenn W. Hutchinson
Nelson Chesman Co.	Chattanooga	Pound Office Bldg. 6-4944	Henry Trixler
Chicago Union Adv. Agency	Chicago	20 W. Jackson St. Wabash 5732	Simon Ferin
Cleveland A. Chandler, Adv.	Boston (Allston)	5 Ashford St. Stadium 4466	Stuart W. Knight
Church-Green Co.	Boston	20 Providence St. Hubbard 3860	Charles E. Beckwith
Churchill-Hall Inc.	New York	200 Madison Ave. Ashland 4-5571	John E. Shepard
C. P. Clark Inc.	Nashville, Tenn.	113 Seventh Ave. N. 6-8133	E. S. Gardner
E. A. Clarke Co.	Philadelphia	505 Chestnut St. Lombard 4087	E. A. Clarke
R. W. Clark Adv. Agency	Akron, O.	31 N. Summit St. Franklin 5413	R. W. Clark
Clements Co. Inc.	Philadelphia, Pa.	1601 Chestnut St. Rittenhouse 0236	A. West
Robert M. Clutch Co	Philadelphia	121 N. Broad St. Rittenhouse 9805	Robert M. Clutch
Cole's Inc.	Des Moines	720 Grand Ave. 4-0029	Robert S. Cole
Harold I. Collen Adv. Agency	Chicago	208 W. Washington St. Franklin 4427	Harold I. Collen
Wendell P. Colton Co.	New York	122 East 42d St. Ashland 4-7444	E. B. Van Hook
Russell C. Comer Adv. Co.	Kansas City, Mo.	414 Fairfax Bldg. Harrison 8963	John W. Hubbard
	Chicago	540 N. Michigan Ave. Harrison 8963	Roy A. Sorensen
Commercial Radio Service Adv. Agency	New York	30 Rockefeller Plaza Columbus 5-0771	F. Guarini
Condon Co. Inc.	Tacoma, Wash.	1021 Washington Bldg. Main 3483	John Condon
Andrew Cone Agency	New York	350 Fifth Ave. Pennsylvania 6-4492	J. J. Sheehan
Conner Adv. Agency Inc.	Denver, Col.	1523 Welton St. Keystone 5851	Lloyd C. Boyd Max Goldberg
S. A. Conover Co.	Boston	75 Federal St. Hancock 4769	S. A. Conover
Continental Adv. Agency	Boston	47 Portland St. Capitol 0120	Abraham Levey
Coolidge Adv. Co.	Des Moines	Insurance Exchange Bldg. 8-5195	Paul Blakemore, R. H. Cary Henry J. Kroeger
Cotter Adv. Agency	Boston	120 Boylston St. Hancock 2424	James Cotter
Cowan & Dengler Inc.	New York	80 Rockefeller Plaza Circle 7-6190	Helen Donovan



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Superior 8660

SAN FRANCISCO
Russ Building
Douglas 3188

DIRECTORY OF ADVERTISING AGENCIES HANDLING RADIO

C—(Continued)

Agency	City	Address Telephone Number	Executives In Charge of Radio
Cramer-Krasselt Co.	Milwaukee, Wis.	733 N. Van Buren St. Daly 3500	J. E. Gieblsh A. M. Mickelsen
	Detroit	Penobscot Bldg. Cherry 4451	Norwood D. Craig- head
	Los Angeles	411 W. Fifth St. Mutual 4670
Chet Crank Inc.	Los Angeles	1709 W. 8th St. Federal 9111	Chet Crank
Theodore B. Creamer	Los Angeles	108 W. Second St. Michigan 4147	Theodore B. Creamer
Critchfield & Company	Chicago	612 N. Michigan Ave. Superior 0420	N. W. Smith
Critchfield-Graves Co.	Minneapolis	Foshay Tower Atlantic 4351	Ivan H. Graves
Crook Adv. Agency	Dallas	Kirby Bldg. 2-2076	Wilson W. Crook
Samuel C. Croot Co. Inc.	New York	28 West 44th St. Bryant 9-2588	D. B. Brand
Crowley-LaBrum Inc.	Philadelphia	Franklin Tr. Bldg. Rittenhouse 2525	G. F. Crowley
Croyden Adv. Agency	New York	18 E. 41st St. Ashland 4-5508	Saul Kamps
T. L. Curtis, Adv.	Utica, N. Y.	216 Kempf Bldg. 2-8583	T. L. Curtis
Charles J. Cutajar Adv.	New York	19 E. 47th St. Plaza 3-0726	Charles J. Cutajar

D

Agency	City	Address Telephone Number	Executives In Charge of Radio
Dake Adv. Agency Inc.	San Francisco	121 Second St. Sutter 2404	L. W. Dake Lucien Perona

D—(Continued)

Agency	City	Address Telephone Number	Executives In Charge of Radio
Dake-Johannet Adv. Agency	Los Angeles	1220 Maple Ave. Prospect 3069	William W. Betting
	San Francisco	261 Kearny St. Douglas 5898	C. C. Standefer
George W. Danielson—Adv.	Providence, R. I.	Hospital Trust Bldg. Dexter 5312	George W. Danielson
D'Arcy Adv. Co.	St. Louis	Missouri Pacific Bldg. Central 6700	Felix W. Coste
	New York	515 Madison Ave. Eldorado 5-3755	Felix W. Coste
	Atlanta	Box 1734 Hemlock 7608	J. H. Kinsella
	Cleveland	1142 Terminal Tower Cherry 0158	John Y. Brown, Jr.
D'Arcy Co.	Memphis	Farnsworth Bldg. 6-1828	K. B. D'Arcy
Jimm Daugherty Inc.	St. Louis	211 N. Seventh St. Main 0790	James M. Daugherty Joseph P. Licklider
David Inc.	St. Paul	First National Bank Bldg. Garfield 3872	John C. Fabbrini
Ernest Davids Inc.	New York	347 Madison Ave. Vanderbilt 3-7077	Arthur Hirsch
Ed Davidson Agency	San Diego, Cal.	310 S. D. Trust & Saving Bldg. F 3627	Ed Davidson
George Willard Davis Adv. Agency	Chicago	360 N. Michigan Ave. Central 2238	George Willard Davis
W. H. Davis, Adv.	Asheville, N. C.	240 Arcade Bldg. 1245	W. H. Davis
De Biasi Adv. Agency Inc.	New York	51 Chambers St. Worth 2-7098	Mario de Biasi
DeForest Merchandising Bureau	Springfield, Mass.	31 Elm St. 2-7850

KEY STATION OF THE VIRGINIA BROADCASTING SYSTEM

A Class Market at Mass Rates



THE FAMILIES in WCHV's primary area have more than \$1.84 of spendable money income for every \$1.00 the average family has in the rest of the country. If you want your advertising dollars to earn more, spend them in this class market at the mass rates radio provides.

WCHV is the *only* advertising medium covering all Charlottesville's trade area.

LOCATED in WCHV's primary trade area are 15 universities, colleges and major preparatory schools, with an enrollment of over 10,000. These students have 33-1/3% more than the average person in spendable money income. Reach this class market at a mass price.

BECAUSE the University of Virginia is one mile from WCHV's new studios WCHV, without exaggeration, can provide the advertiser with better talent shows than any other station in Virginia.

WCHV has just constructed new studios, modeled on BBC studios in London, a new steel and concrete transmitter house, a new steel vertical quarterwave antenna and is equipped throughout with high fidelity velocity microphones.

WCHV offers its national advertisers 2 important services—*Transradio Teletype News* and *NBC Thesaurus*.

For details on Virginia Broadcasting System, see page 212

WCHV

CHARLOTTESVILLE, VA.

Representatives: AERIAL PUBLICIZING INC.
30 Rockefeller Plaza Phone Circle 7-6950
NEW YORK CITY



*Rotunda
University of Virginia*



Monticello The home of Thomas Jefferson

DIRECTORY OF AGENCIES

D—(Continued)

Agency	City	Address Telephone Number	Executives In Charge of Radio
De Garmo-Kilborn Corp.	New York	30 Rockefeller Plaza Circle 7-1085	Louis De Garmo
DeRouville Adv. Agency	Albany, N. Y.	11 N. Pearl St. 3-3051	George S. DeRouville
D'Evelyn & Wadsworth Inc.	San Francisco	Financial Center Bldg. Garfield 8267	N. F. D'Evelyn
J. H. Diamond & Co.	San Francisco	580 Market St. Garfield 7700	J. H. Diamond
Dicklow Adv. Agency	Dallas	Thomas Bldg. 2-8295	Irene Scott Dicklow
Diener & Dorskind Inc.	New York	303 W. 42d St. Pennsylvania 6-4700	N. A. Diener
Dillon & Kirk	Kansas City	National Fidelity Bldg. Harrison 1023	Julian A. Kirk
Frank E. Dodge & Co.	Providence, R. I.	Industrial Trust Bldg. Dexter 2470	Richard Lewis William E. Dodge
Ralph L. Dombrower Co. Inc.	Richmond, Va.	210 E. Franklin St. 3-1113	H. R. Weisiger E. I. Wallerstein
Donahue & Coe Inc.	New York	1270 Sixth Ave. Columbus 5-4252	W. L. Chesman
Lee E. Donnelley Co.	Cleveland	Union Trust Bldg. Main 5194	Lee E. Donnelley Sanford Schwartz
Doremus & Co.	New York	120 Broadway Rector 2-1600	Clifford B. Reeves
	San Francisco	425 Bush St. Garfield 6688	Frank J. Kihm
	Philadelphia	1520 Sansom St. Rittenhouse 0925	William Reid
	Boston	20 Kilby St. Hubbard 1510	E. Willard Flint
	Chicago	208 S. LaSalle St. Central 9182	H. R. Henderson
	Los Angeles	811 W. Seventh St. Trinity 8821	Ronald C. Brindley
Dorland International Inc.	New York	RCA Bldg. Circle 7-1360	Arthur Bergh (Branches in 63 countries)
Dorrance, Sullivan & Co. Inc.	New York	347 Madison Ave. Vanderbilt 3-1800	H. M. Overstreet Tyler Davis
Dorsey Adv. Agency Inc.	Philadelphia	Bulletin Bldg. Locust 5547	George S. Graham
Charles F. Dowd Inc.	Toledo	Richardson Bldg. Main 5893	Ralph B. Way
Dowd & Ostreicher Inc.	Boston	137 Newberry St. Commonwealth 1941	John C. Dowd
Monroe F. Dreher Inc.	Newark	951 Broad St. Mitchell 2-7916	Monroe F. Dreher
John Driscoll Adv. Agency	Los Angeles	541 S. Spring St. Madison 6272	John Driscoll
Driver & Co., Adv.	Omaha	Redick Tower Jackson 4640	Fred J. Driver, Jr.
Jim Duffy Inc.	Chicago	111 W. Washington St. Randolph 4823	James A. Duffy
John H. Dunham Co.	Chicago	333 N. Michigan Ave. State 0511	A. T. Engelhardt John A. Drake

E

Agency	City	Address Telephone Number	Executives In Charge of Radio
Eddy-Rucker-Nickels Co. Inc.	Cambridge, Mass.	1400 Massachusetts Ave. Cambridge, Mass.	J. M. Russakoff
Editorial Service Inc.	Milwaukee	741 N. Milwaukee St. Daly 6848	David K. Steenbergh
Ehlinger & Higgs Inc.	Tulsa, Okla.	Commercial Bldg. 4-2628	Stanley J. Ehlinger
Elliott Adv. Agency	Boston	470 Stuart St. Kenmore 7974	R. D. Elliott L. J. Jordan
Joseph Ellner Co.	New York	331 Fourth Ave. Stuyvesant 9-0537	Samuel Ellner
Emery Adv. Co. Inc.	Baltimore	Mercantile Trust Bldg. Plaza 7440-1	Paul E. Brown
F. A. Ensign Adv. Agency	Pittsburgh	Koppers Bldg. Atlantic 4023	William C. Arther
Dade B. Epstein Adv. Agency	Chicago	202 S. State St. Harrison 8893	Dade B. Epstein
S. M. Epstein Co.	Detroit	Industrial Bank Bldg. Cadillac 7760	Norman R. Thal



*Dr. Clarence Taylor, Owner, Vanderbilt Pharmacy,
400 21st Ave., S., Nashville, Tenn.*

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● There's no better way to check the actual results of a radio campaign than to ask the trade what they think about it. Here's what Dr. Clarence Taylor of the Vanderbilt Pharmacy says about WSM-advertised products:

"While I have never kept a definite record of my sales of WSM-advertised products, I know from experience that WSM does move goods. In addition to our regular customers, we have a large campus trade, and I am particularly open to products advertised on WSM because I hear so many favorable comments from students regarding this station."

**ASK YOUR JOBBERS AND DEALERS WHAT
THEY THINK ABOUT WSM'S SALES INFLUENCE
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WSM

50,000 WATTS

National Representatives, Edward Petry & Co., Inc.

Owned and Operated by
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DIRECTORY OF ADVERTISING AGENCIES HANDLING RADIO

E—(Continued)

Agency	City	Address Telephone Number	Executives In Charge of Radio
Erwin, Wasey & Co.	New York	420 Lexington Ave. Mohawk 4-8700	Lewis R. Amis
	Chicago	230 N. Michigan Ave. Randolph 4952	William L. Weddell John Schuman
	Seattle	Lloyd Bldg. Main 6435	W. E. Kraft
	Minneapolis	Security Bldg. Atlantic 1233	A. L. Johnson
	Los Angeles	714 W. Olympic Blvd. Prospect 5317	George Elliott W. A. Stebbins
Essig Co. Ltd.	Los Angeles	1121 S. Hill St. Prospect 4381	J. B. Shaw
Wm. Esty & Co. Inc.	New York	100 E. 42d St. Caledonia 6-1900	Edward A. Byron
Evans Adv. Co.	Los Angeles	524 S. Spring St. Madison 6606	Lloyd Evans

F

Agency	City	Address Telephone Number	Executives In Charge of Radio
Fairall & Co.	Des Moines	Capitol Theatre Bldg. 3-5255	L. R. Fairall C. R. Dudley
H. W. Fairfax Adv. Agency Inc.	New York	19 E. 47th St. Plaza 3-1966	Phil Everest
Federal Adv. Agency	New York	444 Madison Ave. Eldorado 5-6400	Mann Holiner
Fehling & Jourdet Inc.	Philadelphia	1524 Chestnut St. Rittenhouse 5152	Louis A. Fehling
Harry Feigenbaum Adv. Service	Philadelphia	Widener Bldg. Locust 0643	David Werman
Ferguson Adv. Agency	Dallas	Southland Life Bldg. 2-3050	Neal Ferguson
Courtland D. Ferguson Inc.	Washington	National Press Bldg. National 8794	Courtland D. Ferguson
	Baltimore	714 Lexington Bldg. Calvert 6584	Jon Embretsen

F—(Continued)

Agency	City	Address Telephone Number	Executives In Charge of Radio
Ferry-Hanly Co.	New York	500 Fifth Ave. Longacre 5-5000	H. E. Lehman
	Chicago	111 W. Monroe St. Central 8383
	Kansas City, Mo.	Fidelity Bank Bldg. Harrison 4890	Newton Cross
Lawrence G. Fertig & Co.	New York	150 Madison Ave. Bogardus 4-5790	Philip Lukin
Robert G. Fields & Co.	Nashville, Tenn.	Bennie-Dillon Bldg. 6-1977	R. G. Fields
Firestone Adv. Agency	St. Paul	611 Pioneer Bldg. Cedar 3138	Allan L. Firestone George C. Hooper
	Minneapolis	Wesley Temple Bldg. Main 3925	Maurice Wolf
First United Broadcasters	Chicago	201 N. Wells St. Randolph 7300	Hugh Rager Gene E. Fromherz
Fishler, Zealand & Co. Inc.	New York	2 W. 45th St. Vanderbilt 3-6752	Leon Kelley
Fitzgerald Adv. Agency Inc.	New Orleans, La.	833 Howard Ave. Raymond 5194	Joseph L. Killeen
John B. Flack Adv. Agency	Syracuse, N. Y.	527 S. Warren St. 2-3129	John B. Flack
Flagler Adv. Inc.	Buffalo	73 W. Eagle St. Cleveland 0925	M. I. Flagler
J. R. Flanagan Adv. Agency	New York	505 Fifth Ave. Vanderbilt 3-9883	Donald Peterson
Fletcher & Ellis Inc.	New York	500 Fifth Ave. Lackawanna 4-3570	Edward A. Adler, Jr.
Richard A. Foley Adv. Agency Inc.	Philadelphia	1616 Walnut St. Kingsley 1560	Lawrence Everling
Foltz-Wessinger Inc.	Lancaster, Pa.	26 W. Orange St. 2-4183	F. S. Foltz
Foster & Davies Inc.	Cleveland	2116 Keith Bldg. Cherry 5732	S. R. Boal
Albert Frank-Guethner Law Inc.	New York	131 Cedar St. Cortland 7-5060	Robert Herts
	Boston	10 Post Office Square Hancock 5900	Joseph R. Hamlen
	Philadelphia	Packard Bldg. Rittenhouse 3917	Robert L. Ingold
	Chicago	1 N. LaSalle St. Dearborn 8910
Frank-Wilkinson-Schiwetz Inc.	Houston	704 Cotton Exchange Capital 0168	Joe B. Wilkinson
	San Antonio	S. Texas Bank Bldg. Fannin 1761	C. C. Clarke
Frankel-Rose Co.	Chicago	43 E. Ohio St. Superior 0707	A. G. Gaines
Franklin Adv. Corp.	New York	246 Fifth Ave. Ashland 4-9600	M. Heimaman
Freitag Adv. Agency Inc.	Atlanta	310 Standard Bldg. Walnut 3493	Joseph V. Freitag Norman Frankel
	Chicago	35 E. Wacker Drive Central 5771	G. E. Thompson
Oakleigh R. French Inc.	St. Louis	4235 Lindell Blvd. Newstead 0087	C. F. Broeder
Morton Freund, Adv.	New York	400 Madison Ave. Wickersham 2-7985	Martin Willsted
Charles Daniel Frey Co.	Chicago	338 N. Michigan Ave. State 8161	Harry Klein
E. M. Freystadt Associates Inc.	New York	570 Lexington Ave. Plaza 3-1253	E. M. Freystadt
Jean Scott Frickelton Adv. Agency	San Francisco	180 New Montgomery St. Douglas 6565	Jean Scott Frickelton
Friend Adv. Agency	New York	220 W. 42d St. Wisconsin 7-4708	D. E. Friend
Friend-Weiner Adv. Co. Inc.	New York	238 Broadway Cortland 7-5350	E. H. Weiner
Frizzell Adv. Agency	Minneapolis	Plymouth Bldg. Main 1915	F. L. Frizzell
Harry M. Frost Co. Inc.	Boston	260 Tremont St. Liberty 0813	Karl M. Frost
Fuller & Smith & Ross Inc.	New York	444 Madison Ave. Eldorado 6-5750	George J. Podyen
	Cleveland	1501 Euclid Ave. Cherry 7700	J. E. Wiley
Arthur H. Fulton Co. Inc.	New York	420 Lexington Ave. Mohawk 4-1667	George L. Fecke
Fulton, Horne, Morrissey Co.	Chicago	612 N. Michigan Ave. Delaware 5450	E. H. Morrissey

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DIRECTORY OF AGENCIES

G

Agency	City	Address Telephone Number	Executives In Charge of Radio
Gale & Peitsch Inc.	Chicago	333 N. Michigan Ave... State 9570	
Gamble & Co. Ltd.	Chicago	209 S. LaSalle St. Randolph 7111	T. S. Gamble
Gans Adv. Agency	Newark	810 Broad St. Market 2-5680	Max Gans
Gardner Adv. Co.	St. Louis	1627 Locust St. Garfield 2915	Roland Martini Charles E. Claggett
	New York	830 West 42d St. Bryant 9-0800	Roland Martini
	Louisville, Ky.	Starks Bldg. Jackson 5326	Morton Caldwell
	West Coast offices—(See Botsford, Constantine & Gardner)		
	Chicago—(See Gardner-Greist Co.)		
Gardner-Greist Co. (See Gardner Adv. Co)	Chicago	135 S. LaSalle St. Randolph 6637	E. Harald Greist
Sidney Garfinkel Adv. Agency	San Francisco	153 Kearny St. Exbrook 3420	Sydney Garfinkel Donald A. Breyer
Geare-Marston Inc.	Philadelphia	1600 Arch St. Rittenhouse 3572	Norman W. Geare
	New York	420 Lexington Ave. Mohawk 4-0830	Radcliffe Romeyn
Gerber & Crossley Inc.	Portland, Ore.	1305 S. W. 12th Ave. Broadway 0515	Joseph R. Gerber
Gerth-Knollin Adv. Agency	San Francisco	Russ Bldg. Garfield 2540	Edwin P. Gerth James C. Knollin
J. Sterling Getchell Inc.	New York	405 Lexington Ave. Vanderbilt 3-4800	Harry Bercovitch
	Detroit	New Center Bldg. Trinity 2-3600	Harry Bercovitch
	Kansas City	Bryant Bldg. Grand 0740	Karel Rickerson
Geyer, Cornell & Newell Inc.	New York	745 Fifth Ave. Wickersham 2-5400	P. L. Cornell
	Dayton, O.	Third Natl. Bank Bldg. Fulton 4145	E. G. Frost
Gillham Adv. Agency	Salt Lake City	Continental Bank Bldg. Wasatch 1347	M. C. Nelson J. Y. Tipton Lon Richardson
Louis Glaser Inc.	Boston	1111 Statler Bldg. Liberty 6044	L. T. Steele
Glasser Adv. Agency	Los Angeles	3875 Wilshire Blvd. Fitzroy 2141	Grace Glasser
R. K. Glenn, Adv.	Oklahoma City	First National Bldg. 3-6113	Ray K. Glenn
Francis K. Glew, Adv.	Grand Rapids, Mich.	Murray Bldg. 3-4423	Francis K. Glew
I. A. Goldman & Co.	Baltimore	100 North Eutaw St. Plaza 3357	I. A. Goldman
Goldsmith Co.	Newark	1172 Raymond Blvd. Market 2-8617	Louis F. Herman
H. H. Good Adv. Agency	New York	45 Murray St. Cortland 7-8120	H. H. Hoyt
Gotham Adv. Co.	New York	250 Park Ave. Eldorado 5-3726	A. A. Kron
Gottschaldt-Humphrey Inc.	Atlanta	Norris Bldg. Walnut 6341	W. W. Neal Bruce Moran Allan Gottschaldt
Goulston Co. Inc.	Boston	35 Court St. Lafayette 5866	E. J. Goulston
Grace & Bement Inc.	Detroit	New Center Bldg. Madison 4514	L. C. Grace
Grady & Wagner	New York	570 Lexington Ave. Eldorado 5-1625	William A. Mullen, Jr.
Grant & Wadsworth & Casmir Inc.	New York	405 Lexington Ave. Murray Hill 2-4592	William A. Grant
Jerome B. Gray & Co.	Philadelphia	12 S. 12th St. Walnut 3636	E. H. Rogers Neil Matthews
	New York	580 Fifth Ave. Bryant 9-6858	Averell Broughbon
	Boston	14 Ashburton Pl. Capital 7499	E. P. Archibald
Russel T. Gray Inc.	Chicago	205 W. Wacker Drive Central 7750	Miss R. V. Barr
Finley H. Greene Adv. Agency	Buffalo	360 Delaware Ave. Washington 3371	Finley H. Greene
James A. Greene & Co.	Atlanta	10 Pryor St. Bldg. Walnut 6701	Tucker Wayne James A. Greene

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DIRECTORY OF ADVERTISING AGENCIES HANDLING RADIO

G—(Continued)

Agency	City	Address Telephone Number	Executives In Charge of Radio
Greenleaf Co.	Boston	20 Newberry St. Liberty 5887	G. R. Dunham Charles A. Holcomb
Greve Adv. Agency Inc.	St. Paul	Minnesota Bldg. Cedar 5400	S. Greve
Grey Adv. Agency Inc.	New York	128 W. 31st St. Pennsylvania 6-2360	J. H. Lang, Jr.
Griffin Adv. Inc.	Cleveland	Ninth-Chester Bldg. Main 6286	Florence M. Griffin
Griffith Adv. Agency Inc.	St. Petersburg	Times Bldg. 4311	Robert F. Bullard
Griswold-Eshleman Co.	Cleveland	Terminal Tower Bldg. Main 7626	John F. Davis
Julian Gross Adv. Agency	Hartford, Conn.	11 Asylum St. 7-7179	Julian Gross Ira S. Eintracht
Groves-Keen Inc.	Atlanta, Ga.	401 Bone Allen Bldg. Walnut 4517	J. L. Groves, Jr.
Guenther-Bradford & Co. Inc.	Chicago	15 East Huron St. Superior 9474	William O'Brien
	Los Angeles	536 S. Hill St. Tucker 9241	J. C. Conway
Lawrence C. Gumbinner Adv. Agency	New York	9 E. 41st St. Vanderbilt 3-3550	Herschell Deutsch
Gundlach Adv. Agency	Chicago	400 N. Michigan Ave. Superior 2292	Irving J. Rosenbloom

H

Agency	City	Address Telephone Number	Executives In Charge of Radio
Ernest R. Ham	San Francisco	500 Sansome St. Garfield 7216	Ernest R. Ham William J. Larkin
	Portland, Ore.	718 W. Burnside St. Atwater 6366	D. R. Snider
J. R. Hamilton Adv. Agency	Chicago	180 N. Michigan Ave. Randolph 7060	J. R. Hamilton
Wm. Irving Hamilton Inc.	New York	267 Fifth Ave. Bogardus 4-3360	Wm. Irving Hamilton
Hammel Adv. Corp.	Los Angeles	810 W. 6th St. Mutual 8371	S. L. Klingel Smith
Henry M. Haney	Dallas	Mercantile Bldg. 2-1036	Henry M. Haney
Hansell, Zook, Inc.	Philadelphia	Land Title Bldg. Rittenhouse 6131	Lewis Harris I. Isenberg
Hanf-Metzger Inc.	New York	580 Fifth Ave. Medallion 3-3380	Louis A. Witten
	Chicago	520 N. Michigan Ave. Superior 2195	S. J. Andrews
	Los Angeles	929 S. Broadway Michigan 2156	Fred M. Jordan
Harding-Lake Co.	Memphis	Exchange Bldg. 6-1892	Henry Lake
M. E. Harlan Adv. Agency	San Francisco	525 Market St. Douglas 5721	Winthrop Martin Paul Harlan
Harman-McGinnis Inc.	St. Paul	Bullders Exchange Bldg. Cedar 4526	A. R. McGinnis
Harrison-Rippey Adv. Co.	St. Louis	Arcade Bldg. Main 1977	E. K. Harrison
Hart-Conway Co. Inc.	Rochester, N. Y.	Genessee Valley Trust Bldg. Main 884	H. L. Hart J. P. Street, Jr.
L. H. Hartman Co. Inc.	New York	444 Madison Ave. Wickersham 2-5625	L. H. Hartman
Harvey-Massengale Co.	Atlanta	721 Walton Bldg. Walnut 9117	Knox Massey
	Durham, N. C.	Southern Fire Bldg. J-8451	C. Knox Massey
Lester B. Hawes	Boston	37 Temple Place Liberty 3008	Lester B. Hawes
Hawley Adv. Co. Inc.	New York	95 Madison Ave. Caledonia 5-1860	John H. Hawley, Jr.
Haynes Adv. Co.	Omaha	1805 Harney St. Jackson 0827	J. W. Haynes
Hays Adv. Agency Inc.	Burlington, Vt.	252 College St. 852	W. A. Myers
Heath-Seehof Inc.	Chicago	211 W. Wacker Drive State 5513
Heints, Pickering & Co. Ltd.	Los Angeles	323 W. 6th St. Michigan 6062	Carl Heintz
E. W. Hellwig Co. Inc.	New York	9 East 40th St. Lexington 2-3080	G. V. Carhart E. W. Hellwig C. L. Miller

H—(Continued)

Agency	City	Address Telephone Number	Executives In Charge of Radio
Henri, Hurst & McDonald Inc.	Chicago	520 N. Michigan Ave. Superior 3000	N. H. Pumpian Joe Du Mond H. M. Dancer
Ward Hicks Inc.	Albuquerque, N. M.	First Nat'l Bank Bldg. 280	Ward Hicks
Albert P. Hill Co. Inc.	Pittsburgh	233 Oliver Ave. Atlantic 5209	Herbert Gesregan
W. S. Hill Co.	Pittsburgh	323 Fourth Ave. Court 0240	A. F. Heinecke Frank Kirkpatrick
Hillman-Shane Adv. Agency Inc.	Los Angeles	412 W. 6th St. Vandike 5111	Maxwell Shane David Hillman
Hirshon-Garfield Inc.	New York	10 E. 40th St. Lexington 2-6283	Marie C. Dowling
Hixson-O'Donnell Inc.	Los Angeles	417 S. Hill St. Mutual 8331	G. K. Breitenstein
B. H. Hockswender Agency	Pittsburgh	Commonwealth Bldg. Atlantic 3389	B. H. Hockswender
Hoffman & York	Milwaukee, Wis.	Century Bldg. Daly 6510	Harry G. Hoffman
Hogan Adv. Co. Inc.	Kansas City	129 Coates House Harrison 8605	J. L. Corless
Holmes Inc.	Detroit	Griswold & State St. Cherry 0970	W. H. Holmes
Frances Hooper Agency	Chicago	400 N. Michigan Ave. Superior 5480	Edith Smith
James Houlihan Inc.	San Francisco	564 Market St. Garfield 2352	James Houlihan L. J. Mahoney
E. T. Howard Co. Inc.	New York	40 E. 49th St. Plaza 3-6861	Dewey Pinsker
Howard & Gymer	Cleveland	Caxton Bldg. Cherry 0494	Edward Howard Frederick Gymer
Charles W. Hoyt Co. Inc.	New York	11 East 36th St. Ashcroft 4-9151	Everett Hoyt
	Boston	216 Tremont St. Hancock 3360	George N. Merritt
	Hartford, Conn.	650 Main St. 5-6066	Frank A. Whipple
Hubbell Adv. Agency Inc.	Cleveland	1227 Prospect Ave. Cherry 0212	Roy F. Moore
Hudson Adv. Co.	New York	75 West St. Bowling Green 9-8950	Timothy Murray
Hughes-Morton Inc.	Los Angeles	1220 Maple Ave. Prospect 1154	Earl DeR. Morton Roy D. Crippen
Hughes, Wolf & Co. Inc.	Rochester, N. Y.	Taylor Bldg. Stone 2080	F. A. Hughes John B. Hartnett
Humbert & Jones	New York	228 East 45th St. Vanderbilt 3-1045	K. E. Humbert
H. B. Humphrey Co.	Boston	1235 Statler Bldg. Liberty 4714	R. S. Humphrey John C. Strouse
Humphrey, Prentke & Associates Inc.	Cleveland	948 Engineers Bldg. Cherry 2056	Ralph B. Humphrey
Humphreys & Matthews Inc.	Stockton, Cal.	644 E. Market St. 136	Elmer Kirkle
Atlee F. Hunt Co.	Oakland, Cal.	338 16th St. Higate 1564	Bruce Wilson
Hurd Adv. Agency	Bridgeport, Conn.	59 Cannon St. 5-3218	Ralph Hurd
Hutchins Adv. Co. Inc.	Rochester, N. Y.	Cutler Bldg. Main 3528	Frank A. Hutchins H. A. Eddy
Hutchinson Adv. Co.	Minneapolis	1000 Hodgson Bldg. Atlantic 5238	H. K. Painter
	Chicago	540 N. Michigan Ave. Superior 1864	H. R. Underhill
Maurice H. Hyde Co.	San Francisco	26 O'Farrell St. Exbrook 6954	Maurice H. Hyde

I

Agency	City	Address Telephone Number	Executives In Charge of Radio
Ingalls Adv.	Boston	137 Newberry St. Commonwealth 5767	J. Raymond Minter
Wm. A. Ingoldsbay Co.	Los Angeles	610 S. Broadway Mutual 6254	J. W. Ingoldsbay
B. Dave Iola Co.	New York	551 Fifth Ave. Murray Hill 2-6332	Irving Berk
Isherwood-Dyer Adv.	Spokane	5204 Howard St. Riverside 0026	C. A. Isherwood Alvin E. Dyer
Izzard Co.	Seattle	418 Pike St. Elliott 4384	H. C. Stone

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Dillard Jacobs Agency Inc.	Atlanta	Chandler Bldg. Walnut 3481	R. S. Peacock
Volney T. James & Associates	Hollywood	1616 N. Vermont Ave. Albany 1134	Volney T. James
William Jenkins Adv.	Philadelphia	220 S. 16th St. Kingsley 2800	William Jenkins
Johnson-Dallis Co.	Atlanta	Glenn Bldg. Walnut 8672	Burton E. Wyatt
Johnson, Read & Co. Inc.	Chicago	222 W. Adams St. Franklin 6080	A. T. Lewis
Johnston Adv. Agency	San Francisco	625 Market St. Douglas 8288	Albert E. MacKenzie Jess T. Yeats
Johnston Adv. Co.	Dallas	1901 McKinney Ave. 7-2122	Stanley W. Foran
Lyle T. Johnston Co.	St. Louis	1706 Olive St. Chestnut 8799	Lyle T. Johnston
Jones & Brakeley Inc.	New York	150 Nassau St. Beekman 3-1981	Alex Burger
Dana Jones Co.	Los Angeles	1206 Maple Ave. Prospect 2248	Dana Jones
Ralph H. Jones Co.	Cincinnati	Carew Tower Bldg. Main 3351	Ralph H. Jones
	New York	18 E. 48th St. Wickersham 2-2360	Walter C. Krause
	Hartford, Conn.	Judd Bldg. 7-3531	J. H. Scranton
Wylie B. Jones Adv. Agency Inc.	Binghamton, N. Y.	Capitol Theatre Bldg. 2-6491	B. W. Heimer
Jesse M. Joseph Adv. Agency	Cincinnati	1801 Reading Road Parkway 7850	J. M. Joseph EH Cohan Arthur A. Hirsch

K

Agency	City	Address Telephone Number	Executives In Charge of Radio
Kal Inc.	Washington	Star Bldg. Metropolitan 0863	David B. Stein
John Karch Adv. Agency	New York	280 Broadway Worth 2-7729	John Karch Michael Altomari
H. W. Kastor & Sons Adv. Co. Inc.	Chicago	360 N. Michigan Ave. Central 5331	Charles Newton
Joseph Katz Co.	Baltimore	16 East Mt. Vernon Pl. Vernon 7094	G. Bennett Larson
	New York	247 Park Ave. Wickersham 2-2740	G. Bennett Larson
Alan M. Kaufman	Washington, D. C.	420 Star Bldg. District 7443	Alan M. Kaufman James J. McNally
Henry J. Kaufman	Washington	Homer Bldg. District 7400	Jeffrey A. Abel Helen Stewart
Tyler Kay Co. Inc.	Buffalo	775 Main St. Lafayette 6111	H. Tyler Kay
Kayton-Spiro Inc.	New York	Herald-Tribune Bldg. Pennsylvania 6-8891	Gerald B. Spiro
Raymond Keane Adv. Agency	Denver	414 Steel Bldg. Tabor 4967	Raymond Keane Ethel N. Hines George Frowl
Keeler & Stites Co.	Cincinnati	18 West Seventh St. Cherry 7570	Sam Malcolm Levy
M. Keilson Co.	New York	205 East 42d St. Murray Hill 4-1360	M. Keilson
Kelly, Nason & Roosevelt Inc.	New York	80 Rockefeller Plaza Columbus 6-6300	Edward F. Stephenson
	San Francisco	841 Monadnock Bldg. Garfield 3816	J. Malcolm Dewees
Kelly & Stuhman Inc.	St. Louis	1207 Mart Bldg. Garfield 0777	Charles F. Kelly, Jr. Walter W. Zahrndt Lewis B. Hagerman
Kelso Norman Organization	San Francisco	Russ Bldg. Douglas 2848	Gerald J. Norton
Kenyon & Eckhardt Inc.	New York	247 Park Ave. Wickersham 2-3920	Peter Dixon
Kenyon Adv. Inc.	Boston	8 Newberry St. Kenmore 2178	A. H. Kenyon
C. F. Kern Adv. Agency	Philadelphia	1400 S. Penn Square Rittenhouse 6422	R. A. Soper
Ketchum, MacLeod & Grove Inc.	Pittsburgh	2020 Koppers Bldg. Atlantic 1100	Emil Hofsoos C. D. Benner
Key Adv. Co.	Cincinnati	519 Main St. Main 1164	N. P. Glueck
H. M. Kiesewetter Adv. Agency	New York	9 East 40th St. Caledonia 5-0038	Harold D. Frazee
Kimball, Hubbard & Powell Inc.	New York	400 Madison Ave. Wickersham 2-3100	Frank Hubbard
George J. Kirkgasser & Co.	Chicago	400 N. Michigan Ave. Superior 9794	L. A. Drew
W. S. Kirkpatrick Adv. Service	Portland, Ore.	American Bank Bldg Beacon 3109	E. Hagen
	San Francisco	Crocker Bldg. Garfield 0276	Emil Brisacher
Klau-Van Pietersom-Dunlap Associates Inc.	Milwaukee	744 N. Fourth St. Marquette 6780	Lee I. Archer
Edward D. Kolloek	Boston	140 Federal St. Liberty 3649	E. D. Hollock
Knox Reeves Adv. Inc.	Minneapolis	307 Fourth Ave. S. Bridgeport 4291	Brad Robinson
Kraff Adv. Agency	Minneapolis	831 Second Ave. Main 8585	Norm E. Kraff
Merrill Kromer Inc.	Memphis	Exchange Bldg. 6-4853	Homer D. Gentry
Krichbaum Co.	Cleveland	1147 Leader Bldg. Cherry 8070	Norman G. Krichbaum
M. R. Kopmeyer Adv. Agency	Louisville	Realty Bldg. Jackson 7729	M. R. Kopmeyer
Arthur H. Kudner Inc.	New York	630 Fifth Ave. Circle 6-3200	Charles F. Gannon
	Washington, D. C.	Aibee Bldg. National 5506
	Detroit	New Center Bldg. Madison 5370

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DIRECTORY OF AGENCIES

L

Agency	City	Address Telephone Number	Executives In Charge of Radio
Lake-Spiro-Cohn Inc.	Memphis	Sterick Tower 6-6341	L. F. Muller, Jr.
	New York	30 Rockefeller Plaza Circle 7-5707	Harry Ireland
James G. Lamb Co.	Philadelphia	Land Title Bldg. Spruce 7823	James G. Lamb
Lambert & Feasley Inc.	New York	400 Madison Ave. Plaza 3-1472	Martin Horrell
Lampport, Fox & Co.	South Bend, Ind.	525 J. M. S. Bldg. 3-2161	C. F. Prell
Landsheft & Bonning Inc.	Buffalo	Liberty Bank Bldg. Cleveland 3534	A. W. Landsheft
Lang, Fisher & Kirk Inc.	Cleveland	Empire Bldg. Main 6579	Alvin B. Fisher
Lanpher & Schonfarber Inc.	Providence, R. I.	58 Weybosset St. Gaspee 4813	Gordon Schonfarber
Lauesen & Salomon	Chicago	520 N. Michigan Ave. Superior 0738	Miss H. M. Lauesen
Lavin & Co. Inc.	Boston	Statler Bldg. Liberty 0030	R. C. Foster
Wilson H. Lee Adv. Agency	New Haven	246 Meadow St. 8-1181	Wilson H. Lee
	Hartford, Conn.	197 Asylum St. 2-9074	Fred Baker
	Bridgeport, Conn.	301 John St. 4-2167	L. P. MacAdams
Al Paul Lefton Co. Inc.	Philadelphia	1617 Pennsylvania Blvd. Rittenhouse 1500	Paul Brown
	New York	521 Fifth Ave. Vanderbilt 3-5067	Thomas A. Ballantyne
	Chicago	435 N. Michigan Ave. Superior 3567	Ray C. Nelson
Lennen & Mitchell Inc.	New York	17 East 45th St. Murray Hill 2-9170	Robert W. Orr Marion Parsonnet
Lessing Adv. Co. Inc.	Des Moines	910 S & L Bldg. 3-6928	R. J. Flynn D. L. Dungan
Addison Lewis & Associates	Minneapolis	1414 Foshay Tower Atlantic 6235
Carr Liggett Inc.	Cleveland	Leader Bldg. Prospect 1134	Carr Liggett
Monte Little Co.	Huntington, W. Va.	First National Arcade 6146	Wilfred Guenther
Livermore & Knight Inc.	Providence, R. I.	42 Pine St. Gaspee 6111	A. L. Dean
	Boston	Park Square Bldg. Liberty 1421	I. E. Blaine
Leon Livingston Adv. Agency	San Francisco	Mills Bldg. Sutter 7340	John del Cardy
Lester A. Loeb Inc.	New York	1457 Broadway Wisconsin 7-5616	Lester A. Loeb
Mabel Loeb Adv. Agency	Atlanta	Norris Bldg. Main 6985	Mabel Loeb
Lockwood-Shackelford Co.	Los Angeles, Cal.	122 E. Seventh St. Trinity 9801	Ralph Lockwood
Jesse Loeb, Adv.	Washington	Southern Bldg. National 9009	Jesse Loeb
Loewy Adv. Agency	New York	5 Beekman St. Cortland 7-8585	Henry Loewy
Logan & Stebbins	Los Angeles, Cal.	811 W. 7th St. Trinity 8821	Bart Stebbins Arthur W. Gudelman
Long Adv. Service	San Jose, Cal.	19 N. 2d St. Ballard 5600	Alvin Long
	San Francisco	Russ Bldg. Exbrook 6069	Hassel Smith
W. E. Long Co.	Chicago	155 N. Clark St. Randolph 4606	Walter D. Warrick V. E. Carr
Loomis-Clapham-Whalen Co.	Kansas City	21 W. 10th St. Victor 7200	Wesley H. Loomis
Loomis & Hall Inc.	Miami, Fla.	Congress Bldg. 2-7448	Horace E. Loomis
Lord & Thomas	New York	247 Park Ave. Wickersham 2-6600	Montague Hackett Thomas A. McAvity Gregory Williamson
	Chicago	919 N. Michigan Ave. Superior 4800	M. Lewis Goodkind Basil Loughrane
	Los Angeles	601 Fifth St. Michigan 7651	Don Francisco
	San Francisco	235 Montgomery St. Garfield 2960	John Whedon

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DIRECTORY OF ADVERTISING AGENCIES HANDLING RADIO

L—(Continued)

Agency	City	Address Telephone Number	Executives In Charge of Radio
Earl Ludgin Inc.	Chicago	230 N. Michigan Ave. Franklin 1762	Edward Schager
Lyon Agency	San Francisco	Rialto Bldg. Douglas 8546	Dwight E. Lyon
J. Horace Lytle Co.	Dayton	333 West First St. Adams 2286	J. Horace Lytle
	Columbus	150 E. Broad St. Adams 7461	C. L. Jaycox

M

Agency	City	Address Telephone Number	Executives In Charge of Radio
MacDonald-Cook Co.	South Bend, Ind.	Sherland Bldg. 3-8244	Fred Cook
Mace Adv. Agency	Peoria, Ill.	Lehman Bldg. 7197	M. J. Matusak
Hays MacFarland & Co.	Chicago	333 N. Michigan Ave. Randolph 9360	M. A. Jennings
Mackay-Spaulling Inc.	New York	420 Lexington Ave. Mohawk 4-1490	W. L. Rech
Eben & Lucille MacKenzie	Minneapolis	431 Clifton Ave. Kenwood 4511	Even MacKenzie
MacManus, John & Adams Inc.	Detroit	Fisher Bldg. Trinity 2-8300	James R. Adams W. A. P. John R. A. Brewer Elmer W. Froehlich
	San Francisco	111 Sutter Bldg. Sutter 3797	Jack Hutchinson
MacWilkins & Cole Inc.	Seattle	Lloyd Bldg. Eliot 0855	Bob Nichols
Maggart Corp.	Chicago	203 N. Wabash Ave. Central 3861	M. E. Maggart
L. G. Maison & Co.	Chicago	30 W. Washington St. Franklin 7566	O. W. Goes

M—(Continued)

Agency	City	Address Telephone Number	Executives In Charge of Radio
David Malkiel Adv. Agency	Boston	260 Tremont St. Liberty 1422	David Malkiel
T. J. Maloney Inc.	New York	386 Fourth Ave. Lexington 2-0770	T. J. Maloney
Manternach Inc.	Hartford	170 High St. 2-0482	A. H. Patterson
Marschalk & Pratt, Inc.	New York	535 Fifth Ave. Vanderbilt 8-1525	Curt Peterson
Martin Inc.	Detroit	1019 Fox Bldg. Randolph 6220	F. V. Martin L. Grant Hamilton Frank Atherton E. G. Frank
Gustav Marx Adv. Agency Inc.	Milwaukee	125 E. Wells St. Marquette 0726	Gustav Marx
Chas. A. Mason Adv. Agency	Detroit	David Scott Bldg. Cherry 1945	Rockwood Bullard
J. M. Mathes Inc.	New York	122 E. 42d St. Lexington 2-7450	Wilfred S. King
Matteson-Fogarty-Jordan Co.	Chicago	307 N. Michigan Ave. Randolph 7000	T. W. Davis
Maxon Inc.	Detroit	2761 E. Jefferson Ave. Fitzroy 5710	Searle Hendee S. W. Overesch
	Cleveland	Nela Park Mulberry 2600	W. Ray Baker
	New York	570 Lexington Ave. Eldorado 5-2930	Fritz Gould
	Chicago	180 N. Michigan Ave. Andover 2060	L. J. Sholty
Mayers Co. Inc.	Los Angeles	1240 S. Main St. Prospect 0101	Theodore Cate
Chas. H. Mayne Co.	Los Angeles	Insurance Exchange Bldg. Trinity 5579	N. V. Mayne
McCann-Erickson Inc.	New York	285 Madison Ave. Lexington 2-1700	Dorothy Barstow Frank McMahon Margaret Jessup Josef Bonime
	Chicago	910 S. Michigan Ave. Webster 3901	G. Victor Lowrie Homer Havermale
	Cleveland	National City Bldg. Cherry 3490	R. M. Alderman
	Detroit	647 Griswold St. Randolph 9550	Don C. Hight
	Denver	Patterson Bldg. Keystone 4297	J. S. Barrows
	Los Angeles	448 S. Hill St. Michigan 4049	T. B. Moody A. J. Bruhn
	San Francisco	114 Sansome St. Douglas 5560	I. G. McGuffick H. Q. Hawes Walter Burke Carl F. Ohliger
	Portland, Ore.	Public Service Bldg. Atwater 0025	Vernon R. Churchill
	Seattle	Skimer Bldg. Maine 7459	Burt Cochran
McCarty Co.	Los Angeles	Bendix Bldg. Prospect 9132	Terrell T. McCarty
McCord Co. Inc.	Minneapolis	1225 First National See Line Bldg. Bridgeport 1225	J. W. Shaw
McCormick Co.	Amarillo, Texas	Amarillo 5833	Ralph Roberts
McCurdy Adv. Agency	Pittsburgh	Keystone Bldg. Grant 1424	J. R. McCurdy
McDaniel, Fisher & Spelman	Cleveland	Guarantee Title Bldg. Main 2621	A. C. Fisher
McJunkin Adv. Co.	Chicago	228 N. LaSalle St. State 5060	Frank R. Steel
McKee & Albright Inc.	Philadelphia	1400 S. Penn Square Locust 4737	James C. Gibeon
Homer McKee Inc.	Chicago	400 W. Madison St. Franklin 4243	Homer McKee
McLain Organization Inc.	Philadelphia	12 S. 12th St. Walnut 1131	William R. McLain
Philip J. Meany Co.	Los Angeles	816 W. Fifth St. Michigan 3601	Gene Grant
Mortimer W. Mears Inc.	St. Louis	401 S. 12th St. Garfield 4494	W. J. Johnson

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Meldrum & Fewsmith Inc.	Cleveland	1018 Leader Bldg. Cherry 4005	R. G. Simmons
Menken Adv. Co. Inc.	New York	1776 Broadway Circle 7-1186	Anna R. Delman
Herbert V. Mercready, Adv.	Garwood, N. J.	Dif Bldg. Westfield 2-2500	Herbert V. Mercready
Merrill Adv. Co. Inc.	New York	40 East 49th St. Plaza 8-9190	Harry M. Hitchcock
Metropolitan Adv. Co. Inc.	New York	92 Liberty St. Rector 2-0450	Edwin D. Kenyon Harry D. Adair J. S. Odonits
Midwest Adv. Agency	Rockford, Ill.	425 E. State St. Main 1456	W. A. Pitschke J. R. McPherson
Miller Agency Co.	Toledo	2144 Madison Ave. Main 6194	C. E. Miller David Heer
John Thomas Miller	New York	71 W. 35th St. Wisconsin 7-3996	J. T. Miller
M. Glen Miller	Chicago	8 S. Michigan Ave. Franklin 1810	M. Glen Miller
W. A. Miller Adv. Agency	Oakland, Cal.	1736 Franklin St. Templebar 3983	W. A. Miller
Ray Mills Adv. Agency	Lewiston, Me.	14 Lisbon St. 8417	Raymond Mills
Milne & Co. Inc.	Seattle	714 Exchange Bldg. Maine 2186	R. P. Milne Jas. K. Heffernan
Dan B. Miner Co.	Los Angeles	272 Chamber of Com- merce Bldg. Prospect 2121	Clyde P. Scott
Mitchell Adv. Agency Inc.	Minneapolis	1022 Nicollet Ave. Main 5387	J. H. Mitchell V. C. Westerdahl
Mitchell-Faust Adv. Co.	Chicago	230 N. Michigan Ave. State 6610	Paul Holman Faust
Howard H. Monk, Adv.	Rockford, Ill.	Brown Bldg. Main 2020	Howard H. Monk R. E. Moore J. Howard Osborn
Monroe Adv. Agency	Havana, Cuba	Western Union Bldg. A-7056	A. V. Bombino
Montrose Adv. Agency	New York	8 East 41st St. Ashland 4-1192	J. J. Rosenberg
Ralph Moore Inc.	St. Louis	208 N. Broadway Chestnut 8728	W. R. Moore
Chester C. Moreland Co.	Cincinnati	114 Garfield Place Cherry 8191	Chester C. Moreland
Morenus Adv. Agency Inc.	Chicago	203 N. Wabash Ave. Randolph 1732	Richard Morenus
Raymond R. Morgan Co.	Hollywood, Cal.	6362 Hollywood Blvd. Hempstead 4194	Raymond R. Morgan Cyril Armbrister
R. A. Moritz Co.	Davenport, Ia.	123 E. Second St. Kenwood 372	R. A. Moritz
Morris, Windmuller & Enzinger Inc.	Chicago	230 N. Michigan Ave. State 4050	Nathan Pearlstein
Morse International Inc.	New York	122 E. 42d St. Caledonia 5-8141	Carl J. Balliett
Moser & Cotins Inc.	Utica, N. Y.	10 Hopper St. 4-6141	Miss C. V. Welch
	New York	420 Lexington Ave. Mohawk 4-7187	H. L. Hicks
Moss Associates	New York	110 E. 40th St. Lackawanna 4-3966	J. Moskowitz
Faraon Jay Moss & Associates	Los Angeles	318 W. 9th St. Trinity 5584	Faraon Jay Moss
Moss-Chase Co.	Buffalo	425 Franklin St. Grant 8614	Charles J. Coward
C. Wendel Muench & Co.	Chicago	210 East Ohio St. Whitehall 7717	George R. Euwema
J. P. Muller & Co.	New York	512 Fifth Ave. Lackawanna 4-9546	Ben Hershfield
Mumm, Romer, Robbins & Pearson Inc.	Columbus, O.	38 N. Grant Ave. Main 4384	William Mumm, Jr. L. J. Sullivan

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Agency	City	Address Telephone Number	Executives In Charge of Radio
Wesley K. Nash Co.	St. Louis	102 N. Broadway Central 0929	S. J. Dyne
Needham, Louis & Brorby Inc.	Chicago	360 N. Michigan Ave. State 5152	Helen Wing

N—(Continued)

Agency	City	Address Telephone Number	Executives In Charge of Radio
Neisser-Meyerhoff Inc.	Chicago	400 N. Michigan Ave. Delaware 7860	Walter Ruben
	Milwaukee	744 N. 4th St. Marquette 3144	Fred Hinrichs
	Los Angeles	610 S. Main St. Madison 1151	Richard Kornhauser
Nesbitt Service Co.	Cleveland	1462 Hanna Bldg. Cherry 4804	K. A. Nesbitt E. K. Johnson
Newell-Emmett Co. Inc.	New York	40 E. 34th St. Ashland 4-4900	William Reydel
Theodore A. Newhoff Adv. Agency	Baltimore	406 Piper Bldg. Plaza 7155	Marx S. Kaufman
Newkirk & Lawrence	Hollywood	1558 N. Vine St. Hempstead 3083	Van C. Newkirk W. L. Lawrence
N. J. Newman Adv. Agency	Los Angeles	416 W. 8th St. Trinity 7664	Ned Newman
Northeastern Adv. Agency Inc.	Lynn, Mass.	5 Cleveland St. Breakers 2388	Chas. Pinkham
Northrop Adv. Agency	Kalamazoo, Mich.	Pratt Bldg. 8511	Joseph B. Northrop
Northwest Radio Adv. Co. Inc.	Seattle, Wash.	802 American Bank Bldg. Main 9282	Edwin A. Kraft Vincent I. Kraft W. L. Paul
Norton Adv. Service	Niagara Falls, N. Y.	615 Orchard Parkway 3508	M. Bradley Norton
Earl C. Noyes Adv. Agency	Rutland, Vt.	129 State St. 56	Albert Taylor

O

Agency	City	Address Telephone Number	Executives In Charge of Radio
O'Callaghan Adv. Agency	Memphis	U. P. Natl. Bank Bldg. 8-4212	Martin L'Callaghan
O'Dea, Sheldon & Co.	New York	400 Madison Ave. Plaza 3-1870	J. Quick
P. F. O'Keefe Adv. Agency Inc.	Boston	45 Bromfield St. Liberty 1700	P. F. O'Keefe
O'Malley Adv. & Selling Inc.	Boston	244 Washington St. Capitol 4345	C. J. O'Malley
Olmsted-Hewitt Inc.	Minneapolis	1200 Second Ave. S. Geneva 1681	Ward H. Olmsted
Burton A. Osterhoudt	Albany, N. Y.	900 State Bank Bldg. 4-2175	B. A. Osterhoudt

P

Agency	City	Address Telephone Number	Executives In Charge of Radio
Palange, Abrahams & Palange	New York	1270 Sixth Ave. Circle 7-4378	E. Palange
Philip O. Palmer & Co. Inc.	Chicago	720 N. Michigan Ave. Whitehall 6380	Freeman Keyes
	New York	280 Madison Ave. Caledonia 5-5178	Will H. Howell
Paris & Peart	New York	370 Lexington Ave. Caledonia 5-9843	Eugene J. Cogan Frank H. Farnental John S. Allen
Amos Parish & Co. Inc.	New York	500 Fifth Ave. Pennsylvania 6-6190	Anson C. Lowitz
Pearce-Knowles Radio Adv.	Seattle	W. H. Stuart Bldg. Eliot 6662	H. E. Pearce
W. Montague Pearsall	New York	30 Vesey St. Cortland 7-3700	W. Montague Pearsall
Peck Advertising Agency Inc.	New York	444 Madison Ave. Plaza 3-0900	Arthur Sinsheimer
Pedar & Ryan Inc.	New York	250 Park Ave. Eldorado 5-7700	Carol Irwin
Perrin-Paus Co.	Chicago	8 S. Michigan Ave. Central 7971	D. L. Paus
Pettinger-LaGrange Inc.]	Indianapolis	Century Bldg. Lincoln 3555	Bergen LaGrange
Stanley Pflaum Associates	Chicago	280 East Ohio St. Delaware 2722	Stanley F. Pflaum Benjamin O. Ott
Phelps-Engels-Phelps Inc.	Chicago	919 N. Michigan Ave. M. Superior 7656	Bowman
Harry C. Phibbs Adv. Co.	Chicago	43 E. Ohio St. Superior 9677	Harry C. Phibbs T. S. Glynn

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P—(Continued)

Agency	City	Address Telephone Number	Executives In Charge of Radio
Phillips, Lennon & Co.	New York	420 Lexington Ave. Mohawk 4-6590	Edwin M. Phillips
Harold W. Pickering, Adv.	Salt Lake City	309 Templeton Bldg. Wasatch 2658	Harold W. Pickering
Pitluk Adv. Co.	San Antonio	Alamo National Bank Garfield 7268	Jack N. Pitluk
Platt-Forbes Inc.	New York	386 Fourth Ave. Caledonia 5-4440	Rutherford Platt
R. J. Potts & Co.	Kansas City	101 W. 11th St. Victor 4433	J. B. Woodbury
Potts-Turnbull Co. Inc.	Kansas City	912 Baltimore St. Victor 9400	G. F. McGill
John O. Powers Co.	New York	220 E. 42d St. Vanderbilt 3-9747	Robert Powers
Powers-House Co.	Cleveland	Terminal Tower Main 9090	Frank E. House, Jr.
Presba, Fellers & Presba, Inc.	Chicago	360 N. Michigan Ave. Central 7683	E. A. Fellers
Frank Presbrey Co. Inc.	New York	247 Park Ave. Wickersham 2-8200	B. C. Noakes
Pritchard & Thompson	New Orleans	401 Baronne St. Main 6414	H. E. Pritchard
Procter & Collier Co.	Cincinnati	Procter & Collier Bldg. Woodburn 3381	Douglas M. Allen
Production Service Co.	Los Angeles	417 E. Pico Blvd. Prospect 2193	Ken McNeill

Q

Agency	City	Address Telephone Number	Executives In Charge of Radio
John W. Queen	Boston	5 Park Square Hancock 2810	John W. Queen A. E. Potter
	Portland, Me.	212 Middle St. 3-8141	Daniel Hoegg

R

Agency	City	Address Telephone Number	Executives In Charge of Radio
Arthur D. Rabe Inc.	New York	565 Fifth Ave. Eldorado 5-2438	Arthur Rabe
Erie Racey Adv. Agency	Dallas	Thomas Bldg. 2-6128	Erie Racey
Radio Features	San Francisco	544 Market St. Garfield 8199	Sydney Burnett William Gluck
	Chicago	230 N. Michigan Ave. Franklin 6956	John F. Price
Fred M. Randall Co.	Detroit	Book Tower Cadillac 4662	Charles E. Foerster
Wm. H. Rankin Co.	New York	250 Park Ave. Eldorado 5-7900	Wm. H. Rankin Jr.
Rawson-Morrill Inc.	Atlanta	Commercial Exchange Bldg. Walnut 3594	Harry L. Morrill Jr. Luelle Mitchell
Fred W. Rea Adv. Agency	San Francisco	79 Post St. Douglas 0838	Fred W. Rea
Charles Dallas Reach Adv.	Newark	58 Park Place Market 3-0276	Jean Wanamaker
Redfield-Johnstone Inc.	New York	247 Park Ave. Plaza 3-6120	L. L. Redfield
Thomas H. Reese & Co. Inc.	New York	444 Madison Ave. Wickersham 2-4886	Thomas H. Reese
Williams & Reilly	Chicago	6 N. Michigan Ave. Central 1422	John R. Reilly
Reinke-Ellis-Youngreen & Finn Inc.	Chicago	520 N. Michigan Ave. Whitehall 7440	R. B. Williams
Emil Reinhardt Agency	Oakland, Cal.	324 13th St. Templebar 2408	Emil Reinhardt
Reiss Adv.	New York	67 W. 44th St. Vanderbilt 3-2660	B. M. Reiss
Roger B. Relkin Co.	New York	1450 Broadway Pennsylvania 6-7557	Roger B. Relkin
William B. Remington	Springfield, Mass.	21 Beese Place 2-2135	William B. Remington
Rever Adv. Agency	New York	145 West 45th St. Bryant 9-2706	Fay Permy, W. J. Salva

R—(Continued)

Agency	City	Address Telephone Number	Executives In Charge of Radio
Rhoades Waddell Agency	Kansas City	420 Lathrop Bldg. Victor 5012	Milford K. Waddell
Richardson, Alley & Richards Co.	New York	370 Lexington Ave. Lexington 2-3020	Harry Billerbeck
	Boston	Statler Office Bldg. Hubbard 8850	E. V. Alley
Richardson-Oswald Inc.	Cleveland	Guarantee Title Bldg. Cherry 2890
Rickard Adv. Agency Inc.	Trenton, N. J.	Trenton Trust Bldg. 6467	M. E. Rickard
Rickard & Co. Inc.	New York	330 West 42d St. Bryant 9-1251	Julian Gran
C. E. Rickard Adv. Agency	Detroit	640 Temple Ave. Temple 1-3636	Kenneth L. Wright
Ridgway Co.	St. Louis	1901 Locust St. Central 6622	Norman Lewis
Riegel & Leffingwell Inc.	New York	25 W. 45th St. Bryant 9-8954	E. W. Gladwin
Allen Rieselbach Adv. Agency	Milwaukee	828 N. Broadway Marquette 4242	Robert E. Hart
Phillip Ritter Co.	New York	130 W. 42d St. Wisconsin 7-0895	Phillip Ritter Jr.
Richard T. Robb & Associates	Chicago	28 E. Jackson Blvd. Wabash 8670	R. T. Robb
Fred A. Robbins Inc.	Chicago	360 N. Michigan Ave. State 6273	Ralph N. Cushing
Roberts & MacAvinche	Chicago	30 N. Dearborn St. Randolph 1461	Flo Beard
Elwood J. Robinson Jr. Adv. Agency	Los Angeles	510 S. Spring St. Mutual 1142	Robert F. Dennis
Roche, Williams & Cunnyng- ham, Inc.	Chicago	810 S. Michigan Ave. Harrison 8490	Nathan P. Colwell
	Philadelphia	1500 Chestnut St. Rittenhouse 3750	G. C. Pierce
	Milwaukee	601 Carpenter Bldg. Marquette 5249	Edwin B. Self

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Lincoln Roden, Inc.	Philadelphia	Lewis Tower Pennyacker 5971	Lincoln Roden
Rogers & Smith Adv. Agency	Chicago	20 N. Wacker Drive Dearborn 0021	E. G. Opie W. E. Smith
	Dallas	Wholesale Merchants Bldg. 7-1477	Connie Joan Connor
Rogers, Gano & Gibbons, Inc.	Chicago	75 E. Wacker Drive Franklin 4883	J. C. Bachrodt
	Tulsa, Okla.	National Bank of Tulsa Bldg. 2-2222	R. C. Gano J. Burr Gibbons
Rogers-Gano Adv. Agency of Texas	Houston	Bankers Mort. Bldg. Fairfax 6301	H. J. Gilliam
Romer Adv. Service	Washington	Woodward Bldg. District 7161	Frank Romer
Alfred Rooney Co., Inc.	New York	630 Fifth Ave. Circle 7-5652
	Boston	7 Water St. Capitol 0360	Garrett E. Houlihan
Root-Mandabach Adv. Agency	Chicago	20 N. Wacker Drive Central 3262	Perrin B. Root
Rose-Martin, Inc.	New York	21 W. 46th St. Bryant 9-4621	Alvin H. Kaplan
Arthur Rosenberg Co., Inc.	New York	570 Seventh Ave. Chickering 4-4420	Arthur Rosenberg Brooke Farley H. B. Sadler
Ralph Rossiter, Inc.	New York	29 W. 57th St. Eldorado 5-1230	Ralph Rossiter
Charles L. Rumrill & Co., Inc.	Rochester, N. Y.	41 Chestnut St. Main 0199	Charles L. Rumrill
Will Russell & Co.	San Francisco	100 Sutter St. Garfield 8776	Will Russell Phillip Valentine
Ruthrauff & Ryan, Inc.	New York	405 Lexington Ave. Vanderbilt 3-6400	Edward L. Dunham F. B. Ryan, Jr. Myron P. Kirk
	Lakeland, Fla.	Spencer Futch Bldg. 2-4181	Albert F. Whidden
	San Francisco	235 Montgomery St. Douglas 5822	Charles Perrine
	Kansas City	215 Pershing Road Victor 9272	L. S. Staples
	Chicago	360 N. Michigan Ave. Randolph 2625	Dale M. Perrill
	Detroit	7480 Second Blvd. Madison 1980	Ellis J. Travers
	St. Louis	810 Olive St. Main 0127	O. A. Zahner
	Los Angeles	1031 S. Broadway Prospect 1054	Amory Eckley
	Seattle	1216 Third Ave. Main 6727	Frederick W. Duerr
Howard J. Ryan & Associates, Inc.	Seattle	Henry Bldg. Seneca 2777	Howard J. Ryan
Lewis Edwin Ryan, Inc.	Washington	726 Jackson Pl. National 0445	Herluf Provenson

S

Agency	City	Address Telephone Number	Executives In Charge of Radio
Robert St. Clair Co., Adv.	Wilkes-Barre, Pa.	402 Second National Bank Bldg. 4-1178	Wilbur A. Myers
	New York	122 E. 42d St. Caledonia 5-5205	Charles Brandt
St. Paul Adv. Co.	St. Paul	96 S. Wabasha St. Riverside 1822	B. E. Howard
Salinger & Publicover	Boston	99 Chauncy St., Liberty 5382	Richard Salinger
William A. Schautz Adv.	Scranton, Pa.	317 C. of C. Bldg. 5174	William A. Schautz
Scholts Adv. Service	Los Angeles	606 Edison Bldg. Michigan 2396	T. D. Scholtz Roy S. Kellogg
Schwimmer & Scott	Chicago	75 E. Wacker Drive Dearborn 1817	B. C. Herrick W. K. Bailey
Scott-Telander, Inc.	Milwaukee	312 E. Wisconsin Ave. Daly 1080	Harry M. Scott M. A. Lemkuhl B. J. Paulson
Russell M. Seeds Co., Inc.	Indianapolis	800 Lemcke Bldg. Riley 9386	Paul Richey

S—(Continued)

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Sehl Adv. Agency	Chicago	360 N. Michigan Ave. State 7844	H. W. Sehl
Frederick Seid Adv.	San Francisco	127 Montgomery St. Sutter 3587	Frederick Seid
	San Jose, Cal.	First National Bank Bldg. Ballard 168	R. Jorgensen
Sellers Service, Inc.	Chicago	8 S. Michigan Ave. State 2154	Crane Haussaman
J. Albert Shaffer	Washington, D. C.	Evening Star Bldg. National 5252	J. Albert Shaffer
Shaffer-Brennan Adv. Co.	St. Louis	4 N. 8th St. Main 2679	T. D. Shaffer Sam B. Margulis
Shaw-Betts, Inc.	Denver	810 14th St. Keystone 2665	R. J. Betts E. O. Shaw
Sheck Adv. Agency	New York	565 Fifth Ave. Eldorado 5-4582	David Greenfield
Louis E. Shecter, Adv.	Baltimore	Hearst Tower Bldg. Plaza 4089	E. M. Levin
J. William Sheets	Seattle	Central Bldg. Elliott 7859	J. William Sheets
Robert L. Shepherd Inc.	Chicago	230 N. Michigan Ave. State 4480	Robert L. Shepherd
Franklin P. Shumway Co.	Boston	458 Washington St. Liberty 1569	Walter K. Munroe
Charles Silver & Co.	Chicago	612 N. Michigan Ave. Superior 6625	B. R. Solomon
Silver & Douce Co., Inc.	Birmingham	Massey Bldg. 3-5338	Harry Douce
Silverman Adv. Co.	Chicago	35 E. Wacker Drive Andover 1144	M. B. Silverman
Simmonds & Simmonds, Inc.	Chicago	201 N. Wells St. Central 1166	C. O. Brewer

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Simons-Michelson Co.	Detroit	1207 Washington Blvd. Bldg. Cherry 3000	Leonard Simons, Larry Michelson, Ivan Frankel
Simpers Co.	Philadelphia	Lewis Tower Pennypacker 6331	Robert S. Simpers
Jay H. Skinner Adv. Agency	Houston	805 Sterling Bldg. Capital 6278	Francis Gilbert
	Beaumont, Tex.	San Jacinto Bldg. 1598	Ben S. Woodhead Jr.
Small, Kleppner & Seiffer, Inc.	New York	469 Fifth Ave. Caledonia 5-3490	M. Small
Allen C. Smith Adv. Co.	Kansas City	N. Y. Life Bldg. Harrison 7488	Allen C. Smith
Clyde H. Smith Adv. Co.	Kansas City	2017 Grand Ave. Harrison 2400	C. H. Smith
Smith & Drum, Inc.	Los Angeles	650 S. Grand Ave. Trinity 8454	Lou, McDermott
Smith, Hoffman & Smith, Inc.	Pittsburgh	323 Fourth Ave. Atlantic 9313	R. P. Taylor
Spangler & Berry	Washington, D. C.	1319 F St. District 3355	Howard W. Berry, Ralph F. Spangler, Richard R. Tedrow
Sparrow Adv. Agency	Birmingham, Ala.	Farley Bldg. 3-0287	J. Martin Smith
Rolfe C. Spinning, Inc.	Detroit	5057 Woodward St. Columbus 0531	R. C. Spinning, W. C. Dudgeon
Spot Broadcasting, Inc.	New York	303 W. 42d St. Longacre 5-6449	Miss H. A. Thomas
W. E. Sprout & Co.	Chicago	520 N. Michigan Ave. Superior 8441	Robert E. Sprout
Staake & Schoonmaker Co.	Kalamazoo, Mich.	1110 American Nat'l. Bank Bldg. 8-1403	Paul C. Staake, Carl B. Schoonmaker
Stack-Goble Adv. Agency	Chicago	8 S. Michigan Ave. Randolph 0160	Bess Johnson
	New York	400 Madison Ave. Plaza 3-7445	Wallace Butterworth
	Detroit	United Artists Bldg. Cherry 5310	Cliff Knobbe
Staples & Staples, Inc.	Richmond, Va.	10 S. 10th St. 2-0210	Henry L. Staples
H. L. Stedfeld Co., Inc.	New York	1775 Broadway Circle 7-3960	Harold L. Stedfeld
Steller-Millar Agency	Los Angeles	112 W. 9th St. Tucker 5878	Otto A. Steller
Sterling Adv. Agency	New York	151 W. 40th St. Longacre 5-4614	Leon A. Friedman
Arthur R. Sternau	Philadelphia	1700 Sansom St. Pennypacker 1450	Arthur R. Sternau
Sternfeld-Godley, Inc.	New York	280 Broadway Barclay 7-3030	S. I. Godley, Philip Scheft
Steurman Adv. Agency	New York	370 Lexington Ave. Caledonia 5-4334	Mrs. L. Steurman
Stevens, Inc.	Grand Rapids	Assn. of Commerce Bldg. 9-8175	Joe Stevens
Fred D. Stevens Adv. Agency	Utica, N. Y.	14 Devereux St. 4-9339	Fred D. Stevens
Jewel F. Stevens Co.	Chicago	19 S. LaSalle St. Central 2202	Harold Dean
Stevens-Davis Co.	Chicago	1234 Jackson Blvd. Haymarket 7855	C. C. Swearingen
Stewart-Davis Adv. Agency	Chicago	400 N. Michigan Ave. Superior 1612	P. C. Stewart
Stewart, Hanford & Frohman, Inc.	Rochester, N. Y.	11 James St. Stone 1453	L. A. Casler
	New York	110 E. 42d St. Ashland 4-1725	Brooke Farley
Stewart-Jordan Co.	Philadelphia	Lincoln-Liberty Bldg. Locust 4637	Herman Bub
Stone Adv. Agency	Boston	40 Central St. Capitol 5037	Harry L. Stone
Stone-Stevens-Howcott-Halsey, Inc.	New Orleans	Whitney Bldg. Raymond 1537	L. H. Stevens
Stoneton Adv. Agency	Hallowell, Me.	1280	H. P. Clearwater
Strang & Prosser Adv. Agency	Seattle	Smith Tower Eliot 1322	J. R. Lunke
Street & Finney, Inc.	New York	390 West 42d St. Bryant 9-2400	Foxhall Finney

S—(Continued)

Agency	City	Address Telephone Number	Executives In Charge of Radio
Chas. R. Stuart, Inc.	San Francisco	625 Market St. Douglas 2438	Chas. R. Stuart, Charles F. Johnson
	Los Angeles	Park Central Bldg. Tucker 2822	Charles Levitt
Suedhoff & Co., Inc.	Fort Wayne, Ind.	Citizens Trust Bldg. A-5421	C. J. Suedhoff
J. L. Sugden Adv. Co.	Chicago	307 N. Michigan Ave. State 6676	Kenneth C. Ring
G. Lynn Sumner Co., Inc.	New York	235 Madison Ave. Caledonia 5-4103	G. Lynn Sumner, C. Q. Youmans, W. L. Marshall
Sun Adv. Co.	Toledo, O.	2325 Madison Ave. Adams 5235	Richard C. Carr
Samuel M. Sutter Adv. Agency	Detroit	1441 Times Square Cadillac 0578	Samuel M. Sutter
Sweeney & James Co.	Cleveland	1501 Euclid Ave. Main 7142	Frank J. James
Hillmer V. Swenson Co.	Chicago	1801 W. Byron St. Buckingham 9601	O. L. Coe
	St. Louis	Commercial Bldg. Central 0816	John Fienstein
Syverson-Kelly, Inc.	Spokane	Mohawk Bldg. Main 4311	A. H. Syverson, H. A. Brassard

T

Agency	City	Address Telephone Number	Executives In Charge of Radio
Henry H. Teplitz	Chicago	540 N. Michigan Ave. Delaware 2586	Henry H. Teplitz
Thompson Adv. Agency	Youngstown, O.	12 W. Madison Ave. 6-6159	Ray M. Thompson
J. Walter Thompson Co.	New York	420 Lexington Ave. Mohawk 4-7700	John U. Reber
	Chicago	410 N. Michigan Ave. Superior 0303	Richard Marvin
	Cincinnati	Union Central Bldg. Main 2171	Howard Henderson
	St. Louis	1221 Locust St. Central 8040	Henry M. Stevens
	San Francisco	Shell Bldg. Garfield 3510	Fred H. Fidler
	Los Angeles	502 N. Plymouth Blvd. Michigan 5194	H. Calvin Kuhl
	Seattle	Exchange Bldg.	Norton W. Mogge
Thompson-Koch Co.	Cincinnati	32 W. 6th St. Cherry 5221	W. S. Groom
J. J. Tissier Adv. Agency	San Francisco	544 Market St. Garfield 8965	Joseph J. Tissier
Ray G. Tofaneli Co.	San Jose, Cal.	44 W. San Carlos St. Columbia 2244	Ray G. Tofaneli
Norman W. Tolle & Associates	San Diego, Cal.	631 Third Ave. Franklin 6606	Norman W. Tolle, James Holloway, Jack Edwards
Tomaschke-Elliott Inc.	Oakland, Cal.	1624 Franklin St. Glencourt 4941	Wallace F. Elliott
Tomowske Adv. Agency	Spokane	Chronicle Bldg. M-5911	Ernest Tomowske
Topping & Lloyd, Inc.	New York	485 Madison Ave. Wickersham 2-0842	B. H. Carter, Frank Leiss
Arthur Towell, Inc.	Madison, Wis.	Beaver Bldg. Fairchild 682	Ralph Timmons
W. I. Tracy, Inc.	New York	205 E. 42d St. Murray Hill 4-6406	Frank S. Kent, Wm. Irwin Tracy
Tracy-Locke-Dawson, Inc.	Dallas	Majestic Bldg. 7-3128	Glenn Addington, Harry W. McMahan
	New York	22 East 40th St. Ashland 4-1690	Joe M. Dawson
Trades Adv. Agency	New York	180 Madison Ave. Ashland 4-9136	G. W. Lindsey
James H. Turner Co.	Chicago	520 N. Michigan Ave. Superior 2161	John Kenneth Turner
Tuthill Adv. Agency, Inc.	New York	1133 Broadway Chelsea 3-4931	L. W. C. Tuthill
O. S. Tyson & Co., Inc.	New York	230 Park Ave. Murray Hill 2-3663	Oscar S. Tyson
	Philadelphia	3701 N. Broad St. Sagamore 6067	C. E. Hayes

DIRECTORY OF ADVERTISING AGENCIES HANDLING RADIO

U

Agency	City	Address Telephone Number	Executives In Charge of Radio
R. G. E. Ullman Adv.	Philadelphia	1520 Locust St. Pennypacker 4522	Nan M. Collins
United Adv. Agency, Inc.	New York	8 W. 40th St. Longacre 5-4345	A. J. Segal
United States Adv. Corp.	Toledo	240 Huron St. Main 8205	R. G. Faller
	Chicago	612 N. Michigan Ave. Delaware 4466	J. C. Ewell
	New York	250 W. 57th St. Columbus 5-2032	Hugh Skelly
	Detroit	Dime Bank Bldg. Randolph 4660	Henry Koch
	Baltimore	First National Bank Bldg. Plaza 1700	Thomas D. Harman

V

Agency	City	Address Telephone Number	Executives In Charge of Radio
Curtis W. Van De Mark Adv. Agency	Cincinnati	800 Broadway Parkway 6660	Curtis W. Van De Mark
Vanden Co.	Chicago	612 N. Michigan Ave. Superior 9609	Geo. W. Vanden
Sidner Van Riper & Keeling Inc.	Indianapolis	Circle Tower Riley 3541	Hal R. Keeling Don H. Collins
Van Sant, Dugdale & Co., Inc.	Baltimore	Court Square Bldg. Plaza 5280	C. M. Buchanan
Addison Vars, Inc.	Buffalo	344 Delaware Ave. Cleveland 2351	Henry W. Comstock
Chas. E. Vautrain Associates, Inc.	Holyoke, Mass.	560 Dwight St. 2-8884	Chas. E. Vautrain

W

Agency	City	Address Telephone Number	Executives In Charge of Radio
Wade Adv. Agency	Chicago	208 W. Washington St. State 7373	W. A. Wade E. N. Nelson
Wadsworth & Walker, Inc.	New York	369 Lexington Ave. Caledonia 5-6100	Ralph K. Wadsworth
Hugo Wagensell & Associates	Dayton	Third National Bldg. Hemlock 1151	R. C. Kircher
L. H. Waldron Adv. Agency	New York	19 W. 44th St. Vanderbilt 3-8342	L. H. Waldron
Wales Adv. Co., Inc.	New York	230 Park Ave. Vanderbilt 3-4000	James A. Wales
Walker & Downing	Pittsburgh	Oliver Bldg. Atlantic 2812	William W. Rose
Wank & Wank	San Francisco	580 Market St. Garfield 2921	Mel Wank
Warman & Hall, Inc.	Buffalo	Jackson Bldg. Cleveland 4461	M. F. Hall G. P. Buente
Mason Warner Co., Inc.	Chicago	360 N. Michigan Ave. State 7650	D. D. Warner
Warner-Clifton Adv. Agency	San Francisco	369 Pine St. Exbrook 3050:	W. S. Warner R. C. Bentinck
Watson Adv. Agency	Chicago	2158 Lawrence Ave. Long Beach 6100	Frederick Wellman
Waxelbaum Jewish Adv. Service	New York	110 W. 40th St. Pennsylvania 6-0043	Benjamin Waxelbaum
Sidney H. Weiler Adv. Agency	Philadelphia	1420 Chestnut St. Rittenhouse 8674	George Beckenbaugh Mabel Peoples Sam Taubman
Armand S. Weill Co., Inc.	Buffalo	17 Court St. Washington 6250	Robert K. Weill
Weller Service Inc.	Seattle	Vance Bldg. Seneca 0433	Wallace F. Busse
	Portland, Ore.	Pacific Bldg. Beacon 5151	Elwood Enke
Wemple & Smith	Green Bay, Wis.	310 Pine St. Howard 1498	Owen B. Smith
Wendland-Gallup, Inc.	Los Angeles	3923 W. Sixth St. Federal 1242	Wallace H. Gallup
Wendt Adv. Agency	Toledo, O.	Spitzer Bldg. Adams 4713	H. H. Strahlm H. F. Wendt
L. D. Wertheimer Co. Adv., Inc.	New York	230 Park Ave. Murray Hill 2-6860	M. Mitchell
	Chicago	230 N. Michigan Ave. Franklin 8833	George Enzinger
Wesley Associates	New York	225 W. 34th St. Lackawanna 4-3597	Lindsay Fairweather
Wessel Co.	Chicago	458 E. 30th St. Victory 1300	Harold L. Wessel

W—(Continued)

Agency	City	Address Telephone Number	Executives In Charge of Radio
Westco Adv. Agency	San Francisco	Insurance Center Bldg. Sutter 6744	E. E. Sylvestre
Western Adv. Agency, Inc.	Racine, Wis.	214 Fifth St. Jackson 974	G. B. Gunlogson
	Chicago	35 E. Wacker Drive Central 7565	K. J. T. Ekblaw
	San Francisco	Russ Bldg. Garfield 7681	E. E. Albertson
Louis E. Westheimer & Co.	St. Louis	317 North 11 St. Garfield 1515	Leon H. E. Falk
Weston-Barnett, Inc.	Waterloo, Ia.	Arts & Crafts Bldg 766	Wells Barnett Phillips Taylor
	Chicago	520 N. Michigan Ave. Whitehall 7725	A. C. Barnett
White-Lowell Co., Inc.	New York	369 Lexington Ave. Caledonia 5-1285	J. J. Hagan
Edmund S. Whitten, Inc.	Boston	216 Tremont St. Liberty 1861	E. S. Whitten
Mac Wilkins & Cole, Inc.	Portland, Ore.	544 Mead Bldg. Broadway 4113	Showalter Lynch Cleone Manthei
	Seattle, Wash.	1012 Lloyd Bldg. Eliot 0855	Robert Nichols, Arthur E. House
Howard E. Williams Adv.	San Francisco	485 California St. Douglas 2390	Howard E. Williams
Otis Carl Williams, Inc.	Worcester, Mass.	201 Commercial St. 3-4780	Otis Carl Williams
R. S. Williamson Co.	Greenboro, N. C.	426 N. C. Bank & Trust Bldg. 8947	R. S. Williamson
P. P. Willis Corp.	Chicago	105 W. Adams St. Central 0177	P. P. Willis
Edwin Bird Wilson, Inc.	New York	120 Wall St. Andrews 3-4170	Edward J. Byrnes
C. C. Winningham, Inc.	Detroit	General Motors Bldg. Madison 8970	C. C. Winningham
N. A. Winter Adv. Agency	Des Moines	Register & Tribune Bldg. 4-0601	
Wolcott & Holcomb, Inc.	Boston	80 Federal St. Liberty 0677	Roger Wolcott
Jefferson Kaye Wood	Los Angeles	707 South Hill Michigan 9856	Stuart Buchanon Jefferson K. Wood
Wood, Putnam & Wood Co.	Boston	209 Washington St. Hancock 1530	A. H. Wood Jr. Arthur A. Sisson
Woodman-Stewart Co.	Chicago	520 N. Michigan Ave. Superior 6184	J. L. Stewart
Woolley & Hunter, Inc.	Denver	Steel Bldg. Keystone 8194	Cloyd F. Woolley
World Wide Adv. Corp.	New York	11 West 42d St. Longacre 5-4500	Emil M. Scholz Ellis J. Finch
George Wilfred Wright	Newark	40 Clinton St. Market 3-0982	George W. Wright
Frank Wright & Associates	Oakland, Cal.	Insurance Bldg. Templebar 8487	Frank Wright
Ray M. Wright Adv. Agency	San Francisco	Monadnock Bldg. Douglas 2277	Ray M. Wright

Y

Agency	City	Address Telephone Number	Executives In Charge of Radio
Yeomans & Foote Adv. Agency	San Francisco	1200 Van Ness Ave. Prospect 2086	Lewis H. Yeomans
Charles E. Yost Adv. Agency	Pittsburgh	Oliver Bldg. Atlantic 5846	L. H. Neiplin
Young & Rubicam, Inc.	New York	285 Madison Ave. Ashland 4-8400	Wm. R. Stuhler Donald Stauffer Hubbell Robinson Jr.
	Detroit	New Center Bldg. Trinity 2-1810	J. F. Reeder
	Chicago	220 N. LaSalle St. Central 3144	D. G. Schneider

Z

Agency	City	Address Telephone Number	Executives In Charge of Radio
Edward W. Zabel Co.	Chicago	230 N. Michigan Ave. Central 3404	E. W. Zabel
Zimmer-Keller, Inc.	Detroit	2210 Park Ave. Cadillac 9151	Paul H. Bruske
Frederick W. Ziv, Inc.	Cincinnati	1407 Ingalls Bldg. Main 4698	John L. Sinn

MAJOR CANADIAN ADVERTISING AGENCIES & RADIO EXECUTIVES

(Corrected from available data to January 1, 1936)

Agency	City	Address Telephone Number	Executives In Charge of Radio	Agency	City	Address Telephone Number	Executives In Charge of Radio
Ardiel Adv. Agency Ltd.	Toronto 2, Ont.	137 Wellington St. W. Adelaide 4994	F. J. Butler	McCann Erickson Inc.	Vancouver, B. C.	675 W. Hastings Trinity 2588
Atlantic Adv. Agency	Sackville, N. B.	60	C. C. Avar	McConnell, Baxter & Eastman Ltd.	London, Ont.	Huron & Erie Bldg. Metcalfe 544	T. H. Yull
N. W. Ayer & Son of Canada Ltd.	Saint John, N. B.	Ritchie Bldg.	B. P. McCafferty		Montreal, Que.	1010 St. Catherine St. W. Plateau 1146	W. D. Moffatt
Baker Adv. Agency Ltd.	Montreal, Que.	Sun Life Bldg. Plateau 6886		Toronto 2, Ont.	245 Bay St. Adelaide 7004	Miss J. Hedley
Baxter Adv. Agency Ltd.	Toronto, Ont.	199 Bay St. Adelaide 2171	R. D. Albertini		Vancouver	789 West Pender Seymour 1788	C. A. Allen Heeney
	Toronto 2, Ont.	92 Adelaide St. West Adelaide 3236	G. McKee		Winnipeg, Man.	Confederation Life Bldg. 95-757	D. C. Coutts
	Montreal, Que.	1405 Peel St.	D. Ballantyne		London, S.W.1, England	2, 3, & 4 Cockspur St.	P. Hammond
Benwell-Atkins Ltd.	Vancouver, B. C.	413 Granville St. Seymour 2361	J. Harrison	A. McKimm Ltd.	Montreal, Que.	Confederation Bldg. Lancaster 6192	E. W. Brodie
Bison Adv. Agency	Toronto, Ont.	246 Adelaide St. West Adelaide 4418	W. A. Chant		Toronto, Ont.	320 Bay St. Elgin 5351	J. W. Thain
Duncan S. Blaikie Adv. Agency Ltd.	Montreal, Que.	1411 Crescent Marquette 9356	A. M. Blaikie		Winnipeg, Man.	Royal Bank Bldg. 97-527	R. F. Griffiths
Canadian Adv. Agency Ltd.	Montreal, Que.	1135 Beaver Hall Hill Lancaster 7274	R. R. de Long		Vancouver, B. C.	Province Bldg. Seymour 3435	R. A. Hutchinson
	Toronto 2, Ont.	85 Richmond St. W. Waverley 4625		Halifax, N. S.	Dennis Bldg. B-6917	W. J. McKay
	Paris, France	13 de Marivaux St.	MacLaren Adv. Co. Ltd.	Toronto 2, Ont.	372 Bay St. Elgin 0321	C. M. Pasmore
Cockfield-Brown & Co. Ltd.	Montreal, Que.	Canada Cement Bldg. Harbour 4171	H. R. Conway		Montreal, Que.	Dominion Square Bldg. Lancaster 5064	Walter P. Downs
	Toronto 2, Ont.	Metropolitan Bldg. Elgin 9201	S. F. Ryan		Winnipeg, Man.	220 Curry Bldg.
	Winnipeg, Man.	Electric Railway Bldg. 97-068	C. W. McQuillin		Calgary, Alberta	22 Union Bldg. M 4560
	Vancouver, B. C.	675 West Hastings Trinity 2588	Colin Harris		Vancouver, B. C.	119 West Pender St.
Consolidated Adv. Service Ltd.	Toronto 2, Ont.	71 Richmond Street Adelaide 7361	Mel Johnson	Norris-Patterson Ltd.	Toronto, Ont.	105 Bond St. Elgin 8461	C. A. Mayo
	Montreal, Que.	376 Craig St. W. Harbour 1245	C. S. Richardson		Montreal, Que.	University Tower Bldg. Harbour 3256	C. W. Davis
A. J. Denne & Co. Ltd.	Toronto 2, Ont.	80 King St. W. Elgin 3444	Miss F. M. Wright		Winnipeg, Man.	238 Curry Bldg. 93-833	H. C. Skinner
Desbarats Adv. Agency Ltd.	Montreal, Que.	1184 St. Catherine St. W. Plateau 5025		Edmonton, Alb.	1 Richardson Bldg. 25326	E. H. Stutchbury
	Toronto 2, Ont.	156 Yonge St. Elgin 4770	A. H. MacLaughlan		Vancouver, B. C.	314 Province Bldg. Trinity 931	R. A. Diespecker, W. D. M. Patterson
	Winnipeg, Man.	Confederation Life Bldg.		Saint John, N. B.	Bank of Montreal Bldg. 3-3478	P. N. Woodley
Ferres Adv. Service	Hamilton, Ont.	Pigott Bldg. Regent 1884	Pepler-Neal Ltd.	Toronto 2, Ont.	34 King St. E. Elgin 4367	H. W. E. Pepler
Financial Adv. Co. of Canada Ltd.	Montreal, Que.	651 Craig St. W. Lancaster 2139	Sam Ghent	Thornton Purkis	Toronto 2, Ont.	1606 Northern Ontario Bldg Adelaide 6221	T. Purkis
	Toronto 2, Ont.	226 Bay St. Elgin 2465	L. Watson	Edward W. Reynolds & Co. Ltd.	Toronto 2, Ont.	80 King St. Elgin 5339	Walter Dandie
James Fisher Co. Ltd.	Toronto, Ont.	204 Richmond St. W. Adelaide 4426	W. R. Johnston	Ronalds Adv. Agency Ltd.	Montreal, Que.	Keefer Bldg. Plateau 4803	Mrs. E. Wainwright
	Montreal, Que.	Confederation Bldg. Lancaster 1205	John W. Teale		Toronto, Ont.	210 Dundas St. W. Adelaide 0237	R. J. Avery
Fletcher & Ellis Ltd.	Toronto, Ont.	C. P. R. Bldg. Adelaide 3051	R. W. Ashcroft	R. C. Smith & Son Ltd.	Toronto 2, Ont.	80 King St. W. Elgin 9396	G. A. Phare
J. J. Gibbons Ltd.	Toronto 2, Ont.	159 Bay St. Elgin 2111	Don Copeland	Stevenson & Scott Ltd.	Montreal, Que.	1620 University Tower Harbour 4131	H. E. Scott
	Montreal, Que.	Dominion Square Bldg. Harbour 6207	H. M. Reid	Tandy Adv. Agency Ltd.	Toronto 2, Ont.	204 Richmond St. W. Adelaide 6362	J. P. Hamilton
	Vancouver, B. C.	198 West Hastings Seymour 6324	Leander Manley	J. Walter Thompson Co. Ltd.	Montreal, Que.	Dominion Square Bldg. Marquette 7794	W. Telford
	Calgary, Alberta	Lancaster Bldg. R 2031	R. G. Smith		Toronto 2, Ont.	320 Bay St. Waverley 2648	A. F. Head
	Regina, Sask.	302 Leader-Post Bldg. 6-141	E. G. Macpherson	Vickers & Benson Ltd.	Montreal, Que.	Keefer Bldg. Plateau 5051	H. G. Gonthier
	Winnipeg, Man.	272 Scott Bldg. 97-373	G. Hunter		Toronto, Ont.	Reford Bldg. Waverly 1603	John Tregale
F. H. Hayhurst Co. Ltd.	Toronto, Ont.	200 Bay St. Adelaide 7418	W. P. Hayhurst	Wallace Adv. Ltd.	Halifax, N. S.	135 Roy Bldg. B 7557	F. R. Wallace
Russell T. Kelley Ltd.	Hamilton, Ont.	150 Main St. E. Baker 1155	R. T. Kelley	Walsh Adv. Co. Ltd.	Windsor, Ont.	Guaranty Trust Bldg. 3-2416	W. A. McGuire
Clark E. Locke Ltd.	Toronto	614 Harbour Commis- sion Bldg. Elgin 1802	Crawford U. Hall	Whitehall Broadcasting Ltd.	Montreal	672 Sun Life Bldg. Lancaster 6500	W. V. George
Lord & Thomas of Canada Ltd.	Toronto 2, Ont.	67 Yonge St. Waverley 1151	G. F. Mills	Young & Rubicam Ltd.	Montreal, Que.	702 University Tower Plateau 1323
	Montreal, Que.	Aldred Bldg. Plateau 7924	B. Devlin				

EDUCATIONAL AND RELIGIOUS BROADCASTING STATIONS IN U. S. AND CANADA

*Indicates time is sold commercially.

