

STATIONS—Continued

time; if copy is in excess, time-and-a-half rates are charged.

KGFR, LONG BEACH

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

President, station manager: C. Merwin Dobyns. *Commercial manager:* John A. Dobyns. *Program director:* Roy L. Medcalfe. *Chief engineer:* Jay Tapp.

Rep: None. *News:* Los Angeles Times. *Seating facilities:* Long Beach Studios, 150 persons; Los Angeles Studios, 25. *Merchandising:* Service worked out with each individual sponsor. *Foreign language programs:* Will accept, if musical numbers are also announced in English and commercials kept to minimum. *Artists bureau:* None. *Stock:* Owned entirely by C. Merwin Dobyns. *Base rate:* \$65.

Copy restrictions: Beer and wine accepted; no liquor advertising; approved patent medicines okay; copy restricted to not more than 25% of program time.

KECA, LOS ANGELES

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

President: Earle C. Anthony. *Station manager:* Harrison Holliway. *Commercial manager:* Carl Haverlin. *Program director:* Don Clark. *Chief engineers:* H. L. Blatterman, Curtis W. Mason. *Publicity director:* Jose Rodriguez.

Rep: Edward Petry & Co., Inc. *News:* UP. *Seating facilities:* 300 persons (shared with KFI, same ownership). *Merchandising:* 100 pre-announcement letters sent to trade, gratis, when requested by advertiser; dealers contacted by sales department. *Foreign language programs:* Not accepted. *Artists bureau:* None. *Stock:* Principally held by Earle C. Anthony. *Base rate:* \$250.

Copy restrictions: Beer and wine accepted; patent medicines investigated for effectiveness, and copy checked for truthfulness and good taste; commercials limited to 150 words per quarter-hour; spot announcements limited to 25 words.

KEHE, LOS ANGELES

Operator: Hearst Radio, Inc., 141 N. Vermont Avenue. *Phone:* Exposition 1341. *Power:* 5,000 and 1,000 watts on 780 kc. *Affiliation:* California Radio System.

Opened: May 1, 1925. (Note: This station is newspaper-affiliated with the Los Angeles Herald-Express.)

Station manager: Ford Billings. *Assistant station manager:* Clarence Juneau. *Commercial manager:* A. E. McDonald. *Program director:* Mayfield Kaylor. *Chief engineer:* Fred Ragsdale. *Musical director:* Leon Rosebrook. *Publicity director:* Fred R. Jones.

Rep: Hearst Radio. *News:* INS. *Seating facilities:* Studio theatre, seating 300 persons. *Merchandising:* Offer complete service at actual cost. *Foreign language programs:* No set rules; do not encourage such programs. *Artists bureau:* None. *Base rate:* \$170.

Copy restrictions: Beer and wine accepted any time; liquor advertising after 10 p.m.; all copy subject to station approval or revision.

KFAC, LOS ANGELES

Operator: Los Angeles Broadcasting Co., Inc., 3443 Wilshire Blvd. *Phone:* Fitzroy 1231. *Power:* 1,000 watts on 1300 kc. *Affiliation:* None. *Opened:* 1931.

Vice-president, general manager: Calvin J. Smith. *Commercial manager:* Carleton E. Coveny. *Program director, artists bureau head:* Robert W. Swan. *Chief engineer:* H. W. Andersen. *Musical director:* Gino Severi. *Publicity director:* Lucile Dinsmore.

Rep: None. *News:* Locally from Times newspaper. *Seating facilities:* Audience rooms, seating 250 to 300 persons. *Merchandising:* No set procedure; service varies with individual cases. *Foreign language programs:* Not accepted. *Artists bureau:* Setup nominal only. *Stock:* Entirely held by E. L. Cord. *Base rate:* \$75.

Copy restrictions: No alcoholic beverages or medicines of any kind; copy carefully checked by station.

KFI, LOS ANGELES

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

President: Earle C. Anthony. *Station manager:* Harrison Holliway. *Commercial manager:* Carl Haverlin. *Program director:* Don Clark. *Chief engineers:* H. L. Blatterman, C. W. Mason. *Publicity director:* Jose Rodriguez.

Rep: Edward Petry & Co., Inc. *News:* UP. *Seating facilities:* 300 persons (facilities shared with KECA, same ownership). *Merchandising:* 100 pre-announcement let-

In Southern California it's **KFWB** the Warner Brothers' Station

** A LOCAL STATION WITH NATIONAL SHOWS **

With a call on the world's outstanding talent, writers and showmen of ability . . . KFWB, an integral part of Warner Bros., international leaders in entertainment . . . is a station of service extraordinary, a producer of results exceptional.



That's why KFWB is Southern California's most popular local station . . . that's why it is talked about in the same class with NETWORK stations . . . its big productions, its staff, its studios, its accounts, its aims . . . all are network in caliber.



MORE LOCAL LISTENERS KEEP TUNED

to THE STATION OF THE STARS



STATIONS—Continued

ters sent to trade, gratis, when requested by advertiser; dealers contacted by sales department. *Foreign language programs:* Not accepted. *Artists bureau:* None. *Stock:* Principally held by Earle C. Anthony. *Base rate:* \$660.

Copy restrictions: Beer and wine accepted; patent medicines investigated for effectiveness and copy checked for truthfulness and good taste; commercials limited to 150 words per quarter-hour; spot announcements limited to 25 words.

KFSG, LOS ANGELES

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

This station does not sell time; church-owned.

KFVD, LOS ANGELES

Operator: Standard Broadcasting Company, 645 S. Mariposa Avenue. *Phone:* FI 1231. *Power:* 1,000 watts on 1000 kc. *Affiliation:* None. *Opened:* 1925.

General and station manager: J. Frank Burke, Jr. *Commercial manager:* C. E. Watts. *Chief engineer:* James Brown. *Musical director:* J. Newton Yates. *Publicity director:* Byron Dunham.

Rep: None. *News:* UP. *Seating facilities:* 200 persons. *Merchandising:* None. *Foreign language programs:* Not accepted. *Artists bureau:* None. *Base rate:* \$30.

Copy restrictions: No beer, wine, liquor or patent medicine advertising; all copy subject to station standards and government regulations.

KFWB, LOS ANGELES

Operator: Warner Brothers Broadcasting Corp., 5833 Fernwood Ave. *Phone:* Hollywood 5315. *Power:* 5,000 and 1,000 watts on 950 kc. *Affiliation:* Southern California Network. *Opened:* March 4, 1925.

General and station manager: Harry Maizlish. *Commercial manager:* Chester Mittendorf. *Program director:* William Ray. *Chief engineer:* Leslie Hewitt. *Musical director:* Leon Leonardi. *Publicity director:* Jean Armand.

Rep: Transamerican Broadcasting & Television Corp. *News:* Universal; INS. *Seating facilities:* Broadcasting theatre, seating 530 persons. *Merchandising:* No information given. *Foreign language programs:* No information given. *Artists bureau:* None. *Base rate:* \$225.

Copy restrictions: Accept beer and wine anytime, hard liquor after 10 p.m.; all alcoholic accounts subject to rigid copy supervision; accept certain patent medicines, such as cough syrups, etc.; spot announce-

ments limited to 100 words during daytime hours, 60 words during evening hours; all copy subject to station standards and government regulations.

KGfJ, LOS ANGELES

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

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

Rep: Cox & Tanz. *News:* INS. *Seating facilities:* Facilities for 1,500 persons available when necessary. *Merchandising:* "No definite policy." *Foreign language programs:* Spanish program current. *Artists bureau:* None. *Base rate:* \$35.

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

KHJ, LOS ANGELES

Operator: Don Lee Broadcasting System, 1076 W. 7th St. *Phone:* Vandike 7111. *Power:* 5,000 and 1,000 watts on 900 kc. *Affiliation:* Mutual Broadcasting System; Don Lee Broadcasting System. *Opened:* April 13, 1922.

President: Thomas S. Lee. *General and station manager:* Lewis Allen Weiss. *Assistant manager:* Willet H. Brown. *Commercial manager:* Thayer Ridgway. *Chief engineer:* Harold G. Peery. *Artists bureau head:* Robert Braun. *Musical directors:* David H. Broekman, Frederick Stark. *Publicity director:* S. Peiser.

Rep: William G. Rambeau Co. *News:* Transradio; INS; Universal. *Seating facilities:* Studio auditorium, seating 300 persons; Filmarte Theatre, seating 600. *Merchandising:* Limited service includes check of retail outlets, publicity releases to all newspapers and trade publications. *Foreign language programs:* No set rules; acceptance would depend on product and program, and time of broadcast would be restricted. *Artists bureau:* KHJ uses the Thomas Lee Artists Service. *Base rate:* \$300.

Copy restrictions: Beer and wine accounts accepted under supervision; no hard liquor; accept some patent medicines; all copy subject to station standards and government regulations.



Stardom for

KNX



● **A METEORIC RISE IN
LESS THAN SIX MONTHS**

Popularity

more listeners than any other
Southern California station...!

Production

more live talent programs than
any other Pacific Coast station!

Sales

more local commercial time than
any other Los Angeles network station!

KNX

THE 50,000 WATT "VOICE OF HOLLYWOOD"

West Coast Key Station of the
COLUMBIA BROADCASTING SYSTEM

5939 SUNSET BOULEVARD, LOS ANGELES

Represented by RADIO SALES . division of CBS

KMTR, LOS ANGELES

Operator: KMTR Radio Corp., 1028 North Cahuenga. Phone: Hillside 1161. Power: 1,000 watts on 570 kc. Affiliation: None. Opened: 1924.

President: Victor E. Dalton. Station manager: Carrol Hauser. Commercial manager: Abe Correnson. Production manager, program director, artists bureau head: Rudy Cornell. Chief engineer: Carrol Hauser. Musical director: Salvatore Santaella.

Rep: J. J. Devine & Associates, Inc. News: Locally from the Los Angeles Examiner. Seating facilities: None currently; will soon have a theatre of its own. Merchandising: Publicity service given. Foreign language programs: Accepted. Artists bureau: Temporarily discontinued during construction of new facilities. Base rate: \$100.

Copy restrictions: Liquor advertising accepted; no medicine advertising whatsoever; all copy checked with station's attorney.

KNX, LOS ANGELES

Operator: Columbia Broadcasting System, Inc., 5939 Sunset Blvd. Phone: Hollywood 3101. Power: 50,000 watts on 1050 kc. Affiliation: CBS. Opened: October 10, 1924.

Vice-president and general manager: Donald W. Thornburgh. Director of public relations, Pacific Coast: Fox Case. Commercial manager: Harry W. Witt. Program director: Charles Vanda. Chief engineer: Lester Bowman. Artists bureau head: Larry White. Musical director: Lud Gluskin. Publicity director: David Carter.

Rep: Radio Sales, Inc. News: UP. Seating facilities: CBS Music Box theatre, seating 970 persons; CBS Playhouse, seating 1,060; Wilshire Ebell, seating 1,293; Figueroa Playhouse, seating 1,160; Hollywood Women's Club, seating 980. Merchandising: Maintains, on non-profit basis, complete promotion and publicity departments. Foreign language programs: Not accepted. Artists bureau: Through western office of Columbia Artists, Inc. Stock: 472,873 shares of Class A outstanding at \$5 par; 379,462 of Class B at \$5 par. Base rate: \$500.

Copy restrictions: See CBS Program Policies.

KRKD, LOS ANGELES

Operator: Radio Broadcasters, Inc., 312 Spring Arcade Bldg. Phone: Madison 2281. Power: 2,500 and 500 watts on 1120 kc. (divides time with KFSG). Affiliation: None. Opened: Jan. 10, 1927. (Note: station has tie-ups, but not cross-owner-

ship, with Los Angeles Evening News and Los Angeles Daily News.)

President: Frank P. Doherty. Station manager, commercial manager: Hazel Ryan Jones. Program director, musical director: Howard Bell. Chief engineer: Willis O. Freitag. Publicity director: Joe Micciche. Assistant publicity director: Ruth A. Pritchard.

Rep: None. News: UP. Seating facilities: studio A, 100 persons. Merchandising: Have specialized merchandising department for direct-sales campaigns. Foreign language programs: Will accept, if precede sign-off time; Japanese program still running, but this started prior to the new ruling. Artists bureau: None. Stock: Principal holder is Frank P. Doherty. Base rate: \$50.

Copy restrictions: No beer, wines or hard liquor; not more than three minutes of commercial copy in every quarter-hour, nor over four-and-a-half minutes in a half-hour, nor over nine minutes per hour; patent medicines carefully checked.

KYOS, MERCED

Operator: Merced Star Publishing Company, P. O. Box 662. Phone: 1430. Power: 250 watts on 1040 kc. (daytime). Affiliation: None. Opened: October 13, 1936. (Note: This station is newspaper-owned by the Merced Sun-Star.)

President: Ray McClung. Station manager: M. F. Woodling. Commercial manager: Adriel Fried. Program director: Charlie Foll. Chief engineer: John Crews.

Rep: Walter Biddick Co., Pacific Coast. News: UP. Seating facilities: About 50. Merchandising: Two men contact a radius of 50 miles on contracts totalling \$500; service is free. Foreign language programs: Will accept, with restrictions; translation must be furnished in advance. Artists bureau: None. Base rate, \$30.

Copy restrictions: Accept beer and wine, but no hard liquor; commercial copy limited to 14 minutes per hour program, 7 minutes per half-hour, 3½ minutes per quarter-hour and 100 words per 5-minute programs.

KTRB, MODESTO

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

General manager: T. R. McTammany.

Rep: Walter Biddick Co.; Cox and Tanz. News: Local only. Seating facilities: About 150 persons. Merchandising: No service listed. Foreign language programs: Accepted if complying with rules and regu-

lations of FCC. *Artists bureau:* None. *Base rate:* \$40.

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

KDON, MONTEREY

Operator: Monterey Peninsula Broadcasting Co., Pearl and Washington Streets. *Phone:* Monterey 5119. *Power:* 100 watts on 1210 kc. *Affiliation:* Mutual Broadcasting System; Don Lee. *Opened:* November 9, 1935. (Note: This station is affiliated with the Monterey Peninsula Herald.)

General manager: Allen Griffin. *Station and commercial manager:* Howard V. Walters. *Chief engineer:* R. F. Lewis, Jr. *Musical director:* Clarence Potter.

Rep: Walter Biddick Co. *News:* UP. *Seating facilities:* "Very small audience"; exact number not listed. *Merchandising:* Supplies publicity, aids in securing window and counter displays; service rendered free. *Foreign language programs:* Will accept; Portuguese and Italian programs current. *Artists bureau:* None.

Stock: Principally held by Allen Griffin and R. F. Lewis, Sr. *Base rate:* \$30.

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

KLS, OAKLAND

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

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

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

Copy restrictions: Beer and wine copy acceptable; no hard liquors; station reserves right to refuse or discontinue any contract.

"The Voice of Hawaii"

KGU

**Cleared Channel
750 kc.**

2,500 watts — High Level

High Fidelity Signal

NBC ^{RED}_{BLUE} PROGRAMS

ESTABLISHED 1922

Advertiser Publishing Co., Ltd.

HONOLULU, HAWAII

KMPC



**"THE
STATION
OF THE
STARS"**

- new ownership
- new management
- new policies
- new features

KMPC

LEO B. TYSON,

Vice-Pres. and General Mgr.

**9631 Wilshire Blvd.,
BEVERLY HILLS, CALIF.**

STATIONS—Continued

KLX, OAKLAND

Operator: Tribune Building Co., Tribune Tower. *Phone:* Lakeside 6000. *Power:* 1,000 watts on 880 kc. *Affiliation:* None. *Opened:* 1922. (Note: This station is newspaper-affiliated with the Oakland Tribune).

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

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

Copy restrictions: Beer and wine advertising accepted; no hard liquors.

KROW, OAKLAND

Operator: Educational Broadcasting Corp. *Power:* 1,000 watts on 930 kc. *Affiliation:* None.

No other data available after repeated requests.

KPPC, PASADENA

Operator: Pasadena Presbyterian Church, 585 E. Colorado St. *Phone:* Terrace 2193. *Power:* 100 watts on 1210 kc (shares time with KFXM).

Station manager: David Black. *Program director:* Robert Cummins. *Chief engineer:* N. Vincent Parsons. *Musical director:* James H. Shearer.

This station is non-commercial; church-owned.

KVCV, REDDING

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

Rep: None. *Base rate:* \$45.

No other information available after repeated requests.

KFBK, SACRAMENTO

Operator: The McClatchy Broadcasting Company, 708 Eye Street. *Power:* 5,000 watts on 1490 kc.

Rep: Joseph Hershey McGillvra, New York, Chicago; Walter Biddick Co., Pacific Coast. *Base rate:* \$160.

No other information available after repeated requests.

KROY, SACRAMENTO

Operator: Royal Miller, Sacramento Hotel. *Phone:* Main 666. *Power:* 100 watts on 1210 kc. (daytime). *Affiliation:* None. *Opened:* March 15, 1937.

Station head: Royal Miller. *Station manager:* E. E. Wolfe. *Commercial manager:* George Collipp. *Chief engineer:* E. E.

Wolfe. *Musical director:* Leland Ralph. *Program director:* Robert Spence. *Publicity director:* Lucille McCubbin.

Rep: David H. Sandberg (Los Angeles). *News:* INS. *Seating facilities:* Studio seats 50; reception room, 50 persons. *Merchandising:* All forms of merchandising surveys made for national advertisers free. *Foreign language programs:* Will accept. *Artists bureau:* None. *Base rate:* \$44.

Copy restrictions: Accept beer and wine; no liquor advertising; other rules and regulations as per Federal Trade Commission and N.A.B. Code of Ethics.

KFXM, SAN BERNARDINO

Operators: J. C. and E. W. Lee (Lee Brothers Broadcasting Co.). *Power:* 100 watts on 1210 kc (shares time with KPCC). *Affiliation:* Don Lee Broadcasting System; Mutual Broadcasting System.

Manager: J. C. Lee.

Rep: None. *Base rate:* \$47.50.

No other information available.

KFSD, SAN DIEGO

Operator: Airfan Radio Corp., Ltd. *Power:* 1,000 watts on 600 kc. *Affiliation:* NBC Pacific Coast Blue Network. *Opened:* 1926.

Base rate: \$70.

No other information available after repeated requests.

KGB, SAN DIEGO

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

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

Rep: William G. Rambeau & Co. *News:* INS; Transradio; San Diego (local). *Seating facilities:* Yes; "limited audience." *Merchandising:* Contact dealers; arrange window displays; ads in San Diego Shopping News. *Foreign language programs:* Not accepted. *Artists bureau:* No; network talent through Thomas Lee Artist Bureau, Los Angeles. *Base rate:* \$80.

Copy restrictions: Beer and wine accepted; no liquor or patent medicine advertising; no stock-selling, advertising medicos or dentists; no lotteries, fortune tellers, astrologists.

KFRC, SAN FRANCISCO

Operator: The Don Lee Broadcasting System, 1000 Van Ness Ave. *Phone:* Pros-

STATIONS—Continued

pect 0100. *Power:* 5,000 and 1,000 watts on 610 kc. *Affiliation:* Don Lee Broadcasting System. *Opened:* 1924.

Station manager: Wilbur Eickelberg. *Commercial manager:* Ward Ingram. *Program director:* William Pabst. *Chief engineer:* Ernest Underwood. *Artists bureau head:* Harold Moore. *Musical director:* Chester Smith. *Publicity director:* Pat Kelly.

Rep: William G. Rambeau. *News:* INS; Transradio; Universal. *Seating facilities:* Studio, 350 persons. *Merchandising:* None. *Foreign language programs:* None accepted. *Artists bureau:* Operated as branch of the Thomas Lee Artists' Bureau; has a roster of about 10 artists. *Base rate:* \$250.

Copy restrictions: Standards of "good taste" carefully observed; beer and wine accepted; no other alcoholic beverages; patent medicines subject to their general standing and the copy they wish to use.

KGGC, SAN FRANCISCO

Operator: The Golden Gate Broadcasting Co. (Robert J. Craig). *Power:* 100 watts on 1420 kc (operates specified hours). *Affiliation:* None.

Rep: None. *Base rate:* \$25.

No other information available after repeated requests.

KGO, SAN FRANCISCO

Operator: National Broadcasting Co. (under lease from the General Electric Co.), 111 Sutter St. *Phone:* Sutter 1920. *Power:* 7,500 watts on 790 kc. *Affiliation:* NBC Pacific Coast Blue Network. *Opened:* 1924; under NBC operation since Oct. 1, 1929.

Personnel: See KPO, San Francisco.

Rep, news, merchandising, foreign language programs, artists bureau: See KPO, San Francisco. *Base rate:* \$280.

Copy restrictions: See KPO, San Francisco.

KJBS, SAN FRANCISCO

Operator: Julius Brunton & Sons Co., 1470 Pine St. *Phone:* Ordway 4148. *Power:* 500 watts on 1070 kc. *Affiliation:* Northern California Broadcasting System. *Opened:* Jan. 3, 1925.

General manager, commercial manager: Ralph R. Brunton. *Program director:* E. P. Franklin. *Chief engineer:* Cedric Davey.

Rep: Walter Biddick Co. (Coast). *News:* UP. *Seating facilities:* About 75 persons. *Merchandising:* Theatre trailers calling attention to KJBS programs; pre-program announcements; advertisements on radio page of newspapers; display cards issued by station; syndicated merchandising service available. *Foreign language programs:*

Not accepted. *Artists bureau:* None. *Base rate:* \$60.

Copy restrictions: Beer and wine accepted; no hard liquors; no patent medicines; announcements can't exceed 100 words—excess words charged for on proportional basis; all commercial continuities must be passed upon by production head of the station as to content and number of words.

KPO, SAN FRANCISCO

Operator: National Broadcasting Co. (under lease from Hale Brothers, Inc., and the Chronicle Publishing Co.), 111 Sutter St. *Power:* 50,000 watts on 680 kc. *Affiliation:* NBC Pacific Coast Red Network. *Opened:* 1922; operation by NBC since July 1, 1932.

Vice-president in charge of Western Division: Don E. Gilman. *Assistant to the vice-president:* L. S. Frost. *Commercial manager:* Harry F. Anderson. *Program director:* Kenneth Carney. *Chief engineer:* A. H. Saxton. *Artists bureau head:* Larry Allen. *Musical director:* Meredith Willson. *Publicity director:* Lloyd E. Yoder.

Rep: National Broadcasting Co. *News:* Press-Radio. *Seating facilities:* None; outside theatre space is rented when occasion demands; no admission charged for witnessing any programs thus staged. *Merchandising:* None listed. *Foreign language programs:* None listed. *Artists bureau:* Yes; lists complete roster of talent. *Base rate:* \$380.

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

KSFO, SAN FRANCISCO

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

President: Wesley I. Dumm. *Vice-president and general manager:* Philip G. Lasky. *Program director:* J. C. Morgan. *Chief engineer:* R. V. Howard. *Musical director:* Al White. *Publicity director:* Harry Elliott.

STATIONS—Continued

Rep: John Blair & Co. *News:* UP. *Seating facilities:* None currently; will have soon under new building program. *Merchandising:* Will carry out any plans desired by advertiser for cost of production and labor. *Foreign language programs:* Do not accept. *Artists bureau:* None. *Base rate:* \$275.

Copy restrictions: No false or unwarranted claims; no infringement on another advertiser's rights, programs, or ideas; no disparagement of competitors; no lotteries; no vulgarity or offensiveness in any manner; no ambiguous statements that may mislead the listeners; no appeals for funds; no testimonials which cannot be authenticated; no continuity which repellently describes internal bodily functions or symptomatic results of internal disturbances, and no reference to matters which are not considered acceptable topics in social groups; no use of broadcasting time except for advertising of the advertiser's goods; no advertising matter which may, in the opinion of the station, be injurious or prejudicial to the interests of the public, the station, and/or its affiliated stations, or honest advertising and reputable business in general; beer and wines okay; no hard liquors accepted; no controversial talks.

KYA, SAN FRANCISCO

Operator: Hearst Radio, Inc., Hearst Bldg. *Phone:* Douglas 2536. *Power:* 5,000 and 1,000 watts on 1230 kc. *Affiliation:* California Radio System. *Opened:* December, 1926. (Note: This station is affiliated with the San Francisco Examiner.)

Station and commercial manager: Bob Roberts. *Program director:* Leon Churchon. *Chief engineer:* Paul Schulz. *Musical director:* Walter Rudolph. *Publicity director:* Clarence Meyers.

Rep: Hearst Radio. *News:* INS. *Seating facilities:* Studio A, seating 100 persons. *Merchandising:* Offer complete service at actual cost. *Foreign language programs:* No set rules; do not encourage such programs. *Artists bureau:* None.

Copy restrictions: Beer and wine accepted any time; liquor advertising after 10 p.m., and must be live talent show; all copy subject to station approval or revision.

KQW, SAN JOSE

Operator: Pacific Agricultural Foundation, Ltd. *Power:* 1,000 watts on 1010 kc. *Affiliation:* Northern California Broadcasting System.

Base rate: \$75.

No other information available after repeated requests.

KVEC, SAN LUIS OBISPO

Operator: Christina M. Jacobson, tr., as The Valley Electric Co. *Power:* 250 watts on 1200 kc (daytime).

At press time this station had a construction permit only.

KVOE, SANTA ANA

Operator: The Voice of the Orange Empire, Inc., Ltd., Walter Moore Bldg. *Phone:* 4900; 4901-R. *Power:* 100 watts on 1500 kc. *Affiliation:* Mutual Broadcasting System; Don Lee Broadcasting System. *Opened:* January, 1929.

President, station manager: Ernest L. Spencer. *Commercial manager:* K. W. Pike. *Program director, chief engineer:* Wallace S. Wiggins.

Rep: Cox and Tanz; C. P. MacGregor (Coast). *News:* AP; local. *Seating facilities:* Studio, capacity 150. *Merchandising:* Will arrange for window displays gratis; direct mail, broadsides, etc., billed at actual cost. *Foreign language programs:* Spanish programs are accepted. *Artists bureau:* None. *Base rate:* \$35.

Copy restrictions: No beer, wine or liquor advertising accepted; spot announcements limited to 50 words; no disparagement of competitors or their products; nothing that would offend children, religious and fraternal beliefs, etc.; all copy must be in good taste and is subject to station approval.

KDB, SANTA BARBARA

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

Manager: Don Hastings. *Commercial manager:* Ben B. Sanders. *Program director:* Ralph Priest. *Chief engineer:* Robert C. Moody

Rep: William G. Rambeau Co. *News:* Transradio. *Seating facilities:* Studio, 25 person limit. *Merchandising:* Render any reasonable service, specifically store calls and checks on purchases. *Foreign language programs:* Accepted providing copy is submitted in English in advance. *Artists bureau:* None. *Base rate:* \$50.

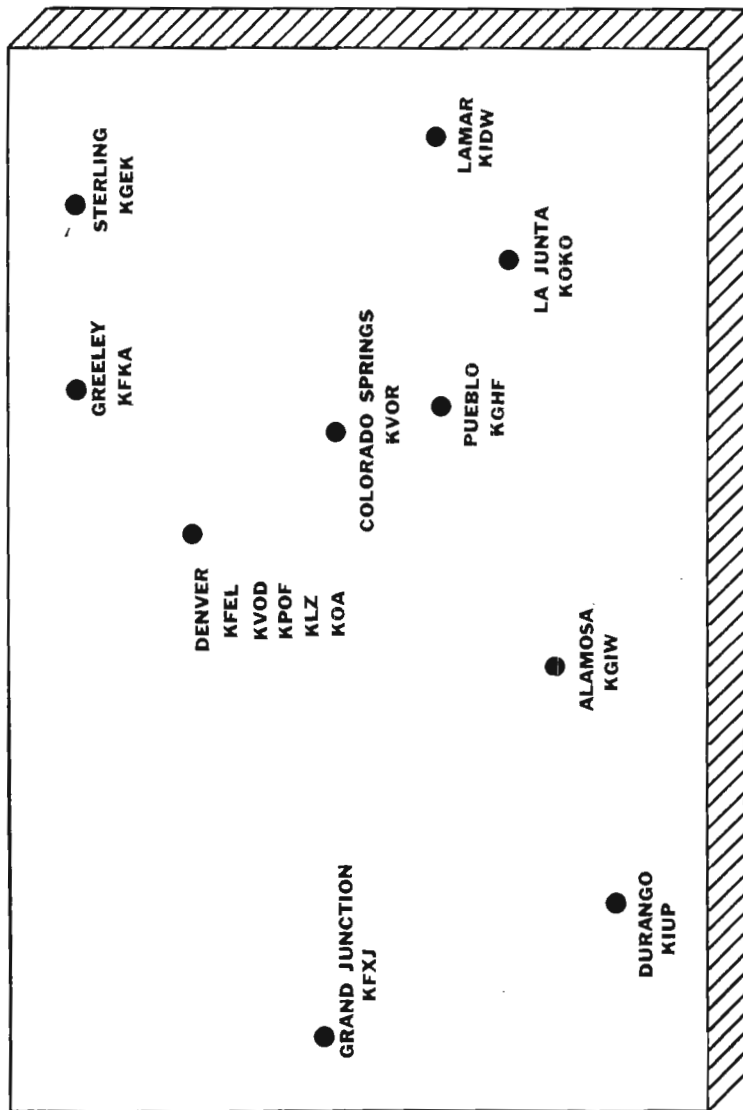
Copy restrictions: Accept beer and wine; no hard liquors; will accept some patent medicines, depending on product.