COLLEGE, CHURCH AND PUBLICLY OWNED STATIONS

Educational Institutions

*WAPI, BIRMINGHAM, ALA.—Licensed to University of Alabama and Alabama Polytechnic Institute. Operated under lease to WAPI Broadcasting Corp. Director: Beatrice Wright.

WBAA, WEST LAFAYETTE, IND.—Purdue University. Director: G. E. West.

WCAD, CANTON, N. Y.—St. Lawrence University. Director: Harold Bergman.

WCAL, NORTHFIELD, MINN.—St. Olaf College. Director: Dr. Hegland.

WCAT, RAPID CITY, S. D.—South Dakota State School of Mines. Director: C. M. Rowe.

*WESG, ELMIRA, N. Y.—Licensed to Cornell University, Ithaca, N. Y. Operated under lease to Elmira Star-Gazette. Director: Dale Taylor.

WEW, ST. LOUIS, MO.—St. Louis University. Director: R. Johnston.

WCAC, STORRS, CONN.—Connecticut State College. Director: Daniel E. Noble.

WHA, MADISON, WIS.—University of Wisconsin. Director: H. B. McCarty.

WHAZ, TROY, N. Y.—Rensselaer Polytechnic Institute. Director: W. J. Williams.

WILL, URBANA, ILL.—University of Illinois. Director: Joseph F. Wright.

WKAR, EAST LANSING, MICH.—Michigan State College. Director: Robert J. Coleman.

*WHBY and WTAQ, GREEN BAY, WIS.—St. Norbert's College. Director: Father James A. Wagner.

WLB, MINNEAPOLIS, MINN.—University of Minnesota. Director: William Gislason.

WNAD, NORMAN, OKLA.—University of Oklahoma. Director: Harold McCallum.

VOI, AMES, IA.—Iowa State College of Agriculture & Mechanic Arts. Director: W. I. Griffith.

WOSU, COLUMBUS, O.—Ohio State University. Director: R. C. Higgy.

*WRUF, GAINESVILLE, GA.—University of Florida. Director: Garland Powell.

WSAJ, GROVE CITY, PA.—Grove City College. Director: H. W. Harmon.

WSUI, IOWA CITY, IA.—University of Iowa. Director: Carl Menzer.

WSVS, BUFFALO, N. Y.—Seneca Vocational High School. Director: David Warnhoff.

WTAW, COLLEGE STATION, TEX.—Agricultural & Mechanical College of Texas. Director: E. P. Humbert.

*WVL, NEW ORLEANS, LA.—Loyola University. Director: Capt. A. C. Pritchard.

KBPS, PORTLAND, ORE.—Benson Polytechnic School. Director: William Allingham.

KFDY, BROOKINGS, S. D.—South Dakota State College. Director: S. W. Jones.

KFKU, LAWRENCE, KAN.—University of Kansas. Director: H. G. Ingham.

*KFJM, Grand Forks, N. D.—University of North Dakota. Director: D. LeMasurier.

KOAC, CORVALLIS, ORE.—Oregon State Agricultural College. Director: Luke L. Roberts.

*KOB, ALBUQUERQUE, N. M.—New Mexico College of Agriculture & Mechanic Arts. Operated under lease to Albuquerque Journal. Director: George S. Johnson.

*KPAC, Port Arthur, Tex.—Port Arthur College. Director: Glenn Hewitt.

KSAC, MANHATTAN, KAN.—Kansas State College of Agriculture & Applied Sciences. Director: H. Umberger.

KUSD, Vermilion, S. D.—University of South Dakota. Director: B. B. Brackett.

*KUOA, Fayetteville, Ark.—John Brown University, Siloam Springs, Ark.

KWLC, Decorah, Ia.—Luther College. Director: Dr. W. L. Strunk.

KWSC, PULLMAN, WASH.—Washington State College. Director: Dr. F. F. Nalder.

Religious Institutions

WAWZ, ZARAPHATH, N. J.—Pillar of Fire.

WBBL, RICHMOND, VA.—Grace Covenant Presbyterian Church. Director: M. A. Sitton.

WBRR, BROOKLYN, N. Y.—Peoples Pulpit Association. Director: M. A. Howlett.

*WBNO, NEW ORLEANS, LA.—Coliseum Place Baptist Church. Director: Edward R. Musso.

*WLWL, NEW YORK CITY—Missionary Society of St. Paul the Apostle. Director: Rev. Joseph I. Mulloy.

WMBI, CHICAGO, ILL.—Moody Bible Institute. Director: Wendell P. Loveless.

WMPC, LAPEER, MICH.—First Methodist Protestant Church. Director: F. S. Hemingway.

KFGQ, BOONE, IA.—Boone Biblical College.

KFSG, LOS ANGELES, CAL.—Echo Park Evangelical Association. (Aimee Semple McPherson.) Director: Charles W. Walkem.

KFUO, ST. LOUIS, MO.—Evangelical Lutheran Synod of Missouri, Ohio and Other States. Director: H. H. Hohenstein.

KPOF, DENVER, COLO.—Pillar of Fire.

KPPC, PASADENA, CAL.—Pasadena Presbyterian Church. Director: David Black.

*KRE, BERKELEY, CAL.—First Congregational Church. Director: Arthur Westlun.

KTW, SEATTLE, WASH.—First Presbyterian Church. Director: J. S. Ross.

Canadian

CFRC, KINGSTON, ONT.—Queens University. Director: S. C. Morgan.

CKFC, Vancouver, B. C.—United Church of Canada. Director: Cyril Trott.

CKIC, Wolfville, N. S.—Acadia University. Director: R. T. Steves.

CKUA, Edmonton, Alta.—University of Alberta, Director: H. J. MacLeod.

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*WFLA-WSun, CLEARWATER-ST. PETERSBURG, FLA.—Clearwater and St. Petersburg Chambers of Commerce. Director: W. Walter Tyson.

*WJAX, JACKSONVILLE, FLA.—City of Jacksonville. Director: Thomas C. Imeson.

WBL, STEVENS POINT, WIS.—State of Wisconsin. Director: F. R. Calvert.

WNYC, NEW YORK CITY—City of New York. Director: F. J. H. Kracke.

WOS, JEFFERSON CITY, MO.—Missouri State Highway Patrol. Director: B. M. Casteel.

*WPG, ATLANTIC CITY, N. J.—City of Atlantic City. Director: Norman Reed.

*WRR, DALLAS, TEX.—City of Dallas. Director: John Thorwald.

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FARMER-LABOR—Henrick Shipstead, Minnesota.

*In which all radio legislation originates.

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*Regulation of sale and advertising of food, drugs, cosmetics and other articles in interstate commerce.

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*In which copyright legislation originates.

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*In which all radio legislation originates, and which also handles regulation of sale and advertising of products in interstate commerce.

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REPUBLICANS—Randolph Perkins, New Jersey; Clarence J. McLeod, Michigan; Fred A. Hartley, Jr., New Jersey; Leslie C. Arends, Illinois; Ralph E. Church, Illinois; Charles S. Risk, Rhode Island.

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t. Transcriptions

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A

- A-C SPARK PLUG Co.**, Flint, Mich. Agency: D. P. Brother & Associates, Detroit. *n t sa ta*
- SIMON ACKERMAN CLOTHES Inc.**, New York. Agency: Hirschongarfield Inc., N. Y. *sp*
- ACME MFG. Co.**, Forest Park, Ill. (pig feed). Agency: Wade Adv. Agency, Chicago. *sa*
- ACME WHITE LEAD & COLOR WORKS**, Detroit (paint). Agency: Henri, Hurst & McDonald Inc., Chicago. *n rn sa*
- ADAMS HAT STORES**, New York (Chain Hat Stores). Agency: Maxon Inc., N. Y. *sp n*
- ADELL CHEMICAL Co.**, Holyoke, Mass. (Stain Remover). *sp*
- ADLERIKA Co.**, St. Paul (Adlerika). Agency: St. Paul Adv. Co., St. Paul. *n sa t ta*
- ADSON CHEMICAL Co. Inc.**, Gwynedd Valley, Pa. (Ozomist for colds). Agency: Charles Blum Adv. Corp., Philadelphia.
- AETNA CASUALTY & SURETY Co.**, Aetna Life Insurance Co., Hartford, Conn. *t*
- AFFILIATED PRODUCTS Inc.**, Chicago (Kissproof, Louis Phillippe, Edna Wallace Hopper, etc., cosmetics). Agency: Blackett-Sample-Hummert Inc., Chicago. *n sp t*
- AGFA-ANSCO Corp.**, Binghamton, N. Y. (cameras, film). Agency: Young & Rubicam Inc., N. Y.
- JAMES A. AICARDI & SON Co.**, Boston (I-Car-De mayonnaise). Agency: Mitchell Co., Boston.
- AIR-WAY ELECTRIC APPLIANCE Corp.**, Toledo (vacuum cleaners). Agency: Campbell-Ewald Co. Inc., Detroit. *t*
- AIRY FAIRY FOODS Inc.**, Minneapolis (cake flour). Agency: Mitchell-Faust Adv. Agency, Chicago. *sa*
- AJAX HOSIERY MILLS Inc.**, Phoenixville, Pa. Agency: Blaker Adv. Agency Inc., N. Y. *sp*
- AKRON LAMP Co.**, Akron, O. (reading lamps). Agency: Guenther-Bradford & Co. Inc., Chicago. *sp*
- ALABAMA-GEORGIA SYRUP Co.**, Montgomery, Ala. (Sunnygold syrups). Agency: Fitzgerald Adv. Agency Inc., New Orleans.
- ALASKA PACIFIC SALMON Corp.**, Seattle (canned salmon). Agency: J. William Sheets, Seattle. *sp*
- ALASKA PACKING ASSOCIATION**, San Francisco (salmon). *t*
- ALBERS BROS. MILLING Co.**, Seattle (Albers Flapjack flour). Agency: Erwin, Wasey & Co., Inc., Seattle. *t*
- ALCO LABORATORIES**, Oakland, Cal. (Iiquor cure). Agency: Allied Adv. Agency, Los Angeles. *t*
- ALEMITE Corp.**, Chicago (lubricants). Agency: Blackett-Sample-Hummert Inc., Chicago. *n*
- ALLEGANY REFINERS Inc.**, Bolivar, N. Y. (Bolivar gasoline, oil). Agency: Stewart, Hanford & Frohman Inc., Rochester, N. Y.
- ALLEGHENY STEEL Co.**, Pittsburgh. Agency: Walker & Downing, Pittsburgh. *ta*
- ALLEN-A Company**, Kenosha, Wis. (hosiery). Agency: J. P. Muller & Co., N. Y.
- ALLEN-EDMUNDS SHOE Corp.**, Belgium, Wis. (Osteo-path-ik shoes). Agency: Frances Muller Adv. Agency, Milwaukee.
- ALLEN CHEMICAL Co.**, Toledo (H. E. G. X. sinus remedy). Agency: Sterling Beeson Inc., Toledo. *rn*
- MARK W. ALLEN & Co.**, Detroit (2 Drop hand lotion). Agency: Holmes Inc., Detroit. *sa*
- ALLES & FISHER**, Boston (JA, 63 cigars). Agency: Lester B. Hawes, Boston. *rn*
- ALLIED MILLS Inc.**, Chicago (O-Brand flour). Agency: Louis E. Wade Agency, Fort Wayne, Ind.
- ALLIED QUALITY PAINT SHOP**, Chicago (Acme, Lowe Brothers paints). Agency: Henri, Hurst & McDonald Inc., Chicago.
- ALLIGATOR Co.**, St. Louis (clothing). Agency: Critchfield & Co., Chicago.
- ALLIS-CHALMERS MFG. Co.**, Milwaukee (agricultural machinery). Agency: Freeze-Vogel-Crawford Inc., Milwaukee.
- ALL STATE INSURANCE Co.**, Chicago. *sp*
- ALTORFER BROS. Co.**, Peoria, Ill. (ABC appliances).
- ALUMINUM COMPANY OF AMERICA**, Pittsburgh. Agency: Fuller & Smith & Ross Inc., Cleveland. *sa*
- A'LURE TOILET GOODS Co.**, St. Louis (cosmetics). Agency: Kelly & Stuhlman Inc., St. Louis. *sa*
- AM-BRO Co.**, Lawton, Okla. (Brown's lotion). *sa*
- AMERICAN AIRWAYS**, Chicago (air travel). Agency: P. P. Willis Corp., Chicago. *sp*
- AMERICAN AUTOMOBILE ASSN.**, Washington. Agency: Henry J. Kaufman, Washington. *sa*
- AMERICAN BAKERIES Co.**, Atlanta (Merita bread). Agency: James A. Green & Co., Atlanta. *ta*
- AMERICAN BIRD PRODUCTS Inc.**, Chicago (bird food). Agency: Weston-Barnett Inc., Chicago. *sp*
- AMERICAN CHAIN Co.**, Bridgeport, Conn. (Weed auto chains). Agency: Reincke-Ellis-Younggreen & Finn Inc., Chicago. *sp*
- AMERICAN CHICLE Co.**, Long Island City, N. Y. (chewing gum). Agency: Badger, Browning & Hersey Inc., N. Y.
- AMERICAN CIGAR Co.**, New York (Chancellor & Crema cigars). Agency: Lord & Thomas, N. Y.
- AMERICAN CLINICAL LABS.**, New York (Retardo reducing tablets). Agency: White & Lowell Inc., N. Y.
- AMERICAN COSMETICIANS ASSOCIATION**, New York (convention announcement).
- AMERICAN CRANBERRY EXCHANGE**, New York (Eatumor cranberries). Agency: Gotham Adv. Co., N. Y. *sa*
- AMERICAN DRUG Corp.**, St. Louis (Sinasiptic). Agency: Redfield-Johnstone Inc., N. Y.
- AMERICAN DRUGGISTS SYNDICATE**, New York (milk of magnesia). Agency: Rogers & Smith Adv. Agency, Chicago. *sp*
- AMERICAN FRUIT GROWERS Inc.**, Pittsburgh (Blue Goose fruits). Agency: Batten, Barton, Durstine & Osborn Inc., N. Y.
- AMERICAN GAS MACHINE Co. Inc.**, Minneapolis. Agency: Greve Adv. Agency, St. Paul. *sa*
- AMERICAN GOLD BUYING Co.**, New York. *t*
- AMERICAN HOME PRODUCTS Corp.**, New York (Remedies). Agency: Blackett-Sample-Hummert Inc., N. Y. *n t*
- AMERICAN HOUSEHOLD INSTI-TUTE**, Chicago. *sp*
- AMERICAN LICORICE Co.**, Chicago (Wins confection).
- AMERICAN MAIZE PRODUCTS Co.**, New York (Amaizo). Agency: Geare-Marston Inc., Philadelphia. *sa*
- AMERICAN MEAT PACKERS**, Chicago. *sp*
- AMERICAN MOLASSES Co.**, New York (Grandma's molasses). Agency: Charles W. Hoyt Co. Inc., N. Y. *sp sa*
- AMERICAN OAK LEATHER Co.**, Cincinnati (shoe leather). *sp*
- AMERICAN OIL Co.**, Baltimore (Amoco gas). Agency: Joseph Katz Co., Baltimore. *n rn sa*
- AMERICAN PACKING Co.**, St. Louis (Sunrise meats). *sp*
- AMERICAN PERFUME Co.**, Seattle (Lady Blondell perfume). *sa*
- AMERICAN POP CORN Co.**, Sioux City, Ia. (Jolly Time popcorn). Agency: Coolidge Adv. Co., Des Moines.
- AMERICAN PROTESTANT DEFENCE LEAGUE**, New York. *sp ta*
- AMERICAN RADIATOR & STANDARD SANITARY Corp.**, New York (heating apparatus etc.). Agencies: Marshall & Pratt Inc., N. Y.; Blaker Adv. Agency Inc., N. Y. *n t sa ta*
- AMERICAN RESEARCH CHEMICAL Co.**, Columbus, O. (Rug Nu). *sp*
- AMERICAN ROLLING MILLS Co.**, Middletown, O. Agency: Gardner-Greist Co., Chicago. *n*
- AMERICAN SAFETY RAZOR Corp.**, Brooklyn (Ever Ready & Gem razors). Agency: Federal Adv. Agency Inc., N. Y.
- AMERICAN STORES Co.**, Philadelphia (chain grocers). *sp*
- AMERICAN SUGAR REFINING Co.**, New York (Domino sugar). Agency: N. W. Ayer & Son Inc., Philadelphia.
- AMERICAN TELEPHONE & TELEGRAPH Co.**, New York. Agency: Batten, Barton, Durstine & Osborn Inc., N. Y. *n t*
- AMERICAN TOBACCO Co.**, New York. Agencies: Lord & Thomas, N. Y. (Lucky Strike cigarettes); N. W. Ayer & Son (Half & Half smoking tobacco); Lawrence C. Gumbinner Adv. Agency, N. Y. (Herbert Tarleton cigarettes). *n t ta*
- AMERICAN WASHING MACHINE MFRS. ASS'N**, Chicago. Agency: Mel-drum & Fewsmith Inc., Cleveland. *t*
- AMERICAN WEEKLY MAGAZINE**, New York (publication). *t*
- AMODEC Inc.**, New York (modern furniture). Agency: J. M. Mathes Inc., N. Y.
- ANACIN Co.**, Chicago (headache tablets). Agency: Blackett-Sample-Hummert Inc., Chicago. *n t*
- ANDRESEN-RYAN COFFEE Co.**, Duluth (Arco coffee). Agency: Batten, Barton, Durstine & Osborn Inc., N. Y.
- ANGELUS-CAMPFIRE Co.**, Chicago (marshmallows). Agencies: Geo. J. Kirkgasser & Co., Chicago; John H. Dunham Co., Chicago. *sp*
- ANGLO CALIFORNIA NATIONAL BANK** of San Francisco, San Francisco. Agency: Doremus & Co. Ltd., San Francisco. *sa*
- ANGOSTURA-WUPPERMAN Corp.**, New York (bitters). Agency: Donahue & Co. Inc., N. Y. *sp*
- BENJAMIN ANSEHL**, St. Louis (tooth powder). Agency: O'Callaghan Adv. Agency, Memphis. *sp*
- ANTROL LABORATORIES Inc.**, Los Angeles (Antrol, Snarol insecticides). Agency: Blackett-Sample-Hummert Inc., N. Y. *sp*
- APPEND-FORM SALES Co.**, Garrett, Ind. (cold remedy). Agency: Ross Adv. Inc., Fort Wayne, Ind.
- A-PENN OIL Co.**, Butler, Pa. (dry cleaner, motor oil). Agency: Paris & Peart, N. Y.
- K. ARAKALIAN Inc.**, New York (Madera wines). Agency: Hudson Adv. Co., N. Y. *sp ta*
- ARCTURUS RADIO TUBE Co.**, Newark (A C radio tubes). Agency: United States Adv. Corp., N. Y.
- ELIZABETH ARDEN**, New York (Cosmetics). Agency: Blaker Adv. Agency Inc., N. Y. *n sp*
- ARMAND Co.**, Des Moines (cosmetics). Agency: Coolidge Adv. Co., Des Moines. *ta t sp sa*
- ARMCO CULVERT MFG. Assn.**, Middletown, O.
- ARMOUR & Co.**, Chicago (Star hams, etc.). Agency: Lord & Thomas, Chicago. *n sp*
- ARMOUR SOAP WORKS**, Chicago (soaps). Agency: Lord & Thomas, Chicago.
- ARMSTRONG CORK Co.**, Lancaster, Pa. (Armstrong linoleum). Agency: Batten, Barton, Durstine & Osborn Inc., N. Y.
- ARMSTRONG PAINT & VARNISH Co.**, Chicago. Agency: Morenus Adv. Agency, Chicago. *sp sa*
- CHARLES ARNACO Co.**, Minneapolis (Arno scalp treatment). Agency: Campbell-Mithum Inc., Minneapolis.
- ARNOLD DRUG Co.**, Los Angeles (Arnolax capsules). Agency: Evans Adv. Co., Los Angeles.
- ARTCRAFT INDUSTRIES**, Fort Worth (Won't Run). *sp*
- ARRIES BROKERAGE Co.**, Los Angeles (fish loaf). Agency: Charles H. Mayne Co., Los Angeles. *t*
- ASSOCIATED OIL Co.**, San Francisco (Cycol motor oil). Agency: Lord & Thomas, San Francisco. *sp sa t n rn*
- ASSOCIATED PHARMACISTS OF MASSACHUSETTS**, Salem, Mass. (Chaulmex ointment). *rn*
- ASSOCIATED SALMON PACKERS**, Seattle. Agency: J. Walter Thompson Co., Seattle.
- ASSOCIATED SERUM PRODUCERS Inc.**, Omaha (hog serum). Agency: R. J. Potts & Co., Kansas City. *sa*
- ASSOCIATION OF AMERICAN SOAP & GLYCERINE PRODUCERS**, New York (GPA glycerine). Agency: Newell-Emmett Co. Inc., N. Y. *sa*
- ATLANTIC PHARMACAL Co.**, Boston (Apco fly killer). Agency: David Malkiel Adv. Agency, Boston.
- ATLANTIC REFINING Co.**, Philadelphia (White Flash gasoline, oil). Agency: N. W. Ayer & Son Inc., Philadelphia. *n sa*
- ATLANTIS SALES Corp.**, Rochester, N. Y. (Coleman's mustard). Agency: J. Walter Thompson Co., N. Y. *sp*

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ATLAS BREWING Co., Chicago (Atlas Special brew). Agency: Erwin, Wasey & Co. Inc., Chicago. *n*

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ATWATER-KENT Mfg. Co., Philadelphia (radios). Agency: Batten, Barton, Durstine & Osborn Inc., N. Y. *n*

AUBURN AUTOMOBILE Co., Auburn, Ind. Agencies: Radio Sales Inc., N. Y.; Humphrey, Prentke & Scheel Inc., Cleveland. *sp*

AUSTIN NICHOLS & Co., Brooklyn (Long John whiskey). Agency: Charles M. Storm Co., N. Y.

AUTOMATIC Burner Corp., Chicago (A B C oil burners).

A VACADO SOAP Co., Ohama (soaps). *t*

AXTON-FISHER TOBACCO Co., Louisville (Spud cigarettes). Agency: Kenyon & Eckhardt Inc., N. Y. *n*

THE AYER Co., Lowell, Mass. (Cherry Pectoral). Agency: Hanff-Metzger Inc., N. Y. *sa*

B

B & T SOCIETY, Brooklyn (religious). *rn*

B. T. BABBITT Inc., New York (Bab-O cleanser). Agency: Blackett-Sample-Hummert Inc., N. Y. *n*

BAILEN Inc., Chicago (canned lobster). Agency: Charles Silver & Co., Chicago. *sa*

ALEXANDER BALART CO., San Francisco (Million Dollar coffee) *sp*

BALBOA BREWING Co., Los Angeles (Balboa beer). Agency: Chet Crank Adv. Agency, Los Angeles. *rn*

BALDWIN PERFUMERY Co., Chicago (perfume). Agency: M. Glen Miller, Chicago.

BALDWIN PIANO Co., Cincinnati. Agency: Procter & Collier Co., Cincinnati. *sp sa*

BALL BROTHERS CO., Muncie, Ind. (fruit jars). Agency: Applegate Adv. Agency, Muncie, Ind. *sp*

L. BAMBERGER & Co., Newark (department store). Agency: Gans Adv. Agency, Newark.

BANK OF AMERICA NATIONAL TRUST & SAVINGS Assn., San Francisco. Agency: Charles R. Stuart Inc., San Francisco. *rn*

THE BARBASOL COMPANY, Indianapolis (shaving cream). Agency: Erwin, Wasey & Co. Inc., N. Y. *n*

BARBEY'S Inc., Reading, Pa. (Sunshine beer). Agency: Jerome B. Gray & Co., Philadelphia. *t*

BARNSDALL REFINERIES, Inc., Tulsa (petroleum products). Agency: Arthur Towell, Inc., Madison, Wis. *rn sp*

F. E. BARR & CO., Chicago (Boracetine remedy). Agency: Gale & Pietsch, Inc., Chicago. *sp*

BARRIE LABORATORIES, Newton, Mass. (plant food). Agency: Wood, Putnam & Wood Co., Boston.

BARTLES-SHEPHERD CO., Waterloo, Ia. (Northland motor oil). Agency: Weston-Burnett Inc., Waterloo, Ia.

BASIC FOODS, Inc., Chicago (health foods). *sp*

BATTLE CREEK DRUGS Inc., Battle Creek, Mich. (Bonkora, Perikol, etc.). Agency: Benson & Dall Inc., Chicago.

THE BATTLE CREEK FOOD CO., Battle Creek, Mich. (Zo & Pep). Agency: Erwin, Wasey & Co. Inc., Chicago.

BAUER & BLACK, Chicago (Blue Jay corn plaster, Velure hand lotion). Agencies: Needham, Louis & Brorby, Chicago; Ruthrauff & Ryan Inc., Chicago (Velure hand lotion). *n*

BAY STATE FISHING CO., Boston (40 fathom fish). Agency: Street & Finney Inc., N. Y. *sa t*

BAYER CO., Inc., New York (Bayer's aspirin). Agency: Blackett-Sample-Hummert Inc., N. Y. *n sp t*

BAYUK CIGARS INC., Philadelphia (Havana Ribbon cigars). Agency: McKee & Albright Inc., Philadelphia.

B. C. REMEDY Co., Durham, N. C. (proprietary). Agencies: Harvey-Massengale Co., Atlanta; Chas. W. Hoyt Co. Inc., N. Y. *sp*

J. W. BEARDSLEY'S SONS, Newark (codfish). Agency: Frank Presbrey Co. Inc., N. Y.

BEATTY STEVENS Co., San Francisco (Calodine mineral food). Agency: Fred W. Rea Adv. Agency, San Francisco. *rn sp*

BEAUMONT LABORATORIES, St. Louis (4-way cold tablets). Agency: H. W. Kastor & Sons Adv. Co. Inc., Chicago. *ta*

DR. BEAUMONT CO., Los Angeles (deplatory) *sp*

BEAUTICIANS Inc., Boston (beauty parlors) *rn*

A. S. BECK SHOE Corp., New York. Agency: Blaker Adv. Agency Inc., N. Y. *sp*

BEECH-NUT PACKING CO., Canajoharie, N. Y. (Beech Nut foods). Agencies: Fletcher & Ellis Inc., N. Y.; McCann-Erickson Inc., N. Y. *n sp sa t*

P. BEIERSDORF & CO., Long Island City (Nivea face cream). Agency: Federal Adv. Agency, N. Y.

BELL BAKERIES Inc., Chicago (bread). Agency: D. T. Campbell Inc., Chicago. *sp*

BELL CO. Inc., Chicago (chemical products). Agency: Rogers & Smith Adv. Agency, Chicago.

BEN-BURK Inc., Boston (Old Mr. Boston liquor). Agency: Badger & Browning Inc., Boston. *rn sa t*

BENRUS WATCH Co., New York. Agency: Hommann, Tarcher & Sheldon Inc., N. Y.

BENTLEY-BEALE Inc., Montgomery, Ala. (Air-O-Mixer).

BERNARD PERFUMERS, St. Louis (Love Charm). Agency: Hilmer V. Swenson Co., St. Louis. *sa*

BERRIEN SPRINGS CHAMBER OF COMMERCE, Berrien Springs, Mich. (peaches). *sa*

BERRY BROTHERS Inc., Detroit (varnishes). Agency: Maxon Inc., Detroit.

BERST, FOSTER & DIXFIELD CO., New York (Diamond wax paper). *rn*

BEST FOODS Inc., New York (Hellman's mayonnaise, Nucao, etc.). Agency: Benton & Bowles Inc., N. Y. *n sa t*

BETTER HOMES & GARDENS MAGAZINE, Des Moines (publication). Agency: Homer McKee Inc., Chicago. *sp*

BETTER SPEECH INSTITUTE OF AMERICA, Chicago (instruction). Agency: Auspitz & Lee, Chicago. *n sp*

BEVERWYCK BREWERY, Albany. Agency: Peck Adv. Agency, N. Y. *sp*

BEWLEY MILLS, Fort Worth (flour). *rn*

W. L. BEYER, New York (Mankind dog food). *sp*

BINNEY & SMITH Co., New York (Crayola, paints). Agency: McLain Organization Inc., Philadelphia. *sp*

BIOVEGETIN PRODUCTS Inc., Chicago (medicine). Agency: Mitchell-Faust Adv. Co., Chicago.

BIRDSEYE PACKING Co., New York (frozen foods). Agency: Wolcott & Holcomb, Boston. *rn*

BIRELEY'S Inc., Hollywood (Bireley's orangeade). Agency: Philip J. Meany Co., Los Angeles. *t*

BIRTMAN ELECTRIC Co., Chicago (BeeVac cleaners). Agency: Roche, Williams & Cunyngham, Chicago.

A. BISHOP & Co., Chicago (furs). Agency: Schwimmer & Scott, Chicago.

THE BI-SO-DOL Co., New Haven, Conn. (Bi-So-Dol). Agency: Blackett-Sample-Hummert Inc., Chicago. *n*

BISSELL CARPET SWEEPER Co., Grand Rapids, Mich. (sweepers). Agency: Young & Rubicam Inc., Chicago.

BLACK FLAG Co., Baltimore (insecticide). Agency: Fletcher & Ellis Inc., N. Y. *sa t*

BLACK HAWK COFFEE & SPICE Co., Waterloo, Ia. *t*

BLACK SEED Co., Racine, Wis. (seeds). *sa*

BLACKSTONE PRODUCTS Co. Inc., New York (Tasty-Lax). Agencies: Redfield-Coupe Inc., N. Y.; Rose-Martin Inc., N. Y. *sp*

BLAIR MILLING Co., Atchison, Kan. (flour). *sa sp*

C. F. BLANKE TEA & COFFEE Co., St. Louis (Faust coffee). Agency: Budke-Connell Adv. Agency, St. Louis. *sa*

BLATZ BREWING Co., Milwaukee (Blatz Old Heidelberg beer). Agency: Klau-Van Pietersom-Dunlap Associates Inc., Milwaukee. *n sp sa*

BLOCK DRUG Co., Brooklyn (Omega oil). Agency: Husband & Thomas Inc., N. Y. *rn t sp*

BLODGETT-BECKLEY Co., Toledo (Old Master coffee). Agency: The Powers-House Co., Cleveland.

BLUE GING-AM STUDIOS, Minneapolis (cosmetics). *sp*

BLUE MOON CHEESE PRODUCTS Inc., Minneapolis. Agency: Mitchell-Faust Adv. Co., Chicago. *sa*

BLUE SEAL Co., Cambridge, Mass. (liquors). *rn*

BLUE VALLEY CREAMERY Co., Chicago (Blue Valley butter). Agency: Mazon Inc., Chicago.

BOKAY TALCUM Co., New York. Agency: Small, Kleppner & Seiffer Inc., N. Y. *sa*

BONCILLA LABORATORIES Inc., Indianapolis (cosmetics, etc.) Agency: Brandt Adv. Co., Chicago.

BOND CLOTHING Co., New York. *sp*

BOND ELECTRIC Corp., Jersey City, N. J. (flashlights). Agency: O. S. Tyson & Co. Inc., N. Y. *t*

BONDED CRYSTAL Co., Milwaukee (mineral water). *sa*

BOOKHOUSE FOR CHILDREN, Chicago (publication).

BOOTH FISHERIES Co., Chicago (fish). Agency: Sellers Service Inc., Chicago. *sp*

BORDEN Co., Chicago (ice cream). *sp*

BORDEN Co., San Francisco (milk). *rn*

BORDEN'S FARM PRODUCTS Co. Inc., New York (dairy products). Agencies: Brooke, Smith & French Inc., N. Y.; McCann-Erickson Inc., N. Y.; H. E. Lesan Adv. Agency, N. Y. *sp*

BORDEN Co., New York (ice cream). Agency: Pedler & Ryan Inc., N. Y. *sp*

BORDEN'S ICE CREAM Co., New York. Agency: Young & Rubicam Inc., N. Y. *sp*

THE BORDEN SALES Co., New York (cheese & Condensed milk). Agencies: Young & Rubicam Inc., N. Y.; Tracy-Locke-Dawson Inc., Dallas. *n rn sp*

BORDEN-WIELAND Co., Chicago (milk). Agency: Hanff-Metzger Inc., Chicago. *sp*

BOST TOOTH PASTE Corp., New York (tooth paste). Agency: Erwin, Wasey & Co. Inc., N. Y. *sa*

BOSTON ADVERTISER, Boston (American weekly). *rn*

BOSTON GLOBE, Boston (newspaper). *rn*

BOSTON MOLASSES Co., Boston (Grandma's molasses). Agency: F. P. Shumway Co., Boston. *rn sp*

BOSTON VARNISH Co., Everett, Mass. (Kyanize varnish). Agency: Ingalls Adv., Boston. *sa*

BOURJOIS SALES Co., New York (face powders & perfumes). Agencies: Lord & Thomas, N. Y.; Redfield-Coupe Inc., N. Y. *n*

BOWEN AIR LINES, Fort Worth (air travel). *sa*

BOWERS HEALTH LABS., Los Angeles (Nomalettes). Agency: Logan & Stebbins, Los Angeles. *t*

BOWEY'S Inc., Chicago (Dari-Rich chocolate drink). Agency: Russell C. Comer Adv. Co., Chicago. *sp sa t*

FRANK BOWNES & Co., Lynn, Mass. (Modine paints). Agency: Harry M. Frost Co. Inc., Boston. *sa, rn*

BOYER INTERNATIONAL LABORATORIES, Chicago (toilet preparations). Agency: Weston-Barnett Inc., Chicago. *n*

THE A. S. BOYLE Co., Cincinnati (Old English floor wax). Agency: Blackett-Sample-Hummert Inc., Chicago. *n*

BRADFORD OIL REFINING Co., Bradford, Pa. (All Penn products). Agency: Moss-Chase Co., Buffalo.

BRANIFF AIRWAYS Inc., Oklahoma City (air transport). Agency: Hays MacFarland & Co., Chicago. *sa*

BRAZILIAN HERB TEA Co., Atlanta (reducing tea). *sa*

BREESE GRAIN Co., Breese, Ill. (Sentry pancake mix). Agency: Shaffer-Brennan Adv. Co., St. Louis.

M. J. BREITENBACH Co., New York (Pepto Mangan). Agency: Brooke, Smith & French Inc., N. Y. *n sa*

BREWER LABORATORIES, Worcester, Mass. (Sun Glow tablets). *rn*

BREWING CORP. OF AMERICA, Cleveland (Carling's beer). Agency: Meldrum & Fawcsmith Inc., Cleveland.

BREYER ICE CREAM Co., Philadelphia (Breyer's ice cream). Agency: McKee & Albright Inc., Philadelphia.

H. C. BRILL Inc., New York (E-Zee Freez dessert). Agency: Donahue & Coe Inc., N. Y. *n sp*

BRILLO MFG. Co. Inc., Brooklyn (Brillo cleaner). Agency: Frank Presbrey Co. Inc., N. Y. *n*

BRISTOL-MYERS Co., New York (Sal Hepatica, Ipana toothpaste, etc.). Agencies: Young & Rubicam Inc., N. Y. (Minit Rub, Sal Hepatica); Pedlar & Ryan Inc., N. Y. (Rubberet products, Vitalis hair tonic); Thompson-Koch Co., Cincinnati (Peterman's insecticide, Ingram's shaving cream, Mum). *n sp t*

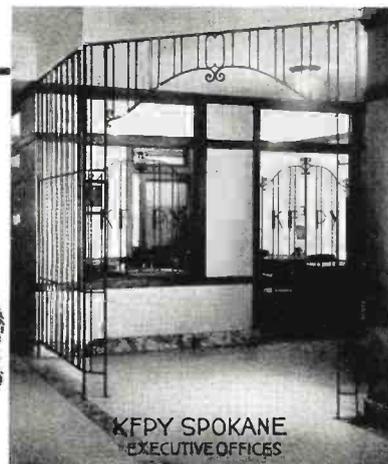
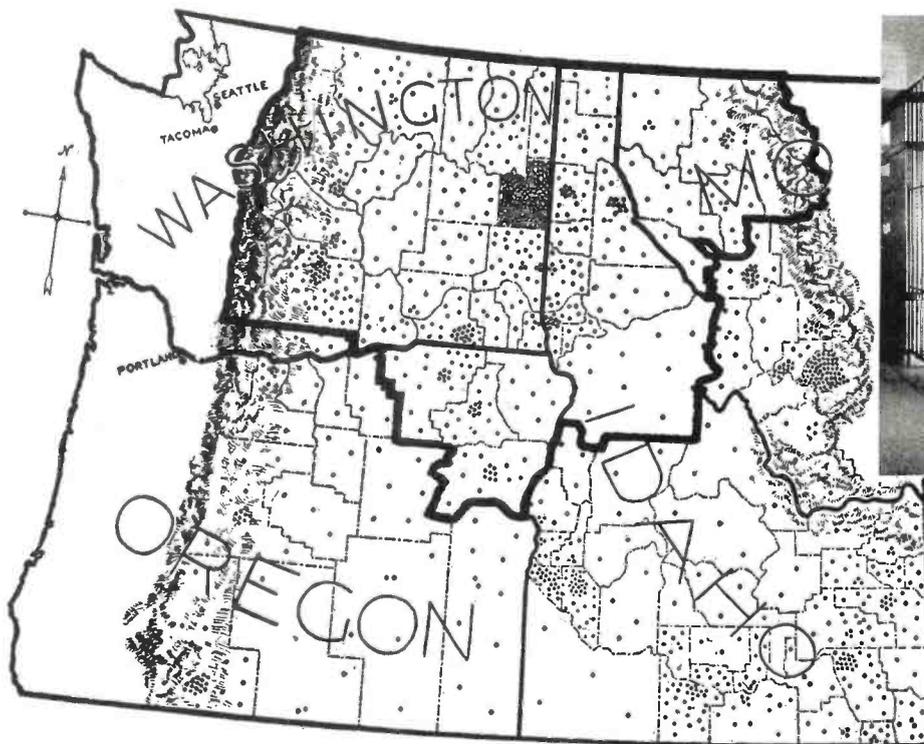
BROADCAST FOODS Co. Inc., Chicago (Broadcast corned beef hash). Agency: Neisser-Meyerhoff Inc., Chicago. *n*

GEORGE T. BRODNAX Inc., Memphis (jewelry mfgs.). Agency: Merrill Kremer Inc., Memphis.

BROOK HILL FARMS, Genesee Depot, Wis. (milk).

BROSIS LABORATORIES, Chicago (turlene facial cream). Agency: Earle Ludgen Inc., Chicago.

BROWN SHOE Co., St. Louis (Buster Brown shoes). Agency: Gardner Adv. Co., St. Louis.



This map shows the population distribution thru the entire intermountain area of the Pacific Northwest. The Spokane Market is the major market in this area.

1 Dot Represents 1,000 Population.

Don't Bother to Count the Dots

*Approved by
Spokane Department
Stores*

Of the five Spokane department stores, one uses no radio. One uses KFPY and another station. Three use KFPY exclusively.

*Approved by
Local and National
Advertisers*

Over 90 per cent renewals during the past year. Results bring renewals.

●
REPRESENTATIVES

J. H. McGILLVRA
485 Madison Avenue, NEW YORK, and
Palmolive Building, CHICAGO

WALTER BIDDICK CO.
568 Chamber of Commerce Bldg.,
LOS ANGELES, and
601 Russ Bldg., SAN FRANCISCO

KFPY has done that for you

4 Reasons Why Folks Tune In on KFPY

Signal Strength

—KFPY signals predominate throughout entire Spokane market over all incoming signals.

Dial Position

—KFPY operates on 890 kilocycles in the center of the dial.

Program Service

—KFPY releases weekly an average of:
26 hours network commercial programs,
33 hours of Columbia sustaining programs,
32¼ hours of local productions,
23¾ hours of Don Lee sustaining programs,
3½ hours commercial transcription programs,
No hours sustaining transcription programs,
No hours of recordings. Total 118½ hours.

Integrity and Experience of Management

—KFPY has been operated since 1922 under its present management. It serves you well.

POPULATION
Spokane Wholesale Area
679,219

●
FAMILIES
178,956

●
RADIO SETS
111,603

●
BUSINESS
Annual Retail
\$302,997,579

★
KFPY COVERS

Spokane, Washington, and the Rich Spokane Area . . . Like a Blanket

DIRECTORY OF NATIONAL AND REGIONAL RADIO ADVERTISERS

BROWN & WILLIAMSON TOBACCO Corp., Louisville (Raleigh cigarettes, Bugler cigarette tobacco). Agency: Batten, Barton, Durstine & Osborn Inc., N. Y. *t sp*

E. L. BRUCE Co., Memphis (Terminex). Agency: O'Callaghan Adv. Agency, Memphis. *n*

BRUTON BREWING Co., Baltimore (Bruton beer). Agency: Emery Adv. Co. Inc., Baltimore.

LANE BRYANT Inc., New York (clothing). Agency: Cramer-Tobias Co. Inc., N. Y. *sp*

BUCKEYE BREWING Co., Toledo. Agency: Grace & Bement Inc., N. Y.

BUICK MOTOR Co., Flint, Mich. (autos). Agency: Arthur H. Kudner Inc., N. Y. *n sa ta*

BUILDERS LIFE INSURANCE Co., Chicago. *sp*

BULOVA WATCH Co., New York (Bulova timepieces). Agency: The Biow Co. Inc., N. Y. *sa*

BUNTE BROTHERS, Chicago (Tango Bars and Malteasers). Agency: Fred A. Robbins Inc., Chicago. *sp sa t ta*

BURBANK Corp., Burbank, Cal. (vegetable concentrates).

BUREAU OF MILK PUBLICITY, Albany, N. Y. (1934 health drive). Agency: N. W. Ayer & Son Inc., N. Y. *n rn*

BURNHAM & MORRILL Co., Portland, Me. (B & M canned foods). Agency: Lavin & Co. Inc., Boston.

BURLINGTON DRUG CO., Burlington, Vt. (Greene's syrup of tar). Agency: Dow & Peterson Inc., Burlington, Vt.

JOSEPH BURNETT Co., Boston (vanilla). Agency: Batten, Barton, Durstine & Osborn Inc., N. Y. *sp sa t*

BURNHAM PRODUCTS Co. Inc., Chicago (toilet preparations). Agency: Blackett-Sample-Hummert Inc., Chicago.

BURRUS MILL & ELEVATOR Co., Fort Worth (flour). *t rn sp*

C

C & D LABORATORIES, New York (Chocolatone). *sp*

CADILLAC MOTOR CAR Co., Detroit. Agency: MacManus, John & Adams Inc., Detroit. *n sa*

M. R. CADY & Co. Inc., Grand Rapids, Mich. (chemists). Agency: Matteson-Fogarty-Jordan Co. Inc., Chicago.

JOHN E. CAIN Co., Cambridge, Mass. (mayonnaise). Agency: Chambers & Wiswell Inc., Boston. *sa*

CAL-ASPIRIN Corp., Chicago (aspirin). Agency: Reincke-Ellis-Young-green & Finn Inc., Chicago. *n sp*

CALCIUM CHLORIDE ASSN. OF NEW YORK, New York (disinfectant). Agency: N. W. Ayer & Son Inc., N. Y. *sp sa*

DR. W. B. CALDWELL Inc., Monticello, Ill. (proprietary). Agency: Cramer-Krasselt Co., Milwaukee.

CALIFORNIA ANIMAL PRODUCTS Co., Oakland (Calo dog food). Agency: Emil Brisacher & Staff, San Francisco.

CALIFORNIA BREWING ASSOCIATION, San Francisco (Acme beer). Agency: Emil Brisacher & Staff, San Francisco. *sa*

CALIFORNIA FERTILIZER WORKS, Oakland. Agency: Tomaszke-Elliott Inc., Oakland. *ta*

CALIFORNIA FIGCO Co., Los Angeles (beverage). Agency: John F. Roberts & Associates, Los Angeles. *sp*

CALIFORNIA FIG SYRUP Co., Wheeling, W. Va. (proprietary). Agency: Thompson-Koch Co., Cincinnati; Stack-Goble Adv. Agency, Chicago. *n t*

CALIFORNIA-FLORIDA Co., Los Angeles (orangeade). Agency: Dan B. Miner Co., Los Angeles. *sa*

CALIFORNIA FRUIT EXCHANGE, Sacramento (Blue Anchor fruits). Agency: Lord & Thomas, San Francisco.

CALIFORNIA FRUIT GROWERS EXCHANGE, Los Angeles (Sunkist oranges). Agency: Lord & Thomas Inc., Los Angeles.

CALIFORNIA PACKING CORP., San Francisco (Del Monte canned fruits). Agency: McCann-Erickson Inc., San Francisco. *n rn sp t*

CALIFORNIA PERFUME Co., Sufferin, N. Y. (Ambrosia cosmetics). Agency: Luckey-Bowman Inc., N. Y. *t sp*

CALIFORNIA PRUNE & APRICOT GROWERS ASSN., San Jose, Cal. *sp*

CALIFORNIA REDWOOD ASSN., San Francisco (building material). Agency: Gerth-Knollin Adv. Agency, San Francisco. *sp*

CALIFORNIA SPRAY CHEMICAL Corp., Berkeley, Cal. (fertilizer). Agency: Long Adv. Service, San Jose, Cal. *sp*

CALIFORNIA TAXPAYERS ASSOCIATION, Los Angeles (political). Agency: Lockwood-Shackelford Co., Los Angeles. *rn*

CALIFORNIA WALNUT GROWERS ASSN., Los Angeles (walnuts). Agency: McCann-Erickson Inc., Los Angeles.

CALODINE DISTRIBUTORS, San Francisco (mineral water). Agency: Marc Bowman Agency, San Francisco. *sp*

CALONITE Co., New York (Chiropodine). *t*

CAL-SO-DENT Co. Inc., New York (mouth wash). Agency: J. Walter Thompson Co., N. Y. *n sp*

CALVERT MARYLAND DISTILLING Co., New York (Calvert whiskey). Agency: Homann, Tarcher & Sheldon Inc.

CALWHEY Co., San Francisco. Agency: Ray M. Wright Adv. Agency, San Francisco. *sp*

WM. CAMERON & Co., Waco, Tex. (furniture). Agency: Erle Racey Adv. Agency, Dallas. *rn*

CAMPANA Corp., Batavia, Ill. (Italian balm). Agency: Aubrey, Moore & Wallace Inc., Chicago. *n*

CAMPBELL CEREAL Co., Northfield, Minn. (Malt-O-Meal). Agency: Mitchell-Faust Adv. Co., Chicago. *sp t sa*

CAMPBELL SOUP Co., Camden, N. J. (Campbell soups). Agency: F. Wallis Armstrong Co., Philadelphia. *n*

CANADA DRY GINGER ALE Inc., New York (Canada Dry). Agency: J. M. Mathes Inc., N. Y.

CANADA STARCH Co., Montreal (Mazola, etc.). Agency: Vickers & Benson, Montreal. *sp*

CANDY COD DISTRIBUTORS, New York (Candy Cod). Agency: Redfield-Johnstone Inc., N. Y. *sa*

JOHN B. CANEPA Co., Chicago (Red Cross macaroni). Agency: J. Edward Long, Chicago.

CANFIELD OIL Co., Cleveland (home dry cleaning machine). Agency: Frank Wulf Adv. Agency., Cleveland.

CANTON BEVERAGES, Canton, Conn. (ginger ale). *rn*

CAPITAL CITY PRODUCTS Co., Columbus (Dixie mayonnaise). Agency: J. Horace Lyttle Co., Columbus, O. *sa*

CAPE COD SHIRT Co., Fall River, Mass. (men's shirts). Agency: Lanpher & Schonfarber Inc., Providence, R. I. *sp*

CAPITAL DRUG Co., Augusta, Me. (Dr. Kinsman's asthmatic remedy). Agency: Wade Adv. Agency, Chicago. *sp*

CAPUDINE CHEMICAL Co., Raleigh, N. C. (medicinals). Agency: Dillard Jacobs Co., Atlanta, Ga. *t*

CARBOLA CHEMICAL Co., Natural Bridge, N. Y. (insecticide). *sa*

CARBONA PRODUCTS Co., New York (Carbona cleaning fluid). Agency: E. T. Howard Co. Inc., N. Y. *sp*

THE CARBORUNDUM Co., Niagara Falls, N. Y. (carborundum abrasives). Agency: Batten, Barton, Durstine & Osborn Inc., N. Y. *n*

CARDINAL LABORATORIES, Chicago (shoe polish). Agency: Blackett-Sample-Hummert Inc., Chicago. *sa*

CARDINET CANDY Co. Inc., Oakland, Cal. Agency: Tomaszke-Elliott Inc., Oakland. *rn*

CAREY MAPLE SUGAR Co., New York (Highland maple syrup). *sp*

CAREY SALT Co., Hutchinson, Kans. (toothpaste). Agency: Ruthrauff & Ryan Inc., Chicago. *sa*

CARHART, HAMILTON COTTON MILLS, Detroit (work garments). Agency: Brotherton Inc., Detroit.

CARLETON & HOVEY Co., Lowell, Mass. (Father John's medicine). Agency: John W. Queen, Boston; P. F. O'Keefe Adv. Agency Inc., Boston. *n sa sp*

A. CARLISLE & Co., San Francisco (stationery supplies). Agency: Charles R. Stuart Inc., San Francisco. *rn*

CARLSBAD CRYSTAL SALES Co., New York (Carlsbad crystals). Agency: H. M. Kiesewetter Adv. Agency Inc., N. Y. *n sp*

CARLYLE LABORATORIES Inc., New York (Phantom Red lipstick). Agency: Charles J. Cutajar Adv., N. Y.

CARNATION Co., Milwaukee (canned milk). Agency: Erwin, Wasey & Co. Inc., Chicago. *n sp sa*

CARPENTER-MORTON Co., Boston (Carmote paints). Agency: Edmund S. Whitten Inc., Boston. *sp sa*

CARSON, PIRIE SCOTT & Co., Chicago (dry goods). Agency: Gale & Pietsch Inc., Chicago.

CARSTEN PACKING Co., Seattle (meat packers). *sp*

CARTER MEDICINE Co., New York (Carter's little liver pills). Agency: Street & Finney Inc., N. Y.; H. H. Good Adv. Co., N. Y. *sa t ta*

CARTER'S INK Co., Cambridge, Mass. (ink). Agency: J. Walter Thompson Co., N. Y.

CASCO Co., Canton, O. (proprietary). Agency: R. W. Clark Adv. Service, Akron. *t*

GEO. W. CASWELL & Co., San Francisco (coffee & tea). Agency: Emil Brisacher & Staff, San Francisco. *n*

CATERPILLAR TRACTOR Co., Peoria, Ill. (tractors). Agency: N. W. Ayer & Son Inc., Philadelphia.

THE CENTAUR COMPANY, New York (Fletcher's Castoria). Agency: Young & Rubicam Inc., N. Y.; Thompson-Koch Co., Cincinnati; Hanff-Metzger Inc., N. Y. (radio for ZBT line). *n*

CENTENNIAL FLOURING MILLS Co., Seattle. Agency: Botsford, Constantine & Gardner, Seattle. *rn sp*

CENTRAL BREWERIES Inc., E. St. Louis, Ill. Agency: Beecher Adv. Co., St. Louis.

CENTRAL SHOE Co., St. Louis (Robin Hood shoes). Agency: Jimm Daugherty Inc., St. Louis; Morenus Adv. Agency, Chicago. *t*

CENTURY LABORATORIES, New York (Foot powder). *t*

CEREAL PRODUCTS REFINING Corp., San Francisco (Acme beer). Agency: Emil Brisacher & Staff, San Francisco. *sp*

CHAMBERLAIN & Co. Inc., Boston (meat products). Agency: Chas. W. Hoyt Co., N. Y. *rn*

CHAMBERLAIN LABORATORIES Inc., Des Moines (hand lotion). Agencies: Coolidge Adv. Co., Des Moines; Ruthrauff & Ryan Inc., N. Y. *n sa t ta*

CHAPPEL BROS. Inc., Rockford, Ill. (Ken-L-Ration dog food). Agency: Rogers & Smith Adv. Agency, Chicago. *n sp*

CHARIS Corp., Allentown, Pa. (foundation garments). Agency: John L. Butler Co., Philadelphia. *n*

CHASE CANDY Co., St. Joseph, Mo. (candy). Agency: Russell C. Comer Adv. Co., Kansas City, Mo.

CHATHAM MFG. Co., Winston-Salem, N. C. (blankets). *sp*

CHATTANOOGA MEDICINE Co., Chattanooga, Tenn. (remedies). Agencies: Nelson Chesman & Co., Chattanooga; Aubrey, Moore & Wallace Inc., Chicago. *ta*

CHEF BOIARDI FOOD PRODUCTS Co., Cleveland (Spaghette dinner). Agency: H. W. Kastor & Sons Adv. Co. Inc., Chicago.

CHERAMY Inc., New York (cosmetics). Agency: Lawrence C. Gumbinner Adv. Agency, N. Y. *n*

CHESAPEAKE & OHIO RAILROAD, Washington. Agency: Campbell-Ewald Co. Inc., Washington. *sp t sa n*

CHESEBROUGH MFG. Co., New York (Vaseline petroleum jelly). Agency: McCann-Erickson Inc., N. Y.

CHESTNUT HATCHERY, Chestnut, Ill. (baby chicks). *sa*

CHEVROLET MOTOR Co., Detroit (motor cars). Agency: Campbell-Ewald Co. Inc., Detroit. *n sp sa t*

CHICAGO BOARD OF TRADE, Chicago (Grain reports). *n*

CHICAGO COUNCIL FISH & SEA FOOD, Chicago. Agency: Sellers Service Inc., Chicago. *sa*

CHICAGO, DULUTH & GEORGIAN BAY TRANSIT Co., Chicago. Agency: Campbell-Ewald Co. Inc., Detroit. *t*

CHICAGO ENGINEERING WORKS, Chicago (television apparatus). *t*

CHICAGO FLEXIBLE SHAFT Co., Chicago (Sunbeam mixmaster). Agency: Perrin-Paus Co., Chicago. *sp sa*

CHICAGO GOLD SMELTING & REFINING Co., Chicago (old jewelry). Agency: Chicago Union Adv. Agency, Chicago.

CHICAGO MAIL ORDER ECONOMY OUTLET, Chicago. (dry goods). Agency: H. W. Kastor & Sons Adv. Co. Inc., Chicago. *sp*

CHICAGO, MILWAUKEE, ST. PAUL & PACIFIC RAILWAY, Chicago. Agency: Roche, Williams & Cunningham Inc., Chicago. *sa*

CHICAGO & NORTH WESTERN R. R., St. Paul (transportation). Agency: Caples Co., Chicago. *sa sp*

CHICAGO OIL HEAT COMMITTEE, Chicago. Agency: McCann-Erickson Inc., Chicago. *sa*

CHICAGO SCHOOL OF MUSIC, Chicago (instruction). Agency: Heath-Seehof Inc., Chicago. *sa*

CHIEFTAIN MFG. Co., Baltimore (Color Shine shoe polish). Agency: Van Sant, Dugdale & Co. Inc., Baltimore. *sp sa t ta*

CHINA RICE IMPORTING Co., San Francisco (rice). Agency: Hixson-O'Donnell Inc., San Francisco. *rn*

WESTINGHOUSE
ON JANUARY 8, 1936,
COMPLETED

50 years

OF ENGINEERING, RESEARCH
and PROGRESS, MARKED
WITH MANY OUTSTANDING
CONTRIBUTIONS TO THE
ELECTRICAL ART

one of these is broadcasting

Westinghouse Stations KDKA, KYW,
WBZ, WBZA, W1XK, W1XKA,
W3XKA, W8XK and W8XKA, are
enjoyed by millions of listeners at
home and abroad.

Westinghouse



WESTINGHOUSE
IS PROUD OF ITS CON-
TRIBUTIONS TO BROADCASTING.

NEWS

KDKA, the world's pioneer broadcasting station, made history with its inaugural broadcast of the Harding-Cox election returns on November 2, 1920.

RELIGION

On January 2, 1921, KDKA presented to an unseen congregation the services of Calvary Church in Pittsburgh - the first religious broadcast, commemorated by a plaque on the cornerstone of the church.

SPORTS

WJZ, originally established by Westinghouse in Newark, introduced broadcasting to the world of sports on July 2, 1921 by broadcasting the Dempsey-Carpentier fight direct from the ringside.

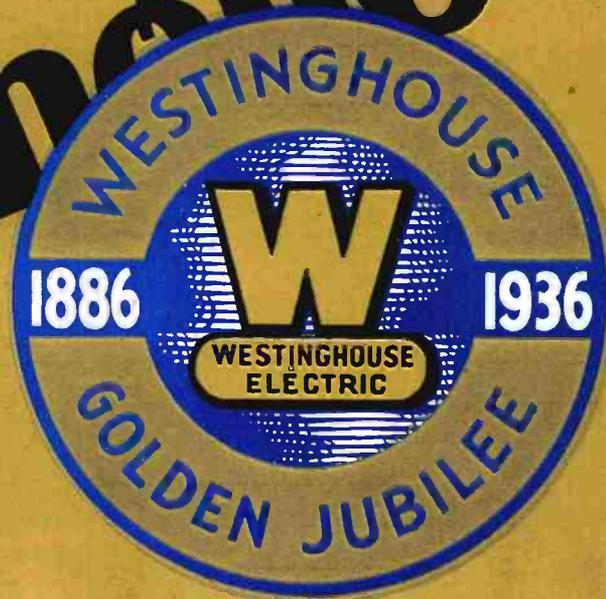
EDUCATION

WBZ was the first broadcasting station to feature an educational program by broadcasting a series of lectures on music appreciation, presented by the Music Department of Massachusetts State College.

ENTERTAINMENT

KYW, on November 11, 1921, made the premier Grand Opera broadcast - bringing to its listeners the performance of the Chicago Civic Opera Company direct from the stage of the Auditorium Theatre in Chicago.

Westinghouse



DIRECTORY OF NATIONAL AND REGIONAL RADIO ADVERTISERS

CHOCOCCO YEAST Inc., Springfield, Mass. (chocco yeast).

CHOCOLATE PRODUCTS Co., Chicago (Kayo bottled drink). Agency: J. L. Sugden Adv. Co., Chicago.

CHRISTIAN SCIENCE PUBLICATION COMMITTEE, Boston. *sp*

CHRYSLER Corp., Detroit (Chrysler, Dodge, Plymouth, Fargo autos & trucks). Agencies: Ruthrauff & Ryan Inc., N. Y.; J. Stirling Getchell Inc., N. Y.; Lee Anderson Adv. Co., Detroit. *n rn sp sa t*

G. CINELLI Co., Tacoma, Wash. (olive oil). *sp*

CITIES SERVICE Co., New York (petroleum products). Agency: Lord & Thomas, N. Y. *n*

CITRUS SOAP Co., San Diego, Calif. Agency: Norman W. Tolle, San Diego, Calif. *sp t*

DR. GEORGE W. CLAPP (Dentists Supply Co.), New York. Agency: E. C. VanDyke Inc., N. Y. *sp rn*

CLARA BELLE ATKINS Co., Minneapolis (hair restorer). Agency: Kraff Adv. Agency, Minneapolis.

CLARK BROTHERS CHEWING GUM Co., Pittsburgh (teaberry gum). Agency: Edward M. Power Co. Inc., Pittsburgh. *t sp sa ta*

CLASS & NACHOD BREWING Co., Philadelphia. Agency: Fehling & Jourdet Inc., Phila.

II. P. CLEARWATER, Hallowell, Me. (proprietary). Agency: Stoneton Adv. Agency, Hallowell.

CLEERCOAL Co., Boston (coal). Agency: Harry M. Frost Co. Inc., Boston. *rn*

M. L. CLEIN & Co., Atlanta (Menthomulsion). Agency: Mabel Loeb Adv. Agency, Atlanta. *sp sa t*

F. W. CLEMENTS PRODUCTS Co., Rochester, N. Y. (Dare's Mentha Pepsin). Agency: Wylie B. Jones Adv. Agency Inc., N. Y. *t*

CLEVELAND STEEL PRODUCTS Corp., Cleveland (Torrident oil burners). Agency: Foster & Davis Inc., Cleveland.

CLICQUOT CLUB Co., Millis, Mass. (ginger ale). Agency: N. W. Ayer & Son Inc., Philadelphia. *t*

CLIMALENE Co., Canton, O. (Water softener). Agency: W. S. Hill Co. Inc., Pittsburgh. *n sp t*

CLIMAX CLEANER MFG. Co., Cleveland (wall paper cleaner). Agency: Krichbaum-Liggett Co., Cleveland.

CLINE & JOHNSTON Inc., Port Huron, Mich. (C & J Beans). Agency: Martin Inc., Detroit. *rn*

CLINTON CARPET Co., Chicago (Ozite carpet cushions). Agency: Earle Ludgin Inc., Chicago. *t*

CLINTON DISTILLING Co., Boston (McBride's gin). Agency: Harry M. Frost Co., Boston. *rn*

CLOSSET & DEVERS, Portland, Ore. (Golden West coffee). Agency: MacWilkins & Cole Inc., Portland.

CLUB ALUMINUM Co., Chicago (cooking utensils). Agency: Willard E. Stevens Adv. Agency, Chicago.

COAST FISHING Co., Wilmington, Calif. (Balto dog food). Agency: J. Walter Thompson Co., Los Angeles.

COCA COLA Co., Atlanta (beverage). Agency: D'Arcy Adv. Co., St. Louis. *n sp*

COCO COD CORP., Evanston, Ill. (Coco cod liver oil). Agency: H. W. Kastor & Sons Adv. Co. Inc., Chicago. *ta*

COCOMALT Co., Hoboken, N. J. (Cocomalt). Agency: Ruthrauff & Ryan Inc., N. Y. *n*

COFFEE PRODUCTS OF AMERICA Inc., Ltd., Los Angeles (coffee). Agency: T. C. Creamer Adv. Agency, Los Angeles.

COLE MILLING Co., Chester, Ill. (Omega flour). Agency: D'Arcy Adv. Agency, St. Louis. *t*

COLEMAN LAMP & STOVE Co., Wichita, Kan. (house appliances). Agencies: Potts-Turnbull Co. Inc., Kansas City; Campbell-Kellogg Co., Los Angeles. *sa t ta*

COLGATE-PALMOLIVE-PEET Co., Jersey City, N. J. (soaps, etc.). Agency: Benton & Bowles Inc., N. Y. *n sp t*

COLLEGE INN FOOD PRODUCTS Co., Chicago (College Inn canned foods). Agency: Blackett-Sample-Hummert Inc., Chicago. *sp*

COLLINGBOURNE MILLS, Elgin, Ill. (threads & silks). Agency: Rogers & Smith Adv. Agency, Chicago. *sp*

TOM COLLINS Corp., Cincinnati (liquor, wine). Agency: Lord & Thomas, N. Y. *rn*

COLONIAL BEACON OIL Co., Boston (Esso and Colonial gasoline). Agency: McCann-Erickson Inc., N. Y.

COLONIAL DAMES Co., Los Angeles (cosmetics). Agency: Glasser Adv. Agency, Los Angeles. *sp rn*

COLUMBIA ALKALI Corp., Barberton, O. (dustless coal treatment). *sa*

COLUMBIA BAKING Co., Atlanta (O Boy Vitex Vitamin bread, Southern cakes, Stones cakes, Seybolds cakes). Agency: Freitag Adv. Agency Inc., Atlanta. *sp*

COLUMBIA CONSERVE Co., Indianapolis (foods). Agency: Gundlach Adv. Agency, Chicago. *rn sp sa*

COLUMBIA LIFE INSURANCE Co., Cincinnati. Agency: Keelor & Stites Co., Cincinnati.

COLUMBIA PICTURES Corp., New York (Man's Castle movie). Agency: The Biow Co. Inc., N. Y. *sa t*

COLUMBIA ROPE Co., New York (tire chains). *sa*

COLUMBIA STEEL Co., San Francisco. Agency: Walker Adv. Agency, San Francisco. *sp*

COMFORT MFG Co., New York (Milk of Magnesia toothpaste). Agency: Street & Finney Inc., N. Y. *sa t ta*

COMFORT PAPER Corp., San Francisco (Zalo toilet tissue). Agency: Emil Brisacher & Staff, San Francisco.

COMMANDER LARABEE Corp., Minneapolis (Sunfed flour, Sunfed 5-Vitamin Bread). Agencies: Hays MacFarland & Co., Chicago; Mitchell-Faust Adv. Co., Chicago. *sp*

COMMERCIAL BREWING Co., Charlestown, Mass. (Millionaires Club beer). Agency: Harry M. Frost Co. Inc., Boston.

COMMERCIAL MILLING Co., Detroit (Henkel's cake flour). Agency: Karl G. Behr Agency, Detroit. *sp*

COMMONWEALTH LOAN Co., Indianapolis, Ind. (loans). *t*

COMPAGNIE PARISIENNE Inc., San Antonio (perfume). Agency: Northwest Radio Adv. Co. Inc., Seattle. *t*

CONGOIN Co., Los Angeles (health beverages). Agency: Lockwood-Schackelford Co., Los Angeles. *sp t*

CONGRESS CIGAR Co., Newark (La Paline cigars, etc.). Agency: Gotham Adv. Co., N. Y. *sp sa*

G. E. CONKEY Co., Cleveland (poultry feed). Agency: Rogers & Smith Adv. Agency, Chicago. *sp*

CONSOLIDATED BY-PRODUCTS Co., Philadelphia (dog food). Agency: Cahall Adv. Agency, Philadelphia. *sa*

CONSOLIDATED CIGAR Co., New York (Dutch Masters, etc.). Agency: Aitken-Kynett Co., Philadelphia. *n*

CONSOLIDATED GAS Co., New York (utility). Agency: McCann-Erickson Inc., N. Y. *sp*

CONSTITUTION SOCIETY OF THE UNITED STATES, Los Angeles (political). *rn*

CONSUMERS BREWING Co., Providence, R. I. (Hollenbru Ale). Agency: Broadcast Adv. Inc., Boston. *rn*

CONSUMERS CREDIT CO. OF CALIF., Los Angeles (loan service). Agency: Erwin, Wasey & Co. Inc., Los Angeles.

CONTI PRODUCTS Corp., New York (castile soap products). Agency: Henry S. Howland Co., N. Y. *sp t*

CONTINENTAL AUTO Co., Detroit (motor cars). Agency: Grace & Holiday, Detroit.

CONTINENTAL BAKING Corp., New York (Wonder bread & Hostess cake). Agency: Batten, Barton, Durstine & Osborn Inc., N. Y. *n sp sa t*

CONTINENTAL OIL Co., Ponca City, Okla. Agency: Tracey-Locke-Dawson Inc., N. Y. *n*

COOK PAINT & VARNISH Co., Kansas City (paints). Agency: Ferry-Hanly Adv. Co., Kansas City. *sp*

THOMAS COOK & SON-WAGONLITS Inc., New York (tourist agents). Agency: L. D. Wertheimer Adv. Co. Inc., N. Y. *n*

COPELAND PRODUCTS Inc., Mt. Clemens, Mich. (Copeland refrigerators). Agency: Halliday-Mason, Detroit.

COPINOL Co., Los Angeles (hay fever remedy). *sa*

DR. CORLEY'S SO-KLEEN TOOTH POWDER Co., San Francisco. Agency: Kelso Norman Organization, San Francisco. *sp*

CORN BELT HATCHERY, Gibson City, Ill. Agency: Campbell-Sanford Adv. Agency, Cleveland. *sa*

CORN PRODUCTS REFINING Co., New York (Karo, Mazola, Linit, etc.). Agency: E. W. Hellwig Co., N. Y. *n*

CORTLAND BAKING Co., Cortland, N. Y. (Cobaka bread). *t*

CORYELL OIL Co., New York *sa*

COTTON BAKING Co., Alexandria, La. *sp*

COTY Inc., New York (perfume, cosmetics). Agency: Biow Co. Inc., N. Y. *n*

COUNTRY CLUB SODA Co., Springfield, Mass. (Country Club beverage). Agency: Wm. B. Remington Inc., Springfield, Mass. *sp*

COUNTRY LIFE INSURANCE Co., Chicago. Agency: Critchfield & Co., Chicago. *sa sp*

COWAN & COWAN Inc., Buffalo (Co-Lo-No salts). Agency: Baldwin & Strachan Inc., Buffalo.

COWARD SHOES Inc., New York (ladies' shoes). Agency: Blaker Adv. Agency, N. Y. *sa t*

COX GELATINE Co., New York. Agency: Joseph Katz Co., N. Y. *n*

COYNE ELECTRICAL SCHOOL, Chicago. Agency: McJunkin Adv. Co., Chicago. *sp*

CRACKER JACK Co., Chicago (candy). Agency: John H. Dunham Co., Chicago.

CRADDOCK TERRY Co., Lynchburg, Va. (Lion Brand shoes). Agency: Hanft-Metzger Inc., N. Y.

CRANBERRY CANNERS Inc., South Hanson, Mass. (Ocean Spray sauce). Agency: William Douglas McAdams Inc., N. Y. *sp*

CRANE & CRANE CLOTHES Inc., New York. *sa*

CRAZY WATER HOTEL Co., Mineral Wells, Tex. (Crazy Water Crystals). Agencies: Cowan & Dengler Inc., N. Y.; Luckey Bowman Inc., N. Y. *n rn sp sa t*

THE CREAM OF WHEAT CORP., Minneapolis (Cream of Wheat). Agency: J. Walter Thompson Co., Chicago. *n*

CREAMETTE Co., Minneapolis (noodles). Agency: Addison Lewis & Associates, Minneapolis.

CREOMULSION Co. Inc., Atlanta (Creomulsion). *sp*

CREOSOTED PINE POST ASSN., Kansas City. Agency: Ferry-Hanly Adv. Co., Kansas City. *t*

CRESCENT MACARONI & CRACKER Co., Davenport, Ia. (food products).

CRETE MILLS, Crete, Nebr. (Victor flour). Agency: R. A. Moritz Co., Davenport. *ia*

CRIBBEN & SEXTON Co., Chicago (Universal stoves). Agency: Henri, Hurst & McDonald Inc., Chicago. *sa*

CROFT BREWING Co., Boston (Croft ale). Agency: McCann-Erickson Inc., N. Y. *rn*

CROSLEY RADIO Corp., Cincinnati (radios and refrigerators). Agency: Ralph H. Jones Co., Cincinnati (radio advertising); Procter & Collier Co. Inc., Cincinnati (all other).

CROSSE & BLACKWELL Co., Baltimore (Plus Four scotch whiskey). Agency: Van Sant, Dugdale & Co. Inc., Baltimore. *sa t*

CROWELL PUBLISHING Co., New York (American, Colliers). Agencies: Wm. Esty & Co. Inc., N. Y.; Geyer-Cornell Co. Inc., N. Y.; Ralph H. Jones Co., N. Y. (Colliers). *sp*

CROWN OVERALL MFG. Co., Cincinnati. Agency: Key Adv. Agency, Cincinnati. *sp*

CRUSADERS, New York (political). Agency: Marschalk & Pratt Inc., N. Y. *n rn*

CRUSADER Co., Detroit (insecticides).

CRYSTALAC PRODUCTS Corp., Chicago (auto finish). Agency: Woodman-Stewart Co., Chicago. *sa*

CUBAN PRODUCTS Co., New York (Cuban rum). *sa*

CUBBISON CRACKER Co., Los Angeles. Agency: Emil Brisacher & Staff, San Francisco. *sp*

CUHAHY PACKING Co., Chicago (Puritan ham, Old Dutch Cleanser). Agency: Roche, Williams & Cunningham Inc., Chicago. *t sp*

CUHN & LUBOW, New York (Dundee Smart clothes). *sa*

E. T. CUNNINGHAM Inc., Harrison, N. J. (radio tubes). Agency: L. H. Waldron Adv. Agency, N. Y.

CURRIER'S TABLETS Inc., Los Angeles (proprietary). Agency: Hixson-O'Donnell Inc., Los Angeles. *t sa*

CURTICE BROTHERS Co., Rochester (Blue Label canned foods). Agency: N. W. Ayer & Son Inc., N. Y.

CURTIS PUBLISHING Co., Philadelphia (Saturday Evening Post). Agency: Simpers Co., Philadelphia. *sa*

CURTISS CANDY Co., Chicago (Baby Ruth confection). Agency: McJunkin Adv. Co., Chicago. *t sa*

CUTLER SHOE Co., Chicago (chain stores). Agency: Morenus Adv. Agency, Chicago. *sp sa*

CYCLE TRADES OF AMERICA, New York (Bicycles). *sa*

D

DALTON'S Inc., Los Angeles (auto loans). *sa*

DANDEE PRETZEL & POTATO CHIP Co., Cleveland. Agency: Howard & Gymer, Cleveland. *sp*

DIRECTORY OF NATIONAL AND REGIONAL RADIO ADVERTISERS

D'ARRIGO BROS. Co., Boston (Andy-Boy broccoli). Agency: Harold F. Lewis Adv. Service, Boston. *sp*

DAVIDSON BISCUIT Co., Mt. Vernon, Ill. (crackers). Agency: Bakers Consulting Bureau, Chicago. *sp*

R. B. DAVIS Co., Hoboken, N. J. (Davis baking powder). Agency: Ruthrauff & Ryan Inc., N. Y. *n sp t*

DAWSON'S BREWERY Inc., New Bedford, Mass. Agency: Dowd & Ostreicher, Boston. *rn*

DAYTON RACQUET Co., Dayton, O. (steel tennis racquets). Agency: J. Horace Lytle Co., Columbus, O.

DAYTON SPICE MILLS Co., Dayton, O. (Old Reliable coffee). Agency: Hugo Wagenseil & Associates, Dayton, O.

DAYTONA BEACH, Fla. *sa*

DEAN MILK Co., Chicago (Vitamin D milk). Agency: Mitchell-Faust Adv. Co., Chicago.

DEARBORN CHEMICAL Co., Chicago (Plumite water softener). Agency: Ruthrauff & Ryan Inc., Chicago. *sa*

DECKER, ALFRED & COHN, Chicago (Society Brand clothes). Agency: Henri, Hurst & McDonald Inc., Chicago.

JACOB E. DECKER & SONS, Mason City, Ia. (bacon and ham). Agency: Critchfield-Graves Co., Minneapolis.

DEEP ROCK OIL Co., Chicago. *t*

DEERFOOT FARMS Co., Southborough, Mass. (dairy products). Agency: N. W. Ayer & Son Inc., Boston. *sp*

DEISEL - WEMMER - GILBERT Corp., Detroit (El Verso, San Felice, Donald cigars). Agencies: Simons-Michelson Co., Detroit; Williams & Bramen, Chicago (Donalds).

DeJAY STORES, New York (clothing). *sp*

DELAWARE, LACKAWANNA & WESTERN COAL Co., New York (blue coal). Agency: Ruthrauff & Ryan Inc., N. Y. *n*

DELCO APPLIANCE Corp., Rochester, N. Y. (oil burners). Agency: Lord & Thomas, N. Y. *n*

DEL RAY CORP., San Francisco (mushroom sauce). Agency: J. Walter Thompson Co., San Francisco.

DEMOCRATIC NATIONAL COMMITTEE, Washington (political). *n*

DENVER CONVENTION & TOURIST BUREAU, Denver (travel information). Agency: Conner Adv. Agency, Denver. *sa*

DEO Corp., Berkeley, Calif. (Dennis ointment). Agency: Atlee F. Hunt Co., Oakland, Calif.

DERRIS Inc., New York (insecticides, floor polish). Agency: Paris & Peart, N. Y. *sp*

DE SOTA CHEMICAL Co., Arcadia, Fla., (Gator roach exterminator). Agency: Lake-Spiro-Cohn Inc., Memphis.

DE SOTO MOTOR Corp., Detroit (motor cars). Agency: J. Stirling Getchell Inc., Detroit. *rn sa*

DETHOL MFG. Co., Washington (insect powder). Agency: Aitkin-Kynett Co., Philadelphia. *sa*

DETROIT & CLEVELAND NAVIGATION Co., Detroit (lake transportation). Agency: N. W. Ayer & Son Inc., Detroit. *sa*

DETROIT CREAMERY Co., Detroit (Arctic dairy products). Agency: N. W. Ayer & Son Inc., Detroit.

DETROIT-MICHIGAN STOVE Co., Detroit. Agency: Chas. A. Mason Adv. Agency, Detroit.

DETROIT SUNDAY TIMES, Detroit. *t*

DETROIT WHITE LEAD WORKS, Detroit (Rogers brushing lacquer). Agency: Erwin, Wasey & Co. Inc., Chicago. *sp t*

DEVOE & RAYNOLDS Inc., New York (paint). Agency: J. Stirling Getchell Inc., N. Y.

H. T. DEWEY & SONS Co., New York (wine, liquor). Agency: H. W. Fairfax Adv. Agency, N. Y. *sp*

DEXDALE HOSIERY MILLS, Lansdale, Pa. (women's hosiery). Agency: Hirshon-Garfield Inc., N. Y.

DIAMOND BEVERAGE Corp., Waterbury, Conn. (beverages). Agency: Chas. W. Hoyt Co. Inc., N. Y.

E. E. DICKINSON Co., New Haven, Conn. (face cream and witch hazel). Agency: Wilson H. Lee Adv. Agency, New Haven, Conn. *t*

DICTOGRAPH PRODUCTS Corp., New York (Acousticon heating pads). Agency: Schwab & Beatty Inc., N. Y. *t*

DIETARY FOODS Co., Minneapolis (Dietene). *sa*

DILL PUBLISHING Co., New York (Radio Stars magazine). *sa*

DIPLOMAT PRODUCTS Inc., New York (canned chicken). Agency: Al Paul Lefton Co. Inc., Philadelphia.

DIXIE DISTRIBUTORS Inc., Hillsdale, Mich. (oil marketers). Agency: Potts-Turnbull Adv. Co., Kansas City. *t*

DIXIE RUB Co., Concord, N. C. Agency: J. Carson Brantley Adv. Agency, Salisbury, N. C.

DODGE BROTHERS Corp., Detroit (motor cars). Agency: Ruthrauff & Ryan Inc., N. Y. *rn sp sa t ta*

DOGGLOW PRODUCTS Co., New York (dog cleaning powder). Agency: Loewy Adv. Agency, N. Y. *sp*

J. G. DODSON PROPRIETARIES, Atlanta (Mentodene, etc.). *sa sp*

DOLLAR CRYSTAL Co., Omaha (Texas crystals). Agency: Earl Allen Adv. Agency, Omaha. *sp*

DOMESTIC SEWING MACHINE Co., Cleveland. *t*

DOMINIQUE Inc., Detroit (perfume). Agency: Campbell-Ewald Co. Inc., Detroit. *sa*

DOMINION DISTILLERS Inc., Jersey City (Kaveh, coffee cordial). Agency: Ralph Rossiter Inc., N. Y. *sp*

DON LEON COFFEE Co., Lincoln, Neb. (coffee & spices). *sa*

DON PARMALLEE, Des Moines (Buick contest). *t*

DORLO Co., Chicago (beauty products). Agency: Phelps-Engel-Phelps Inc., Chicago.

D'OR PRODUCTS Co., Cleveland (egg shampoo). Agency: Ralph W. Sharp, Cleveland.

DRENN & MCCARTHY Inc., Auburn, N. Y. (Enna Jettick shoes).

DREWRY'S Ltd., Chicago (brewery). Agency: J. R. Hamilton Adv. Agency, Chicago. *sp t*

DREWRY & SONS Co., St. Paul (Red Cross beverages). Agency: Harman-McGuines Inc., St. Paul.

DREZMA Inc., New York (cosmetics). Agency: Small, Kleppner & Seiffer Inc., N. Y. *t*

DRI BRITE Inc., St. Louis (self-polishing wax). Agency: Ruthrauff & Ryan Inc., N. Y.

DRUG TRADE PRODUCTS, Chicago (proprietary). Agency: Benson & Dall Inc., Chicago. *sp t*

P. DUFF & SONS Inc., Pittsburgh (ginger bread mix). Agency: Batten, Barton, Durstine & Osborn Inc., Pittsburgh. *sp t*

DUFFY-MOTT Co. Inc., New York (citrus products). Agencies: Grady & Wagner, N. Y.; Long Adv. Service, San Jose, Cal. *sp sa*

DUNCAN COFFEE Co., Houston (Admiration coffee). Agency: Jay H. Skinner, Houston. *sp t*

DUNN & MCCARTHY Inc., Auburn, New York (Enna Jettick shoes). Agencies: The Grey Adv. Service Inc., N. Y.; Amos Parish & Co., N. Y.

ADELE DUPONT Co., Boston (Adele Dupont facial cream). *sp*

E. I. DU PONT DE NEMOURS & Co., Wilmington, Del. Agency: Batten, Barton, Durstine & Osborn Inc., N. Y. *sa sp n*

DUQUESNE BREWING Co., Pittsburgh (Silvertop beer). *sp*

DURKEE ATWOOD Co., Minneapolis (auto accessories).

DURKEE FAMOUS FOODS Inc., Elmhurst, N. Y. (salad dressing, etc.). Agencies: Federal Adv. Agency Inc., N. Y.; C. Wendell Muench & Co., Chicago. *rn sa*

DURKEE - MOWER Inc., Lynn, Mass. (marshmallow puff dessert). Agency: Harry M. Frost Co., Boston. *rn t sa*

DWARFUES Corp., Council Bluffs, Ia. (breakfast cereal). Agency: Bozell & Jacobs Inc., Omaha. *sp*

DWINNELL-WRIGHT Co., Boston (White House coffee). Agency: Badger & Browning Inc., Boston. *rn*

E

EAGLE DISTILLERY Co. Inc., New Brunswick, N. J. (Gold Stream apple brandy). Agency: Meldrum & Fewsmith Inc., Cleveland.

EARLY & DANIEL, Cincinnati (Tuxedo feeds). Agency: Keelor & Stites Co., Cincinnati. *sp*

EARNSHAW KNITTING Co., Newton, Mass. (Vanta baby garments). Agency: H. B. Humphrey Co., Boston.

EASTERN MICHIGAN TOURIST ASSN., Detroit. Agency: Campbell-Ewald Co. Inc., Detroit. *rn*

EASTERN NU-ENAMEL Co., New York (paint). Agency: H. L. Stedfeld Co. Inc., N. Y. *sp sa*

EASTMAN KODAK Co., Rochester (Kodaks). Agency: J. Walter Thompson Co., N. Y. *t*

EASY-SHIFT MFG. Co., Des Moines, Ia. (Anti-freeze). Agency: Battenfield & Ball, Des Moines, Ia. *ta*

EASY WASHING MACHINE Corp., Syracuse. Agency: Henri, Hurst & McDonald Inc., Chicago. *n sp sa rn*

EATON PAPER Corp., Pittsfield, Mass. (stationery). Agency: Clark-Jacobs Inc., N. Y. *t sa*

EDISON GENERAL ELECTRIC & APPLIANCES Co., Chicago (hot point). Agency: Maxon Inc., Chicago.

THOMAS A. EDISON Inc., Orange, N. J. (radios, etc.). Agencies: Hanf-Metzer Inc., N. Y.; Federal Adv. Agency Inc., N. Y.

EDROS NATURAL PRODUCTS Inc., New York (Edrolax laxative). Agency: J. M. Mathes Inc., N. Y.

EDUCATOR BISCUIT Co. Inc., Chicago. Agency: Henri, Hurst & McDonald Inc., Chicago. *sa n*

EDUCATOR MFG. Co., Oakland City, Ind. (Educator fountain pens).

EDWARD TAILORING Co. Inc., Philadelphia (men's clothing). Agency: Al Paul Lefton Co. Inc., Philadelphia.

EKHARDT & BAKER, Detroit (beer). *rn*

ELA SINGER ICE PACK Co., Chicago (cosmetics). *sp*

ELECTROLUX Co., New York (refrigerators). Agency: Batten, Barton, Durstine & Osborn Inc., N. Y. *sa*

ELGIN AMERICAN Co., Elgin, Ill. (Elgin razors). *sa*

ELGIN NATIONAL WATCH Co., Chicago (Elgin watches). Agency: J. Walter Thompson Co., Chicago. *n*

ELMO SALES Corp., San Francisco (cosmetics). Agency: Emil Brisacher & Staff, San Francisco. *rn sp*

ELMWOOD FARMS Co., Boston (Chicken Shortcake). *sa*

EMERSON DRUG Co., Baltimore (Bromo-Seltzer). Agency: J. Walter Thompson Co., N. Y. *n sp sa*

THOMAS W. EMERSON Co., Boston (seeds). *sa*

EMM-AN-CEE Co., Chicago (soups, spaghetti, sauces). Agency: Chas. Silver & Co., Chicago. *sp*

EMPIRE GOLD BUYING SERVICE, New York. Agency: Friend Adv. Agency, N. Y. *sp*

EMPLOYERS CASUALTY Co., Dallas (insurance). Agency: Ira E. DeJernette, Dallas. *rn*

ENCYCLOPAEDIA BRITANNICA Inc., New York (publishers). Agency: N. W. Ayer & Son Inc., Chicago. *t*

ENGLANDER SPRING BED Co., New York (Englander day beds). Agency: Peck Adv. Agency Inc., N. Y.

J. C. ENO Ltd. Inc., Buffalo (Eno's salts). Agency: N. W. Ayer & Son Inc., Philadelphia. *n sp t*

ENOZ CHEMICAL Co., Chicago (moth liquid). Agency: McJunkin Adv. Co., Chicago. *n sp*

EOPA Co., San Francisco (home remedies). Agency: Doremus & Co., San Francisco.

EPPENS-SMITH Co., New York (Holland Home coffee). Agency: Blackett-Sample-Hummert Inc., N. Y. *sp*

EQUITABLE LIFE INSURANCE Co., San Francisco. *sa*

ESBENOTT LABORATORIES, Portland, Ore. (Santiseptic). Agency: W. S. Kirkpatrick Adv. Service, Portland, Ore. *sp t*

ESSLINGERS Inc., Philadelphia (brewers). Agency: Clements Co., Philadelphia.

ESTATE STOVE Co., Cincinnati. Agency: Ralph H. Jones Co., Cincinnati. *sp*

EUCLID CANDY CO. OF CALIF., San Francisco (Red Cap candy). Agency: Emil Brisacher & Staff, San Francisco.

EUCLID CRYSTAL Co., Cincinnati (auto polish). *sa*

DAVID G. EVANS COFFEE Co., St. Louis (Old Judge coffee). Agency: Ridgway Co., St. Louis. *sp*

GEORGE B. EVANS LABORATORIES Inc., Philadelphia (Elderflower eye lotion). Agency: E. A. Clarke Co., Philadelphia.

EVER-DRY LABORATORIES Inc., Los Angeles (deodorant). Agency: Production Service Co., Los Angeles.

EVEREADY PRESTONE Co., New York (anti-freeze). *sa*

EXCEL ELECTRIC Co., Muncie, Ind. (electric cookers). Agency: Root-Mandabach Adv. Agency, Chicago. *sp*

EXCELSIOR SPRINGS CHAMBER OF COMMERCE, Excelsior Springs, Mo. Agency: Ferry-Hanly Co., Kansas City. *sa*

EX-LAX MFG. Co., Brooklyn (laxative). Agency: Joseph Katz Co., Baltimore. *n sa ta t*

EY TEB Inc., New York (eyelash treatment). Agency: Monroe F. Dreher Inc., Newark. *sp*

EY' TINE DISTRIBUTING Corp., New York (eyelash dye).

EZY-2-TAN Co., Los Angeles (sunburn cream). Agency: Barnes-Chase Co., Los Angeles; Emil Brisacher & Staff, San Francisco. *sa*

F

MAX FACTOR Corp., Hollywood (cosmetics). *sp*

FALSTAFF BREWING Corp., St. Louis (Falstaff beer). Agency: Gardner Adv. Co., St. Louis. *sp sa*

FANCIER FOODS Inc., Chicago (Prest-O-Meat). Agency: Stack-Goble Adv. Agency, Chicago. *sa*

The EASIEST and most ECONOMICAL MEANS of SELLING NORTHEASTERN OHIO



FIRST IN SHOWMANSHIP—This photograph demonstrates why Variety Survey again rates W H K First in Showmanship—W H K staged this huge radio show in Cleveland Public Hall for the Community Fund drive. Fifty artists entertained.

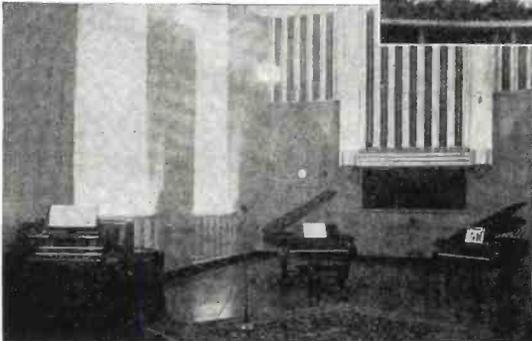
W H K's Leadership in this Billion Dollar Market Means MORE LISTENERS for YOU



COVERAGE—W H K'S primary listening area blankets a billion dollar market—a market of 640,655 families; 549,745 of them owning radio sets.

★ ★ ★

FACILITIES—Without question W H K is the best and most modernly equipped broadcasting studio between New York and Chicago. The illustration below shows a corner of the huge "Cathedral Studio" with a seating capacity of 400.



MERCHANDISING

When Standard Oil of Ohio bought the 1935 baseball play-by-play description of the Cleveland Indians, W H K merchandised it by getting downtown Cleveland banks and merchants to erect various window and outdoor displays.

42% of Ohio's retail sales are made within the primary listening area of W H K. Of this 42% more than half are made in the greater Cleveland area. You can cover this great, compact market more economically with W H K than any other single medium.

W H K enjoys a definite listener-preference as evidenced by the fact that again in 1935 the Variety Survey placed W H K first in showmanship in Cleveland. W H K carries more events of local interest; conducts many of their own sustaining programs (most of which are fed to the chain) plus the fact that as a basic Columbia outlet W H K carries all of the big C B S programs. Local advertisers also indicate their preference by spending most of their radio advertising dollars, most of the time on W H K.

W H K is second in Cleveland from a standpoint of power . . . 2500 watts, daytime and 1000 watts at night. W H K'S power plus its preferable wave length and favorable position on the dial are other important factors which contribute to its position as Cleveland's leading station.

Get the facts before you buy Cleveland. You'll find that W H K is your best buy. A letter or wire will bring you complete details.

RADIO AIR SERVICE CORP.

Terminal Tower • Cleveland, Ohio

H. K. CARPENTER, General Manager

C. A. McLAUGHLIN, Sales Manager

FREE AND SLEININGER, Inc.

• • National Representative • •



DIRECTORY OF NATIONAL AND REGIONAL RADIO ADVERTISERS

FANT MILLING Co., Sherman Tex. (Gladiola flour). Crook Adv. Agency, Dallas. *rn*

FARMERS' SEED & NURSERY Co., Faribault, Minn. (seeds).

FARMERS' WHOLESALE Co., Minneapolis (flour and feed products). Agency: Addison Lewis & Associates, Minneapolis.