KTMS, SANTA BARBARA

Operator: The News Press Publishing Co. *Power:* 500 watts on 1220 kc.

At press time this station had a construction permit only.

COLORADO



STATIONS—Continued

KSRO, SANTA ROSA

Operator: The Press Democrat Publishing Co. *Power:* 250 watts on 1310 kc (daytime).

At press time this station had a construction permit only.

KGDM, STOCKTON

Operator: F. E. Pepper, 42 S. California St. *Phone:* 795. *Power:* 1,000 watts on 1100 kc (daytime). *Affiliation:* Mutual Broadcasting System; Don Lee Broadcasting System. *Opened:* February, 1927.

Owner: E. F. Pepper. *Station and commercial manager:* A. H. Green. *Chief engineer:* Weyland Worden. *Musical director:* Lillian Best Parkin.

Rep: Small & Brewer, Inc. *News:* INS. *Seating facilities:* Two studios, one seating 100 persons, the other 30. *Merchandising:* No information given. *Foreign language programs:* Italian and Portuguese. *Artists bureau:* None. *Base rate:* \$30.

Copy restrictions: Accept beer, wine, liquor and patent medicine advertising, with copy subject to station approval.

KWG, STOCKTON

Operator: The McClatchy Broadcasting Co., Hotel Wolf. *Phone:* 580-J; 580-M. *Power:* 100 watts on 1200 kc. *Affiliation:* NBC California Supplementary Service; The California Radio System. *Opened:* October, 1921. (Note: This station is newspaper-owned: McClatchy papers.)

Business manager: Howard Lane. *Sta-*

tion manager, commercial manager: Bernard E. Cooney. *Program director:* Frank H. Wilbur. *Chief engineer:* Lewis C. Heinzman. *Publicity director:* Ruth Brown.

Rep: Walter Biddick Co. (Pacific Coast); Joseph Hershey McGillvra. *News:* UP. *Seating facilities:* Studio, about 300 persons. *Merchandising:* Contact dealers by phone or letter; make personal contacts with dealers and wholesalers; write letters to trade if advertiser pays for postage and stationery; distribute posters. *Foreign language programs:* Not accepted. *Artists bureau:* None. *Base rate:* \$40.

Copy restrictions: Beer and wine accepted; no hard liquor; no laxatives; patent medicines subject to strict censorship.

KTKC, VISALIA

Operator: Tulare-Kings Counties Radio Associates, Charles A. Whitmore, president. *Power:* 250 watts on 1190 kc (daytime). (Note: Charles A. Whitmore is publisher of the Visalia Times-Delta.)

At press time this station had a construction permit only.

KHUB, WATSONVILLE

Operator: F. W. Atkinson; special authorization to Mrs. Anna Atkinson, executrix, estate of F. W. Atkinson (deceased), to operate station. *Power:* 250 watts on 1310 kc (daytime).

Base rate: \$25.

No other data available.

COLORADO

(206,600 radio homes)

Radio Homes by Counties

Adams	3,000	Fremont	3,200	Montrose	2,300
Alamosa	1,910	Garfield	1,840	Morgan	3,300
Arapahoe	3,600	Gilpin	250	Otero	4,400
Archuleta	460	Grand	460	Ouray	350
Baca	1,150	Gunnison	1,040	Park	460
Bent	1,260	Hinsdale	80	Phillips	1,270
Boulder	7,600	Huerfano	2,100	Pitkin	230
Chaffee	1,720	Jackson	340	Prowers	2,200
Cheyenne	460	Jefferson	3,400	Pueblo	14,000
Clear Creek	460	Kiowa	350	Rio Blanco	460
Conejos	920	Kit Carson	1,380	Rio Grande	1,700
Costillo	460	Lake	1,270	Routt	1,500
Crowley	690	La Plata	2,400	Saguache	800
Custer	230	Larimer	6,800	San Juan	350
Delta	2,600	Las Animas	4,900	San Miguel	350
Denver	73,800	Lincoln	1,150	Sedgwick	920
Dolores	120	Logan	3,700	Summit	230
Douglas	500	Mesa	5,600	Teller	920
Eagle	580	Mineral	120	Washington	1,150
Elbert	800	Moffat	800	Weld	10,000
El Paso	13,100	Montezuma	1,040	Yuma	970

Servant and Salesman

IN THE RICH PIKES PEAK REGION

● From the time its new management took over, KVOR has made a determined drive to establish a gilt-edge popularity in the Pikes Peak region. It has identified itself closely with majority community interest on all fronts. Adding to its schedule of CBS programs with a bang-up job of local programming, KVOR is supplying this region with a listening menu that makes "patronizing home industry" completely satisfactory and enjoyable.

New transmission facilities have been installed and its new studios are the largest and most complete to be found anywhere in cities of comparable size.

KVOR's vigorous and aggressive efforts to serve this region have been successful in winning it many, many friends. Let KVOR introduce them to you and your product. They're the kind of people that make extra good customers because they are in the habit of buying twice as much as the average American.



Affiliated with the Colorado Springs Gazette and Telegraph ● Under Affiliated Management with WKY-Oklahoma City, KLZ-Denver and the Oklahoma Publishing Co. ● Represented by E. Katz Special Adv. Agency.

FULL TIME



1000 WATTS

412

KGIW, ALAMOSA

Operator: Leonard E. Wilson, P. O. Box 26. *Phone:* 26. *Power:* 100 watts on 1420 kc. (operates specified hours with KIDW). *Affiliation:* None. *Opened:* 1926; moved to Alamosa in 1933.

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

Rep: Cox and Tanz. *News:* Transradio. *Seating facilities:* None. *Merchandising:* facilities—not described—are offered to national advertisers. *Foreign language programs:* No information given. *Artists bureau:* None. *Base rate:* \$7.35 (½ hr.).

Copy restrictions: All copy subject to NAB Code of Ethics; no other restrictions listed.

KVOR, COLORADO SPRINGS

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

President: E. K. Gaylord. *Station manager, commercial manager:* Hugh B. Terry. *Program director, publicity director:* Wauhilla La Hay. *Chief engineer:* E. H. Taylor. *Musical director:* Arb Fuller.

Rep: E. Katz Special Advertising Agency. *News:* AP; also local news. *Seating facilities:* Two studios, 50 each. *Merchandising:* Provide information on market routes, product distribution, etc.; get dealer cooperation, distribute window displays, notify dealers of new programs, and other "reasonable" services. *Foreign language programs:* None; not suited to market. *Artists bureau:* None. *Base rate:* \$72.

Copy restrictions: Beer okay; no wines or hard liquors; patent medicines turned down except in rare cases, when copy is carefully censored.

KFEL, DENVER

Operator: Eugene P. O'Fallon, Inc., Albany Hotel. *Phone:* Keystone 0178. *Power:* 500 watts on 920 kc (divides time with KVOD). *Affiliation:* Mutual Broadcasting System. *Opened:* 1923.

Station head, sales manager: Gene O'Fallon. *Assistant station manager:* Frank Bishop. *Local commercial manager:* Holly Moyer. *Program director:* Williams S. Wales. *Chief engineer:* J. P. Veatch. *Publicity director:* Rocky McDermott. *Traffic manager:* E. Dillon.

Rep: John Blair and Co. *News:* Transradio. *Seating facilities:* Albany Hotel Cathedral Ballroom, seating 1,350 persons.

Merchandising: Complete service offered to local, spot and national accounts; details not listed. *Foreign language programs:* Will accept, but foreign population is described as very small. *Artists bureau:* None. *Stock:* Principally held by Gene O'Fallon. *Base rate:* \$120.

Copy restrictions: Beer and wine accepted any time; hard liquor only after 9 p.m.; all copy subject to station approval and government regulations.

KLZ, DENVER

Operator: KLZ Broadcasting Co., Inc., Shirley Savoy Hotel. *Phone:* Main 4271. *Power:* 5,000 and 1,000 watts on 560 kc. *Affiliation:* CBS. *Opened:* June, 1920. (Note: KLZ is newspaper owned. This station, originally operated by the Reynolds Radio Co., was sold Aug. 1, 1935, to the interests controlling the Oklahoma Publishing Co. and station WKY in Oklahoma City.)

Station manager: F. W. Meyer. *Sales manager:* Frank Quinn. *Program director:* Arthur Wuth. *Chief engineer:* T. A. McClelland. *Production manager:* Wesley Battersea.

Rep: E. Katz Special Advertising Agency. *News:* INS. *Seating facilities:* Largest studio accommodates 150; auditorium with capacity of 1,200 soon to be available; three theatres of the Fox chain available when necessary. *Merchandising:* Prior to beginning of program KLZ writes dealer letters, assists in preparing dealer and jobber advertising material, prepares addresses for sales meetings, and plugs the program via trailers, releases, posters, etc.; after program is on the air KLZ assists in similar fashion; tie-up with Colorado Press Assn. permits exclusive stories and program listings across the state; all costs borne by station except in large mailings or where more personnel is needed. *Foreign language programs:* None on air; will accept. *Artists bureau:* None; but production department can arrange for artists. *Base rate:* \$180.

Copy restrictions: Copy on announcements limited to 25 words between 6 and 10:30 p.m., on chain breaks, 50 words between all sustainers, and 100 words on all participating programs; on regular-length programs copy is limited to 10% of program time at night, 15% daytimes, except where such copy has news or entertainment value; beer accepted, but no wines or hard liquors; patent medicines accepted if copy is free from "offensive statements" or "untruthful claims."

KOA, DENVER

Operator: National Broadcasting Co., Inc. (General Electric Co. is licensee),



Local Retailers and Jobbers Spend Their Money with KLZ

• You can count on the local boys keeping a close watch on the box office. The money they spend today has to bounce back tomorrow with a profit.

Denver merchants and jobbers have watched KLZ take on new life color and personality. They understand why KLZ has the crowd coming its way. They know that KLZ can give them the coverage they need in the Denver-Rocky Mountain region.

That's why KLZ is getting the big share of local business in Denver . . . and why advertisers on the outside should check closely how they are spending their money in Denver.



• Within KLZ's 0.5 mv. contour (daytime) are 71% of Colorado's radio homes and within this area is spent 76c out of every retail dollar spent in the state.

KLZ DENVER



• UNDER AFFILIATED MANAGEMENT WITH WKY—OKLAHOMA CITY AND THE OKLAHOMA PUBLISHING COMPANY • REPRESENTED NATIONALLY BY THE E. KATZ SPECIAL ADVERTISING AGENCY

414

STATIONS—Continued

1625 California St. Phone: Main 6211. Power: 50,000 watts on 830 kc. Affiliation: NBC Red Mountain Group. Opened: Dec. 15, 1924.

General manager, commercial manager: A. E. Nelson. *Program director:* C. C. Moore. *Chief engineer:* R. H. Owen. *Artists bureau head:* A. J. Weber. *Musical director:* Carl Wieninger. *Publicity director:* Jas. MacPherson.

Rep: National Broadcasting Co., Inc. *News:* Denver Post; four broadcasts daily. *Seating facilities:* Studio A, 325; studio B, 150; admission by courtesy tickets. *Merchandising:* Window display space provided in the KOA building lobby; letters sent to dealers when new programs are scheduled (postage paid by advertiser). *Foreign language programs:* Would accept subject to approval of continuities; but 98% of population is English-speaking. *Artists bureau:* Yes; complete roster of announcers, conductors, writers, producers, directors, and players. *Base rate:* \$240.

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

KPOF, DENVER

Operator: Pillar of Fire, 1845 Champa St. Power: 500 watts on 880 kc (shares time with KFKA). Opened: 1928.

This station is non-commercial; church-owned.

KVOD, DENVER

Operator: Colorado Radio Corp., Continental Oil Bldg. Phone: Tabor 2291. Power: 500 watts on 920 kc. (divides time with KFEL). Affiliation: NBC Blue Mountain Group. Opened: 1925.

President: William D. Pyle. *Station manager:* Thomas C. Ekrem. *Commercial manager:* Jerry Akers. *Program director, musical director:* Budd Heyde. *Chief en-*

gineers: W. D. Pyle, T. C. Ekrem. *Publicity director:* Ben H. Stanton.

Rep: Edward Petry & Co., Inc., News: UP. *Seating facilities:* Studio, 50 persons. *Merchandising:* Can be handled through a local agency; station lists no service of its own. *Foreign language programs:* Not accepted. *Artists bureau:* None. *Base rate:* \$120.

Copy restrictions: Beer and wines accepted; each piece of copy "handled separately as to truth and basic ethics."

KIUP, DURANGO

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

President: C. Guy Shepard. *Station and commercial manager, program director:* Raymond M. Beckner. *Chief engineer:* Mel Williams.

Rep: None. *News:* Transradio. *Seating facilities:* None. *Merchandising:* Advance publicity; dealer tie-ins and window display services; rates upon request. *Foreign language programs:* Will accept, governed by same rules as regular advertising; Spanish is predominate foreign language in territory. *Artists bureau:* None. *Base rate:* \$30.

Copy restrictions: Beer, wine and liquor advertising accepted; all copy subject to station approval; reserve right to refuse all announcements which do not "maintain a level of quality and character creditable alike to station and advertiser."

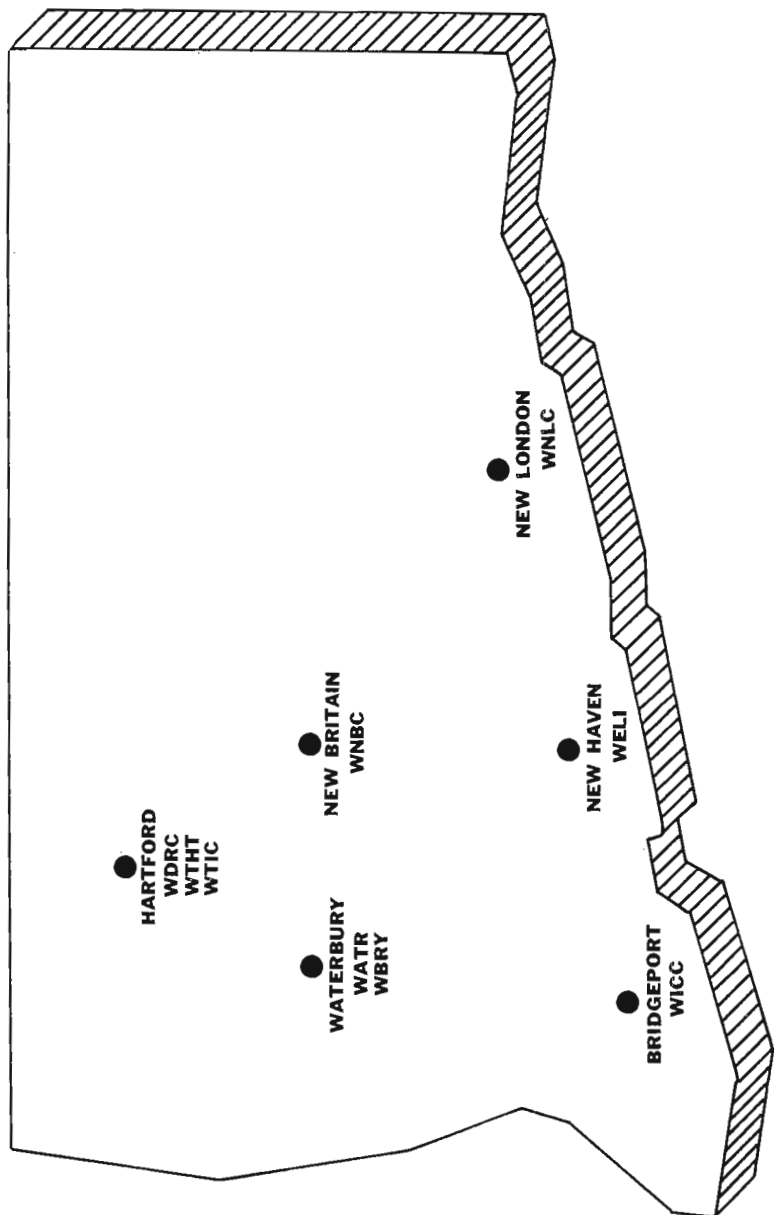
KFXJ, GRAND JUNCTION

Operator: Western Slope Broadcasting Co., La Court Hotel. Phone: 126. Power: 250 and 100 watts on 1200 kc. Affiliation: Mutual Broadcasting System. Opened: May 1, 1925.

General and station manager: Rex Howell. *Commercial manager:* Charles Howell. *Program director:* Norbourne Smith. *Chief engineer:* Fred Mendenhall. *Publicity director:* Ruth Reid. *Radio Press Bureau:* Hal Reid.

Rep: None. *News:* Transradio. *Seating facilities:* Studio A accommodates small audience; exact capacity not listed. *Merchandising:* Send out advance publicity releases and news stories, gratis, augmented by articles, pictures, etc., in house organ; cooperate in placing show cards, lobby displays, and in making dealer contacts, surveys and summaries both before and after campaign. *Foreign language programs:* No set rules; as foreign population is very small, question has never arisen, though

CONNECTICUT



sustaining programs in Spanish and German have been presented. *Artists bureau:* None. *Stock:* Equally held by Charles and R. G. Howell. *Base rate:* \$30.

Copy restrictions: Beer and wine accepted; no hard liquor; no expression of superlative qualities; no false or misleading statements; commercial copy restricted to maximum of 300 words per quarter-hour.

KFKA, GREELEY

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

Rep: None. *Base rate:* \$70.

After repeated requests, no other information available.

KOKO, LA JUNTA

Operator: The Southwest Broadcasting Co. *Power:* 100 watts on 1370 kc.

At press time this station had a construction permit only.

KIDW, LAMAR

Operator: Southwest Broadcasting Co., 129 W. Elm St. *Phone:* 16. *Power:* 100 watts on 1420 kc. (7 a.m. to 6 p.m.; 9:30 p.m. to midnight). *Affiliation:* None. *Opened:* Aug. 1, 1932.

Owner, publicity director: Leonard E. Wilson. *General manager:* Sherrill Ellsworth. *Program director:* Jack Phillips. *Musical director:* George R. Holbert. *Chief engineer:* Ralph W. Rea.

Rep: Cox and Tanz. *News:* RNA (Transradio). *Seating facilities:* Lounge with view of studio. *Merchandising:* Service rendered gratis. *Foreign language programs:* Accepted. *Artists bureau:* None. *Base rate:* \$19.83 (½ hr. one time in one month).

Copy restrictions: Beer announcements only accepted; no hard liquors; all other copy subject to censorship for exaggeration or conflict with pure food laws.

KGHF, PUEBLO

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

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

Rep: None. *News:* Transradio. *Seating facilities:* Reception room, seats about 100. *Merchandising:* No specific service listed; "try to be of service to clients in promoting the sale of their products." *Foreign language programs:* Accepted—only occasional announcements with no long term contracts; very little foreign language advertising in this area. *Artists bureau:* None. *Base rate:* \$120.

Copy restrictions: Beer accepted; no wines or hard liquors; patent medicines accepted "if proven to be okay."

KGEK, STERLING

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

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

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

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

CONNECTICUT

(372,200 radio homes)

Radio Homes by Counties

Fairfield	90,300	Middlesex	11,600	Tolland	6,200
Hartford	98,500	New Haven	106,100	Windham	12,500
Litchfield	19,600	New London	27,400		

WICC, BRIDGEPORT

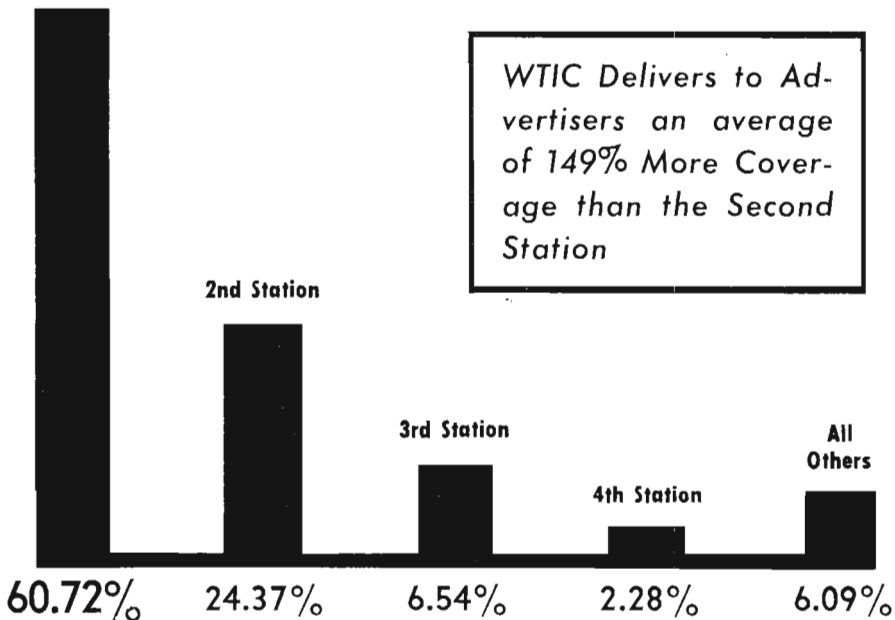
Operator: The Yankee Network, Inc., Stratfield Hotel, Bridgeport; also 185 Church St., New Haven. *Phones:* Bridgeport 6-1121; New Haven 5-7736. *Power:* 1,000 and 500 watts on 600 kc. *Affiliation:* NBC Basic Blue; Yankee Network; Colonial Network. *Opened:* Aug. 2, 1926.

President. John Shepard III. *Station manager:* Joseph Lopez. *Commercial manager:* Fred L. Rowe. *Program director:* Judson La Haye. *Chief engineer:* Garo W. Ray.

Rep: Edward Petry & Co., Inc. *News:* Yankee Network News Service. *Seating facilities:* 35 or 40; broadcasts with larger

Ross Federal Report on WTIC leadership

WTIC



WTIC Delivers to Advertisers an average of 149% More Coverage than the Second Station

WTIC not only blankets Connecticut, but also large sections of western Massachusetts and eastern New York, as well as New Hampshire and Vermont. In WTIC's

primary coverage area is a rich audience of 1,737,810 and in its secondary coverage area there is an additional 1,660,626 making a total potential audience of 3,398,436.

Write Today for the Brochure Containing Full Facts on the Ross Federal Survey

WTIC

**50,000 WATTS
HARTFORD, CONN.**

The Travelers Broadcasting Service Corp.
Member NBC Red Network and Yankee Network
PAUL W. MORENCY, General Mgr. — JAMES F. CLANCY, Business Mgr.

National Representatives — WEED & CO.
CHICAGO - - - DETROIT - - - NEW YORK

STATIONS—Continued

audience allowed when outside facilities are rented. *Merchandising:* Supplies lists of potential dealers; cooperates in any other merchandising service at cost. *Foreign language programs:* based entirely on individual merit of each program and client. *Artists bureau:* Works through bureau of Yankee Network (see WNAC, Boston). *Base rate:* \$160.

Copy restrictions: Commercials must conform to ethics of good broadcasting; all continuity on patent medicines submitted to Proprietary Association; liquor advertising accepted when it conforms to laws of city and state.

WDRC, HARTFORD

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

General manager, station manager: Franklin M. Doolittle. *Commercial manager:* William F. Malo. *Studio manager:* Walter Haase. *Chief engineer:* Italo Martino. *Program director:* Sterling V. Couch. *Publicity director:* Harvey Olson.

Rep: Free, Johns & Field, Inc. *News:* UP. *Seating facilities:* 50 persons. *Merchandising:* Package service available to

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

Copy restrictions: No hard liquor or wines; beer accepted if program is musical and copy institutional; beer sponsorship limited to brewers only, and not distributors or retail outlets; all other copy subject to station approval.

WTHT, HARTFORD

Operator: The Hartford Times, Inc., 983 Main Street. *Phone:* 7-6481. *Power:* 100 watts on 1,200 kc. (daytime). *Affiliation:* Mutual Broadcasting System; Colonial Networks. *Opened:* August 12, 1936. (Note: this station is newspaper owned by the Hartford Times).

Station head: Francis S. Murphy, head and general manager of the Hartford Times. *Station manager, program director:* Cedric W. Foster. *Commercial manager:*

MOST WRITERS WORKING

In Radio and in Motion Pictures



H. N. Swanson, Inc.

8525 Sunset Boulevard,

WEST HOLLYWOOD

WICC

Dominant Station of Southern Connecticut

BASIC station of the NBC Blue Network and the Yankee Network's outlet in Bridgeport and New Haven. Also an affiliate of the Colonial Network. . . . The dominant station of Southern Connecticut, serving the area where 53.3% of Connecticut's retail sales are made. Serves a population of 1,055,879. . . . Connecticut is the fourth state in the country in population density, and more than half of this population, and more than half the taxable property are concentrated within WICC's intensive listening area. . . . WICC has the strongest signal in seventeen of the twenty-four cities and towns of Fairfield and New Haven Counties. . . . No national campaign is complete without WICC—first in local acceptance in Southern Connecticut's \$158,319,000 retail market.

THE YANKEE NETWORK, INC.

21 BROOKLINE AVENUE, BOSTON, MASSACHUSETTS

EDWARD PETRY & CO., Inc. *Exclusive National Representatives*

NEW YORK

DETROIT

CHICAGO

SAN FRANCISCO

STATIONS—Continued

Norbert O'Brien. *Chief engineer:* Richard K. Blackburn.

Rep: J. P. McKinney & Son. *News:* AP. *Seating facilities:* limited; capacity not listed. *Merchandising:* publicity and listings offered in Hartford Times. *Foreign language programs:* will accept, but such programs are not solicited nor encouraged. *Artists bureau:* none. *Base rate:* \$100.

Copy restrictions: no beer, wine or liquor advertising accepted; all copy subject to station approval and government regulations.

WTIC, HARTFORD

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

Station manager: Paul W. Morency. *Commercial manager:* James F. Clancy. *Program director:* Thomas C. McCray. *Chief engineer:* J. Clayton Randall. *Publicity:* George Malcolm-Smith.

Rep: Weed & Co. *News:* Yankee Network News Service. *Seating facilities:* observation room, 200 capacity. *Merchandising:* Rendered at cost to client. *Foreign language programs:* No set rules; currently

has dance program in Polish from the National Polish Home. *Artists bureau:* None. *Base rate:* \$360.

Copy restrictions: Contracts and manuscripts must be submitted a week in advance subject to station or government regulation; beer and wines, as well as certain patent medicines, accepted in the past; no hard liquor.

WNBC, NEW BRITAIN

Operator: State Broadcasting Corp., 147 Main St. *Phone:* 240. *Power:* 250 watts on 1380 kc (daytime). *Affiliation:* None. *Opened:* July 15, 1935.

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

Rep: None. *News:* Transradio. *Seating facilities:* None, unless taken from remote. *Merchandising:* Arrangements made at cost for all types of merchandising and tie-up service; station has tie-ups with local theatres. *Foreign language programs:* Accepted in conformity to regular station program policies and NAB code of ethics. *Artists bureau:* None; station talent available, however. *Base rate:* \$60.