FASHION FROCKS Inc., Cincinnati (women's dresses). Agency: Frederick W. Ziv Inc., Cincinnati. *sp*

FASTEETH Inc., Binghamton, N. Y. (Denture Powder). Agency: Wylie B. Jones Agency Inc., Binghamton, N. Y. *sp*

FAULTLESS STARCH Co., Kansas City, (Faultless starch). Agency: Ferry-Hanly Adv. Co., Kansas City. *sp t*

FAVORITE STOVE & RANGE Co., Piqua, O.

FAWCETT PUBLICATIONS, Minneapolis (True Confession magazine, etc.). Agencies: Ruthrauff & Ryan Inc., Chicago; Critchfield-Graves Co., Minneapolis. *sa ta*

FRED FEAR & Co., Brooklyn (Chick Chick and Magic Wand Easter egg dye). Agency: Menkin Adv. Inc., N. Y. *sa t*

FEATURE FOODS Inc., Chicago (food products). Agency: Mitchell-Faust Adv. Agency, Chicago. *sp*

FEDERAL CLOTHING STORES, New York (chain clothiers). *sp*

FEDERAL ENAMELING & STAMPING Co., Pittsburgh (kitchenware). Agency: Albert P. Hill Co. Inc., Pittsburgh. *t*

FEDERAL SAVINGS & LOAN ASSN., Cleveland (branch). *sp*

FEDERAL TOBACCO Co., Pittsburgh (Gold Flower stogies). Agency: W. S. Hill Co. Inc., Pittsburgh.

FEHR BAKING Co., Houston, Tex. (cookies and cakes). *sa*

CHRISTIAN FEIGENSPAN BREWING Co., Newark. Agency: Paris & Peart, N. Y. *sp*

FELBER BISCUIT Co., Columbus (Maltomilk crackers). Agency: Harry M. Miller Inc., Columbus. *rn*

JOHN J. FELIN & Co. Inc., Philadelphia (pork packers). Agency: Al Paul Lefton Co., Inc., Philadelphia.

FELLOWS MEDICAL MFG. Co., New York (hypophosphates). Agency: Redfield-Johnstone Inc., N. Y. *rn*

FELS & COMPANY, Philadelphia (Fels Naptha soap). Agency: Young & Rubicam Inc., N. Y. *n sp*

FELTMAN & CURME SHOE STORES, Chicago. *sp sa*

H. FENDRICH Inc., Evansville, Ind. (Charles Denby cigars). Agency: Ruthrauff & Ryan Inc., Chicago. *sp*

FENLEY'S MODEL DAIRY Co., Chicago. *t*

EARL FERRIS NURSERY Co., Hampton, Ia. (nurseries). Agency: Lessing Adv. Co. Inc., Des Moines. *sp*

FERRY-MORSE SEED Co., San Francisco (seeds, fertilizer). Agency: Gerth-Knollin Adv. Agency, San Francisco. *sp*

F. & F. LABORATORIES, Omaha (F. & F. cough drops).

MARSHALL FIELD & Co., Chicago (dry goods). Agency: Aubrey, Moore & Wallace Inc., Chicago.

FIGARO Co., Dallas (meat cure). Agency: Carpenter-Rogers Co., Dallas, Tex. *sa*

FINTEX Inc., Cleveland (suits and overcoats). *t*

FIRESTONE TIRE & RUBBER Co., Akron (tires & tubes). Agency: Sweeney & James Co., Cleveland. *n rn*

FIRST NATIONAL STORES, Somerville, Mass. (chain retailers). Agency: Richardson, Alley & Richards, Boston. *sa*

B. FISCHER & Co., New York (Astor coffee, spices, etc.). Agency: Tracy-Locke-Dawson Inc., N. Y. *sp*

FISH & SEA FOOD INSTITUTE of the U. S., Chicago office. Agency: Sellers Service Inc., Chicago. *sa*

FISHER BODY Corp., Detroit (auto bodies). Agency: Arthur Kudner Inc., N. Y. *n*

NATHANIEL FISHER & Co., New York (Polly Preston shoes).

FITCH PUBLISHING Co., New York. Agency: E. C. Van Dyke Inc., N. Y. *rn*

F. W. FITCH Co., Des Moines (shampoo). Agency: L. W. Ramsey Co., Davenport. *n sa t ta*

FITZGERALD MFG. Co., Torrington, Conn. (Star-Rite electrical appliances). Agency: John O. Powers Co., N. Y.

FITZPATRICK BROS. Inc., Chicago (Kitchen Kleanser, etc.). Agency: Neisser-Meyerhoff Inc., Chicago. *sp*

FATHER FLANAGAN'S SCHOOL FOR BOYS, Boys Town, Neb. (magazine). Agency: Bozell & Jacobs Inc., Chicago. *sa rn*

FLA-TEX PRODUCTS Co., Houston (solvents). Agency: Rogers-Gano Adv. Agency Inc., Houston.

FLEET WING OIL Corp., Cleveland. Agency: McCann-Erickson Inc., Cleveland. *sp*

ERNST FLENTJE, Cambridge, Mass. (shock absorbers).

FLORENCE STOVE Co., Florence, Mass. Agency: Wm. B. Remington Inc., Springfield, Mass. *sp t*

FLORET PRODUCTS Co., New York (Italina laxative salts). *sp*

FLORIDA CITRUS ADVERTISERS ASS'N., Winterhaven, Fla. (grapefruit). *sa*

FLORIDA CITRUS EXCHANGE, Tampa, Fla. (Sealdsweet). Agency: J. Walter Thompson Co., N. Y. *sa*

FLORIDA FRUIT CANNERS Inc., Frostproof, Fla. Agency: James A. Greene & Co., Atlanta. *sa*

FOLEY & Co., Chicago (Honey & Tar compound). Agency: Laueson & Salomon, Chicago. *sp*

J. A. FOLGER & Co., San Francisco (food). Agency: Raymond R. Morgan Co. Inc., Hollywood. *rn*

FONTANA FOOD PRODUCTS, San Francisco (macaroni and noodles). Agency: Brewer-Weeks Co., San Francisco. *sa*

FOOD DISPLAY MACHINE Corp., Chicago (Brown Bobby doughnut machine). Agency: Matteson-Fogarty-Jordan Co. Inc., Chicago.

J. B. FORD SALES Co., Wyandotte, Mich. (Wyandotte cleanser). Agency: N. W. Ayer & Son Inc., Philadelphia.

FORD DEALERS OF AMERICA, Detroit. Agency: N. W. Ayer & Son Inc., Philadelphia. *n t*

FORD MOTOR Co., Detroit (motor cars). Agency: N. W. Ayer & Son Inc., Philadelphia and N. Y. *n sp sa t*

FORHANS Co., New York (tooth-paste). Agency: McCann-Erickson Inc., N. Y. *n*

FORMFIT CORSET Co., Chicago (Thrill brassieres and corsets). Agency: Morris, Windmuller & Enzinger, Chicago. *t*

FORTY-SECOND ST. SALES Co., Chicago (cosmetics). Agency: Beaumont & Hohman Inc., Chicago. *sp*

H. D. FOSS & Co., Cambridge, Mass. (confectionery). Agency: Louis Glasser Inc., Boston.

FOSTER-MILBURN Co., Buffalo (Doan's pills). Agency: Street & Finney Inc., N. Y. *sa t ta*

E. FOUGERA & Co., New York (Vapex, etc.). Agency: Small, Kleppner & Seiffer Inc., N. Y. *sa t*

FOUKE FUR Co., St. Louis (seal-skings). Agency: Ehlinger & Higgs Inc., Tulsa.

FOWNEBROS. & Co., New York (gloves). Agency: Geare-Marston Inc., N. Y.

I. J. FOX Inc., New York (furs). Agency: Peck Adv. Agency Inc., N. Y. *n ta*

PETER FOX BREWING Co., Chicago (Fox De Luxe beer). Agency: Gale & Pietsch Inc., Chicago. *sp*

FRANCO - AMERICAN BAKING Co., Los Angeles (bread). *n*

FRANKMUTH BREWING Co., Frankemuth, Mich. *rn*

FRANKFORT DISTILLERS Inc., Louisville, Ky. (Four Roses, etc.). Agency: Young & Rubicam Inc., N. Y. *sp*

FRANTZ DISTILLERS Inc., (liquor). Agency: B. H. Hockswender Agency, Pittsburgh. *sp*

FREEDOM OIL WORKS Co., Freedom, Pa. (gas and oil). Agency: Albert P. Hill Co., Pittsburgh. *sa*

FREEMAN SHOE Corp., Beloit, Wis. Agency: Stack-Goble Adv. Agency, Chicago.

FREEMONT CANNING Co., Free-mont, Mich. (Miss Michigan foods). Agency: Stevens Inc., Grand Rapids. *t*

FRENCH LICK SPRINGS HOTEL Co., French Lick, Ind. (Pluto water). Agency: H. W. Kastor & Sons Adv. Co. Inc., Chicago. *sp t ta*

FRENCH SARDINE Co. Inc., Terminal Island, Calif. (Belle Isle sardines). Agency: Dan B. Miner Co., Los Angeles.

FRIEND BROTHERS Inc., Boston (Brick Oven baked beans). Agency: Ingalls-Adv., Boston. *sa*

FRIGIDAIRE SALES CORP., Darton, O. (electrical refrigeration). Agencies: Lord & Thomas, Chicago (refrigerators); Geyer, Cornell & Newell Inc., Rochester, N. Y. (oil burners, fans, etc.). *n*

FRIGID-MIX Co., Kansas City (ice cream powder). *sa*

FRITO Co., San Antonio (Fritos confection). Agency: Johnston Adv. Co., Dallas. *sa*

FRONTIER FUEL OIL Corp., Buffalo (oil burners, oil). Agency: Baldwin & Strachan Inc., N. Y.

FROZEN DESSERTS Inc., Chicago (Ice-Cre-Mix). Agency: Roche, Williams & Cunningham Inc., Chicago. *sa t ta*

FRUIT BELT PRESERVING Co., East Williamson, N. Y. (Pixie baby food). *t*

FRUIT DISPATCH Co., New York (bananas). Agency: Batten, Barton, Durstine & Osborn Inc., N. Y. *sa t*

FRUIT INDUSTRIES Ltd., Los Angeles (fruit, Guasti wines). Agencies: Emil Brisacher & Staff, Los Angeles (West Coast); Fletcher & Ellis Inc., N. Y. (grape products). *t*

GEORGE C. FRYE Co., Portland, Me. (Pancreobismuth). Agency: John W. Queen Co., Boston. *sa*

FULLER BRUSH Co., Hartford, Conn. (brushes). Agency: Batten, Barton, Durstine & Osborn Inc., N. Y.

W. P. FULLER & Co., San Francisco (paints). Agency: McCann-Erickson Inc., San Francisco. *sa*

FUNK & WAGNALLS Co., New York (Literary Digest). Agency: Alvin Austin Adv. Agency, N. Y. *n sa*

GABY Inc., Philadelphia (sun tan lotion). Agency: Harry Feigenbaum Adv. Service, Philadelphia.

GALVESTON - HOUSTON BREWERS Inc., Galveston, Tex. Agency: Jay H. Skinner Adv. Agency, Houston. *sp, rn*

GAMBLE STORES, Minneapolis. *t*

GARCIA GRANDE CIGARS Inc., New York. Agency: Peck Adv. Agency, N. Y.

GARDEX Inc., Michigan City, Ind. (garden tools). Agency: J. L. Sugden Adv. Co., Chicago. *sa*

GARDINER MFG. Co., Buffalo (101 for Baby Clothes). Agency: Warman & Hall Inc., Buffalo.

GARDNER NURSERY Co., Osage, Iowa (plants). Agency: Northwest Radio Adv. Co., Seattle. *sp t ta sa*

GARFIELD & WILLIAMSON Co., New York (fertilizer). Agency: Metropolitan Adv. Co., N. Y. *t*

GARFIELD TEA Co., Brooklyn (proprietary remedy). Agency: H. W. Kastor & Sons Adv. Co. Inc., N. Y. *sp*

GARRY & Co. Inc., New York (Styl-set). Agency: Grady & Wagner, N. Y.

GAS APPLIANCE SOCIETY of California, San Francisco. Agency: Jean Scott Frickeleton, San Francisco. *sp*

GEBHARDT CHILI POWDER Co., San Antonio (Chili). Agency: Tracy-Locke-Dawson Inc., San Antonio. *sp ra*

GEM PRODUCTS SALES Co., Camden, N. J. (laundry soap). Agency: Robert M. Clutch Co., Philadelphia. *sp sa t*

GENERAL BAKING Co., New York (Bond bread). Agency: Batten, Barton, Durstine & Osborn Inc., N. Y. *n sp sa t*

GENERAL CIGAR Co., New York (White Owl cigars). Agencies: J. Walter Thompson Co., N. Y.; Federal Adv. Agency Inc., N. Y. *n sa*

GENERAL COAL Co., Philadelphia (Jeddo Highland coal). *sa n*

GENERAL ELECTRIC Co., Schenectady, N. Y. (electrical devices). Agencies: Maxon Inc., Cleveland; Batten, Barton, Durstine & Osborn Inc., N. Y.; Foster & Davies Inc., Cleveland. *n sa t*

GENERAL FOODS Corp., New York (Maxwell House coffee, Grape Nuts, etc.). Agencies: Young & Rubicam Inc., N. Y., Grape Nuts, Jell-O, Calumet Baking Powder, La France, Postum; Benton & Bowles Inc., N. Y., Certo, Diamond Crystal Salt, Maxwell House Coffee. *n t*

GENERAL HOUSEHOLD UTILITIES Co., Chicago (Grunow products). Agency: Roche, Williams & Cunningham Inc., Chicago. *n sp t*

GENERAL ICE CREAM Co., Schenectady (Fro-Joy ice cream). Agency: N. W. Ayer & Son Inc., Philadelphia. *sp*

GENERAL MILLS Inc., Minneapolis (Gold Medal flour etc.). Agencies: McCord Co., Minneapolis; Blackett-Sample-Hummert Inc., Chicago; Knox Reeves Adv. Inc., Minneapolis; Merrill Adv. Co., N. Y. *n t sp sa*

GENERAL MILLS Inc., San Francisco (Bisquick). Agency: Westco Adv. Agency, San Francisco. *rn t*

GENERAL MOTORS Corp., Detroit (motor cars). Agencies: Campbell-Ewald Co. Inc., Detroit; Arthur H. Kudner Inc., N. Y. *n sp sa t*

GENERAL OFFICE EQUIPMENT Corp., New York (Elliott-Fisher book-keeping machines). Agency: Marchalk & Pratt Inc., N. Y.

GENERAL PAINT Corp., San Francisco. Agency: N. W. Ayer & Son Inc., San Francisco. *rn*

GENERAL PETROLEUM CORP. OF CALIF., Los Angeles. Agency: Smith & Drum Inc., Los Angeles. *n sp*

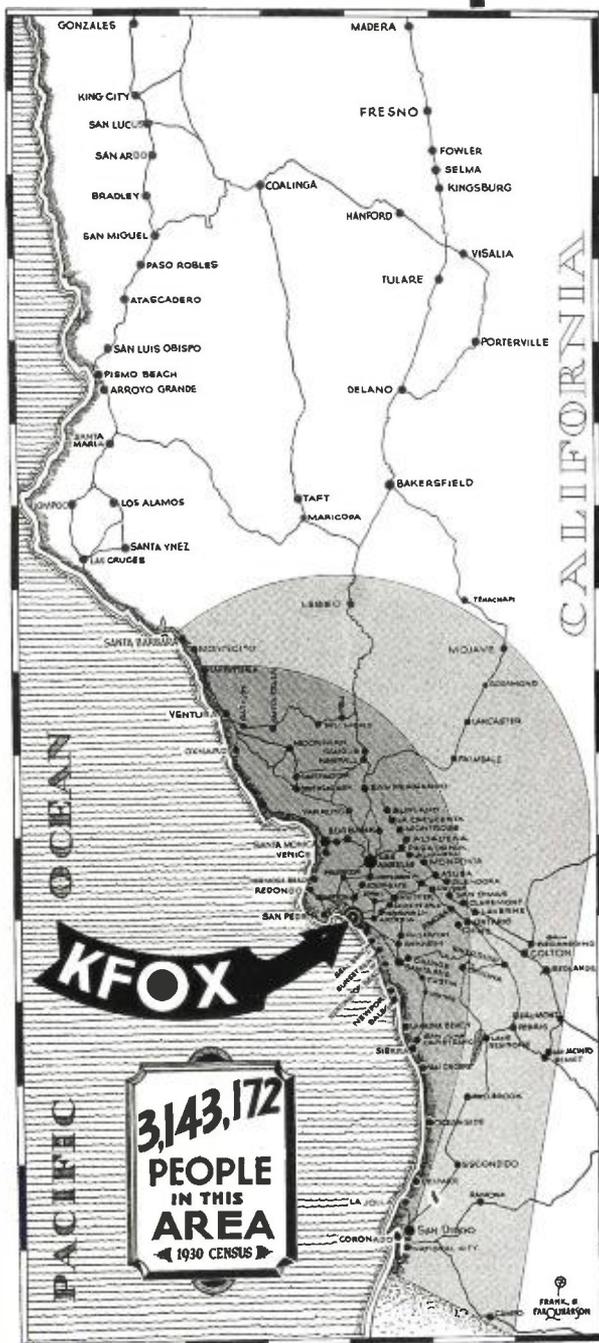
GENERAL SHOE Co., Nashville. Agency: Badger, Browning & Hersey Inc., N. Y. *t*

GENERAL TIRE & RUBBER Co., Akron (General tires). Agency: D'Arcy Adv. Co. Inc., St. Louis. *n*

GENERAL UTILITY PRODUCT Co., Chicago (Breakfast Club toaster). Agency: Reincke - Ellis - Younggreen & Finn Inc., Chicago.

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DIRECTORY OF NATIONAL AND REGIONAL RADIO ADVERTISERS

GEORGIE PORGIE Co., Council Bluffs, Ia. (Cereals). Agency: Haynes Adv. Co., Omaha.

GEPPERT STUDIOS, Des Moines (enlargements). Agency: Lessing Adv. Agency, Des Moines. *sp t sa*

GERBER PRODUCTS Co., Freeport, Mich. (strained vegetables). Agency: Federal Adv. Agency, N. Y. *n*

GERMANIA TEA Co., Minneapolis (Germania herb tea). Agency: Heath-Seehof Inc., Chicago. *sp*

GERMICIDE PRODUCTS Corp., Buffalo (D. A. G., Dak-N-Sol). Agency: Addison Vars Inc., Buffalo.

GEST BEAUMONT, Milwaukee (MediSpray). *sa*

D. GHIRARDELLI Co., San Francisco (chocolates). Agency: Erwin, Wasey & Co. Inc., San Francisco. *n*

FLOYD GIBBONS SCHOOL OF BROADCASTING, Washington, D. C. (radio instructor). Agency: Van Sant, Dugdale & Co., Baltimore.

A. C. GILBERT Co., New Haven, Conn. (Erector toys). Agency: Charles W. Hoyt Co. Inc., N. Y. *n sp t*

GILBERT & BARKER Mfg. Co., Springfield, Mass. (Flexible Flame oil burners). Agency: McCann-Erickson Inc., N. Y. *sa*

GILLETTE RUBBER Co., Eau Claire, Wisc. (Gillette tires). Agency: Cramer-Krasselt Co., Milwaukee. *sp sa t*

GILLETTE SAFETY RAZOR Co., Boston (razor blades). Agency: Ruthrauff & Ryan Inc., N. Y. *n rn sp sa t*

GILMORE OIL Co., Los Angeles (Red Lion, Record Breaker gasoline). Agency: Raymond R. Morgan Co. Inc., Hollywood. *rn sa t*

GLAME Co., Hoboken, N. J. (nail polish). Agency: Donahue & Coe Inc., N. Y. *sp*

GLASER - CRANDELL Co., Chicago (Derby mustard). Agency: Russell C. Comer Adv. Co., Chicago. *sa*

HENRY GLASS & Co., New York (Peter Pan fabrics). Agency: The Biow Co., N. Y.

GLEMBY Co. Inc., New York (Regina & Jean hair nets). Agency: The Biow Co. Inc., N. Y. *sa*

GLESSNER Co., Findlay, O. (Keen shaving cream). Agency: United States Adv. Corp., Toledo.

GLIDDEN-HYDE Co., Boston (Triple-Toe hosiery). Agency: Chambers & Wiswell Inc., Boston.

GLOBE BREWING Co., Baltimore (Arrow Special beer). Agency: Joseph Katz Co., Baltimore. *sp*

GLOBE-UNION Mfg. Co., Milwaukee (storage batteries). Agency: Klau-Van Pietersom-Dunlap Associates Inc., Milwaukee.

GLUEK BREWING Co., Minneapolis (beer). Agency: Hutchinson Adv. Co., Minneapolis.

ADOLF GOBEL Inc., New York (sausage). Agency: Fletcher & Ellis Inc., N. Y.

GODCHAUX SUGARS Inc., New Orleans (Golden Star syrup). Agency: Fitzgerald Adv. Agency Inc., New Orleans.

GODISSARTS' PARFUM CLASSIQUE FRANCAIS Inc., Hollywood. Agency: Glasser Adv. Agency, Los Angeles. *sp*

GOBBEL BREWING Co., Detroit. Agency: Maxon Inc., Detroit. *rn sp*

GOLDBAN PHARMACAL Co., Camden, N. J. (cough syrup). Agency: Harry Feigenbaum Adv. Service, Philadelphia.

GOLD DUST Corp., New York (Silver Dust etc.). Agency: Batten, Barton, Durstine & Osborn Inc., N. Y. *n sp t ta*

GOLDEN PEACOCK Inc., Paris, Tenn. (toilet goods). Agency: Ruthrauff & Ryan Inc., Chicago. *sp*

GOLDEN SPECIFIC Co., Cincinnati (medicine). Agency: H. W. Kastor & Son Adv. Co. Inc., Chicago. *sa*

GOLDEN STATE Co. Ltd., San Francisco (powdered milk). Agency: N. W. Ayer & Son Inc., San Francisco. *sp sa rn*

GOLDEN WEST BREWING Co., Oakland, Cal. *ta*

WILLIAM P. GOLDMAN & BROS., New York (clothing). Agency: Bachenheimer-Dundes Inc., N. Y. *sp rn*

CHARLES GOLDSTEIN, Juneau, Alaska (furs). *sa*

GOOCH FOOD PRODUCTS Co., Lincoln, Neb. (flour). Agency: Potts-Turnbull Adv. Co., Kansas City. *t*

GOODAL WORSTED Co., Sanford, Me. (Palm Beach cloth). Agency: Lawrence C. Gumbinner Adv. Agency, N. Y.

GOODERHAM & WORT Ltd., Toronto (liquor). Agency: Fletcher & Ellis Inc., N. Y. *sp*

GOOD-HUMOR ICE CREAM Co., Brooklyn-Chicago (ice cream bars). *sp sa t*

GOOD LUCK FOOD Co. Inc., Rochester, N. Y. (prepared desserts). Agency: Hughes, Wolf & Co. Inc., Rochester. *sp*

GOODRICH-GAMBLE Co., St. Paul (Mist-Tox, Hoff's liniment). Agency: McCord Co., Minneapolis. *sa*

B. F. GOODRICH RUBBER Co., Akron (tires). Agencies: Ruthrauff & Ryan Inc., N. Y.; Fuller & Smith & Ross Inc., Cleveland. *n sp sa*

GOODYEAR TIRE & RUBBER Co. Inc., Akron. Agency: Arthur Kudner Inc., N. Y.

GOPHER GRANITE Co., St. Cloud, Minn. (granite). *sp*

GORDON BAKING Co., Detroit (Silver Cup bread). Agency: Sehl Adv. Agency Inc., Chicago. *sp n*

GORDON MFG. Co., Framingham, Mass. (clothing). *sp*

W. H. GRAHAM, Boston (morticians). *rn*

GRAHAM-PAIGE MOTORS Corp., Detroit (motor cars). Agency: United States Adv. Corp., Toledo. *sp sa*

I. J. GRASS NOODLE Co. Inc., Chicago (egg noodles). Agencies: Fred A. Robbins Inc., Chicago; Chas. A. Silver & Co., Chicago. *sp*

R. H. GRAUPNER & Co., Harrisburg, Pa. (Jolly Scot ale). Agency: Foltz-Wessinger Inc., Lancaster, Pa. *sa*

DOROTHY GRAY, New York (cosmetics). Agency: Kenyon & Eckhardt Inc., N. Y.

MARION R. GRAY Co., Los Angeles (shirts). Agency: Lockwood-Shackelford Co., Los Angeles. *sp t*

GRAYBAN Inc., New York (toilet preparations). Agency: H. E. Lesan Adv. Agency Inc., N. Y.

GRAYBAR ELECTRIC Co., New York (appliances). Agency: Newell-Emmett Co., N. Y. *sa*

GREAT ATLANTIC & PACIFIC TEA Co., New York (A&P stores). Agency: Paris & Peart, N. Y. *n rn sp sa t*

GREAT NORTHERN RAILWAY Co., St. Paul (rail transportation). Agencies: Reincke-Ellis-Younggreen & Finn Inc., Chicago; David Inc., St. Paul. *sa*

GREAT SEAL PRODUCTS Co., Newark, O. (Great Seal vanilla). *sa*

GREENBAUM, WEIL & MICHELS, San Francisco (Crown Middy pajamas). Agency: Emil Brisacher & Staff, San Francisco. *sa*

GREENBRIER MILITARY SCHOOL, Lewisburg, W. Va. Agency: General Brdcastg. Co., Philadelphia. *sa*

GREYHOUND MANAGEMENT Inc., Cleveland (bus transportation). Agency: Beaumont & Hohman Inc., Cleveland. *sa t*

GRIESEDIECK - WESTERN BREWERY Co., Belleville, Ill. (Stag beer). Agency: Budke-Connell Adv. Agency, St. Louis. *sp sa*

GRIFFIN MFG. Co., Brooklyn (shoe polish). Agencies: Batten, Barton, Durstine & Osborn Inc., N. Y.; Birmingham, Castleman & Pierce Inc., N. Y. *sa*

GRIGSBY-GRUNOW Co., Chicago (Majestic radios). Agency: H. W. Kastor & Sons Adv. Co. Inc., Chicago. *sp*

GROCERY STORE PRODUCTS Inc., New York (Fould's macaroni, etc.). Agency: Gotham Adv. Co., N. Y.

JULIUS GROSSMAN SHOES Corp., New York (Pedemod shoes). Agency: Sterling Adv. Agency Inc., N. Y.

GROVE LABORATORIES Inc., St. Louis (proprietary). Agencies: H. W. Kastor & Sons Adv. Co. Inc., N. Y.; Stack - Goble Adv. Agency, N. Y. *n ta t sa*

GRUEN WATCH MAKER'S GUILD, Cincinnati (watches). Agency: DeGarmo-Kilborn Corp., N. Y. *n*

CHARLES GULDEN Inc., New York (Gulden's mustard). Agency: Erwin, Wasey & Co. Inc., N. Y. *t*

GULF BREWING Co., Houston (Grand Prize beer). Agency: Rogers-Gano Adv. Agency, Houston. *sa*

GULF REFINING Co., Pittsburgh (oil products). Agency: Young & Rubicam Inc., N. Y. *n*

S. GUMPERT Co. Inc., Brooklyn (dessert). *sp*

GEO. S. GUNTHER BREWING Co. Inc., Baltimore. Agency: I. A. Goldman & Co., Baltimore. *sp sa*

H

HAAS, BARUCH & Co., Los Angeles (Iris coffee). Agency: Charles H. Mayne Co., Los Angeles.

DR. J. W. HAINES Co., Cincinnati (Golden treatment). Agency: H. W. Kastor & Sons Adv. Co. Inc., Chicago. *sa*

HALCO LABORATORIES, Los Angeles (proprietary). Agency: R. L. Rust & Associates, Los Angeles. *sp*

HALEY M-O Co. Inc., Geneva, N. Y. (magnesia oil). Agency: Erwin, Wasey & Co. Inc., N. Y.

G. P. HALFERTY & Co. Inc., Seattle (Smart Set salmon steak). Agency: Beaumont & Hohman Inc., Seattle.

HALITOSINE Co., St. Louis (Halitosine mouth wash). Agency: Jimm Daugherty Inc., St. Louis. *sp sa*

HALSEY STUART Co., Chicago (bonds, securities). Agency: Gamble & Co. Ltd., Chicago.

HAMILTON-BEACH MFG Co., Racine, Wisc. (electric motors). Agency: Western Adv. Agency Inc., Racine, Wisc.

HAMILTON WATCH Co., Lancaster, Pa. (watches). Agency: Batten, Barton, Durstine & Osborn Inc., N. Y.

HAMLIN'S WIZARD OIL Co., Chicago (Wizaroyal). Agency: Ruthrauff & Ryan Inc., Chicago. *sp sa t*

HAMM BREWING Co., St. Paul (beer). Agency: McCord Co., Minneapolis. *t sa*

HANCOCK OIL Co., Los Angeles. Agency: Emil Brisacher & Staff, Los Angeles. *rn*

RALPH HANCOCK, New York (Gardens of the Nation). *sp*

HAND MEDICINE Co., Philadelphia (Dr. Hand's Worm Elixir). Agency: John L. Butler Co., Philadelphia. *sa*

HANLEY Co., Boston (ale). Agency: Harold Cabot & Co. Inc., Boston. *rn*

CHR. HANSEN'S LABORATORY, Little Falls, N. Y. (Junket dessert). Agency: Mitchell-Faust Adv. Co., Chicago. *sp sa t*

HAPPY WATER Co., Chicago (crystals). *sp*

JOHN P. HARDING Inc., Chicago (meat producers). Agency: C. Wendell Muench & Co., Chicago.

HART SCHAFFNER & MARX, Chicago (men's clothing). Agency: Batten, Barton, Durstine & Osborn Inc., Chicago.

HARTZ MOUNTAIN PRODUCTS Inc., New York (bird seed). Agency: Ernest Davids Inc., N. Y. *sa sp*

HARVARD BREWING Co., Lowell, Mass. (Green Label beer). Agency: Charles W. Hoyt Co. Inc., N. Y.

HASKINS BROS. & Co., Omaha (soap). Agency: D'Arcy Adv. Co. Inc., St. Louis.

HASTINGS CLOTHING Co., San Francisco (men's clothing). Agency: Sidney Garfinkel Adv. Agency, San Francisco. *rn*

HATHAWAY BAKERIES Inc., Cambridge, Mass. Agency: J. Walter Thompson Co., N. Y. *sa*

HAWAIIAN AVOCADO MAYONNAISE, Los Angeles. *t*

HAWAIIAN PINEAPPLE Co., San Francisco (Dole pineapple). Agency: N. W. Ayer & Son Inc., N. Y.

JAMES HAWLEY Co., Millis, Mass. (cereal). *sp*

HAZEL ATLAS GLASS Co., Wheeling, W. Va. (Atlas fruit jars). *sa*

HEADLIGHT OVERALL MFG. Co., Cincinnati. Agency: Key Adv. Agency, Cincinnati. *sp*

HEALTH FOUNDATION OF CALIFORNIA, Los Angeles (carbohydrated foods). *sa*

HEALTHAIDS Inc., New York (Serutan laxative). Agency: Zinn & Meyer Inc., N. Y.

HEALTH O'QUALITY PRODUCTS Co., Cincinnati (Healtho). Agency: Key Adv. Co., Cincinnati. *t*

HEALTH PRODUCTS Corp., Newark (Feen-A-Mint, Dillard's Aspergum, White's Cod Liver Oil, etc.). Agencies: William Esty & Co. Inc., N. Y.; Harry C. Phibbs Adv. Co., Chicago. *n sp sa*

HECKER H-O Co., Buffalo (Grandma's pancake flour & Farina). Agency: Erwin, Wasey & Co. Inc., N. Y. *n sa t*

HED AID Inc., Detroit (proprietary). Agency: Lafayette Adv. Agency, Detroit.

JAMES HEDDON'S SONS, Dowagiac, Mich. (fishing tackle). Agency: Rogers & Smith Adv. Agency, Chicago. *sa*

HEGER PRODUCTS Co. Inc., St. Paul (Vit-A-Song bird seed). Agency: Gerald S. Beskin Agency, Minneapolis.

HEIL Co., Milwaukee (industrial equipment). Agency: Editorial Service Inc., Milwaukee.

H. J. HEINZ Co., Pittsburgh (food). Agency: Maxon Inc., Detroit. *n t sa*

WILLIAM HELBEIN & Co., New York (Helbros watches).

HELWIG & LEITCH Corp., Baltimore (majestic food products). Agency: Emery Adv. Co. Inc., Baltimore. *sa t*

RADIO ADVERTISERS

HEMPHILL DIESEL SCHOOLS, Chicago (instruction). Agency: R. H. Alber Co., Los Angeles. †

HENNAFOAM Corp., New York (Hennafoam shampoo). Agency: Riegel & Lefingwell, N. Y. †

HERB JUICE-PENOL Co., Danville, Va. (Miller's Herb Extract). Agency: Bennett Adv., High Point, N. C.

DR. HESS & CLARK Inc., Ashland, O. (poultry food). Agency: N. W. Ayer & Son Inc., Philadelphia.

E. E. HESS Co., Brook, Ind. (witch hazel cream). Agency: Rogers & Smith Adv. Agency, Chicago. sp sa

L. HEUMANN & Co. Inc., New York (proprietary). Agency: Friend Adv. Agency, N. Y.

HEXIN Inc., Chicago (cold tablets). Agency: Sellers Service Inc., Chicago. sa

HEXOL Inc., San Francisco (germicide). Agency: Kelso Norman Organization, San Francisco. sa

HICKS RUBBER Co., Waco, Tex. (Star tires). Agency: Richard Bush Adv. Agency, Dallas. rn

HICOCK OIL Corp., Toledo (Hi-Speed gasoline). Agency: Miller Agency Co., Toledo. rn

HIGH ROCK GINGER ALE Co., Baltimore. Agency: J. A. Helprin Adv. Co., Baltimore. sp

HILLS BROS. Co., New York (Dromedary food products). Agency: Charles W. Hoyt Co. Inc., N. Y. sp

HILLS BROTHERS, San Francisco (Red Can coffee). Agency: N. W. Ayer & Son Inc., San Francisco. sp t

HILLS LABORATORIES Inc., Silver Spring, Md. (proprietary). Agency: Jesse Loeb Advertising, Washington, D. C. sa ta

D. HILL NURSERY Co., Dundee, Ill. (seeds). Agency: Cramer-Kras-selt Co., Milwaukee. sp

HILL FOOD PRODUCTS Co., Los Angeles (mayonnaise). Agency: Emil Brisacher & Staff, Los Angeles.

HINCKLEY & SCHMIDT, Chicago (Corinnia water). sp

HINZE-AMBROSIA Inc., New York (Ambrosia preparations). Agency: Luckey Bowman Inc., N. Y. n sp

HIPOLITE Co., St. Louis (marsh-mallow creme). Agency: Ralph Moore Inc., St. Louis. sp sa

HISTEEN Corp., Chicago (Histeen hay fever remedy). Agency: Ruth-rauff & Ryan Inc., Chicago. sa t

HOFFMAN BEVERAGE Co. Inc., Newark, N. J. (pure fruit beverages). Agencies: Batten, Barton, Durstine & Osborn Inc., N. Y.; Kimball, Hubbard & Powell Inc., N. Y.

HOFFMAN - HAYMAN COFFEE Co., San Antonio (H & H coffee). Agency: Pitluk Adv. Co., San Antonio.

M. HOHNER Inc., New York (harmonicas, etc.). Agency: Atherton & Currier Inc., N. Y. Advertisers Broadcasting Co., N. Y. n sp t

HOLFORD INHALER Co., Minneapolis (inhalers). Agency: Kraff Adv. Agency, Minneapolis.

HOLLAND BUTTER Co., Boston (butter & eggs). rn

HOLLAND FURNACE Co., Holland, Mich. Agency: Blackett - Sample-Hummert Inc., Chicago.

R. M. HOLLINGSHEAD Co., Camden, N. J. (Whiz auto polish). Agency: Badger, Browning & Hersey Inc., N. Y.

HOLLYWOOD DRY Corp., Los Angeles (beverages). Agency: Hammel Adv. Corp., Los Angeles.

HOLLYWOOD MASK Inc., Chicago (cosmetics). Agency: Schwimmer & Scott, Chicago. sp

HOLSUM BAKING Co., Morgantown, W. Va. (Youth & Holsum baking products). Agency: Bakers Consulting Bureau, South Bend, Ind.

AGAIN FIRST IN SHOWMANSHIP

and first in power - coverage - listener influence
and years of service

VARIETY, the nation's authority on the show business, again scores KSL first in showmanship for 1935 with the following significant comment:

"KSL closely identified with majority community interest. Has one of the best-situated transmitters in radio due to location in Utah salt bed. Has 59 hours per week of live talent, merchandising, powerful mobile short-wave unit. Adheres to 54% non-network program ratio." Additional reasons for KSL leadership are listed below.

Only once in all history has man attained an average speed of more than 300 miles per hour on land. When this world speed record was made on Utah salt flats KSL covered the action exclusively; and later interviewed Sir Malcolm Campbell exclusively over a nation-wide Columbia network and over foreign networks of the Canadian Radio Commission and British Broadcasting Corporation; also recorded and rebroadcast to entire British Empire.

These eight half-hour shows, featuring the KSL Players, written and produced by the KSL staff, in the middle of summer, 1935, pulled 27,123 written replies from every state in the United States and every county in the west.

With the most comprehensive news service in the west, the KSL Press Bureau keeps western America in touch with the pulse of the world. KSL presents six news periods daily, edited from the complete world-wide reports of International News Service, Associated Press and Universal Service.

Originating with KSL, a score of outstanding musical programs have been presented on regular network schedules, including the world-famous Salt Lake Tabernacle Choir broadcast now in its seventh year on a nationwide network.



DRAMA



MUSIC



NEWS



NITE LIFE



EDUCATION

EXCLUSIVE
world-wide coverage of Sir Malcolm Campbell speed records.

DRAMA
27,123 replies from 8 half-hour programs in summer.

NEWS
Most complete local and worldwide coverage

MUSIC
7th YEAR as originator of continuous coast-to-coast chain broadcast.

50,000 Watts
Cleared Channel
Unlimited Time

KSL AFFILIATED WITH CBS
THE VOICE OF THE WEST

SALT LAKE CITY, UTAH

Represented Nationally by Edward Petry & Co.

DIRECTORY OF NATIONAL AND REGIONAL RADIO ADVERTISERS

HOME MAKERS COUNCIL OF THE AIR, Boston (foods). Agency: Radio Broadcasting Co., Boston. *rn*

HOOD RUBBER Co., Watertown, Mass. (rubber & canvas footwear). Agency: McCann-Erickson Inc., N. Y.

HOOVER Co., Chicago (vacuum cleaners). Agency: Burnett Co. Inc., Chicago. *n*

HOOVER LINIMENT Co., Carlisle, Ind. (Dr. Cox's liniment). Agency: Wade Advertising Agency, Chicago. *sa*

EDNA WALLACE HOPPER Inc., Chicago (facial cream). Agency: Blackett-Sample-Hummert Inc., Chicago. *n*

HORLICK'S MALTED MILK Corp., Racine, Wisc. (malted milk). Agency: Lord & Thomas, Chicago. *n sp t*

GEO. A. HORMEL & Co., Austin, Minn. (canned food). Agency: Batten, Barton, Durstine & Osborn Inc., Minneapolis. *sa sp rn*

HORN & HARDART BAKING Co., Philadelphia (restaurants). Agency: Clements Co., Philadelphia. *sp*

HORSE & MULE ASSOCIATION OF AMERICA, Dallas. Agency: Carpenter-Rogers Co., Dallas. *sa*

ADOLPHUS HOTEL, Dallas. *rn*

HOTEL ASTOR, New York. Agency: Donahue & Coe, N. Y.

BEDFORD SPRINGS HOTEL, Bedford, Pa. Agency: Henry J. Kaufman, Washington. *sa*

BISMARCK HOTEL, Chicago. Agency: Brandt Adv. Co., Chicago.

CALIFORNIA HOTEL, San Francisco. *t*

CLARK HOTEL, Los Angeles. Agency: Russell J. Miller, Los Angeles. *t*

CLARK HOTEL, San Francisco. *t*

HOTEL GOV. CLINTON, New York. Agency: Rose-Martin Inc., N. Y. *sa*

DRAKE HOTEL, Chicago. Agency: Harry Atkinson Inc., Chicago.

HARRINGTON HOTEL, Washington. Agency: Romer Adv. Service, Washington. *sa*

HOTEL GREAT NORTHERN, New York. *sp*

HOTEL JEFFERSON, St. Louis. Agency: Budke-Connell Adv. Agency, St. Louis. *sa*

HOTELS MANAGEMENT & SECURITIES Corp., Washington, D. C. (hotel management). Agency: Needham & Grohmann Inc., N. Y.

MUDLAVIA SPRINGS HOTEL, Kramer, Ind. Agency: Applegate Adv. Agency, Indianapolis. *sa*

NICOLLET HOTEL, Minneapolis.

PLAZA HOTEL Co., San Antonio. *rn*

RICE HOTEL, Houston. *rn*

RONEY PLAZA HOTEL, Miami, Fla. Agency: Rose-Martin, Inc., N. Y. *sa*

TANGNEY-McGINN HOTELS Co., Iowa. *sp*

GEORGE WASHINGTON HOTEL, New York. Agency: Edwin Bird Wilson, N. Y.

HOUBIGANT Inc., New York (perfumes). Agency: Lawrence C. Gumbinner Adv. Agency, N. Y.

HOUSEHOLD FINANCE Corp., Chicago (family finance service). Agency: Charles Daniel Frey Co., Chicago. *n rn sa t*

HOUSE OF SEAGER Inc., Los Angeles (cosmetics). *n*

HOWARD CLOTHES Inc., New York. Agency: Edmund Linn Associates, N. Y. *rn*

HOWELL Co., New Orleans (remedies, extracts). *t*

GEO. W. HOYLAND Inc., Kansas City (Smax cereal). Agency: Russell C. Comer Adv. Co., Kansas City.

HUBINGER Co., Keokuk, Iowa (Elastic starch). Agency: Ralph Moore Inc., St. Louis. *sp*

HUDNUT SALES Co. Inc., New York (perfumes & powders). Agency: Batten, Barton, Durstine & Osborn Inc., N. Y. *n rn sp*

HUDSON MOTOR CAR Co., Detroit (motor cars). Agencies: Brooke, Smith & French Inc., Detroit; The Blackman Co., N. Y. *n t*

E. GRIFFITHS HUGHES Inc., Rochester, N. Y. (Kruschen salts). Agency: Redfield-Johnstone Inc., N. Y. *t*

K. A. HUGHES Co., Boston (Thalax, Pyrosan, remedies). Agency: H. B. Humphrey Co., Boston. *sa*

HULBURT'S FRUIT PRODUCTS Inc., New York (citrus juices). Agency: Ernest Davids Inc., N. Y. *sa sp*

HUMBLE OIL & REFINING Co., Houston. Agency: Franke-Wilkinson-Shiwetz Inc., Houston. *n sa*

HUMBOLDT MALT & BREWING Co., Eureka, Calif. (Brown Derby beer). Agency: Leon Livingston Adv. Agency, San Francisco.

HUMPHREY'S HOMEOPATHIC MEDICINE Co., New York (dog remedies). Agencies: The Biow Co. Inc., N. Y.; Phillips, Lennon & Co., N. Y. *n sp*

HUNTER PACKING Co., East St. Louis, Ill. (Hunter's chili, canned meat). Agency: Chappelow Adv. Co., St. Louis.

HUPP MOTOR Co., Detroit (motor cars). Agency: Stack-Goble Adv. Agency, Chicago.

HURLEY MACHINE Co., Chicago (Easy washing machines). Agency: Chas. Daniel Frey Co., Chicago. *sa*

TOM A. HUTCHINSON Inc., New York (cosmetics). Agency: Birmingham, Castleman & Pierce Inc., N. Y. *sa t*

HYDROX Corp., Chicago (Hydrox ice cream). Agency: J. R. Hamilton Adv. Agency, Chicago.

HYDROX ICE CREAM Co., St. Louis. Agency: Jimm Daugherty Inc., St. Louis.

HYGEIA NURSING BOTTLE Co., Buffalo (strained vegetables). Agency: Batten, Barton, Durstine & Osborn Inc., Buffalo.

HYGRADE-SYLVANIA Corp., Clifton, N. J. (radio tubes). Agency: Richardson, Alley & Richards Co., N. Y. *sa sp*

HYRAL Co., Fort Worth, Tex. (dentifrice). Agency: Luckey-Bowman Inc., N. Y. *sa rn*

I

IDEAL Co., Waco, Tex. (built-in furniture). *rn*

ILLINOIS BOTTLED GAS Co., Chicago (Dri-Gas). Agency: Wade Adv. Agency, Chicago. *sp sa*

ILLINOIS CENTRAL RAILROAD, Chicago. Agency: Caples Co., Chicago. *sa n*

ILLINOIS MEAT Co., Chicago (corn beef hash). Agency: J. L. Sugden Adv. Co., Chicago. *sp*

ILLINOIS WOMEN'S DEMOCRATIC CLUB, Chicago (political).

IMPERIAL SUGAR Co., Sugarland, Texas. Agency: Tracy-Locke-Dawson Inc., Dallas. *sp*

IMPERIAL TOBACCO Ltd., Montreal (Dominion tobacco). *sp*

INDEPENDENT GROCERS ALLIANCE DISTRIBUTING Co., Chicago (IGA brands). Agencies: Hilmar V. Swenson Co., Chicago; north central division (Winston-Newell Co., Minneapolis), McCord Co., Minneapolis. *sp*

INDEPENDENT SILO Co., St. Paul (silos). Agency: Harman-McGinnis Inc., St. Paul.

INDIANA SAFEWAY BUS LINES, Indianapolis (transportation). *sp*

INDIVIDUAL DRINKING CUP Co., Easton, Pa. (Dixie cups). Agency: N. W. Ayer & Son Inc., Philadelphia. *n*

INECTO Inc., New York (Inecto-Rapid Notox). Agency: Grey Adv. Service, N. Y. *n t*

INFANT SUPPLY Co., Lynn, Mass. (Pyorless diapers). Agency: Northeastern Adv. Agency, Lynn, Mass.

INGERSOLL - WATERBURY Co., Waterbury, Conn. (watches, clocks). *sa*

INLAND CONSOLIDATED COAL Corp., Chicago (Great Eagle coal). Agency: Jim Duffy Inc., Chicago. *t sa*

INSTITUTE OF AMERICAN MEAT PACKERS, Chicago (meat talks). Agency: McCann-Erickson Inc. *n*

INTERNATIONAL BEDDING Co., Baltimore (White Cloud mattresses). *t sa*

INTERNATIONAL LABORATORIES, Omaha (hair remedy). Agency: Buchanan-Thomas Adv. Co., Omaha.

INTERNATIONAL MATE Co., New York (Joyz Yerba Mate tea). Agency: Mark O'Dea & Co Inc., N. Y.

INTERNATIONAL OIL HEATING Co., St. Louis (oil burners). Agency: Phil Gordon Agency, Chicago. *sp sa*

INTERNATIONAL SALT Co., Scranton, Pa. (salt). Agency: Paris & Peart, N. Y. *sa*

INTERNATIONAL SHOE Co., St. Louis (Red Goose shoes). Agency: D'Arcy Adv. Co. Inc., St. Louis.

INTERNATIONAL SILVER Co., Meridan, Conn. (silverware). Agencies: N. W. Ayer & Son Inc., Philadelphia; Benton & Bowles Inc., N. Y.; Ralph H. Jones Co., N. Y.; Young & Rubicam Inc., N. Y.

INTERNATIONAL VITAMIN Corp., New York (IVC pearls). Agency: Zinn & Meyer Inc., N. Y. *sp*

INTERSTATE AID ASSN., Chicago (life insurance). *rn*

INTERSTATE COTTON OIL REFINING Co., Sherman, Tex. (Mrs. Tucker's shortening). Agency: Crook Adv. Agency, Dallas.

INTERSTATE DEPARTMENT STORES, New York (chain stores). *sa*

INTERSTATE LIFE ASSOCIATION, Hollywood (insurance). *t*

INTERSTATE NURSERIES, Hamburg, Ia. (plants). Agency: Coles Inc., Des Moines. *sp*

INTERWOVEN STOCKING Co., New Brunswick, N. J. (Interwoven hosiery). Agency: United Adv. Agency, Inc. N. Y. *sp*

INVESTORS SYNDICATE, Minneapolis. Agency: Young & Rubicam Inc., Chicago.

I-O PRODUCTS Co. Inc., New York (I-O Tabs). Agency: Stewart, Hanford & Frohman Inc., N. Y.; Klan-van Pietersom - Dunlap Associates, Milwaukee. *sp*

IODENT CHEMICAL Co., Detroit (tooth paste). Agency: Maxon Inc., Detroit. *sp t*

IOKELP COMPANY, San Diego (health tonic). Agency: Heintz, Pickering & Co. Ltd., Los Angeles *sp t*

IOWA PEARL BUTTON Co., Muscatine, Ia. (Blue Bird pearl buttons). R. C. Morenus & Co., Chicago. *sa*

IOWA SOAP Co., Burlington, Ia., Camden, N. J. (Magic Washer etc.). Agency: Morenus Adv. Agency Inc., Chicago. *sp t ta*

THE IRONIZED YEAST Co., Atlanta, Ga. (yeast tablets). Agency: Ruthrauff & Ryan Inc., N. Y. *n sp sa t*

IROQUOIS SEED Co., Chicago (seed corn). *sa*

JOHN IRVING SHOE Co., Hartford, Conn. (shoe retailer). Bresnick & Solomont, Boston. *rn*

ITALY LABORATORIES, New York (Norine). Agency: Bess & Schillin Inc., N. Y. *sp*

ITS Co., Elyria, O. (rubber soles & heels). Agency: Carr Liggett Inc., Cleveland. *rn sa*

IVANHOE FOODS Inc., Auburn, N. Y. (Salanaise salad dressing). Agency: Moser & Cotins Inc., Utica, N. Y.

J

WALTER JANVIER Inc., New York (Kellogg's tasteless castor oil). Agencies: Churchill-Hall Inc., N. Y.; Murray Brees Associates Inc., N. Y. (Rolicin, Buffalo mineral water).

JAX BREWING Co., Jacksonville, Fla. Agency: Associated Adv. Agency Inc., Jacksonville. *sp*

DR. D. JAYNE & SON Inc., Philadelphia (vitamin wine). Agency: Carter-Thomson Co., Philadelphia.

JEAN Inc., Newark (Gingerbread Mix, etc.). Agency: W. I. Tracy Inc., N. Y.

JEAN JORDEAU Inc., South Orange, N. J. (Zip and depilatory cream). Agency: James R. Flanagan Adv. Agency, N. Y. *t*

JEDDO HIGHLAND COAL Co., Jeddo, Pa. Agency: Harry G. Frost Inc., Hazleton, Pa. *n sa*

JOHN F. JELKE Co., Chicago (Good Luck margarine). Agency: Blackett-Sample-Hummert Inc., Chicago.

JELL-WELL DESSERT Co. Inc., Los Angeles. Agency: Lord & Thomas, Los Angeles. *t*

JEL-SERT Co., Chicago (Flavorade). Agency: Rogers & Smith Adv. Agency, Chicago. *sp*

JENNY WREN Co., Lawrence, Kan. (prepared flour). Agency: Mitchell-Faust Adv. Co., Chicago. *sp sa*

ANDREW JERGENS Co., Cincinnati (Woodbury's soap and lotion). Agencies: J. Walter Thompson Co., N. Y.; Lennen & Mitchell Inc. N. Y. *n*

J. F. G. COFFEE Co., Knoxville, Tenn. *sp*

JOHN IRVING SHOE Co., Boston. *rn*

JOHNS - MANVILLE Corp., N. Y. (asbestos products). Agency: J. Walter Thompson Co., N. Y. *n t*

JOHNSON EDUCATOR FOOD Co., Cambridge, Mass. (Educator crackers). Agency: John W. Queen Adv. Agency, Boston. *rn sa t sp*

JOHNSON MOTOR Co., Waukegan, Ill. (washing machines). Agency: Lamport, Fox & Co., South Bend, Ind. *sp*

JOHNSON & JOHNSON, New Brunswick, N. J. (surgical products). Agencies: Gans Adv. Agency, Newark, (medicated plasters, industrial tape); Young & Rubicam Inc., N. Y. (Red Cross, baby products); Ferry-Hanly Adv. Co., N. Y. (all others).

OLIVER J. JOHNSON Inc., Chicago (seeds). Agency: McJunkin Adv. Co., Chicago.

JOHNSON PRODUCTS Co., Boston (oil burners). *sa*

JOHNSON - STEPHENS & SHINKLE SHOE Co., St. Louis (Fashion Plate shoes). Agency: Ruthrauff & Ryan Inc., St. Louis.

S. C. JOHNSON & SON, Inc., Racine, Wis. (Johnson's floor wax). Agency: Needham, Louis & Brorby, Inc., Chicago. *n*

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 JULEP TOBACCO Co., Boston (Julep cigarettes). Agency: Mark O'Dea & Co. Inc., N. Y.
 JULIAN, Inc., Dallas (hand lotion). *sa*
 JULIAN & KOKENGE Co., Columbus, O. (Footsaver shoes). Agency: Aubrey, Moore & Wallace Inc., Chicago. *t n*
 JUNG SEED Co., Randolph, Wis. (seeds and bulbs). Agency: Frizzell Adv. Agency, Minneapolis. *sp sa*
 JUSTIN HAYNES & Co. Inc., New York (aspirin). Agency: Dorland International Inc., N. Y. *sp*
 JUSTRITE Co., Milwaukee (bird seed). Agency: Gustav Marx Adv. Agency, Milwaukee. *sp sa*

KENWOOD MILLS, Albany, N. Y. (wool blankets). Agency: G. Lynn Sumner Co., N. Y.
 KERR GLASS Co., Sand Springs, Okla. (mason jars). Agencies: Rogers-Gano Adv. Agency, Tulsa; Kings-hall Adv. Agency, Pasadena, Calif. *sp sa t*
 KESTER SOLDER Co., Chicago (metal mender). Agency: Aubrey, Moore & Wallace Inc., Chicago. *sp sa*
 KEYSTONE STEEL & WIRE Co., Peoria, Ill. (Red Brand wire fences). Agencies: Rogers & Smith Adv. Agency, Chicago; Mace Adv. Agency, Peoria, Ill. (WHO only). *sp*
 KILDALL Co., Minneapolis (cod liver oil). Agency: Greve Adv. Agency, St. Paul.
 C. M. KIMBALL Co., Everett, Mass. (Red Cap polishes). Agency: Wood, Putnam & Wood Co., Boston.
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 KINGS BREWING Inc., Brooklyn (King's beer). Agency: Charles Austin Bates Inc., N. Y. *sp*

M. A. KING Co., Somerville, Mass. (Statler tissue). Agency: Louis M. Glaser Inc., Boston. *sa t*
 KING RAZOR Co., Providence, R. I. (safety razor). Agency: Lanpher & Schonfarber Inc., Providence, R. I.
 KINOX Co., Rutland, Vt. (Callouse-East). Agency: Hays Adv. Agency, Burlington, Vt. *sp*
 KIP Corp. Ltd., Los Angeles (Pyrol). Agency: Lockwood-Shackelford Co., Los Angeles.
 WALTER R. KIRK Inc., Chicago (soaps). Agency: C. Wendell Muench & Co., Chicago.
 KIRSCH Co., Sturgis, Mich. (drapery hardware). Agency: Brooke, Smith & French Inc., Detroit.
 KISSPROOF Inc., Chicago (lipstick). Agency: Blackett-Sample-Hummert Inc., Chicago. *t*
 KITCHEN ART FOODS Inc., Chicago (2-Minute Dessert). Agency: Earle Ludgin Inc., Chicago. *sp sa*
 KLEISTONE RUBBER Co. Inc., Warren, R. I. (Lyneo arch support). Agency: Lanpher & Schonfarber Inc., Providence, R. I.

E. A. KLINE & Co., New York (Medalist cigars). Agency: Wm. Irving Hamilton Agency, N. Y.
 A. A. KNIGHT Corp., Charlestown, Mass. (Kni-cust ice cream mix). *rn*
 E. L. KNOWLES Inc., Springfield, Mass. (Rubine liniment). Agency: DeForest Merchandising Bureau, Springfield, Mass. *sa t*
 KNOX Co., Kansas City (Cystex). Agencies: Dillon & Kirk, Kansas City; Allen C. Smith Adv. Co., Kansas City. *sp t*
 KNOX GELATINE Co., Johnstown, N. Y. (Knox Sparkling gelatin). Agencies: Federal Adv. Agency Inc., N. Y.; Murray Breese Associates, N. Y. (medical). *sa t*
 WALTER F. KOKEN & Co., St. Louis (cosmetics). Agency: Olakleigh R. French Inc., St. Louis.
 KOLYNOS Co. Inc., New Haven, Conn. (toothpaste). Agency: Blackett-Sample-Hummert Inc., Chicago. *t n*
 KONDON Mfg. Co., Minneapolis, (Kondon's Catarrhal jelly). Agency: Erwin, Wasey & Co. Inc., Minneapolis. *sa*

K

KAEMPFER'S, Chicago (Big Kernel bird food). Agency: Behel & Waldie, Chicago. *t sp*
 KAL PRODUCTS Inc., St. Paul (X-Y-Z ointment). Agency: McCord Co., Minneapolis. *sa*
 KALAMAZOO STOVE Co., Kalamazoo, Mich. Agency: Cramer-Krassett Co., Milwaukee. *sp*
 KALAMAZOO VEGETABLE PARCHMENT Co., Kalamazoo. *rn*
 KARNASCK AMBROSIA Co., Scranton, Pa. (Lekatoria). *sa*
 A. J. KASPER Co., Chicago (Sip of Gold coffee). Agency: James H. Turner, Chicago. *sp*
 KATRO - LEK LABORATORIES Inc., Dorchester, Mass. (proprietary). Agency: Chambers & Wiswell Inc., Boston. *rn*
 KATTERMAN & MITCHELL SALES Corp., New York (Gloria Gay silks).
 KAY JEWELRY Co., Boston (jewelry stores). Agency: Salinger & Publi-cover, Boston. *rn*
 KAY JEWELRY Co., Oakland, Cal. (stores). Agency: Sidney Garfinkel Adv. Agency, San Francisco. *rn*
 KEELEY INSTITUTE, Dwight, Ill. (liquor cure). Agency: Fred A. Robbins Inc., Chicago. *sa*
 KEEP CHICAGO AHEAD COMMITTEE, Chicago (promotional). Agency: Hays MacFarland & Co., Chicago. *n*
 THE KELLOGG Co., Battle Creek, Mich. (corn flakes, Pep, etc.). Agency: N. W. Ayer & Son Inc., N. Y. *n sp sa t va*
 KELLY-SPRINGFIELD TIRE Co., Cumberland, Md. Agency: J. Stirling Getchell Inc., N. Y.
 KELVINATOR Corp., Detroit (refrigerators). Agency: Geyer, Cornell & Newell Inc., N. Y. *sp*
 KEMP BROS. PACKING Co., Frankfort, Ind. (Sun Rayed tomato juice). Agency: The Caldwell-Baker Co., Indianapolis.
 KENDALL MFG. Co., Providence, R. I. (Soapine). Agency: Dowd & Ostreicher, Boston. *rn*
 KENDALL REFINING Co., Bradford, Pa. (Pennsbest motor oil). Agency: Batten, Barton, Durstine & Osborn Inc., Pittsburgh. *sp*
 C. D. KENNY Co., Baltimore (Norwood coffee). *sp*
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 KOPPERS GAS & COKE Co., Kearney, N. J. Agency: N. W. Ayer & Son Inc., Philadelphia. *rn*
 KOPPERS GAS & COKE Co., Brooklyn. Agency: Arthur H. Kudner Inc., N. Y. *sp sa*
 KOPS BROTHERS Inc., New York (corsets and brassieres). Agency: E. T. Howard Co., N. Y. *sp*
 KOSTO Co., Chicago (10-cent dessert). Agency: Perrin-Paus Co., Chicago. *sa t*
 KOTEX Co., Chicago (hygienic supplies). Agency: Lord & Thomas, Chicago. *n*
 KRAFT PHENIX CHEESE Corp., Chicago (cheese, etc.). Agency: J. Walter Thompson Co., Chicago. *n sp sa*
 A. J. KRANK Co., St. Paul (cosmetics, etc.). Agencies: Mitchell-Faust Adv. Co., Chicago (Balm Argenta); David Inc., St. Paul (cosmetics). *sp*
 KREMENTZ & Co., Newark (jewelry). Agency: Morton Freund Adv., N. Y.
 KREMOLA Co., Chicago (Kremola toilet preparation). Agency: Guenther-Bradford & Co. Inc., Chicago.
 S. S. KRESGE Co., Detroit (chain stores).
 KREY PACKING Co., St. Louis. *sp*
 KROGER GROCERY & BAKING Co., Cincinnati (grocers). Agency: Ralph H. Jones Co., Cincinnati. *t sa*
 KROMETAN Co., Omaha (home tanning outfits). Agency: Campbell, Kellogg Co., Los Angeles. *sa*

KRUEGER BREWING Co., Newark (beer). Agency: Biow Co. Inc., N. Y. *sa t n*
 SAMUEL KUNIN & SONS Inc., Chicago (liquor). Agency: Harold I. Colten, Chicago.
 KURLASH Co., Rochester (eyelash beautifiers). Agency: N. W. Ayer & Son Inc., Philadelphia.
 B. KUPPENHEIMER & Co., Chicago (men's clothing). *t*

L

LABLANCHE FACE POWDER Co., New York. Agency: Redfield-Johnstone Inc., N. Y. *sa*
 L. B. LABORATORIES, Los Angeles (hair oil).
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 LADY BALTIMORE Co., Baltimore (Lady Baltimore facial cream). *sa*
 LADY ESTHER Co., Evanston, Ill. (powder, etc.). Agency: Stack-Goble Adv. Agency, Chicago. *n*
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 LA GERARDINE Inc., New York (wave set lotion). Agency: H. E. Lesan Adv. Agency, N. Y. *t sa*
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 LAKE SHORE ELECTRIC RAILWAY, Sandusky, O. Agency: Campbell-Sanford Adv. Co., Cleveland. *sa*
 LAKESIDE BREWING Co., Port Huron, Mich. Agency: Bass-Luckoff Inc., Detroit.

DR. J. O. LAMBERT Ltd., Montreal (proprietary). *sp*
 LAND O'LAKES CREAMERIES Inc., Minneapolis (dairy products). Agency: Campbell-Mithun Inc., Minneapolis. *sp*
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 LAMBERT PHARMACAL Co., St. Louis (listerine). Agency: Lambert & Feasley Inc., N. Y. *n*
 CORLISS LAMONT & Co., New York (Nestle's). Agency: J. Walter Thompson Co., N. Y. *n*
 LANCASTER COUNTY SEED Co., Paradise, Pa. (seeds). Agency: C. F. Kern Adv. Agency, Philadelphia. *sp t*
 LAND O'NOD Co., Minneapolis (mattresses). *sa*
 LANE Co., Altavista, Va. (cedar chests). Agency: Henri Hurst & McDonald Inc., Chicago.
 LANGENDORF UNITED BAKERIES Inc., San Francisco. Agency: McCann-Erickson Inc., San Francisco. *rn*
 PAUL LANTIVE, New York (perfume). Agency: Arthur Rosenberg Co. Inc., N. Y. *t*
 LA PEPTONINE Co., Montreal (infant's food). *sp*
 LARNED Co., New York (Hill's nose drops). Agency: Blackett-Sample-Hummert Inc., N. Y. *n*
 V. LAROSA, Brooklyn (macaroni). Agency: Commercial Radio, N. Y. *rn t*
 LARROWS MILLING Co., Detroit (stock feed). Agency: Zimmer-Keller Inc., Detroit. *sp*
 LARSEN Co., Green Bay, Wisc. (strained vegetables for babies). Agency: Neisser-Meyerhoff Inc., Chicago. *sp*
 LARUS & BRO. Co., Richmond, Va. (Edgeworth tobacco). Agency: Batten, Barton, Durstine & Osborn Inc., N. Y. *n rn sp*
 LASALLE WINES & CHAMPAGNE Inc., Farmington, Mich. Agency: MacManus, John & Adams Inc., Detroit. *rn*
 LAVENA Corp., Chicago (bath powder). Agency: Lord & Thomas, Chicago. *sp t sa*
 LAVORIS CHEMICAL Co., Minneapolis (mouth wash). Agencies: Blackett-Sample-Hummert Inc., Chicago; Hutchinson Adv. Co., Minneapolis. *n*
 LEATH & Co., Chicago (furniture chain). *sp*
 LEE & SCHIFFER Inc., New York (Rolls Razor). Agency: Kimball, Hubbard & Powel Inc., N. Y. *sp t sa*
 THOMAS LEEMING & Co. Inc., New York (Baume Bengue). Agency: Wm. Estey & Co. Inc., N. Y. *n*
 LEES JAMES & SONS Co., Bridgeport, Pa. (Minerva yarns). Agency: Wm. Jenkins Adv. Agency, Philadelphia.
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 LEHN & FINK PRODUCTS Co., New York. Agencies: Kenyon & Eckhardt Inc., N. Y. (Hinds cream, Dorothy Gray products); Lennen & Mitchell Inc., N. Y. (Lysol, Pebeco); Kimball, Hubbard & Powell Inc., N. Y. (Lesquendieu & Tussy cosmetics). *n sp*
 LEHON Co., Chicago (Mule-Hide roofing). Agency: Matteson-Fogarty-Jordan Co., Chicago. *sa*
 LEISY BREWING Co., Cleveland. Agency: Fuller & Smith & Ross Inc., Cleveland.
 LEM-LUR BOTTLING Co., San Francisco. Agency: Emil Brisacher & Staff, San Francisco.
 LENTHERIC Inc., New York (perfumes). Agency: Geyer-Cornell Co. Inc., N. Y. *sp*

LEN-ZOL PRODUCTS Inc., Syracuse, N. Y.
 LEVER BROS. Co., Cambridge, Mass. (Lux, Rinsol, Lifebuoy). Agencies: Ruthrauff & Ryan Inc., N. Y.; J. Walter Thompson Co., N. Y. *n sp t*
 LEVER BROS. Co., Toronto (Comfort soap). Agency: R. C. Smith & Son Ltd., Toronto. *ta*
 A. H. LEWIS MEDICINE Co., St. Louis (Tums). Agency: Ruthrauff & Ryan Inc., Chicago. *sa t*
 EDGAR B. LEWIS Inc., Malden (Viva candy bar). Agency: E. W. Hellwig Co., N. Y. *rn*
 LEWIS HOTEL TRAINING SCHOOL, Washington, D. C. Agency: Rose-Martin Inc., N. Y. *t*
 I. LEWIS CIGAR MFG. Co., Newark, N. J. (John Ruskin & Melba cigars). Agency: Scheck Adv. Agency Inc., Newark. *sa*
 LEWIS KNITTING Co., Janesville, Wisc. (underwear). Agency: Schwimmer & Scott, Chicago.
 LIBBEY-OWENS FORD GLASS Co., Toledo (safety glass). Agency: United States Adv. Corp., Toledo *sp sa*
 LIBBY, McNEILL & LIBBY, Chicago (food products). Agencies: J. Walter Thompson Co., Chicago; Needham, Louis & Brorby Inc., Chicago. *n*
 LIBERTY FOODS Co., Covington, Ky. (Redi-Spread). Agency: Jesse M. Joseph Adv. Agency, Cincinnati. *sp*
 LIBERTY MAGAZINE, New York. Agency: Lord & Thomas, N. Y. *sa*
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 VICTOR H. LINDLAHR, New York (Serutan health builder). *sp*
 LOUIS K. LIGGETT & Co., New York (stores). Agency: Street & Finney Inc., N. Y. *sa*
 LIGGETT & MYERS TOBACCO Co., New York (Chesterfield). Agency: Newell-Emmett Co. Inc., N. Y. *n*
 LINCE PRODUCTS, Chicago (Lincoco wash). *sa*
 LINCOLN AID ASSOCIATION, Chicago (insurance). Agency: Guenther-Bradford & Co. Inc., Chicago. *sa*
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 THOMAS J. LIPTON Inc., Hoboken, N. J. (teas). Agency: Frank Presbrey Co. Inc., N. Y. *rn sp sa*
 LITE SOAP Co., Aurora, Ill. Agency: Schwimmer & Scott, Chicago. *sa t*
 LITTLE CROW MILLING Co., Warsaw, Ind. (pancake flour). Agency: Rogers & Smith Adv. Agency, Chicago. *sp*
 LITTLE TREES FARMS, Framingham, Mass. (shrubs and trees). Agency: Harry M. Frost Co., Boston.
 LOCKWOOD BRACKETT Co., Boston (castile products). *rn*
 LONE WOLF MFG. Co., Fort Worth, Tex. (hair tonic). *sa*
 LONGINO & COLLINS, New Orleans (Tasty preserves). Agency: Stone, Stevens & Lill, New Orleans.
 LOOSE-WILES BISCUIT Co., Long Island City, N. Y. (Krispy Crackers, etc.). Agency: Newell-Emmett Co. Inc., N. Y. *rn sa t sa*
 FRANK LOPEZ, Brooklyn, N. Y. (cosmetics). *rn*
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LOS ANGELES SOAP Co., Los Angeles (White King soap). Agency: Barnes-Chase Co., Los Angeles. *sa*

LOUDEN PACKING Co., Terre Haute, Ind. (Doggie Dinner). Agency: Matteson-Fogarty-Jordan Co. Inc., Chicago.

LOUISVILLE & NASHVILLE RAILROAD, Louisville, Ky. Agency: Gardner Adv. Co., Louisville. *sp*

LOVE CHARM Inc., St. Louis (perfumes). Agency: Hilmer V. Swenson Co., Chicago. *sp*

LOWE BROS. Co., Dayton (paints). Agency: The Geyer Co., Dayton.

LUBRITE REFINING Corp., St. Louis (Mobiloil & Mobilgas). Agency: J. Stirling Getchell Inc., N. Y. *sp* †

JOHN LUCAS & Co. Inc., Philadelphia (paint). Agency: McKee & Albright Inc., Philadelphia. *sp*

LUCKY TIGER MFG. Co., Kansas City (hair tonic). Agency: Allen C. Smith Adv. Co., Kansas City. *sp*

LUDENS Inc., Reading, Pa. (cough drops). Agency: J. M. Mathes Inc., N. Y. *n*

GEO. W. LUFT Co., Long Island City, N. Y. (Tangee cosmetics). Agency: Cecil, Warwick & Cecil Inc., N. Y.

LUMBERMEN'S ASSN. OF TEXAS, Houston (lumber). Agency: Erie Racey Adv. Agency, Dallas. *rn*

LUMBERMEN'S MUTUAL CASUALTY Co., Chicago (auto insurance). Agency: Charles Daniel Frey Co., Chicago. *sp*

LUTHERAN LAYMEN'S LEAGUE, St. Louis. Agency: Kelly - Stuhlman Adv. Co., St. Louis. *n*

LUXITE SILK PRODUCTS Co., Milwaukee (hosiery and lingerie). Agency: Neisser & Meyerhoff Inc., Milwaukee. †

LUXOR Ltd., Chicago (cosmetics). Agency: Lord & Thomas, Chicago. *n*

LYNN PRODUCTS Co., Lynn, Mass. (oil burners). Agency: Church-Green Co., Boston. *sa*

LYKOLENE Co., Kansas City (Lyko & Lykolene). Agency: Ferry-Hanly Adv. Co., Kansas City.

LYON VAN & STORAGE Co., Los Angeles. Agency: Charles H. Mayne Co., Los Angeles. *rn*

M

MacDONALD MEDICINE Co., Kitchener, Ont. (proprietary). *sp*

MacDONALD'S TOBACCO Co., Toronto (Highland Lassie). Agency: Consolidated Adv. Service, Toronto. *ta*

MacFADDEN PUBLICATIONS Inc., New York Agency: Arthur Kuder Inc., N. Y. *n sa sp rn*

MACMILLAN PETROLEUM Co., Los Angeles (Ring Free motor oil). Agency: Erwin, Wasey & Co. Inc., Los Angeles.

R. H. MACY & COMPANY, New York (department store).

MADOR Inc., Chicago (cosmetics). Agency: McJunkin Adv. Co., Chicago.

MAGGI Co. Inc., New York (seasoning, bullion cubes). Agency: Marschalk & Pratt Inc., N. Y.

MAGNESIA PRODUCTS Co., Milwaukee (West's bird foods). Agency: Klan-Van Pietersom-Dunlap Associates, Milwaukee.

MAGNOLIA PETROLEUM Co., Dallas (Mobiloil & Mobilgas). Agency: Johnston Printing & Adv. Co. *sa*

MAGNOLIA SEED Co., Dallas (Chigger Chaser, seeds, flowers). Agency: Dicklow Adv. Agency, Dallas. *sp*

MAIL POUCH TOBACCO Co., Wheeling, W. Va. (Mail Pouch tobacco).

STATE OF MAINE, Augusta (Potato Campaign). Agency: N. W. Ayer & Son Inc., N. Y. *sa*

MALLORY HAT Co., Danbury, Conn. (men's hats). Agency: Trades Adv. Agency, N. Y.

MALTED CEREALS Co., Burlington, Vt. (Maltex). Agency: Samuel C. Croot Co. Inc., N. Y. *n*

MALTINE Co., New York (cod liver oil). Agency: N. W. Ayer & Son Inc., Philadelphia.

MALT-O-MEAL Co., Fort Worth (cereal). Agency: Mitchell-Faust Adv. Co., Chicago. *sp sa*

MALVA MEDICINE Co., Cincinnati (remedy). Agency: Chester C. Moreland Co., Cincinnati.

MANDEVILLE & KING Co., Rochester, N. Y. (nursery). Agency: Stewart, Hanford & Frohman Inc., Rochester. *sp*

MANGELS, HEROLD Co., Baltimore (King's Syrup). Agency: Emery Adv. Co. Inc., Baltimore. *sp* †

MANHATTAN SOAP Co. Inc., New York (Micky Mouse soap). Agency: Peck Adv. Agency Inc., N. Y. *n*

B. MANISCHEWITZ Co., Cincinnati (Matos). *sp*

MANITOU WATER Co., Denver (mineral water). Agency: Shaw-Betts Inc., Denver. *sa*

MANKIND DOG & CAT FOOD Co., Philadelphia. *sa*

MANTLE LAMP Co. of AMERICA, Chicago (Aladdin lamps). Agency: Presba, Fellers & Presba Inc., Chicago. *sp sa* †

CHARLES MARCHAND Co., New York (Golden hair wash). †

MARCO PRODUCTS Co., Los Angeles (dog food). *sp*

MARCUS-LE SOINE Inc., San Francisco (Lovalon hair rinses). Agency: Small, Kleppner & Seiffer Inc., N. Y.

MARINESIA LABORATORIES, South San Francisco, Calif. (Marine Magnesia toothpaste). Agency: Long Adv. Service, San Jose, Calif. *sa*

MARION PRODUCTS Co., Marion, O. (beverages). *sp*

MARLENE Co., Washington, D. C. (cosmetics). Agency: Henry J. Kaufman, Washington.

MARLIN MINERAL WATER Co., Marlin, Tex. (Marlin crystals). Agency: Rogers-Gano Adv. Agency, Houston, Tex. *sp sa*

MARLY DISTRIBUTORS Inc., New York (Marly beauty preparations). Agency: John Thomas Miller Agency, N. Y.

J. W. MARROW Co., Los Angeles & Chicago (Mar-O-Oil shampoo). Agencies: Heath-Seehof Inc., Chicago; Hughes-Morton, Los Angeles. *n sa* †

MARS Inc., Chicago (candy). Agency: George Willard Davis Adv. Co., Chicago. *sp*

MARSHALL CANNING Co., Marshalltown, Ia. (Brown Beauty beans). Agency: Potts-Turnbull Adv. Co., Kansas City. *sp*

MARTIN SEYNOUR Co., Chicago (varnish, paint). Agency: Gardner-Greist Co., Chicago.

JOSEPH MARTINSON Inc., New York (Jomar coffee & chocolate malted). Agency: Albert Frank-Guenther Law Inc., N. Y. *sp*

MARK BREWING Co., Wyandotte, Mich. Agency: Martin Inc., Detroit.

MARYLAND PHARMACEUTICAL Co., Baltimore (Rem). Agency: Joseph Katz Co., Baltimore. *sa ta*

MASSACHUSETTS FEDERATION OF TAXPAYERS, Boston (political). Agency: Doremus & Co. Inc., Boston. *rn*

MASSACHUSETTS MUTUAL LIFE INSURANCE Co., Springfield, Mass. Agency: R. J. Potts & Co., Kansas City. †

COMMONWEALTH OF MASSACHUSETTS, Boston. Agency: P. F. O'Keefe Adv. Agency, Boston.

MASTER BUILDERS Co., Cleveland (flooring). Agency: Meldrum & Fewsmith Inc., Cleveland. *sa*

MASTER DRUGS Inc., Omaha (proprietary). Agency: Buchanan-Thomas Adv. Co., Omaha. *sp* †

MAUMEE COLLIERIES, Terre Haute, Ind. (coal) *sp*

MAURY-COLE Co., Memphis (Canova coffee). Agency: Gottschaldt-Humphrey Inc., Atlanta.

MAXINE PRODUCTS Inc., Detroit (cosmetics). Agency: Charles A. Mason Adv. Agency, Detroit. *sa*

MAYBELLINE Co., Chicago (eyelash dye). Agency: Cramer-Krasselt Co., Milwaukee. *n rn sa* †

OSCAR MAYER & Co. Inc., Chicago. Agency: Howard H. Monk, Adv., Rockford, Ill. *sp*

DR. W. B. MAYO LABORATORIES, Los Angeles (medical products). Agency: Tom Wallace Agency, Los Angeles. *n*

EARL E. MAY SEED Co., Shenandoah, Ia. (seeds). Agency: L. W. Ramsey Co., Davenport, Ia.

MAYTAG Co., Newton, Ia. (washing machines). Agency: Cramer-Krasselt Co., Milwaukee.

MAZER CRESSMAN CIGAR Co., Detroit (Manual cigars). Agency: Harold Aarons Inc., Detroit. *sa*

C. H. McALEER Co., Detroit (auto polish). Agency: Maxon Inc., Detroit. *sa*

ALFRED W. McCANN LABORATORIES Inc., New York (special foods). *sp*

McCLEARY SANITARIUM, Excelsior Springs, Mo. Agency: R. J. Potts Co., Kansas City. †

McCLOSKEY VARNISH Co., Los Angeles & Philadelphia (Kwik-on paint). Agency: Bert Butterworth Agency, Los Angeles. *sp*

McCOLL FRONTENAC OIL Co. Ltd., Montreal. Agency: McConnell & Ferguson Ltd., Toronto. *sp*

McCONNON & Co., Winona, Minn. (remedies). Agency: McCord Co., Minneapolis. *sa*

McCORMICK & Co., Baltimore (Bee brand spices & Banquet tea). Agency: Van Sant, Dugdale & Co., Baltimore. *sa* †

McCOYS PRODUCTS Inc., New York (cod liver oil tablets, etc.). Agencies: Benson & Dall Inc., Chicago (cod liver oil tablets); Clark-Jacobs Inc., N. Y. (reducing tablets). *sa sp* †

THOMAS McELROY Co., Chicago (furs). Agency: Schimmer & Scott Inc., Chicago. †

McKENZIE MILLING Co., Quincy, Mich. (pancake flour). Agency: Rogers & Smith Adv. Agency, Chicago. *sp*

McKESSON & ROBBINS Inc., Bridgeport, Conn. (Calox, Abolene etc.). Agency: N. W. Ayer & Son Inc., N. Y. *sa sp*

McKESSON - WESTERN WHOLESALE DRUG Co., Los Angeles (Carrier's tablets). Agency: Hixson-O'Donnell Inc., Los Angeles. *ta*

W. F. McLAUGHLIN & Co., Chicago (Manor House coffee). Agency: Cramer-Krasselt Co., Milwaukee.

McLAUGHLIN-GORMLEY KING Co., Minneapolis (insecticide). Agency: Campbell-Mithum Inc., Minneapolis. †

DR. J. H. McLEAN MEDICINE Co., St. Louis (stock, poultry remedies). Agency: Budke-Connell Adv. Agency, St. Louis.

"NOT JUST IN WATTAGE— BUT IN PROGRAMS

The determining factor in the size of a station's audience is in its program policy rather than its wattage. The more grade A programs it broadcasts, the larger its habitual audience."

WBIG, in Greensboro—the most popular station in a most prosperous region . . . has a loyal audience and also a loyal advertising clientele. Both of these blessings are due to one cause—the high standards set and jealously maintained by **WBIG**. The popular preferences thus created have kept some of the station's advertisers on its air continuously for more than three years. Success is a hard habit to break!

This station offers advertisers complete coverage in the richest and most populous section of the South, the Piedmont area, where 65 per cent of the world's supply of cigarettes are made, and where the golden leaf tobacco brings millions each year to tobacco planters.

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*The favorite station in the
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DIRECTORY OF NATIONAL AND REGIONAL RADIO ADVERTISERS

- J. T. McMILLAN Co.**, St. Paul (pork packers). Agency: Harmon-McGinnis Inc., St. Paul.
- McMURTRY MFG. Co.**, Denver (Gloss Cote paint). Agency: Cloyd F. Woolley Inc., Denver.
- MEADOWS MFG. Co.**, Bloomington, Ill. (washing machines).
- MEDICAL PRODUCTS DISTRIBUTING Co.**, Los Angeles (Iocide, Iotabs). Agency: Hughes & Morton, Los Angeles. *sp*
- MEDICOLIUM Corp., Ltd.**, Los Angeles (Melodine iodine).
- B. MEIER & SON Inc.**, New York (Redi-Spread). Agency: Jesse M. Joseph Adv. Agency, Cincinnati.
- MELLO-GLO Co.**, Boston (cosmetics). Agency: Harry M. Frost Co., Boston. *sp sa t rn*
- MELVILLE SHOE Corp.**, New York (John Ward shoes). Agency: Friend Adv. Agency, N. Y.
- MENDERETH Inc.**, Boston (fertilizer). *rn t*
- MENNEN Co.**, Newark (cosmetics, etc.). Agency: H. M. Kiesewetter Adv. Agency Inc., N. Y. *sp n*
- MENTHO-KREAMO Co.**, Clinton, Ill. (proprietary). Agency: Beaumont & Hohman Inc., Chicago. *sa*
- MERCIREX Co.**, Milford, Del. (skin cream, soap). Agency: Jesse Loeb Adv., Washington. *sa*
- MERCCKENS CHOCOLATE Co. Inc.**, Buffalo (cocoa). Agency: L. H. Waldron Adv. Agency, N. Y.
- WM. S. MERRELL Co.**, Cincinnati (Detoxol toothpaste). Agency: The Geyer Co., Dayton.
- METAL TEXTILE Corp.**, Orange, N. J. (Chore Girl). Agencies: Chambers & Wiswell, Boston; Charles Dallas Reach Adv. Agency, Newark. *rn sa*
- METHUSA Co.**, Cleveland (proprietary). Agency: Carpenter Adv. Co., Cleveland.
- METROPOLITAN LIFE INSURANCE Co.**, New York. Agency: Hawley Adv. Co. Inc., N. Y. *n*
- MEXICAN GOVERNMENT**, Mexico City, Mexico (travel talks). Agency: De Garmo-Kilborn Corp., N.Y. *n t*
- MIAMI-BILTMORE HOTEL**, Miami Beach, Fla. Agency: Loomis & Hall Inc., Miami, Fla. *sa*
- JOHN C. MICHAEL Co.**, Chicago (Mickey quilt patches). Agency: T. R. Banerle Adv. Agency, Chicago. *sp*
- MICHIGAN TOURIST & RESORT COMMISSION**, Detroit (vacation campaign). *sa*
- MICKELBERRY'S FOOD PRODUCTS Co.**, Chicago (sausage). Agency: Sehl Adv. Agency, Chicago. *t sp*
- MID-CONTINENT PETROLEUM Co.**, Tulsa, Okla. Agency: R. J. Potts & Co., Kansas City. *sa t ta*
- JOSEPH MIDDLEBY Jr. Inc.**, Boston (Mideo Ice Box Freezer). Agency: Badger & Browning Inc., Boston. *sp*
- MIDLAND BAKING Co.**, Peoria, Ill. (Honey Krushed bread). Agency: Shaffer-Brennan Co., St. Louis.
- MIDLAND FLOUR MILLING Co.**, Kansas City (Town Crier flour). Agency: Potts-Turnbull Adv. Co. Inc., Kansas City. *sp ta*
- MIDWEST DAIRY PRODUCTS**, Duquoin, Ill. *sa*
- MIDWEST DRUG Inc.**, Chicago (Dr. Chapin's Musclotone).
- MIDWEST LABORATORIES Inc.**, Chicago (Black Reaper Moth-Proof-R). Agency: Reincke-Ellis-Young-green & Finn Inc., Chicago.
- DR. MILES LABORATORIES Inc.**, Elkhart, Ind. (Alka Seltzer). Agency: Wade Adv. Agency, Chicago. *n sp t*
- MILK FOUNDATION Inc.**, Chicago. *sp*
- MILKY-WAY Co.**, Chicago (cosmetics). Agency: Root Adv. Agency, Chicago.
- FRED MILLER BREWING Co.**, Milwaukee (High Life beer). Agency: Roche, Williams & Cunyngham Inc., Milwaukee.
- I. MILLER & SONS Inc.**, New York (shoes, hosiery).
- MILLER FUR Co.**, Chicago. Agency: Charles Silver & Co., Chicago. *sp*
- RUSSELL MILLER MILLING Co.**, Minneapolis (Occidental Biscuit Mix). Agency: Mitchell Adv. Agency, Minneapolis. *sa t*
- MILLER PORK PRODUCTS Corp.**, Richmond, Va. (Sargeant's dandruff remedy). Agency: Cecil, Warwick & Cecil Inc., N. Y.
- MILLER RUBBER Co.**, Akron (rubber sundries). Agency: Ruthrauff & Ryan Inc., N. Y.
- MILSON Co.**, Cincinnati (liquor). Agency: A. T. Sears & Son Inc., Chicago. *sp*
- MILTON OIL Co.**, Sedalia, Mo. (Dixcel gasoline). Agency: Anfenger Adv. Agency Inc., St. Louis. *sp*
- MINARD Co.**, Framingham, Mass. (inhalant & mouth wash). Agency: Harry M. Frost Co. Inc., Boston. *sa*
- MINNEAPOLIS BREWING Co.**, Minneapolis (Golden Grain Belt beer). Agency: Erwin, Wasey & Co. Inc., Minneapolis.
- MINNEAPOLIS HONEYWELL REGULATOR Co.**, Minneapolis (heat control). Agency: United States Adv. Corp., Chicago. *sa*
- MINNESOTA VALLEY CANNING Co.**, Le Sueur, Minn. (Del Maiz). Agency: Burnett Co. Inc., Chicago.
- MINUTE WASHER Co.**, Newton, Ia. *sa*
- MINWATER Inc.**, Dallas (crystals). *sp*
- MIRACLE DIAMOND Corp.**, Salt Lake City (diamonds). *sa t*
- MIRACUL WAX Co.**, St. Louis (Dri-Brite wax). Agency: Ruthrauff & Ryan Inc., St. Louis.
- MISSION DRY Corp.**, Los Angeles (beverage, syrup). Agency: McCarty Co., Los Angeles. *sa*
- MISSOURI KANSAS & TEXAS RAILWAY**, St. Louis. *sa*
- M. J. B. Co.**, San Francisco (MJB coffee). Agency: Lord & Thomas, San Francisco. *n t*
- MODERN FOOD PROCESS Co.**, Philadelphia (Thrivo dog food). Agency: Clements Co., Philadelphia. *n sp*
- MODERN FOODS**, Chicago (canned meat). Agency: Rogers & Smith Adv. Agency, Chicago. *sp*
- MODERN MEDICAL ASSOCIATES**, New York (medical supplies). *sp*
- H. MOFFAT Co.**, San Francisco (Scotty Allan's Dog Food). *sp*
- MOHAWK CARPET MILLS Inc.**, New York (rugs). Agency: Blackett-Sample-Hummert Inc., N. Y. *n*
- MOJAZE INDIAN TRADING Co.**, Los Angeles (Mojaze Indian tea). Agency: Fred Wesley Inc., Los Angeles. *sp*
- THE MOLLE Co.**, Bedford, O. (shaving cream). Agency: Stack-Goble Adv. Agency, Chicago. *n*
- MONARCH BREWING Co.**, Chicago (Malvaz malt tonic). Agency: Maggart Corp., Chicago.
- MONARCH METAL WEATHER-STRIP Co.**, St. Louis. Agency: Jimm Daugherty Inc., St. Louis.
- MONNIGS WHOLESALE Co.**, Fort Worth, Tex. (Bershire hosiery). *sa*
- MONROE SANDER Corp.**, Long Island City, N. Y. (Salore nail polish).
- MONTANA CEREAL Co.**, Billings, Mont. *sp*
- MONTGOMERY MILLS**, Jersey City, N. J. (Italian Roast Saporito coffee). Agency: Zinn & Meyer Inc., N. Y. *sp*
- MONTGOMERY WARD & Co.**, Chicago (retailers, raw fur marketing service). Agency: Lord & Thomas, Chicago. *n sp t*
- MONTICELLO DRUG Co.**, Jacksonville, Fla. (688 remedy). *sa t*
- MONTICELLO NURSERY**, Monticello, Fla. (Mahan pecan trees). *sa*
- MONUMENT MILLS**, Housatonic, Mass. (bedspreads). Agency: Federal Adv. Agency Inc., N. Y. *sa*
- MOOGRA Inc.**, Binghamton, N. Y. (ointment). Agency: Wylie B. Jons, Binghamton, N. Y.
- MOON GLOW COSMETIC Co. Ltd.**, Hollywood (manicure items). Agency: Small, Kleppner & Seiffer Inc., N. Y. *sa*
- BENJAMIN MOORE & Co.**, New York (Muresco wall finish). *n sp sa*
- MOORE MILLING Co.**, La Porte, Ind. (Break-O-Wheat food). *sp*
- MOORE STOVE Co.**, Joliet, Ill. *sp*
- MOREX TONIC Co.**, Los Angeles (gland tonic). Agency: Rolf M. Spangler, Los Angeles.
- MOREY MERCANTILE Co.**, Denver (Solitaire food products). Agency: Ball & Davidson Inc., Denver.
- ENOCH MORGAN'S SONS Co.**, New York (Sapolio cleanser). Agency: Geyer-Cornell Co. Inc., N. Y.
- MORNING MILKS Co.**, Salt Lake City (Morning milk). *sp*
- JOHN MORRELL & Co.**, Ottumwa, Ia. (Red Heart dog food, soup, etc.). Agency: Henri, Hurst & McDonald Inc., Chicago. *n rn sp t sa*
- MORRISON Co.**, Philadelphia (prepared puddings).
- PHILIP MORRIS & Co. Ltd.**, New York (Philip Morris cigarettes). Agency: The Biow Co. Inc., N. Y. *n rn sp sa ta*
- MORTEN MILLING Co.**, Dallas (LaFrance flour). Agency: Erle Racey Adv. Agency, Dallas. *rn*
- MORTON SALT Co.**, Chicago. Agencies: Blackett-Sample-Hummert Inc., Chicago; N. W. Ayer & Son Inc., San Francisco; Wade Adv. Agency, Chicago. *rn sp sa*
- MOTOR STOKER Corp.**, New York (automatic stokers). Agency: McCann-Erickson Inc., N. Y.
- MOUNT CLEMENS SALES Corp.**, Mt. Clemens, Mich. (mineral salts). *sp*
- MOUNT ZIRCEN SPRING WATER Co.**, Rumford, Me. (ginger ale). Agency: S. A. Conover Co., Boston.
- MOUNTAIN COPPER Co.**, San Francisco (fruit spray). Kelso Norman Organization, San Francisco. *sa*
- C. F. MUELLER Co.**, Jersey City, N. J. (Mueller's macaroni). Agency: E. W. Hellwig Co., N. Y. *n*
- L. J. MUELLER FURNACE Co.**, Milwaukee (furnaces). Agency: Klau Van Pietersom-Dunlap Associates Inc., Milwaukee.
- MAUD MULLER CANDY Co.**, Columbus, O. Agency: Bertha K. Wulf, Columbus. *sa*
- MUESSEL BREWING Co.**, South Bend, Ind. (9 star, Silver Edge beer). Agency: MacDonald-Cook Co., South Bend.
- MUL-SO-LAX Laboratories Inc.**, Kalamazoo, Mich. Agency: Northrop Adv. Agency, Kalamazoo, Mich.
- MUNDUS BREWING Co.**, Detroit. Agency: Harold Aarons Inc., Detroit. *rn*
- MUNICIPAL LIGHT & POWER DEFENSE LEAGUE**, Los Angeles. Agency: Ray Davidson, Los Angeles. *sp*
- MUNSINGWEAR Corp.**, Minneapolis (underwear). Agency: Roche, Williams & Cunyngham Inc., Chicago. *sp*
- MURINE Co.**, Chicago (eye wash). Agency: Neisser-Meyerhoff Inc., Chicago. *n*
- MURPHY PRODUCTS Co.**, Burlington, Wis. (fodder). Agency: Wade Adv. Agency, Chicago. *sp*
- EDGAR A. MURRAY Co.**, Detroit (insecticides). Agency: Bass-Luck-off Inc., Detroit. *sa*
- MUSEBECK SHOE Co.**, Danville, Ill. (health sport shoes). Agency: Sehl Adv. Agency, Chicago. *sa ta*
- MUSTEROLE Co.**, Cleveland (Musterole & Zemo). Agency: Erwin, Wasey & Co. Inc., N. Y.
- LESLIE F. MUTER Co.**, Chicago (Arlington electric clocks). Agency: Hurja-Johnson-Huven Inc., Chicago.
- MYLES SALT Co. Ltd.**, New Orleans (table salt). Agency: Fitzgerald Adv. Agency Inc., New Orleans.
- MYRNOL PRODUCTS**, Los Angeles (nose drops). Agency: Mayers Co., Los Angeles. *sp*
- MY-T-FINE Corp.**, Brooklyn, N. Y. (ice cream powder). Agency: Wales Adv. Co., N. Y. *t*

N

- NACOR MEDICINE Co.**, Indianapolis (proprietary). Agency: Neisser-Meyerhoff Inc., Chicago. *t rn sp*
- A. NASH Co.**, Cincinnati (men's clothing). *sa*
- NASH COFFEE Co.**, Minneapolis (coffee). Agency: Erwin, Wasey & Co. Inc., Minneapolis.
- NASH MEDICINE Co.**, Jonesboro, Ark. (proprietary). *sa*
- NASH MOTOR Co.**, Kenosha, Wis. (motor cars). Agency: J. Walter Thompson Co., N. Y. *n sa t*
- NATEX Co. Inc.**, Baltimore (NateX laxative).
- NATIONAL ASSOCIATION OF ICE INDUSTRIES**, Chicago. Agency: Donahue & Co. Inc., N. Y.
- NATIONAL ASSOCIATION OF MFGRS.**, New York (Institutional). *t*
- NATIONAL ASSOCIATION OF MASTER PLUMBERS**, Chicago. Agency: Charles Daniel Frey Co., Chicago. *sa*
- NATIONAL AUTOMOBILE CHAMBER OF COMMERCE**, Detroit (travel talks). *sp*
- NATIONAL BATTERY Co.**, St. Paul (Gould batteries). Agencies: Davis Inc., St. Paul; Batten, Barton, Durstine & Osborn Inc., Minneapolis.
- NATIONAL BISCUIT Co.**, New York (Shredded Wheat, etc.). Agencies: McCann-Erickson Inc., N. Y.; Federal Adv. Agency Inc., N. Y. *n sa*
- NATIONAL BOARD OF FIRE UNDERWRITERS**, New York. Agency: Ralph H. Jones Co., N. Y.
- NATIONAL CARBON Co.**, New York (Everready & Prestone). Agency: J. M. Mathes Inc., N. Y. *sa*
- NATIONAL DISTILLING Co.**, Milwaukee. *sp*
- NATIONAL LABORATORY**, Chicago (Nuga-Tone proprietary). Agency: Guenther-Bradford & Co., Chicago.
- NATIONAL LEATHER & SHOE FINDINGS ASSN.**, St. Louis.
- NATIONAL LIFE & ACCIDENT INSURANCE Co.**, Nashville. *sp*
- NATIONAL LIFE INSURANCE Co.**, Montpelier, Vt. Agency: Richardson, Alley & Richards, N. Y.
- NATIONAL LIVE STOCK & MEAT BOARD**, Chicago (lamb). Agency: Carroll Dean Murphy Inc., Chicago. *sp*
- NATIONAL MAGNESIA Co.**, New York (Citrate of Magnesia). Agency: Stanley E. Gunnison Inc., N. Y. *sp*
- NATIONAL MODES Inc.**, New York (fashions). Agency: The Grey Adv. Service Inc., N. Y. *n*
- NATIONAL MUTUAL BENEFIT Co.**, Madison, Wis. (insurance). *sp*
- NATIONAL OIL PRODUCTS Co. Inc.**, Harrison, N. J. (Admiration soapless shampoo and Vitex). Agency: Chas. Dallas Reach Adv., Newark, N. J. *n sp sa*

DIRECTORY OF NATIONAL AND REGIONAL RADIO ADVERTISERS

NATIONAL REFINING Co., Cleveland (White Rose gasoline). Agency: Hubbell Adv. Agency, Cleveland. *sa*

NATIONAL REPUBLICAN BUILDERS ASSN., New York.