Copy restrictions: No rules regarding

AIR FEATURES

INCORPORATED

RADIO PRODUCTIONS

JAMES E. SAUTER

PRESIDENT

247 PARK AVE., NEW YORK

WI. 2-0077



**WDRG . . . gives you complete
Intensified Coverage of
Connecticut's Major Market**

DIRECT RESPONSE to a series of announcements over WDRG sold more than 300 new Dodge and Plymouth cars in *One Month* for Hartford County Dealers. No *Other Advertising Medium Was Used!*

Electric refrigeration, washing machine, radio, automotive equipment, gasoline and dozens of other firms who *Must* get direct returns from their advertising are consistently using WDRG.

Profit by their experience. . . Profit by using WDRG.

WDRG

**"THE ADVERTISING TEST STATION
IN THE ADVERTISING TEST CITY"**

HARTFORD, CONN.

beer, wine, alcoholic beverages and patent medicines other than provisions of NAB code of ethics and FCC rulings.

WELL, NEW HAVEN

Operator: City Broadcasting Corp., 221 Orange St. *Phone:* 8-1133. *Power:* 500 watts on 900 kc. (to local sunset). *Affiliation:* Connecticut Broadcasting System. *Opened:* Oct. 10, 1935.

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

Rep: None. *News:* Transradio; also local. *Seating facilities:* Arrangements can be made with Hotel Taft for ballroom; also local theatres. *Merchandising:* Assist in distributing merchandise to local stores for about 50c. a call; notify merchants of new programs, either by phone or mail; other services rendered at slight additional charge. *Foreign language programs:* Accepted; scripts must be submitted in advance for translation and approval; talent must be live talent, and if instrumental must belong to Musicians' Union; Italian programs currently carried. *Artists bureau:* Setup nominal only. *Stock:* Closed corporation, principal stockholder being Patrick J. Goode. *Base rate:* \$125.

Copy restrictions: Beer and wine accepted; no hard liquor; copy must be submitted week in advance and conform to NAB code of ethics.

WNLC, NEW LONDON

Operator: Thames Broadcasting Corp., Mohican Hotel. *Power:* 100 watts on 1500 kc (daytime). *Affiliation:* Yankee Network; Colonial Network.

Base rate: \$57.50.

Copy restrictions: Rate card states that the "management reserves the right to refuse or discontinue any advertising for reasons satisfactory to station."

No further data available at this time.

WATR, WATERBURY

Operator: WATR Co., Inc., 47 Grand Street. *Phone:* 3-5161. *Power:* 100 watts on 1190 kc (operates on limited time schedule). *Affiliation:* Intercity Broadcasting System. *Opened:* June 15, 1934.

General and station manager: Harold Thomas. *Commercial manager:* Samuel Elman. *Program and publicity director, artists bureau head:* James Parker. *Chief engineer:* Norman Blake.

Rep: James F. Fay, Boston. *News:* Transradio. *Seating facilities:* 20 persons. *Merchandising:* No information given. *Foreign language programs:* No information given. *Artists bureau:* Yes; lists about 30 artists. *Base rate:* \$75.

Copy restrictions: Accept beer, wine and liquor; patent medicines must meet approved standards.

WBRY, WATERBURY

Operator: American Republican, Inc., 136 Grand St. (New Haven, Conn., address: 152 Temple St.). *Phone:* 3-1125; (New Haven: 7-1243). *Power:* 1,000 watts on 1530 kc. *Affiliation:* Colonial Network; Mutual Broadcasting System. *Opened:* Nov. 3, 1934. (Note: WBRY is newspaper owned and operated; American and Republican.)

President: William J. Pape. *Business manager:* Erwin J. Frey. *Commercial manager:* Murray L. Grossman. *Studio director:* David Hale Halpern. *Chief engineer:* Sidney Warner. *Musical director:* Waldo S. Newbury. *Publicity director:* E. Christy Erk.

Rep: Joseph Hershey McGillvra. *News:* UP, AP. *Seating facilities:* Theatre room, capacity 150. *Merchandising:* Advice on copy, and type of program; show cards and newspaper ads to satisfaction of client. *Foreign language programs:* Accepted; have Italian, Lithuanian and Polish live talent series. *Artists bureau:* None. *Base rate:* \$100.

Copy restrictions: Accept beer, wines, and whiskey, with copy subject to good taste; patent medicine copy watched carefully; other restrictions not specific, other than demanding "grade A" requirements.

DELAWARE

(47,100 radio homes)

Radio Homes by Counties

Kent 5,100 New Castle..... 35,000 Sussex 7,000

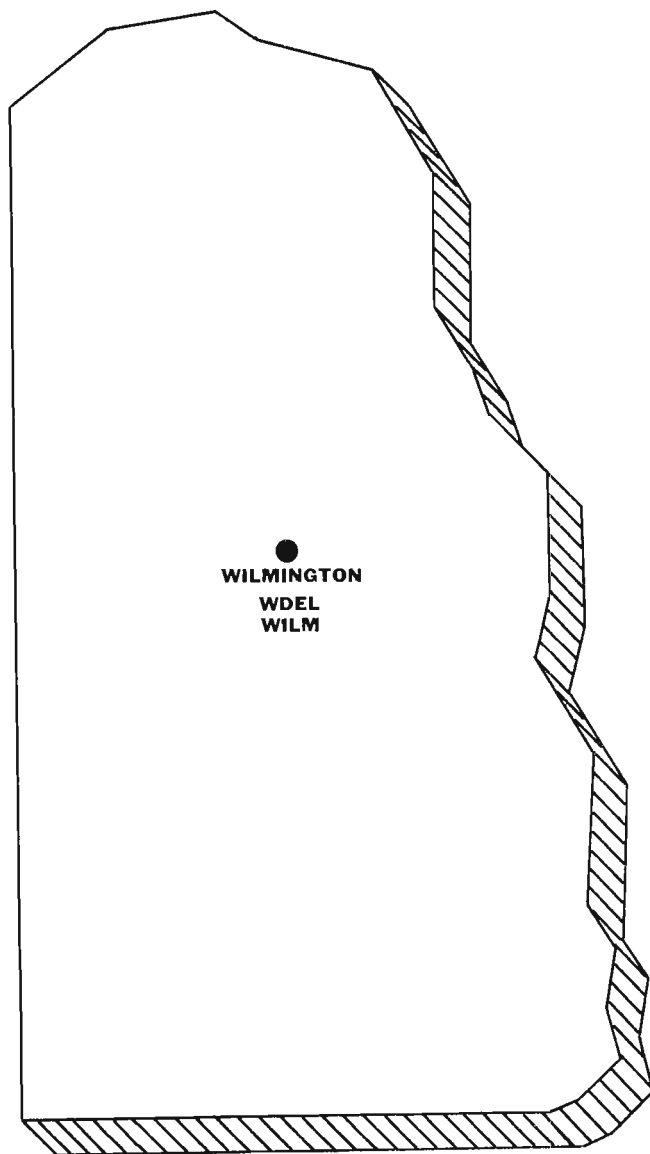
WDEL, WILMINGTON

Operator: WDEL, Inc., 10th & King Sts. *Phone:* 7268. *Power:* 500 and 250 watts on 1120 kc. *Affiliation:* Mason-Dixon Radio

Group; NBC Basic Red; Inter-City Broadcasting System. *Opened:* May 1, 1922.

President: Clair R. McCollough. *Station and commercial manager:* J. Gorman

DELAWARE



STATIONS—Continued

Walsh. *Program director:* Edward Brown-
ing. *Chief engineer:* J. E. Mathiot. *Artists*
bureau head: Irene Barry. *Musical di-*
rector: Victor Caille. *Publicity director:*
Lonny Starr.

Rep: Paul H. Raymer Co. *News:* Trans-
radio. *Seating facilities:* None. *Merchan-*
dising: Usual services offered, including
publicity and listings through newspaper
affiliates. *Foreign language programs:*
Will accept. *Artists bureau:* Setup nominal
only. *Base rate:* \$120.

Copy restrictions: Beer, wine and liquor
advertising accepted; all copy must con-
form to station standards.

WILM, WILMINGTON

Operator: Delaware Broadcasting Co.,

Inc., 10th & King Sts. *Phone:* 7268. *Power:*
100 watts on 1420 kc. (shares time with
WAZL). *Affiliation:* Mason-Dixon Radio
Group. *Opened:* 1922.

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

Rep: Paul H. Raymer Co. *News:* Trans-
radio. *Seating facilities:* None. *Merchan-*
dising: Offer usual services, including pub-
licity and listings through newspaper af-
filiates. *Foreign language programs:* Will
accept. *Artists bureau:* None. *Base rate:*
\$64.71.

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

DISTRICT OF COLUMBIA

(125,800 radio homes)

WJSV, WASHINGTON

Operator: Columbia Broadcasting Sys-
tem, Earle Bldg., 13th and E Streets, N.W.
Phone: Metropolitan 3200. *Power:* 10,000
watts on 1460 kc. *Affiliation:* CBS. *Opened:*
October 20, 1932.

Vice-president: Harry C. Butcher. *Sta-*
tion and commercial manager: A. D. Wil-
lard, Jr. *Program director:* F. A. Long.
Chief engineer: Clyde Hunt. *Musical di-*
rector: John Salb. *Publicity director:* Ann
Gillis.

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

Copy restrictions: See CBS program
policies.

WMAL, WASHINGTON

Operator: National Broadcasting Co.,
Inc. (under lease from M. A. Leese Radio
Corp.), Trans-Lux Bldg. *Phone:* District
0300. *Power:* 500 and 250 watts on 630 kc.

Affiliation: NBC Basic Blue. *Opened:* 1926;
became NBC licensee Feb. 1, 1933.

Vice-president: Frank M. Russell. *Man-*
ager: Kenneth H. Berkeley. *Commercial*
manager: John Dodge. *Program director:*
Carleton Smith. *Chief engineer:* A. E.
Johnson. *Publicity director:* Marion Gale.

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

Copy restrictions: Lectures and educa-
tional talks not accepted between 6 p.m.
and midnight except by special arrange-
ment; time of broadcast subject to change
to other periods on 28 days' notice to ac-
commodate network broadcasts, excepting
in the case of independent announcements
which may be moved to other periods if
available, and as arranged by station man-
ager on 24 hours' notice; closing date is
two weeks in advance of initial program
and the program material must be ar-
ranged one week in advance of broadcast
date—no change within two days preced-
ing broadcast; all programs subject to sta-
tion approval; beer is accepted; no other
alcoholic beverages; other policies conform
to NBC Program Policies (which see).

WOL, WASHINGTON

Operator: American Broadcasting Com-
pany, Heurich Bldg., 1627 K St., N. W

STATIONS—Continued

Phone: Metropolitan 0012. Power: 100 watts on 1310 kc. Affiliation: Mutual Broadcasting System; Inter-City Broadcasting System. Opened: December 10, 1924.

President: LeRoy Mark. Station Manager: William B. Dolph. Commercial manager: H. V. Seay. Program director: Madeline Ensign. Chief engineer: H. H. Lyon. Musical director: Art Brown. Publicity director: M. E. Cronan.

Rep: Transamerican Broadcasting & Television Corp. News: Transradio. Seating facilities: 200 persons. Merchandising: Supply lists of retailers and wholesalers; mail out limited number of letters or printed matter, with advertiser paying postage and furnishing printed matter, station furnishing letter heads and labor; introduce salesmen to key buyers; arrange audition of program for important local outlets, advertiser to pay for talent; personal calls informing chain stores, etc., of campaign. Foreign language programs: Will accept; literal translation must be furnished in advance. Artists bureau: None. Base rate: \$120.

Copy restrictions: Beer, wine and liquor advertising accepted weekdays only; patent medicine copy subject to station ap-

proval and regulations of FCC, Federal Trade Commission and Better Business Bureau; spot announcements limited to 100 words, chain breaks to 40 words; commercial continuity on day and night quarter-hours limited to 425 words; no false or misleading advertising, disparagement of competitors; no violation of good taste; no fortune telling, numerology, etc.

WRC, WASHINGTON

Operator: National Broadcasting Co., Inc. (owner and operator), Trans-Lux Bldg. Phone: District 0300. Power: 1,000 and 500 watts on 950 kc. Affiliation: NBC Basic Red. Opened: Aug. 1, 1923.

Vice-president: Frank M. Russell. Manager: Kenneth H. Berkeley. Commercial manager: John Dodge. Program director: Fred Shawn. Chief engineer: A. E. Johnson. Publicity director: Marion Gale.

Rep: National Broadcasting Co. News: UP. Seating facilities: About 200 persons can be accommodated in one studio; about 100 in two other studios, combined. Merchandising: Advisory service only. Foreign language programs: Not accepted. Artists bureau: None. Base rate: \$200.

Copy restrictions: Same as National Broadcasting Co. (see NBC Program Policies); also see WMAL, Washington, D. C.

Mutual's Station

For the

District of Columbia

WOL

WASHINGTON, D. C.

Heurich Building
1627 K Street, N. W.

SINGLE AND DOUBLE BUTTON HANDI MIKES



Handiest ever built. For special events broadcasts, amateur 'phones, mobile transmitters, etc. With cord and switch as shown.

Cost to stations, \$5.88 net, single button; \$8.88 net, double button.

Send for catalog of microphones, stands, wax and instantaneous recording machines, blank discs, needles, etc.

Universal
Microphone Co., Ltd.
432 Warren Lane
Inglewood, Calif.

FLORIDA

(233,900 radio homes)

Radio Homes by Counties

Alachua	4,400	Hamilton	700	Okeechobee	400
Baker	500	Hardee	1,100	Orange	10,400
Bay	1,600	Hendry	500	Osceola	1,000
Bradford	800	Hernando	600	Palm Beach	10,200
Brevard	1,900	Highlands	1,600	Pasco	1,200
Broward	3,200	Hillsborough	28,100	Pinellas	15,500
Calhoun	500	Holmes	700	Polk	11,900
Charlotte	600	Indian River	800	Putnam	2,200
Citrus	500	Jackson	2,800	St. Johns	2,900
Clay	600	Jefferson	900	St. Lucie	1,300
Collier	300	Lafayette	300	Santa Rosa	1,100
Columbia	1,300	Lake	3,300	Sarasota	2,400
Dade	35,800	Lee	2,500	Seminole	2,500
De Soto	1,200	Leon	3,500	Sumter	800
Dixie	600	Levy	800	Suwanee	1,300
Duval	30,800	Liberty	200	Taylor	1,200
Escambia	8,200	Madison	1,200	Union	400
Flagler	300	Manatee	3,500	Volusia	7,300
Franklin	600	Marion	3,700	Wakulla	300
Gadsden	2,500	Martin	700	Walton	1,100
Gilchrist	300	Monroe	1,600	Washington	900
Glades	300	Nassau	800		
Gulf	200	Okaloosa	700		

WMFJ, DAYTONA BEACH

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

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

Rep: Cox and Tanz. News: Transradio; also local. Seating facilities: About 100; admission by card. Merchandising: Complete service offered. Foreign language programs: Accepted if in French, Jewish, German or Spanish. Artists bureau: Yes; have about half a dozen orchestras, vocalists, actors, announcers. Stock: Entirely owned by W. W. Esch. Base rate: \$45 (½ hour).

Copy restrictions: Only requirements are that copy should "not offend ordinary good taste"; whiskey must be referred to as a packaged product, cocktail, or mixed drink.

WRUF, GAINESVILLE

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

Director: Garland W. Powell. Program director: J. Russell McCaughan. Chief en-

gineer: Joseph Weil. Chief operator: F. B. Duncan.

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

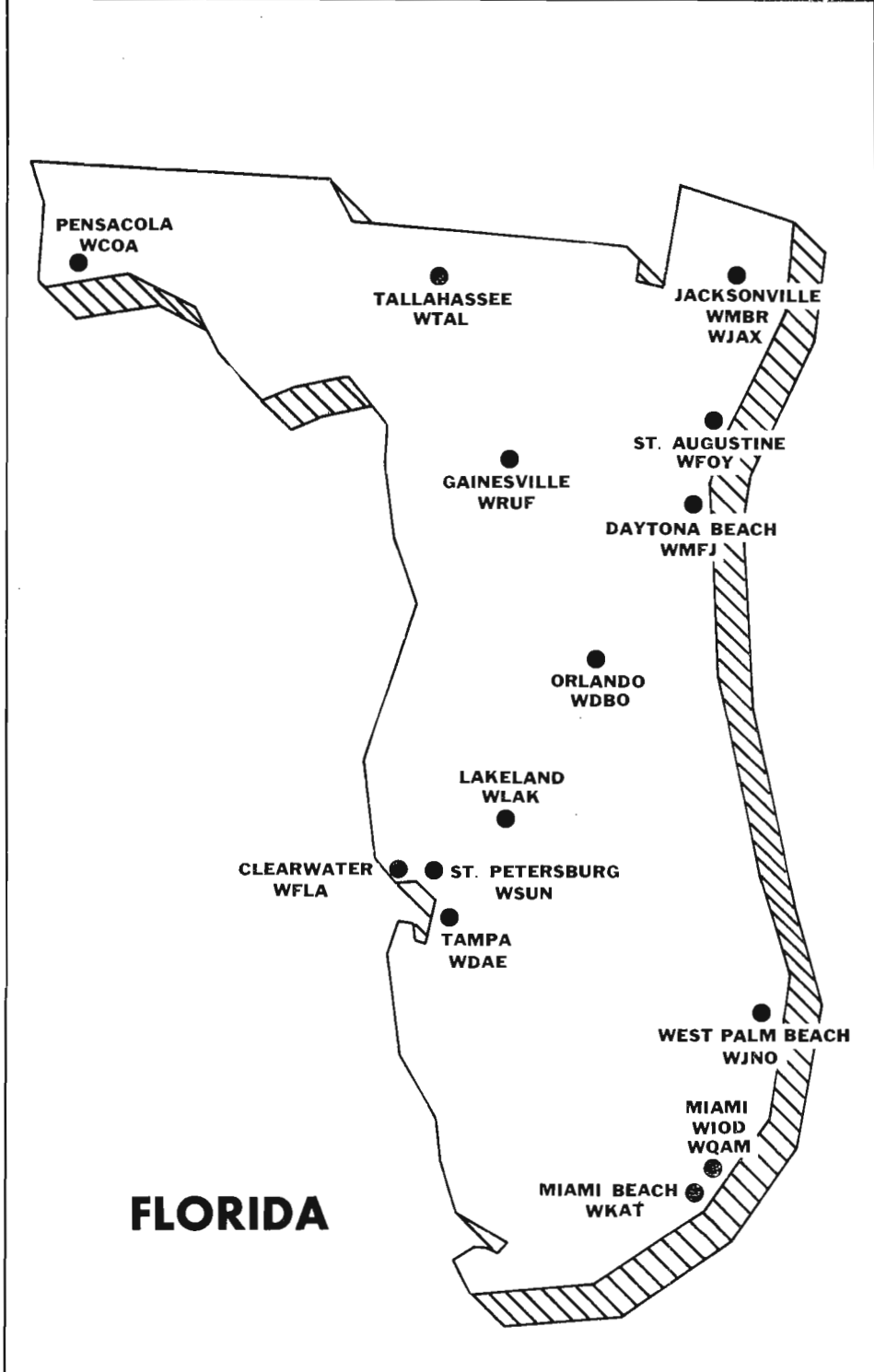
Copy restrictions: No alcoholic beverage or patent medicine accounts of any kind; political speeches not accepted; all programs subject to approval by station management, rules and regulations of state and federal government, and policies of the Board of Control of Higher Learning of Florida; no business on a "per inquiry" basis.

WJAX, JACKSONVILLE

Operator: City of Jacksonville, 1 Broadcast Place. Phone: 5-5821. Power: 5,000 and 1,000 watts on 900 kc. Affiliation: NBC Southeastern Group. Opened: Nov. 25, 1925. (Note: This station is owned and operated by the City of Jacksonville).

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

Rep: Craig & Hollingberry, New York and Southeast. News: None. Seating facilities: 100 persons. Merchandising: Complete service offered on contracts which "warrant" it at no charge other than actual



**PENSACOLA
WCOA**

**TALLAHASSEE
WTAL**

**JACKSONVILLE
WMBR
WJAX**

**GAINESVILLE
WRUF**

**ST. AUGUSTINE
WFOY**

**DAYTONA BEACH
WMFJ**

**ORLANDO
WDBO**

**LAKELAND
WLAK**

**CLEARWATER
WFLA**

**ST. PETERSBURG
WSUN**

**TAMPA
WDAE**

**WEST PALM BEACH
WJNO**

**MIAMI
WIOD
WQAM**

**MIAMI BEACH
WKAT**

FLORIDA

STATIONS—Continued

cost of stamps, letterheads, etc.; install window displays, contact dealers by phone or personal calls, mail out circulars, etc. *Foreign language programs*: Not accepted. *Artists bureau*: None. *Base rate*: \$190.

Copy restrictions: Beer and wine accepted; no hard liquor; some patent medicines accepted; all copy subject to station approval.

WMBR, JACKSONVILLE

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

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

Rep: Paul H. Raymer Co. *News*: Transradio. *Seating facilities*: Studio seating 100 persons. *Merchandising*: Contact distributors; conduct monthly cross-section survey of food and drug outlets. *Foreign language programs*: Never any occasion for such programs to date; probably would take, after investigation of company and check of translated copy. *Artists bureau*: Yes, lists about 15 artists. *Base rate*: \$125.

Copy restrictions: Accept beer and wine; no liquor advertising; all commercial copy checked for good taste and truthfulness and must not exceed 3 minutes per quarter hour.

WLAK, LAKELAND

Operator: Lake Region Broadcasting Co. *Power*: 100 watts on 1310 kc. *Affiliation*: None.

Base rate: \$50.

No other information available.

WIOD, MIAMI

Operator: Isle of Dreams Broadcasting Corp., News Tower, 600 Biscayne Blvd. *Phone*: 31113. *Power*: 1,000 watts on 1,300 kc. *Affiliation*: NBC Southeastern Group. *Opened*: January, 1926. (Note: this station is newspaper-owned by the Miami Daily News.)

Vice-president, general manager: Hal Leyshon. *Station manager, program director*: Francis P. Malone. *Commercial manager*: S. A. Vetter. *Chief engineer*: Milton C. Scott, Jr. *Musical director*: Earle B. Hanson. *Publicity director*: Boarman Byrd.

Rep: George P. Hollingbery, Chicago; Norman Craig, New York. *News*: INS. *Seating facilities*: studio, seating 200 persons; spectators' gallery, 100. *Merchandising*: cooperate, upon request, in supplying newspaper and other publicity, window displays, etc.; all services rendered at

actual cost. *Foreign language programs*: not accepted. *Artists bureau*: Yes. *Stock*: principally held by Metropolis Publishing Co. *Base rate*: \$140.

Copy restrictions: beer, wine and certain types of patent medicines accepted; no liquor advertising; all copy must be in good taste and present "true picture of product advertised."

WQAM, MIAMI

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

President: Fred W. Borton. *Station manager*: Fred Mizer. *Commercial manager, program director*: Norman MacKay. *Chief engineer*: Ralph Nulsen. *Artists bureau head*: Hazel McGuire. *Musical director*: Jack Thurston. *Publicity director*: Leslie Harris.

Rep: Furgason & Aston. *News*: UP. *Transradio. Seating facilities*: Studio, 50; municipal Bayfront park used for amateur night. *Merchandising*: Write and mail dealer letters; conduct phone and personal call surveys; place reasonable number of displays; publicity; pre-views of air shows; supply studio facilities for dealer meetings. *Foreign language programs*: Accept announcements on programs in Spanish if accompanied by English version simultaneously (this is mostly for transmission to Cuba). *Artists bureau*: None; can supply artists, however. *Stock*: Held closely by Miami Broadcasting Co., F. W. Borton, president, and W. W. Luce, vice-president. *Base rate*: \$140.

Copy restrictions: Commercials cannot exceed three minutes in 15; beer and wines accepted; no hard liquors; all patent medicine copy first submitted to governmental agencies for examination before broadcast.

WKAT, MIAMI BEACH

Operator: A. Frank Katzentine. *Power*: 100 watts on 1500 kc.

At press time this station had a construction permit only.

WDBO, ORLANDO

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

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

Rep: Paul H. Raymer Co. *News service*:



● JACKSONVILLE — One of the South's Richest Markets

How Are Your Sales In North Florida?

Per capita sales in this rich WJAX territory are double the average for other southeastern states. Spending power is higher. Living standards are better.

Jacksonville's prosperous trading territory should be one of your top southern markets in

sales and profits . . . it is for WJAX advertisers.

Get your share of this above-average market. It lies wholly within the influence-sphere of WJAX. It has repeatedly shown its sales-responsiveness to adequate schedules over its favorite radio station.

NBC Outlet
900 Kilocycles

WJAX

5,000 Watts Days
1,000 Watts Nights

Jacksonville's Municipal Broadcasting Station

Representatives:

New York, Craig & Hollingberry — Southeast, Craig & Hollingberry, Jacksonville, Fla.

Transradio. *Seating facilities:* Studios and large reception room; capacities not listed. *Merchandising:* Complete service offered at actual cost. *Foreign language programs:* Will accept, but requests are rare as foreign population is very small. *Artists bureau:* Yes; lists about 20 artists. *Base rate:* \$100.

Copy restrictions: Beer and wine accepted; no liquor advertising; all copy subject to station approval.

WCOA, PENSACOLA

Operator: Pensacola Broadcasting Company, San Carlos Hotel. *Phone:* 2159. *Power:* 1,000 and 500 watts on 1,340 kc. *Affiliation:* CBS. *Opened:* February, 1926. (Note: This station is newspaper-owned by the Pensacola Journal and News.)

General and station manager: Henry G. Wells, Jr. *Commercial manager:* R. R. Powell. *Program and publicity director:* Russell Hirsch. *Chief engineer:* Beecher Hayford. *Musical director:* J. Shipley.

Rep: John H. Perry Associates. *News:* Press Radio through CBS. *Seating facilities:* studios, seating over 100 persons; also have weekly shows from two local theatres,

seating about 2,000. *Merchandising:* working agreement with taxi company, using tire covers for advertising programs; radio page for publicity and listings in Journal and News; letters to the trade; window displays. *Foreign language programs:* not accepted. *Artists bureau:* none. *Base rate:* \$75.

Copy restrictions: beer and wine accepted, but copy must not endeavor to spread further use of these products; no hard liquor; spot announcements limited to 100 words, chain breaks to 40 words.

WFOY, ST. AUGUSTINE

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

President: Walter B. Fraser. *Station manager:* R. M. Tigert. *Commercial manager, publicity director:* Dave K. Kelsey. *Program director:* Ethel Mulligan. *Chief engineer:* Bradley H. Overton.