NATIONAL SAFETY BANK & TRUST Co., New York.

NATIONAL SECURITY Ass'n, Beverly Hills, Calif. (insurance). Agency: Hanff-Metzger Inc., Los Angeles.

NATIONAL SUGAR REFINING Co. of N. J., New York. Agency: Young & Rubicam Inc., N. Y. *n sp*

NATIONAL TEA Co., Chicago (food stores). Agency: Beaumont & Hohman Inc., Chicago. *sp*

NATIONAL TOILET Co., Paris, Tenn. (Nadinola face powder & cream). Agency: Roche, Williams & Cunningham Inc., Chicago. *sp*

NATIONWIDE STORES Inc., Brockton, Mass. (chain retailers). Agency: Harry M. Frost Co., Boston. *rn*

N. D. BEE SUPPLY Co., Moorhead, Minn. (baby chicks). *sp*

NEBRASKA CONSOLIDATED MILLS, Omaha (Mothers Best flour). *sp*

NEHI Corp., Columbus, Ga. (Nehi & Chero beverages). Agency: James A. Greene & Co., Atlanta, Ga. *t*

NESTLE'S Milk Products Inc., New York (Nestle's chocolates). Agency: Lord & Thomas, N. Y. *n sa t*

NEWELL GUTTRADT Co., San Francisco (soap). Agency: Leon Livingston Adv. Agency, San Francisco.

NEW ENGLAND DISTILLERS, Clinton, Mass. (Lloyd's London Dry gin). Agency: Birmingham Castleman & Pierce Inc., N. Y. *sa*

NEW ENGLAND ICE DEALERS' ASSOCIATION, Boston. Agency: F. J. Bittenger, Boston. *rn*

NEW ENGLAND STEAMSHIP LINES, New York. Agency: Wendell P. Colton Co. Inc., N. Y. *ta*

NEW ENGLAND VINEGAR WORKS, Somerville, Mass. (sweet cider). Agency: Harry M. Frost Co. Inc., Boston. *sa*

NEW MEXICO STATE TOURIST BUREAU, Albuquerque, N. M. Agency: Ward Hicks Inc., Albuquerque. *sa*

NEW YORK DIESEL INSTITUTE, New York. Agency: DeRouville Adv. Agency, Albany. *sa*

NEW YORK ESKIMO PIE Corp., New York (confection). Agency: J. L. Arnold Co. Inc., N. Y. *sp*

NEW YORK LIFE INSURANCE Co., New York. Agency: Frank M. Presbrey Co. Inc., N. Y.

NEW YORK STATE MILK CAMPAIGN (1935). Agency: J. M. Mathes Inc., N. Y. *rn*

NEW WORLD LIFE INSURANCE Co., Seattle, Wash. (insurance). *n*

NEWS-WEEK Inc., New York (magazine). *t*

NIAGARA HUDSON POWER Corp., New York (electric & gas power). Agency: Batten, Barton, Durstine & Osborn Inc., N. Y. *t*

NISLEY Co., Columbus (women's shoes). *t ta*

NOBLESVILLE MILLING Co., Noblesville, Ind. (Kismet Diadem flour). *sp*

NO-DOZ LABORATORIES Inc., Sacramento, Cal. (sleep resistors). Agency: Lenoir & Smith, Sacramento. *sa*

NORGE Corp., Detroit (Norge refrigerators). Agency: Cramer-Kraselt Co., Milwaukee. *t*

THE NORSEK Co., Jersey City, N. J. (toothpaste). Agency: Stack-Goble Adv. Agency, Chicago. *n*

NORTHAM WARREN Corp., New York (Cutex, Odorono). Agency: J. Walter Thompson Co., N. Y. *n*

NORTH AMERICAN CONTINENTAL Corp., New York (plus Four Scotch whiskey etc.).

NORTH AMERICAN DYE Corp., Mt. Vernon, N. Y. (Dyint). Agency: Atherton & Currier Inc., N. Y. *sp*

NORTH AMERICAN RADIO Corp., New York (Grunow radios & refrigerators). *sp*

NORTH AMERICAN SECURITIES Co., San Francisco (investments). Agency: D'Evelyn & Wadsworth Inc., San Francisco.

NORTHAMPTON BREWING Co., Northampton, Pa. (Tru Blu beer). *sp sa*

NORTHERN ILLINOIS CEREAL Co., Lockport, Ill. (New Process oats). *sa*

NORTHERN PACIFIC RY. Co., St. Paul (transportation). Agencies: Stack-Goble Adv. Agency, Chicago; Luther P. Weaver, St. Paul. *sa*

NORTHRUP, KING & Co., Minneapolis (seeds). Agency: Olmsted-Hewitt Inc., Minneapolis. *t sa*

NORTH STAR WOOLEN MILL Co., Minneapolis (blankets). Agency: N. W. Ayer & Son Inc., Chicago. *sa*

NORTHWEST AIRWAYS Inc., Minneapolis-St. Paul. Agency: Batten, Barton, Durstine & Osborn Inc., Minneapolis. *sa*

NORTHWESTERN FUEL Co., Minneapolis (Chemicole). Agency: Critchfield - Graves Co., Minneapolis. *st t ta*

NORTHWESTERN YEAST Co., Chicago (Yeast Foam tablets). Agency: Hays MacFarland & Co., Chicago. *n sp*

DR. HOWARD B. NORTON SHOE Co., New York. Agency: Bass & Schillin Inc., N. Y. *sp*

NORWICH PHARMACAL Co., Norwich, N. Y. (Unguentine). Agency: Lawrence C. Gumbinner Adv. Agency, N. Y. *sp sa t*

NOURISHINE MFG. Co., Los Angeles (hair tonic). Agency: Hughes-Morton, Los Angeles. *sp t*

NOXON Inc., New York (cleanser). *sp*

NOXZEMA CHEMICAL Co., Baltimore (Noxzema cream). Agency: Ruthrauff Co. Inc., N. Y. *t n*

NOZOL Co. Inc., Sharpsburg, Pa. (Nozol nasal remedy). Agency: F. A. Ensign Adv. Agency, Pittsburgh.

NU-ENAMEL Co., Boston (paint). *rn*

NU ENAMEL Corp., Chicago (paint). *t*

NU-ENAMEL PACIFIC Corp., Los Angeles (heat and acid resisting paints). *sa*

NU-ENAMEL - SAN FRANCISCO Corp., San Francisco (paint). Agency: Bob Roberts & Associates, San Francisco. *sp*

NUMISMATIC Co., Ft. Worth, Tex. (rare coins). Agency: Guenther-Bradford & Co. Inc., Chicago. *sp t*

NUNN, BUSH & WELDON SHOE Co., Milwaukee (men's shoes). Agency: Neisser-Meyerhoff Inc., Chicago. *sp*

NUSHEEN Inc., New York (shampoo). Agency: J. Dresner Agency, N. Y.

NUTRENA FEED MILLS Inc., Kansas City (Nutrena poultry, livestock feed). *sp sa*

NUTRITIONAL RESEARCH Inc., Los Angeles (Waytrol). Agency: Advertising Arts Agency, Los Angeles. *sp*

NYAL Co., Detroit (Ucatone & Nyal). Agency: Reincke-Ellis, Younggreen & Finn Inc., Chicago. *sp sa t*

O

OAKITE PRODUCTS Inc., New York (Oakite cleanser). Agencies: Calkins & Holden Inc., N. Y.; Rickard & Co., N. Y. *rn sp sa*

OAKLAND CHEMICAL Co., New York (Dioxogen). Agency: Small, Kleppner & Seiffer Inc., N. Y. *sa sp*

O'BRIEN VARNISH Co., South Bend, Ind. Agency: Carter-Jones-Taylor Co., South Bend.

OCCIDENTAL LIFE INSURANCE CO. OF CALIFORNIA, San Francisco. Agency: Charles R. Stuart Inc., San Francisco. *rn n*

OCEAN STEAMSHIP Co. of Savannah, New York (boat transportation). Agency: White-Lowell Co. Inc., N. Y.

O'CEDAR Corp., Chicago (polish, mops). Agency: John H. Dunham Co., Chicago.

O'CONNOR, MOFFATT & Co., San Francisco (dry goods). *sa*

W. LEA O'DANIELS Co., Fort Worth (Hillbilly flour). Agency: Advertising Business Co., Fort Worth. *rn*

ODOR-NOX ANTISEPTIC Co., San Francisco (Onox foot medicine). Agency: Beaumont & Hohman, San Francisco. *sa*

OGLIVIE SISTERS SALES Corp., New York (hair tonic). Agency: Murray Breese Associates, N. Y. *sp*

OHIO NOVELTY Co., Steubenville, O. (fireworks). *sp*

O. K. COFFEE DISPENSER MFG. Co., Wichita, Kan. (wholesale coffee). *sa*

OLD AGE PENSION ASSN., Austin, Tex. (political). *rn*

OLD DUTCH COFFEE Co., New York. *sp*

OLD INDIAN MEDICINE Co., Toledo (Wa-Hoo bitters). Agency: Beals-Kent & Co., Toledo.

OLD TOWN CANOE Co., Old Town, Me. (canoes). Agency: N. W. Ayer & Son Inc., N. Y.

OLDETYME DISTILLERS Inc., New York (Three Feathers, Green River). Agency: Peck Adv. Agency, N. Y. *sp*

OLD WITCH Co., Washington, Pa. (cleaning fluid).

OLDS & WHIPPLE Inc., Hartford, Conn. (Lurura plant food). Agency: Chas. W. Hoyt Co. Inc., N. Y. *t*

OLDS MOTOR WORKS, Lansing, Mich. (motor cars). Agencies: D. P. Brother & Associates, Detroit; Campbell-Ewald Co. Inc., Detroit; Batten, Barton, Durstine & Osborn Inc., N. Y. *n t ta*

OLIVER FARM EQUIPMENT Co., Chicago (farm implements). Agency: The Buchen Co., Chicago.

OLSON RUG Co., Chicago (rugs). Agency: Philip O. Palmer & Co., Chicago. *sp sa*

OLYMPIA KNITTING MILLS Inc., Olympia, Wash. (Will Wite swimming suits). Agency: J. Wm. Sheets, Seattle.

OMAHA FLOUR MILLS Co., Omaha (Omar flour). Agencies: Russell C. Comer Adv. Co., Kansas City; Bozell & Jacobs Inc., Omaha. *sp t*

OMEGA CHEMICAL Co., Brooklyn (Omega oil). Agency: Husband & Thomas Co. Inc., N. Y. *sa*

OMEGA SHOE POLISH Co., Los Angeles. Agency: McCarty Co., Los Angeles. *sa*

ONEIDA COMMUNITY Ltd., Oneida, N. Y. (Tudor Plate silverware). Agency: Geyer-Cornell Co., N. Y. *sa*

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DIRECTORY OF NATIONAL AND REGIONAL RADIO ADVERTISERS

CHARLES O'NEILL, Bridgeport, Wis. (Silver Dollar crystals). *sp*
 ONOX ANTISEPTIC Co., San Francisco (remedy). Agency: Sidney Garfinkel Adv. Agency, San Francisco.
 ONTARIO BISCUIT Co., Buffalo (Club biscuits). Agency: McKee & Albright Inc., Philadelphia. *sa*
 OPTIMATE CIGAR Co., Syracuse, N. Y. *sp*
 ORANGE CRUSH Co., Chicago (beverages). Agency: J. Walter Thompson Co., Chicago. *sp*
 ORMAND HOSIERY Co., New York. *ta*
 ORTHOX PRODUCTS Inc., Lima, O. (Athlete's foot remedy). Agency: Ross Adv. Inc., Fort Wayne, Ind.
 OSTERMOOR & Co., New York (mattresses).
 OVAL-ACQUIN Co., St. Louis (proprietary). Agency: Kelly-Stuhlman Adv. Co., St. Louis.
 OVELMO Co., Fort Wayne, Ind. (Nu-way shaving cream). Agency: Ross Adv. Inc., Fort Wayne. *sp*
 DR. C. D. OWENS, Chicago (tooth powder). Agency: Phelps-Engel-Phelps Inc., Chicago. *sp*
 OWENSBORO TOBACCO Co., Owensboro, Ky. (Old Kentucky Hombors). *sp*
 OYSTER SHELL PRODUCTS Co., New York (poultry grit). Agency: Husband & Thomas Co. Inc., N. Y. *sa*

P

PAAS DYE Co., Newark (egg dyes). Agency: Charles Dallas Reach Adv. Agency, Newark. *t*
 PACIFIC COAST BORAX Co., New York (20 Mule Team borax). Agency: McCann-Erickson Inc., N. Y. *n*
 PACIFIC COAST DODGE DEALERS (automobiles). Agency: Ruthrauff & Ryan Inc., N. Y. *rn*
 PACIFIC GREYHOUND LINES, San Francisco (bus travel). Agency: Beaumont & Hohman, San Francisco. *t sa*
 PACIFIC GUANO & FERTILIZER Co., San Francisco. Agency: Tomaschke-Elliott Inc., Oakland, Cal. *sp*
 PACIFIC OIL Co., Boston. Agency: Louis Glaser Inc., Boston. *rn*
 PACIFIC STEAMSHIP Co., Seattle (Admiral Line). Agency: Howard J. Ryan & Associates, Seattle. *sa sp*
 PACKARD MOTOR CAR Co., Detroit. Agency: Young & Rubicam Inc., N. Y. *r rn*
 PACKER MFG. Co., New York (Packer's tar soap). Agency: The Blackman Co., N. Y.
 PACQUIN LABORATORIES Corp., New York (hand cream). Agency: H. C. Lesan Adv. Agency Inc., N. Y.
 PALMER HOUSE Co., Chicago (hotel). Agency: Lord & Thomas, Chicago. *n*
 PALMER MATCH Co., Akron, O. (Strikalite matches). Agency: Edward M. Power Co., Pittsburgh. *sp t*
 PAN AMERICAN AIRWAYS SYSTEM, New York (airplane travel). Agency: Batten, Barton, Durstine & Osborn Inc., N. Y.
 PAN AMERICAN PETROLEUM Co., New Orleans. Agency: Fitzgerald Adv. Agency Inc., New Orleans. *sa sa*
 PANCRUST-PLATO Co., Houston, Tex. (shortening & cooking oil). *sa*
 PANDA BRIQUET Co., Minneapolis (P. & A. Briquet). Agency: Erwin, Wasey & Co. Inc., Minneapolis. *sa*
 PANDALEON BROS. Inc., Chicago (dried fruit). Agency: Charles Silver & Co., Chicago. *sp*
 PANDICULATOR Co., Cleveland (home exerciser). Agency: Carpenter Adv. Co., Cleveland.

PARAFFINE COMPANIES Inc., San Francisco (roofing). Agency: Emil Brisacher & Staff, San Francisco. *rn*
 PARAMOUNT PICTURES DISTRIBUTING Corp., New York. *t*
 PARIS MEDICINE Co., St. Louis (Grove's Bromo-Quinine). Agency: Stack-Goble Adv. Agency, Chicago. *n sp sa*
 PARISIENNE Co., San Antonio (perfume). Agency: Northwest Radio Adv. Co., Seattle. *ta*
 PARK CHEMICAL Co., Detroit (Parko Gloss polish). Agency: Brooke, Smith & French Inc., Detroit. *rn*
 PARKELP LABORATORIES, Chicago (health salts). Agency: Rogers & Smith Adv. Agency, Chicago. *sa*
 PHILIP R. PARK, Inc., Chicago (health food). Agency: Rogers & Smith Adv. Agency, Chicago.
 PARKER Corp., Boston (investments). Agency: Cotter Adv. Agency, Boston.
 DR. PARKER, San Francisco (dentist). *n*
 PARKER DENTAL SYSTEM, Boston. Agency: Harry M. Frost Co. Inc., Boston. *rn*
 PARKER PEN Co., Janesville, Wis. (fountain pens). Agency: Blackett-Sample-Hummert Inc., Chicago. *sa sp*
 PARTOLA PRODUCTS Co., Chicago (remedy). Agency: Frankle-Rose Co., Chicago. *sp*
 PASADENA PRODUCTS Co. Inc., Pasadena, Cal. (proprietary). Agency: Guenther-Bradford & Co. Inc., Chicago. *sp*
 P. PASTENE & Co., New York (biters). Agency: Maxon Inc., N. Y.
 PATCH-PREMEK Corp., Los Angeles (PremeK-33 skin remedy). Agency: Logan & Stebbins, Los Angeles.
 PATERSON PARCHMENT PAPER Co., Bristol, Pa. (Fatapar). Agency: Platt-Forbes Inc., N. Y.
 PATHFINDER MAGAZINE, Washington, D. C. Agency: Churchill-Hall Inc., N. Y. *sp sa*
 JOHN G. PATON Co. Inc., New York (Golden Blossom Honey). Agency: Al Paul Lefton Co. Inc., Philadelphia.
 RICHARD PAUL Inc., Los Angeles (Shoe-Hi stockings, Ped). Agency: Ruthrauff & Ryan Inc., Los Angeles.
 PAXTON & GALLAGHER, Omaha (Butternut coffee). Agency: Buchanan-Thomas Adv. Co., Omaha. *sp*
 PEACE & CURRAN, Providence, R. I. (gold redeemers). *sa*
 PECANO MFG. Co., Manheim, Pa. (Miracle food). Agency: Jerome B. Gray & Co., Philadelphia. *sp*
 PECK & STERBA Inc., New York (Lucord antiseptic).
 PENICK & FORD Ltd. Inc., New York (Brer Rabbit molasses, My-T-Fine dessert). Agencies: J. Walter Thompson Co., N. Y. (Brer Rabbit); Batten, Barton, Durstine & Osborn Inc., N. Y. (My-T-Fine). *t ta*
 PEN-JEL Co., Kansas City (powdered pectin). Agency: R. J. Potts & Co., Kansas City. *sa ta*
 PENN-JERSEY AUTO SALES STORES Inc., Easton, Pa. (auto supplies). *sp*
 PENN TOBACCO Co., Wilkes-Barre, Pa. (Kentucky Winners cigarettes). Agency: Ruthrauff & Ryan Inc., N. Y. *n rn sp*
 PENNSYLVANIA REFINING Co., Butler, Pa. (Penn-Drake oils). Agency: Griswold-Eshleman Co., Cleveland.
 PENNSYLVANIA SALT Mfg. Co., Philadelphia (Pensalt & Lewis lye). Agency: L. W. Ramsey Co., Chicago. *sa*

PENNZOIL Co., Oil City, Pa. (oil products). Agency: Fuller & Smith & Ross Inc., Cleveland. *sp sa*
 PENNZOIL Co., Los Angeles (Pennz-oil motor oil). Agency: Mayers Co. Inc., Los Angeles. *sa t*
 PEOPLES DRUG STORES, Washington (Eastern drug chain). *sp sa t*
 DR. PEPPER Co., Dallas (Dr. Pepper beverages). Agency: Tracy-Locke-Dawson Inc., Dallas. *sa t rn*
 PEPSIN SYRUP Co., Monticello, Ill. (Dr. Caldwell's Syrup of Pepsin). Agency: Cramer-Krasselt Co., Milwaukee. *t*
 PEPSODENT Co., Chicago (Pepsodent toothpaste). Agency: Lord & Thomas, Chicago. *n t*
 PEQUOT MILLS, Salem, Mass. (cotton goods). Agency: Hommann, Tarcher & Sheldon Inc., N. Y.
 PERFECT CIRCLE Co., Hagerstown, Ind. (piston rings). Agency: Sidener Van Riper & Keeling Inc., Indianapolis. *n*
 PERFECTION STOVE Co., Inc., Cleveland (Superfix oil burners). Agency: McCann-Erickson Inc., Cleveland. *t*
 DOROTHY PERKINS Co., St. Louis (cosmetics). Agency: The Ridgeway Co., St. Louis. *t sa*
 PERKINS & MILLER, Clarksville, Tenn. (Lespedeza). *sp*
 PERKINS PRODUCTS Co., Chicago (Kool-Ade and Velvia). Agency: Mason-Warner Co. Inc., Chicago. *t sa*
 L. PERRIGO, Allegan, Mich. (Edith Abell cosmetics). *sp ta*
 PERUNA Corp., Chicago (Peruna remedy). Agency: Heath-Seehof Inc., Chicago. *sp sa*
 PET MILK SALES Corp., St. Louis (condensed milk). Agency: Gardner Adv. Co., St. Louis. *sp n*
 PETROLEUM HEAT & POWER Co., Stamford, Conn. (Petro-Nokol heaters). Agency: Rickard & Co. Inc., N. Y.
 PFEIFFER BREWING Co., Detroit. Agency: Grace & Bement Inc., Detroit. *rn*
 F. H. PFUNDER Inc., Minneapolis (medicinal tablets). Agency: McCord Co., Minneapolis. *sp*
 PHARMA-CRAFT Corp. Inc., Louisville (Flesh cosmetics, deodorants). Agency: Advertisers Service, Louisville. *sa sp*
 PHILADELPHIA DAIRY PRODUCTS Co., Philadelphia (ice cream). Agency: Sheck Adv. Agency Inc., Newark. *sa*
 PHILCO RADIO & TELEVISION Corp., Philadelphia (radios). Agency: Hutchins Adv. Co. Inc., Rochester, N. Y. *n t*
 PHILCO RADIO-TELEVISION Corp. of California, San Francisco *ta*
 CHAS. H. PHILLIPS CHEMICAL Co., New York (milk of magnesia). Agency: Thompson-Koch Co., Cincinnati. *n, sp, t*
 PHILLIPS-JONES Corp., New York (Van Heusen collars). Agency: Peck Adv. Agency Inc., N. Y. *n sp sa t*
 PHILLIPS MILLING Co., San Francisco (flour). Agency: Emil Brisacher Staff, San Francisco. *sp t*
 PHILLIPS PACKING Co., Cambridge, Md. (canned goods). Agencies: The Aitken-Kynett Co., Philadelphia; Paris & Peart, N. Y. *sp sa*
 PHILLIPS PETROLEUM Co., Bartlesville, Okla. (Phillips 66 gas). Agency: Lambert & Feasley Inc., N. Y. *sp*
 PHOENIX HOSIERY Co., Milwaukee (hosiery). Agency: J. Walter Thompson Co., Chicago.
 PHYSICAL CULTURE HOTEL, Dansville, N. Y. (resort). *sp*

PICHEL PRODUCTS Inc., New York (flavor extract). Agency: Grant & Wadsworth & Camir Inc., N. Y. *sp*
 PIEL BROS., Brooklyn (beer). Agency: Cowan & Dangler Inc., N. Y. *sa*
 PILLSBURY FLOUR MILLS Co., Minneapolis (Pillsbury Best Flour). Agency: Hutchinson Adv. Co., Minneapolis. *n rn sp sa*
 PILSNER ICE, FUEL & BEVERAGE Co., Cleveland (beer). Agency: Hubbell Adv. Agency Inc., Cleveland. *sp*
 PINAUD Inc., New York (cosmetics). Agency: Lord & Thomas, N. Y. *n t*
 PINE TREE PRODUCTS Co., Newport, N. H. (soap). Agency: Hilmer V. Swenson Co., Chicago.
 PINEX Co., Fort Wayne, Ind. (Pinex cold remedy). Agency: Phillip O. Palmer & Co. Inc., Chicago. *sa n t rn*
 PIONEER CANNERIES, Seattle (Pioneer clams). Agency: Beaumont & Hohman Inc., Seattle. *n*
 PIONEER MAPLE PRODUCTS Co., Minneapolis (Bucket syrup). Agency: McCord Co., Minneapolis. *sp t*
 PISO Co., Warren, Pa. (proprietary). Agency: Aitkin-Kynett Co. Inc., Philadelphia. *sp n*
 PITTSBURGH PLATE GLASS Co., Milwaukee (Sun-proof paints). Agency: N. W. Ayer & Son Inc., Philadelphia. *sp rn*
 PLANTERS EDIBLE OIL Co., Suffolk, Va. (mayonnaise). Agency: Badger & Browning & Hersey Inc., N. Y. *sp*
 PLANTERS NUT & CHOCOLATE Co., Wilkes-Barre, Pa. (peanuts). Agencies: Badger, Browning & Hersey Inc., N. Y.; J. Walter Thompson Co., N. Y.
 PLOUGH Inc., Memphis (St. Joseph's aspirin). Agency: Lake-Spiro-Cohn Inc., Memphis. *n sp sa t*
 PLYMOUTH MOTOR Corp., Detroit (motor cars). Agency: J. Stirling Getchell Inc. *sa t*
 POCAHONTAS OIL Corp., Cleveland (Blue Flash gasoline). Agency: Griswold-Eshleman Co., Cleveland.
 POLORIS Co. Inc., New York (Jiffy toothache drops). Agency: Wm. Irving Hamilton Inc., N. Y. *sp*
 POMPEIAN Co., Bloomfield, N. J. (cosmetics). Agency: Topping & Lloyd Inc., N. Y. *n*
 POMPEIAN OLIVE OIL Co., Baltimore. Agency: Joseph Katz Co., Baltimore. *sp*
 PONCA CITY MILLING Co., Ponca City, Okla. Agency: R. K. Glenn-Adv., Oklahoma City. *sp*
 PONTIAC MOTOR Co., Pontiac, Mich. (motor cars). Agencies: MacManus, John & Adams Inc., Detroit; Campbell-Ewald Co. Inc., Detroit. *n t sa*
 CARL POOL Mfg. Co., San Antonio (pants & shirts). *t*
 PORT OF NEW YORK AUTHORITY, New York. Agency: Friend-Weiner Adv. Co., N. Y. *sp*
 H. K. PORTER Inc., Everett, Mass. (bolt clipper). Agency: Callaway Associates Inc., Boston.
 PORTER DRUG Co., Concord, N. C. (Dixie rub liniment). *sa*
 PORTLAND CEMENT ASSOCIATION, Chicago. Agency: Roche, William & Cunningham Inc., Chicago. *n sp*
 PH. H. POSTEL MILLING Co., Mascoutah, Ill. Agency: Campbell-Ewald Co., Detroit. *sp*
 POTTER DRUG & CHEMICAL Corp., Malden, Mass. (Cuticura soap). Agency: Atherton & Currier Inc., N. Y. *sp*
 POWER-SEAL Co., Los Angeles (cylinder remedy). *sp*

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PRÆTORIAN LIFE INSURANCE Co., Detroit. †

PRATT & LAMBERT, Buffalo (varnish). Agency: The Albert P. Hill Co. Inc., Pittsburgh.

PRATT FOOD Co., Philadelphia (animal foods). Agency: H. W. Kastor & Sons Adv. Co. Inc., Chicago.

J. PARKER PRAY Inc., New York (Diamond nail enamel). sa

PREMIER-PABST SALES Corp., Chicago (Blue Ribbon malt, beer). Agency: Morris, Windmuller & Enzinger Inc., Chicago. n

PREMIER VACUUM CLEANER Co., Cleveland. Agency: Lord & Thomas, N. Y. sp

J. L. PRESCOTT Co., Passaic, N. J. (Black Iron & Oxol stove polish). Agency: Batten, Barton, Durstine & Osborn Inc., N. Y. n

PRIMA Co., Chicago (Prima beer). Agencies: Frederick & Mitchell Inc., Chicago; Lauesen & Salomen Inc., Chicago. sp

PRIME MFG. Co., Milwaukee (electric fences). Agency: Mitchell-Faust Adv. Co., Chicago. sa

PRIMROSE HOUSE SALES Co., New York (cosmetics). Agency: Erwin, Wasey & Co. Inc., N. Y. †

PRINCE MACARONI Co., Boston. Agency: Moss Associates, N. Y. sp

PRINCESS PAT Ltd., Chicago (cosmetics). Agency: McJunkin Adv. Agency, Chicago. n sp

E. PRITCHARD & Co., Bridgeton, N. J. (tomato catsup). Agency: John Thomas Miller, N. Y.

PROCESS Corp., Chicago (greeting cards). Agency: E. H. Brown Adv. Agency, Chicago.

PROCTER & GAMBLE Co., Cincinnati (soap, Crisco, etc.). Agencies: Blackman Co., Chicago; H. W. Kastor & Sons Adv. Co. Inc., Chicago; Blackett - Sample - Hummert Inc., Chicago; Pedlar & Ryan Inc., N. Y. n sp t sa ta

PRO-KER LABORATORIES Inc., New York (scalp normalizer). Agency: Biow Co. Inc., N. Y. sp

PRO-PHY-LAC-TIC BRUSH Co., Florence, Mass. (toothbrushes). Agency: Lambert & Feasley Inc., N. Y. sa t

PROTECTIVE DIET LEAGUE OF CALIF., Los Angeles (Kelfood, Kellax). sp †

PROVIDENT MUTUAL LIFE Co., Philadelphia (insurance). Agency: Samuel Lewis & Co., Philadelphia. n †

PSYCHIANI Inc., San Francisco (booklets). Agency: The Izzard Co. Inc., Seattle. sa

PTM FORMULA Co., Seattle (dental preparation). †

PUFFLES MFG. Co., Elgin, Ill. (food products). Agency: Hurja-Johnson-Huwen Inc., Chicago.

JOHN PUHL PRODUCTS Co., Chicago (Little Bo-Peep ammonia). Agency: Chas. Silver Adv. Agency, Chicago. sa t

PURATONE PRODUCTS Co., St. Joseph, Mo. (proprietary). Agency: Louis-Clapham-Whalen Co., Kansas City. ta

PURE MILK DAIRY PRODUCTS Co., Chicago (Golden Rich cheese). Agency: Carroll Dean Murphy Inc., Chicago. sa

THE PURE OIL Co., Chicago (Puro gasoline). Agency: Freitag Adv. Agency Inc., Chicago. n sp

PURITAN CHEMICAL Co., Atlanta, Ga. (PuriFume). Agency: Johnson-Dallas Co., Atlanta, Ga.

PURITY BAKERIES Corp., Chicago (Taystee bread). Agency: Hanff-Metzger Inc., Chicago. rn sp t

PUROLATOR Co., Newark, N. J. (oil purifiers for autos). †

PUTINIZE LABORATORIES, San Francisco (eye drops). sp

PX PRODUCTS Co., Los Angeles (disinfectant). Agency: Smith & Drum Inc., Los Angeles. sp

Q

THE QUAKER OATS Co., Chicago (Quaker Oats, Puffed Rice). Agencies: Erwin, Wasey & Co. Inc., Chicago, Full O' Pep Poultry Feed; Fletcher & Ellis Inc., N. Y. Puffed Rice and Puffed Wheat; Lord & Thomas, Chicago, Quaker Oats, Quaker Crackels, Aunt Jemima Pancake Flour. n sp t

QUAKER STATE OIL REFINING Corp., Oil City, Pa. (motor oil). Agency: Kenyon & Eckhart Inc., N. Y. sa t

W. F. QUARRIE & Co., Chicago (publishers). Agency: Bisberne Adv. Co. Inc., Chicago.

KATHLEEN MARY QUILAN, New York (toilet goods). Agency: J. Walter Thompson Co., N. Y.

W. S. QUINBY Co., Boston (La Touraine coffee). Agency: Ingalls Adv., Boston.

QUIX LABORATORIES Inc., Chicago (corn remedy). Agency: Critchfield & Co., Chicago.

R

RADBID OIL Co. Inc., Philadelphia (Penn-Rad oil, Renuzit cleaner). Agencies: Al Paul Lefton Co., Philadelphia; John Falkner Arndt & Co., Philadelphia (Renuzit).

RADIO & TELEVISION INSTITUTE, Chicago (courses). Agency: Simmonds & Simmonds Inc., Chicago. sp

RADIO COOKING CLUB OF AMERICA, Baltimore (cooking school). sp

RADIO LEAGUE OF THE LITTLE FLOWER, Royal Oak, Mich. (Father Coughlin). Agency: E. W. Hellwig Co., N. Y. n

RAILWAY EXPRESS AGENCY, New York. Agency: Caples Co., N. Y. †

RALADAM Co., Detroit (Marmola). Agency: Street & Finney Inc., N. Y. sa t ta

RALSTON PURINA Co. Inc., St. Louis (cereal & seeds). Agency: Gardner Adv. Co., St. Louis. n sa t

RAMSEY ACCESSORIES Mfg. Corp., St. Louis (auto accessories). Agency: Beecher Adv. Co., St. Louis.

RAPINWAX Co., St. Paul (waxed paper). Agency: Erwin, Wasey & Co., Minneapolis. sp

RATH PACKING Co., Waterloo, Ia. (Black Hawk meat products). Agency: Young & Rubicam Inc., Chicago. sp

RCA MFG. Co., Camden, N. J. (radio sets, tubes). Agency: Lord & Thomas, N. Y. n sp sa

REAL SILK HOSIERY MILLS Inc., Indianapolis. Agency: Burnett Co. Inc., Chicago. n

RED & WHITE Corp., Chicago (chain groceries).

RED STAR YEAST & PRODUCTS Co., Milwaukee (Red Star yeast). Agency: N. W. Ayer & Son Inc., Chicago. n

RED TOP BREWING Co., Cincinnati (Red Top beer). Agency: Jesse M. Joseph Adv. Agency, Cincinnati. sa

REDUCOIDS, San Francisco (reducing pills). †

REGAL SHOE Co., New York (Regal shoes). Agency: Frank Presbrey Co. Inc., New York.

REID, MURDOCH & Co., Chicago (Monarch foods). Agencies: Philip O. Palmer & Co. Inc., Chicago; Roy Alden & Associates, Los Angeles. sp sa

REKLAMFONDET FOR DEN NORSKE HERMETIKKINDUSTRI, Stavenger, Norway (Norwegian canned salmon). Agency: Wales Adv. Agency, N. Y. sp

RELIABLE PACKING Co., Chicago (Dannish Brand meat products). sa

RELIANCE Mfg. Co., Chicago (Big Yank shirts). Agency: Mitchell-Faust Adv. Co., Chicago. sp sa

REMINGTON-RAND Inc., Buffalo (Remington typewriters). Agency: Batten, Barton, Durstine & Osborn Inc., N. Y. n sp

REMSEN Corp., New York (Aspirin-Plus). Agency: Grady & Wagner, N. Y. †

L. N. RENAULT & SONS Inc., Egg Harbor, N. J. (champagne). Agency: Al Paul Lefton Co. Inc., Philadelphia. sp

REO MOTOR CAR Co., Lansing, Mich. (motor cars). Agency: Maxon Inc., Detroit. rn sp sa

REPUBLIC COAL Co., Minneapolis. sa

REPUBLIC COAL & COKE Co., Chicago. Agency: Bozell & Jacobs Inc., Chicago. sa

REPUBLIC OIL Co., Pittsburgh. †

REPUBLICAN NATIONAL COMMITTEE, Washington (political). n

REPUBLICAN STATE COMMITTEE, New York (political). rn

R. J. REYNOLDS TOBACCO Co., Winston-Salem (Camel cigarettes). Agency: Wm. Esty & Co. Inc., N. Y. n

RICE-STIX DRY GOODS Co., St. Louis (wholesalers). Agency: Gardner Adv. Co., St. Louis. ta t

RICHFIELD OIL CORP. OF NEW YORK, New York (Golden gasoline). Agencies: Fletcher & Ellis Inc., N. Y.; Lambert & Feasley Inc., N. Y. †

RICHFIELD OIL Co., of California, Los Angeles (Richfield gas). Agencies: Beaumont & Hohman, Los Angeles; H. C. Bernsten Agency, Los Angeles. n rn t sa

RICH-MAID Mfg. Co., Richmond, Va. (coffee). sa

RICHMAN BROTHERS, New York (men's clothes). †

RICH PRODUCTS Corp., Chicago (Eveready Dog foods). Agency: Rogers & Smith Adv. Agency, Chicago.

F. AD RICHTER & Co., Brooklyn (Anchor pain expeller, Irid). Agency: Chas. A. Weeks, N. Y. sp sa

RIECK - McJUNKIN DAIRY Co., Pittsburgh (dairy products). Agency: N. W. Ayer & Son Inc., Philadelphia. sa

RIESER Co., New York (Venida hair nets). Agency: Donahue & Coe, N. Y. n sa sp

RING ROUT Inc., New Orleans (Ring remedy). sa

RIO GRANDE OIL Co., Los Angeles. Agency: Beaumont & Hohman, Los Angeles. rn t

RIT PRODUCTS Co., Chicago (Kool-ox shaving cream). Agency: Earl Ludwig Inc., Chicago. sp sa n

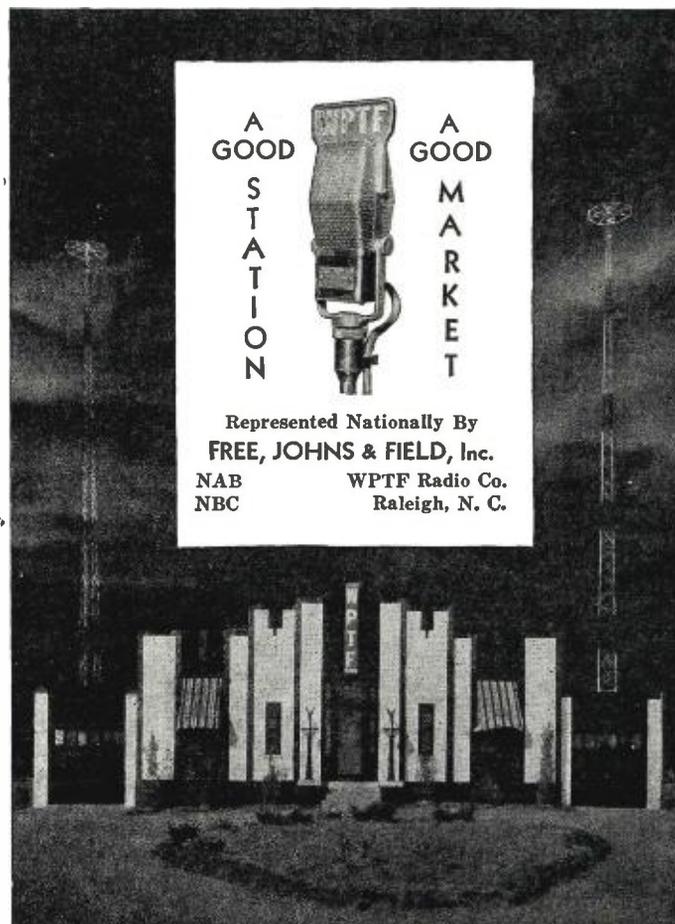
HAROLD F. RITCHIE & Co., New York (Eno salts). Agency: N. W. Ayer & Son Inc., N. Y. n t

RITE-RITE MFG. Co., Chicago (pencils). Agency: Russel C. Comer Adv. Co., Chicago. sa

DR. RITHOLZ & SONS, Chicago (optical goods). sp

RIVAL PACKING Co., Chicago (Rival dog food). Agency: Chas. Silver & Co., Chicago. sp t sa

RIVERDALE PRODUCTS Co., Chicago (Kod-O-Meet). sa



DIRECTORY OF NATIONAL AND REGIONAL RADIO ADVERTISERS

RMB LABORATORIES, Seattle (Davis stomach remedy). Agency: J. Wm. Sheets, Seattle.

JOHN F. ROBERTS & ASSOCIATES, Los Angeles (Liv-A-Tone). Agency: Dake-Johanet Adv. Agency, Los Angeles. *sp*

ROBERTSON Inc., East St. Louis (farm implements). *sp*

ROCHESTER PACKING Co., Rochester (Arplako meats). Agency: Stewart, Hanford & Frohman Inc., Rochester.

ROCKET OIL Co., Los Angeles. Agency: Beaumont & Hohman, Los Angeles. *rn*

ROCK ISLAND BREWING Co., Rock Island, Ill. (Cross Country malt syrup). Agency: L. W. Ramsey Co., Davenport, Ia.

ROCKNE MOTORS Corp., Detroit (motor cars). Agency: Roche, Williams & Cunningham, Chicago.

ROGER & GALLET, New York (cosmetics). Agency: Marschalk & Pratt Inc., N. Y. *n*

ROGERS FASHION LANE, Oakland, Cal. (men's clothing). *t*

ROMAN CLEANSER MFG. Co., Detroit. Agency: Holmes Inc., Detroit.

ROMAN MACARONI Co., Long Island City, N. Y. (5 minute brand spaghetti). Agency: Briggs & Varley Inc., N. Y.

ROMAN MEAL Co., Tacoma, Wash. (cereal). Agency: Milne & Co., Seattle, Wash.

ROSE CLAIRE LABORATORIES, New York (Alpine Forest-Pine bath). Agency: Thomas H. Reese & Co., N. Y.

ROSE LAIRD Co., New York (beauty preparations). *t*

ROSICRUCIAN BROTHERHOOD, San Jose, Cal. Agency: Frederick Seid Advertising, San Francisco. *rn t*

DR. W. J. ROSS Co., Los Angeles (pet food). *rn t sp*

ROUNDS CHOCOLATE Co., Newton, Mass. (Rounds cocoa). Agency: Ingalls Adv., Boston.

ROYAL CANADIAN TOBACCO Co., Toronto (Golden Virginia). *sp*

ROYAL LACE PAPER WORKS Inc., Brooklyn. Agency: Lawrence C. Gumbinner Adv. Agency, N. Y. *sa*

ROYAL TYPEWRITER Co., New York. Agency: Hanft-Metzger Inc., N. Y. *n*

ROYAL WORCESTER CORSET Co., Worcester, Mass. Agency: Badger & Browning Inc., Boston. *rn*

RUBBER FLAX GLOSS Co., Philadelphia (furniture polish). *sp*

E. H. RUCKER, Ottumwa, Ia. (poultry feed). *sa sp*

RUDY-PATRICK SEED Co., Kansas City (seeds).

RUMFORD CHEMICAL WORKS, Providence, R. I. (baking powder). Agency: Atherton & Currier Inc., N. Y. *rn sp sa t*

RUNKEL BROS. Inc., New York (Runkel malted milk). Agency: Topping & Lord Inc., N. Y. *sp*

RUN - PROOF LABORATORIES Inc., Chicago (powder treatment for silk & rayon). Agency: L. G. Maison & Co., Chicago. *sp*

JACOB RUPPERT, New York (Knickerbocker beer). Agency: Wm. Esty & Co. Inc., N. Y.

RURAL PRODUCTS Inc., Chicago. Agency: Freeze-Vogel-Crawford Inc., Milwaukee. *sa sp*

RUUD MFG. Co., Pittsburgh (water heaters). Agency: Ketchum, MacLeod & Grove Inc., Pittsburgh. *sa*

S

SAFEWAY STORES Inc., Oakland, Calif. *n*

ST. LAWRENCE STARCH Co. Ltd., Port Credit, Ont. (Sirop de Mais Bee Hive). *sp*

SALADA TEA Co., Boston (Salada Ceylon tea). Agency: Batten, Barton, Durstine & Osborn Inc., N. Y.

SALAKUTA Co., San Francisco (hair shampoo). Agency: Dake Adv. Agency Inc., San Francisco. *sp*

SALES AFFILIATES Inc., N. Y. (Inecto-Rapid-Notox). Agencies: Biow Co. Inc., N. Y.; Grey Adv. Service Inc., N. Y. *n t sa*

SALLY CHAIN STORES Inc., Chicago (dress shops). Agency: Morenus Adv. Co., Chicago. *sp*

DR. SALS BURY'S LABORATORIES, Charles City, Ia. (poultry products). Agency: N. A. Winter Adv. Agency, Des Moines. *ta*

SALTESEA PACKING Co., Providence (clam chowder). Agency: Livermore & Knight Co., Providence.

SANDS, TAYLOR & WOOD Co., Somerville, Mass. (King Arthur coffee). Agency: Eddy-Rucker-Nickeles Co. Inc., Cambridge, Mass. *rn*

SANQUOIT PAPER Co., New Hartford, N. Y. (toilet tissue). *sa*

SANWOOD CHEMICAL Co., New York (Vintex hosiery powder). Agency: Philip Ritter Co. N. Y.

SARGEANT & Co., Des Moines (poultry feeds). Agency: Fairall & Co., Des Moines.

C. F. SAUER Co., Richmond, Va. (flavoring extracts). Agency: Staples & Staples Inc., Richmond, Va. *t*

SAUNDERS CHEMICAL Co., St. Louis (Flight). *sp sa*

M. W. SAVAGE FACTORIES Inc., Minneapolis (mail order). Agency: McCord Co., Minneapolis.

SAVORETTE Inc., Chicago (cigarette holders). *sa*

SAVORY Inc., Newark (cooking utensils). Agency: Batten, Barton, Durstine & Osborn Inc., N. Y.

ADAM SCHEIDT BREWING Co., Norristown, Pa. (Valley Forge Beer). Agency: Richard A. Foley Adv. Agency, Philadelphia.

SCHENLEY PRODUCTS Co., New York (Liquor). Agencies: Lord & Thomas, N. Y.; Wm. H. Rankin Co., N. Y. *t sp*

SCHIEFFELIN & Co., New York (3-Star Hennessy brandy). Agency: Batten, Barton, Durstine & Osborn Inc., N. Y.

A. SCHILLING & Co., San Francisco (teas). Agency: M. E. Harlan Adv. Agency, San Francisco. *rn*

SCHLITZ BREWING Co., Milwaukee (Schlitz beer). Agency: Batten, Barton, Durstine & Osborn Inc., Chicago. *n sa*

SCHLUDERBERG - KURDLE Co., Baltimore (Eskay meat products). *sp sa*

SCHMIDT BREWING Co., Detroit. Agency: Simons-Michelson Co., Detroit. *rn*

SCHMIDT'S BAKING Co., Baltimore (bread). *sa*

S. A. SCHOENBRUM Co., New York (coffee). Agency: Arthur H. Ashley, N. Y. *rn*

SCHOENHOFEN-EDELWEISS Co., Chicago (Edelweiss beer). Agency: Thos. M. Bowers Adv. Agency, Chicago.

SCHOLL MFG. Co., Chicago (Dr. Scholl's foot appliances). Agency: Donahue & Coe Inc., N. Y. *sa*

SCHOTT BREWING Co., St. Louis (beer). Agency: Wesley K. Nash Co., St. Louis. *sa*

W. F. SCHRAFFT & SONS Corp., Boston (candies). *rn*

A. SCHULTE CIGAR STORES, New York. Agency: Frank Presbrey Co., New York. *n*

D. SCHULTZ, Philadelphia (wall paper). Agency: Philip Klein Agency, Philadelphia.

SCHULZE BAKING Co., Kansas City (Dolly Madison products). Agency: R. J. Potts & Co., Kansas City. *sp*

SCHWARTZ GINGER ALE Co. Inc., San Francisco. Agency: Frank Wright & Associates, San Francisco. *sp*

BERNARD SCHWARTZ CIGAR Corp., Detroit (R. G. Dun cigars). Agency: Simons-Michelson Co., Detroit. *sp*

PAUL SCHULZE BISCUIT Co., Chicago (bakers). Agency: H. W. Kastor & Sons Adv. Co. Inc., Chicago.

THE SCHWOB Co., Columbus, Ga. (clothing). Agency: James A. Greene & Co., Atlanta.

SCIENTIFIC LABORATORIES OF AMERICA, San Francisco (Reducoids). Agency: Bob Roberts & Associates, San Francisco. *sp sa*

SCOTT FURRIERS, Boston (retail fur stores). Agency: Aaron Bloom, Boston. *rn t*

SCOTT & BOWNE Inc., Bloomfield, N. J. (Scott's Emulsion etc.). Agencies: Marschalk & Pratt Inc., N. Y. (Scott's Emulsion); Redfield-Johnstone Inc., N. Y. (Ki-Moids). *n sp sa ta*

SCOTT & BOWNE Ltd., Toronto (Scott's Emulsion). Agency: McConnell & Ferguson Ltd., Toronto. *ta*

SCOTT PAPER Co., Chester, Pa. (Scott's tissue). Agency: J. Walter Thompson Co., N. Y. *rn sp sa ta*

WILLIAM S. SCULL Co., Camden, N. J. (Boscul coffee, Bosco food drinks). Agencies: F. Wallis Armstrong Co., Philadelphia; Kenyon & Eckhardt Inc., N. Y. (Bosco). *sa*

SEA BREEZE LABORATORIES Inc., Pittsburgh (antiseptic). *sp*

SEABOARD AIR LINE RAILWAY, Norfolk, Va. *sa*

SEAGRAM DISTILLING Corp., New York (liquor). Agency: Cecil, Warwick & Cecil Inc., N. Y. *rn*

SEALED POWER Corp., Muskegon, Mich. (piston rings). Agency: Grace & Holliday, Detroit. *n*

SEALY MATTRESS Co., Memphis (Sealy-rest mattress). Agency: Mitchell-Faust Adv. Co. Inc., Chicago. *sa*

SEARS, ROEBUCK & Co., Chicago (raw fur marketing service). Agencies: Neisser-Meyerhoff Inc., Chicago; Homer McKee Inc., Chicago. *n sp t sa*

SEATTLE FUR EXCHANGE, Seattle. Agency: Milne & Co. Inc., Seattle. *t*

J. B. SEDBERRY Inc., Utica, N. Y. (Jay Bee feed mills). Agency: Behel & Waldie Inc., Chicago.

SEECK & KADE Inc., New York (Pertussin). Agency: J. Walter Thompson Co., N. Y. *sa*

SEGO MILK PRODUCTS Co., Salt Lake City. Agency: L. S. Gillham Co., Salt Lake City. *t*

SEIBERLING RUBBER Co., Akron (tires & tubes). Agency: Mel-drum & Fewsmith Inc., Cleveland.

SEINHEIMER PAPER Co., Cincinnati (Saniter tissue). Agency: Ruthrauff & Ryan Inc., Chicago.

SELBY SHOE Co., Portsmouth, O. Agency: Henri, Hurst & McDonald Inc., Chicago. *n*

SEM Co., Dyersville, Ia. (hog remedy). *sp*

R. B. SEMLER Inc., New York (Kreml hair tonic, etc.). Agency: Erwin, Wasey & Co. Inc., N. Y.

SEMINOLE PAPER Co., Chicago (toilet tissue). Agency: Paris & Peart, N. Y. *sp sa t*

SENDOL Co., Kansas City (Sendol). Agency: Hogan Adv. Co., Kansas City. *sp sa*

SENECA COAL & COKE Co., Kansas City. *sp*

SHADOWFOAM Inc., Battle Creek, Mich. (reducing preparation). Agency: Guenther-Bradford & Co. Inc., Chicago.

SHARP & DOHME, Philadelphia (Hexylresorcinol solution). Agency: J. Walter Thompson Co., N. Y.

W. A. SHAEFFER PEN Co., Fort Madison, Ia. (fountain pens). Agency: Philip O. Palmer & Co. Inc., Chicago. *sp*

SHAWMUT MFG. Co., Hartford, Conn. (QuikTint). Agency: Manter-nach Co., Hartford. *sa*

SHAWMUT WOOLEN MILLS, New York (knitted fabrics). Agency: Marschalk & Pratt Inc., N. Y. *sa*

SHEFFIELD FARMS Co. Inc., New York (dairy products). Agency: N. W. Ayer & Son, Philadelphia. *t sp*

SHEFFORD CHEESE Co. Inc., Syracuse, N. Y. *sa*

SHELL - EASTERN PETROLEUM PRODUCTS Inc., New York (Shell gasoline). Agency: J. Walter Thompson Co., N. Y. *n*

SHELL PETROLEUM Corp., St. Louis (Shell gasoline). Agency: J. Walter Thompson Co., Chicago. *n sp sa t*

SHELL OIL Co., San Francisco (petroleum products). Agency: J. Walter Thompson Co., San Francisco. *n sp*

SHENANDOAH VALLEY Inc., Staunton, Va. (resort). Houck & Co. Roanoke, Va.

DR. G. H. SHERMAN Inc., Detroit (Bio Cream skin medicant). Agency: Harold Arons Inc., Detroit.

SHERWIN - WILLIAMS Co., Cleveland (paint). Agency: Cecil, Warwick & Cecil Inc., N. Y. *n sa*

SHERWOOD BROTHERS, Baltimore (Betholine). Agency: Van Sant, Dugdale & Co. Inc., Baltimore. *sa*

SHURON OPTICAL Co. Inc., Geneva, N. Y. (eyeglasses). Agency: McCann-Erickson Inc., N. Y.

SHUTTER-JOHNSON CANDY Co., Chicago.

REV. IKE T. SIDEBOTTOM, Houston (religious). *rn*

SIDLEY Co., San Francisco (garters).

SIKO Inc., New York (Norsiko tooth-paste). Agency: Thomas H. Reese & Co., N. Y.

C. F. SIMONINI'S SONS Inc., Philadelphia (Olio Simonini). Agency: Yesley Adv. Agency, Boston. *sp*

THE SIMMONS Co., Chicago (beds & mattresses). Agency: Fletcher & Ellis Inc., N. Y. *n t*

WILLIAM SIMON BREWING Co., Buffalo (Simon pure beer). Agency: The Moss Chase Co., Buffalo.

SIMONIZ MFG. Co., Chicago (auto polish). Agency: J. L. Sugden Adv. Co., Chicago. *sp*

SIMPLEX DIATHERMY Co., New York (diathermy apparatus). Agency: Rose-Martin Inc., N. Y. *sp*

SIMPLEX SHOE MFG. Co., Milwaukee (shoes). Agency: Klau-Van Pietersom-Dunlap Inc., Milwaukee.

SIMPLICITY PATTERNS Co., New York (dress patterns). Agency: N. W. Ayer & Son Inc., Philadelphia. *sp*

SIMPSON OIL Co., Cape Girardeau, Mo. (motor oil). *sa*

SIMPSON PRODUCTS Co., Terre Haute (Doggie Dinner). Agency: Matteson - Fogarty - Jordan Co. Inc., Chicago. *sp*

SINCLAIR REFINING Co. Inc., New York (H-C gasoline, etc.). Agency: Federal Adv. Agency Inc., N. Y. *n*

SINGER SEWING MACHINE Co., New York (sewing machines). Agency: G. Lynn Summer Co. Inc., N. Y.

SIREN MILLS Corp., Chicago (Siren chocolate). Agency: Stack-Goble Adv. Agency, Chicago. *sp*

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SISALKRAFT Co., Chicago (roofing material). Agency: Russell T. Gray Inc., Chicago. *sa*

SIX O'CLOCK Co., Norristown, Pa. (Six O'Clock dessert). Agency: Dorsey Adv. Agency, Philadelphia. *sa*

SKAT-A-RAT Corp., Providence (extinguishing compound). Agency: Lanpher & Schonfarber Inc., Providence, R. I. *sp*

SKELLY OIL Co., Kansas City (gasoline & oil). Agencies: Ferry-Hanley Adv. Co., Kansas City; Russell C. Comer Adv. Co., Kansas City. *t*

SKINNER MFG. Co., Omaha (Skinner's raisin bran). Agency: Buchanan-Thomas Adv. Co., Omaha. *sp ta sa t*

SKINNER & EDDY Corp., Seattle (canned salmon). Agency: Beaumont & Hohman Inc., Seattle.

D & L SLADE & Co., Boston (spices). Agency: Churchill-Hall Inc., N. Y. *rn*

SLATER SHOE Co. Ltd., Montreal. *sp*

SLEEPY WATER Co., Chicago (Sleepy Water crystals). Agency: United Adv. Co. Inc., Chicago. *sp*

SLINGERLAND BANJO MFG. Co., Chicago (music lessons). Agency: Heath-Seehof Inc., Chicago. *sa sp*

SMITH AGRICULTURAL CHEMICAL Co., Columbus, O. (Sacco & Wedo). Agency: Mumm, Romer, Robbins & Pearson, Columbus, O. *sp sa*

SMITH BROTHERS Co., Poughkeepsie, N. Y. (cough drops). Agency: Hommann, Tarcher & Sheldon Inc., N. Y. *n sa*

J. HUNGERFORD SMITH Co., Rochester, N. Y. (Enerjoy). Agency: Hughes-Wolf & Co. Inc., Rochester, N. Y. *sp*

L. C. SMITH & CORONA TYPEWRITERS Inc., Syracuse, N. Y. Agency: Newell-Emmett Co. Inc., N. Y. *n*

SMITH, KLINE & FRENCH LABORATORY, Philadelphia (Dr. Hand's teething lotion). Agency: John L. Butler Co. Inc., Philadelphia. *sa*

SMITHFIELD HAM & PRODUCTS Co., Smithfield, Va. Agency: C. Wendell Muench & Co., Chicago. *t*

SMOKED SALT Co., Cincinnati (Old Hickory salt).

SNIDER PACKING Corp., Rochester, N. Y. (catsup, etc.). Agency: Stewart, Hanford & Frohman Inc., Rochester. *sp*

SNO-FLAKE PRODUCTS Co., Detroit (shoe cleaner). Agency: Chas. A. Mason, Detroit. *rn*

SOAP LAKE PRODUCTS Corp., Seattle (Mother Nature salts, seltzer, etc.). Agency: J. William Sheetz, Seattle. *sa*

SOAP PRODUCTS Ltd., Long Island City, N. Y. (Latherizer). Agency: Kelly, Nason & Roosevelt Inc., N. Y. *sp t*

SOCONY-VACUUM OIL Co. Inc., New York (Mobilgas & Mobiloil). Agency: J. Stirling Getchell Inc., N. Y. *n rn sa t sp*

SODIPHENE Co., Kansas City (antiseptic). Agency: Loomis-Clapham-Whalen Co., Kansas City.

SOLARINE Co., Baltimore (Old Sol cleanser). Agency: Theodore H. Newhoff Adv. Agency, Baltimore. *sa*

SO-LO WORKS, Cincinnati (shoe leather). Agency: Rogers & Smith Adv. Agency, Chicago. *sa*

S O S COMPANY, Chicago (aluminum cleanser). Agency: McCann-Erickson Inc., San Francisco. *n rn sp t*

SOUTHERN CALIFORNIA RETAIL GROCERS ASSN., Los Angeles. Agency: Advertising Arts Agency, Los Angeles. *sp*

SOUTHERN DAIRIES Inc., Washington, D. C. (ice cream). Agency: Spangler & Berry, Washington (Washington only); McKee & Albright Inc., Philadelphia. *t*

SOUTHERN PACIFIC RAILROAD, Los Angeles (rail transportation). Agency: The Caples Co., N. Y. *sa*

SOUTHERN RAILWAY SYSTEM, Washington. Agency: Johnson-Dallis Co., Atlanta. *sa sp*

SOUTHLAND LIFE INSURANCE Co., Dallas. *rn*

SOUTHWEST INVESTMENT Corp., Los Angeles. Agency: Lockwood-Shackelford Co., Los Angeles. *sp*

SOUTHWESTERN DRUG Corp., Dallas. *rn*

SOUTHWESTERN GREYHOUND BUS LINES, Dallas (transportation). Agency: Beaumont & Hohman Inc., Dallas. *rn*

SOUTHWESTERN ICE DEALERS, Dallas. *rn*

SPAIDE SHIRT Co., Butler, Pa. (men's shirts). Agency: Albert P. Hill Co., Pittsburgh.

SPARKLETS Corp., New York (siphon bottles). Agency: Lord & Thomas, N. Y.

SPARKS-WITHINGTON Co., Jackson, Mich. (Spartan radios). Agency: United States Adv. Corp., Toledo. *n sa*

SPEAS MFG. Co., Kansas City (apple jack). Agency: R. J. Potts & Co., Kansas City.

SPEE DEE PRODUCTS Co., Philadelphia (Spee Dee Kleen cleaning fluid). Agency: E. A. Clarke Co., Philadelphia.

SPEEDWRITING Inc., New York (short-hand courses). Agency: Churchill-Hall Inc., N. Y.

SPENCER SHOE Co., Boston. Agency: Chambers & Wiswell Inc., Boston. *rn*

SPERRY CANDY Co., Milwaukee (Chicken Dinner, Denver Sandwich candy bars). Agency: Neisser-Meyerhoff Inc., Chicago. *n*

SPERRY FLOUR Co., San Francisco (flour, cereals). Agency: Westco Adv. Co., San Francisco. *rn sp t*

SPERRY & HUTCHINSON Inc., New York (trading stamps). Agency: Kimball, Hubbard & Powell Inc., N. Y.

SPIC Inc., Chicago (deodorants). Agency: McJunkin Adv. Co., Chicago.

SPIRITUAL PSYCHIC SCIENCE CHURCH, Los Angeles. *rn sp*

SPOHN MEDICAL Co., Goshen, Ind. Agency: Miller Agency Co., Toledo.

SPOOL COTTON Co., New York (crochet cotton). Agency: Young & Rubicam Inc., N. Y.

SPRAGUE WARNER & Co., Chicago (Richelieu, Batavia food products). Agencies: H. W. Kastor & Sons Adv. Co. Inc., Chicago; Blackett-Sample-Hummert Inc., Chicago. *n sp*

SPRATT'S PATENT Ltd., Newark (dog biscuits). Agency: Paris & Peart, N. Y. *n*

SQUARE DEEL PRODUCTS Inc., Detroit (cleansers). Agency: Reincke-Ellis-Younggreen & Finn, Chicago.

E. R. SQUIBB & SON, New York (drug products). Agency: Geyer, Cornell & Newell Inc., N. Y. *n*

JOHN P. SQUIRE Co., Boston (fresh pork). Agency: Goulston Co. Inc., Boston. *n sp*

SSS Co., Atlanta (SSS proprietary). Agency: Johnson-Dallis Co., Atlanta. *n*

STALEY SALES Corp., Decatur, Ill. (corn products). Agency: Gardner Adv. Co., St. Louis. *sa*

STANBACK MEDICINE Co., Salisbury, N. C. (remedy). Agency: J. Carson Brantley Adv. Agency, Salisbury, N. C. *rn sp sa t*

STANCO Inc., New York (Flit, Nujol, etc.). Agency: McCann-Erickson Inc., N. Y. *sp sa t*

STANDARD ACCIDENT INSURANCE Co., Detroit. Agency: C. E. Rickerd Adv. Agency, Detroit.

STANDARD BRANDS Inc., New York (Fleischman, Chase & Sanborn, etc.). Agency: J. Walter Thompson Co., N. Y. *n*

STANDARD CHEMICAL MFG. Co., Omaha (Clix stock food). Agency: Buchanan-Thomas Adv. Co., Omaha. *sa*

STANDARD CORSET Co., Holyoke, Mass. (Ammori health belt). Agency: The Wesley Associates, N. Y.

STANDARD HOMEOPATHIC Co., Los Angeles (medicines). *sp*

STANDARD MILLING Co., New York (Ceresota flour). Agency: Benton & Bowles Inc., N. Y. *sa t*

STANDARD OIL CO. OF CALIF., San Francisco. Agency: McCann-Erickson, San Francisco. *n*

STANDARD OIL Co. of Indiana, Chicago. Agency: McCann-Erickson Inc., Chicago. *t n*

STANDARD OIL CO. OF LOUISIANA, New Orleans. Agency: McCann-Erickson Inc., N. Y. *sp*

STANDARD OIL CO. OF NEW JERSEY, New York. Agency: Marschalk & Pratt Inc., N. Y. *sp t n*

STANDARD OIL CO. OF OHIO, Cleveland. Agency: McCann-Erickson Inc., Cleveland. *sp sa*

STAPOLITE Inc., Boston (floor finish). *sp*

STAR BREWERY Co., Vancouver, Wash. (Hop Gold beer). Agency: William L. Norwell Adv. Agency, Portland, Ore. *t*

STAR BREWING Co., Dubuque, Ia. *sp*

STAR OUTFITTING Co., Los Angeles. Agencies: Allied Adv. Agencies, Los Angeles; Gerald J. Norton Adv. Agency, San Francisco. *sp rn*

STAR-SHEEN COSMETIC Co., Hollywood. Agency: Llewellyn-Seymour Inc., Los Angeles.

STASWEET LABORATORIES, Los Angeles (proprietary). Agency: Beaumont & Hohman, Los Angeles.

STATE AUTOMOBILE MUTUAL INSURANCE Co., Cincinnati. *sp*

STEELECOTE MFG. Co., St. Louis (paint). Agency: Mortimer W. Mears Inc., St. Louis. *ta*

STEHLI SILKS Corp., New York. Agency: Riegel & Lefingwell Inc., N. Y. *sa*

A. STEIN & Co., Chicago (Paris garters).

STEPHANO BROS., Philadelphia (Ramses cigarettes). Agency: The Aitken-Kynett Co., Philadelphia.

STERLING CASUALTY INSURANCE Co., Chicago (Penny-A-Day insurance). Agency: Frankel-Rose Co. Inc., Chicago; First United Broadcasters Inc., Chicago. *sp sa rn*

STERLING DRUG Co., Des Moines (toothpaste). Agency: Heath-Seehof Inc., Chicago. *sa*

STERLING OIL Co., Emlenton, Pa. Agency: Thompson Adv. Agency, Youngstown, O.

STERLING PRODUCTS Inc., New York (Bayer aspirin, etc.). Agencies: Blackett-Sample-Hummert Inc., Chicago; Cramer-Krasselt Co., Milwaukee; Stack-Goble Adv. Agency, Chicago. *n t sp*

JOHN B. STETSON Co., Philadelphia (hats). Agency: N. W. Ayer & Son Inc., Philadelphia. *sa*

STEWART-WARNER Corp., Chicago (refrigerators, radios, auto accessories). Agency: Hays MacFarland & Co., Chicago. *n*



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STICKNEY & POOR SPICE Co., Charlestown, Mass. (poultry stuffing). Agency: Badger & Browning Inc., Boston. *sa*

THE STOCKMAN FARMER SUPPLY Co., Denver (harness goods). *sp*

STOKELY BROS. & Co., Inc., Indianapolis (Bean Hole beans). Agency: Gardner Adv. Co., St. Louis.

STORZ BREWING Co., Omaha. Agency: Buchanan-Thomas Adv. Co., Omaha. *sa*

STRASSKA LABORATORIES Inc., Los Angeles (toothpaste). Agency: Hillman-Shane Adv. Agency Inc., Los Angeles. *†*

STRECKFUS STEAMERS, St. Louis (excursions). Agency: Kelly-Stuhlman Adv. Co., St. Louis.

C. F. STREIT MFG. Co., Cincinnati (Streit Slumber chairs). Agency: Ralph H. Jones Co., Cincinnati.

STROMBERG-CARLSON MFG. Co., Rochester, N. Y. (radios). Agency: Stewart Hanford & Frohman Inc., Rochester. *sp*

J. STROMEYER Co., Philadelphia (Penn-Mar golden syrup). *sp*

STRONG, CARLISLE & HAMMOND Co., Cleveland (Sib cleaner). Agency: Fuller & Smith & Ross Inc., Cleveland.

STUDEBAKER SALES Corp. of America, South Bend, Ind. (autos). Agency: Roche, Williams & Cunningham Inc., Chicago. *n sa sp †*

STURDIVANT PACKING Co., Brownsville, Tenn. (Old Virginia stew). Agency: Harding-Lake Co., Memphis.

SUBSTANCE "S" PRODUCTS Inc., San Francisco (Salakuta shampoo). Agency: Dake Adv. Agency Inc., San Francisco. *sp sa*

SUDS-a-LOT Inc., Joliet, Ill. (soap). Agency: Gale & Pietsch Inc., Chicago. *sa*

SUN MAID RAISIN GROWERS ASS'N., Fresno, Calif. (Sun Maid raisins). Agency: Lord & Thomas, San Francisco. *sp*

SUNNY SOL Co. Inc., Leroy, N. Y. (Sunny Sol). *†*

SUN OIL Co., Philadelphia (Sunoco motor oils). Agency: Roche, Williams & Cunningham, Chicago; (insecticides) Stewart-Jordan Co., Philadelphia. *n sa †*

SUNSHINE COAL Co., Centerville, Ia. *sa*

SUN-RAYED Co., Frankfort, Ind. (Kemps Sun-Rayed tomato juice). Agency: Caldwell-Baker Co. Inc., Indianapolis. *sp*

SUSSMAN, WORMSER & Co., San Francisco (S & W food). Agency: Botsford, Constantine & Gardner Inc., San Francisco. *sp rn*

SWARTHCHILD Co., Chicago (watch parts). Agency: Neisser-Meyerhoff Inc., Chicago. *† sa*

SWEEPER VAC Co., Worcester, Mass. (Sweeper Van vacuum cleaners). Agency: Wm. B. Remington Inc., Springfield, Mass. *sp*

SWIFT & Co., Chicago (Premium ham, Brookfield butter). Agencies: J. Walter Thompson Co., Chicago; Stack-Goble Adv. Agency, Chicago. *n rn sp †*

SWIFT & Co., Los Angeles (Formay shortening). Agency: J. Walter Thompson Co., Los Angeles. *rn*

SYDNEY, WANZER & SONS, Chicago (milk). Agency: Louis, Needham & Brorby Inc., Chicago. *†*

T

TABLET NO. 66 LABORATORIES, Los Angeles (Rhenmatism tablets). *sp*

TAN SALES Co., Boston (cosmetics). *sa*

TASTYEAST Inc., Trenton, N. J. (Tastyeast candy, Mt. Rose gin). Agency: Clements Co. Inc., Philadelphia. *n sp*

F. C. TAYLOR FUR Co., St. Louis (raw furs). Agency: Budke-Connell Adv. Agency, St. Louis.

TECHNICAL LABORATORIES Inc., Berkeley, Cal. (Aeritone remedy). *†*

TEMPLETON'S Ltd., Toronto (proprietary). *sp*

TENNESSEE Corp., New York (Loma garden product). Agency: Samuel C. Croot Co. Inc., N. Y. *n*

TENEX LABORATORIES, Cedar Rapids, Ia. (proprietary remedy). Agency: L. W. Ramsey Co., Davenport, Ia.

HENRY TETLOW Co., Philadelphia (Swan Down face powder). *†*

TEXAS Co., New York (Texaco gasoline). Agency: Hanff-Metzger Inc., N. Y. *n sp sa †*

THE THOMAS Co., Chicago (hair restorer). Agency: L. H. Waldron Adv. Agency, N. Y. *sa †*

MARTIN LUTHER THOMAS, Los Angeles (religious). Agency: Newkirk & Lawrence, Hollywood. *rn*

JOHN R. THOMPSON Co., Chicago (restaurants). Agency: Sellers Service Inc., Chicago. *sp*

THOMPSON PRODUCTS Inc., Cleveland (automotive parts). Agency: Griswold-Eshleman Co., Cleveland.

THOMSON & TAYLOR Co., Chicago (root beer extracts). Agency: Mason Warner Co. Inc., Chicago.

THOROBREAD Co., Cincinnati (animal foods). Agency: Keeler & Stites Co. Inc., Cincinnati.

THREADS Inc., Gastonia, N. C. (spool thread). *sp*

THREE G DISTILLERY Corp., Burbank, Cal. *†*

THREE MINUTE CEREALS Co., Cedar Rapids, Ia. (oat flakes). Agencies: Blackett-Sample-Hummert Inc., Chicago; Maxon Inc., Detroit. *†*

DR. G. H. TICHENOR ANTISEPTIC Co., New Orleans (antiseptic). Agency: Bauerlein Inc., New Orleans. *†*

TIDE WATER OIL Co., New York (Veedol & Tydol). Agency: Lennen & Mitchell Inc., N. Y. *n sp*

TIGER COAL Co., Kansas City (coal). *sa*

TILLAMOOK COUNTY CREAMERY ASS'N., Tallamook, Ore. (dairy products). Agency: Botsford, Constantine & Gardner, Portland, Ore. *n*

TIME Inc., New York (Time magazine & newsreel). Agency: Batten, Barton, Durstine & Osborn Inc., N. Y. *n sa †*

TIMKEN SILENT AUTOMATIC Co., Detroit (oil burners). Agency: Henri, Hurst & McDonald Co. Inc., Chicago. *sp †*

TIVOLI BREWING Co., Detroit. Agency: MacManus, John & Adams Inc., Detroit. *rn*

TOBEY POLISH Co. Inc., Geneva, N. Y. (furniture polish). Agency: Erwin, Wasey & Co. Inc., Chicago.

TODDY Inc., New York (health drink). *sp*

TOM & JERRY Inc., Cleveland (beverage). Agency: Alfred Rooney Co., Cleveland.

TOMA Inc., Ligonier, Pa. (stomach remedy). Agency: W. S. Hill Co. Inc., Pittsburgh. *sp sa*

TONE BROS. COFFEE & SPICE Co., Des Moines (Old Golden coffee). Agency: Cole's Inc., Des Moines.

TORG SIN, New York (Soviet trading org.). Agency: M. Keilison Co., N. Y. *sp rn †*

TORRIDAIRE COMPANY, Boston (heating pads). Agency: Chambers & Wiswell Inc., Boston.

TOURAINÉ Co., Boston (Vigor yeast). Agency: Chambers & Wiswell Inc., Boston.

TRADEHOME SHOE STORES, St. Paul (chain shoe stores). *sa*

EDWARD TRAINER, Philadelphia (beer). Agency: Jerome B. Gray & Co., Philadelphia.

H. TRAISSER & Co., Boston (Pippin & Harvard cigars). Agencies: Wood, Putnam & Wood Co., Boston.

TRANSCONTINENTAL & WESTERN AIR Inc., New York. Agency: Campbell-Ewald Co. of New York. *†*

B. F. TRAPPEY'S SONS Inc., New Iberia, La. (canned foods). *sa*

TREE-SWEET PRODUCTS Co., Santa Ana, Cal. (canned orange juice). Agency: Dana Jones Co., Los Angeles. *rn*

TREMS Co., St. Louis (proprietary). Agency: Kelly & Stuhlman Inc., St. Louis.

TRENTON VALLEY DISTILLING Corp., Detroit. Agency: Holmes Inc., Detroit. *rn*

TRIAD MFG Co. Inc., Pawtucket, R. I. (radio tubes).

TRICOLD REFRIGERATOR Corp., Buffalo (household refrigeration). Agency: Landsheft & Bonning Inc., Buffalo.

JOSEPH TRINER Corp., Chicago (wine). Agency: Benson & Dall Inc., Chicago. *sp*

TROMITE Corp., New York (water softener). Agency: Alfred S. Hearn Co. Inc., N. Y.

TROPIC-AIRE Inc., Minneapolis (auto heater). Agency: Mitchell Adv. Agency Inc., Minneapolis.

TRUE STORY PUBLISHING Co., New York (magazine). Agency: Erwin, Wasey & Co. Inc., N. Y. *n*

TRULY WARNER STORES, New York (men's hats, etc.). Agency: Donahue & Coe, N. Y.

TRUPAR MFG. Co., Dayton (Mayflower electrical refrigerators).

TUCKETT TOBACCO Co., Hamilton, Ont. (Buckingham cigarettes & mixture). *sp*

J. A. TUMBLER LABORATORIES, Baltimore (auto & furniture polish). Agency: The Aitken-Kynett Co., Philadelphia. *†*

TUNG-SOL LAMP WORKS, Newark (miniature lamps, radio tubes). Agency: Picard Adv. Inc., N. Y.

2-IN-1 - SHINOLA - BIXBY Corp., New York (2-in-1, Shinola, Bixby's, Tuxedo shoe polishes). Agency: Batten, Barton, Durstine & Osborn Inc., N. Y. *sa*

TYPEWRITER EDUCATIONAL RESEARCH BUREAU, New York. Agency: Batten, Barton, Durstine & Osborn Inc., N. Y. *n*

U

UDGA Inc., St. Paul (proprietary). Agency: Allan A. Firestone Adv. Agency, St. Paul.

UNDERWOOD-ELLIOTT-FISHER Co., New York (office equipment). Agency: Marschalk & Pratt Inc., N. Y. *n*

UNION CENTRAL LIFE INSURANCE Co., Cincinnati. Agency: J. Walter Thompson Co., Chicago. *n*

UNION DISTILLERIES Co., Detroit (Asco liquors). Agency: Chas. A. Mason Agency, Detroit.

UNION FORK & HOE Co., Columbus, O. (gardening utensils). Agency: Mumm, Romer, Robbins & Pearson Inc., Columbus, O. *sp*

UNION OIL Co. of CALIF., Los Angeles (Aristo oil). Agency: Lord & Thomas, Los Angeles. *ta sa*

UNION PACIFIC SYSTEM, Omaha (rail transportation). Agencies: The Gapes Co., Chicago; Ernest Bader & Co., Omaha. *sp sa †*

UNION STARCH & REFINING Co., Columbus, Ind. (Pennant syrup). Agency: Caldwell-Baker Co., Indianapolis.

UNITED AIR LINES, Chicago (air transportation). Agency: J. Walter Thompson Co., Chicago. *sp †*

UNITED AMERICAN BOSCH Corp., Springfield, Mass. (auto horns, radios). Agency: E. T. Howard Co. Inc., N. Y. *n †*

UNITED BAKERIES Inc., San Francisco. *sp*

UNITED CIGAR STORES DELAWARE Corp., New York (chain stores). Agency: Young & Rubicam Inc., N. Y. *n sp*

UNITED DISTILLERS Ltd., New York (U. D. L. liquor). Agency: Amalgamated Adv. Agency Inc., N. Y. *†*

UNITED DRUG Co., Boston (Rexall and Puretest drug products). Agencies: Street & Finney Inc., N. Y.; Spot Broadcasting Inc., N. Y. *n rn sa †*

UNITED FRUIT Co., New York (bananas). *sp*

UNITED PLAYING CARD Co., Cincinnati (Congress & Bicycle cards).

UNITED REMEDIES Inc., Chicago (Germania tea, Acidine, Kolor-Bak, etc.). Agency: Benson & Dall, Chicago. *sp sa †*

UNITED STATES BREWERS ASS'N., New York. Agency: Kelly, Nason & Roosevelt Inc., N. Y.

UNITED STATES BREWING Co., Chicago (Rheingold beer). *sa*

UNITED STATES GUTTA PERCHA PAINT Co., Providence, R. I. (Barreled sunlight paints). Agency: J. Walter Thompson Co., N. Y. *sa †*

UNITED STATES INDUSTRIAL ALCOHOL Co., New York (Super Pyro). Agency: Lambert & Feasley Inc., N. Y.

UNITED STATES RUBBER Co., New York (tires). Agency: Campbell-Ewald Co. of N. Y. *sa*

UNITED STATES SCHOOL OF MUSIC, New York (musical instruction). Agency: Ruthrauff & Ryan Inc., N. Y. *sp †*

UNITED STATES TOBACCO CO., New York (Dill's mixture). Agency: McCann-Erickson Inc., N. Y. *n †*

UNIVERSAL BATTERY Co., Chicago. Agency: Aubrey, Moore & Wallace Inc., Chicago. *sa*

UNIVERSAL CAMERA Corp., New York. Agency: Brooke, Smith & French Inc., N. Y.

UNIVERSAL MANUFACTURERS DISTRIBUTORS Inc., Chicago (bandages).

UNIVERSAL MILLS Inc., Fort Worth (Red Chain feeds). Agency: Tracy-Locke-Dawson Inc., Dallas. *† rn*

UTAH OIL REFINING Co., Salt Lake City (New Pep 88 gas). Agency: L. S. Gillham Co. Inc., Salt Lake City. *sp*

UTICA KNITTING Co., Utica, N. Y. (underwear). Agency: John Thomas Miller, N. Y. *ta*

UTILITIES INVESTORS ASSN., of Texas, Fort Worth (political). *rn*

UTILITY DEVELOPMENT Co., San Francisco (Gasair butan mixers). Agency: Gerth-Knollin Adv. Agency, San Francisco.

V

VACATION LABORATORIES, St. Louis. *sa*

VADSCO SALES Corp., New York (Tarrants Seltzer Aperient). Agency: Blackman Adv. Inc., N. Y. *n sp*

VALENTINE & Co., New York (Valspar varnish).

VALIER & SPIER MILLING Co., St. Louis (Dainty flour). Agency: Gardner Adv. Co., St. Louis.

VALSPAR Corp., New York (varnish). Agency: Ruthrauff & Ryan Inc., Detroit.

VALVOLINE OIL Co., Cincinnati. Agency: Keeler & Stites Co., Cincinnati.

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VANITY FAIR SILK HOSIERY, Reading, Pa. (hosiery). Agency: The Wesley Associates, N. Y.

VAN CAMP SEA FOOD Co., Terminal Island, Calif. Agency: Emil Brischer & Staff, San Francisco. *n sa*

G. W. VAN SLYKE & HORTON, Albany (Peter Schuyler cigars). Agency: Moser & Cotins Inc., Utica. *sp*

ANGELO VARONA, New York (toilet preparations).

VELOGEN Inc., New York (hand lotion). Agency: Peck Adv. Agency Inc., N. Y.

VELVETINA Co., Omaha (cosmetics). Agency: Potts-Turnbull Co. Inc., Kansas City.

VELVETONE Co., St. Louis (cosmetics). *sa*

VENIDA Co., New York (Venida hair nets). *t*

VENUS HEALTH Corp., Los Angeles. Agency: Radioad Service, Hollywood. *t*

VERKAMP Corp., Cincinnati (Philgas). *sa*

VERMONT PUBLICITY SERVICE, Montpelier, Vt. Agency: Hays Adv. Agency, Burlington, Vt. *sp*

VESTAL CHEMICAL LABORATORIES, St. Louis (Wax-All floor polish). Agency: Shaffer-Brennan Adv. Co., St. Louis.

VICK CHEMICAL Co., Greensboro, N. C. (Vick's Vioratone, Vapour, Vatronal). Agencies: Morse International Inc., N. Y.; Young & Rubicam Inc., N. Y.; Cecil, Warwick & Cecil Inc., N. Y. *n sa t*

VICTOR BREWING Co., Jeannette, Pa. (beer and ale). Agency: Fam Adv. Agency, Greensburg, Pa. *sp*

VIMAY Inc., Los Angeles (Amphoter face cream). Agency: Chet Crank Inc., Los Angeles.

NELL VINICK, New York (Drezma cosmetics). *t*

VIRGINIA DARE EXTRACT Co., Brooklyn (wine). Agency: Ernest Davids Inc., N. Y. *sp*

VITA CON Co., Boston (Vita Con-tablets). *rn*

VITROLITE Co., Chicago (marble substitute). Agency: United States Adv. Corp., Chicago.

V. VIVIANO & BROS. MACARONI MFG. Co., St. Louis. Agency: Gardner Adv. Co., St. Louis. *sa*

VOGELER BROTHERS, Newark (mayonnaise). *sa*

W

WADHAMS OIL Co., Milwaukee (gas & oil). Agency: Scott-Telander Inc., Milwaukee.

WAGNER ELECTRIC Corp., St. Louis (electric motors). Agency: Anfenger Adv. Agency Inc., St. Louis.

WAGGONER-GATES MILLING Co., Independence, Mo. (Queen of the Pantry flour). Agency: Barrons Adv. Co. Inc., Kansas City.

E. R. WAGNER MFG. Co., Milwaukee (carpet sweepers). Agency: Cramer-Krasselt Co., Milwaukee. *ts*

WAHL COMPANY, Chicago (Ever-sharp pencils). Agency: Young & Rubicam Inc. N. Y.

WAIIT & BOND, Newark (Blackstone etc. cigars). Agency: Batten, Barton, Durstine & Osborn Inc., N. Y. *rn sp*

WALDORF - ASTORIA HOTEL, New York. Agency: Kenyon & Eckhardt Inc., N. Y.

WALGREEN Co., Chicago (chain drug stores). *sp sa*

WALKER'S DEPARTMENT STORE, Los Angeles. Agency: Newman & Wesley, Los Angeles. *t*

ELY WALKER & Co., St. Louis (fabrics). Agency: Mortimer W. Mears Inc., St. Louis. *n*

WALKER REMEDY Co., Waterloo, Iowa (Walko poultry remedy). Agency: Weston-Barnett Inc., Waterloo, Ia. *sa ta*

R. WALLACE & SONS MFG. Co., Wallingford, Conn. (silverware). Agency: Wilson H. Lee Adv. Agency, New Haven, Conn.

WANDER Co., Chicago (Ovaltine). Agency: Blackett-Sample-Hummert Inc., Chicago. *n t sa*

JOHN WANAMAKER, New York (Silver King golf balls). Agency: N. W. Ayer & Son Inc., Philadelphia. *sp*

WAPLES-PLATTER Grocer Co., Fort Worth (White Swan foods). Agency: Crook Adv. Agency, Dallas. *sp*

WARD BAKING Corp., New York (Ward baking products). Agency: Fletcher & Ellis Inc., N. Y. *n sp*

WM. R. WARNER Co., New York (Sloan's Liniment & Vince). Agency: Cecil, Warwick & Cecil Inc., N. Y. *n t*

WARREN NORTHAM Corp., New York (Cutex, Odorono). Agency: J. Walter Thompson Co., N. Y. *n*

WARSHAWSKY & Co., Chicago (auto accessories). Agency: Charles Silver & Co., Chicago.

WASEY PRODUCTS Inc., New York (Zemo, Musterole, Barbasol, Kreml, etc.). Agency: Erwin, Wasey & Co. Inc., N. Y. *n*

G. WASHINGTON COFFEE REFINING Co., Morris Plains, N. J. (George Washington coffee). Agency: Cecil, Warwick & Cecil Inc., N. Y. *n t*

WASHINGTON-OREGON PEAR GROWERS' ASSN., Seattle. Agency: Izzard Co., Seattle. *sa*

WASHINGTON STATE APPLE BUREAU, Seattle. Agency: Izzard Co., Seattle. *sa*

WASHOFF Co., Salt Lake City (face cream). Agency: Harold W. Pickering Adv. Agency, Salt Lake City. *n sp*

WATCHTOWER BIBLE SOCIETY Brooklyn (Judge Rutherford's talks). *rn sp t*

WATERS-GENTER Co., Minneapolis (toastmaster). Agency: Erwin, Wasey & Co. Inc., Minneapolis. *sa t*

R. L. WATKINS Co., New York (Dr. Lyons toothpowder etc.). Agency: Blackett-Sample Hummert Inc., N. Y. *n sp t*

WATSON Co., Attleboro, Mass. (silversmiths). Agency: Kenyon Adv. Inc., Boston. *sp*

WAVERLY OIL WORKS Co., Pittsburgh (Penn-Wave oils). Agency: Carlson & Symons, Pittsburgh.

WAYNE KNITTING MILLS, Fort Wayne, Ind. Agency: Aubrey, Moore & Wallace Inc., Chicago. *sa*

WEBSTER-EISENLOHR Inc., New York (Girard cigars). Agency: N. W. Ayer & Son, Philadelphia. *sa*

WECO PRODUCTS Co., Chicago (Dr. Wests toothbrushes). Agency: J. Walter Thompson Co., Chicago. *n sa*

D. WEEKS & Co., Des Moines, Ia. (proprietary remedy). Agency: Fairall & Co., Des Moines, Ia.

WEeping MINERAL CRYSTALS Co., Milwaukee. *sa*

WEINBERG BROS., Chicago (produce). *sa*

WEISBROD & HESS BREWERY Co., Philadelphia. Agency: The Grey Adv. Service Inc., N. Y.

C. S. WELCH Co., New York (Bathasweet). Agency: H. M. Kiese-wetter Adv. Agency, N. Y. *t*

WELCH GRAPE JUICE Co., Westfield, N. Y. (grape juice). Agency: H. W. Kastor & Sons Adv. Co. Inc., Chicago. *n sa t*

WERTHEIMER CATTLE Co., St. Paul (cattle sale). *sa*

WESSON OIL & SNOWDRIFT Co., Inc., New Orleans (Wesson salad oil, etc.). Agency: Fitzgerald Adv. Agency, New Orleans. *n rn sa*

WEST DODD LIGHTING CONDUCTOR Corp., Goshen, Ind. (lightning rods, fixtures). Agency: Carter-Jones-Taylor Co., South Bend, Ind.

WEST END BREWING Co., Utica, N. Y. (Utica Club beer). Agency: Moser & Cotins Inc., Utica, N. Y.

WESTERN ASS'N OF RAILWAY EXECUTIVES, Chicago. Agency: Reincke-Ellis-Younggreen & Finn Inc., Chicago. *ta*

WESTERN BLOWER Co., Seattle (air conditioning). *sa*

WESTERN CARTRIDGE Co., E. Alton, Ill. Agency: D'Arcy Adv. Co. Inc., St. Louis.

WESTERN FURNACES Inc., Tacoma. *sa*

WESTERN Co., Chicago (Dr. West tooth powder). Agency: J. Walter Thompson Co., Chicago. *n sa*

WESTERN CLOCK Co., La Salle, Ill. (Westclox, Big Ben). Agency: Batten, Barton, Durstine & Osborn Inc., N. Y. *n sp t*

WESTERN DAIRY PRODUCTS Co., Seattle. Agency: McCann-Erickson Inc., Seattle. *sa*

WESTERN GROCERY Co., Marshalltown, Ia. (Jack Spratt foods). Agency: Erwin, Wasey & Co. Inc., Chicago. *sp*

WESTERN STATES GROCERY Co., Oakland, Calif. (Brown Derby beer). Agencies: Botsford, Constantine & Gardner, San Francisco; J. Walter Thompson Co., San Francisco. *n*

WESTERN WHOLESALE DRUG Co., Los Angeles (Currier's tablets). Agency: Logan & Stebbins, Los Angeles. *ta*

WESTGATE SEA PRODUCTS Co., San Diego (Tuna fish). *sp sa*

WESTINGHOUSE ELECTRIC & MFG Co., East Pittsburgh (electrical appliances). Agency: Fuller & Smith & Ross Inc., Cleveland.

WESTINGHOUSE ELECTRIC & MFG Co., Mansfield, O. (refrigerators). Agency: Fuller & Smith & Ross Inc., Cleveland. *sa*

WESTLAKE MFG. Co., Canastota, N. Y. (fuel equipment). *t*

PAUL WESTPHAL, New York (hair tonic).

WHEATENA Co., Rahway, N. J. (cereal). Agency: McKee & Albright Inc., Philadelphia. *n t*

WHEELING CORRUGATING Co., Wheeling, W. Va. (steel products). Agencies: Critchfield & Co., Chicago; A. T. Sears & Son, Chicago. *sa*

WHITE CROSS LABORATORIES, San Francisco (toothpaste). *sa*

WHITE EAGLE OIL Corp., Kansas City (gasoline & oil). Agency: J. Stirling Getchell Inc., Kansas City. *sa*

WHITE KING SOAP Co., Los Angeles. Agency: Barnes-Chase Co., Los Angeles. *sa*

WHITE SEAL LABORATORIES Inc., Grand Rapids, Mich. (Mint-O-Lene). Agency: John L. Wierengo & Staff, Grand Rapids, Mich.

WHITE STAR REFINING Co., Detroit. Agency: J. Stirling Getchell Inc., Detroit. *sp*

WHITESTONE MANAGEMENT Co., Chicago (Drake & Blackstone Hotels). Agency: Harry Atkinson Inc., Chicago.

STEPHEN F. WHITMAN & SON, Philadelphia (Whitman's chocolate). Agency: F. Wallis Armstrong Co. Inc., Philadelphia.

GEO. F. WIEMANN Co., New York (Invitation coffee). *sa*

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WILL & BAUMER CANDLES Co. Inc., Syracuse, N. Y. (candles). Agency: Badger & Browning & Hersey Inc., N. Y.

WILLARD STORAGE BATTERY Co., Cleveland. Agency: Meldrum & Fewsmith Inc., Cleveland. *sa*

WILLARD TABLET Co., Chicago (proprietary). Agency: First United Broadcasters Inc., Chicago. *sp sa t*

J. B. WILLIAMS Co., Glastonbury, Conn. (shaving soap & toilet prep.). Agency: Ralph H. Jones Co., Hartford, Conn.

WILLIAMS & CARLETON Co., E. Hartford, Conn. (root beer extract). Agency: Wm. B. Remington Co. Inc., Springfield, Mass. *sa*

WILLIAMS OIL-O-MATIC HEATING Corp., Bloomington, Ill. (oil heaters). Agency: Roche, Williams & Cunningham, Chicago. *sa*

WILLIAMSON CANDY Co., Chicago (Oh Henry candy bars). Agency: John H. Dunham Co., Chicago.

WILLYS-OVERLAND Co. Inc., Toledo (motor cars). Agency: Gottschaldt-Humphrey Inc., Atlanta.

WILSHIRE OIL Co., Los Angeles. *sp t*

WILSON LINES, Baltimore (steamship travel). *t*

WILSON & Co., Inc., Chicago (meat products etc.). Agency: Erwin, Wasey & Co., Chicago.

WILSON OIL Co., New Orleans (cooking oil). *n*

WINE INSTITUTE, San Francisco. Agency: James Houlihan Inc., San Francisco.

WINE TRADING Co., Los Angeles. *sp*

JOHN WINTER & Co. Inc., Red Lion, Pa. (cigars). Agency: Foltz-Wessinger Inc., Lancaster, Pa.

WIPE-ON Corp., Brooklyn (lacquer). Agency: E. M. Freystadt Associates Inc., N. Y. *sp*

WISCONSIN POWER & LIGHT Co., Madison, Wis. Agency: Klauvan Pietersom - Dunlap Associates Inc., Milwaukee. *sp*

WOJTASINSKI DRUG Co., Boston (Katro-Lek). Agency: Chambers & Wiswell Inc., Boston. *rn*

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WONDER ORANGE Co., Chicago (beverage). Agency: Ruthrauff & Ryan Inc., Chicago.

GAR WOOD INDUSTRIES Inc., Detroit (industrial equipment). Agencies: Grace & Bement Inc., Detroit (air conditioning); Witte & Burden, Detroit.

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EDWARD A. WOODS Co., Pittsburgh (insurance). Agency: Smith, Hoffman & Smith Inc., Pittsburgh. *sp*

WORCESTER SALT Co., New York (iodized table salt). Agencies: Charles W. Hoyt Co. Inc., N. Y.; Fuller & Smith & Ross Inc., N. Y. *n*

E. H. WRIGHT Co. Ltd., Kansas City (Liquid Smoke). Agency: Barrons Adv. Co. Inc., Kansas City. *sa*

WRIGLEY PHARMACEUTICAL Co., Atlantic City, N. J. (Spearmint toothpaste). Agency: Jerome B. Gray & Co., Philadelphia. *n t*

WM. WRIGLEY Jr. Co., Chicago (chewing gum). Agencies: Neisser-Meyerhoff Inc., Chicago; Francis Hooper Adv. Agency, Chicago. *n*

ALLEN D. WRISLEY DISTRIBUTING Co., Chicago (Oliv-o-liv). Agency: Behel & Waldie, Chicago. *sp*

RUDOLPH WURLITZER Co., Cincinnati (musical instruments). Agency: Keelor & Stites Co., Cincinnati. *sa*

WYETH CHEMICAL Co., New York (Jad Salts, Bi-So-Dol). Agencies: John F. Murray Adv. Agency Inc., N. Y.; Blackett-Sample-Humert Inc., Chicago. *n*

WYLLERS Co., Chicago (boullion cubes). Agency: Neisser-Myerhoff Inc., Chicago. *sp*

Z

ZEM-ZEM Corp., New York (shampoo, cough remedy). Agency: Street & Finney Inc., N. Y. *t*

ZENITH RADIO Corp., Chicago (radio receivers). Agency: H. W. Kastor & Sons Adv. Co. Inc., Chicago. *sa*

ZERBST PHARMACAL Co., St. Joseph, Mo. (proprietary). Agencies: Barrons Adv. Co., Kansas City; Ruthrauff & Ryan Inc., N. Y. *sa*

ZINSMASER BAKING Co., Minneapolis (bread). Agency: Campbell-Mithun Inc., Minneapolis.

ZONITE PRODUCTS Corp., New York (Zonite, Forhans toothpaste). Agency: McCann-Erickson Inc., N. Y.

ZORO Co., Chicago (Zorex mouth cakes). Agency: Ankrum Adv. Agency, Chicago.

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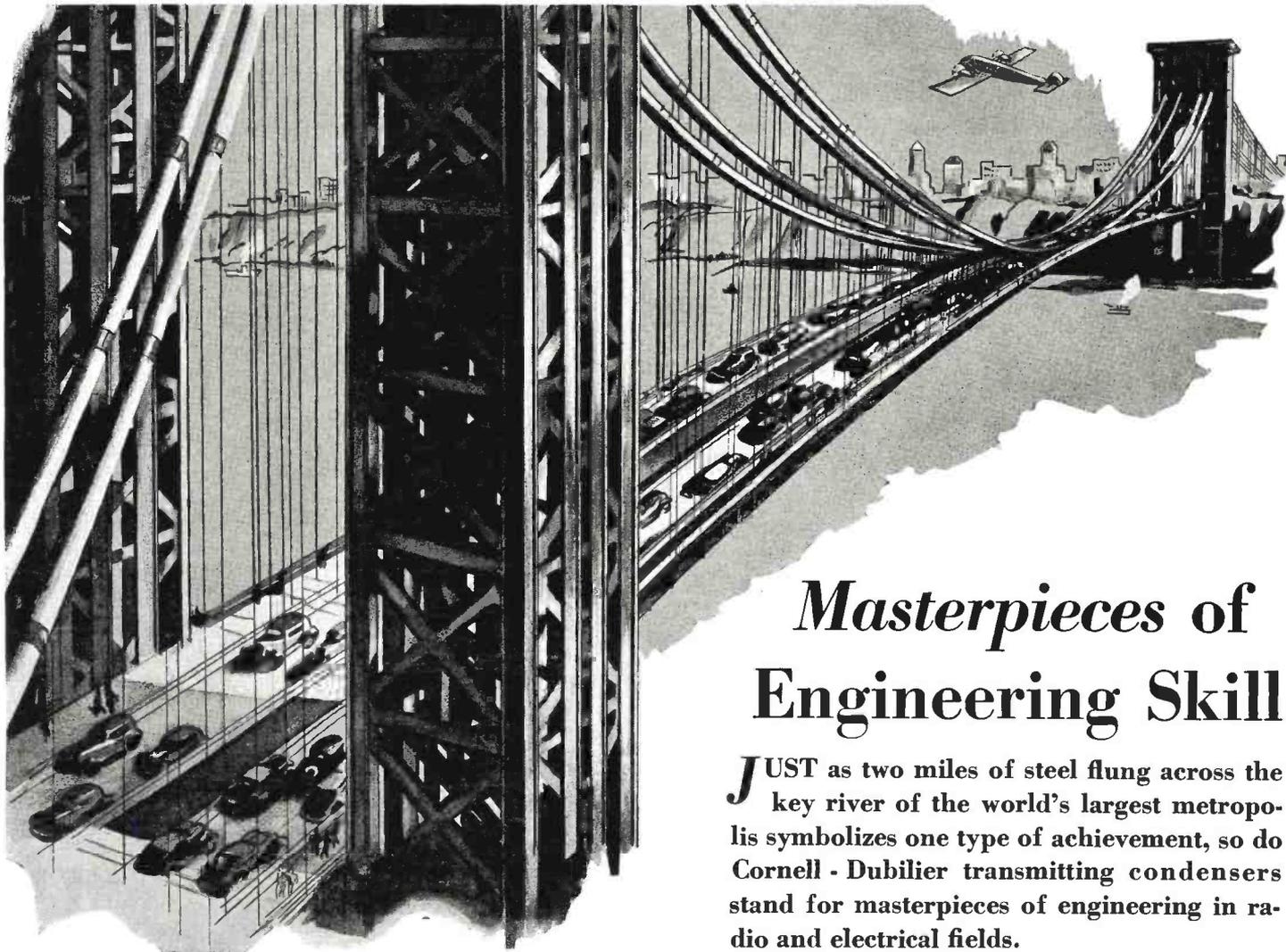
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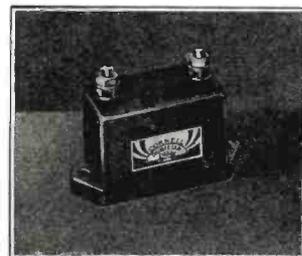
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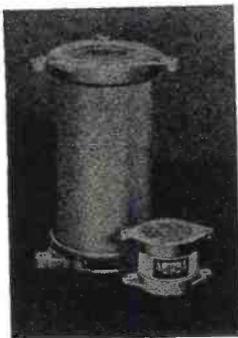
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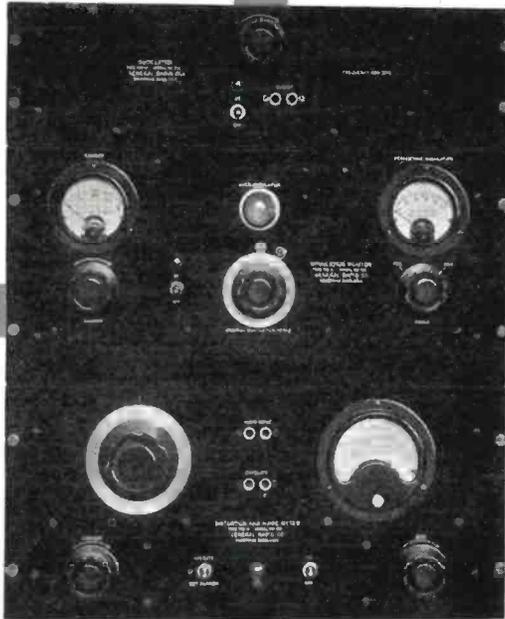


CORNELL - DUBILIER CORPORATION

Directory of BROADCASTING EQUIPMENT MANUFACTURERS

NAME OF COMPANY	CITY	ADDRESS	TELEPHONE NO.	MANAGER	PRODUCTS
Acme Electric & Mfg. Co.	Cleveland, O.	1440 Hamilton Ave.	Main 6500	C. H. Bunch	Transformers, voltage regulators
Acme Wire Co.	New Haven, Conn.	1255 Dixwell Ave.	6-2171	T. G. Nee	Paper and foil condensers, magnet wire, varnished insulations
Aerovox Corp.	Brooklyn, N. Y.	70 Washington St.	Cumberland 6-0110	S. I. Cole	Condensers, resistors
Allen-Bradley Co.	Milwaukee, Wis.	1826 So. Second St.	Mitchell 5151	F. F. Loock	Radio control apparatus
Allen B. DuMont Laboratories	Upper Montclair, N. J.	542 Valley Road	Montclair 2-2176	Allen B. DuMont	Cathode ray tubes, oscillographs
American Microphone Co.	Los Angeles, Cal.	1915 So. Western Ave.	Parkway 0778	F. A. Yarbrough	Condenser, carbon and crystal microphones and repairs
American Piezo Supply Co.	Kansas City, Mo.	3921 Agnes Ave.	Wabash 0495	Howard F. Hill	Crystals and associated apparatus
American Transformer Co.	Newark, N. J.	178 Emmet St.	Bigelow 8-4444	Thos. M. Hunter	Transformers, rectifiers, reactors
Amperite Corp.	New York City	561 Broadway	Canal 6-1557	F. Ruttenburg	Microphones, pre-amplifiers, microphone stands.
Armstrong Cork Products Co.	Lancaster, Pa.	Concord St.	5151	T. R. Nunan	Studio construction material
Astatic Microphone Laboratory	Youngstown, O.	P. O. Box 1812	32414	C. E. Semple, Jr.	Microphones and pickups
Audak Co., Inc.	New York City	500-5th Ave.	Lackawana 4-3723	George V. Sullivan	Transcription turntables, pickups
Audio Products Co.	Los Angeles, Cal.	4189 W. 2nd St.	Federal 6102	A. J. Edgcomb	Speech input, mixer controls, attenuators, special panels
Audio Research, Inc.	New York City	105 E. 16th St.	Stuyvesant 9-8187	J. Ross Parnin	Moving coil dynamic microphones and accessories
A. O. Austin	Barberton, O.	Box 109	Sherwood 1236	A. O. Austin	Insulators
Blaw-Knox Co. (Radio Tower Division)	Pittsburg, Pa.	P. O. Box 1198	Sterling 2700	E. J. Staubits	Vertical radiators, radio towers
Bliley Electric Co.	Erie, Pa.	Union Station Bldg.	23-227	G. E. Wright	Crystals, holders, ovens
Bond Electric Corp.	Jersey City, N. J.	257 Cornelison Ave.	Delaware 3-6400	Storage batteries, dry cells, radio condensers
Bright Star Battery Co.	Clifton, N. J.	200 Crooks Ave.	Lambert 3-3200	L. H. Keller	Dry batteries
Bruno Laboratories	New York City	20 W. 22nd St.	Stuyvesant 9-0755	Paul R. Fernald	Velocity microphones, pre-amplifiers
Brush Development Co.	Cleveland, O.	E. 40th & Perkins Ave.	Endicott 3710	C. B. Scott	Crystal microphones, speakers, associated equipment
Burgess Battery Co.	Freeport, Ill.	Exchange St.	Main 3800	D. W. Hirtle	Dry cell batteries
Samuel Cabot, Inc.	Boston, Mass.	141 Milk St.	Hancock 1010	Samuel Cabot	Studio construction material
Cellutone Record Mfg. Co.	Los Angeles, Cal.	1135 W. 42nd St.	University 2604	Sam. W. Hawver	Record blanks, stylii, cutting heads
Celotex Co.	Chicago, Ill.	919 N. Michigan Ave.	Whitehall 7010	Wallace Waterfall	Acoustical material and treatment
Centralab	Milwaukee, Wis.	900 E. Keefe Ave.	Edgewood 9200	H. E. Osmun	Variable attenuation pads, gain controls, faders
Clough-Brengle Co.	Chicago, Ill.	1134 W. Austin Ave.	Monroe 2868	John S. Meck	Audio oscillators, cathode ray oscilloscopes, power level indicators
Collins Radio Co.	Cedar Rapids, Ia. New York City	2920 First Ave., N.E. 11 W. 42nd St.	8197 Lackawanna 4-2131	Arthur A. Collins W. J. Barkley	Broadcast transmitters, speech input systems, audio and power transformers and chokes, microphones, transmission lines, antenna systems, crystals, accessories
Commercial Radio Equipment Co.	Kansas City, Mo.	7205 Baltimore, Ave.	Jackson 5802	Everett L. Dillard	Crystals, crystal holders, heater ovens, frequency control units, metal boxes and chassis, frequency measurements, remote control amplifiers.
Compo Board Co.	Minneapolis, Minn.	4400 Lyndale Ave., N.	Cherry-2724	Studio construction material
Continental Electric Co.	St. Charles, Ill.	St. Charles, Ill.	2700	R. E. Smiley	Photoelectric cells
F. L. Cook	Los Angeles, Cal.	606 Parkman Ave.	Fitzroy 9833	F. L. Cook	Recording disks, needles and associated supplies
Cornell-Dubilier Corp.	New York City	4877 Bronx Blvd.	Fairbanks 4-3100	O. Blake	Condensers
Corning Glass Works	Corning, N. Y.	Corning, N. Y.	372	W. H. Taubert	Glass insulators
Coto-Coll Co.	Providence, R. I.	229 Chapman St.	Hopkins 3260	F. C. Henrikson	Transformers, coils, parts, etc.
S. H. Couch Co., Inc.	No. Quincy, Mass.	President 0074	J. E. Atkinson	Microphones, amplifiers
Henry L. Crowley Co.	W. Orange, N. J.	1 Central Ave.	Orange 3-8602	Henry L. Crowley	Resistors, insulators, tubing, electrolytic condenser
Curtis Condenser Corp.	Cleveland, O.	3088 W. 106th St.	Clearwater 1257	J. T. Curtis	Electrolytic condensers
The Daven Co.	Newark, N. J.	158 Summit St.	Market 2-2468	Lewis Newman	Potentiometers, rheostats, volume indicators, speech input controls, equalizers and associated apparatus
Doolittle & Falknor, Inc.	Chicago, Ill.	7421 Loomis Blvd.	Stewart 2810	E. M. Doolittle	Transmitter and frequency control equipment, cathode ray oscilloscopes, concentric cable transmission lines, frequency measuring service
Eastern Sound Co.	Boston, Mass.	94 Portland St.	Lafayette 7140	H. Gerber	Velocity microphones and stands
Thomas A. Edison, Inc.	Kearney, N. J.	Belleville Turnpike	Kearny 2-3000	Storage batteries
Eitel-McCullough, Inc.	San Bruno, Cal.	San Bruno	117	W. W. Eitel J. A. McCullough	50-500 watt triode tubes
Electrical Research Products, Inc.	New York City Chicago, Ill. Los Angeles, Cal.	250 W. 57th St. 624 So. Michigan Ave. 7046 Hollywood Blvd.	Columbus 5-2200 Wabash 6645 Granite 1171	W. L. Hoppes W. W. Simons H. W. Dodge	W. E. broadcast reproducing system, including 33 1/3 r.p.m. lateral and vertical and 78 r.p.m. turntable and associated equipment.
Electro-Acoustic Products Co. (Subsidiary of Magnavox Co.)	Fort Wayne, Ind.	Fort Wayne	Anthony 5474	George C. Grosscup	High fidelity audition equipment, line amplifiers, loud speakers
Evanston Sound-Proof Door Co.	Evanston, Ill.	1500 Lincoln St.	Greenleaf 1975	Irving Hamlin	Sound-proof doors
Federal Telegraph Co.	Newark, N. J.	200 Mt. Pleasant Ave.	Humboldt 2-7000	St. G. Lafitte	Transmitting tubes, power rectifiers
Gates Radio & Supply Co.	Quincy, Ill.	Quincy, Ill.	Main 785	P. S. Gates	Speech input equipment; velocity, crystal and carbon microphones; power supplies and rectifiers; Gates automatic remote amplifiers; transcription equipment; auditioning and monitoring amplifiers, accessories

(Continued on page 260)



● BROADCAST TRANSMISSION MONITOR

With the General Radio Type 730-A Transmission Monitor you can make a complete run of the station in five minutes to determine all of these important operating conditions:

Distortion
Modulation
Noise
Hum Level

This equipment is complete and ready to operate. It is a-c operated, simple to install and easy to learn to use. The General Radio Transmission Monitor will insure peak operation of your station at all times. *Price: \$462.*

Write for Bulletin BY-382-A For Details

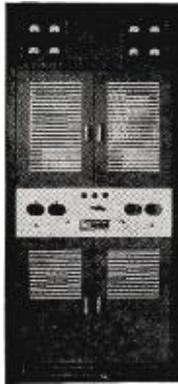
GENERAL RADIO COMPANY

CAMBRIDGE A

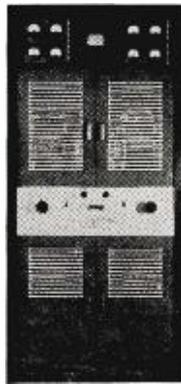
MASSACHUSETTS



COORDI



Exciter ET-4241
100/250 watts

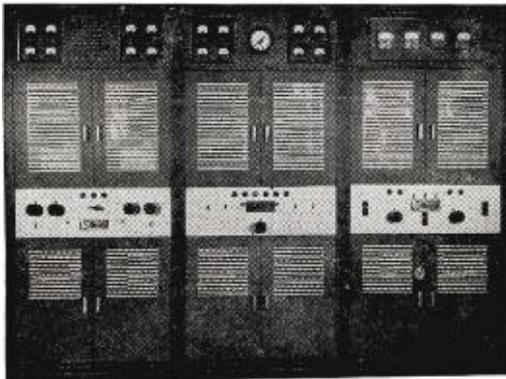


1-D, 1 K-W
Power Amplifier



THE 1-D TRANSMITTER (1000 WATTS)

ET-4241 is a complete broadcast transmitter, 100/250 watts. Add the 1-D power amplifier, use the original transmitter as an exciter, and you then have the 1-D transmitter rated at 1 K-W.

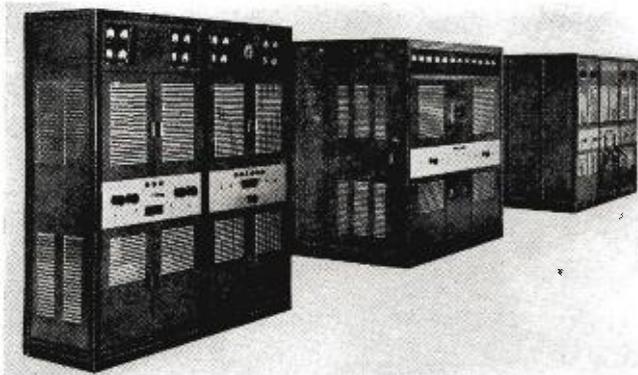


Exciter ET-4241 + AA-4244, 5 K-W
Power Amplifier + AP-4242 Rectifier



THE 5-C, 5 K-W TRANSMITTER

Having started with 100/250 watts, and gone to 1000 watts, you now get an increase in power to 5 K-W. Here you see how simple it is to install the necessary equipment.



Exciter ET-4241 + AA-4244 + 50 K-W Amplifier + 50 K-W Rectifier



THE 50 K-W TRANSMITTER

And when you obtain permission to increase your power to 50 K-W, the installation is accomplished with a maximum of simplicity.

TRANSMITTER SECTION **RCA MANUFACTURING CO., Inc.**

NATION



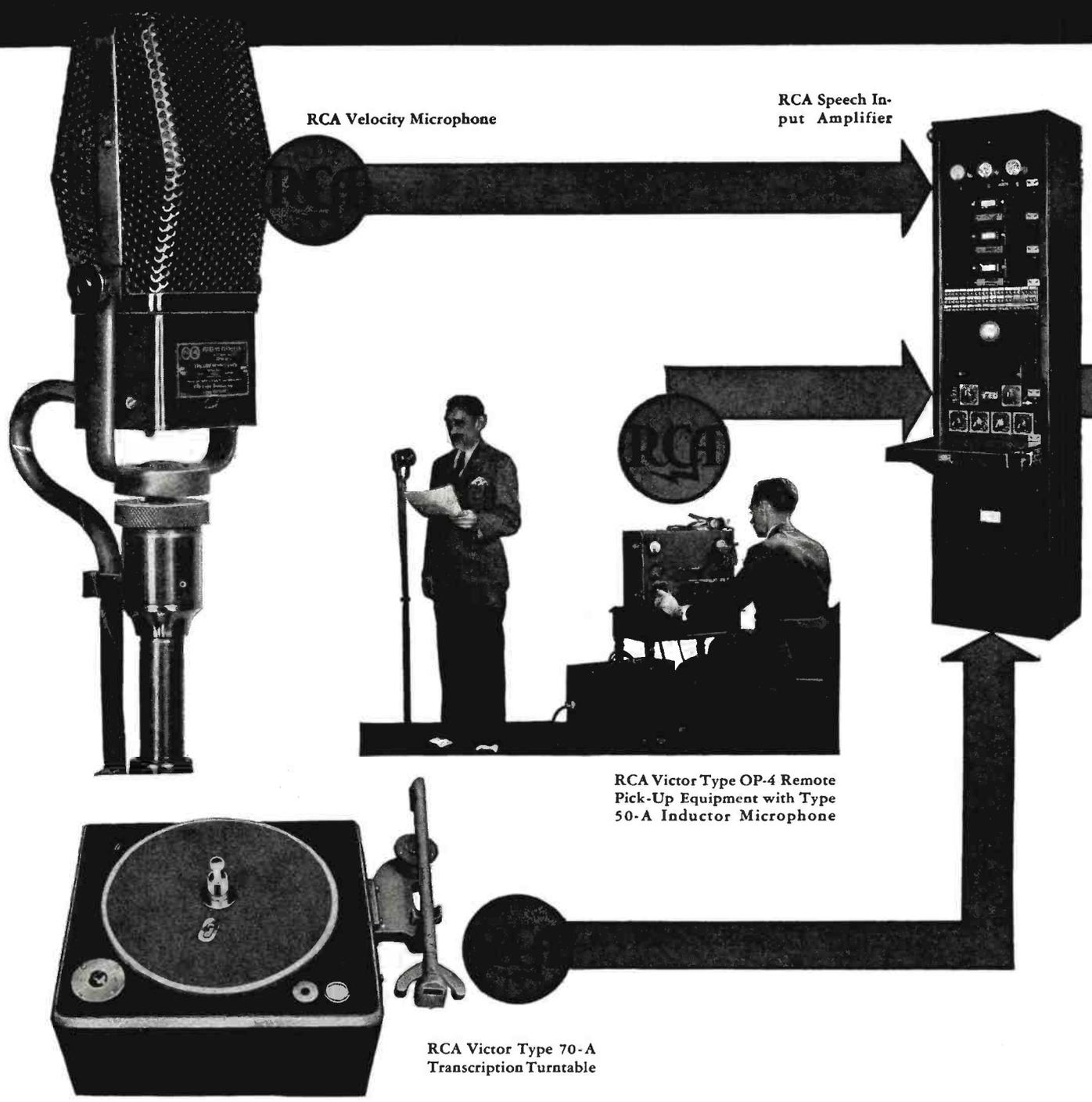
Here you see illustrated the advantages of the basic RCA plan of producing apparatus that is coordinated to fit together, much like a sectional bookcase. Observe how a station can grow in size at minimum cost, because this RCA plan keeps the original equipment in service. You can start with 100-250 watts, using the ET-4241 transmitter, and keep that original unit in service even though you go to 50 K-W! This basic RCA policy of coordination is carried throughout all RCA products as far as possible. It always pays to buy RCA. Write for further information.

Get in touch with one of these offices:
New York, 1270 Sixth Avenue; *Chicago*, 111 North Canal Street; *San Francisco*, 170 Ninth Street; *Dallas*, Santa Fe Building; *Atlanta*, 144 Walton Street, N. W.



CAMDEN, NEW JERSEY AN RCA SUBSIDIARY

FROM MICROPHONE



RCA Velocity Microphone

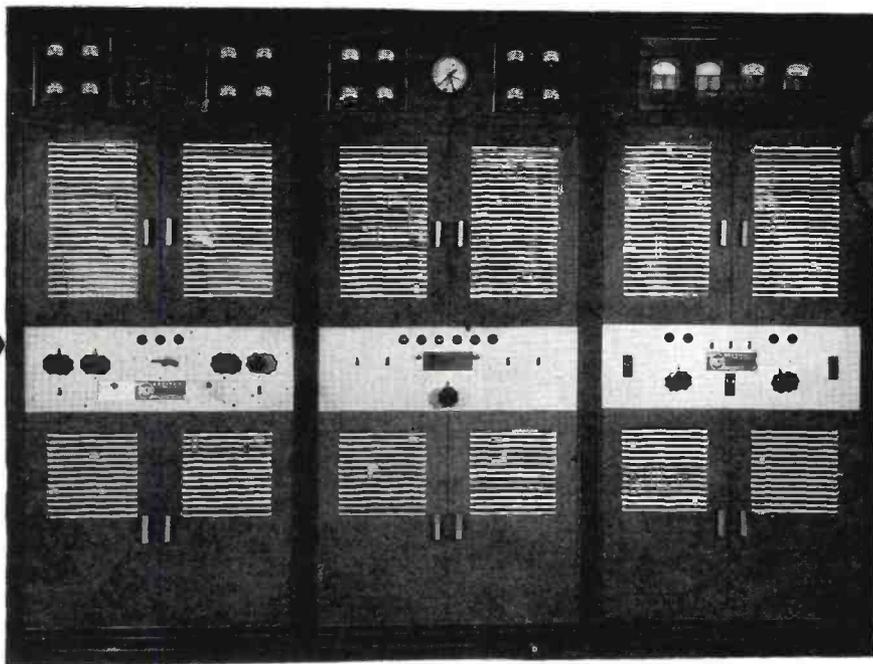
RCA Speech Input Amplifier

RCA Victor Type OP-4 Remote Pick-Up Equipment with Type 50-A Inductor Microphone

RCA Victor Type 70-A Transcription Turntable

TRANSMITTER SECTION **RCA MANUFACTURING CO., Inc.**

TO LOUD SPEAKER



RCA 5-C, 5 K-W
Broadcast Transmitter



RCA Victor's C-11-1, an 11-Tube
Home Receiver. (Other RCA Victor
Sets, \$19.95 to \$600, f. o. b. Camden)

THERE is only one organization in radio that makes everything in radio from the microphone in the studio to the loud speaker in the home. That organization is RCA. It not only makes the apparatus, but also provides programs, through the National Broadcasting Company.

In developing this uniquely complete line of instruments and services, RCA has consistently followed the basic policy of coordination. Each unit is designed to work with the others on either side of it. The net result is that station owners and operators, and the public themselves, receive the highest degree of satisfaction. It pays all concerned to use their respective parts of the RCA radio system.

Get in touch with one of these offices: *New York*, 1270 Sixth Ave.; *Chicago*, 111 North Canal St.; *San Francisco*, 170 Ninth St.; *Dallas*, Santa Fe Building; *Atlanta*, 144 Walton St., N. W.

CAMDEN, NEW JERSEY AN RCA SUBSIDIARY

DIRECTORY OF BROADCASTING EQUIPMENT MANUFACTURERS

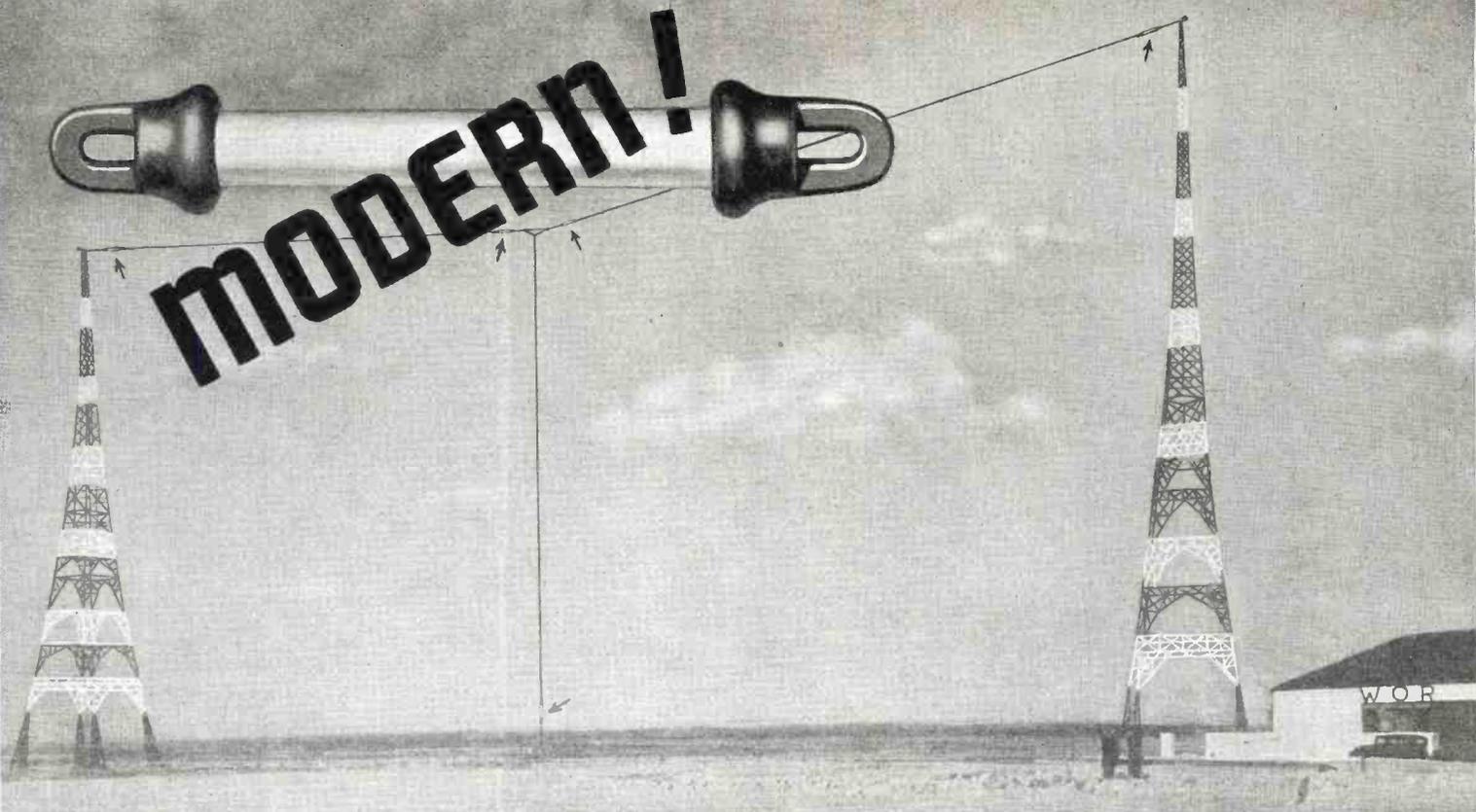
(Continued from page 254)

NAME OF COMPANY	CITY	ADDRESS	TELEPHONE NO.	MANAGER	PRODUCTS
General Electric Co.	Schenectady, N. Y.	Schenectady	Tower lighting chokes, transformers, reactors, regulators, motor generators, capacitors, relays, control equipment
General Radio Co.	Cambridge, Mass. New York City	30 State St. 90 West St.	Trowbridge 4400 Cortlandt 7-9382	C. T. Burke Myron T. Smith	Transformers, volume controls, monitoring apparatus, measuring instruments, frequency monitors fidelity monitors
Gentry Laboratories	Independence, Mo.	808 W. Maple Ave.	A. O. Gentry	Piezoelectric crystals, frequency control equipment frequency measurements
Gillette Rubber Co.	Eau Claire, Wis.	799 Wisconsin	5111	Storage batteries
Gould Storage Battery Corp.	Depew, N. Y.	35 Neoga St.	Jefferson 7907	J. L. Rupp E. W. Breisch	Storage batteries, battery chargers and rectifiers
Russell A. Gray	Homer, N. Y.	10 Clinton St.	Russell A. Gray	Radio frequency transmission lines
Graybar Electric Co., Inc.	New York, N.Y. New York, N.Y.	420 Lexington Ave. 180 Varick Street	Mohawk 4-4000 Walker 5-8000	A. J. Eaves F. J. Stahl H. S. Taylor J. P. Lynch W. W. Ponsford L. E. Walker W. F. Bartlett L. B. Hathaway W. A. Wayman K. S. Deichman R. E. Moore Harry Fritz O. E. Richardson G. E. Brown W. E. Henges R. G. McCurdy Vernon R. Young W. H. Johnson B. R. Cole F. M. Pease C. A. Martin	Transmitters, speech input equipment, microphones, tubes, frequency monitors, amplifiers, rectifiers, meters, resistances, transformers, motor generators and associated apparatus; police radio equipment
	Boston	287 Columbus Ave.	Kenmore 4567		
	Philadelphia	910 Cherry St.	Walnut 5405		
	Richmond	6th & Cary Sts.	2-2333		
	Atlanta	167-173 Walton St. N.W.	Jackson 2261		
	Cleveland	1010 Rockwell Ave.	Cherry 1360		
	Pittsburgh	37 Water St.	Court 4000		
	Detroit	55 W. Canfield Ave.	Columbia 5500		
	Cincinnati	310 Elm St.	Main 0600		
	Chicago	500 S. Clinton St.	Webster 2800		
	Minneapolis	413-17 S. 4th St.	Main 1188		
	St. Louis	1220 Spruce St.	Main 1610		
	Kansas City	1644 Baltimore Ave.	2-4101		
	Dallas	Austin & Wood Sts.	2-6454		
	San Francisco	9th & Howard Sts.	Hemlock 3121		
	Los Angeles	201 Santa Fe Ave.	Trinity 3321		
	Seattle	King & Occidental Sts.	Main 4635		
Hammarlund Mfg. Co., Inc.	New York City	424 W. 33rd St.	Lackawana 4-3023	L. A. Hammarlund	Commercial receivers, variable condensers
Hardwick, Hindle, Inc.	Newark, N. J.	40 Herman St.	Market 2-8200	A. H. Hardwick	Resistors, rheostats, potentiometers
Heintz & Kaufman, Ltd.	So. San Francisco, Cal.	P. O. Box 69	So. San Francisco 1515	Ralph M. Heintz	Transmitting Tubes
W. P. Hilliard Co.	Chicago, Ill.	2106 Calumet Ave.	Calumet 5341	W. P. Hilliard	Transmitting and associated apparatus, field intensity units, ultra-high frequency equipment
Hipower Crystal Co.	Chicago, Ill.	2035 Charleston St.	Armitage 0654	R. Groth	Frequency control crystals
Hoke Vertical Radiators	Petersburg, Va.	249 Bartow Lane	John J. Hoke	Vertical antennas
Ideal Commutator Dresser Co.	Sycamore, Ill.	1054 Park Ave.	77	B. E. Holub	Motor repair equipment
Insulite Co.	Minneapolis, Minn.	Builders Exchange Bldg.	Atlantic-4551	Studio construction material
International Resistance Co.	Philadelphia, Pa.	401 No. Broad St.	Rittenhouse 5451	Harry Ehle	Resistors
International-Stacey Corp. (International Derrick & Equipment Co.)	Columbus, O.	875 Michigan Ave.	University 2123	Charles E. Schuler	Radio towers, vertical radiators, antenna systems
Isolantite, Inc.	New York City	233 Broadway	Rector 2-9274	R. S. Bicknell H. G. Beebe	Ceramic insulators, concentric transmission lines, inductance forms
Charles F. Jacobs	New York City	270 Lafayette St.	Canal 6-0715	Chas. F. Jacobs	Antenna spreaders, feed line separators
Jefferson Electric Co.	Bellwood, Ill.	Bellwood, Ill.	Mansfield 7161	Transformers, chokes
Jenkins & Adair, Inc.	Chicago, Ill.	3333 Belmont Ave.	Keystone 2130	S. E. Adair	Speech input, microphones and associated equipment
Johns-Manville Sales Corp.	New York City	22 E. 40th St.	Lexington 2-7600	Harold R. Berlin	Acoustical and sound isolation construction
E. F. Johnson Co.	Waseca, Minn.	Waseca, Minn.	E. F. Johnson	Inductors, insulators, tube sockets, air condensers
Kaltman & Romander	Newark, N. J.	62 Court St.	Market 3-2020	Oscilloscopes, etc.
Kenyon Transformer Co., Inc.	New York City	840 Barry St.	Intervale 9-7000	F. P. L. Kenyon	Transformers, reactors, equalizers
Lapp Insulator Co.	LeRoy, N. Y.	Gilbert St.	LeRoy 385	Brent Mills	Insulators, radio structure and miscellaneous; porcelain water coils
Lehigh Structural Steel Co.	New York City	17 Battery Place	Whitehall 4-1424	J. F. Neary	Vertical radiators, radio towers
Littlefuse Laboratories	Chicago, Ill.	4238 Lincoln Ave.	Bittersweet 2333	E. V. Sundt	Fuses, testers, mountings, indicators
Locke Insulator Corp.	Baltimore, Md.	Charles & Cromwell	South 2620	F. H. Reagans	Tower insulators etc.
Marko Storage Battery Corp.	Brooklyn, N. Y.	87-35th St.	Sunset 6-9900	H. Myers	Storage batteries
Masonite Corp.	Chicago, Ill.	111 W. Washington	Franklin 8156	R. G. Wallace	Studio construction material
Mirror Record Corp.	New York City	58 W. 25th St.	Chelsea 3-1343	Aluminum record blanks
National Battery Co.	St. Paul, Minn.	1728 Roblyn Ave.	Nestor-6371	G. P. Castner	Storage batteries
National Carbon Co., Inc.	New York City	30 E. 42nd St.	Vanderbilt 3-5400	John M. Spangler	Batteries and dry cells
National Gypsum Co.	Buffalo, N. Y.	190 Delaware Ave.	Lafayette 8160	Studio construction material
Northern Electric Co., Ltd.	Montreal, Que. Toronto, Ont. Halifax, N. S. Winnipeg, Man. Vancouver, B. C.	1261 Shearer St. 131 Simcoe St. 86 Hollis St. 65 Rorie St. 150 Robson St.	Wilbank 8131 Adelaide 0651 Bishop 8127 86-651 Seymour 1511	O. R. Harvey W. R. Ostrom F. W. Johnson W. T. Hunt T. C. Clark	Broadcast transmitters, speech input equipment
Northwest Magnesite Co. (Thermax Division)	Pittsburgh, Pa.	1912 Farmers Bank Bldg.	Atlantic 0942	R. E. Bennett	Insulation, acoustical corrective
Ohio Insulator Co. (Division of Ohio Brass Co.)	Barberton, O.	Park & 9th St.	Sherwood 2111	Insulators
Perrine Quality Products Corp.	Waltham, Mass.	55 Rumford Ave.	4020	Lester Perrine	Storage batteries
Piezoelectric Laboratories	New Dorp, N. Y.	612 Rockland Ave.	Dongan Hills 6-0621	Charles G. Ligh	Crystals, temperature control ovens, frequency control units, monitors, transmitters, amplifiers, recording equipment

(Continued on page 262)



MODERN!



Panorama of WOR 50 K.W. Broadcast Station

ISOLANTITE PLAYS AN IMPORTANT ROLE IN THE MODERN BROADCAST TRANSMITTER.

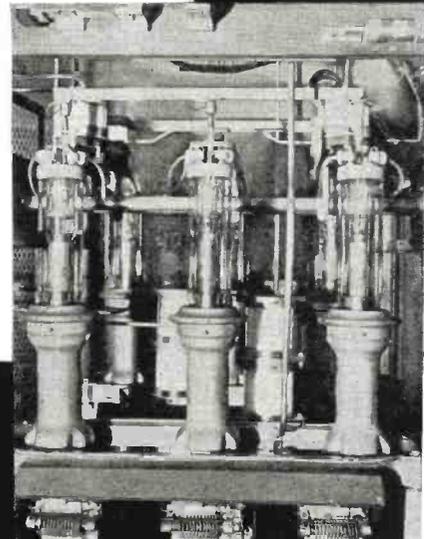
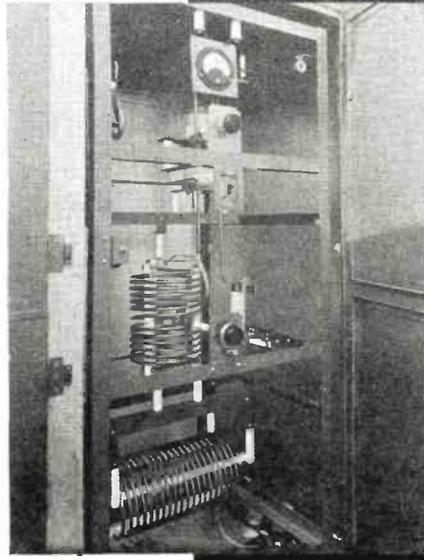
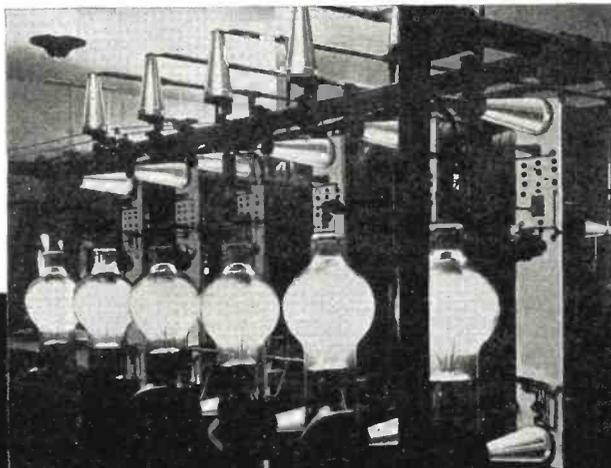
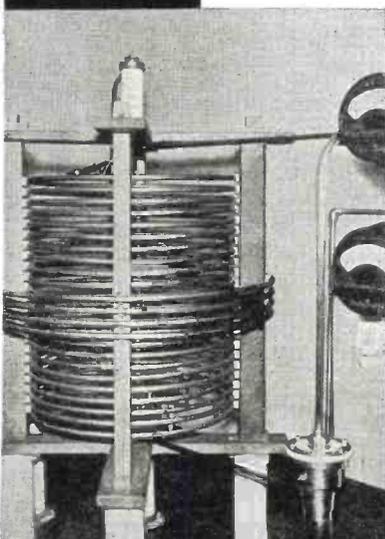
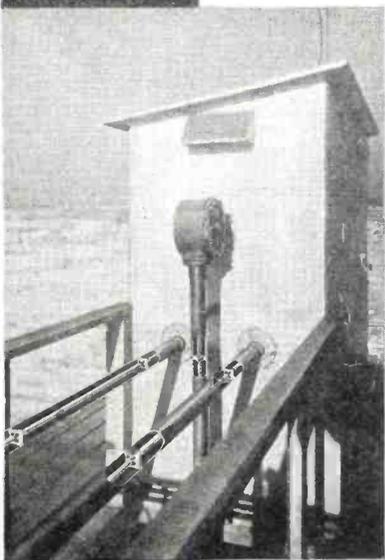
The 50 K.W. Transmitter recently built by Western Electric for Station WOR employs ISOLANTITE liberally.

In this up-to-date station are strain insulators, concentric transmission line spacers and end seals, stand-offs, switches, shafts, inductance supports, power and rectifier tube supports, condenser cases, pedestals and many other parts of ISOLANTITE.

To improve your equipment, specify ISOLANTITE insulation. *Isolantite Inc., 233 Broadway, New York, N. Y. Factory at Belleville, N. J.*

Represented by GRAYBAR ELECTRIC CO.

Isolantite
CERAMIC INSULATORS

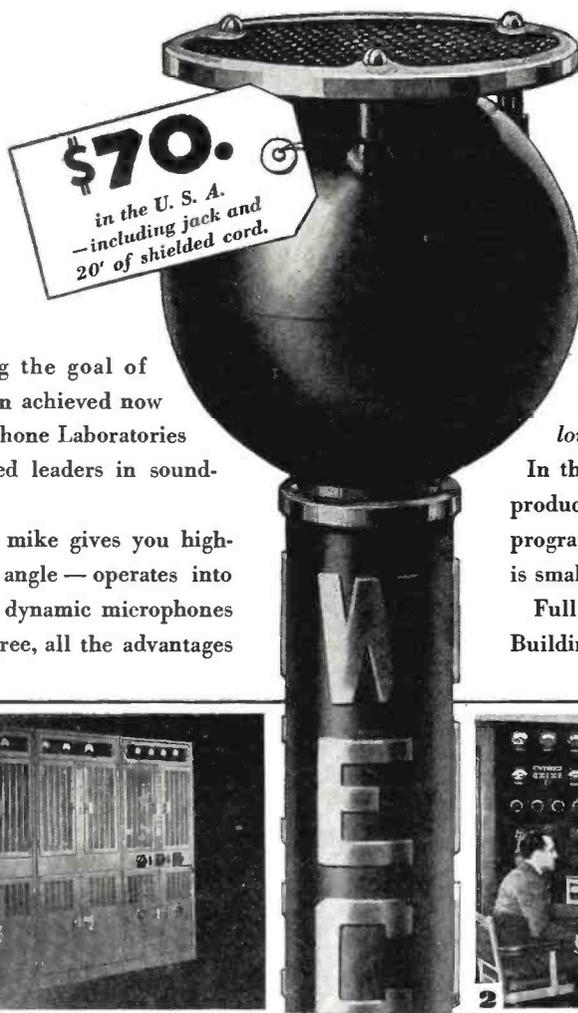


DIRECTORY OF BROADCASTING EQUIPMENT MANUFACTURERS

(Continued from page 260)

NAME OF COMPANY	CITY	ADDRESS	TELEPHONE NO.	MANAGER	PRODUCTS
Precision Piezo Service	Baton Rouge, La.	427 Asia St.	658	C. E. Pearce	Quartz crystals, crystal holders
Premier Crystal Laboratories, Inc.	New York City	68 Park Row	Beekman 3-8119	W. A. Thomas	Piezoelectric crystals, holders, crystal control units, reactance meters, crystal heterodyne frequency meters, heater type holders
Presto Recording Co.	New York City	139 W. 19th St.	Chelsea 2-6426	S. Sholes	Instantaneous recording equipment, recording blanks (Green Seal), styli, playback needles
Radio Apparatus Corp.	Newark, N. J.	240 Central Ave.	Market 3-2020	Frank L. Kaltman	Cathode ray equipment, tubes, parts
RCA Manufacturing Co. (RCA Victor Division)	Camden, N. J. New York Chicago San Francisco Dallas, Tex. Atlanta	Front & Cooper Sta. RKO Bldg. 111 No. Canal St. 170-9th St. Santa Fe Bldg. 144 Walton St., N. W.	Camden 8000 Circle 7-2293 Randolph 4626 Underhill 2303 Dallas 2-7806 Walnut 6715	I. R. Baker T. A. Smith H. C. Vance W. H. Beltz W. M. Witty D. A. Reesor	Transmitters, tubes, microphones, speech input equipment, field intensity meters, frequency oscillators, beat frequency oscillators, cathode oscillographs, mica condensers and associated apparatus, police radio equipment
RCA Victor Co., Ltd.	Montreal, Can. Halifax, N. S. Toronto, Ontario Winnipeg, Man. Calgary, Alberta Vancouver, B. C.	925 Lenoir St. 28 Beach St. 36 Breadalbane St. 135 Princess St. Northern Electric Bldg. 1206 Homer St.	Wellington 3871 Bishop 2778 Midway 8454 2-6801 Main 4476 Marpole 712	E. C. Grimley C. C. Bowers F. W. Radcliffe E. P. Burns C. R. Gordon F. A. Boyle	Transmitters, tubes, microphones, speech input equipment, field intensity meters, frequency oscillators, beat frequency oscillators, cathode oscillographs, mica condensers and associated apparatus, police radio equipment
Radio Engineering Labs., Inc.	Long Island City, N. Y.	100 Wilbur Ave.	Stillwell 4-3071	Chas. M. Srebroff	Tube sockets, condensers, inductances, transmitter cabinets & panels, aluminum castings
Radio Receptor, Inc.	New York City	106 Seventh Ave.	Chelsea 3-1382	L. Arnson	Amplifiers, dynamic microphones, public address systems
Radio Research Co.	Washington, D. C.	9th & Kearney St., N. E.	Potomac 1021	A. S. Clarke L. A. Shuttig	Distortion and modulation measuring equipment, rectifiers, special apparatus
Radio Television Industries Corp.	Reading, Mass.	2 Linden St.	Reading 0440	L. E. Dickinson	Microphones, microphone stands, amplifiers, mixers, etc.
Radiotone Recording Co.	Hollywood, Cal.	6108 Melrose Ave.	Granite 6972	F. H. Brown	Recording equipment
Radolek Co.	Chicago, Ill.	601 W. Randolph St.	Monroe 5434	W. C. Braun	Amplifiers, pre-amplifiers
Ray-O-Vac Co.	Madison, Wis.	2317 Winnebago St.	Badger 193	Irving K. Fearn	Rectifiers, power supplies, amplifiers
Raytheon Mfg. Co. (Electrical Equipment Division)	Waltham, Mass.	190 Willow St.	Waltham 4610	Rectified AC power supplies and components, voltage regulators
Remier Co., Ltd.	San Francisco, Cal.	2101 Bryant St.	Valencia 3435	R. B. Walder	Microphones, amplifiers, control equipment, turntables and associated apparatus
Scientific Radio Service	Hyattsville, Md.	124 Jackson Ave.	Hyattsville 849	H. D. Eisenhower	Piezo crystals, holders, adjusting and calibrating monitors
Shure Brothers	Chicago, Ill.	215 W. Huron St.	Delaware 8383	S. N. Shure	Microphones, stands and accessories
Hector R. Skifter	St. Paul, Minn.	St. Paul Hotel	Cedar 4401	Hector R. Skifter	Broadcast equipment, field intensity measuring
Sound Apparatus Co.	New York City	150 W. 46th St.	Bryant 9-8776	Arthur W. Niemann	Synchronous motors, recording machines, discs, needles, accessories
Tech Laboratories	Jersey City, N. J.	703 Newark Ave.	Journal Sq. 2-2751	Attenuators, volume indicators, controls, etc.
Thordarson Electric Mfg. Co.	Chicago, Ill.	500 W. Huron St.	Whitehall 6444	R. O. Lund	Transformers, chokes
Timber Engineering Co.	Washington, D. C.	1337 Conn. Ave., N. W.	Decatur 1052	Harry G. Uhl, Sec.	Licensors of patents on triangular wooden antenna towers
Triplett Electrical Instrument Co.	Bluffton, O.	Bluffton, O.	323W	R. L. Triplett	Measuring equipment, tube testers, signal generators
Truscon Steel Co.	Youngstown, O.	1315 Albert St.	3-2171	W. C. Conger	Steel antenna towers
Turner Co.	Cedar Rapids, Ia.	700 8rd Ave., S. E.	2-3527	F. W. Clemens	Microphones, stands, amplifiers, etc.
United Electronics Co.	Newark, N. J.	42 Spring St.	Humbolt 2-0577	C. A. Rice	Transmitting tubes
Union Fibre Co., Inc.	Winona, Minn.	5435	H. M. Scherer	Acoustical material
United Sound Engineering Co.	St. Paul, Minn.	2233 University Ave.	Nestor 3106	H. M. Richardson	Line amplifiers, cathode ray oscillographs, modulated RF and beat frequency audio oscillators, special assemblies
United States Gypsum Co.	Chicago, Ill.	300 W. Adams St.	State 6100	C. F. Henning	Studio construction material
United States Mineral Wool Co.	New York City	280 Madison Ave.	Caledonia 5-0588	Henry Franz	Studio construction material
U. S. Wind Engine & Pump Co.	Batavia, Ill.	Batavia, Ill.	1205	H. A. Wade	Radio towers
Universal Microphone Co., Ltd.	Inglewood, Cal.	424 Warren Lane	Inglewood 2150	J. R. Fouch	Microphones, microphone stands, transformers, recording machines, records, styli, cutting heads
United Transformer Co.	New York City	264 Canal St.	Canal 6-6560	S. L. Baraff	Transformers
Universal Battery Co.	Chicago, Ill.	3410 So. La Salle St.	Boulvrd 6065	Batteries
Upson Co.	Upson Point, N. Y.	Upson Point	2300	Studio construction material
Ward Leonard Co.	Mt. Vernon, N. Y.	35 South St.	Fairbanks 4-1045	Dawson Burns	Rheastata, relays, resistors, dummy antennas
Washington Institute of Technology	Washington, D. C.	McLachlen Bldg.	District 1513	Col. S. F. Mashbir	Directional antennas and excitation systems, frequency monitoring
Western Electric Co. (See Graybar Electric Co.)					
Weston Electrical Instrument Co.	Newark, N. J.	614 Frelleghuysen Ave.	Bigelow 3-4750	V. E. Jenkins	Power level indicators, tube checkers, amplifier test equipment, portable and panel instruments
Western Radio Engineering Co.	St. Paul, Minn.	Hotel St. Paul	Cedar 4400	Stanley E. Hubbard	Broadcast equipment
Westinghouse Electric & Mfg. Co.	Chicopee Falls, Mass.	Main St.	Chicopee 600	Walter C. Evans	High voltage rectifiers, high voltage condensers (oil, air, nitrogen); transmitting inductances, tower lighting and protective equipment, motor generators, transformers and reactors, voltage regulators, instruments and meters, frequency monitoring General consulting engineering service
Weyerhaeuser Sales Co.	St. Paul, Minn.	First National Bank Bldg.	Garfield-7601	Studio construction material
Willard Storage Battery Co.	Cleveland, O.	246 E. 131st St.	Glenville 2600	Storage batteries
Wright's Electrical Instrument Laboratory	Portland, Ore.	5214 S. E. 87th Ave.	Sunset 1241	John Wright	Special indicating instruments, repairs

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20' of shielded cord.

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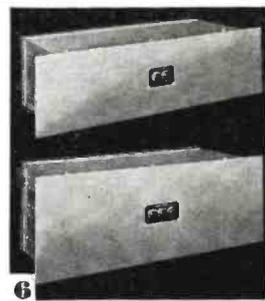
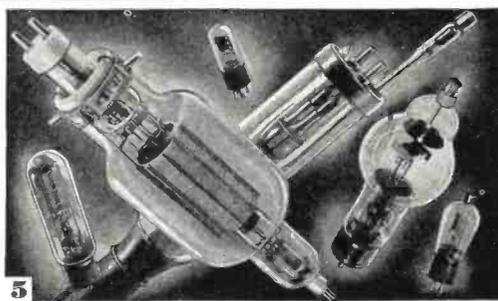
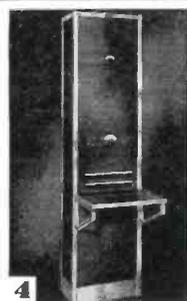
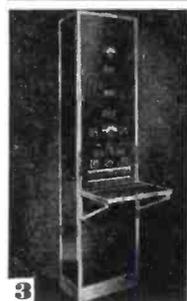
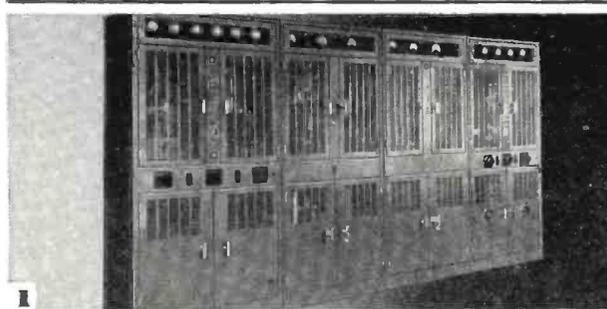
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FCC Rule GOVERNING MODULATION

Rule 139. (a) A licensee of a broadcast station will not be authorized to operate a transmitter unless it is capable of delivering satisfactorily the authorized power with a modulation of at least 85 per cent. When the transmitter is operated with 85 per cent modulation, not over 10 per cent combined audio frequency harmonics shall be generated by the transmitter.

(h) All broadcast stations shall, on and after November 1, 1936, have in operation a modulation monitor approved by the Commission.

(c) The operating percentage of modulation of all stations shall be maintained as high as possible consistent with good quality of transmission and good broadcast practice and in no case less than 85 per cent on peaks of frequent recurrence during any selection which normally is transmitted at the highest level of the program under consideration.

(d) The Commission will, from time to time, publish the specifications, requirements for approval, and a list of approved modulation monitors.

MODULATION MONITORS FOR BROADCAST STATIONS

Rule 139, as amended, section (b), requires all broadcast stations to have in operation on and after November 1, 1936, a modulation monitor approved by the Commission. The modulation monitors will be approved by type after tests at the Bureau of Standards in the same manner that frequency monitors, as required by Rule 145, are approved. Any manufacturer desiring to submit a monitor for approval should supply the Commission with full details and if the specifications appear to meet the requirements, the Commission will request the Bureau of Standards to issue shipping instructions. Below are given the specifications that the modulation monitor must meet to be tested at the Bureau of Standards before it will be approved by the Commission. Approval will be given based on the test data taken at the Bureau, but the Bureau of Standards does not approve and disapprove the monitor as this is entirely in the hands of the Commission.

The specifications pursuant to Rule 139, section (d), are as follows:

1. A DC meter for setting the average rectified carrier at a specific value and to indicate changes in carrier intensity during modulation.

2. A peak indicating light or similar device that can be set at any predetermined value from 50 to 120 per cent modulation to indicate on positive peaks, and/or from 50 to 100 per cent negative modulation.

3. A semi-peak indicator with a meter having the characteristics given below shall be used with a circuit such that peaks of modulation of duration between 40 and 90 milliseconds are indicated to 90 per cent of full value and the discharge rate adjusted so that the pointer returns from full reading to 10 per cent of zero within 500 to 800 milliseconds. A switch shall be provided so that this meter will read either positive or negative modulation and, if desired, in the center position it may read both in a full-wave circuit.

The characteristics of the indicating meter are as follows: Speed—The time for one complete oscillation of the pointer shall be 290 to 350 milliseconds. The damping factor shall be between 16 and 200. The useful scale length shall be at least 2.3 inches. The meter shall be calibrated for modulation from 0 to 110 per cent and in decibels below 100 per cent with 100 per cent being 0 DB.

The accuracy of the reading on percentage of modulation shall be ± 2 per cent for 100 per cent modulation, and ± 4 per cent of full scale reading at any other percentage of modulation.

4. The frequency characteristics curve shall not depart from a straight line more than $\pm \frac{1}{2}$ DB from 30 to 10,000 cycles. The amplitude distortion or generation of audio harmonics shall be kept to a minimum.

5. The modulation meter shall be equipped with appropriate terminals so that an external peak counter can be readily connected.

6. Modulation will be tested at 115 volts ± 5 per cent and 60 cycles, and the above accuracies shall be applicable under these conditions.

7. All specifications not already covered above, and the general design, construction, and operation of these units must be in accordance with good engineering practice.

JANSKY & BAILEY

National Press Bldg.

Washington, D. C.

An Organization of Qualified
Radio Engineers Dedicated
to the Service of Broadcasting

See Page 271

AMPERITE *Velocity* MICROPHONES

A COMPLETE LINE—FILLING EVERY BROADCASTING NEED!

FOR STUDIOS - MODELS SR 80 & SR 80-H

Model SR-80. Easiest way to improve any installation. Perfect fidelity. No background noises. No resonant peaks. Can be placed up to 2000 feet from amplifier without any appreciable loss. Frequency response 30 to 10,000 C.P.S. Output, -64 db. (open line). Hand-hammered ribbon is not affected by even a 40-mile gale. Not affected by temperature, pressure, or humidity. Completely shielded. Elastic coupling absorbs shocks and vibrations.

NEW! High Level Model SR80-H. Unusual brilliancy and definition. Eliminates input transformer with its losses and inductive hum. Requires 15 db. less overall amplification than low impedance type. Excellent for both studio and remote. This microphone is high enough in impedance (2000 ohms) to operate directly into grid—but not high enough to introduce serious losses in lines up to 50'. Longer lines can be used with low capacity R.F. Cable.

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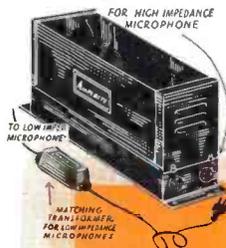


Model RB-M New Super-flux Nickel Aluminum Magnets are used . . . magnets more powerful than even 36% Cobalt . . . Since this microphone has no peaks, it gives perfectly lifelike reproduction (not mechanical) and does not tire the listener. Eliminates acoustic feedback in P.A. Work. NEW! High Level Model RB-H. Eliminates separate pre-amp. (Output impedance, 2000 ohms.)

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TRANSFORMER COUPLED THOROUGHLY SHIELDED & GUARANTEED HUMLESS

Also included in FREE TRIAL offer. Frequency range, 30-14,000 cycles (1 db.). Hum level, -100 db.



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Output uniform with speaker's head at any angle. Output level practically equal to large velocity. Frequency response 60-7500 cycles. Reproduction lifelike. Eliminates audience noises. Transformer included within microphone case. Rugged construction. New chrome aluminum magnets used. Weighs only 8 ounces. Size 2 1/4 x 1 1/4 x 1 7/8. High Level Model available (Model 7J-H)

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Broadcasters are invited to conduct a TWO WEEKS' FREE TRIAL of our microphones. No deposit. No obligation whatever. All we ask is that you make the test exhaustive. Then decide whether you want to keep the microphone or return it. Even if you are not in the market, feel free to make the test for future reference. Behind this FREE TRIAL offer is the conviction that Amperite offers the finest microphones available today, regardless of price. High fidelity reproduction of speech and music. . . Perfect Definition of instruments in ensemble work. . . Dependability . . . Ruggedness . . . All these qualities are guaranteed!

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night fading

Makes better reception possible
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Affords greater commercial
opportunities for you

Truscon offers its fullest cooperation
to station operators, radio consultants
and engineers in working out the
most efficient and economical design
to meet each individual condition.

INSTALLATIONS COMMERCIAL STATIONS

KBTM	Jonesboro, Ark.	189 ft.
KFBK	Sacramento, Calif.	334 ft.
KGHL	Billings, Mont.	558 ft.
KOMO	Seattle, Wash.	570 ft.
KTRH	Houston, Texas	375 ft.
WADC	Akron, Ohio	350 ft.
WBNX	Cliffside, N. J.	190 ft.
WCOP	Boston, Mass.	227 ft.
WDGY	Minneapolis, Minn.	184 ft.
WDOD	Chattanooga, Tenn.	320 ft.
WDRC	Hartford, Conn.	308 ft.
WELI	New Haven, Conn.	281 ft.
WEMP	Milwaukee, Wisc.	338 ft.
WFBC	Greenville, S. C.	375 ft.
WGAR	Cleveland, Ohio	374 ft.
WHBY	Green Bay, Wisc. (4)	196 ft. ea.
WIBA	Madison, Wisc.	430 ft.
WIS	Columbia, S. C.	352 ft.
WJAX	Jacksonville, Fla.	281 ft.
WJJD	Mooseheart, Ill.	281 ft.
WLW	Cincinnati, Ohio (2)	322 ft. ea.
WMFE	New Britain, Conn.	185 ft.
WOKO	Albany, N. Y.	180 ft.
WREC	Memphis, Tenn. (2)	410 ft. ea.
WSVA	Harrisonburg, Va.	182 ft.
WTMV	East St. Louis, Ill.	154 ft.

STATE POLICE STATIONS

Framingham, Mass.	220 ft.
Springfield, Illinois	338 ft.
Chicago, Illinois	338 ft.
Atlantic, Iowa	227 ft.
Fairfield, Iowa	227 ft.

TRUSCON STEEL COMPANY

YOUNGSTOWN, OHIO

Location of Transmitters of Broadcast Stations

(Prepared by Broadcast Section, Engineering Department, Federal Communications Commission)

THE FEDERAL Communications Commission has no rules or regulations concerning the location of transmitters of broadcast stations. The Communications Act of 1934 requires that the Commission pass upon sites, and pursuant thereto applicants desiring to obtain approval of sites for broadcast transmitters are required to supply the Commission with extensive technical data concerning the proposed site. These data are reviewed by the Engineering Department while the application is in regular routing through the Commission.

The Engineering Department makes a complete report to the Commission for its consideration in passing upon the application. In making the report the Engineering Department is guided by the data supplied by the applicant and what it considers good engineering practice. In some cases Field Division supplies supplemental data, and the applicants may be required to supply additional data if the case could not be properly reported from the data supplied in the application.

To insure uniformity several empirical standards on the location of transmitters of broadcast stations have been adopted, based on the extensive experience of the Engineering Department and all data available along this line. Heretofore there has been little published data on sites, and this paper is offered as a guide and for the information of those who desire to know the Engineering Department's standards.

Importance of Sites

IT IS ONLY recently that the importance of selecting the proper site for broadcast transmitters has been fully realized. The coverage success of a broadcast station is dependent in a large measure upon selecting the proper site which may directly determine the efficiency of the radiating system and the field intensity throughout any desired center of population. Recent engineering surveys of transmitters reveal that the efficiency of radiating systems varies from approximately 5.7 per cent to 57 per cent, the location of the transmitter and the antenna being in a large measure responsible for this wide variation. A 1,000-watt station with a 57 per cent efficient antenna would be equivalent to a 10,000-watt transmitter with 5.7 per cent antenna efficiency, other conditions being the same.

It has been found that certain low-power stations are much more successful in covering centers of population than high-powered stations, due to the efficiency of the radiating system and the location of the transmitter. If data were available on the primary coverage of all broadcast stations and tabulated according to power, it would undoubtedly reveal that power alone is of minor importance in determining the coverage and that there are other factors which are more influential.

As a matter of fact, the percentage of modulation is more important than power, and the effec-

tiveness of the site and antenna efficiency of the radiating system are more important than either. The operating power of a station and the minimum percentage of modulation are fixed by the Commission, and every licensee of a broadcast station should select a site from which a maximum city and rural service may be had and the minimum amount of interference produced with other stations.

By the Commission's plan of allocation, power is allocated by steps which increase by approximately twice the next lower step. A study of the transmitter locations and radiating systems indicates that these two factors may have a materially greater effect than these small power steps. A station assigned 500 watts may by the mere expediency of selecting a suitable location and efficient radiating system increase the effective coverage much more than by increasing the power by twice or even more as given in the above example.

Primary Objectives

THE THREE primary objectives to be attained in the selection of a site for the transmitter of a broadcast station are as follows:

1. To serve adequately the center of population in which the studio is located and give maximum coverage to adjacent areas.
2. To produce minimum cross-talk interference to the receptions of other stations assigned to adjacent channels.
3. Pass requirements of Federal Communications Commission.

If a site is engineeringly correct, presumably it will pass the requirements of the Federal Communications Commission.

The table herewith is offered as a general guide to be used in determining the approximate site of broadcast transmitters. That is, from this table it may be determined whether or not the station should be located in the center of the city or at some distance from the city.

In case the power and the population of the city are such that it should be located at some distance from the center of the city, the approximate distance is given as well as the population of the so-called "blanket area". The "blanket area" of a broadcast station is defined as that area in which the

average broadcast receiver would not receive satisfactorily, without cross-talk, other stations operating on a frequency separated by 50 kilocycles or more. If the city under consideration is of irregular shape, the table may not apply, but the general principles set out will still hold.

Another factor to be considered is the relation of the site to airports and airways. There are no regulations or laws with respect to distance from airports and airways, but a distance of three miles from each is used as a guide. In case a suitable location is found at less distance than this, it may be satisfactory if the towers are suitably painted and lighted in conformity with Aeronautics Bulletin No. 9* or if the towers are not higher than the surrounding objects. The latter is poor radio engineering. In selecting a site, the local aeronautical authorities should always be consulted if there is any question concerning erecting a hazard to aviation, and in case of towers over 200 feet high this should always be done.

Sites Within Cities

IN SELECTING a site in the center of a city, it is usually necessary to place the radiating system on the top of a building. This building should be large enough to permit the necessary spacing and height of towers. Great care must be taken to avoid selecting a building surrounded by taller buildings or any building higher than the antenna and in the direction which it is desired to serve. Such a building will tend to cast shadows in the field intensity, which may materially reduce the coverage of the station in that direction.

If from Table A it is determined that a site should be selected removed from the city, then there are several general conditions to be followed in determining the exact site. The table gives the approximate distance from the center of the city. Three maps should be given consideration if available:

1. Map of the density of population and number of people by sections in the area.
2. Geographical contour map with contour intervals of 20 to 50 feet.

* This bulletin may be obtained from U. S. Government Printing Office, Washington, D. C., without charge.

3. Map showing the type, nature and depth of the soil in the area with special reference to the condition of the moisture throughout the year.

From these maps a site should be selected that is approximately the required distance from the city with a minimum population in the "blanket area" and with a minimum number of intervening hills between it and the center of the city. In general, because of ground conditions, it is better to select a site in a low area rather than on top of a hill, and the only condition under which a site on top of a hill should be selected is that it is only possible by this means to avoid a substantial number of hills between the site and the center of a city with consequent field shadows.

If a compromise must be made between probable field shadows from intervening hills and locating the transmitter on top of a hill, it is generally better to compromise in favor of the lower area where an efficient radiating system may be erected and take the losses due to shadows being caused by the hills if not too numerous or too high. Several transmitters have been located on top of hills, but so far as is known not a single installation has given the average efficiency of propagation and coverage.

Ideal Broadcast Locations

THE IDEAL location of a broadcast transmitter is in a low area of marshy or "crawfishy" soil or area which is damp the maximum percentage of time and from which a straight line view over the entire center of population may be had, and the tall buildings in the business section of the city would cast a shadow across the minimum residential area.

The type and condition of the soil or earth immediately around a site is very important. Important, but to a less extent, is the soil or earth between the site and the principle area to be served. Sandy soil is considered the worst type, with glacial deposits and mineral ore areas next. Alluvial, marshy areas and salt water bogs have been found to have the least absorption of the signal. One is fortunate to have available such an area, and, if not available, the

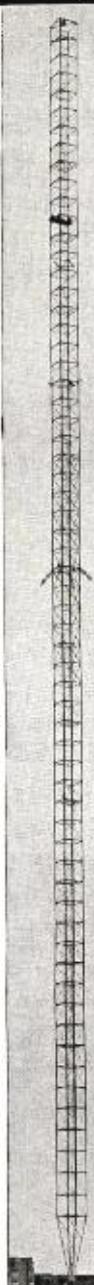
(Continued on page 268)

Guide in Determining Station Sites

TABLE A

Power of Station	Population of City or Metropolitan Area	Radius of Blanket Area 100 to 125 MV/M	Site Distance from Center of City (Business or Geographical)	Maximum Percentage of Total Population in "Blanket Area"
50-100 w.	5,000-50,000	0.3 to 0.4 mi.	1/2 to 2 mi. or center of business section	0.50
50-100 w.	75,000 and up	0.3 to 0.4 mi.		
250-500 w.	5,000-150,000	0.6 to 0.9 mi.	1 to 3 mi. or center of business section	0.75
250-500 w.	200,000 and up	0.6 to 0.9 mi.		
1,000 w.	5,000-200,000	1.25 mi.	2 to 5 mi. or center of business section	0.75
1,000 w.	250,000 and up	1.25 mi.		
5-10 kw.	All	2.7 to 3.75 mi.	7.5 to 10 mi.	1.0
25-50 kw.	All	4.5 to 6.0 mi.		

BLAW-KNOX VERTICAL RADIATOR INSTALLATIONS



Station Call	Location	Height
WAAB-WNAC	Squantum, Mass	420'
WAEC	Wayne, N.J.	620'
WFEA	Manchester, N.H.	400'
WCAU	Philadelphia, Pa.	500'
WSAU	Nashville, Tenn.	870'
WLW	Cincinnati, Ohio	820'
WNEW	Carlstadt, N.J.	429'
---	Lyon, France (2)	440'
---	Sofia, Bulgaria	690'
WBNS	Columbus, Ohio	379'
HAL-2	Budapest, Hungary	1045'
---	Vienna, Austria	426'
WJR	Detroit, Mich.	720'
WHO	Des Moines, Iowa	520'
WBT	Charlotte, N.C.	429'
"El Mundo"	Buenos Aires, Argentina	500'
Italian Govt.	Rome, Italy	820'
WOW	Omaha, Neb.	454'
WVJ	Detroit, Mich.	400'
WOWO	Ft. Wayne, Ind.	450'
KWK	St. Louis, Mo.	390'
WCKY	Covington, Ky.	350'
WJBO	Baton Rouge, La.	159'
KMBC	Kansas City, Mo.	254'
KSO	Des Moines, Iowa	149'
WHN	New York, N.Y.	354'
WKRC	Cincinnati, Ohio (2)	154'
WAVE	Louisville, Ky.	229'
WIND	Gary, Indiana	254'
WIL	St. Louis, Mo.	189'
CKTB	St. Catherine's, Canada	204'
Brazil Journal	Rio de Janeiro, Brazil	204'
Radio Difusora	Sao Paulo, Brazil	204'
WPEN-WRAX	Philadelphia, Pa. (3)	229'
WPRO	Providence, R.I. (2)	254'
WNEL	San Juan, Porto Rico	179'
WTCN	Minneapolis, Minn.	179'
KGFR	Long Beach, Calif.	179'
WFBR	Baltimore, Md.	224'
WBG	Greensboro, N.C.	154'
KWKH	Shreveport, La. (2)	194'
WOR	Carteret, N.J. (2)	385'
CKY	Winnipeg, Canada	219'
WORK	York, Pa. (3)	154'
WQAM	Miami, Florida	224'
WBW	Topeka, Kansas	254'
CHNS	Halifax, Nova Scotia	224'
WSD	Toledo, Ohio	214'
KTUL	Tulsa, Oklahoma	214'
WCFL	Chicago, Ill.	490'
CKLW	Windsor, Ontario	279'
WDAS	Philadelphia, Pa.	154'
WLB	Kansas City, Kan.	174'
WMAZ	Macon, Ga.	244'
WOTO	Springfield, Mo. (2)	179'
WMPC	Lapeer, Mich.	154'
WCOL	Columbus, Ohio	189'
9XBY	Kansas City, Mo.	144'
KGNC	Amarillo, Texas	229'
KELD	Eldorado, Arkansas	179'
"El Mundo"	Buenos Aires, Argentina	254'
KGDM	Stockton, Calif.	204'
WJAS	Pittsburgh, Pa.	175'
PRA-9	Rio de Janeiro, Brazil	254'
KGMB	Honolulu, Hawaii	179'
WBEQ	Harrisburg, Ill.	204'
KVOR	Colorado Springs, Colo.	204'
KFFA	Greely, Colo.	279'
KABR	Aberdeen, S.D.	179'
WRR	Dallas, Texas	154'
KIEM	Eureka, Calif.	169'
WBNY	Buffalo, N.Y.	179'
WMBR	Jacksonville, Fla.	179'
KFXD	Nampa, Idaho	204'
---	Rome, Italy	229'
WPFM (Police)	Birmingham, Ala.	94'
WFFO (Police)	Knoxville, Tenn.	94'
WPGS (Police)	Mincola, L.I.	89'
KGPI (Police)	Omaha, Neb.	119'
KGZX (Police)	Albuquerque, N. Mex.	124'
KGPE (Police)	Minneapolis, Minn.	94'
WPGL (Police)	Elmhurst, N.Y.	94'
WFGH (Police)	Albany, N.Y.	89'
KGHX (Police)	Santa Ana, Calif.	94'
WPDY (Police)	Atlanta, Ga.	94'
State of Minn. (Police)	Redwood Falls, Minn.	159'
KNFE (Police)	Duluth, Minn.	139'
WQFA (Police)	New Rochelle, N.Y.	91'
---	New Haven, Conn.	89'
---	Charlotte, N.C.	94'
U.S. Government (Police)	Kansas City, Mo.	114'
U.S. Dept. of Commerce (Police)	Various locations (352)	125'
---	Seattle, Wash.	104'

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2038 FARMERS BANK BLDG.
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Location of Broadcast Transmitters

(Continued from page 267)

next best condition must be selected.

If a site is to be selected to serve a city which is on a general sloping area, it is generally better to select a site below the city than above the city.

Careful consideration must be given to selecting a site, so that the number of people in the blanket area is a minimum. The last column of Table A gives the percentage of the total population of the city or metropolitan area that may be permitted in the blanket area. In general, broadcast transmitters operating with approximately the same power can be grouped in the same approximate area and thereby reduce the cross-talk interference between them.

By the Commission policy, stations serving the same area must have a frequency separation of 50 kilocycles, and this practice is observed in practically all cases. It is presumed that owners of any radio receiving sets would have no difficulty in separating signals separated in frequency by 50 or more kilocycles when the receiver is located not in the blanket area of either station. This is not strictly true, however, of some old receiving sets and any set in a poor state of repair and alignment, as they may not have the capability of separating stations operating on frequencies 50 or more kilocycles separated. This is especially true when the transmitters of the stations are so located that in certain areas there are large differences in the field intensities from the stations and on the higher frequencies. If this condition could be alleviated without impairing the coverage of the stations and at the same time protect all receivers, this would be desirable.

In cases of several stations serving large cities, the principle of grouping transmitters could not be advantageously applied to all stations located in the area because generally any station has some field shadow and accordingly may not well serve certain parts of the city. Another station with the transmitter across the city would serve this area well, so that between the two they would serve all the areas well.

The ideal arrangement would be to group the transmitters of the stations operating nearest in frequency and between which there may be some possibility of cross-talk interference.

If the city is of irregular shape, it is often possible to take advantage of this in selecting a suitable location that will give a maximum coverage and at the same time maintain a minimum of people within the blanket area. The maps giving the density of population will be a key to this. The map giving the elevation by contours will be a key to the obstructing hills between the site and city. The map of the soil conditions will assist in determining the efficiency of the radiating system that may be erected and the absorption of the signal encountered in the surrounding area.

In finally selecting the site, consideration must be given to the required space for erecting an efficient radiating system. It is the

general practice to use direct grounds consisting of a radial buried wire system. If the area is such that it is not possible to get such a ground system in soil that remains moist throughout the year, it probably will be found better to erect a counterpoise. A counterpoise properly erected may be as efficient as the best possible ground, and, if it is not possible to secure an excellent ground, the counterpoise should always be given consideration. It, like the antenna itself, must of course be designed properly for the operating frequency and other local conditions.

It is always highly desirable, and whenever possible, a field intensity survey should be made to determine that the site selected will come up to the expectations and meet the requirements. Often two or more sites may be selected that appear to be of equal promise. It is only by means of field intensity surveys taken with a transmitter at the different sites that it can be determined which is more desirable. There are many considerations of inefficiency that cannot be determined by any other method. An engineer with experience in selecting a site can generally do a good job by inspection, but he can never be certain without the survey.

The field survey should prove the following things:

1. A minimum field intensity of 10 to 25 millivolts per meter will be obtained over the business area of the city.
2. A minimum field intensity of at least 2 to 5 millivolts per meter will be obtained over the residential section.
3. The absorption of the signal is the minimum of any obtainable sites in the area. As a guide in this respect the absorption of the signals from other stations in that area should be followed as well as the results of tests on other sites.
4. The field intensity at the outer limit of the blanket radius does not exceed 100 to 125 millivolts per meter.

In the absence of field surveys, the average conditions are presumed to prevail. If a compromise must be made between sandy soil, high elevations, and intervening territory, a field intensity survey should be made from several sites.

In conclusion let it be said that there are now many stations licensed to operate with specific powers which could undoubtedly gain a better coverage of their primary areas by selecting more suitable sites and erecting efficient radiating systems than could be obtained by a one or two step increase in power. As commercial surveys become more popular this fact will become evident throughout the industry.

In making the final determination of a site, it cannot be stressed too much the need for a field intensity survey to establish the exact conditions and the consideration of the results with the field intensities considered in comparison not only with other sites in the same area but with other existing stations in the same and other areas. The selection of a proper site for a broadcast station is an important engineering problem and can only be done properly by experienced radio engineers.

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FREQUENCY-POWER MILEAGE SEPARATION TABLES*

As Recommended by Chief Engineer to Federal Communications Commission

AVERAGE DAY SEPARATION BETWEEN BROADCAST STATIONS

Class & Power	Frequency Difference Kc.	Local			Regional, limited time and day					Clear				
		50 w.	100 w.	250 w.	250 w.	500 w.	1 kw.	2.5 kw.	5 kw.	10 kw.	5 kw.	10 kw.	25 kw.	50 kw.
Local 50 w.	0	65	80	100	
	10	25	30	38	85	95	108	128	145	163	145	163	190	213
	20	12	15	20	57	67	80	100	117	135	117	135	162	185
	30	8	11	16	47	57	70	90	107	125	107	125	152	175
100 w.	0	80	80	100	
	10	30	34	41	93	103	116	146	153	171	153	171	198	220
	20	15	16	21	61	71	84	104	121	139	121	139	166	190
	30	11	12	17	48	58	71	91	108	126	108	126	153	176
250 w.	0	100	100	100	
	10	38	41	46	105	115	128	148	165	183	165	183	210	233
	20	20	21	24	69	79	92	112	129	147	129	147	174	197
	30	16	17	18	51	61	74	94	111	129	111	129	156	179
Regional, limited time & day 250 w.	0	230	260	300	350	400	450	700	800	900	1000
	10	85	93	105	125	140	153	174	192	212	192	212	240	265
	20	57	61	69	81	91	104	124	141	159	141	159	186	210
	30	47	48	51	58	68	81	100	118	136	118	136	163	185
500 w.	0	260	260	300	350	400	450	700	800	900	1000
	10	95	103	115	140	150	162	185	200	220	200	220	250	277
	20	67	71	79	91	100	112	132	150	167	150	167	194	217
	30	57	58	61	68	72	85	105	122	140	122	140	167	190
1 kw.	0	300	300	300	350	400	450	700	800	900	1000
	10	108	116	123	153	162	175	197	215	235	215	235	265	290
	20	80	84	92	104	112	120	140	157	175	157	175	200	225
	30	70	71	74	81	85	91	111	128	146	128	146	173	196
2.5 kw.	0	350	350	350	350	400	450	700	800	900	1000
	10	128	146	148	174	185	197	218	235	255	235	255	285	310
	20	100	104	112	124	132	140	153	170	188	170	188	215	238
	30	90	91	94	100	105	111	119	136	154	136	154	181	204
5 kw.	0	400	400	400	400	400	450	700	800	900	1000
	10	145	153	165	192	200	215	235	250	270	250	270	300	325
	20	117	121	129	141	150	157	170	182	200	182	200	227	250
	30	107	108	111	118	122	128	136	143	161	143	161	188	211
10 kw.	0	450	450	450	450	450	450	700	800	900	1000
	10	163	171	183	212	220	235	255	270	290	270	290	320	345
	20	135	139	147	159	167	175	188	200	213	200	213	240	263
	30	125	126	129	136	140	146	154	161	170	161	170	196	219
Clear 5 kw.	0	700	700	700	700	700	700
	10	145	153	165	192	200	215	235	250	270	250	270	300	325
	20	117	121	129	141	150	157	170	182	200	182	200	227	250
	30	107	108	111	118	122	128	136	143	161	143	161	188	211
10 kw.	0	800	800	800	800	800	800
	10	163	171	183	212	220	235	255	270	290	270	290	320	345
	20	135	139	147	159	167	175	188	200	213	200	213	240	263
	30	125	126	129	136	140	146	154	161	170	161	170	196	219
25 kw.	0	900	900	900	900	900	900
	10	190	198	210	240	250	265	285	300	320	300	320	345	370
	20	162	166	174	186	194	200	215	227	240	227	240	260	280
	30	152	153	156	163	167	173	181	188	196	188	196	208	231
50 kw.	0	1000	1000	1000	1000	1000	1000
	10	213	220	233	265	277	290	310	325	345	325	345	370	395
	20	185	190	197	210	217	225	238	250	263	250	263	280	300
	30	175	176	179	185	190	196	204	211	219	211	219	231	242

AVERAGE NIGHT SEPARATION BETWEEN BROADCAST STATIONS

Class & Power	Frequency Difference Kc.	Local		Regional			High Power Regional		Clear				
		50 w.	100 w.	250 w.	500 w.	1 kw.	5 kw.	10 kw.	5 kw.	10 kw.	25 kw.	50 kw.	
Local 50 w.	0	130	185
	10	40	50	82	90	107	180	220	180	220	290	345	
	20	15	18	41	49	57	85	100	130	147	175	197	
	30	9	12	30	38	46	74	89	110	128	155	178	
100 w.	0	185	185	
	10	50	53	98	106	114	183	225	220	237	293	350	
	20	18	21	46	54	62	90	105	138	156	183	206	
	30	12	13	32	40	48	76	91	113	131	158	181	
Regional 250 w.	0	640	800	1000	
	10	82	98	126	153	185	290	345	290	345	425	495	
	20	41	46	55	65	78	110	145	155	172	200	225	
	30	30	32	35	43	51	79	94	118	136	163	186	
500 w.	0	800	800	1000	
	10	90	106	153	160	190	300	355	300	355	435	505	
	20	49	54	65	74	85	127	150	170	188	215	235	
	30	38	40	43	46	54	82	97	124	142	169	192	
1 kw.	0	1000	1000	1000	
	10	107	114	185	190	200	305	360	350	370	440	510	
	20	57	62	78	85	94	135	160	187	205	232	255	
	30	46	48	51	54	58	86	100	132	150	177	200	
High Power Regional 5 kw.	0	1600	2000	
	10	180	183	290	300	305	335	390	480	500	530	550	
	20	85	90	110	127	135	163	187	250	268	295	320	
	30	74	76	79	82	86	102	117	158	175	205	225	
10 kw.	0	2000	2000	
	10	220	225	345	355	360	390	405	550	570	595	620	
	20	100	105	145	150	160	187	203	287	305	325	350	
	30	89	91	94	97	100	117	128	175	192	220	243	
Clear 5 kw.	0	
	10	180	220	290	300	350	
	20	130	138	155	170	187	250	287	250	287	350	400	
	30	110	113	118	124	132	158	175	158	175	205	230	
10 kw.	0	
	10	220	237	345	355	370	500	570	550	570	665	750	
	20	147	156	172	188	205	268	305	287	305	370	420	
	30	128	131	136	142	150	175	192	175	192	220	247	
25 kw.	0	
	10	290	293	425	435	440	530	595	645	665	695	780	
	20	175	183	200	215	232	295	325	350	370	395	450	
	30	155	158	163	169	177	205	220	205	220	247	275	
50 kw.	0	
	10	345	350	495	505	510	550	620	730	750	780	800	
	20	197	206	225	235	255	320	350	400	420	450	470	
	30	178	181	186	192	200	225	243	230	247	275	297	

* These separations are calculated to minimize objectionable interference in the good service areas of stations about ninety per cent of the time.