Rep: None. *News:* Transradio. *Seating facilities:* 50 persons. *Merchandising:* Complete service offered; rates vary according to amount of cooperation desired by ad-

*florida west coast
for ~~tampa~~
coverage*

5,000 w. day



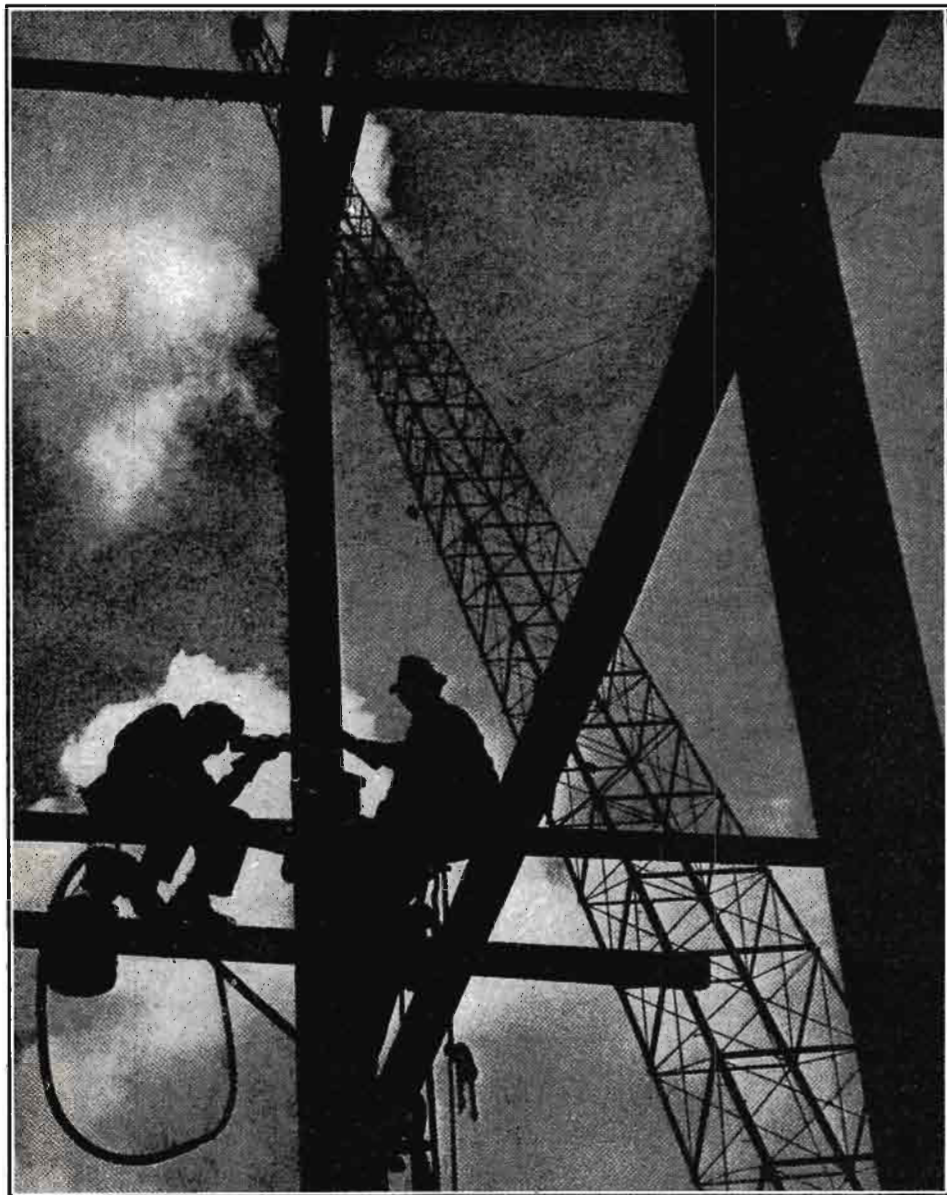
620 kc.

1,000 w. nite

st. petersburg

wsun

h. meyer, mgr.



WIOD

KEEPS PACE WITH THE NATION'S FASTEST-GROWING MARKET

Miami was THIRTEENTH, Miami Beach FOURTEENTH in building among U. S. Cities in 1936! In Greater Miami 1937 is a bigger year! Unsurpassed year around per capita purchasing power, and a huge wintertime PLUS value.

National Representatives:
CRAIG & HOLLINGBERY, Inc.

STATIONS—Continued

vertiser. *Foreign language programs:* No rules, as such programs have not been requested to date. *Artists bureau:* None. *Stock:* Principally held by Walter B. Fraser and Adeline Fraser. *Base rate:* \$50.

Copy restrictions: Accept beer and wine; no hard liquor; patent medicines accepted if approved by local Medical Association; all concerns investigated to insure authentic statements in commercials.

WTAL, TALLAHASSEE

Operator: Florida Capitol Broadcasters, Inc. *Power:* 100 watts on 1310 kc. *Affiliation:* None. (Note: This station is affiliated with the Gilbert Freeman weeklies.)

Rep: None. *Base rate:* \$58.

No other information available.

WDAE, TAMPA

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

President: David E. Smiley. *Station and commercial manager:* L. S. Mitchell. *Program director:* Kenneth W. Skelton. *Chief engineer:* William Pharr Moore. *Musical director:* Eddie Ford. *Publicity director:* Virginia James.

Rep: E. Katz Special Advertising Agency. *News:* Transradio. *Seating facilities:* 40 persons. *Merchandising:* Dealer contacts by person or phone; placing of show case and window cards; promotional letters. *Foreign language programs:* Accept Spanish programs; same rules as apply to regular commercials, with interpretation to be done by staff Spanish announcer. *Artists bureau:* None. *Base rate:* \$100.

Copy restrictions: Beer and wine accepted; no hard liquor; no specific rules govern copy.

WFLA, TAMPA-CLEARWATER

Operator: Florida West Coast Broadcasting Co., Inc., Tarr Building, Tampa. *Phone:* Tampa: H 1357; Clearwater: 2753. *Power:* 5,000 and 1,000 watts on 620 kc (note: WSUN and WFLA use same transmitter). *Affiliation:* NBC Southeastern Group. *Opened:* November, 1925.

General manager, station manager, commercial manager: W. Walter Tison. *Program director:* Mardi Liles. *Chief engineer:* Joe H. Mitchell. *Artists bureau head:* Paul Jones. *Musical director:* Frank Grasso. *Publicity director:* Tom Morton.

Rep: Norman Craig (New York); Furgason & Aston (Chicago, Detroit, Kansas City). *News:* Press-Radio. *Seating facilities:* About 100 persons. *Merchandising:*

Reasonable service offered; cover Tampa, Clearwater, St. Petersburg, Plant City, Lakeland, Bradenton and Sarasota with surveys; contact trades people personally in proportion to size of account; mail contacts; letters. *Foreign language programs:* Not accepted generally. *Artists bureau:* Yes; have about a dozen artists under contract. *Base rate:* \$120.

Copy restrictions: Accept alcoholic beverage advertising if in "good taste"; all copy must comply with rules of FCC and the Federal Trade Commission; station reserves power of censorship at all times.

WSUN, TAMPA-ST. PETERSBURG

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

General, station and commercial manager: Harold H. Meyer, *Program director:* Bob Wilbur. *Engineers:* Louis J. Link, chief engineer; Joseph Mitchell, consulting engineer. *Artists bureau head:* B. Cunningham. *Musical director:* Maurice F. Hayes. *Publicity director:* H. Falconnier.

Rep: Transamerican Broadcasting and Television Corp. *News:* INS. *Seating facilities:* Studio seats 200, auditorium, 3,000 persons. *Merchandising:* Use street car cards; dealer contacts; general publicity; service is gratis. *Foreign language programs:* Not accepted. *Artists bureau:* Yes; lists about 35 artists. *Base rate:* \$120.

Copy restrictions: Beer and wine accepted; no hard liquor advertising; patent medicines subject to station approval; all commercial copy must be in "absolute good taste."

WJNO, WEST PALM BEACH

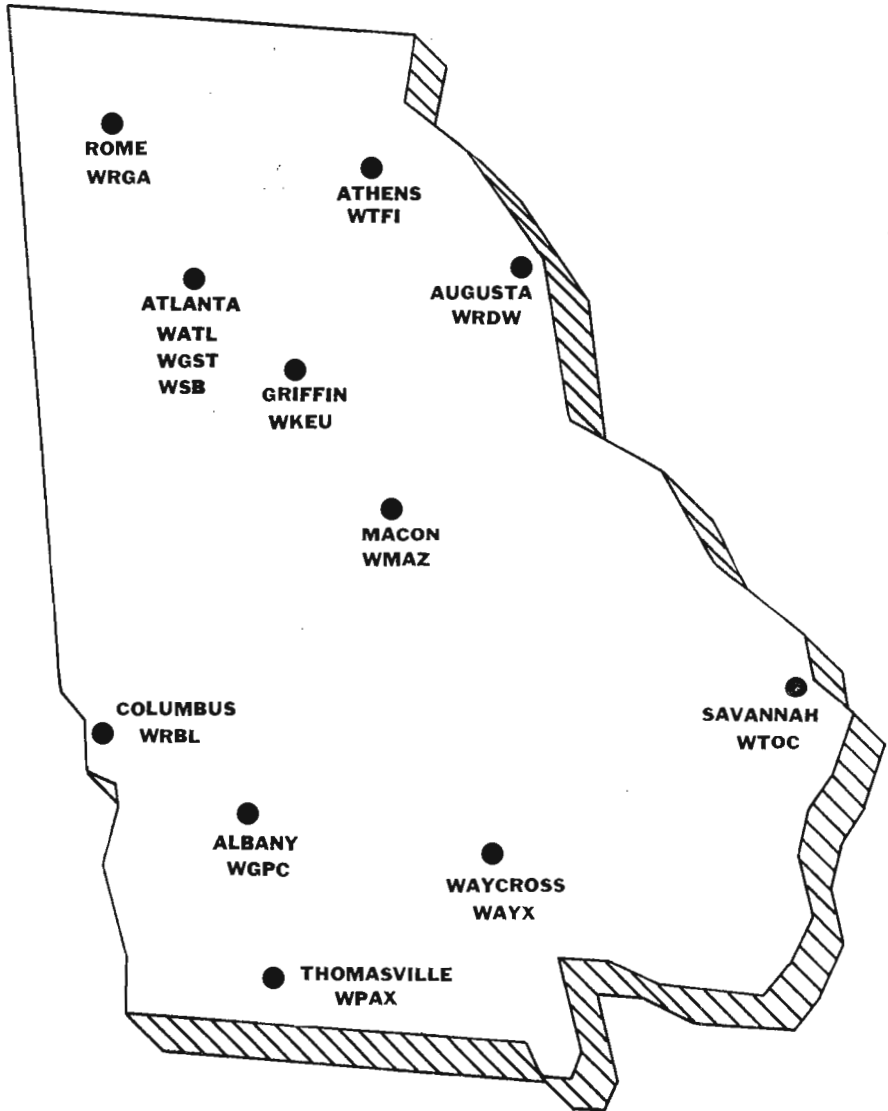
Operator: Hazelwood, Inc., P. O. Box 2016. *Phone:* 8233. *Power:* 100 watts on 1,200 kc. *Affiliation:* CBS. *Opened:* July 31, 1936.

President: John R. Beacham. *Station and commercial manager, program and publicity director:* George A. Hazelwood. *Chief engineer:* Russell Bennett.

Rep: none. *News:* Transradio. *Seating facilities:* 15 persons. *Merchandising:* none. *Foreign language programs:* no rules; never any request for same. *Artists bureau:* none. *Base rate:* \$70.

Copy restrictions: beer, wine, and some patent medicines accepted; no liquor advertising; all copy subject to station approval and government regulations.

GEORGIA



GEORGIA

(334,500 radio homes)

Radio Homes by Counties

Appling	1,100	Evans	600	Muscogee	12,700
Atkinson	500	Fannin	800	Newton	1,900
Bacon	600	Fayette	600	Oconee	400
Baker	500	Floyd	7,600	Oglethorpe	800
Baldwin	2,300	Forsyth	600	Paulding	800
Banks	500	Franklin	1,200	Peach	1,100
Barrow	1,100	Fulton	68,300	Pickens	800
Bartow	2,400	(Inc. Campbell and Milton)		Pierce	900
Ben Hill	1,500	Gilmer	400	Pike	700
Berrien	1,100	GlascocK	300	Polk	2,800
Bibb	14,200	Glynn	2,800	Pulaski	800
Bleckley	800	Gordon	1,400	Putnam	700
Brantley	400	Grady	1,500	Quitman	200
Brooks	1,600	Greene	1,100	Rabun	500
Bryan	400	Gwinnett	2,300	Randolph	1,400
Bulloch	1,900	Habersham	1,200	Richmond	13,500
Burke	2,300	Hall	3,800	Rockdale	600
Butts	900	Hancock	900	Schley	400
Calhoun	900	Haralson	1,100	Screven	1,500
Camden	500	Harris	800	Seminole	500
Campbell (Inc. in Fulton)		Hart	1,200	Spalding	3,300
Candler	700	Heard	500	Stephens	1,200
Carroll	3,100	Henry	1,200	Stewart	900
Catoosa	600	Houston	900	Sumter	2,800
Charlton	400	Irwin	800	Talbot	600
Chatham	18,900	Jackson	1,700	Taliaferro	400
Chattahoochee	300	Jasper	700	Tattnall	900
Chattooga	1,600	Jeff Davis	700	Taylor	900
Cherokee	1,700	Jefferson	1,600	Telfair	1,400
Clarke	5,200	Jenkins	1,000	Terrell	1,500
Clay	500	Johnson	900	Thomas	3,500
Clayton	800	Jones	500	Tift	1,700
Clinch	600	Lamar	900	Toombs	1,600
Cobb	3,600	Lanier	300	Towns	200
Coffee	1,500	Laurens	3,000	Treutlen	600
Colquitt	3,100	Lee	500	Troup	5,300
Columbia	500	Liberty	500	Turner	900
Cook	1,000	Lincoln	500	Twiggs	500
Coweta	2,600	Long	300	Union	300
Crawford	400	Lowndes	3,800	Upson	2,300
Crisp	2,000	Lumpkin	400	Walker	2,300
Dade	200	McDuffie	900	Walton	1,800
Dawson	200	McIntosh	500	Ware	3,700
Decatur	2,000	Macon	1,300	Warren	800
De Kalb	9,400	Madison	1,100	Washington	2,100
Dodge	1,800	Marion	500	Wayne	1,100
Dooley	1,300	Meriwether	1,800	Webster	300
Dougherty	3,700	Miller	600	Wheeler	500
Douglas	900	Milton (Included in Fulton)		White	300
Early	1,200	Mitchell	1,700	Whitfield	2,600
Echols	200	Monroe	1,000	Wilcox	900
Effingham	700	Montgomery	700	Wilkes	1,300
Elbert	1,800	Morgan	1,100	Wilkinson	700
Emanuel	2,000	Murray	500	Worth	1,400

WGPC, ALBANY

Operator: Americus Broadcasting Corp.,
125½ N. Jackson St. Phone: 165. Power:
100 watts on 1420 kc. Affiliation: None.
Opened: July 1, 1934.

President: J. W. Woodruff. Station man-

ager, commercial manager, publicity direc-
tor: Hammond B. Smith. Program direc-
tor: Leon Lloyd. Chief engineer: M. F.
Adams, Jr. Musical director: Temperance
Lear.

Rep: J. J. Devine & Associates. News:

STATIONS—Continued

RNA (Transradio). *Seating facilities:* Studio. 100 persons. *Merchandising:* Letters to trade, dealer contacts, etc. *Foreign language programs:* None accepted (population less than 1% foreign). *Artists bureau:* None. *Base rate:* \$20 (½ hr.).

Copy restrictions: Adheres to NAB code on commercial copy; beer and wines accepted; no hard liquor; patent medicines acceptable if approved by the FTC.

WTFI (WAGA), ATHENS-ATLANTA

Operator: Liberty Broadcasting Co. *Power:* 500 watts on 1450 kc. *Affiliation:* NBC Blue.

Rep: Cox and Tanz. *Base rate:* \$50 (½ hr.).