STATION TECHNICIANS

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Improvement in antenna efficiency will frequently increase coverage far more than an increase in power.

BROADCAST STATION EVALUATION

Correct solution of the basic problems involved in evaluating broadcast stations depends upon engineering and coverage considerations.

INSTALLATION OF DIRECTIONAL ANTENNAS

Installation of such systems, to be acceptable to the Federal Communications Commission, requires elaborate test apparatus plus an extensive background of field experience.

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FCC Rule GOVERNING ANTENNAS

Rule 131. (a) All applicants for new, additional, or different broadcast facilities and all licensees requesting authority to move the location of the station shall specify a radiating system the efficiency of which complies with the requirements of good engineering practice for the class and power of the station.

(b) The Commission will publish from time to time specifications deemed necessary to meet the requirements of good engineering practice.

(c) No broadcast station licensee shall change the physical height of the transmitting antenna, or supporting structures, or make any changes in the radiating system which will measurably alter the radiation patterns except upon written application to and authority from the Commission.

(d) The antenna and/or supporting structure shall be painted and illuminated in accordance with the specifications supplied by the Commission pursuant to Section 303 (q) of the Communications Act of 1934.

MINIMUM ANTENNA HEIGHTS REQUIRED FOR BROADCAST STATIONS PURSUANT TO RULE 131

A review of the antenna systems employed by broadcast stations reveals that there are now many antennas in use that the radiating efficiency does not comply with the requirements of good engineering practice. In many cases a material improvement in the coverage of the station could be accomplished by erecting an efficient radiating system. This increase in coverage may be more than could be accomplished by doubling the power.

It is the obligation of the licensee of every station to make efficient usage of the assignment granted by the Commission. It is not the intention of the Commission at this time to require all stations with questionable radiating systems to install antennas having the required efficiency, but it is the intention not to grant additional facilities to licensees of broadcast stations unless they are making efficient usage of the assignment already granted. That is, the licensee of a broadcast station requesting more power, change in time of operation, different frequency, or move of the transmitter, must have an antenna for the assignment requested that meets with the minimum requirements before favorable consideration will be given.

The attached graph shows the minimum physical height of antenna proper or minimum effective field intensity that stations must have before additional facilities will be granted.

These minimum actual physical vertical heights of antennas permitted to be installed are shown by curves A, B, C and D of Figure 1 as follows:

A—Local Channel Stations, 100 watts night and day or 100 watts night and 250 watts day, or a minimum effective field intensity at one mile of 40 mv/m for 100 watts.

B—Regional Channel, limited time, day, etc., Stations 250 watts to 1000 watts night and day, or a minimum effective field intensity at one mile of 150 mv/m for 1 kilowatt.

C—All stations other than Dominant Clear Channel Stations having an operating power night or day greater than one kilowatt and less than 25 kilowatts, or a minimum effective field intensity at one mile of 175 mv/m for one kilowatt.

D—All Dominant Clear Channel Stations and all other stations having a maximum operating power night or day of over 10 kilowatts, or a minimum effective field intensity at one mile of 200 mv/m for one kilowatt.

The heights given on the graph for the antenna apply regardless of whether the antenna is located on the ground or on a building. Except for the reduction of shadows locating the antenna on a building does not necessarily increase the efficiency. In applying these curves the maximum operating power shall determine which curve is applicable.

In case it is contended that the required antenna efficiency can be obtained without antennas of the height specified, a complete field intensity survey must be supplied to the Commission showing that the field intensity at a mile without attenuation fulfills at least the minimum requirements. This field survey must be made by a qualified engineer using equipment of acceptable accuracy.

To obtain the maximum efficiency of which any antenna is capable, a good ground or counterpoise system must be employed.

At the present state of the art, it appears that where a vertical radiator is employed the ground system should consist of radial wires at least $\frac{1}{4}$ wave length long. There should be as many of these radials as practicable and in no event less than 70. These wires should be buried only deep enough to provide mechanical protection (not greater than 12 inches). However, they should not be permitted to rest on the surface.

In many cases a counterpoise or combination counterpoise and ground system may be superior to a ground, especially where a good ground cannot be obtained.

It should be borne in mind that the above specifications are the minimum and where possible better antenna and ground systems should be installed.

Before any change is made in the antenna, details should be submitted to the Commission for approval in order that it may be definitely determined that the installation will meet the requirements of Rule 131 and that it does not constitute an objectionable hazard to air commerce. These data may be submitted by letter setting out full details.

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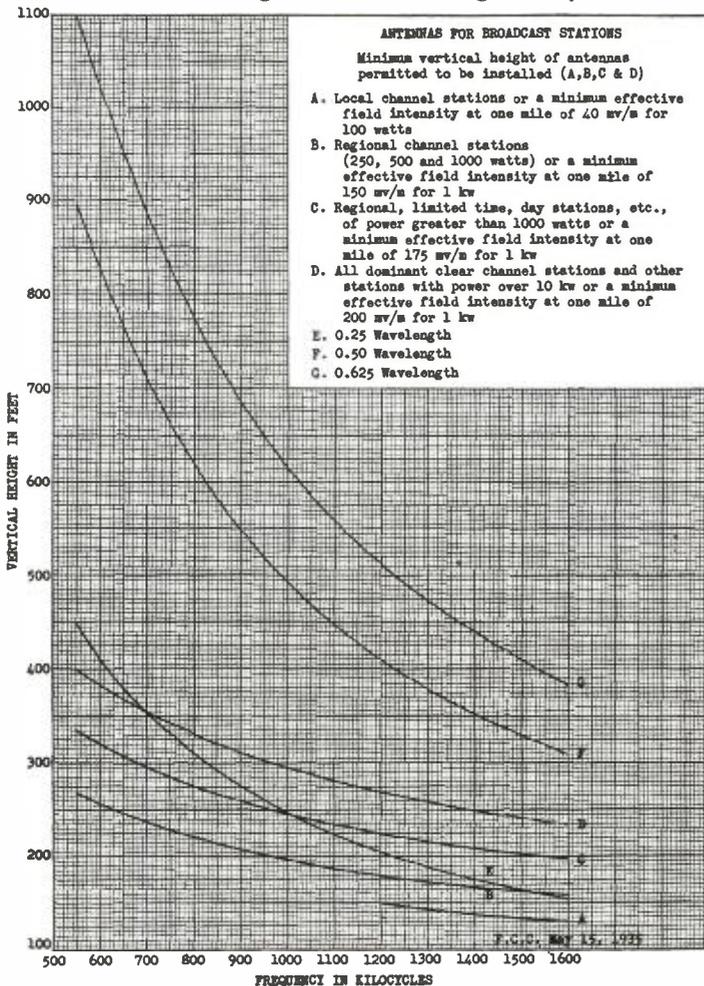
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New Antenna Regulations Promulgated by FCC



THIS graph shows the minimum physical height of antenna proper or minimum effective field intensity that stations must have before additional facilities will be granted under Rule 131 adopted Oct. 31, 1935, by FCC. The minimum actual physical vertical heights of antennas permitted to be installed are shown by curves A, B, C, and D as follows:

A—Local channel stations, 100 watts night and 250 watts day, or a minimum effective field intensity at one mile of 40 mv/m for 100 watts.

B—Regional channel, limited time, day etc. stations 250 watts to

1000 watts night and day, or a minimum effective field intensity at one mile of 150 mv/m for 1 kilowatt.

C—All stations other than dominant clear channel stations having an operating power night or day greater than one kilowatt and less than 25 kilowatts, or a minimum effective field intensity at one mile of 175 mv/m for one kilowatt.

D—All dominant clear channel stations and all other stations having a maximum operating power night or day of over 10 kilowatts, or a minimum effective field intensity at one mile of 200 mv/m for one kilowatt.

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Official Kilocycle-Meter Conversion Table

Kilocycles (kc) to Meters (m), or Meters to Kilocycles
(Columns are Interchangeable)

kc or m	m or kc																				
10	80,000	1,010	297.0	2,010	149.3	3,010	99.7	4,010	74.81	5,010	59.88	6,010	49.92	7,010	42.80	8,010	37.45	9,010	33.30	10,000	30.00
20	15,000	1,020	294.1	2,020	148.5	3,020	99.3	4,020	74.63	5,020	59.76	6,020	49.83	7,020	42.74	8,020	37.41	9,020	33.26	10,000	30.00
30	10,000	1,030	291.3	2,030	147.8	3,030	99.0	4,030	74.44	5,030	59.64	6,030	49.75	7,030	42.67	8,030	37.36	9,030	33.22	10,000	30.00
40	7,500	1,040	288.5	2,040	147.1	3,040	98.7	4,040	74.26	5,040	59.52	6,040	49.67	7,040	42.61	8,040	37.31	9,040	33.19	10,000	30.00
50	6,000	1,050	285.7	2,050	146.3	3,050	98.4	4,050	74.07	5,050	59.41	6,050	49.59	7,050	42.55	8,050	37.27	9,050	33.15	10,000	30.00
60	5,000	1,060	283.0	2,060	145.6	3,060	98.0	4,060	73.89	5,060	59.29	6,060	49.50	7,060	42.49	8,060	37.22	9,060	33.11	10,000	30.00
70	4,286	1,070	280.4	2,070	144.9	3,070	97.7	4,070	73.71	5,070	59.17	6,070	49.42	7,070	42.43	8,070	37.17	9,070	33.08	10,000	30.00
80	3,750	1,080	277.8	2,080	144.2	3,080	97.4	4,080	73.53	5,080	59.06	6,080	49.34	7,080	42.37	8,080	37.13	9,080	33.04	10,000	30.00
90	3,333	1,090	275.2	2,090	143.5	3,090	97.1	4,090	73.35	5,090	58.94	6,090	49.26	7,090	42.31	8,090	37.08	9,090	33.00	10,000	30.00
100	3,000	1,100	272.7	2,100	142.9	3,100	96.8	4,100	73.17	5,100	58.82	6,100	49.18	7,100	42.25	8,100	37.04	9,100	32.97	10,000	30.00
110	2,727	1,110	270.3	2,110	142.2	3,110	96.5	4,110	72.99	5,110	58.71	6,110	49.10	7,110	42.19	8,110	36.99	9,110	32.93	10,000	30.00
120	2,500	1,120	267.9	2,120	141.5	3,120	96.2	4,120	72.82	5,120	58.59	6,120	49.02	7,120	42.13	8,120	36.95	9,120	32.89	10,000	30.00
130	2,308	1,130	265.5	2,130	140.8	3,130	95.8	4,130	72.64	5,130	58.48	6,130	48.94	7,130	42.08	8,130	36.90	9,130	32.86	10,000	30.00
140	2,143	1,140	263.2	2,140	140.1	3,140	95.4	4,140	72.46	5,140	58.37	6,140	48.86	7,140	42.02	8,140	36.86	9,140	32.82	10,000	30.00
150	2,000	1,150	260.9	2,150	139.5	3,150	95.2	4,150	72.29	5,150	58.25	6,150	48.78	7,150	41.96	8,150	36.81	9,150	32.79	10,000	30.00
160	1,875	1,160	258.6	2,160	138.9	3,160	94.9	4,160	72.12	5,160	58.14	6,160	48.70	7,160	41.90	8,160	36.76	9,160	32.75	10,000	30.00
170	1,765	1,170	256.4	2,170	138.2	3,170	94.6	4,170	71.94	5,170	58.03	6,170	48.62	7,170	41.84	8,170	36.72	9,170	32.72	10,000	30.00
180	1,667	1,180	254.2	2,180	137.6	3,180	94.3	4,180	71.77	5,180	57.92	6,180	48.54	7,180	41.78	8,180	36.67	9,180	32.68	10,000	30.00
190	1,579	1,190	252.1	2,190	137.0	3,190	94.0	4,190	71.60	5,190	57.80	6,190	48.47	7,190	41.72	8,190	36.63	9,190	32.64	10,000	30.00
200	1,500	1,200	250.0	2,200	136.4	3,200	93.8	4,200	71.43	5,200	57.69	6,200	48.39	7,200	41.67	8,200	36.59	9,200	32.61	10,000	30.00
210	1,429	1,210	247.9	2,210	135.7	3,210	93.5	4,210	71.26	5,210	57.58	6,210	48.31	7,210	41.61	8,210	36.54	9,210	32.57	10,000	30.00
220	1,364	1,220	245.9	2,220	135.1	3,220	93.2	4,220	71.09	5,220	57.47	6,220	48.23	7,220	41.55	8,220	36.50	9,220	32.54	10,000	30.00
230	1,304	1,230	243.9	2,230	134.5	3,230	92.9	4,230	70.92	5,230	57.36	6,230	48.15	7,230	41.49	8,230	36.46	9,230	32.50	10,000	30.00
240	1,250	1,240	241.9	2,240	133.9	3,240	92.6	4,240	70.75	5,240	57.25	6,240	48.08	7,240	41.44	8,240	36.41	9,240	32.47	10,000	30.00
250	1,200	1,250	240.0	2,250	133.3	3,250	92.3	4,250	70.59	5,250	57.14	6,250	48.00	7,250	41.38	8,250	36.36	9,250	32.43	10,000	30.00
260	1,154	1,260	238.1	2,260	132.7	3,260	92.0	4,260	70.42	5,260	57.03	6,260	47.92	7,260	41.32	8,260	36.32	9,260	32.40	10,000	30.00
270	1,111	1,270	236.2	2,270	132.2	3,270	91.7	4,270	70.26	5,270	56.93	6,270	47.85	7,270	41.27	8,270	36.28	9,270	32.36	10,000	30.00
280	1,071	1,280	234.4	2,280	131.6	3,280	91.5	4,280	70.09	5,280	56.82	6,280	47.77	7,280	41.21	8,280	36.23	9,280	32.33	10,000	30.00
290	1,034	1,290	232.6	2,290	131.0	3,290	91.2	4,290	69.93	5,290	56.71	6,290	47.69	7,290	41.15	8,290	36.19	9,290	32.29	10,000	30.00
300	1,000	1,300	230.8	2,300	130.4	3,300	90.9	4,300	69.77	5,300	56.60	6,300	47.62	7,300	41.10	8,300	36.14	9,300	32.26	10,000	30.00
310	968	1,310	229.0	2,310	129.9	3,310	90.6	4,310	69.61	5,310	56.50	6,310	47.54	7,310	41.04	8,310	36.10	9,310	32.22	10,000	30.00
320	938	1,320	227.3	2,320	129.3	3,320	90.4	4,320	69.44	5,320	56.39	6,320	47.47	7,320	40.98	8,320	36.06	9,320	32.19	10,000	30.00
330	909	1,330	225.6	2,330	128.8	3,330	90.1	4,330	69.28	5,330	56.29	6,330	47.39	7,330	40.93	8,330	36.02	9,330	32.15	10,000	30.00
340	882	1,340	223.9	2,340	128.2	3,340	89.8	4,340	69.12	5,340	56.19	6,340	47.32	7,340	40.87	8,340	35.97	9,340	32.12	10,000	30.00
350	857	1,350	222.2	2,350	127.7	3,350	89.6	4,350	68.97	5,350	56.07	6,350	47.24	7,350	40.82	8,350	35.93	9,350	32.09	10,000	30.00
360	833	1,360	220.6	2,360	127.1	3,360	89.3	4,360	68.81	5,360	55.97	6,360	47.17	7,360	40.76	8,360	35.89	9,360	32.05	10,000	30.00
370	811	1,370	219.0	2,370	126.6	3,370	89.0	4,370	68.65	5,370	55.87	6,370	47.10	7,370	40.71	8,370	35.84	9,370	32.02	10,000	30.00
380	789	1,380	217.4	2,380	126.1	3,380	88.8	4,380	68.49	5,380	55.76	6,380	47.02	7,380	40.65	8,380	35.80	9,380	31.98	10,000	30.00
390	769	1,390	215.8	2,390	125.5	3,390	88.5	4,390	68.34	5,390	55.66	6,390	46.95	7,390	40.60	8,390	35.76	9,390	31.95	10,000	30.00
400	750	1,400	214.3	2,400	125.0	3,400	88.2	4,400	68.18	5,400	55.56	6,400	46.88	7,400	40.54	8,400	35.71	9,400	31.91	10,000	30.00
410	732	1,410	212.8	2,410	124.5	3,410	88.0	4,410	68.03	5,410	55.45	6,410	46.80	7,410	40.49	8,410	35.67	9,410	31.88	10,000	30.00
420	714	1,420	211.3	2,420	124.0	3,420	87.7	4,420	67.87	5,420	55.35	6,420	46.73	7,420	40.43	8,420	35.63	9,420	31.85	10,000	30.00
430	698	1,430	209.8	2,430	123.5	3,430	87.5	4,430	67.72	5,430	55.25	6,430	46.66	7,430	40.38	8,430	35.59	9,430	31.81	10,000	30.00
440	682	1,440	208.3	2,440	123.0	3,440	87.2	4,440	67.57	5,440	55.15	6,440	46.58	7,440	40.32	8,440	35.55	9,440	31.78	10,000	30.00
450	667	1,450	206.9	2,450	122.4	3,450	87.0	4,450	67.42	5,450	55.05	6,450	46.51	7,450	40.27	8,450	35.50	9,450	31.75	10,000	30.00
460	652	1,460	205.5	2,460	122.0	3,460	86.7	4,460	67.26	5,460	54.95	6,460	46.44	7,460	40.21	8,460	35.46	9,460	31.71	10,000	30.00
470	638	1,470	204.1	2,470	121.5	3,470	86.5	4,470	67.11	5,470	54.84	6,470	46.37	7,470	40.16	8,470	35.42	9,470	31.68	10,000	30.00
480	625	1,480	202.7	2,480	121.0	3,480	86.2	4,480	66.96	5,480	54.74	6,480	46.30	7,480	40.11	8,480	35.38	9,480	31.65	10,000	30.00
490	612	1,490	201.3	2,490	120.5	3,490	86.0	4,490	66.82	5,490	54.64	6,490	46.22	7,490	40.05	8,490	35.34	9,490	31.61	10,000	30.00
500	600	1,500	200.0	2,500	120.0	3,500	85.7	4,500	66.67	5,500	54.55	6,500	46.15	7,500	40.00	8,500	35.29	9,500	31.58	10,000	30.00
510	588	1,510	198.7	2,510	119.5	3,510	85.5	4,510	66.52	5,510	54.45	6,510	46.08	7,510	39.95	8,510	35.25	9,510	31.55	10,000	30.00
520	577	1,520	197.4	2,520	119.0	3,520	85.2	4,520	66.37	5,520	54.35	6,520	46.01	7,520	39.90	8,520	35.21	9,520	31.51	10,000	30.00
530	566	1,530	196.1	2,530	118.6	3,530	85.0	4,530	66.23	5,530	54.25	6,530	45.94	7,530	39.84	8,530	35.17	9,530	31.48	10,000	30.00
540	556	1,540	194.8	2,540	118.1	3,540	84.7	4,540	66.08	5,540	54.15	6,540	45.87	7,540	39.79	8,540	35.13	9,540	31.45	10,000	30.00
550	546	1,550	193.5	2,550																	



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BEFORE

FEDERAL COMMUNICATIONS COMMISSION

JAMES C. McNARY

National Press Building

National 4048

WASHINGTON, D. C.

FCC Rules Governing Quota

109. For the purpose of calculating the day and night quota units assigned to each zone and to states within each zone, in accordance with the Communications Act of 1934, section 307 (b), stations of various powers and conditions of operation are assigned quota units as follows:

A.	Power and condition of operation	Quota Day	Units Night
	<i>Unlimited time day and night</i>		
(a)	Power 100 watts or less duplicated.....	0.1	0.1
(b)	Power 250 watts or less duplicated.....	0.2	0.2
(c)	Power 500 watts or less duplicated.....	0.3	0.3
(d)	Power 1000 watts or less duplicated.....	0.5	0.5
(e)	Power 2.5 kw. day power only.....	0.75	
(f)	Power 5 kw. duplicated night less than 2000 mi.....		0.75
(g)	Power 10 kw. duplicated night less than 2000 mi.....		0.90
(h)	Power 25 kw. duplicated night less than 2000 mi.....		1.00
(i)	Power 50 kw. duplicated night less than 2000 mi.....		1.10
(j)	Power 5 kw. duplicated night more than 2000 mi.....		1.25
(k)	Power 10 kw. duplicated night more than 2000 mi.....		1.5
(l)	Power 25 kw. duplicated night more than 2000 mi.....		1.8
(m)	Power 50 kw. duplicated night more than 2000 mi.....		2.0
(n)	Power 50 kw. more or less one station operating exclusively on the channel at night (dominant clear channel stations).....	2.5	2.5
(o)	Power 5 kw. day power only all sta. except (n) ..	0.85	
(p)	Power 10 kw. day power only all sta. except (n) ..	1.10	
(q)	Power 25 kw. day power only all sta. except (n) ..	1.3	
(r)	Power 50 kw. day power only all sta. except (n) ..	1.5	

B. Stations operating less than unlimited time will be assigned quota units according to the proportion of time between 6 a. m. and 6 p. m. and from 6 p. m. to midnight authorized by the license or time-sharing agreement.

C. Any station licensed for a power between the even values given above will be assigned the quota value for the nearest higher power value.

D. In case of operation authorized different from that specified above, the Commission will determine the quota value.

E. Limited time and day stations authorized to operate between 6 p. m. and midnight shall use the quota value in section A(a) to (i), inclusive, for the night hours according to the power.

F. Each new assignment of broadcast facilities, whether temporary or permanent, will be charged to quota assigned according to the foregoing and to the total hours of operation per broadcast day authorized by the license and regulations of the Commission.

110. In determining the day and night quota charge for a given assignment, the average time of local sunset shall be taken to be 6 p. m., local standard time.

111. Each of the five zones created by section 302 of the Communications Act of 1934 is entitled to have broadcast stations, the total value of the units shall be fairly and equitably distributed among and allocated to the states in each zone in the ratio that the population of each of said states bears to the population of the zone. The total number of quota units of broadcast facilities to which each zone, and to which each state within the zone is entitled, based on the Fifteenth Census of the United States, 1930, is as follows:

112. The facilities assigned to each broadcast station shall be charged to the zone and to the state, district, territory, or possession wherein the main studio of such station is located, regardless of the location of the transmitter.

113. The licensee of a station shall not move its main studio outside the borders of the city, state, district, territory, or possession in which it is located without first making written application to the Commission for authority to so move, and securing written permission for such removal. A licensee need not obtain permission to move the main studio from one location to another within a city or town, but shall promptly notify the Commission of any such change in location.

114. For details as to applications for new facilities or change of facilities involving change in quota units charged, see paragraph 6.

ALLOCATION OF BROADCAST FACILITIES

* 6. In order to bring about an equalization of radio broadcast facilities (i.e., frequency, power, and/or hours of operation) among the states in the zones, in accordance with the unit and quota figures adopted by the Commission, the following shall apply with reference to applications therefor:

a. Where a zone has already in use its pro rata share of facilities the Commission will not allocate any further radio facilities to that zone, which would increase its quota.

b. Applications from underquota states in zones which have already allocated to them their pro rata share of radio facilities should be for a facility already in use in that zone by an overquota state.

c. Likewise, where a state is already overquota, the Commission will not allocate any further radio facilities to that state which would increase its quota.

d. Applications from states which now have their quotas or from states which are overquota should be for facilities already in use in that state.

e. An applicant from an underquota state in an underquota zone may apply either for facilities in use in an overquota state in that zone or an overquota state in an overquota zone.

f. When the application is from an underquota state and is for facilities which, if granted, would not cause additional interference with any station or stations now licensed, then the above paragraphs (a to e inclusive) may be disregarded.

g. Since the act provides for the equalizing of radio facilities among zones and among states, "as nearly as possible" the Commission may allow a slight departure, plus or minus, from an exact mathematical estimate.

* The provisions of Rule 6 must be considered in connection with the amendment as provided in the terms of the Communications Act of 1934, Section 307 (b), specifying additional 100-watt stations may be allocated without respect to the provisions of Rule 6, where public interest, convenience or necessity will be served, and where additional interference shall not be created to existing broadcast service.

Allocations...

115. Within the broadcast band a separation of 10 kilocycles will be maintained between the carrier frequencies assigned for use by broadcast stations. The carrier frequencies assigned will be multiples of 10 between 550 and 1,500 kilocycles, both included. The national standard of radio frequency maintained by the Bureau of Standards, Department of Commerce, shall be the basis for all frequency measurements and assignments will be made on the basis of this standard.

116. The following frequencies are designated as clear channels and are allocated for use by clear-channel stations located in the several zones as indicated:

First zone: 660, 710, 760, 860, 990, 1,060, 1,100, and 1,150 kilocycles.
 Second zone: 700, 750, 820, 980, 1,020, 1,070, 1,110, and 1,170 kilocycles.
 Third zone: 650, 740, 800, 850, 1,040, 1,080, 1,140, and 1,190 kilocycles.
 Fourth zone: 670, 720, 770, 810, 870, 1,000, 1,090, and 1,160 kilocycles.
 Fifth zone: 640, 680, 790, 830, 970, 1,050, 1,130, and 1,180 kilocycles.

117. The authorized power of a dominant clear-channel station shall be not less than 5 kilowatts nor more than 50 kilowatts.

119. The following frequencies are designated as high power regional frequencies and allocated for use by high power regional stations, each frequency for use in not less than two zones and by stations permitted to operate simultaneously with a power not less than 5 kilowatts:

1,460, 1,470, 1,480, and 1,490 kilocycles.

120. The following frequencies are designated as regional frequencies and are allocated for use by regional stations, which are permitted to operate simultaneously unless otherwise restricted:

550, 560, 570, 580, 590, 600, 610, 620, 630, 780, 880, 890, 900, 920, 930, 940, 950, 1,010, 1,120, 1,220, 1,230, 1,240, 1,250, 1,260, 1,270, 1,280, 1,290, 1,300, 1,320, 1,330, 1,340, 1,350, 1,360, 1,380, 1,390, 1,400, 1,410, 1,430, 1,440, and 1,450 kilocycles.

The operating power of such a station shall not be less than 250 watts, nor during nighttime greater than 1,000 watts, nor during daytime greater than 5,000 watts.

121. The following frequencies are designated as local frequencies and allocated for use by local stations, which are to operate simultaneously, unless otherwise restricted, with a power of 100 watts during nighttime and not to exceed 250 watts during daytime:

1,200, 1,210, 1,310, 1,370, 1,420, and 1,500 kilocycles.

122. The following frequencies are designated as Canadian exclusive frequencies reserved for use by broadcast stations located in the Dominion of Canada and will not be assigned to any station licensed by the Commission:

690, 730, 840, 910, 960, and 1,030 kilocycles.

Analysis of Quota Distribution

Under FCC Quota Regulations as Revised Oct. 10, 1934

(Corrected to January 1, 1936)

State	* Population	Quota Units Due	Quota Units Assigned	Units Over or Under	Per Cent Over or Under	Quota Units Due	Quota Units Assigned	Units Over or Under	Per Cent Over or Under
First Zone—Night									
Connecticut	1,606,903	2.13	1.92	-0.21	-10	3.85	3.44	-0.41	-11
Delaware	238,380	0.32	0.20	-0.12	-38	0.57	0.33	-0.24	-42
District of Columbia	486,869	0.64	0.60	-0.04	-6	1.16	0.90	-0.26	-22
Maine	797,423	1.06	0.99	-0.07	-7	1.91	1.42	-0.49	-26
Maryland	1,631,526	2.16	1.98	-0.18	-8	3.91	4.10	+0.19	+5
Massachusetts	4,249,614	5.63	5.51	-0.12	-2	10.17	7.35	-2.82	-28
New Hampshire	465,293	0.62	0.43	-0.19	-31	1.11	0.80	-0.31	-28
New Jersey	4,041,334	5.36	4.105	-1.255	-23	9.67	5.055	-4.615	-48
New York	12,588,066	16.69	18.53	+1.84	+11	30.14	21.46	-8.68	-29
Rhode Island	687,497	0.91	0.90	-0.01	-0	1.65	1.00	-0.65	-39
Vermont	359,611	0.48	0.56	+0.08	+17	0.86	0.86	-0.00	-0
Total		36.00	35.725	-0.275	-1	65.00	46.715	-18.285	-28

Second Zone—Night									
Kentucky	2,614,589	3.38	3.95	+0.57	+17	6.10	4.25	-1.85	-30
Michigan	4,842,325	6.25	5.05	-1.20	-19	11.28	7.09	-4.19	-37
Ohio	6,646,697	8.58	9.33	+1.25	+15	15.50	12.31	-3.19	-20
Pennsylvania	9,631,350	12.43	12.38	-0.05	-0	22.45	14.85	-7.60	-34
Virginia	2,421,851	3.13	4.65	+1.52	+49	5.64	6.19	+0.55	+10
West Virginia	1,729,205	2.23	2.19	-0.04	-2	4.03	4.30	+0.27	+7
Total		36.00	38.05	+2.05	+6	65.00	48.99	-16.01	-25

Third Zone—Night									
Alabama	2,646,248	3.32	2.735	-0.585	-18	5.99	4.685	-1.305	-22
Arkansas	1,854,482	2.32	2.67	+0.35	+15	4.19	4.75	+0.56	+13
Florida	1,468,211	1.84	3.65	+1.81	+98	3.32	5.30	+1.98	+60
Georgia	2,908,506	3.64	4.26	+0.62	+17	6.58	5.20	-1.38	-21
Louisiana	2,101,593	2.63	5.40	+2.77	+105	4.75	5.60	+0.85	+18
Mississippi	2,009,821	2.52	1.32	-1.20	-48	4.55	2.42	-2.13	-47
North Carolina	3,170,276	3.97	4.45	+0.48	+12	7.17	4.85	-2.32	-32
Oklahoma	2,396,040	3.00	3.51	+0.51	+17	5.42	5.30	-0.12	-2
South Carolina	1,738,765	2.18	1.30	-0.88	-40	3.93	2.70	-1.23	-31
Tennessee	2,616,556	3.28	6.05	+2.77	+84	5.92	7.75	+1.83	+31
Texas	5,824,715	7.30	11.14	+3.84	+53	13.18	14.06	+0.88	+7
Total		36.00	46.485	+10.485	+29	65.00	62.615	-2.385	-4

Fourth Zone—Night									
Illinois	7,630,654	10.14	11.14	+1.00	+10	18.30	15.82	-2.48	-14
Indiana	3,238,503	4.30	3.64	-0.66	-15	7.77	5.89	-1.88	-24
Iowa	2,470,939	3.28	5.37	+2.09	+64	5.93	8.26	+2.33	+39
Kansas	1,880,999	2.50	2.49	-0.01	-0	4.51	3.77	-0.74	-16
Minnesota	2,563,953	3.41	4.18	+0.77	+23	6.15	5.77	-0.38	-6
Missouri	3,629,367	4.82	5.24	+0.42	+9	8.70	9.64	+0.94	+11
Nebraska	1,377,963	1.83	2.21	+0.38	+21	3.30	6.02	+2.72	+82
North Dakota	680,845	0.90	0.90	+0.00	+0	1.63	1.35	-0.28	-17
South Dakota	692,849	0.92	0.86	-0.06	-7	1.66	2.13	+0.47	+28
Wisconsin	2,939,006	3.90	3.47	-0.43	-11	7.05	6.46	-0.59	-8
Total		36.00	39.50	+3.50	+10	65.00	65.11	+0.11	+0

Fifth Zone—Night									
Arizona	435,573	1.32	1.37	+0.05	+4	2.38	1.69	-0.69	-29
California	5,677,251	17.18	19.67	+2.49	+14	31.02	23.57	-7.45	-24
Colorado	1,035,791	3.13	4.61	+1.48	+47	5.66	5.25	-0.41	-7
Idaho	445,032	1.35	1.50	+0.15	+11	2.43	2.05	-0.38	-16
Montana	537,606	1.63	2.15	+0.52	+32	2.94	2.95	+0.01	+0
Nevada	91,058	0.27	0.30	+0.03	+11	0.49	0.30	-0.19	-39
New Mexico	423,317	1.28	1.13	-0.15	-12	2.31	2.95	+0.64	+28
Oregon	953,786	2.89	4.12	+1.23	+42	5.21	6.19	+0.98	+19
Utah	507,847	1.54	3.30	+1.76	+114	2.78	3.30	+0.52	+19
Washington	1,563,396	4.73	7.53	+2.80	+59	8.54	9.39	+0.85	+10
Wyoming	225,565	0.68	0.40	-0.28	-41	1.24	0.40	-0.84	-68
Total		36.00	46.08	+10.08	+28	65.00	58.04	-6.96	-11

* 1930 Official U. S. Census.

FCC Rule Governing Safety Standards of Broadcast Stations

(With Engineering Interpretation by FCC)

Rule 132. (a) The transmitter proper and associated transmitting equipment of each broadcast station shall be designed, constructed and operated in accordance with good engineering practice in all phases not otherwise specifically included in these regulations.

(b) The transmitter shall be wired and shielded in accordance with good engineering practice and shall be provided with safety features in accordance with the specifications of Article 37 of the current National Electrical Code as approved by the American Standards Association.

(c) The station equipment shall be so operated, tuned, and adjusted that emissions are not radiated outside the authorized band which cause or are capable of causing interference to the communications of other stations. The spurious emissions, including radio frequency harmonics and audio frequency harmonics, shall be maintained at as low a level as required by good engineering practice. The program distortion, audio frequency range, carrier hum, noise level, and other essential phases of the operation which control the external effects shall at all times conform to the requirements of good engineering practice.

(d) Whenever, in this rule, the term "good engineering practice" is used, the specifications deemed necessary to meet the requirements of good engineering practice will be published from time to time.

(e) This rule shall be effective upon its adoption provided, however, that existing broadcast stations shall be allowed one year in which to meet the requirements herein.

Referring to paragraph (a) of the above rule, at present good engineering practice shall be interpreted as follows:

In general the transmitter must be constructed either on racks and panels or in totally enclosed frames protected as required by the sections of Article 37 of the National Electrical Code as quoted above. The final stages of high power transmitters may be assembled in open frames providing the equipment is enclosed by a protective fence. Means must be provided for making all tuning adjustments, requiring voltages in excess of 750 volts to be applied to the circuit, from the front panels with all access doors closed. Proper bleeder resistors should be installed across all condenser banks to remove any charge which may remain after the high voltage circuit is opened. All meters which have more than 1000 volts potential to ground on the movement shall be protected by a cage or cover in addition to regular case even if bakelite.

All plate supply and other high voltage equipment including transformers, filters, rectifiers, and motor generators, must be protected so as to prevent injury to operating personnel. This protection should include commutator guards on all high voltage rotating machinery.

The transmitter panels or units shall be wired in accordance with standard switchboard practice, either with insulated leads properly cabled and supported or with rigid bus bar properly insulated and protected. Wiring between units of the transmitter with the exception of circuits carrying R. F. energy shall be installed in conduits or approved fibre or metal raceways to protect them from mechanical injury. Circuits carrying low-level R. F. between units shall be of either concentric tube, two-wire balanced lines or properly shielded to prevent the pickup of modulated R. F. energy from the output circuits.

Each stage (including the oscillator) preceding the modulated stage shall be properly shielded and filtered to prevent feedback from any circuit following the modulated stage. An exception to this requirement will be made in the case of high-level modulated transmitters of approved manufacture which have been properly engineered to prevent reaction.

The crystal chamber, together with the conductor to the oscillator circuit, must be totally shielded. The crystal chamber must be so constructed, insulated and temperature-controlled that the maximum temperature variation at the crystal shall not be greater than 0.1 degree Centigrade. An exception would be made in the case of transmitters employing so-called "AT" or zero coefficient crystals wherein the maximum allowable temperature variation at the crystal is 1.0 degree Centigrade. A thermometer must be installed in such a manner that the temperature at the crystal can be accurately measured and the temperature logged each half hour in accordance with Rule 142. It is preferable that the tank circuit of the oscillator tube be installed in the temperature-controlled chamber. In case an excessive shift in frequency is found during warmup periods the crystal oscillator must be operated continuously. The Commission will take special precautions to ascertain that composite crystal chambers and oscillator units meet the requirements of "good engineering practice" before the station is considered as having satisfactorily complied with Rule 132.

The radio frequency energy operating the monitor must be obtained from some stage in the transmitter prior to the modulated stage and the monitor circuits must be such that the monitor can be operated continuously without heterodyning the carrier. In addition, the monitor and the radio frequency line from the transmitter must be thoroughly shielded to prevent regeneration in the transmitter.

The transmitter power supply shall be so constructed that the maximum plate voltage regulation between no modulation and 100% modulation shall not exceed 5%. Adequate provision shall also be made for varying the transmitter power output between sufficient limits to compensate for excessive variations in line voltage, or other factors which may affect the power output.

A complete set of spare tubes for the transmitter and frequency monitor should be on hand at all times, the spares to include thyratron tubes, when used.

No requests for new broadcasting facilities will be granted unless the equipment proposed to be installed conforms with the definitions of "good engineering practice" as outlined herein.

It is the obligation of the licensee of each existing station to take the necessary steps to assure that the transmitting equipment complies with Rule 132 and these definitions of "good engineering practice". Any changes in the transmitter for which a construction permit is necessary by other rules, application therefore must be made in the regular manner.

There is sufficient time before November 12, 1936, for all licensees to file the necessary applications and install the required equipment.

Each station will be visited in the near future by an inspector of the Field Section of the Commission's Engineering Department and a detailed inspection will be made. Any points not clear or on which a ruling is desired should be discussed with him. However, this does not relieve the licensee's responsibility to proceed to comply with the requirements of this rule.

The inspector will again visit the station on or prior to November 12, 1936, to determine if the equipment complies in all details.

The purpose of this rule is to improve broadcast reception and to protect the lives of the station operators. Many frequency deviations are caused by poor equipment. The mutual interference caused by such deviations will thus be reduced as the deviations are reduced. The continuity of service and fidelity of transmission will be improved. This rule is for the good of the licensees as well as the listeners and the cooperation of all licensees is requested in assisting the Commission in the administration thereof.

The Commission will, from time to time, further define "good engineering practice" as the state of the art progresses and as the needs for the improvement in technical broadcasting demand.

INTERPRETATIONS OF "GOOD ENGINEERING PRACTICE" UNDER FCC RULE 132

The pertinent sections of Article 37 of the National Electrical Code read as follows:

(j) The transmitter shall be enclosed in a metal frame, or grill, or separated from the operating space by a barrier or other equivalent means, all metallic parts of which are effectually connected to ground.

(k) All external metallic handles and controls accessible to the operating personnel shall be effectually grounded. No circuit in excess of 150 volts should have any parts exposed to direct contact. A complete dead-front type of switchboard is preferred.

(l) All access doors shall be provided with interlocks which will disconnect all voltages in excess of 750 volts when any access door is opened.

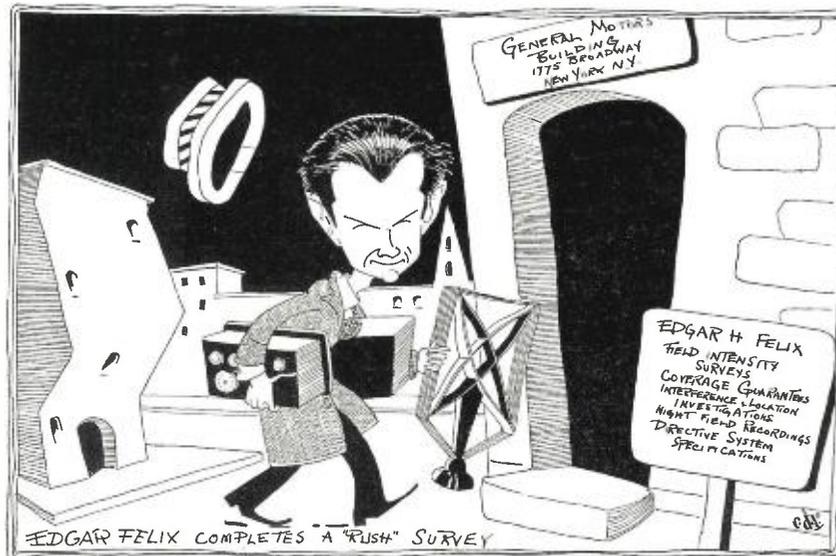
JANSKY & BAILEY

National Press Bldg.

Washington, D. C.

● An Organization of
Qualified Radio Engineers
Dedicated to the Service
of Broadcasting

●
See Page 271



More Haste . . . Less Speed

Q Not an unusual situation, starting on a mad dash to collect a raft of field intensity measurements and recordings to be used as evidence in a Federal Communications Commission just a few days off; or as the foundation for a coverage guarantee to advertisers in the new sales book which must be off the press in ten days. But the best work is not done in the greatest haste. It takes time to calculate the most effective directive system, to make the most accurate field intensity survey, to collect the most significant and conclusive night recordings and to prepare the most lucid exhibits.

Q Oftentimes our extensive file of measurements, obtained as a part of our regular coverage research program, relieves these pressing emergencies and enables us to prepare a case in short order. We have measured the total radio service available from one end of the dial to the other in hundreds of leading trading centers and can frequently approximate the actual coverage of particular stations and the total service available in an area from existing records. But even this facility does not justify too much procrastination in going forward with the necessary investigation to support or resist applications which may affect the entire future development of a broadcasting station.

Q Specialization in allocation and coverage problems has freed us from any connection with transmitter purchase,

repair or adjustment, recommendation for the purchase of towers of specific make or design or any other element which stands in the way of handling an allocation problem in the most economical way from the standpoint of the station owner. Our work concerns itself entirely with the external performance of a broadcasting station and the factors which affect coverage: allocation, location, directive distribution of signal and radiated efficiency.

Q An annual retainer arrangement, payable monthly, often enables us to make an extended investigation as opportunity arises, covering a period of months and extensive geographical areas, at a lower cost than a ten day emergency investigation. The only two stations in the New York area which have become full time stations by proof to the Commission of their fitness to supplant other channel occupants procured the essential field intensity evidence in support of their claims under such retainer arrangements.

Q Existing broadcasters, seeking to maintain or improve their allocation, and new applicants requiring field intensity evidence to support their applications, are invited to present a confidential statement of their problems with a view to reducing the cost of their requirements to a nominal monthly fee. We have prepared a number of useful forms for facilitating a study of proposed applications, which are at the disposal of broadcasting executives without obligation.

EDGAR H. FELIX

1775 BROADWAY
NEW YORK CITY, N. Y.

DAVEN VOLUME CONTROLS

Proven and accepted as the finest controls for high fidelity broadcasting. Perfect for low level mixing.

◆
**Low Noise Level
Rugged — Positive
— Reliable**

◆
**USED EXCLUSIVELY
in the
NATIONAL
BROADCASTING
COMPANY
RADIO CITY STUDIOS
"Show place of the world"**

◆
**Also Used in the
Following
NBC STUDIOS
Hollywood, Calif.**

**WMAQ - WRC - WENR
KOA - WGY - WMAL**

◆
Other Stations

**WOR — WABC — WHN
WJSV — WBT — WHAS
WIND — WJR — WMCA
WHAM — WOV — WKRC
WBBM — WNEW — WPEN**

◆
Adopted and Used by Many
Manufacturers of Speech
Input Equipment

**THE
DAVEN
COMPANY
NEWARK, N. J.**

Mfrs. of volume controls, potentiometers, faders, main gain controls, fixed attenuators, non-inductive wire wound resistors, line equalizers, volume indicators and laboratory equipment.

EQUIPMENT TYPES ACCEPTED AND RECORDED BY FCC

American Piezo Supply Co.—40th & Woodland Ave., Kansas City, Mo.

Type No. C-X-1: Automatic Frequency Control Unit.

Type No. C-X-1-P: Automatic Frequency Control Unit with Power Supply.

Type No. C-X-7-C: Automatic Frequency Control Unit.

American Sales Co.—44 W. 18th St., New York City.

Catalogue No. 601: 50 watt Broadcast Transmitter (includes REL Cat. No. 285 AFCU).

Collins Radio Co.—Cedar Rapids, Ia.

Type No. 300B-100W: 100-watt Broadcast Transmitter.

Type No. 300B-250W: 250-watt Broadcast Transmitter.

Type No. 20A: 500-watt Broadcast Transmitter.

Type No. 20C: 1000-watt Broadcast Transmitter.

Type No. 300D: 100-watt Broadcast Transmitter.

Type No. 10L: Automatic Frequency Control Unit.

De Forest Radio Company—(Now owned by RCA Victor Co., Inc., Camden, N. J.).

Doolittle & Falknor, Inc.—1306 W. 74th St., Chicago, Ill.

Type No. TC-1: Automatic Temperature Control Unit.

Type No. OB-1: Automatic Frequency Control Unit.

Type No. OB-2: Automatic Frequency Control Unit.

Type No. OB-5: Automatic Frequency Control Unit.

Type No. 100-B: 100-watt Broadcast Transmitter (includes Type OB-2 AFCU or OB-5).

Type No. 250-B: 250-watt Broadcast Transmitter (includes Type OB-2 or OB-5 AFCU).

Hygrade Sylvania Corp.—Electronics Dept., Clifton, N. J.

Type No. 120-A: 100-watt Broadcast Transmitter (only one built for WNRA).

Type No. 190-A: 500-watt Broadcast Transmitter.

Type No. 121-A: 100-watt Broadcast Transmitter.

Type No. 162-A: 250-watt Broadcast Transmitter.

Type No. 210-A: 750-watt Broadcast Transmitter (Rated 500-watt for Broadcast Service).

Type No. 241-A: 1-kw. Broadcast Transmitter.

Type No. 260-A: 5-kw. Broadcast Transmitter.

Type No. 270-A: 10-kw. Broadcast Transmitter.

International Broadcasting Equipment Co.—312 W. 51st St., Chicago, Ill.

Type No. 6-B: Automatic Frequency Control Unit (for use WE equipment).

Type No. 52-A: Automatic Frequency Control Unit.

National Broadcasting Equipment Co.—Scottsbluff, Neb.

Type 4-B: 100-watt Broadcast Transmitter.

Precision Piezo Service—427 Asia St., Baton Rouge, La.

Type No. 50-M: Automatic Temperature Control Unit.

These manufacturers have filed with the Engineering Department of the FCC blue prints and specifications of the apparatus herein described. Applicants intending to use any of this equipment need not file with the FCC blue prints and other descriptive matter in presenting applications covering use of such equipment. Mention of the type number will be sufficient.

Piezo Electric Laboratories—612 Rockland Ave., New Dorp, N. Y.

Type No. TC-210: Automatic Temperature Control Oven and Relay Unit.

Type No. TC-350: Automatic Temperature Control Oven and Relay Unit.

Type No. OB-10: Oscillator and Amplifier Unit (Oscillator and first buffer, no ATCU or crystal).

Type No. OB-20: Amplifier Unit (second buffer).

RCA Victor Co. Inc.—Camden, N. J.

Type No. EX-4170: Automatic Frequency Control Unit.

Type No. OA-1A: Automatic Frequency Control Unit.

Type No. OA-1B: Automatic Frequency Control Unit.

Type No. 100-W: 100-watt Broadcast Transmitter.

Type No. 250-W: 100/250-watt Broadcast Transmitter.

Type No. 1001-C: 500/1000-watt Broadcast Transmitter (NG 250-watt).

Type No. 1005-B: 5-kw. Broadcast Transmitter.

Type No. 1050-B: 50-kw. Broadcast Transmitter.

Type No. A-10-A: 10-kw. Power Amplifier.

Type No. ET-4230: 100-watt Broadcast Transmitter.

Type No. ET-4240: 100-watt Broadcast Transmitter.

Type No. ET-4250: 250-watt Broadcast Transmitter.

Type No. 100-E: 100-watt Broadcast Transmitter.

Type No. 1001-D: 500 & 1000-watt Broadcast Transmitter.

Type No. 500-A: 500-kw. Power Amplifier and Modulator Unit.

Type No. 50-C: 50-kw. Power Amplifier.

Type No. 1005-C: 5-kw. Broadcast Transmitter.

Radio Engineering Laboratories, Inc.—100 Wilbur Ave., Long Island City, N. Y.

Catalogue No. 285: Automatic Frequency Control Unit.

Catalogue No. 256: 100-watt Broadcast Transmitter.

Western Electric Co.—195 Broadway, New York City.

Type No. 700-A: Automatic Frequency Control Unit.

Type No. D-90684: Automatic Frequency Control Unit.

Type No. 301-A: 100-watt Broadcast Transmitter.

Type No. 12-A: Former code number.

(Continued on page 285)

ASTATIC Crystal Microphones and Pickups

NEW DUAL-DIAPHRAGM MODEL K-2

Conceded one of the most remarkable and important developments in the history of the radio microphone, the Astatic crystal dual-diaphragm, non-directional model K-2 is based upon an entirely new and advanced principle in microphone construction: The forces of two opposed diaphragms applied to one crystal. A true, high fidelity broadcast microphone with a frequency response substantially flat from 20 to 5000 cps. Output level approximately—64 db. (conservatively rated). Central application of power insures perfect balance of the forces transmitted to the crystal element. The model K-2 is ruggedly constructed and beautifully finished in chromium with monel metal grill and equipped with locking-type plug-in socket, fully shielded.



HIGH FIDELITY TRANSCRIPTION UNIT

Developed after intensive efforts to reduce weight and eliminate fidelity imperfections, of old-fashioned transcription pickups, the Astatic high fidelity crystal pickup has become exceptionally popular in broadcast studios throughout the world, and is now specified by manufacturers of the finest transcription equipment.



Licensed under Brush Development Co. patents.

ASTATIC MICROPHONE LABORATORY INC.

YOUNGSTOWN, OHIO

"Pioneer manufacturers of quality crystal products"

Complete Sound Control by Johns-Manville

—for Quality Broadcasting in the new WGN Studios

TALENT in the studio may be the world's finest . . . but going into the "mike" it's still at the mercy of broadcasting's many sound control problems.

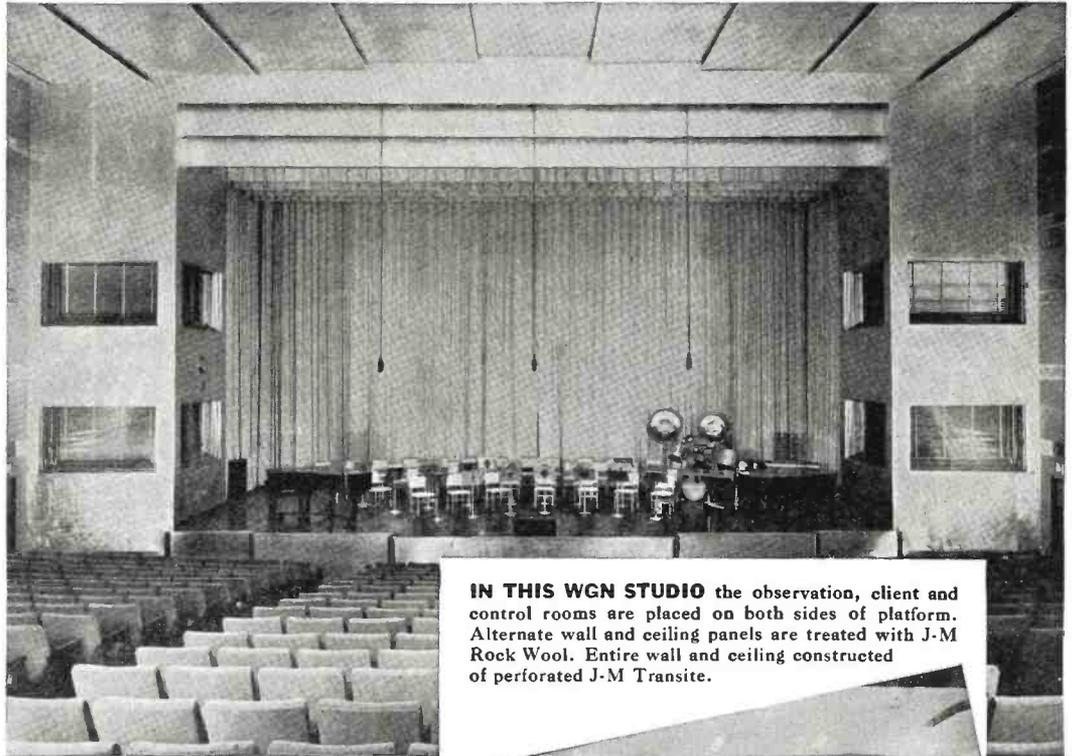
Leader of the field, Johns-Manville continues to serve quality broadcasting by constant improvement of new acoustical and sound isolation materials . . . and also by maintaining a consulting service to aid architects and studio engineers engaged in such problems.

(Johns-Manville even goes so far as to assist in the proper selection of the building to house the studios.)

New station or studio plans obviously should include the most advanced methods and materials for improving and safeguarding reproduction. Those, like WGN in Chicago, who consult J-M's engineering service before construction and use J-M Sound Control Materials during construction, are off to a splendid start.

But this does not mean that old studios must remain obsolete. Those built before the latest acoustical and sound isolation methods were developed . . . those now faced with improving the quality of their programs . . . will find J-M's sound correction and improvement service a virtual necessity to better broadcasting.

For full details, write to Johns-Manville, 22 E. 40th St., N. Y. C.

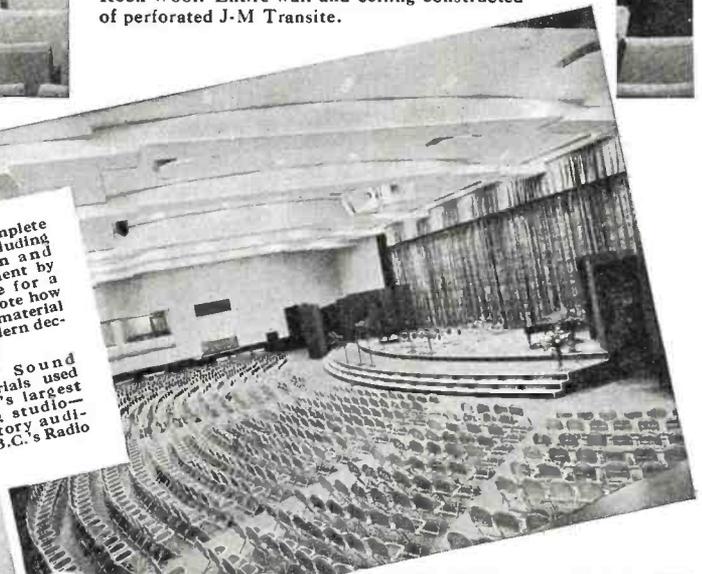


IN THIS WGN STUDIO the observation, client and control rooms are placed on both sides of platform. Alternate wall and ceiling panels are treated with J-M Rock Wool. Entire wall and ceiling constructed of perforated J-M Transite.



LEFT: Again...complete sound control including sound isolation and acoustical treatment by Johns-Manville for a WABC Studio. Note how effectively wall material blends with modern decorative scheme.

RIGHT: J-M Sound Control Materials used in the world's largest broadcasting studio—this three-story auditorium in N.B.C.'s Radio City home.



J-M Sound Control in these nationally known stations—

To meet and solve sound control problems of varied natures, these stations called upon Johns-Manville for sound control work:

**KDKA WOW WKY WENR WMAQ WJZ WABC
KRLD WOR WJSV WCCO WFAF WGN**



For Better Broadcasting—J-M SOUND CONTROL MATERIALS and J-M ACOUSTICAL ENGINEERING SERVICE

General and Special Experimental Stations Licensed by FCC

(Includes Ultra-Short Wave and Facsimile Stations)

(Corrected to January 1, 1936)

Call Letters	Licensee	City	Frequencies in Kilocycles	Power in Watts
EXPERIMENTAL BROADCAST				
W1XEQ*	E. Anthony & Sons, Inc.	Fairhaven, Mass.	31600, 35600, 38600, 41000	100
W6XAS	Julius Brunton & Sons Co.	San Francisco (Portable—Mobile)	31600, 35600, 38600, 41000	10
W1XEG	Connecticut State College	Storrs, Conn.	86000-400000, 401000	500
W9XAZ	The Journal Company	Milwaukee, Wis.	31600, 35600, 38600, 41000	500
W9XHE	Frank O. Knoll & Julian F. McCutchan	St. Cloud, Minn.	31600, 35600, 38600, 41000	100
W6XKG	Ben S. McGlashan	Los Angeles, Cal.	31600, 35600, 38600, 41000	100
W9XER	Midland Broadcasting Co., Inc.	Kansas City, Mo.	31600, 35600, 38600, 41000, 86000-400000	50
W9XES	Midland Broadcasting Co., Inc.	(Portable—Mobile)	31600, 35600, 38600, 41000, 86000-400000	50
W9XET	Midland Broadcasting Co., Inc.	(Portable—Mobile)	31600, 35600, 38600, 41000, 86000-400000	1.5
W3XES*	Monumental Radio Co.	Baltimore, Md.	31600, 35600, 38600, 41000	300
W9XHW	Northwestern Broadcasting, Inc.	Minneapolis, Minn.	31600, 35600, 38600, 41000, 86000-400000, 401000	50
W9XPD	Pulitzer Publishing Co.	St. Louis, Mo.	31600, 35600, 38600, 41000, 86000-400000	100
W9XOK	Star-Chronicle Publishing Co.	St. Louis, Mo.	31600, 35600, 38600, 41000	100
W8XAI	Stromberg-Carlson Telephone Mfg. Co.	Victor Township, N. Y.	31600, 35600, 38600, 41000	100
W8XSH	WBEN, Incorporated	Buffalo, N. Y. (Portable—Mobile)	31600, 35600, 38600, 41000	100
W5XAU	WKY Radiophone Co.	Oklahoma City, Okla.	31600, 35600, 38600, 41000	100
W3YEY CP	Baltimore Radio Show Inc.	Baltimore, Md.	31600, 35600, 38600, 41000	100
W3XEX CP	WTAR Radio Corp.	Norfolk, Va.	31600, 35600, 38600, 41000	50
W8XWJ CP	Evening News Ass'n.	Detroit, Mich. (Portable—Mobile)	31600, 35600, 38600, 41000	100
W4XCA CP	Memphis Commercial Appeal, Inc.	Memphis, Tenn.	31600, 35600, 38600, 41000	50
W9XJL CP	Head of the Lakes Broadcasting Co.	Superior, Wis.	31600, 35600, 38600, 41000	80
W4XBW CP	WDOD Broadcasting Corp.	Chattanooga, Tenn.	31600, 35600, 38600, 41000	100
W2XJI*	Bamberger Broadcasting Service, Inc.	Newark, N. J.	31600, 35600, 38600 and 41000	1,000
W1XER*	Shepard Broadcasting Service	Boston, Mass.	31600, 35600, 38600 and 41000	500
*Also licensed as facsimile stations				
FACSIMILE STATIONS				
W7XBD	Oregonian Publishing Co.	Portland, Ore.	1614, 2398, 3492.5	1,000
W9XAG	The Journal Co.	Milwaukee, Wis.	1614, 2398, 3492.5, 4797.5, 6425, 8655	1,000
STATIONS HAVING BOTH BROADCAST PICKUP & EXPERIMENTAL BROADCAST FREQUENCIES				
W2XDG	National Broadcasting Co., Inc.	New York, N. Y.	1614, 2398, 3492.5, 4797.5, 6425, 8655, 12862.5, 17310, 23100, 25700, 26000, 27100, 31100, 31600, 34600, 35600, 37600, 38600, 40600, 41000, 86000-400000, 401000	5,000
W2XHG	National Broadcasting Co., Inc.	New York, N. Y.	25700, 26000, 27100, 31100, 31600, 34600, 35600, 37600, 38600, 40600, 41000, 86000-400000	150
W8XL	National Broadcasting Co., Inc.	Bound Brook, N. J.	1614, 2398, 3492.5, 4797.5, 6425, 8655, 12862.5, 17310	100,000
W9XBS	National Broadcasting Co., Inc.	Chicago, Ill.	1614, 2398, 3492.5, 4797.5, 6425, 8655, 12862.5, 17310, 23100, 25700, 26000, 27100, 31100, 31600, 34600, 35600, 37600, 38600, 40600, 41000, 86000-400000, 401000	2,500
W1XAK	Westinghouse E. & M. Co.	Chicopee Falls, Mass.	1614, 2398, 3492.5, 4797.5, 6425, 8655, 12862.5, 17310, 23100, 25700, 26000, 27100, 30100, 31100, 31600, 33100, 34600, 35600, 37100, 37600, 38600, 40100, 40600, 41000, 86000-400000, 401000	50,000
W8XI	Westinghouse E. & M. Co.	East Pittsburg, Pa.	23100, 25700, 26000, 27100, 30100, 31100, 31600, 33100, 34600, 35600, 37100, 37600, 38600, 40100, 40600, 41000, 86000-400000, 401000	20,000
SPECIAL EXPERIMENTAL STATIONS OPERATING AS BROADCAST STATIONS ON EXPERIMENTAL BASIS				
W1XKA	Westinghouse E. & M. Co.	(Portable—Mobile)	31600, 35600, 38600, 41000, 55500, 60500, 86000-400000	50
W3XKA	Westinghouse E. & M. Co.	(Portable—Mobile)	31600, 35600, 38600, 41000, 55500, 60500, 86000-400000	50
W8XKA	Westinghouse E. & M. Co.	(Portable—Mobile)	31600, 35600, 38600, 41000, 55500, 60500, 86000-400000	150

JANSKY & BAILEY

National Press Bldg.
WASHINGTON, D. C.

An Organization of Qualified
Radio Engineers Dedicated
to the Service of Broadcasting

See Page 271

FREQUENCY MONITORS

Approved by FCC Under Rule 145

Manufacturer	Type	Approval No.
DeForest Radio Co. (Now owned by RCA Victor Co.) General Radio Co.	ABM-106 Model A	1451
Western Electric Co.	Oscillator Type 575-D	1452
	Deviation Meter Type 581-A Quartz Plate Type 376-J	1453
RCA Victor Co.	1-A	1453
	Oscillator 700-A modified	1454
Doolittle and Falknor, Inc.	EX-4180	1455
Bremer Broadcasting Corp.	FD-1	1455
H. O. Boehme, Inc.	A	1456
International Broadcasting Equipment Co.	5-M	1456
Piezo Electric Laboratories	Type 60	1457
Pillar of Fire	PM-125-A	1458
Hygrade Sylvania Corp.	A	1459
	Model 30 J	1460

RULE GOVERNING SOS BROADCASTS

(From Official Rules and Regulations of FCC)

179. Each station licensee shall give absolute priority to radio communications or signals relating to ships or aircraft in distress, and shall cease transmitting upon such frequencies and at such times, when such transmissions may, in any way, interfere with the reception of radio distress signals or traffic relating thereto.

180. No station licensee shall resume operations until the need for distress traffic no longer exists, or it is determined that the station will not interfere with distress traffic as it is then being routed and the operation of the station shall again be discontinued if the routing of distress traffic is so changed that the station will interfere. The status of distress traffic may be ascertained by communication with Government and commercial stations. The Commission may hereafter require the licensees of certain stations to keep an effective continuous watch on the distress frequency, 500 kilocycles (410 kilocycles in the Great Lakes area).

BLILEY FREQUENCY MEASURING SERVICE

ACCURACY

All measurements guaranteed accurate to 1 part in 5,000,000—equal to 0.3 cycle at 1500 KC.

EQUIPMENT

General Radio Primary Standard of Frequency and associated measuring equipment used for all measurements.

NOTIFICATION

Any desired type of notification—telephone, telegraph or letter. Write for descriptive literature and quotations, stating kind of notification and number of measurements desired.

**FREQUENCY MEASURING DIVISION
BLILEY ELECTRIC COMPANY, ERIE, PA.**

DEPENDABLE

From the inception of radio broadcasting, engineers of the Presto Laboratories have been engaged in technical development of sound recording and reproduction. The dependability of Presto recording equipment for high fidelity continuous operation is acknowledged by leading broadcast engineers—the engineers to whom dependability is more than of "primary importance".



INSTANTANEOUS RECORDING EQUIPMENT
IN ITS MOST CONVENIENT FORM

PORTABLE ★★



The simplicity and portability of the PRESTO INSTANT RECORDER make it one of the handiest and most popular units of accessory equipment in the transcription laboratory or broadcast studio. Enclosed in a handsome, leather-covered solid case, the Recorder can be easily carried from position to position without fear of injury to the delicate mechanism.

★★★★

GREEN SEAL DISCS

The "Green Seal Disc" is the most recent outstanding Presto development. Revolutionizing electrical transcription in radio broadcasting, the "Green Seal Disc" is acclaimed by leading broadcasters as the pinnacle of perfection. It reproduces a perfect image of the living voice and the tonal richness of original music.

Our extensive laboratory facilities are at your service. Consult our engineers on your sound reproducing problems. They are specialists in the field.



EVERYTHING FOR RECORDING—FROM A NEEDLE TO A COMPLETE STUDIO INSTALLATION
Descriptive catalog material furnished upon request.

PRESTO

RECORDING CORPORATION
139 West 19th Street, New York, N. Y.

Experimental Visual Broadcasting (Television) Stations in the United States

(Corrected to January 1, 1936)

Call Letters	Licensee and Location	Power in Watts	Call Letters	Licensee and Location	Power in Watts
2,000-2,100 Kilocycles					
W2XDR ¹	Radio Pictures, Inc. (John V. L. Hogan), Long Island City, N. Y.	500	W9XAK ³	Kansas State College of Agriculture, Manhattan, Kans.	125
W8XAN	Sparks-Withington Co., Jackson, Mich.	100	W6XAH	Pioneer Mercantile Co., Bakersfield, Calif.	1,000
W9XK ²	University of Iowa, Iowa City, Iowa	50			
2,750-2,850 Kilocycles					
W3XAK ⁴	National Broadcasting Co., (portable)	5,000	W9XAL ⁵	First National Television Corp., Kansas City	150 & 500
W9XAP ⁴	National Broadcasting Co., Chicago	2,500	W9XG ⁶	Purdue University, West Lafayette, Ind.	1,500
W2XBS ⁴	National Broadcasting Co., Belmore, N. Y.	5,000	W2XAB ⁷	Atlantic Broadcasting Corp., New York City	500
42,000-56,000 and 60,000-86,000 Kilocycles					
W2XAX ⁷	Atlantic Broadcasting Corp., New York City	50	W10XX	RCA Victor Co., Camden, N. J. (portable-mobile)	50
W6XAO ⁸	Don Lee Broadcasting System, Los Angeles	150	W2XDR ¹	Radio Pictures, Inc., Long Island City, N. Y.	1,000
W9XD ⁹	The Journal Co., Milwaukee, Wis.	500	W8XAN	Sparks-Withington Co., Jackson, Mich.	100
W2XBT ⁴	National Broadcasting Co., (portable)	750	W9XAT ¹⁰	Dr. George W. Young, Minneapolis (portable)	500
W2XF ⁴	National Broadcasting Co., New York City	5,000	W1XG	General Television Corp., Boston	500
W3XE	Philco Radio & Television Corp., Philadelphia	1,500	W9XAL ⁵ (CP)	First National Television Corp., Kansas City	150 & 500
W3XAD	RCA Mfg. Co., Camden, N. J.	500	W9XK	University of Iowa, Iowa City, Iowa	100
W3XEP	RCA Mfg. Co., Camden, N. J.	30,000			

¹Affiliated with W2XR, broadcasting station on 1,550 kc.

²Affiliated with Broadcasting Station WSUI, Iowa City.

³Affiliated with Broadcasting Station KSAC, Manhattan, Kans.

⁴Affiliated with NBC Networks.

⁵Affiliated with Broadcasting Station KMBC and W9XBY, Kansas City.

⁶Affiliated with Broadcasting Station WBAA, West Lafayette, Ind.

⁷Affiliated with CBS Network.

⁸Affiliated with Broadcasting Station KHJ, Los Angeles.

⁹Affiliated with Broadcasting Station WTMJ, Milwaukee.

¹⁰Affiliated with Broadcasting Station WDGJ, Minneapolis.

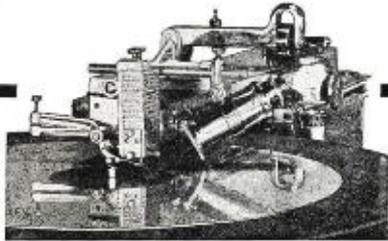
(CP) means construction permit, or authorized to be built.

PROCEDURE OF APPLICATIONS FILED WITH BROADCAST DIVISION OF FCC

1. Application received in the Commission by the Mail and Files Section and recorded briefly.
2. Routed to the License Section for administrative examination and recordation.
3. Routed to the Engineering Department for Engineering recommendation.
4. Routed to Transfer Desk in License Section for proper charge record.
5. Routed to the Law Department for legal recommendation.
6. Routed to Transfer Desk for further charge.
7. Routed to Minute Section for listing for Commission meeting.
8. After action by Commission, rerouted to License Section for issuance of authorization and filing.

There is kept in the License Section what is known as the Suspense File, in which an application may be held at any stage of routing through the Commission when it becomes necessary to correspond with the applicant regarding the application, and in which the information desired is not of sufficient importance to make necessary the return of the application.

If the application is granted without a hearing, it becomes subject to Paragraph 45 of the Commission rules. This rule provides for a period of 20 days within which any person "aggrieved or whose interests are adversely affected by such grants" may obtain a hearing by adhering to certain procedures set forth in that paragraph. In other words, any application granted by the Commission without a hearing remains temporary for a period of 20 days. If no protest is made to the grant within 20 days, it becomes final.



UNIVERSAL Professional Recording Machine

Designed and built to insure Highest Class Results. Solid, heavy, dependable—Precision machined throughout—16 in. distortion-proof turntable disc—Constant speed rim drive without "waver" or "wow"—110 volt A. C. 100% synchronous, reversible motor—Solid steel bar slide—Special Universal power cutter with four adjustments for damping—Engineered by Universal to provide the best in instantaneous recording equipment.

Write for detailed description.

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Microphones - Accessories
Tomorrow's New developments
in all branches of Voice and
Sound reproduction made available today.

UNIVERSAL MICROPHONE CO., Ltd.
424 Warren Lane, Inglewood, Calif., U. S. A.

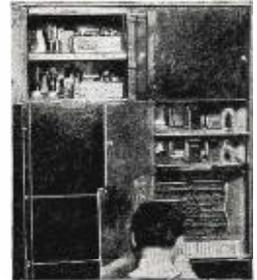


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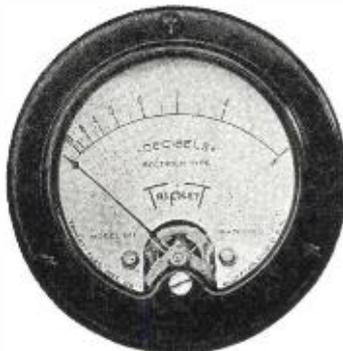


DECIBEL METERS

by



Precision Without Extravagance



MODEL 321

The standard range reads up 6 and down 10 decibels, 0 decibels to 1.73 volts, 500 ohm line, 6 milliwatts. Furnished either standard or highly damped. Other ranges to order only. Meter supplied in moulded case.

DECIBEL KITS

Triplet Kits are now available to increase range of Power Level Indicators. Readings advance in steps of 4 decibels up to 22 decibels.

No. 150 Decibel Meter Kit—Non Constant Impedance.

Includes Triplet 3" meter, 2 deck selector switch, 9 wire wound multipliers with Bakelite mounting board, hook-up wire, blueprints and instructions.

Net Price to Broadcasting Stations Complete \$21.67

No. 200 Decibel Meter Kit—Constant Impedance.

Similar to No. 150 but with Triplet 3" Constant Impedance Decibel Meter.

Has four studs allowing movement to be shunted without altering impedance over 50 ohms.

Net Price to Broadcasting Stations Complete \$23.50

The above kits are supplied with Triplet 2" Decibel Meters at \$1.00 net each less than above prices.

Kits are easy to assemble—all parts are marked to correspond with blueprints.

Write for Catalogue

Triplet Electrical Instrument Co.
30 Harmon Drive, Bluffton, Ohio



FCC Accepted EQUIPMENT TYPES

(Continued from page 280)

- Western Electric Co. (Continued)
 Type No. 301-B: Former number.
 Type No. 302-A: 250-watt Broadcast Transmitter.
 Type No. 302-B: 250-watt Broadcast Transmitter.
 Type No. 303-A: 500-watt Broadcast Transmitter.
 Type No. 303-B: 500-watt Broadcast Transmitter.
 Type No. 304-A: 1-kw. Broadcast Transmitter.
 Type No. 304-B: 1-kw. Broadcast Transmitter.
 Type No. 306-A: 50-kw. Broadcast Transmitter.
 Type No. D-94993: 1-kw. Broadcast Transmitter.
 Type No. D-87737: Old code number.
 Type No. D-94997: Conversion parts.
 Type No. D-96020: 1-kw. Broadcast Transmitter.
 Type No. D-94994: 1-kw. Broadcast Transmitter.
 Type No. 6-B: Former code number.
 Type No. D-94768: Conversion parts.
 Type No. D-96021: 1-kw. Broadcast Transmitter.
 Type No. D-94989: 5-kw. Broadcast Transmitter.
 Type No. D-87703: Former code number.
 Type No. D-95007: Conversion parts.
 Type No. D-94990: 5-kw. Broadcast Transmitter.
 Type No. D-87702: Former code number.
 Type No. D-95006: Conversion parts.
 Type No. D-94991: 5-kw. Broadcast Transmitter.
 Type No. D-87691: Former code number.
 Type No. D-94996 Conversion parts.
 Type No. D-94992: 5-kw. Broadcast Transmitter.
 Type No. 5-C: Former code number.
 Type No. D-95001: Conversion parts.
 Type No. D-94995: 50-kw. Broadcast Transmitter.
 Type No. 7-A: Former code number.
 Type No. D-94998: Conversion parts.
 Type No. 306-A: 50-kw. Broadcast Transmitter.
 Type No. 306-B: 50-kw. Broadcast Transmitter.
 Type No. D-97088: 5-kw. Power Amplifier (may be used with 301-A or B, 302-A or B, 303-A or B or 304-A or B).
 Type No. D-96847: 5-kw. Broadcast Transmitter.
 Type No. 20-A: 100/250 - watt Broadcast Transmitter.
 Type No. D-96847: 5-kw. Broadcast Transmitter.
 Type No. D-96847 (Mod. for 2½ kw.).
 Type No. D-97088: 5-kw. Power Amplifier.
 Type No. D-97088: (Mod. for 2½ kw.).
 Western Radio Engineering Co., Inc.—5th & St. Peter St., St. Paul, Minn.
 Type No. F-100-A: Automatic Frequency Control Unit.



PIONEERS

of

Piezo Electric Crystals
Since 1925



Scientific Radio Crystals

are

ACCURATE

to BETTER than

One Hundredth of One Per Cent



Superior

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COMPARISON

\$50.00

Two
\$90.00

We offer complete facilities to adjust or furnish new Crystals for your station monitor at a reasonable cost! Calibrations guaranteed accurate to BETTER than 50 cycles.

Low Temperature Coefficient Crystals, 550-1500 kc. band, in Isolantite Air-Gap holders. Frequency Drift guaranteed less than 4 cycles per million cycles per degree centigrade change in temperature.

Send for our Descriptive Booklet and Price List No. BYB-6

Scientific Radio Service

124 Jackson Avenue, University Park
Hyattsville, Md.

25 TIME-TESTED TRANSMITTING TUBES



TYPE		PRICE
303A	*130 Watts	\$15.00
304A	*350 "	97.50
310	* 25 "	5.75
311	*130 "	17.50
311C	*130 "	17.50
312D	*250 "	75.00
361A	*130 "	17.50
376A	*130 "	17.50
930	* 40 "	8.75
930B	* 60 "	10.00
938	*130 "	18.00
941	* 25 "	5.75
942	Audio	5.75
945	Audio	17.50
949	*500 Watts	160.00
951	*1250 "	350.00
952	*165 "	16.40
911CH	*150 "	19.50
317C	Vacuum Rectifier	20.00
966	Mercury Rectifier	2.25
966A	" "	5.00
972	" "	15.00
972A	" "	16.50
967	" "	14.00
973	" "	25.00

*Nominal RF Power Output

Consult your Dealer or write direct to—

UNITED ELECTRONICS CO.

42 SPRING ST., NEWARK, N.J.

1936 Yearbook Number • Page 285

Short Wave Relay Broadcasting Stations Licensed in the United States

(Corrected to January 1, 1936)

Call Letters	Licensee and Location	Frequency in Kilocycles	Power in Watts	Call Letters	Licensee and Location	Frequency in Kilocycles	Power in Watts
W1XAL	World Wide Broadcasting Corp., Boston	6040	5,000	W9XAA	Chicago Federation of Labor, Chicago	11880	500
W4XB	Isle of Dreams Broadcasting Corp., Miami Beach, Fla.	6040	2,500	W8XK	Westinghouse E. & M. Co., Saxonburg, Pa.	11870	40,000
W3XAU	WCAU Broadcasting Co., Newton Square, Pa.	6060	10,000	W8XK	Westinghouse E. & M. Co., Saxonburg, Pa.	15210	40,000
W8XAL	Crosley Radio Corp., Mason, Ohio	6060	10,000	W1XAL	World Wide Broadcasting Corp., Boston	15250	10,000
W9XAA	Chicago Federation of Labor, Chicago	6080	500	W2XE	Atlantic Broadcasting Corp., Wayne, N. J.	15270	5,000
W3XAL	National Broadcasting Co., Bound Brook, N. J.	6100	35,000	W2XAD	General Electric Co., So. Schenectady, N. Y.	15830	25,000
W9XF	National Broadcasting Co., Downer's Grove, Ill.	6100	10,000	W2XE	Atlantic Broadcasting Corp., Wayne, N. J.	17760	5,000
W2XE	Atlantic Broadcasting Corp., Wayne, N. J.	6120	5,000	W8XK	Westinghouse E. & M. Co., Saxonburg, Pa.	17780	40,000
W8XK	Westinghouse E. & M. Co., Saxonburg, Pa.	6140	40,000	W3XAL	National Broadcasting Co., Bound Brook, N. J.	17780	35,000
W2XAF	General Electric Co., So. Schenectady, N. Y.	9530	40,000	W9XAA	Chicago Federation of Labor, Chicago	17780	500
W8XK	Westinghouse E. & M. Co., Saxonburg, Pa.	9570	40,000	W9XF	National Broadcasting Co., Downer's Grove, Ill.	17780	10,000
W1XK	Westinghouse E. & M. Co., Millis, Mass.	9570	10,000	W1XAL	World Wide Broadcasting Corp., Boston	21460	10,000
W3XAU	WCAU Broadcasting Co., Newton Square, Pa.	9590	10,000	W2XE	Atlantic Broadcasting Corp., Wayne, N. J.	21520	5,000
W1XAL	World Wide Broadcasting Corp., Boston	11790	10,000	W8XK	Westinghouse E. & M. Co., Saxonburg, Pa.	21540	40,000
W2XE	Atlantic Broadcasting Corp., Wayne, N. J.	11830	5,000				

U. S. and Foreign Television Laboratories and Experimental Services

(See page 284 for log of experimental stations)

BELL TELEPHONE LABORATORIES—463 West St., New York City. (Visual transmission and coaxial cable experimentation.)

RCA VICTOR Co.—Division of RCA Mfg. Co., Camden, N. J. (Experimental station.)

PHILCO RADIO & TELEVISION Co.—Tioga & C Streets, Philadelphia, Pa. (Experimental station.)

FARNSWORTH TELEVISION Inc.—127 E. Mermaid Lane, Philadelphia, Pa. (Experimental station.)

RADIO PICTURES Inc.—John V. L. Hogan, 41 Park Row, New York City. (Experimental station.)

INTERNATIONAL TELEVISION—W. H. Priess, 96 Prince St., New York City.

NATIONAL TELEVISION Co.—52 Vanderbilt Ave., New York City.

LEE DE FOREST LABORATORIES—5106 Wilshire Blvd., Los Angeles, Cal.

SPARKS - WITHINGTON Co.—Jackson, Mich. (Experimental station.)

NATIONAL BROADCASTING Co.—Rockefeller Center, New York City. (Experimental station.)

DON LEE BROADCASTING SYSTEM—Los Angeles, Cal. (Experimental station.)

GENERAL TELEVISION Corp.—70 Brookline Ave., Boston, Mass. (Experimental station.)

THE MILWAUKEE JOURNAL—Milwaukee, Wis. (Experimental station.)

PURDUE UNIVERSITY—West Lafayette, Ind. (Experimental station.)

UNIVERSITY OF IOWA—Iowa City, Ia. (Experimental station.)

KANSAS STATE COLLEGE OF AGRICULTURE—Manhattan, Kan. (Experimental station.)

PIONEER MERCANTILE Co.—Bakersfield, Cal. (Experimental station.)

ATLANTIC BROADCASTING Corp.—Subsidiary of Columbia Broadcasting System, 485 Madison Ave., New York City. (Experimental station.)

FIRST NATIONAL TELEVISION Corp.—Power & Light Bldg., Kansas City, Mo. (Experimental station and radio-television school.)

DR. GEORGE W. YOUNG—Radio Station WDGY, Minneapolis. (Experimental station.)

Foreign

ELECTRICAL & MUSICAL INDUSTRIES Ltd.—Affiliate of Marconi enterprises, Blyth Road, Hayes, Middlesex, England.

BAIRD TELEVISION Ltd.—Crystal Palace, 58 Victoria St., London, England.

SCOPHONY Co.—EKCo. Works, Southend-on-Sea, England.

EDISON SWAN ELECTRIC Co. Ltd.—155 Charing Cross Rd., London, WC-2, England.

FERNSEH A. G.—Dr. Paul Goertz, Goerzwerke, Zeiss, Germany.

LORENZ Co.—Lorenzweg, Berlin Tempelhof, Germany.

DR. S. LOEWE—Radio A. G., Berlin, Germany.

TELEFUNKEN G. m. b. H.—Dr. Hans Schroeter, Berlin, Germany.

DR. ARTHUR KARN—Grunewald, Wangenheimstrasse, Berlin-Charlottenberg, Germany.

GERMAN REICHPOSTAMT—Berlin, Germany.

R. BARTHELMY RADIO T. S.—198 Terr., Blvd. St. Germain, Paris, France.

PROF. KENJIRO TAKAYANAGI—Hamamatsu Technical College, Hamamatsu, Japan.

PECK TELEVISION Corp.—1010 St. Catherine St., N. W., Montreal, Canada; 51 Vesey St., New York City.

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AMERTRAN

Audio-Frequency

Transformers

Foremost in the minds of AmerTran's audio engineers are the requirements of broadcasting stations. For more than 30 years AmerTran has specialized in supplying all types of transformer equipment to the communication industry, and, since the advent of broadcasting, we have been the acknowledged leader in supplying audio transformers of high quality.

Let us send you a copy of Bulletin 1002 describing AmerTran Audio Products. It contains the most complete listing available of standard high-quality transformers for broadcasting. You will also find illustrations of special equipment which will be of interest.



AMERICAN TRANSFORMER COMPANY

170 Emmet St., Newark, N. J.

Transformers  of Excellence

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1901

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1937 YEAR BOOK

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BROADCASTING

Broadcast Advertising

JANSKY & BAILEY

National Press Bldg.

Washington, D. C.

An Organization of Qualified Radio Engineers Dedicated to the Service of Broadcasting

See Page 271

RADIO OUTLINE MAPS

RESPONDING to an insistent demand from advertisers and agencies, **BROADCASTING** publishes the revised Radio Outline Map inserted in pages 299 to 302. It is revised and corrected to January 1, 1936, the copyright residing in Broadcasting Publications, Inc., Washington, D. C.

EVERY CAUTION was taken to bring this map up to the specifications demanded. Every city in the United States having a radio station as of January 1, 1936, is shown. Time zones are indicated. The opposite side of the map carries a complete log of broadcasting stations, alphabetically by state, city and call letters, with wave length and powers also shown.

THE VALUE of this map, which is here reproduced in exact size, is manifest, particularly in mapping out spot and network campaigns. Extra copies of the map are available for distribution in the same size as contained in this issue, but printed on white ledger paper that permits the use of ink.

PRICES

25 Copies . . .	\$2.00	100 Copies . . .	\$5.00
50 Copies . . .	\$3.75	200 Copies . . .	\$9.00

Single Copies 10c

BROADCASTING



NATIONAL PRESS BUILDING

WASHINGTON, D. C.

The Communications Act of 1934

(Provisions Relating to Broadcasting and Allied Services, With Sections Dealing Exclusively With Public Utility Common Carriers Omitted)

Public Document No. 416, 73rd Congress; Approved June 19, 1934

TITLE I—GENERAL PROVISIONS

PURPOSES OF ACT; CREATION OF FEDERAL COMMUNICATIONS COMMISSION

SECTION 1. For the purpose of regulating interstate and foreign commerce in communication by wire and radio so as to make available, so far as possible, to all people of the United States a rapid, efficient, Nation-wide, and world-wide wire and radio communication service with adequate facilities at reasonable charges, for the purpose of the national defense, and for the purpose of securing a more effective execution of this policy by centralizing authority heretofore granted by law to several agencies and by granting additional authority with respect to interstate and foreign commerce in wire and radio communication, there is hereby created a commission to be known as the "Federal Communications Commission," which shall be constituted as hereinafter provided, and which shall execute and enforce the provisions of this Act.

APPLICATION OF ACT

SEC. 2. (a) The provisions of this Act shall apply to all interstate and foreign communication by wire or radio and all interstate and foreign transmission of energy by radio, which originate and/or is received within the United States, and to all persons engaged within the United States in such communication or such transmission of energy by radio, and to the licensing and regulating of all radio stations as hereinafter provided; but it shall not apply to persons engaged in wire or radio communication or transmission in the Philippine Islands or the Canal Zone, or to wire or radio communication or transmission wholly within the Philippine Islands or the Canal Zone.

(b) Subject to the provisions of section 301, nothing in this Act shall be construed to apply or to give the Commission jurisdiction with respect to (1) charges, classifications, practices, services, facilities, or regulations for or in connection with intrastate communication service of any carrier, or (2) any carrier engaged in interstate or foreign communication solely through physical connection with the facilities of another carrier not directly or indirectly controlling or controlled by, or under direct or indirect common control with, such carrier; except that sections 201 to 205 of this Act, both inclusive, shall, except as otherwise provided therein, apply to carriers described in clause (2).

DEFINITIONS

SEC. 3. For the purposes of this Act, unless the context otherwise requires—

(a) "Wire communication" or "communication by wire" means the transmission of writing, signs, signals, pictures, and sounds of all kinds by aid of wire, cable, or other like connection between the points of origin and reception of such transmission, including all instrumentalities, facilities, apparatus, and services (among other things, the receipt, forwarding, and delivery of communications) incidental to such transmission.

(b) "Radio communication" or "communication by radio" means the transmission by radio of writing, signs, signals, pictures, and sounds of all kinds, including all instrumentalities, facilities, apparatus, and services (among other things, the receipt, forwarding, and delivery of communications) incidental to such transmission.

(c) "Licensee" means the holder of a radio station license granted or continued in force under authority of this Act.

(d) "Transmission of energy by radio" or "radio transmission of energy" includes both such transmission and all instrumentalities, facilities, and services incidental to such transmission.

(e) "Interstate communication" or "interstate transmission" means communication or transmission (1) from any State, Territory, or possession of the United States (other than the Philippine Islands and the Canal Zone), or the District of Columbia, to any other State, Territory, or possession of the United States (other than the Philippine Islands and the Canal Zone), or the District of Columbia, (2) from or to the United States to or from the Philippine Islands or the Canal Zone, insofar as such communication or transmission takes place within the United States, or (3) between points within the United States but through a foreign country; but shall not include wire communication between points within the same State, Territory, or possession of the United States, or the District of Columbia, through any place outside thereof, if such communication is regulated by a State commission.

(f) "Foreign communication" or "foreign transmission" means communication or transmission from or to any place in the United States to or from a foreign country, or between a station in the United States and a mobile station located outside the United States.

(g) "United States" means the several States and Territories, the District of Columbia, and the possessions of the United States, but does not include the Philippine Islands or the Canal Zone.

(h) "Common carrier" or "carrier" means any person engaged as a common carrier for hire, in interstate or foreign communication by wire or radio or in interstate or foreign radio transmission of energy, except where reference is made to common carriers not subject to this Act; but a person engaged in radio broadcasting shall not, insofar as such person is so engaged, be deemed a common carrier.

(i) "Person" includes an individual, partnership, association, joint-stock company, trust, or corporation.

(j) "Corporation" includes any corporation, joint-stock company, or association.

(k) "Radio station" or "station" means a station equipped to engage in radio communication or radio transmission of energy.

(l) "Mobile station" means a radio-communication station capable of being moved and which ordinarily does move.

(m) "Land station" means a station, other than a mobile station, used for radio communication with mobile stations.

(n) "Mobile service" means the radio-communication service carried on between mobile stations and land stations, and by mobile stations communicating among themselves.

(o) "Broadcasting" means the dissemination of radio communications intended to be received by the public, directly or by the intermediary of relay stations.

(p) "Chain broadcasting" means simultaneous broadcasting of an identical program by two or more connected stations.

(q) "Amateur station" means a radio station operated by a duly authorized person interested in radio technique solely with a personal aim and without pecuniary interest.

(r) "Telephone exchange service" means service within a telephone exchange, or within a connected system of telephone exchanges within the same exchange area operated to furnish to subscribers intercommunicating service of the character ordinarily furnished by a single exchange, and which is covered by the exchange service charge.

(s) "Telephone toll service" means telephone service between stations in different exchange areas for which there is made a separate charge not included in contracts with subscribers for exchange service.

(t) "State commission" means the commission, board, or official (by whatever name designated) which under the laws of any State has regulatory jurisdiction with respect to intrastate operations of carriers.

(u) "Connecting carrier" means a carrier described in clause (2) of section 2 (b).

(v) "State" includes the District of Columbia and the Territories and possessions.

PROVISIONS RELATING TO THE COMMISSION

SEC. 4. (a) The Federal Communications Commission (in this Act referred to as the "Commission") shall be composed of seven commissioners appointed by the President, by and with the advice and consent of the Senate, one of whom the President shall designate as chairman.

(b) Each member of the Commission shall be a citizen of the United States. No member of the Commission or person in its employ shall be financially interested in the manufacture or sale of radio apparatus or of apparatus for wire or radio communication; in communication by wire or radio or in radio transmission of energy; in any company furnishing services or such apparatus to any company engaged in communication by wire or radio or to any company manufacturing or selling apparatus used for communication by wire or radio; or in any company owning stocks, bonds, or other securities of any such company; nor be in the employ of or hold any official relation to any person subject to any of the provisions of this Act, nor own stocks, bonds, or other securities of any corporation subject to any of the provisions of this Act. Such commissioners shall not engage in any other business, vocation, or employment. Not more than four commissioners shall be members of the same political party.

(c) The commissioners first appointed under this Act shall continue in office for the terms of one, two, three, four, five, six, and seven years, respectively, from the date of the taking effect of this Act, the term of each to be designated by the President, but their successors shall be appointed for terms of seven years; except that any person chosen to fill a vacancy shall be appointed only for the unexpired term of the commissioner whom he succeeds. No vacancy in the Commission shall impair the right of the remaining commissioners to exercise all the powers of the Commission.

(d) Each commissioner shall receive an annual salary of \$10,000, payable in monthly installments.

(e) The principal office of the Commission shall be in the District of Columbia, where its general sessions shall be held; but whenever the convenience of the public or of the parties may be promoted or delay or expense prevented thereby, the Commission may hold special sessions in any part of the United States.

(f) Without regard to the civil service laws or the Classification Act of 1923, as amended, (1) the Commission may appoint and prescribe the duties and fix the salaries of a secretary, a director for each division, a chief engineer and not more than three assistants, a general counsel and not more than three assistants, and temporary counsel designated by the Commission for the performance of special services, and (2) each commissioner may appoint and prescribe the duties of a secretary at an annual salary not to exceed \$4,000. The general counsel and the chief engineer shall each receive an annual salary of not to exceed \$9,000; the secretary shall receive an annual salary of not to exceed \$7,500; the director of each division shall receive an annual salary of not to exceed \$7,500; and no assistant shall receive an annual salary in excess of \$7,500. The Commission shall have authority, subject to the provisions of the civil-service laws and the Classification Act of 1923, as amended, to appoint such other officers, engineers, inspectors, attorneys, examiners, and other employes as are necessary in the execution of its functions.

(g) The Commission may make such expenditures (including expenditures for rent and personal services at the seat of government and elsewhere, for office supplies, law books, periodicals, and books of reference, and for printing

(Continued on page 289)

The Communications Act of 1934

(Continued from page 288)

(Provisions Relating to Broadcasting and Allied Services, With Sections Dealing Exclusively With Public Utility Common Carriers Omitted)
Public Document No. 416, 73rd Congress, Approved June 19, 1934

and binding) as may be necessary for the execution of the functions vested in the Commission and as from time to time may be appropriated for by Congress. All expenditures of the Commission, including all necessary expenses for transportation incurred by the commissioners or by their employes, under their orders, in making any investigation or upon any official business in any other places than in the city of Washington, shall be allowed and paid on the presentation of itemized vouchers therefor approved by the chairman of the Commission or by such other member or officer thereof as may be designated by the Commission for that purpose.

(h) Four members of the Commission shall constitute a quorum thereof. The Commission shall have an official seal which shall be judicially noticed.

(i) The Commission may perform any and all acts, make such rules and regulations, and issue such orders, not inconsistent with this Act, as may be necessary in the execution of its functions.

(j) The Commission may conduct its proceedings in such manner as will best conduce to the proper dispatch of business and to the ends of justice. No commissioner shall participate in any hearing or proceeding in which he has a pecuniary interest. Any party may appear before the Commission and be heard in person or by attorney. Every vote and official act of the Commission shall be entered of record, and its proceedings shall be public upon the request of any party interested. The Commission is authorized to withhold publication of records or proceedings containing secret information affecting the national defense.

(k) The Commission shall make an annual report to Congress, copies of which shall be distributed as are other reports transmitted to Congress. Such report shall contain such information and data collected by the Commission as may be considered of value in the determination of questions connected with the regulation of interstate and foreign wire and radio communication and radio transmission of energy, together with such recommendations as to additional legislation relating thereto as the Commission may deem necessary. *Provided*, That the Commission shall make a special report not later than February 1, 1935, recommending such amendments to this Act as it deems desirable in the public interest.

(l) All reports of investigations made by the Commission shall be entered of record, and a copy thereof shall be furnished to the party who may have complained, and to any common carrier or licensee that may have been complained of.

(m) The Commission shall provide for the publication of its reports and decisions in such form and manner as may be best adapted for public information and use, and such authorized publications shall be competent evidence of the reports and decisions of the Commission therein contained in all courts of the United States and of the several States without any further proof or authentication thereof.

(n) Rates of compensation of persons appointed under this section shall be subject to the reduction applicable to officers and employes of the Federal Government generally.

DIVISIONS OF THE COMMISSION

SEC. 5. (a) The Commission is hereby authorized by its order to divide the members thereof into not more than three divisions, each to consist of not less than three members. Any commissioner may be assigned to and may serve upon such division or divisions as the Commission may direct, and each division shall choose its own chairman. In case of a vacancy in any division, or of absence or inability to serve thereon of any commissioner thereto assigned, the chairman of the Commission or any commissioner designated by him for that purpose may temporarily serve on said division until the Commission shall otherwise order.

(b) The Commission may by order direct that any of its work, business, or functions arising under this Act, or under any other Act of Congress, or in respect of any matter which has been or may be referred to the Commission by Congress or by either branch thereof, be assigned or referred to any of said divisions for action thereon, and may by order at any time amend, modify, supplement, or rescind any such direction. All such orders shall take effect forthwith and remain in effect until otherwise ordered by the Commission.

(c) In conformity with and subject to the order or orders of the Commission in the premises, each division so constituted shall have power and authority by a majority thereof to hear and determine, order, certify, report, or otherwise act as to any of said work, business, or functions so assigned or referred to it for action by the Commission, and in respect thereof the division shall have all the jurisdiction and powers now or then conferred by law upon the Commission, and be subject to the same duties and obligations. Any order, decision, or report made or other action taken by any of said divisions in respect of any matters so assigned or referred to it shall have the same force and effect, and may be made, evidenced, and enforced in the same manner as if made, or taken by the Commission, subject to rehearing by the Commission as provided in section 405 of this Act for rehearing cases decided by the Commission. The secretary and seal of the Commission shall be the secretary and seal of each division thereof.

(d) Nothing in this section contained, or done pursuant thereto, shall be deemed to divest the Commission of any of its powers.

(e) The Commission is hereby authorized by its order to assign or refer any portion of its work, business, or functions arising under this or any other Act of Congress or referred to it by Congress, or either branch thereof, to an individual commissioner, or to a board composed of an employe or employes of the Commission, to be designated by such order, for action thereon, and by its order at any time to amend, modify, supplement, or rescind any such assignment or reference: *Provided, however*, That this authority shall not extend to investigations instituted upon the Commission's own motion or, without the consent of the parties thereto, to contested proceedings involving the taking

of testimony at public hearings, or to investigations specifically required by this Act. All such orders shall take effect forthwith and remain in effect until otherwise ordered by the Commission. In case of the absence or inability for any other reason to act of any such individual commissioner or employe designated to serve upon any such board, the chairman of the Commission may designate another commissioner or employe, as the case may be, to serve temporarily until the Commission shall otherwise order. In conformity with and subject to the order or orders of the Commission in the premises, any such individual commissioner, or board acting by a majority thereof, shall have power and authority to hear and determine, order, certify, report, or otherwise act as to any of said work, business, or functions so assigned or referred to him or it for action by the Commission and in respect thereof shall have all the jurisdiction and powers now or then conferred by law upon the Commission and be subject to the same duties and obligations. Any order, decision, or report made or other action taken by any such individual commissioner or board in respect of any matters so assigned or referred shall have the same force and effect, and may be made, evidenced, and enforced in the same manner as if made or taken by the Commission. Any party affected by any order, decision, or report of any such individual commissioner or board may file a petition for rehearing by the Commission or a division thereof and every such petition shall be passed upon by the Commission or a division thereof. Any action by a division upon such a petition shall itself be subject to rehearing by the Commission, as provided in section 405 of this Act and in subsection (c). The Commission may make and amend rules for the conduct of proceedings before such individual commissioner or board and for the rehearing of such action before a division of the Commission or the Commission. The secretary and seal of the Commission shall be the secretary and seal of such individual commissioner or board.

* * * * *

TITLE III—SPECIAL PROVISIONS RELATING TO RADIO LICENSE FOR RADIO COMMUNICATION OR TRANSMISSION OF ENERGY

SECTION 301. It is the purpose of this Act, among other things, to maintain the control of the United States over all the channels of interstate and foreign radio transmission; and to provide for the use of such channels, but not the ownership thereof, by persons for limited periods of time, under licenses granted by Federal authority, and no such license shall be construed to create any right, beyond the terms, conditions, and periods of the license. No person shall use or operate any apparatus for the transmission of energy or communications or signals by radio (a) from one place in any Territory or possession of the United States or in the District of Columbia to another place in the same Territory, possession, or District; or (b) from any State, Territory, or possession of the United States, or from the District of Columbia to any other State, Territory, or possession of the United States; or (c) from any place in any State, Territory, or possession of the United States, or in the District of Columbia, to any place in any foreign country or to any vessel; or (d) within any State when the effects of such use extend beyond the borders of said State, or when interference is caused by such use or operation with the transmission of such energy, communications, or signals from within said State to any place beyond its borders, or from any place beyond its borders to any place within said State, or with the transmission or reception of such energy, communications, or signals from and/or to places beyond the borders of said State; or (e) upon any vessel or aircraft of the United States; or (f) upon any other mobile stations within the jurisdiction of the United States, except under and in accordance with this Act and with a license in that behalf granted under the provisions of this Act.

ZONES

SEC. 302. (a) For the purposes of this title the United States is divided into five zones as follows: The first zone shall embrace the States of Maine, New Hampshire, Vermont, Massachusetts, Connecticut, Rhode Island, New York, New Jersey, Delaware, Maryland, and the District of Columbia; the second zone shall embrace the States of Pennsylvania, Virginia, West Virginia, Ohio, Michigan, and Kentucky; the third zone shall embrace the States of North Carolina, South Carolina, Georgia, Florida, Alabama, Tennessee, Mississippi, Arkansas, Louisiana, Texas, and Oklahoma; the fourth zone shall embrace the States of Indiana, Illinois, Wisconsin, Minnesota, North Dakota, South Dakota, Iowa, Nebraska, Kansas, and Missouri; and the fifth zone shall embrace the States of Montana, Idaho, Wyoming, Colorado, New Mexico, Arizona, Utah, Nevada, Washington, Oregon, and California.

(b) The Virgin Islands, Puerto Rico, Alaska, Guam, American Samoa, and the Territory of Hawaii are expressly excluded from the zones herein established.

GENERAL POWERS OF COMMISSION

SEC. 303. Except as otherwise provided in this Act, the Commission from time to time, as public convenience, interest, or necessity requires, shall—

(a) Classify radio stations;

(b) Prescribe the nature of the service to be rendered by each class of licensed stations and each station within any class;

(c) Assign bands of frequencies to the various classes of stations, and assign frequencies for each individual station and determine the power which each station shall use and the time during which it may operate;

(d) Determine the location of classes of stations or individual stations;

(e) Regulate the kind of apparatus to be used with respect to its external effects and the purity and sharpness of the emissions from each station and from the apparatus therein;

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(f) Make such regulations not inconsistent with law as it may deem necessary to prevent interference between stations and to carry out the provisions of this Act: *Provided, however*, That changes in the frequencies, authorized power, or in the time of operation of any station, shall not be made without the consent of the station licensee unless, after a public hearing, the Commission shall determine that such changes will promote public convenience or interest or will serve public necessity, or the provisions of this Act will be more fully complied with;

(g) Study new uses for radio, provide for experimental uses of frequencies, and generally encourage the larger and more effective use of radio in the public interest;

(h) Have authority to establish areas or zones to be served by any station;

(i) Have authority to make special regulations applicable to radio stations engaged in chain broadcasting;

(j) Have authority to make general rules and regulations requiring stations to keep such records of programs, transmissions of energy, communications, or signals as it may deem desirable;

(k) Have authority to exclude from the requirements of any regulations in whole or in part any radio station upon railroad rolling stock, or to modify such regulations in its discretion;

(l) Have authority to prescribe the qualifications of station operators, to classify them according to the duties to be performed, to fix the forms of such licenses, and to issue them to such citizens of the United States as the Commission finds qualified;

(m) Have authority to suspend the license of any operator for a period not exceeding two years upon proof sufficient to satisfy the Commission that the licensee (1) has violated any provision of any Act or treaty binding on the United States which the Commission is authorized by this Act to administer or any regulation made by the Commission under any such Act or treaty; or (2) has failed to carry out the lawful orders of the master of the vessel on which he is employed; or (3) has willfully damaged or permitted radio apparatus to be damaged; or (4) has transmitted superfluous radio communications or signals or radio communications containing profane or obscene words or language; or (5) has willfully or maliciously interfered with any other radio communications or signals;

(n) Have authority to inspect all transmitting apparatus to ascertain whether in construction and operation it conforms to the requirements of this Act, the rules and regulations of the Commission, and the license under which it is constructed or operated;

(o) Have authority to designate call letters of all stations;

(p) Have authority to cause to be published such call letters and such other announcements and data as in the judgment of the Commission may be required for the efficient operation of radio stations subject to the jurisdiction of the United States and for the proper enforcement of this Act;

(q) Have authority to require the painting and/or illumination of radio towers if and when in its judgment such towers constitute, or there is a reasonable possibility that they may constitute, a menace to air navigation.

WAIVER BY LICENSEE

SEC. 304. No station license shall be granted by the Commission until the applicant therefor shall have signed a waiver of any claim to the use of any particular frequency or of the ether as against the regulatory power of the United States because of the previous use of the same, whether by license or otherwise.

GOVERNMENT-OWNED STATIONS

SEC. 305. (a) Radio stations belonging to and operated by the United States shall not be subject to the provisions of sections 301 and 303 of this Act. All such Government stations shall use such frequencies as shall be assigned to each or to each class by the President. All such stations, except stations on board naval and other Government vessels while at sea or beyond the limits of the continental United States, when transmitting any radio communication or signal other than a communication or signal relating to Government business, shall conform to such rules and regulations designated to prevent interference with other radio stations and the rights of others as the Commission may prescribe.

(b) Radio stations on board vessels of the United States Shipping Board Bureau or the United States Shipping Board Merchant Fleet Corporation or the Inland and Coastwise Waterways Service shall be subject to the provisions of this title.

(c) All stations owned and operated by the United States, except mobile stations of the Army of the United States, and all other stations on land and sea, shall have special call letters designated by the Commission.

FOREIGN SHIPS

SEC. 306. Section 301 of this Act shall not apply to any person sending radio communications or signals on a foreign ship while the same is within the jurisdiction of the United States, but such communications or signals shall be transmitted only in accordance with such regulations designed to prevent interference as may be promulgated under the authority of this Act.

ALLOCATION OF FACILITIES; TERMS OF LICENSES

SEC. 307. (a) The Commission, if public convenience, interest, or necessity will be served thereby, subject to the limitations of this Act, shall grant to any applicant therefor a station license provided for by this Act.

(b) It is hereby declared that the people of all the zones established by this title are entitled to equality of radio broadcasting service, both of transmission and of reception, and in order to provide said equality the Commission shall as nearly as possible make and maintain an equal allocation of broadcasting licenses, of bands of frequency, of periods of time for operation, and of station power, to each of said zones when and insofar as there are applica-

tions therefor; and shall make a fair and equitable allocation of licenses, frequencies, time for operation, and station power to each of the States and the District of Columbia, within each zone, according to population. The Commission shall carry into effect the equality of broadcasting service hereinbefore directed, whenever necessary or proper, by granting or refusing licenses or renewals of licenses, by changing periods of time for operation, and by increasing or decreasing station power, when applications are made for licenses or renewals of licenses: *Provided*, That if and when there is a lack of applications from any zone for the proportionate share of licenses, frequencies, time of operation, or station power to which such zone is entitled, the Commission may issue licenses for the balance of the proportion not applied for from any zone, to applicants from other zones for a temporary period ninety days each, and shall specifically designate that said apportionment is only for said temporary period. Allocations shall be charged to the State or District wherein the studio of the station is located and not where the transmitter is located: *Provided further*, That the Commission may also grant applications for additional licenses for stations not exceeding one hundred watts of power if the Commission finds that such stations will serve the public convenience, interest, or necessity, and that their operation will not interfere with the fair and efficient radio service of stations licensed under the provisions of this section.

(c) The Commission shall study the proposal that Congress by statute allocate fixed percentages of radio broadcasting facilities to particular types or kinds of non-profit radio programs or to persons identified with particular types or kinds of non-profit activities, and shall report to Congress, not later than February 1, 1935, its recommendations together with the reasons for the same.

(d) No license granted for the operation of a broadcasting station shall be for a longer term than three years and no license so granted for any other class of station shall be for a longer term than five years, and any license granted may be revoked as hereinafter provided. Upon the expiration of any license, upon application therefor, a renewal of such license may be granted from time to time for a term of not to exceed three years in the case of broadcasting licenses and not to exceed five years in the case of other licenses, but action of the Commission with reference to the granting of such application for the renewal of a license shall be limited to and governed by the same considerations and practice which affect the granting of original applications.

(e) No renewal of an existing station license shall be granted more than thirty days prior to the expiration of the original license.

APPLICATIONS FOR LICENSES; CONDITIONS IN LICENSE FOR FOREIGN COMMUNICATION

SEC. 308. (a) The Commission may grant licenses, renewal of licenses, and modification of licenses only upon written application therefor received by it: *Provided, however*, That in cases of emergency found by the Commission, licenses, renewals of licenses, and modifications of licenses, for stations on vessels or aircraft of the United States, may be issued under such conditions as the Commission may impose, without such formal application. Such licenses, however, shall in no case be for a longer term than three months: *Provided further*, That the Commission may issue by cable, telegraph, or radio a permit for the operation of a station on a vessel of the United States at sea, effective in lieu of a license until said vessel shall return to a port of the continental United States.

(b) All such applications shall set forth such facts as the Commission by regulation may prescribe as to the citizenship, character and financial, technical, and other qualifications of the applicant to operate the station; the ownership and location of the proposed station and of the stations, if any, with which it is proposed to communicate; the frequencies and the power desired to be used; the hours of the day or other periods of time during which it is proposed to operate the station; the purposes for which the station is to be used; and such other information as it may require. The Commission, at any time after the filing of such original application and during the term of any such license, may require from an applicant or licensee further written statements of fact to enable it to determine whether such original application should be granted or denied or such license revoked. Such application and/or such statement of fact shall be signed by the applicant and/or licensee under oath or affirmation.

(c) The Commission in granting any license for a station intended or used for commercial communication between the United States or any Territory or possession, continental or insular, subject to the jurisdiction of the United States, and any foreign country, may impose any terms, conditions, or restrictions authorized to be imposed with respect to submarine-cable licenses by section 2 of an Act entitled "An Act relating to the landing and the operation of submarine cables in the United States," approved May 24, 1921.

HEARINGS ON APPLICATIONS FOR LICENSES; FORM OF LICENSES; CONDITIONS ATTACHED TO LICENSES

SEC. 309. (a) If upon examination of any application for a station license or for the renewal or modification of a station license the Commission shall determine that public interest, convenience, or necessity would be served by the granting thereof, it shall authorize the issuance, renewal, or modification thereof in accordance with said finding. In the event the Commission upon examination of any such application does not reach such decision with respect thereto, it shall notify the applicant thereof, shall fix and give notice of a time and place for hearing thereon, and shall afford such applicant an opportunity to be heard under such rules and regulations as it may prescribe.

(b) Such station licenses as the Commission may grant shall be in such general form as it may prescribe, but each license shall contain, in addition to other provisions, a statement of the following conditions to which such license shall be subject:

(1) The station license shall not vest in the licensee any right to operate

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the station nor any right in the use of the frequencies designated in the license beyond the term thereof nor in any other manner than authorized therein.

(2) Neither the license nor the right granted thereunder shall be assigned or otherwise transferred in violation of this Act.

(3) Every license issued under this Act shall be subject in terms to the right of use or control conferred by section 606 hereof.

LIMITATION ON HOLDING AND TRANSFER OF LICENSES

SEC. 310. (a) The station license required hereby shall not be granted to or held by—

(1) Any alien or the representative of any alien;

(2) Any foreign government or the representative thereof;

(3) Any corporation organized under the laws of any foreign government;

(4) Any corporation of which any officer or director is an alien or of which more than one-fifth of the capital stock is owned of record or voted by aliens or their representatives or by a foreign government or representative thereof, or by any corporation organized under the laws of a foreign country;

(5) Any corporation directly or indirectly controlled by any other corporation of which any officer or more than one-fourth of the directors are aliens, or of which more than one-fourth of the capital stock is owned of record or voted, after June 1, 1935, by aliens, their representatives, or by a foreign government or representative thereof, or by any corporation organized under the laws of a foreign country, if the Commission finds that the public interest will be served by the refusal or the revocation of such license.

Nothing in this subsection shall prevent the licensing of radio apparatus on board any vessel, aircraft, or other mobile station of the United States when the installation and use of such apparatus is required by Act of Congress or any treaty to which the United States is a party.

(b) The station license required hereby, the frequencies authorized to be used by the licensee, and the rights therein granted shall not be transferred, assigned, or in any manner either voluntarily or involuntarily disposed of, or indirectly by transfer of control of any corporation holding such license, to any person, unless the Commission, shall, after securing full information, decide that said transfer is in the public interest, and shall give its consent in writing.

REFUSAL OF LICENSES AND PERMITS IN CERTAIN CASES

SEC. 311. The Commission is hereby directed to refuse a station license and/or the permit hereinafter required for the construction of a station to any person (or to any person directly or indirectly controlled by such person) whose license has been revoked by a court under section 313, and is hereby authorized to refuse such station license and/or permit to any other person (or to any person directly or indirectly controlled by such person) which has been finally adjudged guilty by a Federal court of unlawfully monopolizing or attempting unlawfully to monopolize, radio communication, directly or indirectly, through the control of the manufacture or sale of radio apparatus, through exclusive traffic arrangements, or by any other means, or to have been using unfair methods of competition. The granting of a license shall not stop the United States or any person aggrieved from proceeding against such person for violating the law against unfair methods of competition or for a violation of the law against unlawful restraints and monopolies and/or combinations, contracts, or agreements in restraint of trade, or from instituting proceedings for the dissolution of such corporation.

REVOCATION OF LICENSES

SEC. 312. (a) Any station license may be revoked for false statements either in the application or in the statement of fact which may be required by section 308 hereof, or because of conditions revealed by such statements of fact as may be required from time to time which would warrant the Commission in refusing to grant a license on an original application, or for failure to operate substantially as set forth in the license, or for violation of or failure to observe any of the restrictions and conditions of this Act or of any regulation of the Commission authorized by this Act or by a treaty ratified by the United States: *Provided, however,* That no such order of revocation shall take effect until fifteen days' notice in writing thereof, stating the cause for the proposed revocation, has been given to the licensee. Such licensee may make written application to the Commission at any time within said fifteen days for a hearing upon such order, and upon the filing of such written application said order of revocation shall stand suspended until the conclusion of the hearing conducted under such rules as the Commission may prescribe. Upon the conclusion of said hearing the Commission may affirm, modify, or revoke said order of revocation.

(b) Any station license hereafter granted under the provisions of this Act or the construction permit required hereby and hereafter issued, may be modified by the Commission either for a limited time or for the duration of the term thereof, if in the judgment of the Commission such action will promote the public interest, convenience, and necessity, or the provisions of this Act or of any treaty ratified by the United States will be more fully complied with: *Provided, however,* That no such order of modification shall become final until the holder of such outstanding license or permit shall have been notified in writing of the proposed action and the grounds or reasons therefor and shall have been given reasonable opportunity to show cause why such an order of modification should not issue.

APPLICATION OF ANTITRUST LAWS

SEC. 313. All laws of the United States relating to unlawful restraints and monopolies and to combinations, contracts, or agreements in restraint of trade are hereby declared to be applicable to the manufacture and sale of and to trade in radio apparatus and devices entering into or affecting interstate or foreign commerce and to interstate or foreign radio communications. Whenever

in any suit, action, or proceeding, civil or criminal, brought under the provisions of any said laws or in any proceedings brought to enforce or to review findings and orders of the Federal Trade Commission or other governmental agency in respect of any matters as to which said Commission or other governmental agency is by law authorized to act, any licensee shall be found guilty of the violation of the provisions of such laws or any of them, the court, in addition to the penalties imposed by said laws, may adjudge, order, and/or decree that the license of such licensee shall, as of the date the decree or judgment becomes finally effective or as of such date as the said decree shall fix, be revoked and that all rights under such license shall thereupon cease: *Provided, however,* That such licensee shall have the same right of appeal or review as is provided by law in respect of other decrees and judgments of said court.

PRESERVATION OF COMPETITION IN COMMERCE

SEC. 314. After the effective date of this Act no person engaged directly, or indirectly through any person directly or indirectly controlling or controlled by, or under direct or indirect common control with, such person, or through an agent, or otherwise, in the business of transmitting and/or receiving for hire energy, communications, or signals by radio in accordance with the terms of the license issued under this Act, shall by purchase, lease, construction, or otherwise, directly or indirectly, acquire, own, control, or operate any cable or wire telegraph or telephone line or system between any place in any State, Territory, or possession of the United States or in the District of Columbia, and any place in any foreign country, or shall acquire, own, or control any part of the stock or other capital share or any interest in the physical property and/or other assets of any such cable, wire, telegraph, or telephone line or system, if in either case the purpose is and/or the effect thereof may be to substantially lessen competition or to restrain commerce between any place in any State, Territory, or possession of the United States, or in the District of Columbia, and any place in any foreign country, or unlawfully to create monopoly in any line of commerce; nor shall any person engaged directly, or indirectly through any person directly or indirectly controlling or controlled by, or under direct or indirect common control with, such person, or through an agent, otherwise, in the business of transmitting and/or receiving for hire messages by any cable, wire, telegraph, or telephone line or system (a) between any place in any State, Territory, or possession of the United States, or in the District of Columbia, and any place in any other State, Territory, or possession of the United States; or (b) between any place in any State, Territory, or possession of the United States, or the District of Columbia, and any place in any foreign country, by purchase, lease, construction, or otherwise, directly or indirectly acquire, own, control, or operate any station or the apparatus therein, or any system for transmitting and/or receiving radio communications or signals between any place in any State, Territory, or possession of the United States, or in the District of Columbia, and any place in any foreign country, or shall acquire, own, or control any part of the stock or other capital share or any interest in the physical property and/or other assets of any such radio station, apparatus, or system, if in either case the purpose is and/or the effect thereof may be to substantially lessen competition or to restrain commerce between any place in any State, Territory, or possession of the United States, or in the District of Columbia, and any place in any foreign country, or unlawfully to create monopoly in any line of commerce.

FACILITIES FOR CANDIDATES FOR PUBLIC OFFICE

SEC. 315. If any licensee shall permit any person who is a legally qualified candidate for any public office to use a broadcasting station, he shall afford equal opportunities to all other such candidates for that office in the use of such broadcasting station, and the Commission shall make rules and regulations to carry this provision into effect: *Provided,* That such licensee shall have no power of censorship over the material broadcast under the provisions of this section. No obligation is hereby imposed upon any licensee to allow the use of its station by any such candidate.

LOTTERIES AND OTHER SIMILAR SCHEMES

SEC. 316. No person shall broadcast by means of any radio station for which a license is required by any law of the United States, and no person operating any such station shall knowingly permit the broadcasting of, any advertisement of or information concerning any lottery, gift enterprise, or similar scheme, offering prizes dependent in whole or in part upon lot or chance, or any list of the prizes drawn or awarded by means of any such lottery, gift enterprise, or scheme, whether said list contains any part or all of such prizes. Any person violating any provision of this section shall, upon conviction thereof be fined not more than \$1,000 or imprisoned not more than one year, or both for each and every day during which such offense occurs.

ANNOUNCEMENT THAT MATTER IS PAID FOR

SEC. 317. All matter broadcast by any radio station for which service, money, or any other valuable consideration is directly or indirectly paid, or promised to or charged or accepted by, the station so broadcasting, from any person shall, at the time the same is so broadcast, be announced as paid for or furnished, as the case may be, by such person.

OPERATION OF TRANSMITTING APPARATUS

SEC. 318. The actual operation of all transmitting apparatus in any radio station for which a station license is required by this Act shall be carried on only by a person holding an operator's license issued hereunder. No person shall operate any such apparatus in such station except under and in accordance with an operator's license issued to him by the Commission.

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CONSTRUCTION PERMITS

SEC. 319. (a) No license shall be issued under the authority of this Act for the operation of any station the construction of which is begun or is continued after this Act takes effect, unless a permit for its construction has been granted by the Commission upon written application therefor. The Commission may grant such permit if public convenience, interest, or necessity will be served by the construction of the station. This application shall set forth such facts as the Commission by regulation may prescribe as to the citizenship, character, and the financial, technical, and other ability of the applicant to construct and operate the station, the ownership and location of the proposed station and of the station or stations with which it is proposed to communicate, the frequencies desired to be used, the hours of the day or other periods of time during which it is proposed to operate the station, the purpose for which the station is to be used, the type of transmitting apparatus to be used, the power to be used, the date upon which the station is expected to be completed and in operation, and such other information as the Commission may require. Such application shall be signed by the applicant under oath or affirmation.

(b) Such permit for construction shall show specifically the earliest and latest dates between which the actual operation of such station is expected to begin, and shall provide that said permit will be automatically forfeited if the station is not ready for operation within the time specified or within such further time as the Commission may allow, unless prevented by causes not under the control of the grantee. The rights under any such permit shall not be assigned or otherwise transferred to any person without the approval of the Commission. A permit for construction shall not be required for Government stations, amateur stations, or stations upon mobile vessels, railroad rolling stock, or aircraft. Upon the completion of any station for the construction or continued construction of which a permit has been granted, and upon it being made to appear to the Commission that all the terms, conditions, and obligations set forth in the application and permit have been fully met, and that no cause or circumstance arising or first coming to the knowledge of the Commission since the granting of the permit would, in the judgment of the Commission, make the operation of such station against the public interest, the Commission shall issue a license to the lawful holder of said permit for the operation of said station. Said license shall conform generally to the terms of said permit.

DESIGNATION OF STATIONS LIABLE TO INTERFERE WITH DISTRESS SIGNALS

SEC. 320. The Commission is authorized to designate from time to time radio stations the communications or signals of which, in its opinion, are liable to interfere with the transmission or reception of distress signals of ships. Such stations are required to keep a licensed radio operator listening in on the frequencies designated for signals of distress and radio communications relating thereto during the entire period the transmitter of such station is in operation.

DISTRESS SIGNALS AND COMMUNICATIONS

SEC. 321. (a) Every radio station on shipboard shall be equipped to transmit radio communications or signals of distress on the frequency specified by the Commission, with apparatus capable of transmitting and receiving messages over a distance of at least one hundred miles by day or night. When sending radio communications or signals of distress and radio communications relating thereto the transmitting set may be adjusted in such a manner as to produce a maximum of radiation irrespective of the amount of interference which may thus be caused.

(b) All radio stations, including Government stations and stations on board foreign vessels when within the territorial waters of the United States, shall give absolute priority to radio communications or signals relating to ships in distress; shall cease all sending on frequencies which will interfere with hearing a radio communication or signal of distress, and, except when engaged in answering or aiding the ship in distress, shall refrain from sending any radio communications or signals until there is assurance that no interference will be caused with the radio communications or signals relating thereto, and shall assist the vessel in distress, so far as possible, by complying with its instructions.

INTERCOMMUNICATION IN MOBILE SERVICE

SEC. 322. Every land station open to general public service between the coast and vessels at sea shall be bound to exchange radio communications or signals with any ship station without distinction as to radio systems or instruments adopted by such stations, respectively, and each station on shipboard shall be bound to exchange radio communications or signals with any other station on shipboard without distinction as to radio systems or instruments adopted by each station.

INTERFERENCE BETWEEN GOVERNMENT AND COMMERCIAL STATIONS

SEC. 323. (a) At all places where Government and private or commercial radio stations on land operate in such close proximity that interference with the work of Government stations cannot be avoided when they are operating simultaneously, such private or commercial stations as do interfere with the transmission or reception of radio communications or signals by the Government stations concerned shall not use their transmitters during the first fifteen minutes of each hour, local standard time.

(b) The Government stations for which the above-mentioned division of

time is established shall transmit radio communications or signals only during the first fifteen minutes of each hour, local standard time, except in case of signals or radio communications relating to vessels in distress and vessel requests for information as to course, location, or compass direction.

USE OF MINIMUM POWER

SEC. 324. In all circumstances, except in case of radio communications or signals relating to vessels in distress, all radio stations, including those owned and operated by the United States, shall use the minimum amount of power necessary to carry out the communication desired.

FALSE DISTRESS SIGNALS; REBROADCASTING; STUDIOS OF FOREIGN STATIONS

SEC. 325. (a) No person within the jurisdiction of the United States shall knowingly utter or transmit, or cause to be uttered or transmitted, any false or fraudulent signal of distress, or communication relating thereto, nor shall any broadcasting station rebroadcast the program or any part thereof of another broadcasting station without the express authority of the originating station.

(b) No person shall be permitted to locate, use, or maintain a radio broadcast studio or other place or apparatus from which or whereby sound waves are converted into electrical energy, or mechanical or physical reproduction of sound waves produced, and caused to be transmitted or delivered to a radio station in a foreign country for the purpose of being broadcast from any radio station there having a power output of sufficient intensity and/or being so located geographically that its emissions may be received consistently in the United States, without first obtaining a permit from the Commission upon proper application therefor.

(c) Such application shall contain such information as the Commission may by regulation prescribe, and the granting or refusal thereof shall be subject to the requirements of section 309 hereof with respect to applications for station licenses or renewal or modification thereof, and the license or permission so granted shall be revocable for false statements in the application so required or when the Commission, after hearings, shall find its continuation no longer in the public interest.

CENSORSHIP; INDECENT LANGUAGE

SEC. 326. Nothing in this Act shall be understood or construed to give the Commission the power of censorship over the radio communications or signals transmitted by any radio station, and no regulation or condition shall be promulgated or fixed by the Commission which shall interfere with the right of free speech by means of radio communication. No person within the jurisdiction of the United States shall utter any obscene, indecent, or profane language by means of radio communication.

USE OF NAVAL STATIONS FOR COMMERCIAL MESSAGES

SEC. 327. The Secretary of the Navy is hereby authorized, unless restrained by international agreement, under the terms and conditions and at rates prescribed by him, which rates shall be just and reasonable, and which, upon complaint, shall be subject to review and revision by the Commission, to use all radio stations and apparatus, wherever located, owned by the United States and under the control of the Navy Department, (a) for the reception and transmission of press messages offered by any newspaper published in the United States, its Territories or possessions, or published by citizens of the United States in foreign countries, or by any press association of the United States, and (b) for the reception and transmission of private commercial messages between ships, between ship and shore, between localities in Alaska and between Alaska and the continental United States: *Provided*, That the rates fixed for the reception and transmission of all such messages, other than press messages between the Pacific coast of the United States, Hawaii, Alaska, Guam, American Samoa, the Philippine Islands, and the Orient, and between the United States and the Virgin Islands, shall not be less than the rates charged by privately owned and operated stations for like messages and service: *Provided further*, That the right to use such stations for any of the purposes named in this section shall terminate and cease as between any countries or localities or between any locality and privately operated ships whenever privately owned and operated stations are capable of meeting the normal communication requirements between such countries or localities or between any locality and privately operated ships, and the Commission shall have notified the Secretary of the Navy thereof.

SPECIAL PROVISION AS TO PHILIPPINE ISLANDS AND CANAL ZONE

SEC. 328. This title shall not apply to the Philippine Islands or to the Canal Zone. In international radio matters the Philippine Islands and the Canal Zone shall be represented by the Secretary of State.

ADMINISTRATION OF RADIO LAWS IN TERRITORIES AND POSSESSIONS

SEC. 329. The Commission is authorized to designate any officer or employe of any other department of the Government on duty in any Territory or possession of the United States other than the Philippine Islands and the Canal Zone, to render therein such services in connection with the administration of the radio laws of the United States as the Commission may prescribe: *Provided*, That such designation shall be approved by the head of the department in which such person is employed.

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(Provisions Relating to Broadcasting and Allied Services, With Sections Dealing Exclusively With Public Utility Common Carriers Omitted)

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TITLE IV—PROCEDURAL AND ADMINISTRATIVE PROVISIONS

JURISDICTION TO ENFORCE ACT AND ORDERS OF COMMISSION

SECTION 401. (a) The district courts of the United States shall have jurisdiction, upon application of the Attorney General of the United States at the request of the Commission, alleging a failure to comply with or a violation of any of the provisions of this Act by any person, to issue a writ or writs of mandamus commanding such person to comply with the provisions of this Act.

(b) If any person fails or neglects to obey any order of the Commission other than for the payment of money, while the same is in effect, the Commission or any party injured thereby, or the United States, by its Attorney General, may apply to the appropriate district court of the United States for the enforcement of such order. If after hearing, that court determines that the order was regularly made and duly served, and that the person is in disobedience of the same, the court shall enforce obedience to such order by a writ of injunction or other proper process, mandatory or otherwise, to restrain such person or the officers, agents, or representatives of such person, from further disobedience of such order, or to enjoin upon it or them obedience to the same.

(c) Upon the request of the Commission it shall be the duty of any district attorney of the United States to whom the Commission may apply to institute in the proper court and to prosecute under the direction of the Attorney General of the United States all necessary proceedings for the enforcement of the provisions of this Act and for the punishment of all violations thereof, and the costs and expenses of such prosecutions shall be paid out of the appropriations for the expenses of the courts of the United States.

(d) The provisions of the Expediting Act, approved February 11, 1903, as amended, and of section 238 (1) of the Judicial Code, as amended, shall be held to apply to any suit in equity arising under Title II of this Act, wherein the United States is complainant.

PROCEEDINGS TO ENFORCE OR SET ASIDE THE COMMISSION'S ORDERS—APPEAL IN CERTAIN CASES

SEC. 402. (a) The provisions of the Act of October 22, 1913 (38 Stat. 219), relating to the enforcing or setting aside of the orders of the Interstate Commerce Commission, are hereby made applicable to suits to enforce, enjoin, set aside, annul, or suspend any order of the Commission under this Act (except any order of the Commission granting or refusing an application for a construction permit for a radio station, or for a radio station license, or for renewal of an existing radio station license, or for modification of an existing radio station license), and such suits are hereby authorized to be brought as provided in that Act.

(b) An appeal may be taken, in the manner hereinafter provided, from decisions of the Commission to the Court of Appeals of the District of Columbia in any of the following cases:

(1) By any applicant for a construction permit for a radio station, or for a radio station license, or for renewal of an existing radio station license, or for modification of an existing radio station license, whose application is refused by the Commission.

(2) By any other person aggrieved or whose interests are adversely affected by any decision of the Commission granting or refusing any such application.

(c) Such appeal shall be taken by filing with said court within twenty days after the decision complained of is effective, notice in writing of said appeal and a statement of the reasons therefor, together with proof of service of a true copy of said notice and statement upon the Commission. Unless a later date is specified by the Commission as part of its decision, the decision complained of shall be considered to be effective as of the date on which public announcement of the decision is made at the office of the Commission in the city of Washington. The Commission shall thereupon immediately, and in any event not later than five days from the date of such service upon it, mail or otherwise deliver a copy of said notice of appeal to each person shown by the records of the Commission to be interested in such appeal and to have a right to intervene therein under the provisions of this section, and shall at all times thereafter permit any such person to inspect and make copies of the appellant's statement of reasons for said appeal at the office of the Commission in the city of Washington. Within thirty days after the filing of said appeal the Commission shall file with the court the originals or certified copies of all papers and evidence presented to it upon the application involved, and also a like copy of its decision thereon, and shall within thirty days thereafter file a full statement in writing of the facts and grounds for its decision as found and given by it, and a list of all interested persons to whom it has mailed or otherwise delivered a copy of said notice of appeal.

(d) Within thirty days after the filing of said appeal any interested person may intervene and participate in the proceedings had upon said appeal by filing with the court a notice of intention to intervene and a verified statement showing the nature of the interest of such party, together with proof of service of true copies of said notice and statement, both upon appellant and upon the Commission. Any person who would be aggrieved or whose interests would be adversely affected by a reversal or modification of the decision of the Commission complained of shall be considered an interested party.

(e) At the earliest convenient time the court shall hear and determine the appeal upon the record before it, and shall have power, upon such record, to enter a judgment affirming or reversing the decision of the Commission, and in event the court shall render a decision and enter an order reversing the decision of the Commission, it shall remand the case of the Commission to carry

out the judgment of the court: *Provided, however*, That the review by the court shall be limited to questions of law and that findings of fact by the Commission, if supported by substantial evidence, shall be conclusive unless it shall clearly appear that the findings of the Commission are arbitrary or capricious. The court judgment shall be final, subject, however, to review by the Supreme Court of the United States upon writ of certiorari on petition therefor under section 240 of the Judicial Code, as amended, by appellant, by the Commission, or by any interested party intervening in the appeal.

(f) The court may, in its discretion, enter judgment for costs in favor of or against an appellant, and/or other interested parties intervening in said appeal, but not against the Commission, depending upon the nature of the issues involved upon said appeal and the outcome thereof.

INQUIRY BY COMMISSION ON ITS OWN MOTION

SEC. 403. The Commission shall have full authority and power at any time to institute an inquiry, on its own motion, in any case and as to any matter or thing concerning which complaint is authorized to be made, to or before the Commission by any provision of this Act, or concerning which any question may arise under any of the provisions of this Act, or relating to the enforcement of any of the provisions of this Act. The Commission shall have the same powers and authority to proceed with any inquiry instituted on its own motion as though it had been appealed to by complaint or petition under any of the provisions of this Act, including the power to make and enforce any order or orders in the case, or relating to the matter or thing concerning which the inquiry is had, excepting orders for the payment of money.

REPORTS OF INVESTIGATIONS

SEC. 404. Whenever an investigation shall be made by the Commission it shall be its duty to make a report in writing in respect thereto, which shall state the conclusions of the Commission, together with its decision, order, or requirement in the premises; and in case damages are awarded such report shall include the findings of fact on which the award is made.

REHEARING BEFORE COMMISSION

SEC. 405. After a decision, order, or requirement has been made by the Commission in any proceeding, any party thereto may at any time make application for rehearing of the same, or any matter determined therein, and it shall be lawful for the Commission in its discretion to grant such a rehearing if sufficient reason therefor be made to appear: *Provided, however*, That in the case of a decision, order, or requirement made under Title III, the time within which application for rehearing may be made shall be limited to twenty days after the effective date thereof, and such application may be made by any party or any person aggrieved or whose interests are adversely affected thereby. Applications for rehearing shall be governed by such general rules as the Commission may establish. No such application shall excuse any person from complying with or obeying any decision, order, or requirement of the Commission, or operate in any manner to stay or postpone the enforcement thereof, without the special order of the Commission. In case a rehearing is granted, the proceedings thereupon shall conform as nearly as may be to the proceedings in an original hearing, except as the Commission may otherwise direct; and if, in its judgment, after such rehearing and the consideration of all facts, including those arising since the former hearing, it shall appear that the original decision, order, or requirement is in any respect unjust or unwarranted, the Commission may reverse, change, or modify the same accordingly. Any decision, order, or requirement made after such rehearing, reversing, changing, or modifying the original determination, shall be subject to the same provisions as an original order.

* * * * *

GENERAL PROVISIONS RELATING TO PROCEEDINGS—WITNESSES AND DEPOSITIONS

SEC. 409. (a) Any member or examiner of the Commission, or the director of any division, when duly designated by the Commission for such purpose, may hold hearings, sign and issue subpoenas, administer oaths, examine witnesses, and receive evidence at any place in the United States designated by the Commission; except that in the administration of Title III an examiner may not be authorized to exercise such powers with respect to a matter involving (1) a change of policy by the Commission, (2) the revocation of a station license, (3) new devices or developments in radio, or (4) a new kind of use of frequencies. In all cases heard by an examiner the Commission shall hear oral arguments on request of either party.

(b) For the purposes of this Act the Commission shall have the power to require by subpoena the attendance and testimony of witnesses and the production of all books, papers, schedules of charges, contracts, agreements, and documents relating to any matter under investigation. Witnesses summoned before the Commission shall be paid the same fees and mileage that are paid witnesses in the court of the United States.

(c) Such attendance of witnesses, and the production of such documentary evidence, may be required from any place in the United States, at any designated place of hearing. And in case of disobedience to a subpoena the Commission, or any party to a proceeding before the Commission, may invoke the aid of any court of the United States in requiring the attendance and testimony of witnesses and the production of books, papers, and documents under the provisions of this section.

(d) Any of the district courts of the United States within the jurisdiction

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of which such inquiry is carried on may, in case of contumacy or refusal to obey a subpoena issued to any common carrier or licensee or other person, issue an order requiring such common carrier, licensee, or other person to appear before the Commission (and produce books and papers if so ordered) and give evidence touching the matter in question; and any failure to obey such order of the court may be punished by such court as a contempt thereof.

(e) The testimony of any witness may be taken, at the instance of a party, in any proceeding or investigation pending before the Commission, by deposition, at any time after a cause or proceeding is at issue on petition and answer. The Commission may also order testimony to be taken by deposition in any proceeding or investigation pending before it, at any stage of such proceeding or investigation. Such depositions may be taken before any judge of any court of the United States, or any United States commissioner, or any clerk of a district court, or any chancellor, justice, or judge of a supreme or superior court, mayor, or chief magistrate of a city, judge of a county court, or court of common pleas of any of the United States, or any notary public, not being of counsel or attorney to either of the parties, nor interested in the event of the proceeding or investigation. Reasonable notice must first be given in writing by the party or his attorney proposing to take such deposition to the opposite party or his attorney of record, as either may be nearest, which notice shall state the name of the witness and the time and place of the taking of his deposition. Any person may be compelled to appear and depose, and to produce documentary evidence, in the same manner as witnesses may be compelled to appear and testify and produce documentary evidence before the Commission, as hereinbefore provided.

(f) Every person deposing as herein provided shall be cautioned and sworn (or affirm, if he so request) to testify the whole truth, and shall be carefully examined. His testimony shall be reduced to writing by the magistrate taking the deposition, or under his direction, and shall, after it has been reduced to writing, be subscribed by the deponent.

(g) If a witness whose testimony may be desired to be taken by deposition in a foreign country, the deposition may be taken before an officer or person designated by the Commission, or agreed upon by the parties by stipulation in writing to be filed with the Commission. All depositions must be promptly filed with the Commission.

(h) Witnesses whose depositions are taken as authorized in this Act, and the magistrate or other officer taking the same, shall severally be entitled to the same fees as are paid for like services in the courts of the United States.

(i) No person shall be excused from attending and testifying or from producing books, papers, schedules of charges, contracts, agreements, and documents before the Commission, or in obedience to the subpoena of the Commission, whether such subpoena be signed or issued by one or more commissioners, or in any cause or proceeding, criminal or otherwise, based upon or growing out of any alleged violation of this Act, or of any amendments thereto, on the ground or for the reason that the testimony or evidence, documentary or otherwise, required of him may tend to incriminate him or subject him to a penalty or forfeiture; but no individual shall be prosecuted or subjected to any penalty or forfeiture for or on account of any transaction, matter, or thing concerning which he is compelled, after having claimed his privilege against self-incrimination, to testify or produce evidence, documentary or otherwise, except that any individual so testifying shall not be exempt from prosecution and punishment for perjury committed in so testifying.

(j) Any person who shall neglect or refuse to attend and testify, or to answer any lawful inquiry, or to produce books, papers, schedules of charges, contracts, agreements, and documents, if in his power to do so, in obedience to the subpoena or lawful requirement of the Commission, shall be guilty of a misdemeanor and upon conviction thereof by a court of competent jurisdiction shall be punished by a fine of not less than \$100 nor more than \$5,000, or by imprisonment for not more than one year, or by both such fine and imprisonment.

TITLE V—PENAL PROVISIONS—FORFEITURES

GENERAL PENALTY

SECTION 501. Any person who willfully and knowingly does or causes or suffers to be done any act, matter, or thing, in this Act prohibited or declared to be unlawful, or who willfully and knowingly omits or fails to do any act, matter, or thing in this Act required to be done, or willfully and knowingly causes or suffers such omission or failure, shall, upon conviction thereof, be punished for such offense, for which no penalty (other than a forfeiture) is provided herein, by a fine of not more than \$10,000 or by imprisonment for a term of not more than two years, or both.

VENUE OF OFFENSES

Sec. 505. The trial of any offense under this Act shall be in the district in which it is committed; or if the offense is committed upon the high seas, or out of the jurisdiction of any particular State or district, the trial shall be in the district where the offender may be found or into which he shall be first brought. Whenever the offense is begun in one jurisdiction and completed in another it may be dealt with, inquired of, tried, determined, and punished in either jurisdiction in the same manner as if the offense had been actually and wholly committed therein.

TITLE VI—MISCELLANEOUS PROVISIONS

UNAUTHORIZED PUBLICATION OF COMMUNICATIONS

Sec. 605. No person receiving or assisting in receiving, or transmitting, or assisting in transmitting, any interstate or foreign communication by wire

or radio shall divulge or publish the existence, contents, substance, purport, effect, or meaning thereof, except through authorized channels of transmission or reception, to any person other than the addressee, his agent, or attorney, or to a person employed or authorized to forward such communication to its destination, or to proper accounting or distributing officers of the various communicating centers over which the communication may be passed, or to the master of a ship under whom he is serving, or in response to a subpoena issued by a court of competent jurisdiction, or on demand of other lawful authority; and no person not being authorized by the sender shall intercept any communication and divulge or publish the existence, contents, substance, purport, effect, or meaning of such intercepted communication to any person; and no person not being entitled thereto shall receive or assist in receiving any interstate or foreign communication by wire or radio and use the same or any information therein contained for his own benefit or for the benefit of another not entitled thereto; and no person having received such intercepted communication or having become acquainted with the contents, substance, purport, effect, or meaning of the same or any part thereof, knowing that such information was so obtained, shall divulge or publish the existence, contents, substance, purport, effect, or meaning of the same or any part thereof, or use the same or any information therein contained for his own benefit or for the benefit of another not entitled thereto: *Provided*, That this section shall not apply to the receiving, divulging, publishing, or utilizing the contents of any radio communication broadcast, or transmitted by amateurs or others for the use of the general public, or relating to ships in distress.

WAR EMERGENCY—POWERS OF PRESIDENT

SEC. 606. (a) During the continuance of a war in which the United States is engaged, the President is authorized, if he finds it necessary for the national defense and security, to direct that such communications as in his judgment may be essential to the national defense and security shall have preference or priority with any carrier subject to this Act. He may give these directions at and for such times as he may determine, and may modify, change, suspend, or annul them and for any such purpose he is hereby authorized to issue orders directly, or through such person or persons as he designates for the purpose, or through the Commission. Any carrier complying with any such order or direction for preference or priority herein authorized shall be exempt from any and all provisions in existing law imposing civil or criminal penalties, obligations, or liabilities upon carriers by reason of giving preference or priority in compliance with such order or direction.

(b) It shall be unlawful for any person during any war in which the United States is engaged to knowingly or willfully, by physical force or intimidation by threats of physical force, obstruct or retard or aid in obstructing or retarding interstate or foreign communication by radio or wire. The President is hereby authorized, whenever in his judgment the public interest requires, to employ the armed forces of the United States to prevent any such obstruction or retardation of communication: *Provided*, That nothing in this section shall be construed to repeal, modify, or affect either section 6 or section 20 of an Act entitled "An Act to supplement existing laws against unlawful restraints and monopolies, and for other purposes," approved October 15, 1914.

(c) Upon proclamation by the President that there exists war or a threat of war or a state of public peril or disaster or other national emergency, or in order to preserve the neutrality of the United States, the President may suspend or amend, for such time as he may see fit, the rules and regulations applicable to any or all stations within the jurisdiction of the United States as prescribed by the Commission, and may cause the closing of any station for radio communication and the removal therefrom of its apparatus and equipment, or he may authorize the use or control of any such station and/or its apparatus and equipment by any department of the Government under such regulations as he may prescribe, upon just compensation to the owners.

(d) The President shall ascertain the just compensation for such use or control and certify the amount ascertained to Congress for appropriation and payment to the person entitled thereto. If the amount so certified is unsatisfactory to the person entitled thereto, such person shall be paid only 75 per centum of the amount and shall be entitled to sue the United States to recover such further sum as added to such payment of 75 per centum will make such amount as will be just compensation for the use and control. Such suit shall be brought in the manner provided by paragraph 20 of section 24, or by section 145, of the Judicial Code, as amended.

EFFECTIVE DATE OF ACT

Sec. 607. This Act shall take effect upon the organization of the Commission, except that this section and sections 1 and 4 shall take effect July 1, 1934. The Commission shall be deemed to be organized upon such date as four members of the Commission have taken office.

SEPARABILITY CLAUSE

Sec. 608. If any provision of this Act or the application thereof to any person or circumstance is held invalid, the remainder of the Act and the application of such provision to other persons or circumstances shall not be affected thereby.

SHORT TITLE

Sec. 609. This Act may be cited as the "Communications Act of 1934." Approved, June 19, 1934.

Rules and Regulations

Governing Broadcasting Station Operations In Canada

(As Promulgated by Canadian Radio Broadcasting Commission, April 1, 1935.)

PART I—GENERAL RULES AND REGULATIONS

Section 1. Supervision and Licenses

Legislation. 1. The legislation under which all broadcasting in Canada is controlled is known as the Canadian Radio Broadcasting Act, 1932. This Act is found in Chapter 51 of the Statutes of Canada, 1932, and became law on May 26th, 1932. In addition, certain regulations with regard to the issuing of licences for broadcast transmitters, broadcast receivers and other similar apparatus, will be found in the Radio Telegraph Act, Revised Statutes of Canada, 1927, Chapter 195.

Scope of Regulations. 2. These regulations are intended to ensure that all broadcast facilities in Canada, whether privately or publicly owned, shall be so designed, installed and operated as to take advantage of the latest scientific developments and improvements in physical plant and the methods of operation of broadcast systems, so that the maximum service area will be obtained for each station, and the best possible service rendered to Canadian listeners.

These regulations are subject to such modifications and changes as may be deemed necessary, from time to time, by the Canadian Radio Broadcasting Commission.

Supervision of Broadcasting. 3. All broadcasting in Canada shall be under the supervision of the Canadian Radio Broadcasting Commission. For the purpose of supervising radio broadcasting, the Dominion of Canada is divided into the following regions:

- (a) The Maritime Provinces. This includes the provinces of New Brunswick, Nova Scotia and Prince Edward Island.
- (b) Province of Quebec.
- (c) Province of Ontario.
- (d) The Western Provinces. This includes the provinces of Manitoba, Saskatchewan and Alberta.
- (e) Province of British Columbia.

Supervision of Programs. 4. The supervision of programs with regard to advertising contents, mechanical reproductions, quality, and all other matters covered by these regulations, shall be carried out by the regional directors of the Canadian Radio Broadcasting Commission, in collaboration with the Assistant Commissioners of each of the Provinces within the respective regions.

Applications for Licences. 5. Applications for licences or for changes in licences or changes in existing apparatus are to be made in writing to the Canadian Radio Broadcasting Commission. This will cover the following types of licences:

- (a) Private commercial broadcasting station.
- (b) Amateur broadcasting station.

All such applications must give full details with regard to the following points:

- (a) The proposed physical equipment which the applicant proposes to use.
- (b) A map showing the exact proposed location of the new transmitter.
- (c) The proposed location of the studio or studios.
- (d) The maximum power and operating power of the proposed transmitting apparatus.
- (e) Period of time during which the station is to be operated.
- (f) A short description of the type of apparatus to be used in the studio.

Period of Construction. 6. The applicant shall state in his application the period of time likely to be required for the putting into operation of the station after the licence has been granted. In no case shall this period exceed one year, and construction shall be commenced within a period of six months from the granting of the licence. Licences will be automatically forfeited if either of these two conditions is not met by the licensee.

Modification of Licences. 7. An application for the modification of a licence may be filed for change in frequency, change in operating power when no construction is necessary, change in hours of operation, change in location of main studio, or change in the nature of the authorized service. All such applications shall be filed not less than 90 days before the proposed change.

Renewal of Licences. 8. Each application for a renewal of licence shall be filed at least 60 days prior to the expiration date of the licence sought to be renewed.

Transfer of Licences. 9. The transfer of a radio station licence without the consent of the Commission shall be sufficient grounds for a recommendation to the Minister for the revocation of such licence or a denial of any application for its renewal.

Cancellation of Licences. 10. Insolvency of a licensee of a station shall be considered sufficient grounds for the revocation of the station licence and/or the refusal to renew it.

Licence Periods. 11. All broadcasting station licences will be issued for a period of six months, and will be issued so as to expire at the hour of 3 a. m. E.S.T. The normal licence periods and expiration dates will be as follows:

For stations up to and including 100 watts carrier power, May 1st and November 1st.

For stations of 250 watts and above, April 1st and October 1st.

Violations of Regulations. 12. Any licensee receiving from the Canadian Radio Broadcasting Commission official notice of a violation of Dominion laws, Commission regulations, or the terms and conditions of the station licence, shall within three days from such receipt send written reply in triplicate to the Canadian Radio Broadcasting Commission. The answer to each notice shall be complete in itself and shall not be abbreviated by reference to other communications or answers to other notices.

Section 2. Location of Stations

Locations outside residential areas. 13. In general, no broadcast transmitting stations will be permitted within residential areas in Canada. Definite rules cannot be laid down to cover this requirement, but each station will be treated separately and the location fixed to the satisfaction of the Commission.

Changes in Location. 14. In the case of change of location or changes in apparatus, a complete description of the proposed change is to be included. This will include a map showing the exact location to which it is proposed that the transmitter should be moved.

Section 3. Chain Broadcasting

Control by Commission. 15. Under Section 8, subsection (f) of the Canadian Radio Broadcasting Act of 1932, all chain broadcasting in Canada is under the control of the Broadcasting Commission.

Station owners or managers, advertising agents and all others interested in the organization of radio broadcasts and the operation of radio broadcasting stations in Canada, must obtain permission in writing from the Commission before any arrangements are made for the tying up of two or more privately owned stations in Canada for purposes of chain broadcasting.

PART II—DEFINITIONS

Broadcast Band. 16. The band of frequencies extending from 540 to 1500 kilocycles, both inclusive, will be considered as the "broadcast band" for the purposes of these regulations.

Broadcast Station. 17. The term "broadcast station" means a station used for the dissemination of radio electric communications intended to be received by the public.

High Power Channel. 18. The term "high power channel" means a channel upon which the authorized power shall not be less than 5 k. w.

Regional Station. 19. The term "regional station" means a station licensed to operate simultaneously with one or more stations assigned to the same frequency, but separated geographically in such a way as to reduce interference to a minimum.

Local Station. 20. The term "local station" means a station licensed to operate with other stations assigned to the same frequency and intended to serve a local area only.

Canadian Exclusive Frequency. 21. The term "Canadian exclusive frequency" means a frequency in the broadcast band which is reserved for the exclusive use of stations located in the Dominion of Canada.

Canadian Shared Frequency. 22. The term "Canadian shared frequency" means a frequency in the broadcast band used simultaneously by broadcast stations located in the Dominion of Canada and any other North American countries.

Daytime. 23. The term "daytime" means that period of time between 6 a. m. and sunset local time.

Nighttime. 24. The term "nighttime" means that period of time between sunset local time and 12 midnight.

Broadcast Day. 25. The term "broadcast day" means that period of time between 6 a. m. and 12 midnight, local standard time.

Experimental Period. 26. The term "experimental period" means that period of time between 12 midnight and 6 a. m., local time. This period may be used for experimental purposes by the licensee of any broadcast station, on its assigned frequency and with its authorized power, provided no interference is caused to other stations maintaining a regular operating schedule within such period.

Authorized Power. 27. The term "authorized power" or "licensed power" means the power assigned to the station by the Commission and specified in the licence.

Maximum Rated Carrier Power. 28. The term "maximum rated carrier power" means the power determined by the design of a transmitter and type and number of vacuum tubes used in the last radio stage. This power is to be distinguished from the operating power; in general it is the maximum power at which the transmitter can be operated satisfactorily.

Operating Power. 29. The term "operating power" means the power that is actually transmitted by the station. This power is to be determined by one of several methods mentioned hereinafter. The operating power shall be the same as the licence power.

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Rules Governing Broadcasting Operations In Canada

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Plate Input Power. 30. The term "plate input power" means the product of the direct plate voltage applied to the tubes in the last radio stage and the total direct current flowing to these tubes, measured without modulation.

Last Radio Stage. 31. The term "last radio stage" means the oscillator or radio-frequency power amplifier stage that supplies power to the antenna.

Antenna Input Power. 32. The term "antenna input power" or "antenna power" means the product of the total antenna resistance and the square of the antenna current at the operating frequency.

Modulation. 33. The term "modulation" means the process whereby the frequency or amplitude of a radio wave is varied in accordance with a sound wave.

Modulator. 34. The term "modulator" means the last audio frequency amplifier stage which modulates a radio stage.

Modulated Stage. 35. The term "modulated stage" means the radio-frequency amplifier stage to which the modulator is coupled, and which is modulated.

Percentage Modulation. 36. The term "percentage modulation" means the ratio of half the difference between the maximum and minimum amplitudes of a modulated wave to the average amplitude, expressed in percentage.

Maximum percentage of Modulation. 37. The term "maximum percentage of modulation" means the greatest percentage of modulation that may be obtained by a transmitter without producing in its output more than 10 per cent combined audio harmonics.

Combined Audio Harmonics. 38. The term "combined audio harmonics" means the sum of the amplitudes of all the various harmonic components.

High Level Modulation. 39. The term "high level modulation" means that the plate circuit of the last radio stage is modulated.

Low Level Modulation. 40. The term "low level modulation" means that a radio stage before the last one is modulated, and the last radio stage operates only as a linear power amplifier.

Grid Bias Modulation. 41. The term "grid bias modulation in the last radio stage" means that the grid bias of the last radio stage is varied by the audio-frequency power supplied by the modulator. If such modulation is employed in other than the last radio stage it is low level modulation.

Antenna Resistance. 42. The term "antenna resistance" means the total resistance of the transmitting antenna system at the operating frequency and at the point at which the antenna current is measured.

Antenna Current. 43. The term "antenna current" means the radio-frequency current in the antenna with no modulation.

Mechanical Reproduction. 44. For the purpose of these regulations a "mechanical reproduction" is defined as one which is reproduced from a phonograph pickup.

Phonograph Pickup. 45. A "phonograph pickup" is an electro-mechanical translator actuated by a phonograph record of the disk type and delivering power to an electrical system, the wave form in the electrical system corresponding to the wave form in the phonograph record.

PART III—TECHNICAL REQUIREMENTS

Section 1. Equipment

Limit of Maximum Rated Carrier Power. 46. The maximum rated carrier power of broadcast transmitters authorized to be installed in the several classes of stations shall be as given in the following table:

LIMIT OF MAXIMUM RATED CARRIER POWER

Class of Station	Authorized Power	Maximum rated carrier power permitted to be installed
Local	100 watts	100 watts
Regional	1,000 watts	1,000 watts
	5,000 watts	5,000 watts
High-power clear channel	The maximum rated carrier power of transmitters installed in stations with an authorized power greater than 5,000 watts shall not be more than twice the authorized power.	

Determination of Maximum Carrier Power. 47. The maximum rated carrier power of any broadcast transmitter shall be determined by the total installed vacuum tube capacity of the last radio stage (i.e., oscillator or radio frequency power amplifier that supplies power to the antenna), depending on the system of modulation employed.

Rating High Level Modulation. 48. The maximum rated carrier power of a transmitter employing high-level modulation shall be the same as the total installed tube power capacity of the last radio stage as determined by the Commission as laid down in paragraph 52.

Rating Low Level Modulation. 49. The maximum rated carrier power of a transmitter employing low-level modulation shall be one-fourth the total installed tube power capacity of the last radio stage as determined by the Commission as laid down in paragraph 52.

Rating Grid Bias Modulation. 50. The maximum rated carrier power of a transmitter employing grid bias modulation in the last radio stage shall be the same as the total installed tube capacity of the last radio stage as determined by the Commission as laid down in paragraph 52.

51. If the methods of rating in paragraphs 48, 49, and 50 do not give an even power rating, the nearest power rating recognized by the Commission will be used.

Power Rating of Tubes. 52. A record of the power rating of all standard vacuum tubes used in broadcast transmitters, and having a power rating of 50 watts or more, will be maintained by the Canadian Radio Broadcasting Commission. These data will be used to check the particulars contained in each application filed with the Commission. Each broadcast transmitter operating in Canada will be rated by the Commission in accordance with the data contained in this record.

53. If any vacuum tube of type, number and power rating not contained in the record kept by the Commission is specified in an application to the Commission, it may be accepted, provided that the applicant, upon the request of the Commission, shall submit to and have approved by the Commission, the manufacturer's complete maximum and normal operating constants (as oscillator or class C amplifier, and for class of service for which the vacuum tube is specified in the application) and the complete curves which are necessary to determine the complete characteristics of the vacuum tube.

Changing Tubes or Modulation System. 54. No licensee shall change the number of vacuum tubes or change to vacuum tubes of different rating in the last radio stage, or change the system of modulation, without the authority of the Commission.

Section 2. Technical Operation

Operating Power. 55. The operating power of a broadcast station will be determined either by direct measurement or indirect measurement by means of the plate input power to the last radio stage.

(a) Unless specifically authorized by the Commission to do otherwise, the licensee of a broadcast station shall compute its operating power by indirect method by means of the plate input power to the last radio stage.

(b) Any licensee who has at any time been authorized by the Commission to compute operating power by any other method (e.g., by antenna input direct measurement, or radiated power measurement computed from field intensity measurements) shall, upon making any change in the antenna system or in the antenna current measurement instruments, or any other change which may change the characteristics of the antenna, revert to the use of the indirect measurement of antenna input until further order of the Commission.

Indirect Measurement. 56. The operating power shall be determined by indirect measurement from the plate input power of the last radio stage by multiplying the plate voltage (E_p) by the total plate current of the last radio stage (I_p) and by the proper factor (F) given in the following tables according to the power and system of modulation used, that is

$$\text{Operating power} = E_p \times I_p \times F$$

A. Factor to be used for stations using high-level modulation
 Maximum rated carrier power of transmitter. Factor (F) to be used in determining the operating power from the plate input power.

Watts	Factor (F)
100	0.50
250—1,000	0.60
2,500—50,000	0.65

B. Factor to be used for stations of all powers using low-level modulation
 Maximum percentage of modulation. Factor (F) to be used in determining the operating power from the plate input power.

Percentage of modulation	Factor (F)
75 to 85	0.40
86 to 100	0.33

C. Factor to be used for stations of all powers using grid bias modulation in the last radio stage

Maximum percentage of modulation	Factor (F) to be used in determining the operating power from the plate input power.
75 to 85	0.27
86 to 100	0.22

Application of Factor. 57. In computing operating power by indirect measurement, the above factors shall apply in all cases, and no distinction will be recognized due to the operating power being less than the maximum rated carrier power.

Direct Measurement of Antenna Power. 58. The antenna input power determined by direct measurement is the square of the antenna current times the antenna resistance at the point where the current is measured and at the operating frequency. Direct measurement of the antenna input power will be accepted as the operating power of the station, provided the data on the antenna resistance measurements are submitted under oath giving detailed description of the method used and the data taken. The antenna current shall be measured by an ammeter of accepted accuracy. These data must be submitted to and approved by the Commission before any licensee will be authorized to operate by this method of power determination. The antenna ammeter shall not be changed to one of different type, maximum reading or accuracy without the authority of the Commission. If any change is made in the antenna system or any change made which may affect the antenna system, the method of determining operating power shall be changed immediately to the indirect method.

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Rules Governing Broadcasting Operations In Canada

(Continued from page 296)

Radiated Power. 59. The operating power of a broadcast station determined by the radiated power computed from field intensity measurements may be accepted in lieu of antenna input power, provided a sufficient number of measurements are taken to insure accuracy and an analysis of the antenna system is submitted indicating the relative distribution of the radiation (i.e. ground and sky wave radiation). The data on the antenna resistance, complete description of the antenna system with dimensions and method of taking field intensity measurements and of relating these measurements to the operating power shall be submitted to and approved by the Commission before any licensee will be authorized to operate by this method of power determination. If any change is made in the antenna system or any change made which may affect the antenna system, the method of determining operating power shall be changed immediately to the indirect method.

Modulation Required. 60. A licensee of a broadcast station will not be authorized to operate a transmitter unless it is capable of delivering satisfactorily the authorized power with a modulation of at least 75 per cent. When the transmitter is operated with 75 per cent modulation, not over 10 per cent combined audio frequency harmonics shall be generated by the transmitter.

Maximum Power. 61. A licensee of a broadcast station will not be authorized to operate a transmitter with an operating power greater than the maximum rated carrier power of the transmitter.

Data required on per cent Modulation. 62. A licensee of a broadcast station claiming a greater percentage of modulation than the fundamental design indicates can be procured, shall submit full data showing the antenna input power by direct measurement and complete information, either oscillograms or other acceptable data, to show that a modulation of 75 per cent or more, with not over 10 per cent combined audio harmonics, can be obtained with the transmitter operated at the maximum authorized power.

A. C. Hum. 63. When rectified alternating current is employed to provide the power source for low-level microphone amplifiers at studios or transmitter, the 60 or 25 cycle hum modulation component must not be greater than one per cent of the normal program signal voltage, (-40db) as measured at the output of the speech amplifier at the transmitter.

Operating Power. 64. The licensee of a broadcast station shall maintain the operating power of the station in exact accord with its licensed power at all times and no departure therefrom is permitted except upon specific authorization from the Commission.

Indicating Instruments. 65. Each broadcast station shall be equipped with suitable indicating instruments of accepted accuracy to measure the antenna current, direct plate circuit voltage, and the direct plate circuit current of the last radio stage. These indicating instruments shall not be changed or replaced, without authority of the Commission, except by instruments of the same type, maximum scale reading and accuracy.

Visual Indication of per cent Modulation. 66. Each broadcast transmitter shall be provided with an approved apparatus for the continuous visual indication of the percentage modulation of the carrier of the transmitter.

Frequency Stability. 67. Each broadcast station shall be so operated that the frequency is maintained between the limits of 50 cycles per second above to 50 cycles per second below the assigned frequency.

Frequency Checking Device. 68. The licensee of a broadcast station shall make provision for the checking of the frequency of the emitted wave by means independent of the frequency control of the transmitter and capable of the accuracy specified in paragraph 67.

Changes and New Equipment. 69. The Commission will authorize the installation of new transmitting equipment in a broadcast station or changes in the frequency control of an existing transmitter only if such equipment is so designed that there is reasonable assurance that the transmitter is capable of maintaining automatically the assigned frequency within the limits of 50 cycles per second above to 50 cycles per second below the assigned frequency.

Changes in Frequency Control. 70. New automatic frequency control equipment and changes in existing automatic frequency control equipment that may affect the precision of frequency control or the operation of the transmitter shall be installed only upon authorization from the Commission.

PART IV—STATION OPERATION

Minimum Operation. 71. Except Sundays, the licensee of each broadcast station shall maintain a minimum regular operating schedule of two-thirds of the hours that it is authorized to operate during each broadcast day.

Approval of Hours. 72. The licensee shall file with the Commission a schedule showing the exact hours to be occupied each day. All such periods selected for broadcasting are subject to the approval of the Commission.

Penalty. 73. If the minimum operating schedule herein required is not adhered to, the licensee may, after hearing, be required to share time with other stations, or be limited to operation during daytime or during specified hours.

Assignment of Time. 74. Hours not assigned to any physical station must not be used until the Commission has been notified and its approval obtained.

Hours of Unlimited Time Station. 75. A licensee of an unlimited time station may operate the station on any schedule of hours during the broadcast day and the experimental period, provided the minimum regular schedule is maintained during the broadcast day.

Equipment Tests. 76. Upon the completion of the construction of a broadcast station in exact accordance with the terms of the licence, the licensee is authorized to test the equipment between the hours of 1 a.m. and 6 a.m. local standard time, for a period not to exceed ten days. However, the representatives of the Canadian Radio Broadcasting Commission in the region concerned must be notified two days in advance of the beginning of such equipment tests. The Commission may cancel or change the period and/or date of the beginning of such testing, if it appears to be in the public interest, convenience and necessity.

Daylight Saving Time. 77. If local time is changed from standard time to daylight saving time at the location of all stations sharing time on the same frequency, the hours of operation of all such stations on that frequency shall be understood to refer to daylight saving time, and not standard time, as long as daylight saving time is observed. This provision shall govern when the time is changed by provision of law or general observance of daylight saving time by the various communities, and when the time of operation of such stations is specified in the licence or is mutually agreed upon by the licensees: Provided, however, That when the licence specifies average time of sunset, local standard time shall be used.

Standard Time. 78. The time of operation of any broadcast station which does not share time with other stations on the same frequency shall be understood to have reference to local standard time unless modification of such licence with respect to hours of operation is made by the Commission.

Posting Licence. 79. The station licence shall be posted in a conspicuous place in the room in which the transmitter is located, and the licence of the radio operator shall be posted in a conspicuous place in a room occupied by the operator while on duty.

Licensed Operators. 80. The licensee of each station shall keep a licensed operator or operators of the grade specified by the Canadian Radio Broadcasting Commission on duty during all periods of actual operation of the transmitter at the place where the transmitting equipment is located.

81. A licensed operator on duty and in charge of the transmitter may, at the discretion of the licensee, be employed for additional operator's duties commensurate with the grade of operator's licence which he holds.

Log Records. 82. The licensee of each broadcast station shall maintain program and operating logs and shall require entries to be made as follows:—

A. The Program Log

- (a) Date, call letters, location, frequency.
- (b) An entry of the time each station and call announcement is made, with an indication of the type of announcement.
- (c) Entries briefly describing each program broadcast, such as "music", "dram", "speech", etc., with the time of the beginning and ending, so as to give a continuous record of each day's broadcast. If a mechanical reproduction is used, that fact shall be noted, together with an indication whether announcement thereof was made. If a speech is made by a political candidate, the name and political affiliation of such speaker shall be entered.
- (d) The name, character, and origin of each program, and announcement, giving the time of commencement and termination of all programs and announcements.
- (e) All those programs and announcements for which the licensee is paid.

B. The Operating Log

- (a) An entry of the time the station begins to supply power to the antenna, and time it stops.
- (b) An entry of the time the program begins and ends.
- (c) An entry of each interruption to the carrier wave, its cause and duration.
- (d) An entry of the following each 30 minutes:
 - (1) Operating constants of last radio stage (total plate current and plate voltage).
 - (2) Antenna current.
 - (3) Frequency check.
 - (4) Temperature of crystal control chamber.

Who Keeps Log. 83. Each log shall be kept by the person or persons competent to do so, having actual knowledge of the facts required, and who shall sign the log when starting duty and again when going off duty. The logs shall be made available upon request by authorized Commission representatives.

Form of Log. 84. The exact form of logs is not prescribed, but they shall be kept of log in an orderly manner, and in such detail that the information required is readily available. Key letters or abbreviations may be used if the explanation of each is given plainly in the log.

Announcements. 85. Each licensee of a broadcast station shall announce the call letters and location as frequently as practicable during the hours of operation, and in any event before or after each program being broadcast. In no event shall more than 30 minutes elapse between such announcements, and insofar as practicable these announcements shall be made on the hour and half hour. These requirements are waived when such announcements would interrupt a single consecutive speech; and in such cases the announcement of the call letters and location shall be made as soon as possible.

Mechanical Reproductions. 86. A mechanical reproduction shall be announced as such just before it is broadcast, except when its use is merely incidental, as for an identification or background. The exact form of announcement is not prescribed, but the language shall be clear and in terms commonly used and understood. The following are examples of statements sufficient for the purpose:—

- (a) "This is a recorded program".
- (b) "This is a player-piano record".

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Rules Governing Broadcasting Operations In Canada

(Continued from page 297)

Distress Messages. 87. Each station licensee shall give absolute priority to radio communications or signals relating to ships or aircraft in distress and shall cease transmitting upon such frequencies, and at such times, when such transmissions may, in any way, interfere with the reception of radio distress signals or traffic relating thereto.

88. No station licensee shall resume operation until the need for distress traffic no longer exists, or it is determined that the station will not interfere with distress traffic as it is then being routed and the operation of the station shall again be discontinued if the routing of distress traffic is so changed that the station will interfere. The status of distress traffic may be ascertained by communication with Government and commercial stations. The Commission may hereafter require the licensees of certain stations to keep an effective continuous watch on the distress frequency, 500 kilocycles (410 kilocycles in the Great Lakes area).

PART V—PROGRAMS

Section 1. Control of Programs

Foreign Program Content. 89. In drawing up daily schedules Canadian broadcasting stations shall not exceed the following percentages for the several classes of program material mentioned:

Programs imported from foreign countries—40%.

A program of foreign origin which advertises goods manufactured in Canada, and names the address in this country where such goods are produced and distributed, shall be deemed a Canadian program.

Abusive and Defamatory Statements. 90. No broadcasting station may broadcast any speech, printed matter, program or advertising matter containing abusive or defamatory statements with regard to individuals or institutions, or statements or suggestions contrary to the express purpose of any existing legislation; as for example, the Patent Medicine Act or any regulations promulgated thereunder.

91. The Commission reserves the right to prohibit the broadcasting of any matter until the continuity or record or transcription or both have been submitted to the Commission for examination and have been approved by them.

Prices not to be Mentioned. 92. Broadcasting stations in Canada shall not mention or suggest prices in connection with any advertising programs or announcements transmitted by the said stations.

Daily Program Schedule. 93. The licensee shall file with the Commission weekly an advance copy of the daily program schedule in such form as may be specified by the Commission.

Records Available to Commission. 94. Each station shall keep on file a copy of (a) the daily proces-verbal (b) the continuities of each paid program and announcement, originating at the said station. The same shall be open to the inspection of the Commission, or its authorized officers, at the office of the licensee between the hours of 10.00 a.m. and 5.00 p.m., on each day, except Sundays or public holidays.

Priority for Canadian Programs. 95. Licensees broadcasting sustaining programs originating outside Canada shall, when requested by the Commission, give priority to programs originating within Canada.

Priority for National Programs. 96. The licensee shall, upon request of the Commission give right-of-way to such programs as in the judgment of the Commission are of national interest. In such event neither the licensee nor the Commission shall incur any liability for compensation or damages.

Restrictions in use of Records and Transcriptions. 97. The use of recorded programs whether by phonograph or gramophone records and so called electrical transcriptions shall be confined to such hours and subject to such restrictions as may be defined for each station upon written application to the Commission.

Records and Transcriptions. 98. Electrical transcriptions or records designed for broadcast advertising and containing such advertising matter shall not be broadcast more than once from any one station.

Advertising Content. 99. Except where special permission has been given by the Commission, the amount of advertising matter of all kinds contained in programs broadcast from Canadian stations shall not exceed 5% of the time of any program period, for example—in a quarter hour program, forty five seconds only may be given up to advertising matter.

Spot-Announcements. 100. No station shall broadcast advertising spot announcements between the hours of 7.30 p.m. and 11.00 p.m. No advertising spot announcement shall exceed one hundred words. Spot announcements shall not total more than three minutes in any one hour.

Section 2. News Broadcasts

101. Canadian radio broadcasting stations shall not transmit any news or information of any kind published in any newspaper or obtained, collected, or coordinated by any newspaper or association of newspapers or any news agency or service, except the following:—

(a) Such news bulletins as are released regularly from the various bureaus of Canadian Press for the express use of broadcasting stations in Canada.

(b) Local news under arrangements to be made by each station individually with its local newspaper or newspapers, or such news as it may collect through its own employees or through such collection agency or agencies as may be employed by the said station.

(c) Newspapers broadcasting false or misleading news shall be prohibited from further broadcasting unless extenuating circumstances can be shown.

Controversial Matter Prohibited. 102. The broadcasting of editorial opinions of a controversial nature is prohibited.

PART VI—GENERAL INSTRUCTIONS TO STATIONS NOW IN OPERATION IN CANADA.

Limiting date for Installation of Frequency Stabilization. 103. Effective September 30, 1933, all Canadian broadcasting stations in operation on and after that date shall be equipped with an approved system by means of which the station transmitter will maintain its carrier frequency between the limits of 50 cycles above and 50 cycles below the assigned frequency as specified in the station licence.

Limiting date for Installation of Independent Monitor. 104. Effective September 30, 1933, all Canadian broadcasting stations in operation on and after that date shall be equipped with an approved form of radio frequency monitor system capable of visual indication of the station frequency drift. This equipment shall be operated by means independent of the frequency control of the transmitter, and shall be capable of the accuracy specified in paragraph 67 above.

Limiting date for Re-Location of Stations. 105. Effective September 30th, 1933, all broadcast transmitters, now located within residential areas in Canada, will be required to be re-located with respect to the areas which they serve, as laid down in paragraph 13 above.

Limiting date for Improvement in Percent Modulation. 106. Effective September 30th, 1933, all broadcasting transmitters now operating in Canada will be required to be capable of delivering satisfactorily the authorized power with a modulation of at least 75 per cent. When the transmitter is operated with 75 per cent modulation, not over 10 per cent combined audio frequency harmonics shall be generated by the transmitter.

Commission to deal separately with very low power stations. 107. (a) Broadcast stations in Canada whose maximum carrier power does not exceed 50 watts will be allocated frequencies of 1200 kilocycles or greater, and will not be asked to conform to the regulations contained in paragraphs 60, 66, 67, 68, 103, 104, 105 and 106.

(b) The Commission will lay down regulations regarding frequency tolerances and transmitter location for each such station.

108. The owners and managers of all broadcasting stations now operating in Canada shall, upon receipt of these regulations, instruct their station personnel in the operating procedure, as set forth in the above regulations paragraphs 1 to 107, inclusive.

STATIONS USING COMMISSION PROGRAMS

Eastern Network

City	Station	Kilocycles
Sydney, N. S.	CJCB*	1240
Halifax, N. S.	CHNS*	930
Charlottetown, P. E. I.	CFCY*	630
Summerside, P. E. I.	CHGS	1450
Moncton, N. B.	CKGW*	1370
Fredericton, N. B.	CFNP*	550
Saint John, N. B.	CHSJ*	1210
New Carlisle, P. Q.	CHNC*	1210
Chicoutimi, P. Q.	CRCS*	950
Quebec, P. Q.	CRCK*	1050
Quebec, P. Q.	CHRC	580
Quebec, P. Q.	CKCV	1310
Montreal, P. Q.	CRCM*	910
Montreal, P. Q.	CPCF	600
Montreal, P. Q.	CHLP	1120
Hull, P. Q.	CKCH	1210
Ottawa, Ont.	CRCO*	850
Ottawa, Ont.	CKCO	1010
Toronto, Ont.	CRCT*	840
Toronto, Ont.	CRCX*	6090
Toronto, Ont.	CKCL	580
Hamilton, Ont.	CKOC	1120
Hamilton, Ont.	CKPC	1010
Brantford, Ont.	CHML	980
London, Ont.	CFPL	730
Chatham, Ont.	CFCO	630
Windsor, Ont.	CRCW*	600
North Bay, Ont.	CFCH	930

CANADIAN RADIO BROADCASTING COMMISSION

National Research Bldg.
Ottawa, Ontario

Telephone: Rideau 5370

(Does not publish rate card)

OFFICIALS

Hector Charlesworth, Chairman.
Col. C. A. Chauveau, K. C., Vice-Chairman.
Lieut. Col. W. Arthur Steel, Commissioner.
Lieut. Col. R. P. Landry, Secretary.
E. L. Bushnell, Director of Programs, Western Division.
J. A. Dupont, Director of Programs, Eastern Division.
E. W. Jackson, Director of Station Relations.
W. E. Powell, Commercial Department.
E. C. Buchanan, Director of Public Relations.

REGIONAL EXECUTIVES

Maritimes: J. Frank Willis.
Montreal District: H. Rooney Pelletier
Toronto and Western Ontario: Stanley Maxted
Western Provinces: Horace Stovin

Kirkland Lake, Ont.	CJKL	530
Timmins, Ont.	CKGB	1420
Sudbury, Ont.	CKSO*	780
Port William, Ont.	CKPR*	930

Western Network

Winnipeg, Man.	CKY*	960
Winnipeg, Man.	CJRC	1390
Winnipeg, Man.	CJRO*	6150
Winnipeg, Man.	CJRX*	11720
Brandon, Man.	CKX	1120
Yorkton, Sask.	CJGX	630
Regina, Sask.	CHWC*	1010
Regina, Sask.	CKCK*	1010
Moose Jaw, Sask.	CJRM	540
Moose Jaw, Sask.	CHAB	1200
Saskatoon, Sask.	CFCS*	840
Prince Albert, Sask.	CKBI	1210
Calgary, Alta.	CFAC*	930
Calgary, Alta.	CJCA*	690
Edmonton, Alta.	CJCA*	730
Edmonton, Alta.	CFRN	1260
Lethbridge, Alta.	CJOC*	1230
Trail, B. C.	CJAT	910
Kelowna, B. C.	CKOV	630
Kamloops, B. C.	CFJC	880
Chilliwack, B. C.	CFWK	780
Vancouver, B. C.	CRCV*	1100
Vancouver, B. C.	CKWX	1010
Vancouver, B. C.	CKMO	1410

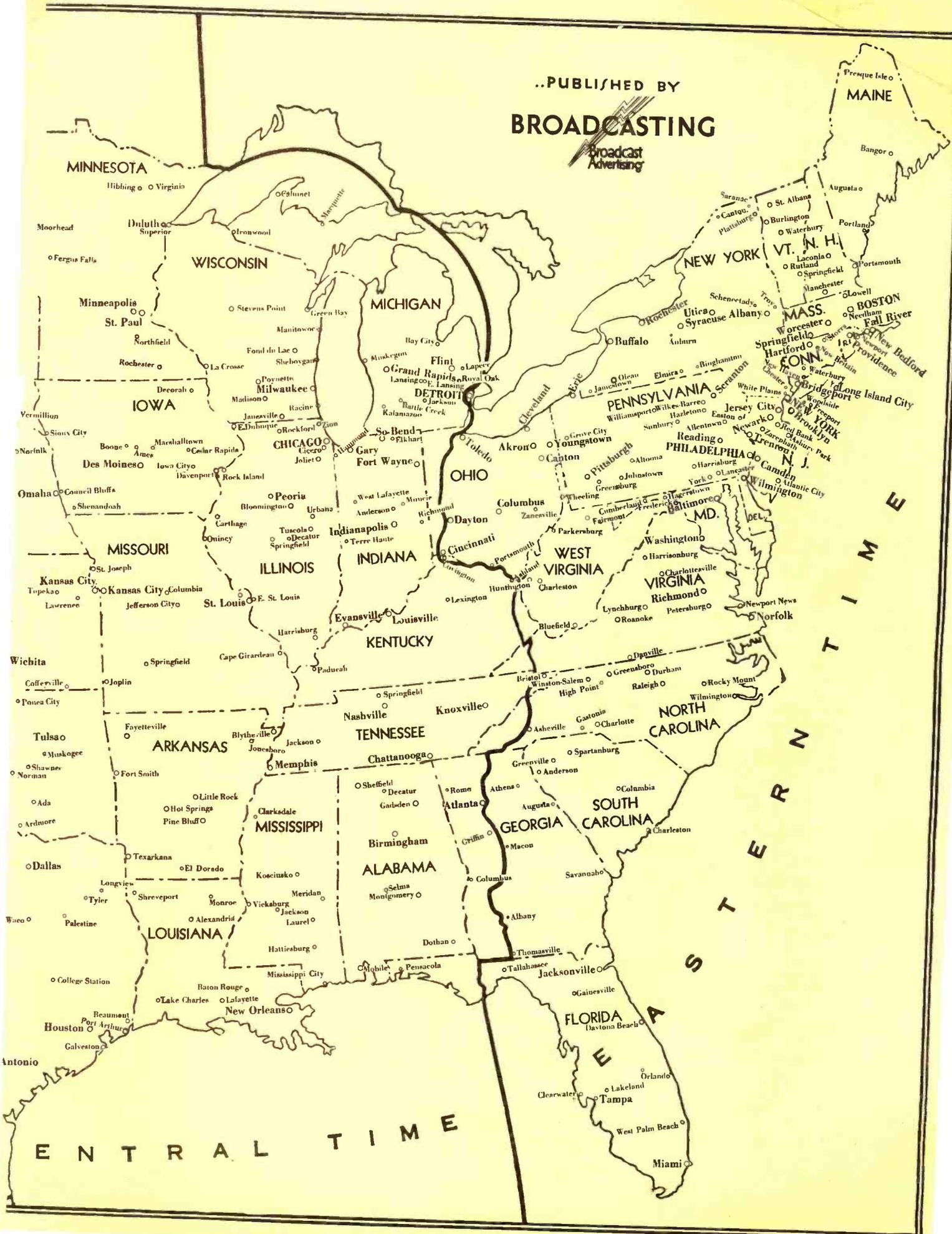
* Basic stations on Commission Network. Certain hours are reserved by these stations for Commission programs. With the other stations use of Commission programs optional.

Daily listings show the stations to which programs are available. At points where more than one station uses Commission programs the daily schedule will designate the station to which each program is available.

Stations whose call letters begin "CRC" are owned and operated by the Canadian Radio Broadcasting Commission.

..PUBLISHED BY
BROADCASTING

Broadcast
Advertising



CENTRAL TIME

EASTERN TIME

DIRECTORY OF SOUTH AMERICAN BROADCASTING STATIONS

(From Latest Data Available at U. S. Department of Commerce and The International Broadcasting Union, Geneva)

**Denotes time is sold for advertising, according to best available information.
(Corrected to December 1, 1935)*

ARGENTINA

[Receiving Sets, 650,000. No set tax]

City	Call Letters	Operator	Frequency in Kilocycles	Power in Watts
Bahia Blanca	LU2	*C. V. Bertorini	900	2,000
"	LU7	*V. Gennari	1,240	2,000
Buenos Aires	LS2	*T. Prieto	1,190	30,000
"	LS10	*A. de Bary y Cia	790	10,200
"	LS4	*J. G. Gonzales	670	6,000
"	LS6	*R. A. Birnotti	1,350	6,000
"	LR3	*Jaime Yankelevitch	950	3,900
"	LR6	*Soc. Anonima "La Nacion"	870	3,900
"	LR5	*A. B. Dougall	830	2,900
"	LS8	*S. A. Stentor	1,230	15,000
"	LS9	*V. J. Reisse	1,270	6,000
"	LS1	Municipalidad de la Ciudad de Buenos Aires	710	5,600
"	LS3	*Gache y Cia	630	5,060
"	LS5	*E. Caride	1,110	5,060
"	LR4	*A. C. Devoto	990	15,960
"	LR1	*"El Mundo"	50,000
Cordoba	LV2	*L. Maunier	960	2,000
"	LV3	*A. P. Brouard	620	2,000
Corrientes	LT7	*Gobierno de la Provincia de Corrientes	1,340	500
"	LR2	*A. Schroeder	910	10,000
"	LR8	C. R. Schroeder	1,150	7,000
"	LS10	*V. J. Ruano	590	6,000
"	LR9	*G. Echavarría	1,030	5,000
Heras (Las)	LV10	*M. Aparicio	1,210	500
Mar del Plata	LU6	*J. Zaccagnini	1,300	500
Mendoza	LV6	Gobierno de la Provincia de Mendoza	690	500
La Plata	LS11	Gobierno de la Provincia di Buenos Aires	1,440	700
"	LR11	*Universidad Nacional de la Plata	1,390	500
Resistencia	LT5	*J. M. Noveri	1,160	500
La Rioja	LV14	Gobierno de la Provincia de la Rioja	1,240	500
Rosario	LT3	*Sociedad Rural de Cerealistas	1,080	4,500
"	LT1	*F. Maliandi	780	4,000
"	LT8	*J. Blomberg	840	500
Salta	LV9	970	500
San Juan	LV5	*L. Gonzales	1,120	500
"	LV1	*S. A. Graffigna Ltda.	730	1,000
Santa Fe	LT9	*R. Hermanos y Cia	1,200	600
"	LT10	*Universidad del Litoral	1,300	200
Tucuman	LV7	*Z. Archa y Munoz	820	1,000
SHORT WAVE STATIONS				
Buenos Aires	LRX	*"El Mundo"	9,570
"	LRU	*"El Mundo"	15,400

BOLIVIA

[Receiving Sets, 4,250. Set tax 7200 escudos]

City	Call Letters	Operator	Frequency in Kilocycles	Power in Watts
La Paz	CP4	Compania Radio Boliviana	1,040	10,000
"	CP3	Radio Nacional	1,235	1,000
SHORT WAVE STATIONS				
La Paz	CP5	Compania Radio Boliviana	6,080	1,000
Oruro	CPQ	Compania Radio Boliviana	5,550	200

BRAZIL*

[Receiving Sets, 210,000. Set tax 37 mulreis]

City	Call Letters	Operator	Frequency in Kilocycles	Power in Watts
Amparo	PRC4	Radio Municipal de Amparo	1,304	50
Bahia	PRF8	*Radio Commercial de Bahia	959	50
"	PRA4	*Radio Sociedade de Bahia	840	500
Belem	PRC5	*Radio Club do Para	1,368.6	100
Bello Horizonte	PRC7	*Sociedade Radio Mineira	1,090.9	250
Campinas	PRC9	*Sociedade Radio Educadora	1,175	250
Campos	PRF7	*Radio Cultura de Campos	1,380	250
Curityba	PRB2	*Radio Club Paransense	882	250
Fortaleza	PRE9	*Ceara Radio Club	1,315	500
Franca	PRB5	*Radio Club Hertz	1,415	50
Jaliu	PRQ7	*Radio Sociedade de Juiz de Fora	1,340	250
Mogy das Cruzes	PRB8	*Radio Club de Mogy das Cruzes	1,000	50
Nietheroy	PRD8	*Radio Club Fluminense	1,182	1,000
"	Radio Sociedade Fluminense	1,000
Pelotas	PRC3	*Sociedade Radio Pelotense	920	250
Piracicaba	PRD6	*Radio Club de Piracicaba	250
Porto Alegre	PRC2	*Radio Sociedade Gaucha	1,090.9	500
Riberao	PRA7	*Radio Club de Riberao Preto	706	50
Recife	PRA8	*Radio Club de Pernambuco	750	1,000
Rio Claro	PRF2	*Radio Club Rio Claro	725	250
Rio de Janeiro	PRF4	*Jornal de Brasil	923	10,000
"	TRH8	*Radio Ipanema	1,060	5,000
"	PRA3	*Radio Club de Brasil	860	2,500
"	PRA2	*Radio Sociedade de Rio de Janeiro	750	1,500
"	PRC6	*Sociedade Radio Philips de Brazil	980	1,000
"	PRA9	*Radio Sociedade Mayrink Veiga	1,100	1,000
"	PRD2	*Sociedade Radio Cruzeiro de Sul	1,180	1,000
"	PRD5	Departamento de Educacao de Prefeitura de Distrito Federal	1,400	1,000
"	PRB7	Sociedade Radio Educadora de Brazil	800	500
"	PRE2	*Radio Sociedade Cajuti	1,330	500
"	PRC8	*Radio Sociedade Quatiabara	1,030	250
Santos	PRB4	*Radio Club de Santos	1,000	1,000
Sao Paulo	PRA6	Soc. Radio Educadora Paulista	815	500
"	PRF3	*Radio Difusora Sao Paulo	895	500
"	PRB9	*Radio Sociedade Record	1,016	500
"	PRA5	*Radio Club de Sao Paulo	1,295	500
"	PRE7	*Sociedade Radio Cosmos	788	1,000
"	PRB6	*Sociedade Radio Cruzeiro	1,170	1,000
"	PRE4	*Sociedade Radio "Cultura"	941	250
"	PRG	*Radio Excelsior	1,200	5,000
Sorocaba	PRD9	*Radio Sociedade de Sorocaba	769	50
"	PRD7	*Radio Club de Sorocaba	1,430	50
Taubate	PRD3	*Sociedade Radio Bandeirante	1,200.6	50
Uberaba	PRE5	*Radio Sociedade Triangulo Mineiro	1,410	250
SHORT WAVE STATIONS				
Rio de Janeiro	PRF5	*Companhia Radio Internacional de Brasil	9,501	10,000

* Reported that reallocation for 1936 impending.

(Continued on page 304)

DIRECTORY OF SOUTH AMERICAN BROADCASTING STATIONS

(From Latest Data Available at U. S. Department of Commerce and International Broadcasting Union, Geneva)

**Denotes time is sold for advertising, according to best available information.*

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CHILE

[Receiving Sets, 60,000. No set tax]

City	Call Letters	Operator	Frequency in Kilocycles	Power in Watts
Chillan	CE113	*Valenzuela y Nelson Ltda.	1,130	100
Concepcion	CE108	*Hucke y Fischer Ltda.	1,080	100
"	CE141	*Pedro Lopez de Heredia	1,410	100
Curico	CE120	*Alberto Guerra	1,205	100
Magallanes	CE104	*Ramon Verde Sanchez	1,040	100
"	CE119	*Emilio Turina	1,180	100
"	CE148	*Santiago Grace Aguilera	1,430	100
Oorno	CE111	*David Arriagada	1,115	100
"	CE133	*J. B. Onate	1,335	100
Rancagua	CE132	*Carlos Gautier	1,325	100
"	CE139	*Jorge Romero	1,390	100
"	CE145	*Guillermo Espinoza	1,450	100
Santiago	CE62	**"Chilena" International Machinery	625	1,500
"	CE58	**"Siam I" Eleuterio Olivos y Cia Ltda.	585	1,000
"	CE66	*Bradley y Cia	665	1,000
"	CE70	**"Las Ultimas Noticias"	705	1,000
"	CE78	**"Letras" Orlandi y Raggio	785	1,000
"	CE82	**"El Diario Ilustrado" Sociedad	825	1,000
"	CE86	**"Pacifico" Antonio Salgado	865	1,000
"	CE90	**"El Mercurio"	905	1,000
"	CE94	**"Chilena Consolidada" Spencer y Vivado	945	1,000
"	CE98	**"Universo" Sazie Hermanos Ltda.	985	1,000
"	CEB8	**"Continental" German Holtehuier	1,385	500
"	CE122	**"Mayo" Heriberto Beivals	1,225	250
"	CE134	*Luis Desmaras	1,345	150
"	CE100	**"La Nacion" Empreso Periodistica	1,025	100
"	CE102	**"Nacimiento" Luis Benedicto	1,025	100
"	CE106	**"Central Electric"	1,065	100
"	CE110	**"Industrial" Elias Deik	1,105	100
"	CE114	**"Republica" F. Patino	1,145	100
"	CE118	**"Siam III" Eleuterio Olivos y Cia Ltda	1,200	100
"	CE126	**"Colon" Pascual Hermanos	136	100
"	CE131	**"Cooperative Vitalicia" H. Medina	1,305	100
"	CE138	*Fernando Keitel	1,385	100
"	CE142	*S. Esquivel	1,425	100
"	CE146	*E. Olivos y Cia	1,465	100
Talca	CE115	*Enrique Garcia	1,155	100
Talcahuans	CE87	*Francisco Morales	870	100
Ternuco	CE128	*Luis Brain	1,280	500
"	CE92	*Hans Frey	923	100
Valdivia	CE103	*Carlos Kohler	1,035	100
Valparaiso	CE76	*Angil Prieto	760	10,000
"	CE88	**"El Mercurio"	880	1,000
"	CE81	*Spencer y Vivado	820	1,000
"	CE117	**"Chilena Consolidada"	1,170	250
"	CE105	*O. Cornejo H.	1,050	100
"	CE109	*G. Vasquez	1,090	100
"	CE125	*D. Wallace	1,250	100
Vina del Mar	CE101	*L. Riesco	1,010	100
"	CE121	*A. Gatica	1,210	100
SHORT WAVE STATION				
Andes, Aconcagua	CE82	L. Larrain	9,375	50

COLOMBIA

[Receiving Sets, 25,000. No set tax]

City	Call Letters	Operator	Frequency in Kilocycles	Power in Watts
Barranquilla	HJ1ABF	*J. M. Mantilla	1,200	50
"	HJ1ABA	*Elias J. Pellet, B.	1,300	50
Bogota	HJN	Ministere des Postes et des Telegraphes	6,814	500
"	HJ3ABH	*Manuel J. Gaitan	1,000.6	50
"	HJ3ABD	*Alfred Hermanos	1,111	50
"	HJ3ABE	*Gustavo Uribe	1,303	50
"	HJ3ABK	*Julio Bernal	1,320	50
Cartagena	HJ1ABM	*Carlos Escallou	1,154	50
Ibague	HJ4ABJ	*B. Santaloloma	1,800	50
Medellin	HJ4ABK	*Companie Radiodifusora Medellin	1,260	300
SHORT WAVE STATIONS				
Barranquilla	HJ1ABG	*Andres G. Juneno	6,042	50
"	HJ1ABB	*Elias J. Pellet	7,010	50
"	HJ1ABB	*Elias J. Pellet	6,030	10
"	HJ1ABK	*Clemente Vassalo
Bogota	HJN	Ministerio de Carreos y Telegrafos	6,211	500
"	HJ3ABH	*Manuel J. Gaitan	6,012	50
"	HJ3ABJ	*Jesus Amortiqui	6,018	50
"	HJ3ABF	*Gustavo Uribe	6,147	50
"	HJ3ABD	*Alfred Hermanos	72,289	50
Bucaramanga	HJ2ABD	*Sociedad Radio	59,879	50
Cali	HJ5ABC	*Rafael Angulo	6,150	50
"	HJ5ABD	*Miguel A. Rivas	7,317	50
"	HJ5ABE	*Jose T. Calderon	141,176	50
Cartagena	HJ1ABL	*Carlos Escallon	6,054	50
"	HJ1ABD	*Ildefonso Franco	60,975	50
Cienaga	HJ1ABI	*Victor R. Pereira	6,103	50
"	HJ1ABH	*Sergio Martinez A. Jr.	6,128	50
Cucuta	HJ2ABC	*Pompilio Sanchez	5,975	50
Manizales	HJ4ABB	*Roberto Baena	6,110	200
Medellin	HJ4ABE	*Cia Radiodifusora	59,288	50
"	HJ4ABA	*Francisco Cuartas	11,720	50
"	HJ4ABG	*Arturo Alzate G.	6,110	10
Pereira	HJ4ABC	*Arango Hermanos	6,078	50
Papayan	HJ4ABF	*Universidad del Cauca	8,213	50
Quibdo	HJ1ABC	*Intendencia Nacional	6,006	75
Santa Mart	HJ1ABJ	*Julio Sanchez	6,006	50
Sincelejo	AJ1ABE	*Eugenio Quintero	7,100	50
Tunja	HJ2ABA	*Pompilio Sanchez	615,006	50
Villavicencio	HJ3ABI	*Hermanos Currea	7,281	15
Yolombo	HJ4ABI	*Eduardo Restrepo	6,036	30

ECUADOR

[Receiving Sets, 4,000. No set tax]

City	Call Letters	Operator	Frequency in Kilocycles	Power in Watts
Guayaquil	HC2JSD	*Ecuador Radio	1,071	100
"	HC2ET	*Empresa "El Telegrafo"	1,500	40
"	HC2AT	*American Trading	840	20
"	HC2CV	**"Irasa"	9,375	25
Quito	HCJB	*La Voz de Quito	974	75
"	HCETC	*Teatro Bolivar	810	30

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DIRECTORY OF SOUTH AMERICAN BROADCASTING STATIONS

(From Latest Data Available at U. S. Department of Commerce and The International Broadcasting Union, Geneva)

*Denotes time is sold for advertising, according to best available information.

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ECUADOR—(Continued)

City	Call Letters	Operator	Frequency in Kilocycles	Power in Watts
SHORT WAVE STATIONS				
Guayaquil	HC2RL	*Quinta Piedad	6,647	200
"	HC2ET	*Empresa "El Telegrafo"	4,600	300
"	HC2JSD	*Ecuador Radio	7,854	150
"	Radio Paris	12,765	50
Quito	HCJB	*La Voz de los Andes	8,214	150
"	HCETC	*Teatro Bolivar	6,976	50
"	HCIRF	*HCIRF	7,350	100
"	HCIIV	*Voz de la Victor	4,090	30
Riobamba	El Prado	6,618	2,000

PARAGUAY

[Receiving Sets, 6,000. No set tax]

City	Call Letters	Operator	Frequency in Kilocycles	Power in Watts
Asuncion	ZPI	*Artaza Hnos	1,185	1,000
"	ZP7	*Socrates A. Corelo	1,050	300
"	ZP4	*Isern Saccarello	736	45
"	ZP5	*Luis Guillermo	1,363	15
"	ZP9	*Artaza Hnos	885	15
Villarrica	ZP15	*Adalberto Friedinan	700	100
SHORT WAVE STATIONS				
Asuncion	ZP10	*Artaza Hnos	8,220	15
"	ZP11	*Irsen y Saccarello	7,897	100

PERU

[Receiving Sets, 8,500. Set tax 16 Sois]

City	Call Letters	Operator	Frequency in Kilocycles	Power in Watts
Arequipa	OAX6B	*Max Lauda	1,400	60
"	OAX6C	*Eduardo L. Caceres	1,350	30
Lima	OAX4A	*Compania Nacional de Radio-difusion	750	1,500
"	OAX4H	*Samuel Davila	1,150	50
"	OAX4F	*F. W. Castellano y Nno	1,080	60
"	OAX4C	*Difusora Universal	1,429	60
"	OAX4B	*Roberto Grelland	1,200	350
"	OAX4E	*Ingenforo Juan P. Goicochea	1,000	200
"	OAX4J	*Radio Internacional	1,100	130
"	OAX4L	*A. Pereyra	1,250	100
SHORT WAVE STATIONS				
Lima	OAX4D	*Difusora Universal	5,780	3,500
"	OAX4G	*Roberto Grelland	6,230	100
"	OAX4I	*Radio Internacional	6,000	130

URUGUAY

[Receiving Sets, 100,000. No set tax]

City	Call Letters	Operator	Frequency in Kilocycles	Power in Watts
Canelones	CW47	*Rafael J. Espiga
Colonia	CW37	*Norberto Gonzales Moreno	1,280	100
"	CW9	*Ernesto W. Labbe	720	120
Durazno	CW25	*Artola, Evangelisti y Cia	1,040	500
Florida	CW38	*Omar F. Barreiro	1,200	75
Lavalleja	CW43	*J. R. Volante y B. Canadas Blancas	1,400	100
Mercedes	CW29	*Baulista Abbo	1,120	50
Montevideo	CX6	Servicio Oficial Difusion Radio Electrica (government)	650	10,000
"	CX16	*Sociedad Anonima Difusoras Radio Electricas del Plata	850	10,000
"	CX14	*Difusoras El Espectador Ltda.	810	5,000
"	CX28	*Miguel Biere	1,090	3,000
"	CX24	*Sociedad Anonima Difusoras Radio Electricas del Plata	1,010	2,500

URUGUAY—(Continued)

City	Call Letters	Operator	Frequency in Kilocycles	Power in Watts
"	CX20	*Carlos L. Romay	930	2,000
"	CX26	*Figuera, Canepa y Cia	1,050	2,000
"	CX46	*Vitali y Bertacchi	1,450	1,500
"	CX4	*Direccion Agronomia	610	1,000
"	CX10	*Ferrera y Cia	730	1,000
"	CX12	*Luis A. Artola	770	1,000
"	CX18	*Difusoras El Espectador Ltda.	890	1,000
"	CX42	*Bresciani y Cia	1,870	1,000
"	CX8	*Ramon Puyal	690	500
"	CX30	*Barloce, Silva y Larrea	1,130	500
"	CX32	*Rafael Vice	1,170	500
"	CX34	*Figueira, Canepa y Cia	1,210	500
"	CX40	*Julio J. Rabassa	1,330	500
"	CX22	*Harrspuru Hnos	970	250
"	CX36	*Tomas J. Defilipi	1,250	250
"	CX44	*Sociedad Anonima Difusoras Radio Electricas del Plata	1,410	200
"	CX2	Direccion Radiocomunicaciones	570
"	CX38	Servicio oficial Difusion Radio Electrica (government)	1,290	500
"	CX48	*Ciulon y Abella	1,490	1,500
Paysandu	CW35	*Sociedad Anonima Difusoras Radio Electricas del Plata	1,320	100
"	CW39	*Miguel Penna
Rocha	CW19	*J. J. Harispuru	920	50
Salto	CW31	*Salvador F. Pera	1,160	250
"	CW23	*Modesto Llantada	1,000	250
"	CW27	*Ernesto Papelka	1,080	250
San Jose	CW41	*Juan J. Harispuru y P. Bruccoleri	1,360	50

VENEZUELA

[Receiving Sets, 20,000. No set tax]

City	Call Letters	Operator	Frequency in Kilocycles	Power in Watts
Caracas	YV1RC	*Ca. Venezoleana de Radio	961	5,000
"	YV3RC	*F. A. L. Ramos	1,200	250
El Valle	YV9RC	*Gonzalo Mancera	1,010
Maracaibo	YV7RMC	*Luis Mantellini	1,150
Valencia	YV6RV	*Hermann Degwitz	1,350	350
SHORT WAVE STATIONS				
Barauisimeto	YV8RB	*Arturo Maggi	5,880
Caracas	YV2RC	*Ca. Venesolans de Radio	6,112
"	YV4RC	*Juan Vicente Hernandez	6,375	100
Maracaibo	YV5RMO	*Santiago Vegas	5,850	150
"	YV11RMO	*Pedro Bermudez	6,128	100

NEWFOUNDLAND

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address
ST. JOHNS.....	VOWR	750	500	Wesley United Church St. Johns
	VOGY	840	100	Newfoundland Broadcasting Co., Ltd. Newfoundland Hotel
	VOAS	850	100	Ayre & Sons, Ltd. St. Johns
	VONF	1200	100	Dominion Broadcasting Co., Ltd. St. Johns
	VOCM	1000	20	W. B. Williams St. Johns
	VOAC	1300	20	Seventh Day Adv St. Johns

DIRECTORY OF CENTRAL AMERICAN BROADCASTING STATIONS

(Including the West Indies)

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(Corrected to December 15, 1935)*

COSTA RICA

[Receiving Sets, 4,000. No set tax]

City	Call Letters	Operator	Frequency in Kilocycles	Power in Watts
Cartago	TIRA	*Compania Radiografica Internacional	560
San Jose	TICR	*Gobierno de Costa Rica	911	75
"	TIFB	*Font & Barquero	714	30
"	TIGP	*Gonzalo Puito	666	75
"	TISO	*Pedro F. Saborio	600	250
"	TITR	*Margarita M. de Girton	1,333
"	TITV	*Felipe J. Alvarado	999	7½

SHORT WAVE STATIONS

Cartago	TIRA	Compania Radiografica Internacional	6,080
"	TIRA	Compania Radiografica Internacional	9,590
San Jose	TITR	*Margarita M. de Girton	11,790

CUBA

[Receiving Sets, 30,000. No set tax]

City	Call Letters	Operator	Frequency in Kilocycles	Power in Watts
Camaguey	CMJK	*Cia Cubana de Radio	780	150
"	CMJC	*Felix Sanchez	1,390	150
"	CMJL	*Manuel Caymares	1,340	75
"	CMJP	*Cesar Canals	1,430	75
"	CMJG	*Rafael Valdes	1,010	50
"	CMJI	*Gilberto Gessa	1,130	50
"	CMJO	*Bonifacio Idefonso	1,180	50
"	CMJE	*Manuel Fernandez	1,220	50
"	CMJH	*Luis Marauri	1,360	50
"	CMJF	*John L. Stowers	1,150	200
Havana	CMW	*Troncoso y Gil	600	1,000
"	CMCY	*Manuel D. Autran	1,030	1,000
"	CMX	*Francisco A. Lavin	920	750
"	CMQ	*Miquel Gabriel Juri	840	500
"	CMCJ	*Rafael Rodriguez	1,200	350
"	CMBG	*John L. Stowers	1,140	325
"	CMCQ	*Andres Martinez	680	250
"	CMAF	*International Broadcasting Co.	730	250
"	CMCF	*Cia Radioemisora Cubana	815	250
"	CMK	*Cia Nacional de Radio, S. A.	1,060	250
"	CMOX	*Perez Clusholm	1,320	250
"	CMCX	*Juan de Dios Carreno	660	150
"	CMOA	*Juan Fernandez Duran	790	150
"	CMBN	*Gabriel C. de Sequeira	880	150
"	CMOK	*Rafael Valdes	1,470	175
"	CMCD	*Enrique Lasanta	1,110	150
"	CMBD	*Luis Perez Garcia	1,170	150
"	CMCG	*La Onda. S. A.	1,255	150
"	CMCU	*Jorge Garcia Serra	1,280	150
"	CMCA	*A. Testar y J. M. Gonzales	1,350	150
"	CMBX	*Alberto Alvarez	1,380	150
"	CMEN	*Angel Belaunde	1,500	150
"	CMBS	*Enrique Artalejo	770	130
"	CMBY	*Callejas Estefany	640	125
"	CMCW	*A. Cervantes J. Vilarino	750	125
"	CMBZ	*Manuel y G. Salas	1,600	125
"	CMCB	*Antonio Capablanca	1,230	125

CUBA—(Continued)

City	Call Letters	Operator	Frequency in Kilocycles	Power in Watts
Havana	CMCR	*Aurelio Hernandez	1,410	125
"	CMBC	*Domingo Fernandez	940	200
"	CMCD	*La Voz del Aire, S. A.	960	200
Matanzas	CMGF	Bernabe de la Torre	1,120	150
"	CMGE	*Genaro Sabater	1,370	150
"	CMGC	*Oscar S. Mechoso	1,400	100
"	CMGI	*Armando Lizama	1,420	50
Santa Clara	CMHD	*Manuel Alvarez	1,270	250
"	CMHR	*Virgilio Villanueva	1,330	250
"	CMHX	*Francisco Chavarry	760	150
"	CMHI	*Laviz y Paz	1,210	150
"	CMHW	*Ramon Gonzales	810	100
"	CMHJ	*Romaldo Ugalde	1,160	100
"	CMHA	*Abelardo Monocal	1,070	50
"	CMHB	*W. E. Weiss Co. S. en C.	1,240	50
Santiago	CMKD	*Radioemisora Oriental	1,050	250
"	CMKC	*Pinol Batlle y Cia	1,250	150
"	CMKR	*Jaime Nadal	1,400	100
"	CMKM	*Raimundo Comas Soler	1,120	50
"	CMKV	*Solidaridad Musical	1,190	50
"	CMKF	*Manuel J. de Gongara	1,460	50
SHORT WAVE STATIONS				
Havana	COC	*Luis Casas Romero	6,010	300
"	COCH	*Antonio Zayas Bazan	9,423	150
EXPERIMENTAL STATIONS				
Camaguey	CO-9-JQ	Rafael Grimany	8,665	100
Havana	COCD	"La Voz del Aire S. A."	6,130	150
Santa Clara	CO-9-WR	W. E. Weiss y O. Ramirez	11,800	100
Santiago de Cuba	CO-9-GC	Emilio Grau Medina	6,150	100

DOMINICAN REPUBLIC

[Receiving Sets, 6,000. No set tax]

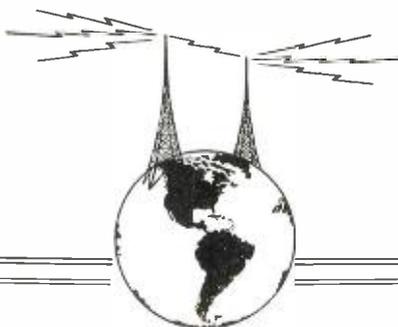
City	Call Letters	Operator	Frequency in Kilocycles	Power in Watts
San Pedro de Macaris	HIH	*Domingo Demiuguez	1,391	75
Santiago	HIIA	*Rafael Western	1,410	50
"	HI5N	*Marcial Smester	1,445	25
Santo Domingo	HIX	*Gobierno Dominicano	800	12,000
"	HIZ	*Frank Hatton	1,350	100
"	HIT	*F. A. Sanabia	1,050	100
"	HIG	*Andres Cordero Puello	900	50
"	HI5E	*Chavez Hermanos	1,440	25
"	HIL	*F. C. Teixido	1,111	20
"	HI4D	*Dr. Luis D. Santamaria	1,010	10
"	HI4M	*Jorge L. Rodriguez	1,150	20
"	HIJ	*F. A. Belz	1,190	10

GUATEMALA

[Receiving Sets, 4,000. No set tax]

City	Call Letters	Operator	Frequency in Kilocycles	Power in Watts
Guatemala	TGW	Ministerio de Fomento	565	500
"	TGX	*Periodico "Liberal Progresista"	1,380	75
SHORT WAVE STATIONS				
Guatemala	TGX	*Periodico "Liberal Progresista"	5,940
"	TG2X	Policia Nacional	5,940
"	TGS	Casa Presidencial	5,710

(Continued on page 308)



CONQUEST ALLIANCE CO., INC.

AN INTERNATIONAL RADIO ORGANIZATION

- REPRESENTATION OF THE LEADING FOREIGN COMMERCIAL STATIONS
- PRODUCTION AND SUPERVISION OF COMPLETE RADIO CAMPAIGNS IN U. S. A. AND ALL FOREIGN COUNTRIES
- PRODUCTION OF ELECTRICAL TRANSCRIPTIONS IN ALL LANGUAGES
- WORLD-WIDE DISTRIBUTION OF ELECTRICAL TRANSCRIPTIONS. EACH PROGRAM HAS A DEFINITE MERCHANDISING PLAN WHICH WILL PRODUCE SALES
- PRODUCTION OF DRAMATIZED COMMERCIAL ANNOUNCEMENTS WITH LIVE TALENT OR ON ELECTRICAL TRANSCRIPTIONS
- LARGE LIBRARY OF TESTED RADIO SCRIPTS



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515 MADISON AVENUE

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Read "Export Merchandising"; If you are not on the mailing list write to us and you will receive monthly a complimentary copy.

DIRECTORY OF CENTRAL AMERICAN BROADCASTING STATIONS

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(Continued from page 306)

HAITI

[Receiving Sets, 500. No set tax]

City	Call Letters	Operator	Frequency in Kilocycles	Power in Watts
Port au Prince	HHK	Government	920	500

HONDURAS

[Receiving Sets, 3,000. No set tax]

City	Call Letters	Operator	Frequency in Kilocycles	Power in Watts
Tegucigalpa	HRN	*Rafael Ferrary	1,340	50
"	HRN	*Rafael Ferrary	5,875	400

SHORT WAVE STATIONS

MEXICO

[Receiving Sets, 130,000. No set tax]

City	Call Letters	Operator	Frequency in Kilocycles	Power in Watts
Agua Caliente	XEBC	*Cia Mexicana del Agua Caliente S.A.	730	5,000
"	XFC	*Gobierno del Estado de Agua Caliente	810	350
"	XFA	"	1,310	5
Chihuahua	XEFI	*Feliciano Lopez Islas	1,440	250
Ciudad Juarez	XEJ	*Juan G. Buttner	1,020	1,000
"	XEFV	*Jose Onofre Meza	1,210	100
Cordoba	XEAG	*Diodoro Zuniga	1,310	10
Durango	XEE	*Alejandro O. Stevenson, Jr.	1,210	50
Guadalajara	XED	*Cia Radiofonografica S. A.	1,160	2,500
"	XEA	*Alberto Palos Sanza	1,060	125
Guanajuato	XEAZ	*Antonio Zavala	1,420	7
Hidalgo del Parral	XEAT	*David G. Cervantes	1,210	50
Jalapa	XFD	*Gobierno del Estado de Vera Cruz	1,340	350
"	XFB	"	1,270	250
Leon	XEKL	*Cia Difusora del Bajio	1,240	500
Matamoras	XEAM	*M. L. Salinas	960	7
Merida	XEY	*Ramon Rubio	1,000	10
"	XEFC	*Julio Molina Font	550	100
"	XEZ	*Jorge L. Palomeque	630	500
Mexicali	XEAO	*Luis L. Castro	560	250
"	XEG	*Juan C. Chavez	1,270	200
"	XEAA	*Carlos Blando	920	200
Mexico City	XEW	*Cadena Radiodifusora Mexicana S. A.	890	50,000
"	XEYZ	*Radiodifusora Continental S. A.	780	10,000
"	XEB	*El Buen Tono	1,030	10,000
"	XEFO	*Partido Nacional Revolucionario	940	5,000
"	XFO	*Partido Nacional Revolucionario	940	5,000
"	XEN	*Cerveceria Modelo S. A.	710	1,000
"	XEAL	*Cia Pan-America de Radio	660	1,000
"	XEP	*Ana Maria Rovalo de Pasalaqua	840	500
"	XFX	*Secretaria de Educacion Publica	610	500
"	XEL	*Esperanza Romero de Gonzales	1,100	250
"	XEAI	*Carlos Gonzalez Caballero	1,240	100
"	XEFZ	*Manuel Zetina	1,370	100
"	XELC	*Manuel Valdes Bravo	740	100
"	XEWZ	*J. V. Esparza	1,150	100
"	XEK	*A. Martinez	990	100
"	XEMX	*Alfonso Traslouheros Avalos	1,280	12
"	XECX	*M. E. Bravo de Cardero	1,310	10
Monterey	XET	*Cadena Radiodifusora Mexicana	690	500
"	XEH	*Constantino de Tarnava	1,150	250
"	XEX	*Luis F. Petit Jean	1,310	125
"	XEFJ	*Rodolfo Junco de la Vega	1,230	100
"	XEFB	*Jesus Quintanilla	1,420	100

MEXICO—(Continued)

City	Call Letters	Operator	Frequency in Kilocycles	Power in Watts
Morelia	XEI	*Carlos Gutierrez	1,370	125
Nogales	XEAF	*Francisco G. Elias	990	750
Nuevo Laredo	XENT	*Cia Industrial Universal de Mexico S. A.	910	150,000
Nuevo Laredo	XEFE	*Rafael T. Carranza	850	250
Oaxaca	XEAJ	*Enrique M. Orihuela	1,310	15
Piedras Negras	XEPN	*Cia Radiodifusora de Piedras Negras S. A.	690	50,000
"	XELO	*Cia Radiodifusora de Piedras Negras S. A.	1,110	10,000
Pueblo	XETH	*Ramon Huerta	1,210	100
Reynosa	XEAW	*Cia Internacional Difusora de Reynosa	960	10,000
Saltillo	XEOX	*Antonio Garza Castro	640	250
"	XELA	*Enrique Gomez	1,240	50
San Luis Potosi	XEZZ	*Emilio Delgado	1,370	100
Tampico	XEFW	*Jose Expedito Martinez	1,310	250
"	XES	*Fernando Sada	909	250
"	XEMA	*Manuel M. Pier	1,080	50
Tia Juana	XEMO	*Fernando Federico	860	2,000
"	XEAE	*Adolfo Labastida Jr.	980	250
"	XEMZ	*Adolfo Labastida Jr.	1,210	250
"	XEFL	*Luis J. Garcia	1,150	250
"	XEOK	*Carlos de la Sierra	760	200
"	XEC	*Luis E. Enciso	1,160	30
Vera Cruz	XEU	*Fernando Pazos	1,160	25
"	XETF	*Jose Rodriguez Lopez	1,220	12
Villa Acuna	XERA	*(Dr. John R. Brinkley)	840	75,000
SHORT WAVE STATIONS				
Mexico City	XECR	Secretaria de Relaciones Exteriores	7,380	20,000
"	XEBT	*El Buen Tono	6,100	500

NICARAGUA

[Receiving Sets, 1,500. No set tax]

City	Call Letters	Operator	Frequency in Kilocycles	Power in Watts
Managua	YNOP	*Radiodifusora "Bayer" Edmundo Tefel	1,320	1,000
"	YNLF	*Radiodifusora La Voz de Nicaragua Empresa Lefranc	1,275	500
"	YNVA	*Radiodifusora Ruben Dario Victorino Arguello	920	300
SHORT WAVE STATIONS				
Managua	XNLF	Radiodifusora La Voz de Nicaragua Emp. Lefranc	5,985	500
"	YNVA	Radiodifusora Ruben Dario Victorino Arguello	5,865	300
"	YN1GG	Radiodifusora La Voz de Los Lagos	6,175	100
"	YNGU	Alma Nica. Adau Diaz F. & Hyas. Matilde Hayde Diaz	7,330	50

PANAMA

[Receiving Sets, 3,800. No set tax]

City	Call Letters	Operator	Frequency in Kilocycles	Power in Watts
SHORT WAVE STATIONS				
Colon	HP5F	*La Voz de Colon	6,080	100
"	HP50	Government	1,440	100
Panama City	HP5B	*Estacion Miramar	6,030	100
"	HP5J	*La Voz de Panama	9,590	100

EL SALVADOR

[Receiving Sets, 4,000. No set tax]

City	Call Letters	Operator	Frequency in Kilocycles	Power in Watts
San Salvador	RDN	Estacion Radiodifusora Nacional	680	500

DIRECTORY OF EUROPEAN BROADCASTING STATIONS

(From Latest Data Available at U. S. Department of Commerce and International Broadcasting Union, Geneva)

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(Corrected to December 1, 1935)*

AUSTRIA

[Receiving Sets, 527,295. 24 shillings registering tax]

City	Call Letters	Operator	Frequency in Kilocycles	Power in Watts
Graz	Oesterr. Radio Verkehrs (Government)	886	7,000
Innsbruck	" " " "	519	500
Klagenfurt	" " " "	1,294	4,500
Linz, Donau	" " " "	1,224	500
Salzburg	" " " "	1,348	2,000
Vorarlberg	" " " "	1,294	2,000
Vienna	" " " "	592	100,000
SHORT WAVE STATIONS				
Vienna	OER2	Oesterr. Radio Verkehrs (Government)	6,072	1,500
"	OER2	" " " "	11,801	1,500

BELGIUM

[Receiving Sets, 603,860. Annual license fee, 60 francs]

City	Call Letters	Operator	Frequency in Kilocycles	Power in Watts
Andremont	*M. Houben	1,285	100
Antwerp	ON4EB	*M. DeCaluwe	1,492	100
Brussels	ON4GT	*L. Mestag	1,285	100
Brussels	I.N.R.	Institut National de Radiodiffusion	620	15,000
Brussels	ON4RB	" " " "	932	200
Brussels	ON4RC	*Radio Conference	1,122	100
Chatelineau	ON4CE	*M. Lucas	1,492	100
Binche	*M. Laveire	1,492	100
Dison	*M. Masson	1,285	100
Courtrai	*M. Gyselwick	1,492	100
Liege	ON4RW	*M. Delvigue	1,500	100
Liege	ON4FC	*M. Lamboray	1,500	150
Liege (experimental)	ON4EX	*M. Habrau	1,500	100
Seraing	*M. Henrion	1,500	100
Schaerbeek	*.....	1,122	100
Vellereille-le Braeyux	*M. Tricote	1,285	100
SHORT WAVE STATION				
Ruyselede	ORK	Institut National Belge de Radio	10,330	90,000

BULGARIA

[Receiving Sets, 10,000. 300 to 500 leva set tax]

City	Call Letters	Operator	Frequency in Kilocycles	Power in Watts
Sofia	Administration des P.T.T. (Government)	850	500

CZECHOSLOVAKIA

[Receiving Sets, 693,694. Set tax 120 crowns]

City	Call Letters	Operator	Frequency in Kilocycles	Power in Watts
Bratislava	OKR	Radiojournal (Government)	1,004	13,500
Brno	OKB	" " "	922	32,000
Kosice	OKK	" " "	1,158	2,600
Moravska-Ostrava	OKM	" " "	1,113	11,200
Prague I	OKP	" " "	638	120,000
Prague II	OKP	" " "	1,204	5,000
SHORT WAVE STATION				
Prague	OK1MPT	Radiojournal	5,145

DANZIG

[Receiving Sets, 20,000. Set tax 2.50 guilders]

City	Call Letters	Operator	Frequency in Kilocycles	Power in Watts
Danzig	PTB	*Administration des Postes et Telegraphes	1,303	500

DENMARK

[Receiving Sets, 588,000. Set tax 10 crowns]

City	Call Letters	Operator	Frequency in Kilocycles	Power in Watts
Copenhagen	Radioraaket (Government)	1,173	10,000
Kalundborg	" " "	237	60,000
Soro	" " "	1,176	10,000
"	" " "	302	2,000

SHORT WAVE STATION

Skamleback	OXY	Radioraaket	6,060	500
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ESTONIA

[Receiving Sets, 19,500. \$2.00]

City	Call Letters	Operator	Frequency in Kilocycles	Power in Watts
Tallinn	Riigi Ringhaaling (Government)	1,004	15,000
Tartu	" " "	578	500

FINLAND

[Receiving Sets, 129,100. Set tax 100 Finnish Marks]

City	Call Letters	Operator	Frequency in Kilocycles	Power in Watts
Helsinki	OFA	Suomen Yleisradio (Government)	895	10,000
Lahti	OFB	" " "	166	45,000
Oleaborg	OFF	" " "	431	1,500
Jakobstad	OFC	" " "	1,500	250
Bjorneborg	OFD	" " "	749	1,500
Sortavala	" " "	749	200
Taumerfors	OFE	" " "	1,420	1,000
Abo	OFG	" " "	1,492	500
Viborg	OFH	" " "	527	10,000

FRANCE

[Receiving Sets, 1,755,946. 15-50-100-200 francs set tax]

City	Call Letters	Operator	Frequency in Kilocycles	Power in Watts
Agen	1,393	800
Beziers	*Bonnfous	1,113	200
Bordeaux (Lafayette)	Administration des P.T.T.	1,077	30,000
FeCamp	*Soc. Radio Normandie	1,113	200
Grenoble	Administration des P.T.T.	583	15,000
Lille	" " "	1,348	1,000
Limoges	" " "	895	500
Lyon "Radio Lyon" (La Doua)	YR	*Soc. Radio Lyon Emissions	1,393	700
" " " " (La Doua)	YN	Administration des P.T.T.	648	20,000
Marseille Provence	" " "	749	1,600
Montpellier, Languedoc	" " "	1,339	800
Nice (Juan-les-Pins)	*Casino	1,249	800
Nimes	*Soc. Radiophonie Meridionale	1,492	70
Paris (Palaiseau Villebon)	Administration des P.T.T.	695	120,000
Paris (Paris P.T.T.)	FPTT	" " "	1,212	1,300

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FRANCE—(Continued)

City	Call Letters	Operator	Frequency in Kilocycles	Power in Watts
Paris (Petit Parisien)	*Compagnie Generale d'Energie	959	60,000
Paris (Radio L.L.)	F8GC	*Comp. National de Radiodiffusion	1,429	800
Paris (Eiffel Tower)	FLE	Administration des P.T.T.	1,456	20,000
Paris (Radio Vitus)	*Vitus	1,348	700
Paris (National)	Administration des P.T.T.	182	80,000
Rennes-Bretagne	" " "	1,040	40,000
Strasbourg (Brumath)	SPTT	" " "	859	35,000
Toulouse (R. Toulouse)	MRD	Ste de la Radiophonie du Midi	913	60,000
Toulouse Pyrenees (Radiophonie P.T.T.)	Administration des P.T.T.	776	700
SHORT WAVE STATION				
Station d'Etat Radio Coloniale	Administration des P.T.T.	15,295	10,000

GERMANY

[Receiving Sets, 6,816,500. Set tax 2 Reichmark per month]

City	Call Letters	Operator	Frequency in Kilocycles	Power in Watts
Berlin	Government (Reichs-Rundfunk-Gesellschaft)	841	100,000
Bremen	Government (Reichs-Rundfunk-Gesellschaft)	1,330	2,000
Breslau	Government (Reichs-Rundfunk-Gesellschaft)	950	100,000
Danzig	Government (Reichs-Rundfunk-Gesellschaft)	1,303	500
Dresden	Government (Reichs-Rundfunk-Gesellschaft)	1,285	250
Flensburg	Government (Reichs-Rundfunk-Gesellschaft)	1,330	2,000
Frankfurt Main	Government (Reichs-Rundfunk-Gesellschaft)	1,195	25,000
Freiburg	Government (Reichs-Rundfunk-Gesellschaft)	1,195	5,000
Hamburg	Government (Reichs-Rundfunk-Gesellschaft)	904	100,000
Hanover	Government (Reichs-Rundfunk-Gesellschaft)	1,330	2,000
Heilsberg	Government (Reichs-Rundfunk-Gesellschaft)	1,031	100,000
Kaiserlautern	Government (Reichs-Rundfunk-Gesellschaft)	1,195	500
Kassel	Government (Reichs-Rundfunk-Gesellschaft)	1,195	500
Koeln	Government (Reichs-Rundfunk-Gesellschaft)	658	100,000
Koblenz	Government (Reichs-Rundfunk-Gesellschaft)	1,195	2,000
Koenigswusterhausen	Government (Reichs-Rundfunk-Gesellschaft)	191	6,000
Koenigsberg	Government (Reichs-Rundfunk-Gesellschaft)	1,348	2,000
Leipzig	Government (Reichs-Rundfunk-Gesellschaft)	785	120,000
Magdeburg	Government (Reichs-Rundfunk-Gesellschaft)	1,330	500
Munich	Government (Reichs-Rundfunk-Gesellschaft)	740	100,000
Miernberg	Government (Reichs-Rundfunk-Gesellschaft)	1,267	2,000
Stettin	Government (Reichs-Rundfunk-Gesellschaft)	1,330	2,000
Stuttgart	Government (Reichs-Rundfunk-Gesellschaft)	574	10,000
Trier	Government (Reichs-Rundfunk-Gesellschaft)	1,195	2,000
Saarbruecken	Government (Reichs-Rundfunk-Gesellschaft)	1,369	700

GERMANY—(Continued)

City	Call Letters	Operator	Frequency in Kilocycles	Power in Watts
SHORT WAVE STATIONS				
Zeesen	Government (Reichs Rundfunk G.M.b.H.)	11,855	50,000
"	DJA	Government (Reichs Rundfunk G.m.b.H.)	9,560	5,000
"	DJB	Government (Reichs Rundfunk G.m.b.H.)	15,200	5,000
"	DJC	Government (Reichs Rundfunk G.m.b.H.)	6,020	5,000
"	DJD	Government (Reichs Rundfunk G.m.b.H.)	11,770	5,000
"	DJE	Government (Reichs Rundfunk G.m.b.H.)	17,760	5,000
"	DJQ	Government (Reichs Rundfunk G.m.b.H.)	15,280	5,000
"	DJN	Government (Reichs Rundfunk G.m.b.H.)	9,540	5,000

GREAT BRITAIN

[Receiving Sets, 6,780,569. Set tax 10 shillings]

City	Call Letters	Operator	Frequency in Kilocycles	Power in Watts
Aberdeen	British Broadcasting Corporation	1,285	1,000
Belfast	" " "	977	1,000
Bournemouth	" " "	1,474	1,000
Droitwich	" " "	200	150,000
London National	" " "	1,149	20,000
" Regional	" " "	877	50,000
Midland	"	" " "	1,013	50,000
North National	" " "	1,149	20,000
North Regional	" " "	668	50,000
Newcastle	" " "	1,122	1,000
Plymouth	" " "	1,474	200
Scottish Regional	" " "	767	50,000
Scottish National	" " "	1,050	50,000
West National	" " "	1,149	20,000
" Regional	" " "	804	50,000

SHORT WAVE STATIONS

Daventry	GSL	British Broadcasting Corporation	6,110	10,000
"	GSA	" " "	6,050	10,000
"	GSB	" " "	9,510	10,000
"	GSC	" " "	9,580	10,000
"	GSD	" " "	11,750	10,000
"	GSE	" " "	11,860	10,000
"	GSF	" " "	15,140	10,000
"	GSG	" " "	17,790	10,000
"	GSH	" " "	21,470	10,000
"	GSI	" " "	15,260	10,000
"	GSJ	" " "	21,530	10,000

IRISH FREE STATE

[Receiving Sets, 60,000. Set tax 10 shillings]

City	Call Letters	Operator	Frequency in Kilocycles	Power in Watts
Athlone	*Department of Post & Telegraph	565	60,000
Cork	6CK	" " " " "	1,240	1,000
Dublin	2RN	" " " " "	1,348	500

* Advertising from Irish industry only.

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HUNGARY

[Receiving Sets, 340,117. Set tax \$8.82 (U. S.)]

City	Call Letters	Operator	Frequency in Kilocycles	Power in Watts
Budapest	HAC	Magyar Telefon Hirmondo es Radio (Government)	546	120,000
"	HAL	Magyar Telefon Hirmondo es Radio (Government)	360	20,000
Magyarovar	HAE2	Magyar Telefon Hirmondo es Radio (Government)	1,321	1,250
Miskolez	HAE3	Magyar Telefon Hirmondo es Radio (Government)	1,438	1,250
Nyiregyhaya	HAE	Magyar Telefon Hirmondo es Radio (Government)	1,122	6,200
Pers	HAE4	Magyar Telefon Hirmondo es Radio (Government)	1,465	1,250
SHORT WAVE STATIONS				
Szekesfeheervar	HAT4	Magyar Telefon Hirmondo es Radio (Government)	9,125	6,000
"	HAS4	Magyar Telefon Hirmondo es Radio (Government)	15,370	6,000

ICELAND

[Receiving Sets, 10,350. No set tax]

City	Call Letters	Operator	Frequency in Kilocycles	Power in Watts
Reykjavik	TFU	Rikisutvarpid	208	16,000
SHORT WAVE STATIONS				
Presde Reykjavik	TFJ	Rikisutvarpid	12,235	7,000
Presde Reykjavik	TFK	"	9,060	7,000
Presde Reykjavik	TFT	"	5,085	7,000

ITALY

[Receiving Sets, 430,000. Set tax \$6.84 (U. S.)]

City	Call Letters	Operator	Frequency in Kilocycles	Power in Watts
Bari	IBA	*F.I.A.R. (Government)	1,059	20,000
Bari II	IBA2	" "	1,357	1,000
Bolzano	ILBZ	" "	526	1,000
Firenze	IFI	" "	610	20,000
Genoa	IGE	" "	814	50,000
Milan I	IMI	" "	1,357	4,000
Milan II	IMI2	" "	1,104	1,500
Naples	INA	" "	565	3,000
Palermo	IPA	" "	713	50,000
Rome I (Santa Palomba)	IRO	" "	1,258	1,000
Rome II	I3RO	" "	1,140	7,000
Turin I	I1TO	" "	1,357	1,000
" II	I2TO	" "	1,357	1,000
Trieste	ITR	" "	1,222	10,000
SHORT WAVE STATIONS				
Rome Prato Smeraldo	I2RO	*E.I.A.R.	6,065	25,000

LATVIA

[Receiving Sets, 64,567. 7-10-20-40 Lats.]

City	Call Letters	Operator	Frequency in Kilocycles	Power in Watts
Kuldiga	Department des P.T.T.	1,258	10,000
Liepaga	" " "	1,734	100
Madona	" " "	1,104	50,000
Riga	YLZ	" " "	583	15,000

LITHUANIA

[Receiving Sets, 20,240. 2-3-4 Lts. set tax]

City	Call Letters	Operator	Frequency in Kilocycles	Power in Watts
Kaunas	LYT	Direction Generales des Postes	155	7,000

LUXEMBOURG

[Receiving Sets, 13,750. No set tax]

City	Call Letters	Operator	Frequency in Kilocycles	Power in Watts
Luxemborg (Junglingster)	*Compagnie Luxembourgeoise de Radiodiffusion	230	150,000

NETHERLANDS

[Receiving Sets, 909,127. No set tax]

City	Call Letters	Operator	Frequency in Kilocycles	Power in Watts
Bloemendaal, Noordholland	Gereformeerde Kirk	1,220	50
Hilversum (Amsterdam)	PXI	Katholieke Radio Omroep	995	20,000
Kootwyk	" " "	160	{ 120,000 40,000
Schereningen	Exploitation des P.T.T.	280	1,000

SHORT WAVE STATIONS

Eindhoven	PCJ	N. V. Philips' Radio	9,590	18,000
Huizen	PHI	S. A. Philips' Omroep Holland-Indie	17,775	20,000

NORWAY

[Receiving Sets, 157,434. Set tax 20 kronen]

City	Call Letters	Operator	Frequency in Kilocycles	Power in Watts
Aalesund	LKA	Norsk Rikskringasting (Government)	850	350
Bergen	LKB	" " "	850	1,000
Bodo	LKD	" " "	686	500
Fredrikstad	LKF	" " "	776	700
Finmark	LKI	" " "	350	10,000
Hamar	LKH	" " "	510	700
Kristiansand	LKK	" " "	1,276	500
Narvik	" " "	1,222	300
Notodden	LKN	" " "	1,357	150
Oslo	LKO	** " " "	260	60,000
Porsgrunn	LKP	" " "	850	700
Rjukan	LKR	" " "	1,348	150
Stavanger	LKS	" " "	1,276	500
Tromsoe	LKM	" " "	253	100
Trondelag	LKT	" " "	629	20,000

SHORT WAVE STATION

Jeloy	LKJI	Norsk Rikskringasting	9,572	1,000
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POLAND

[Receiving Sets, 374,000. Set tax 1 to 3 Zlotys]

City	Call Letters	Operator	Frequency in Kilocycles	Power in Watts
Kattowice	*Polskie Radjo (Government)	758	12,000
Krakow	" " "	1,022	1,700
Lodz	" " "	1,389	1,700
Lwon	" " "	795	16,000
Poznan	" " "	868	20,000
Torun	SP5	" " "	986	24,000
Warsaw (Raszyn)	SPI	" " "	224	120,000
Warsaw II	SP8	" " "	1,348	10,000
Wilna	SPIO	" " "	536	16,000

SHORT WAVE STATION

Warsaw	SPW	Ministere des Postes & Telegraphes	18,635	10,000
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PORTUGAL

[Receiving Sets, 27,895. Set tax 6 escudos (monthly)]

City	Call Letters	Operator	Frequency in Kilocycles	Power in Watts
Lisbon	Administration des P.T.T.	629	25,000
"	*Radio Club Portugues	1,031	5,000
SHORT WAVE STATIONS				
Barcarena	CSL	6,150	500
Lisbon	CT1AA	9,600

RUMANIA

[Receiving Sets, 100,981. Set tax \$3.03-\$6.06 (U. S.)]

City	Call Letters	Operator	Frequency in Kilocycles	Power in Watts
Brasov	Societe de Diffusion Radiotelephonique	160	20,000
Bucharest	" " "	823	12,000

SPAIN

[Receiving Sets, 500,000. Set tax \$0.68-\$1.37 (U. S.)]

City	Call Letters	Operator	Frequency in Kilocycles	Power in Watts
Albacete	EAJ44	*Antonio Cuevas	1,492	200
Alcala de Henares	EAJ29	*Juan M. Al. Lorenzana	1,500	200
Alcira	EAJ54	*Enrique Peralta	1,492	200
Alcoy	EAJ12	Municipalite	1,492	100
Algeciras	EAJ55	*Jose Laffarga	1,500	200
Alicante	EAJ31	*Juan Valero	1,492	200
Almeria	EAJ60	*Miguel Sato	1,492	200
Antequera	EAJ26	*Joaquin	1,500	200
Badajoz	EAJ52	*Mariano Ramallo	1,492	200
Badalona	EAJ39	*Juan Vidal	1,492	200
Barcelona	EAJ	*Union Radio S.A.	795	7,600
"	EAJ15	*Radio Association	1,022	1,000
Bilbao	EAJ28	*Daniel Urquijo	1,492	200
Burgos	EAJ27	*Juan Mato	1,492	200
Castellon	EAJ14	*Ismael Palacio	1,500	200
Centa	EAJ46	*Mas. Bernacio	1,492	200
Ciudad Real	EAJ65	*Emp. Radioelectricas	1,492	200
Cordoba	EAJ24	*Federico Algarra Fermin	1,492	200
Denia	EAJ45	*Jose Marsal	1,500	200
Elche	EAJ53	*Jose Garrigos	1,500	200
Gandia	EAJ23	*Enrique Peralta	1,492	200
Gerona	EAJ38	*Ramon Perez	1,500	200
Gijon	EAJ34	*Ramon M. Fernandez	1,492	200
Granada	EAJ16	*Eduardo Montero	1,492	200
Huesca	EAJ22	*Ismael Palacio	1,500	200
Jaen	EAJ61	*Juan Delgado	1,492	200
Jativa	EAJ36	*Jose Garrascosa	1,500	200
Jerez de la Frontera	EAJ58	*Guillermo Ruiz	1,492	200
La Coruna	EAJ41	*Emps. Radioelectricas	1,492	200
Las Palmas	EAJ50	*Pedro Pastor	1,500	200
Lerida	EAJ42	*Jaime Rosquelles	1,492	200
Leon	EAJ63	*Emp Radioelectricas	1,500	200
Linares	EAJ37	*Alfonso Quiles	1,500	200
Logrono	EAJ18	*Ismael Palacio	1,500	200
Madrid	EAJ7	Union Radio S.A.	1,095	12,000
"	EAJ2	Radio Espana	731	3,000
Malaga	EAJ9	*Ricardo Puente	1,492	200
Manreza	EAJ51	*Fernando Boixados	1,492	200
Melilla	EAJ21	*Francisco Llinas	1,492	200
Murcia	EAJ17	*Arsenio Sandrez	1,492	200
Onteniente	EAJ30	*Salvador M. Liuch	1,500	200
Oreuse	EAJ57	*Ramon Puga	1,492	200

SPAIN—(Continued)

City	Call Letters	Operator	Frequency in Kilocycles	Power in Watts
Oviedo Radio Asturias	EAJ19	*Arturo Cima	1,022	1,000
Palma Mlca	EAJ13	*Jose Fuster	1,492	100
Pamplona	EAJ6	*Ismael Palacio	1,492	200
Pontevedra	EAJ40	*Enrique Vasquez	1,500	200
Reus	EAJ11	*Juan Diaz	1,500	200
Sabadell	EAJ20	*Jose Carbella	1,492	200
Salamanca	EAJ56	*Manuel Martin	1,500	200
San Sebastian	EAJ8	Union Radio	1,258	3,000
Santander	EAJ32	*Ismael Palacio	1,500	200
Santa Cruz de Tenerife	EAJ43	*Jose Luis Campos	1,492	200
Santiago	EAJ4	Union Radio	1,492	200
Segovia	EAJ64	*Aurelio Hernandez	1,500	200
Sevilla	EAJ5	Union Radio	731	5,000
Terragona	EAJ33	*Timowro Zunuy	1,492	200
Tarrasa	EAJ25	*Radio Club Tarrasa	1,500	200
Toledo	EAJ49	*Pedro Pastor	1,500	200
Toledo	EAJ66	*Aurelio Hernandez	1,492	200
Valencia	EAJ31	Estado Union	850	1,500
Valladolid	EAJ47	*Manuel Mata	1,492	200
Vigo	EAJ48	*Empr. Radioelectricas	1,492	200
Villanueva y Geltru	EAJ35	*Jose Ma Cucurella	1,500	200
Victoria	EAJ62	*Fco. Hernandez	1,500	200
Zaragoza	EAJ10	Radio Aragon	1,492	200
SHORT WAVE STATION				
Madrid	EAQ	*Transradio Espanola	10,000	20,000

SWEDEN

[Receiving Sets, 733,190. Set tax 10 Swedish kn.]

City	Call Letters	Operator	Frequency in Kilocycles	Power in Watts
Boden	SBE	Direction Generale des Telegraphes	392	600
Boras	SCA	" " "	1,447	200
Eskilstuna	SCB	Eskilstuna Radioklubb	1,240	200
Falun	SCC	Falu Radioklubb	1,086	500
Gavle	SCD	Gavle Radioklubb	1,483	200
Goteborg	SBB	Direction Generale des Telegraphes	941	10,000
Holmstad	SCE	Holmstads Radioklubb	1,411	200
Halsingborg	SCG	Halsingborgs Radiobyggnadsforening	1,384	200
Horby	SBH	Direction Generale des Telegraphes	1,131	10,000
Hudiksvall	SCF	Hudiksvalls Radioforening	1,366	800
Kalmar	SCI	Kalmar Radioklubb	1,447	200
Karlstad	SCJ	Direction Generale des Telegraphes	1,312	250
Koruna	SBK	Koruna Radioklubb	1,258	200
Kristineham	SCM	Kristineham Radioklubb	1,500	200
Malmberget	SCN	Malmberget-Gallivare Radioklubb	704	200
Malmo	SBC	Direction Generale des Telegraphes	1,312	1,250
Motala	SBG	" " " "	216	150,000
Norrkoping	SBI	" " " "	1,312	250
Orebro	SCV	Orebro Radioklubb	1,185	200
Ornskoldsvik	SCW	Ornskoldsviks Radioklubb	1,411	200
Ostersund	SBF	Direction Generale des Telegraphes	413	600
Saffle	SCP	Saffle Radioklubb	1,240	200
Stockholm	SBA	Direction Generale des Telegraphes	704	55,000
Sundsvall	SBD	" " " "	601	10,000
Trollhattan	SBJ	" " " "	1,312	250
Uddevala	Foreningen Uddevala Rundradio Station	1,393	50
Umea	SCS	Umea Radioklubb	1,402	1,000
Upsala	SCT	Upsala Radioklubb	1,492	200
Varberg	SCU	Varbergs Radioklubb	1,240	200

(Continued on page 313)

DIRECTORY OF EUROPEAN BROADCASTING STATIONS

(From Latest Data Available at U. S. Department of Commerce and The International Broadcasting Union, Geneva)

**Denotes time is sold for advertising, according to best available information.*

(Continued from page 312)

SWITZERLAND

[Receiving Sets, 356,866. Set tax 15 Swiss fr.]

City	Call Letters	Operator	Frequency in Kilocycles	Power in Watts
Basel	Societe Suisse de Radiodiffusion	1,375	500
Berne	" " " "	1,375	500
Beromunster	" " " "	556	100,000
Geneva	" " " "	401	1,300
Monte Ceneri	" " " "	1,167	15,000
Sottens	" " " "	677	25,000

SHORT WAVE STATIONS

City	Call Letters	Operator	Frequency in Kilocycles	Power in Watts
Pranjine	HBL	Societe des Nations	9,595	20,000
"	HBP	" " " "	7,797	20,000
"	HBH	" " " "	18,480	20,000

SOVIET RUSSIA

[Receiving Sets, 2,000,000. Set tax 3-12-24 roubles]

City	Call Letters	Operator	Frequency in Kilocycles	Power in Watts
Achkhabad	RW19	Narkomsviaz (Soviet Government)	333	10,000
Alma-Ata	RW60	" " " "	310	10,000
Arkhangelsk	RW36	" " " "	536	10,000
Astrakhan	RW35	" " " "	598	10,000
Bakou	RW8	" " " "	238	10,000
Dnepropetrovsk	RW30	" " " "	380	10,000
Erivan	RW21	" " " "	932	1,000
Engles	RW55	" " " "	932	1,000
Gomel	RW40	" " " "	959	1,000
Gorkii	RW42	" " " "	565	10,000
Groznyi	RW23	" " " "	676	1,000
Ijevsk	RW78	" " " "	767	3,000
Iochkar-Ola	RW61	" " " "	888	1,000
Irkontsk	" " " "	187	20,000
Ivanovo	RW30	" " " "	668	10,000
Karaganda	RW46	" " " "	686	12,000
Kazan	RW17	" " " "	686	10,000
Kharkov	RW4	" " " "	232	10,000
"	RW20	" " " "	1,185	10,000
Kiev	RW9	" " " "	722	35,000
Konibichev	RW16	" " " "	625
Krasnodar	RW33	" " " "	1,050	1,000
Krasnovarsk	RW66	" " " "	333	1,000
Leningrad Kolpino	RW53	" " " "	245	100,000
Leningrad	RW70	" " " "	1,040	10,000
Makhatch Kala	RW27	" " " "	390	3,000
Miusk-Kolodistchi	RW10	" " " "	208	85,000
Moscow	RCZ	" " " "	271	100,000
Moscow Noginsk	RW1	" " " "	172	500,000
Imeni Kominterna				
Moscow Stchelkovo	WCSFS RW49	" " " "	401	100,000
Moscow Nogiusk Imeni Stalina	RW39	Narkomsviaz	832	100,000
Naltchik	RW51	" " " "	794	1,200
Novosibirsk	RW76	" " " "	217	100,000
Odessa	RW13	" " " "	968	10,000
Oirot-Toura	RW83	" " " "	450	10,000

SOVIET RUSSIA—(Continued)

City	Call Letters	Operator	Frequency in Kilocycles	Power in Watts
Ordjonikidze	RW64	"	752	10,000
Orenbourg	RW45	"	461	1,000
Omsk	RW44	"	472	1,200
Oufa	RW37	"	436	10,000
Oukhta	RW87	"	968	2,000
Penza	RW56	"	640	1,200
Piatigorks	RW18	"	610	1,000
Petrozavodsk	RW29	"	436	10,000
Rostov s/Dor	RW12	"	355	20,000
Samara	RW16	"	713	10,000
Saratov	RW3	"	340	20,000
Saransk	RW65	"	734	1,000
Simferopol	RW73	"	859	10,000
Smolensk	RW24	"	522	10,000
Stalingrad	RW34	"	522	10,000
"	RW26	"	776	10,000
Stalinabad	RW47	"	421	2,000
Syktyvkar	RW41	"	472	1,000
Sverdlovsk	RW5	"	375	40,000
Tachkent	RW11	"	256	25,000
Tchita	RW52	"	546	20,000
Tchernigov	RW86	"	1,013	5,000
Tcheliabinsk	RW68	"	824	1,500
Tchelvokary	RW74	"	472	1,000
Tiraspol	RW57	"	1,068	4,000
Tifis	RW7	"	283	35,000
Verkhneoudinsk	RW63	"	350	10,000
Vinnitsa	RW75	"	1,095	10,000
Voronej	RW25	"	413	10,000

SHORT WAVE STATIONS

City	Call Letters	Operator	Frequency in Kilocycles	Power in Watts
Khabarovsk	RW15	Narkomsviaz	4,273	20,000
Moscow Tchelkovo	RW59	"	6,000	20,000
Moscow	CDKA RW 72	"	6,610	10,000

TURKEY

[Receiving Sets, 6,930]

City	Call Letters	Operator	Frequency in Kilocycles	Power in Watts
Angora	TAE	Societe Anonyme Turque de Radio	230	7,000
Istanbul	TAL	" " " " "	186	5,000

VATICAN CITY

[Receiving Sets,]

City	Call Letters	Operator	Frequency in Kilocycles	Power in Watts
Vatican City	HVJ	Cite du Vatican	15,121	11,000

YUGOSLAVIA

[Receiving Sets 73,800. Set tax \$6.84 (U. S.)]

City	Call Letters	Operator	Frequency in Kilocycles	Power in Watts
Belgrade	Radio A. D. Akademia Nauka	686	2,500
Ljubljana	Radio Oddajna Postaja	527	5,300
Zagreb	Radiostanica	1,086	700
SHORT WAVE STATIONS				
Belgrade	3,947	5,000 to 8,000

DIRECTORY OF AFRICAN BROADCASTING STATIONS

(From Latest Data Available at U. S. Department of Commerce and International Broadcasting Union, Geneva)

**Denotes time is sold for advertising, according to best available information.
(Corrected to December 1, 1935)*

ALGERIA

[Receiving Sets, 30,904. Set tax 15 to 50 francs]

City	Call Letters	Operator	Frequency in Kilocycles	Power in Watts
Algiers	PTT	Gouvernement General de l'Algerie	941	11,500

CANARY ISLANDS

[Receiving Sets 1,500]

City	Call Letters	Operator	Frequency in Kilocycles	Power in Watts
Las Palmas	EAJ50	Inter-Radio Mortony Co.	1,500	250

EGYPT

[Receiving Sets, 40,000. Set tax \$3.87 (U. S.)]

City	Call Letters	Operator	Frequency in Kilocycles	Power in Watts
Alexandria	I	Egyptian State Broadcasting	1,122	1,000
"	II	" " "	1,429	300
Cairo	I	" " "	620	20,000

FRENCH MOROCCO

[Receiving Sets, 24,430. Set tax 15 to 50 francs]

City	Call Letters	Operator	Frequency in Kilocycles	Power in Watts
Casablanca	CNO	Office Chefirieu des P.T.T.	983	25
Rabat	Radio Maroc	601	25,000
"	" "	868	10,000
SHORT WAVE STATION				
Rabat	CNR	Office Chefirieu des P.T.T.	12,830	10,000

KENYA

[Receiving Sets, 1,152. Set tax 30 shillings]

City	Call Letters	Operator	Frequency in Kilocycles	Power in Watts
Nairobi	VQ7LO	Cable & Wireless Ltd.	857	1,500
SHORT WAVE STATION				
Nairobi	WQ7LO	Cable & Wireless Ltd.	6,060	500

MADAGASCAR

[Receiving Sets, 269. Set tax]

City	Call Letters	Operator	Frequency in Kilocycles	Power in Watts
SHORT WAVE STATION				
Tauarive	Administration des P.T.T.	6,000	400

SPANISH MOROCCO

[Receiving Sets, 7,500. Set tax]

City	Call Letters	Operator	Frequency in Kilocycles	Power in Watts
Melilla	EAJ21	Government	1,492	200
Centa	EAJ46	"	1,492	200

MOZAMBIQUE

[Receiving Sets 1,500. Set tax]

City	Call Letters	Operator	Frequency in Kilocycles	Power in Watts
Marques

TUNISIA

[Receiving Sets 10,000. Set tax]

City	Call Letters	Operator	Frequency in Kilocycles	Power in Watts
Tunis	TUA	583	500

REUNION ISLAND

[Receiving Sets Set tax]

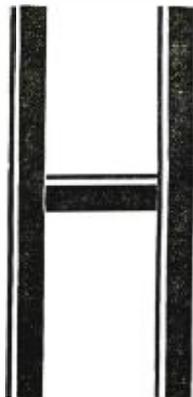
City	Call Letters	Operator	Frequency in Kilocycles	Power in Watts
St. Denis	Administration des P.T.T.	625	90

UNION OF SOUTH AFRICA

[Receiving Sets 86,750. Set tax \$4.87-\$6.09 (U. S.)]

City	Call Letters	Operator	Frequency in Kilocycles	Power in Watts
Bloemfontein	ZTE	African Broadcasting Co.	806	500
Capetown	ZTC	" " "	600	10,000
Durban	ZTD	" " "	749	1,000
Grahamstown	ZTY	" " "	560	10,000
Johannesburg	ZTJ	" " "	645	10,000
Pretermaritzburg	" " "	697	10,000
Pretoria	ZTP	" " "	952	50
SHORT WAVE STATION				
Johannesburg	African Broadcasting Co.	6,097	5,000

RUFUS



DARBY PRINTING CO.

**905 E ST., N. W.
WASHINGTON, D. C.**

Magazines * Periodicals * Brochures * Folders * Briefs

DIRECTORY OF ASIATIC BROADCASTING STATIONS

(From Latest Data Available at U. S. Department of Commerce and The International Broadcasting Union, Geneva)

**Denotes time is sold for advertising, according to best available information.
(Corrected to December 1, 1935)*

CEYLON

[Receiving Sets, 2,342. Set tax -----]

City	Call Letters	Operator	Frequency in Kilocycles	Power in Watts
Colombo	VPB	Post & Telegraph Department	700	1,600

CHINA

[Receiving Sets 200,000. No set tax]

City	Call Letters	Operator	Frequency in Kilocycles	Power in Watts
Amoy	XLIM	Tunguan Middle School	910	15
Chinkiang	XGOZ	Provincial Government of Kiangsu	1,110	1,000
Foochou	XGOL	Central Kuomingtang Headquarters	1,030	250
Hankow	XGOW	Municipality of Hankow	1,010	5,000
Hangchow	XGOD	Provincial Government of Chekiang	990	1,000
Hsuechow	XLIB	People's Educational Library	1,410	60
Kaoyu	XLIG	Radio Laboratory	1,150	10
Nanchang	XGOC	Commission on Military	1,030	250
Nanking	XGOE	Provincial Government of Kwangsi	1,290	1,000
Nanking	XGOA	Central Kuomingtang Headquarters	660	75,000
Ningpo	XLIA	*Golden Company	1,320	15
Peiping	XGOJ	Central Kuomingtang Headquarters	1,200	500
"	XGOP	Ministry of Communications	950	280
"	XLKA	Peiping Yuying Middle School	1,190	30
"	XGOM	Ministry of Communications	1,450	15
Shanghai	XQHC	" " "	1,300	500
Soochow	XLIL	*Peilin Radio Co.	870	20
"	XLIB	*Kinta Silk House	1,450	10
Taiyuan	XGOT	Bureau of Pacification	1,000	50
Tientsin	XLKB	*Jenchang Silk House	825	50
"	XHKA	*Chinese Radio Laboratory	1,050	100
"	XQKA	*Eastern Sales & Engineering Co.
Tsinan	XGOF	Provincial Government of Shantung	860	500
Wuhu	WLIH	*Tayufeng Hardware	1,270	10
"	XLII	*Hentali Watchmaker	830	7.5
Wusi	XLIJ	Institute of Education of Kiangsu	790	50
"	XLIE	*Sanshing Cotton Textile Industry House	1,250	50
"	XHIB	*Shiho Silkhouse of Wusi	970	75
"	XLIN	*Szetashin Silkhouse	1,390	50
"	XLIF	*Kuotai Electric Supply Shop	1,170	15

HONG KONG

[Receiving Sets 4,201. Set tax \$2.20 (U.S.)]

City	Call Letters	Operator	Frequency in Kilocycles	Power in Watts
Hong Kong	ZEK	Colonial Government	640	2,000
"	ZBW	" "	845	2,000

FRENCH INDO-CHINA

[Receiving Sets 966. Set tax -----]

City	Call Letters	Operator	Frequency in Kilocycles	Power in Watts
Saigon	F8ICD	Government	838	1,000
SHORT WAVE STATIONS				
Saigon	F8ICD	Government	6,116	12,000
"	"	11,780

BRITISH INDIA

[Receiving Sets, 16,250. Set tax 2½ to 10 rupees]

City	Call Letters	Operator	Frequency in Kilocycles	Power in Watts
Allahabad	VUA	Agricultural Institute	1,071	150
Bombay	VUB	Indian State Broadcasting Service	855	2,000
Calcutta	VUC	Indian State Broadcasting Service	810	2,000
Lahore	VUL	Y.M.C.A.	1,200	100
Madras	VUM	Corporation of Madras	769	200
Mysore	VUTMC	University of Mysore	967	250
Peshawar	VUP	Government of the Northwest Frontier Province	1,500	250

SHORT WAVE STATIONS

Bombay	VUB	Indian State Broadcasting Service	9,565	2,000
Calcutta	VUC	" " "	6,110	2,000

JAPAN

[Receiving Sets 1,951,858. Set tax 50 sen monthly]

City	Call Letters	Operator	Frequency in Kilocycles	Power in Watts
Akita	JOUK	Nippon Hoso Kyokai	645	300
Asahigawa	JOCC	" " "	655	300
Fukui	JOFG	" " "	990	300
Fukuoka	JOLK	" " "	680	500
Hakodate	JOVK	" " "	680	500
Hamamatsu	JOJG	" " "	685	500
Hiroshima	JOFK	" " "	850	10,000
Kanagawa	JOJK	" " "	710	3,000
Keijo	JODK	Chosen " "	{ 610 900	10,000
Kochi	JORK	Nippon " "	720	500
Kokura	JOSK	" " "	735	1,000
Kumamoto	JOGK	" " "	790	10,000
Kyoto	JOOK	" " "	960	300
Matsuye	JOTK	" " "	625	500
Mayebashi	JOBG	" " "	970	500
Nagano	JONK	" " "	940	500
Nagasaki	JOAG	" " "	930	500
Nagoya	JOCK	" " "	{ 810 1,175	10,000
Niigata	JOQK	" " "	920	500
Okayama	JOKK	Nippon Hoso Kyokai	700	500
Osaka	JOBK	" " "	{ 750 1,085	10,000
Sapporo	JOIK	" " "	830	10,000
Seudai	JOHK	" " "	770	10,000
Shizuoka	JOJK	" " "	780	500
Taichu	JFCK	Taiwan Sotokufu Kotsukyoku	580	1,000
Taihoku	JFAK	" " "	670	10,000
Tainan	JFBK	" " "	720	1,000
Tokio	JOAK	Nippon Hoso Kyokai	{ 590 870	10,000
"	JOAK	" " "	870	1,000
Tokushima	JOXK	" " "	980	500

SHORT WAVE STATIONS

Tokio	JVH	Japan International Telephone Co.	14,600	20,000
"	JVM	" " " "	10,740	20,000
"	JOAK	Broadcasting Corp. of Japan	6,750	20,000

(Continued on page 316)

DIRECTORY OF ASIATIC STATIONS

(Continued from page 315)

MANCHUKUO

[Receiving Sets 11,000. Set tax _____]

City	Call Letters	Operator	Frequency in Kilocycles	Power in Watts
Dairen	JQAK	Manchuria Tel. & Tel. Co.	650	500
Harbin	MTFY	" " " "	674	3,000
Hinking	MTCY	" " " "	560	1,000
Mukden	MTBY	" " " "	890	1,000

DUTCH EAST INDIES

[Receiving Sets 17,950. Set tax 50 florins]

City	Call Letters	Operator	Frequency in Kilocycles	Power in Watts
Bandoeng	YDD2	Nederlandsch-Indische Radio Omroep	1,630	25
"	YDA5	" " " "	2,500	75
Batavia	YDA2	" " " "	2,385	150
"	YDD3	" " " "	1,585	50
Buitenzorg	YDA3	" " " "	1,640	250
Cheribon	YDA6	" " " "	2,870	15
Djokjakarta	YDB3	" " " "	1,660	100
"	YDE5	" " " "	2,350	25
Malang	YDB6	" " " "	1,570	100
Semarang	YDB2	" " " "	2,450	150
"	YDE3	" " " "	2,910	150
Soerabaja	YDB7	" " " "	1,530	750
Soekaboemi	YDA4	" " " "	1,550	250
Solo	YDB5	" " " "	1,595	250
Tjepoe	YDB4	" " " "	1,615	250

SHORT WAVE STATIONS

Bandoeng	YDA	Nederlandsch-Indische Radio Omroep Mij	6,120	1,500
Batavia	YDA	Nederlandsch-Indische Radio Omroep Mij	3,040	10,000
"	YDA	Nederlandsch-Indische Radio Omroep Mij	6,040	10,000
Soerbaja	YDB	Nederlandsch-Indische Radio Omroep Mij	4,470	1,000

PHILIPPINE ISLANDS

[Receiving Sets 20,929]

City	Call Letters	Operator	Frequency in Kilocycles	Power in Watts
Manila	KZRM	*Erlanger & Galing Inc	618	50,000
"	KZEG	" " " "	780	1,000
"	KZIB	*I. Beck Inc.	900	1,000

SHORT WAVE STATION

Manila	KZRM	*Erlanger & Galing Inc.	6,140	6,000
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SIAM

[Receiving Sets 24,202. Set tax \$0.22 to \$1.32 (U. S.)]

City	Call Letters	Operator	Frequency in Kilocycles	Power in Watts
Bangkok	HSP1	Administration des Postes et des Telegraphes	857	2,500
Bangkok	HS7PJ	Administration des Postes et des Telegraphes	821	10,000
Bangkok	HSP2	Administration des Postes et des Telegraphes	7,300	2,500

STRAITS SETTLEMENTS AND FEDERATED MALAY STATES

[Receiving Sets, 2,526. Set tax _____]

SHORT WAVE STATIONS

City	Call Letters	Operator	Frequency in Kilocycles	Power in Watts
Kuala Lumpur	ZGE	Post & Telegraph Dept.	6,135	180
Penang	ZHJ	Penang Wireless Society	6,080	90
Singapore	ZHI	Radio Service Co.	6,012	90

2 GB

AUSTRALIA'S LEADING COMMERCIAL STATION

"If a man can build a better mouse-trap than his neighbor, though he live in the wilderness, the world will make a beaten path to his door . . ."

You know the story. But remember, Australia will not be there unless we are told about that better mouse-trap.

You cannot afford to overlook these facts:

AUSTRALIA IS A GREAT POTENTIAL MARKET OF 7,000,000 PEOPLE. AUSTRALIA IS ONE OF THE WEALTHIEST COUNTRIES IN THE WORLD. AUSTRALIA IS ONE OF THE SIX MOST RADIO-MINDED COUNTRIES. SYDNEY DISPUTES WITH BUENOS AIRES FOR PRIDE OF PLACE AS THE LARGEST CITY IN THE SOUTHERN HEMISPHERE. 2GB, SYDNEY, HAS PROVED ITSELF BEYOND A DOUBT AUSTRALIA'S LEADING STATION. ITS TRANSMISSION IS EQUAL WITH AMERICA'S BEST.

A good program deserves a good audience. What is more it commands one. That is one secret of 2GB's success. The best live talent is supplemented by the best American Transcriptions. 2GB handles 95% of American Radio Transcriptions imported into the country, including the World Broadcasting Wide Range Service.

2GB, Sydney, places at your disposal a nation-wide hook-up. Your sales message can be carried to the farthest point of a continent.

Among the many American advertisers who have found 2GB Sydney the ideal way of covering the Australian market are:

Wrigley's (A/sia) Ltd., Vacuum Oil Co. Pty. Ltd., Pepsodent Co. (Aust.) Ltd., Texas Co. (A/sia) Ltd., Knox Company (Cystex), Lambert Pharmacal Co. (Aust.) Ltd. (Listerine), De Soto Cars, Royal Typewriters, Hotel Clark, Los Angeles, Matson Steamship Co., Lever Bros. and many others.

2 GB

29 BLIGH STREET, SYDNEY, NEW
SOUTH WALES, AUSTRALIA

American Representative: Dr. R. L. Power, 580 Crane Boulevard,
Los Angeles, California, U. S. A.

DIRECTORY OF OCEANIC BROADCASTING STATIONS

(From Latest Data Available from Amalgamated Wireless (Australasia) Ltd.)

**Denotes time is sold for advertising, according to best available information.
(Corrected to December 1, 1935)*

AUSTRALIA

[Receiving Sets, 746,225. Annual license fees, \$4.25-\$5.84]

City	Call Letters	Operator	Frequency in Kilocycles	Power in Watts
Adelaide	5CL	Government	730	2,000
"	5AD	*Advertiser Newspapers Ltd.	1,310	300
"	5DN	*Hume Broadcasters Ltd.	960	300
"	5KA	*Sport Radio Broadcasting Co. Ltd.	1,200	300
Albury	2AY	*Amalgamated Wireless (A/sia) Ltd.	1,480	100
Ayr	4AY	*Ayr Broadcasters Pty Ltd.	980	100
Ballarat	3BA	*Ballarat Broadcasters Pty Ltd.	1,320	50
Bendigo	3BO	*Amalgamated Wireless (A/sia) Ltd.	970	200
Birchip	3MB	*Malle Broadcasters Pty Ltd.	1,470	100
Brisbane	4QG	Government	800	2,500
"	4BC	*J. B. Chandler & Co.	1,120	1,000
"	4BH	*Broadcasters (Aust) Ltd.	1,380	1,000
"	4BK	*Brisbane Broadcasting Pty Ltd.	1,290	500
Broken Hill	2BH	*Radio Silver City Ltd.	1,330	100
Burnie	7BU	*Findlays Broadcasting Service	1,390	50
Canberra	2CA	*A. J. Ryan Broadcasters Ltd.	1,050	500
Corowa	2CO	Government	670	7,500
Crystal Brook	5CK	Government	640	7,500
"	5PI	*Midlands Broadcasting Services Ltd.	1,040	2,000
Denilquin	2QN	*Denilquin Broadcasting Co. Ltd.	1,440	50
Geelong	3GL	*Geelong Broadcasters Pty. Ltd.	1,350	50
Goulburn	2GN	*Goulburn Broadcasting Co. Ltd.	1,390	100
Grafton	2GF	*Grafton Broadcasting Co. Ltd.	1,210	100
Gunnedah	2MO	*M. J. Oliver	1,360	50
Hamilton	3HA	*Western Province Radio Pty. Ltd.	1,010	300
Horsham	3HS	*Wimmera Broadcasting Co. Ltd.	1,370	50
Hobart	7ZL	Government	590	1,000
"	7HO	*Commercial Broadcasters Pty. Ltd.	820	100
Ipswich	4IP	*Ipswich Broadcasting Co. Pty. Ltd.	1,440	50
Kalgoorlie	6KG	*Goldfields Broadcasters 1933 Ltd.	1,210	100
Katoomba	2KA	*Radio Katoomba Ltd.	1,160	100
Launceston	7NT	Government	700	7,000
Launceston	7LA	*Findlay & Wills Broadcasters Pty. Ltd.	1,100	300
Lismore	2XN	*G. W. Exton	1,340	50
Mackay	4MK	*Mackay Broadcasting Service	1,160	100
Maryborough	4MB	*Maryborough Broadcasting Co. Ltd.	1,060	100
Melbourne	3AR	Government	580	4,500
"	3LO	"	770	3,500
"	3AK	*Melbourne Broadcasters Pty. Ltd.	1,500	200
"	3AW	*The Vogue Broadcasting Co. Pty. Ltd.	1,280	600
"	3DB	*3DB Broadcasting Station Pty. Ltd.	1,030	600
"	3KZ	*3KZ Advertising Service Pty. Ltd.	1,180	600
"	3UZ	*Nielsen's Broadcasting Service Pty. Ltd.	930	600
"	3XY	*Station 3XY Pty. Ltd.	1,420	600
Mildura	3MA	*Sunraysia Broadcasters Pty. Ltd.	900	50
Murray Bridge	5MU	*Murray Bridge Broadcasting Co. Ltd.	1,450	100
Newcastle	2NC	Government	1,230	2,000
"	2HD	*Airsales Broadcasting Co.	1,140	500
"	2KO	*Newcastle Broadcasting Co. Ltd.	1,410	500
Northam	6AM	*Northam Broadcasters Ltd.	980	1,000
Oakey	4AK	*Brisbane Broadcasting Pty. Ltd.	1,220	1,000
Orange	2GZ	*Country Broadcasting Services	990	2,000
Perth	6WF	Government	690	3,500
"	6IX	*W. A. Broadcasters Ltd.	1,250	500
"	6ML	*W. A. Broadcasters Ltd.	1,130	500
"	6PR	*Nicholson's Ltd.	880	500

AUSTRALIA—(Continued)

City	Call Letters	Operator	Frequency in Kilocycles	Power in Watts
Renmark	5RM	*River Murray Broadcasters Ltd.	850	1,000
Rockhampton	4RK	Government	910	2,000
"	4RO	*Rockhampton Broadcasting Co.	1,330	50
Sale	3TR	*Gippsland Publicity Pty. Ltd.	1,240	500
"	3GI	Government	830	7,000
Shepparton	3WR	*Goulburn Valley & North Eastern Broadcasters Pty. Ltd.	1,260	1,000
Swan Hill	3SH	*Swan Hill Broadcasting Co.	1,080	100
Sydney	2BL	Government	740	3,000
"	2FC	Government	610	3,500
"	2CH	*2CH Broadcasting Station	1,190	1,000
"	2GB	*Theosophical Broadcasting Station	870	1,000
"	2KY	*2KY Broadcasting Station	1,020	1,000
"	2SM	*Catholic Broadcasting Co.	1,270	1,000
"	2UE	*Radio 2UE Sydney Ltd.	950	1,000
"	2UW	*Commonwealth Broadcasting Corp.	1,110	750
Tamworth	2TM	*Tamworth Radio Development Co.	1,300	50
Toowoomba	4GR	*Gold Radio Service Ltd.	1,000	50
Townsville	4TO	*Amalgamated Wireless (A/sia) Ltd.	1,170	200
Ulverstone	7UV	*Northern Tasmania Broadcasters Pty.	1,460	300
Wagga	2WG	*Riverina Radio Broadcasting Co. Ltd.	1,150	1,000
Warwick	4WK	*Warwick Broadcasting Co. Pty. Ltd.	900	50
Wollongong	2WL	*Wollongong Broadcasting Co.	1,430	50
SHORT WAVE STATIONS				
Braybrook	3ME	Amalgamated Wireless Ltd.	9,508	5,000
Lyndhurst	3LR	National Broadcasting Service	9,580	600
Pennant Hills	2ME	Amalgamated Wireless Ltd.	9,588	12,000

NEW ZEALAND

[Receiving Sets, 171,012. Annual license fees, \$7.32]

City	Call Letters	Operator	Frequency in Kilocycles	Power in Watts
Auckland	1YA	Government	650	10,000
"	1YX	Government	880	150
"	1ZB	The Fellowship of the Friendly Road	1,090	90
"	1ZJ	Johns Ltd.	1,310	65
Balclutha	4ZR	Renton & Clark	1,340	4
Christchurch	3YA	Government	720	10,000
"	3ZM	W. J. Green & J. Younger	1,470	60
"	3YL	Government	1,200	250
Dunedin	4YA	Government	790	10,000
"	4YO	Government	1,140	200
"	4ZB	Otago Radio Assn.	1,010	20
"	4ZL	Radio Service Ltd.	1,220	100
"	4ZO	Barnett's Radio Supplies	1,010	25
Gisborne	2ZJ	C. T. C. Hands	980	200
"	2ZM	Atwater Kent Radio Service	1,150	15
Greymouth	3ZR	West Coast Radio Society	940	175
Hastings	2ZL	John Holden	1,240	20
Invercargill	4ZP	R. T. Parsons	620	100
Masterton	2ZD	W. D. Ansell	1,170	4
Manurewa	1ZM	W. W. Rodgers Ltd.	1,260	54
Napier	2ZH	C. B. Hansen	820	65
Nelson	2ZR	2ZR Radio Club	920	30
New Plymouth	2YB	Nth. Taranaki Radio Society	760	100
Otago	4ZC	John I. Bilton	1,280	20
Palmerston	2ZO	J. V. Kyle	1,400	200
North	2ZF	The Manawatu Radio Club	960	150
Wairoa	2ZP	E. A. Perry	900	105
Wellington	2YA	Government	570	5,000
"	2YC	Government	840	250

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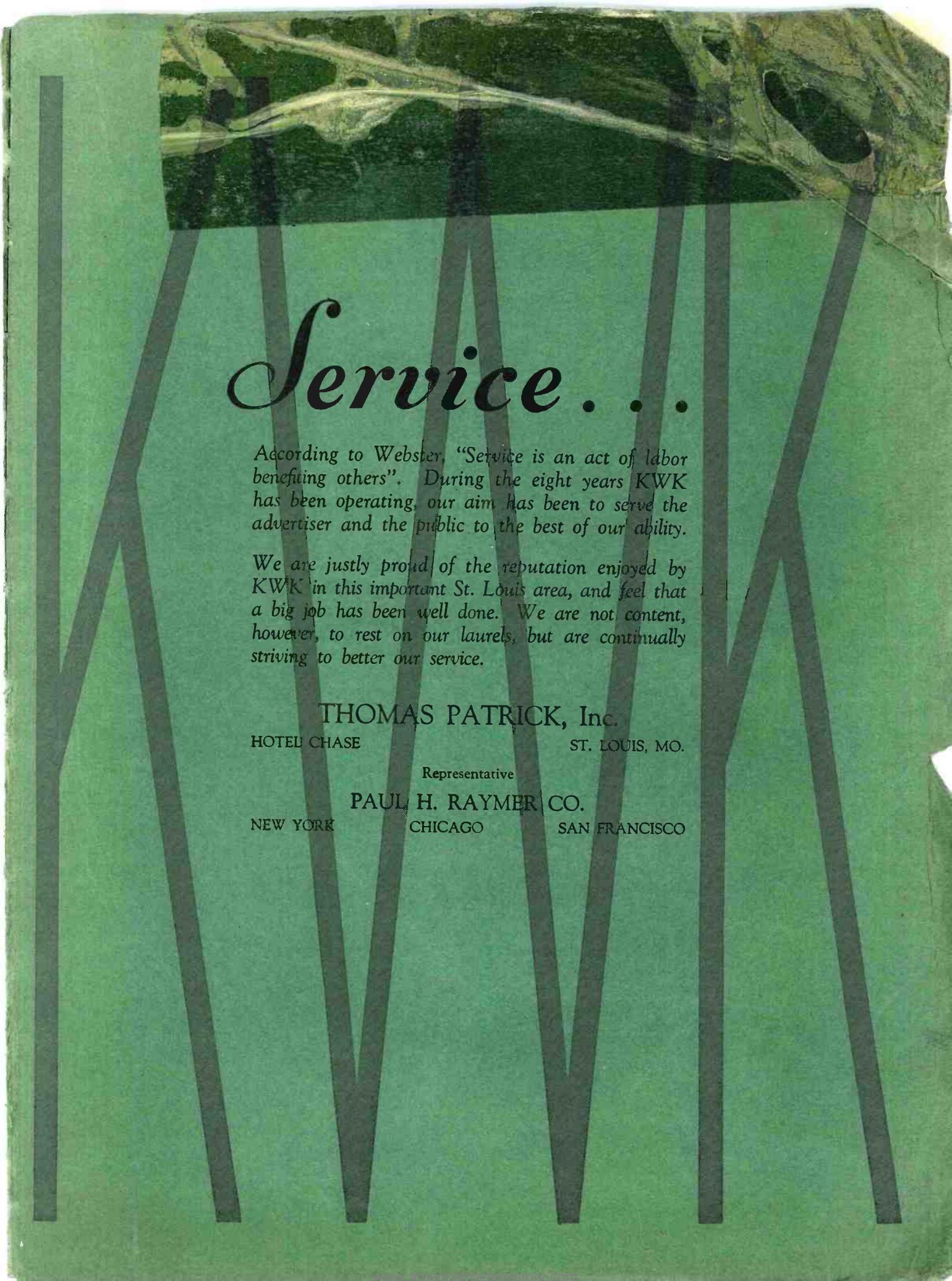
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Batten, Barton, Durstine & Osborn
Benson & Parker
J. Carson Brantley
Bozell & Jacobs, Inc. (Illinois)
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Service . . .

According to Webster, "Service is an act of labor benefiting others". During the eight years KWK has been operating, our aim has been to serve the advertiser and the public to the best of our ability.

We are justly proud of the reputation enjoyed by KWK in this important St. Louis area, and feel that a big job has been well done. We are not content, however, to rest on our laurels, but are continually striving to better our service.

THOMAS PATRICK, Inc.

HOTEL CHASE

ST. LOUIS, MO.

Representative

PAUL H. RAYMER CO.

NEW YORK

CHICAGO

SAN FRANCISCO

WOR

These are some of the cities of more than 10,000 population enjoying more than adequate coverage from the nation's first commercial high-fidelity broadcasting station.

EMPIRE (New York)



Beacon Bronx Brooklyn Floral Park
 Freeport Glen Cove Harrison
 Hempstead Huntington Islip Lyn-
 brook Mamaroneck Manhattan
 Middletown Mount Vernon New-
 burgh New Rochelle Ossining
 Oyster Bay Peekskill Port Chester
 Queens Rockville Center Staten
 Island Valley Stream White Plains Yonkers.

KEYSTONE (Penna.)



Allentown Ardmore Bethlehem
 Bristol Bryn Mawr Chester
 Coatesville Columbia Consho-
 hocken Easton Lancaster Norris-
 Philadelphia Phoenixville Pottstown
 Reading Upper Darby West Chester.

DIAMOND (Delaware)



Wilmington.

GARDEN (New Jersey)



Asbury Park Atlantic City Bayonne
 Belleville Bloomfield Burlington
 Camden Carteret Cliffside Park
 Clifton Collingswood Cranford
 Dover East Orange Elizabeth
 Englewood Gloucester City Hackensack Harrison
 Hawthorne Hillside Hoboken Irvington Jersey
 City Kearny Linden Lodi Long Branch Lynd-
 hurst Maplewood Millville Morristown Montclair
 Newark New Brunswick Nutley Orange Passaic
 Paterson Perth Amboy Phillipsburg Plainfield
 Pleasantville Rahway Red Bank Ridgefield Park
 Ridgewood Roselle Rutherford South Orange
 South River Summit Teaneck Trenton Union
 Union City Westfield West New York West
 Orange Woodbridge.

NU-MEG (Connecticut)



Ansonia Bridgeport Bristol Dan-
 bury Derby Fairfield Hartford
 Meriden Middletown Milford
 Naugatuck New Britain New
 Haven New London Norwalk Shelton Stamford
 Stratford Wallington Waterbury.

PLANTATION (Rhode Island)



Westerly.