Copy restrictions: Beer accepted; no wine or hard liquors.

Station at press time was moving from Athens to Atlanta and changing call letters from WTFI to WAGA.

WATL, ATLANTA

Operator: The Atlanta Broadcasting Co., Henry Grady Bldg. *Phone:* Walnut 4377. *Power:* 250 and 100 watts on 1370 kc. *Affiliation:* None. *Opened:* 1931.

Owner: J. W. Woodruff. *Station manager:* Maurice C. Coleman. *Program director:* Earle J. Pudney. *Chief engineer:* James Comer. *Musical director:* Ken Keese.

Rep: J. J. Devine & Associates. *News:* Transradio. *Seating facilities:* 150 persons. *Merchandising:* Carry on direct mail campaigns, blotters, brochures, etc. *Foreign language programs:* Accept programs or announcements, copy subject to usual scrutiny. *Artists bureau:* None. *Base rate:* \$152.50.

Copy restrictions: All copy subject to acceptance by management; will not accept chiropractors; accept beer and wines; no hard liquors; accept cough remedies, headache powders, etc.

WGST, ATLANTA

Operator: Southern Broadcasting Stations, Inc., Ansley Hotel. *Phone:* Walnut 8441. *Power:* 5,000 and 1,000 watts on 890 kc. *Affiliation:* CBS. *Opened:* 1929. (Note: This station is owned, but not operated, by Georgia School of Technology).

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

Rep: E. Katz Special Advertising Agency. *News:* Transradio. *Seating facilities:* None. *Merchandising:* Complete

service offered free of charge. *Foreign language programs:* No rules, as no requests have been received to date. *Artists bureau:* None. *Base rate:* \$200.

Copy restrictions: Accept beer and wine; no hard liquor; all copy subject to approval of program department.

WSB, ATLANTA

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

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

Rep: Edward Petry & Co., Inc. *News:* AP. *Seating facilities:* Studio reception parlor, seating 200 persons; can use Biltmore Hotel auditoriums, seating 750. *Merchandising:* None offered free; will cooperate with advertisers on request. *Foreign language programs:* Will accept, but no demand in this territory. *Artists bureau:* None. *Base rate:* \$240 (½ hr.).

Copy restrictions: Beer and patent medicines accepted at discretion of station; no wine or liquor advertising; reserves right to edit all commercial copy.

WRDW, AUGUSTA

Operator: Augusta Broadcasting Company, Inc., 10th & Broad Sts. *Power:* 100 watts on 1500 kc. (has construction permit for 250 watts daytime, 100 watts nighttime).

Rep: J. J. Devine & Associates, Inc. *Base rate:* \$40.

No other information available after repeated requests.

WRBL, COLUMBUS

Operator: WRBL Radio Station, Inc., Royal Theatre Bldg. *Phone:* 4300; 317; 571. *Power:* 250 and 100 watts on 1200 kc. *Affiliation:* None. *Opened:* 1927.

Owner: J. W. Woodruff. *Station manager:* J. W. Woodruff, Jr. *Commercial manager:* T. Douglas Youngblood. *Program director:* Tom Jackson. *Chief engineer:* George Gautney. *Musical director:* Elizabeth Alford. *Publicity director:* Louise Smoke.

Rep: J. J. Devine and Associates. *News:* Transradio. *Seating facilities:* Reception room; capacity not listed. *Merchandising:* Maintain a limited service, which is

STATIONS—Continued

rendered at actual cost. *Foreign language programs:* Not accepted. *Artists bureau:* None. *Base rate:* \$114.40.

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

WKEU, GRIFFIN

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

President, station manager, chief engineer: A. W. Marshall, Jr. *Commercial manager:* Joe Carter. *Program director:* Muriel Shackelford.

Rep: None. *News:* None. *Seating facilities:* No information given. *Merchandising:* No information given. *Foreign language programs:* No information given. *Artists bureau:* None. *Base rate:* \$15.

Copy restrictions: No information given. Rate card contains standard clauses.

WMAZ, MACON

Operator: Southeastern Broadcasting Co., Inc., 211 Cotton Avenue. *Phone:* 3131. *Power:* 1,000 watts on 1180 kc. *Affiliation:* CBS. *Opened:* October 30, 1922.

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

Rep: None. *News:* AP. *Seating facilities:* Use Municipal Auditorium, seating 4,000, when necessary. *Merchandising:* Contact local dealers at actual cost. *Foreign language programs:* Not accepted. *Artists bureau:* None. *Stock:* Principally held by E. K. Cargill, George P. Rankin, Jr., Wilton E. Cobb and Wallace Miller. *Base rate:* \$80.

Copy restrictions: Beer and wine accepted without restrictions; no hard liquor; 100-word announcements made only on participating programs.

WRGA, ROME

Operator: Rome Broadcasting Corp., National City Bank Bldg. *Phone:* 1995.

Power: 250 and 100 watts on 1500 kc. *Affiliation:* None. *Opened:* May 5, 1930.

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

Rep: J. J. Devine & Associates. *News:* Local. *Merchandising:* None. *Foreign language programs:* Not accepted; percentage of foreign population too small. *Artists bureau:* None. *Base rate:* \$60.

Copy restrictions: Whiskey not accepted; beer and wine okay.

WTOC, SAVANNAH

Operator: Savannah Broadcasting Co., Inc., DeSoto Hotel. *Phone:* 2-0127. *Power:* 1,000 watts on 1260 kc. *Affiliation:* CBS. *Opened:* October, 1929.

President: Dr. William T. Knight, Jr. *Commercial manager:* H. Wimpy. *Program and promotion director:* Dwight J. Bruce. *Chief engineer:* L. L. Meador. *Studio and merchandising director:* William B. Smart.

Rep: Paul Raymer Co. *News:* UP. *Seating facilities:* None. *Merchandising:* Send out regular bulletins to the trade; contact dealers and distributors; supply Embosograf signs for store windows, calling attention to advertiser's program; a full page is regularly available in the Microphone, radio weekly with which the station is affiliated, for schedules and general publicity. *Foreign language programs:* Not accepted. *Artists bureau:* None listed. *Base rate:* \$100.

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

WPAX, THOMASVILLE

Operator: Wimpy Radio, 117 Remington Avenue. *Power:* 250 watts on 1210 kc.

Rep: Cox & Tanz. *Base rate:* \$45.

No other information available after repeated requests.

WAYX, WAYCROSS

Operators: E. F. Sapp and S. F. Sapp, doing business as Waycross Broadcasting Co. *Power:* 100 watts on 1200 kc (have construction permit for 250 watts until local sunset). *Affiliation:* None.

No other information available.



IDAHO

● LEWISTON
KRLC

● BOISE
KIDO

● NAMPA
KFXD

● IDAHO FALLS
KID

● POCA TELLO
KSEI

● TWIN FALLS
KTFI

IDAHO

(75,800 radio homes)

Radio Homes by Counties

Ada	8,900	Cassia	2,100	Lewis	900
Adams	400	Clark	120	Lincoln	500
Bannock	6,200	Clearwater	900	Madison	1,300
Bear Lake	1,200	Custer	440	Minidoka	1,200
Benewah	800	Elmore	900	Nez Perce.....	4,400
Bingham	2,400	Franklin	1,300	Oneyda	700
Blaine	600	Fremont	1,200	Owyhee	300
Boise	200	Gem	1,000	Payette	1,400
Bonner	1,700	Gooding	1,000	Power	600
Bonneville	3,400	Idaho	1,600	Shoshone	3,500
Boundary	700	Jefferson	900	Teton	400
Butte	220	Jerome	1,100	Twin Falls.....	6,300
Camas	210	Kootenai	2,600	Valley	600
Canyon	5,400	Latah	3,600	Washington	1,500
Caribou	400	Lemhi	700	Yellowstone Nat. P'k	10

KIDO, BOISE

Operator: C. G. Phillips and Frank L. Hill, Hotel Boise. Phone: 660. Power: 2,500 and 1,000 watts on 1350 kc. Affiliation: NBC North Mountain Optional Group. Opened: Nov. 5, 1928.

Manager: C. G. Phillips. Commercial manager: Bonnie Scotland. Program director: W. T. Phillips. Chief engineers: Harold Toedtemeier, Lloyd Ames. Artists bureau head: Vern Moore. Musical director: Court Lytton. Publicity director: A. F. Riddle.

Rep: Sears and Ayer. News: UP. Seating facilities: About 300 persons. Merchandising: None. Foreign language programs: None. Artists bureau: Setup nominal only. Base rate: \$120.

Copy restrictions: Copy must conform to Federal Trade Commission rules; wine, beer, liquors accepted.

KID, IDAHO FALLS

Operator: KID Broadcasting Co. Power: 1,000 and 500 watts on 1320 kc. Affiliation: None.

President: Jack W. Duckworth.

Base rate: \$65.

No other information available after repeated requests.

KRLC, LEWISTON

Operator: H. E. Studebaker. Power: 100 watts on 1420 kc (has construction permit for 250 watts on 1390 kc). Affiliation: None.

Base rate: \$40.

No other information available after repeated requests.

KFXD, NAMPA

Operator: Frank E. Hurt, 1024 12th Avenue, S. Phone: 1200. Power: 250 watts on

1200 kc. Affiliation: None. Opened: October, 1924.

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

Rep: None. News: UP. Seating facilities: 40 persons. Merchandising: Services of contact man within a radius of 70 miles of station. Foreign language programs: No set rules; foreign population very small. Artists bureau: None. Base rate: \$7.50 (quarter-hour).

Copy restrictions: No beer, wine, liquor or patent medicine advertising; all copy subject to manager's approval.

KSEI, POCATELLO

Operator: Radio Service Corporation of Idaho, Pocatello. Phone: 960. Power: 1,000 and 250 watts on 900 kc. Affiliation: None. Opened: August, 1926.

General, station and commercial manager: Henry H. Fletcher. Program director: Ruthe A. Fletcher. Chief engineer: James E. Mitchell. Artists bureau head: Calvin L. Hale. Musical director: Robert E. Lee. Publicity director: Julian H. Boone.

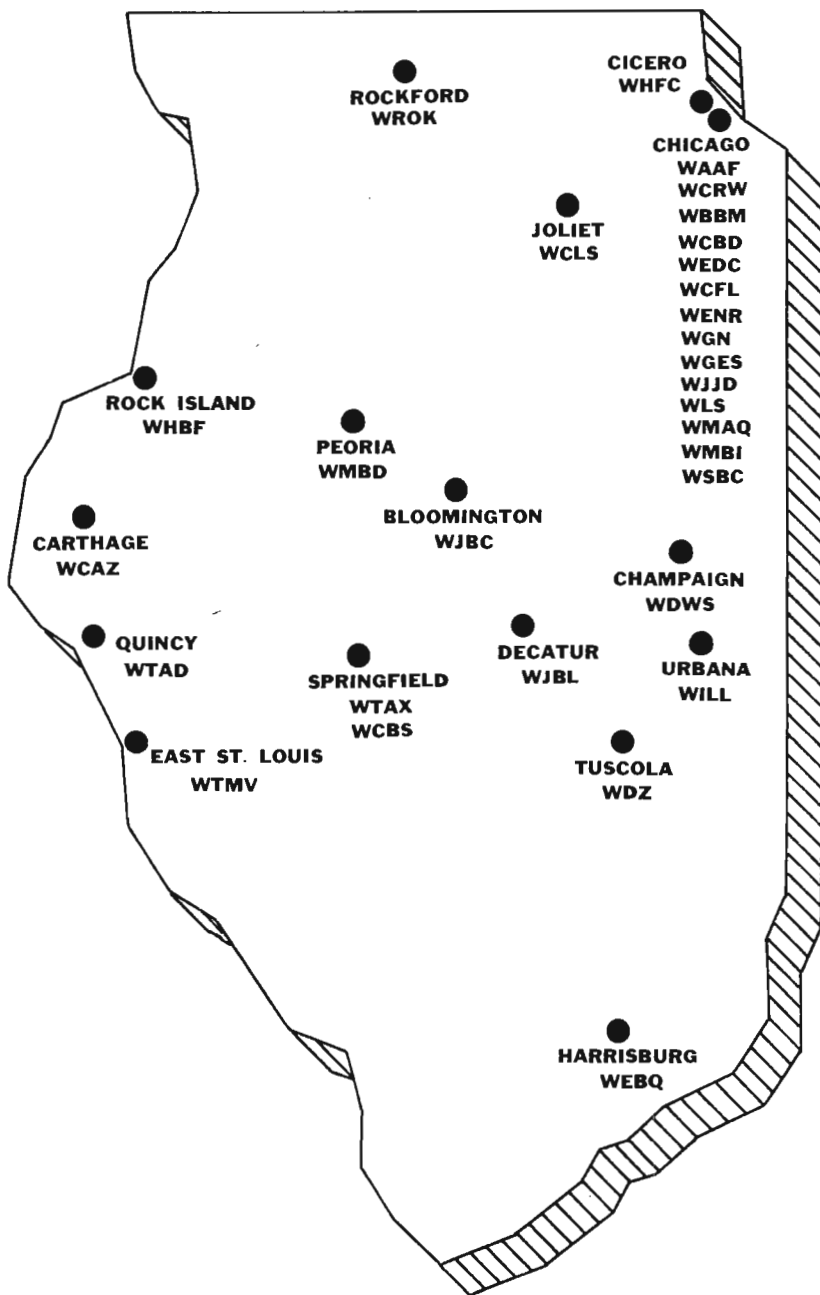
Rep: None. News: UP; INS; Transradio. Seating facilities: None. Merchandising: No information given. Foreign language programs: No information given. Artists bureau: Yes; lists about 35 artists. Base rate: \$60.

Copy restrictions: Accept beer; no wine or hard liquor; all copy must conform to station standards and NAB Code of Ethics.

KTFI, TWIN FALLS

Operator: Radio Broadcasting Corp., Radio Center. Phone: 30. Power: 1,000

ILLINOIS



STATIONS—Continued

watts on 1240 kc. (will go to 5,000 watts in fall). *Affiliation:* None. *Opened:* October, 1928.

General and station manager, chief engineer: S. M. Soule. *Commercial manager:* J. E. Gardner. *Program and publicity director:* F. M. Soule. *Artists bureau head:* W. E. Wright. *Musical director:* J. W. Spracher.

Rep: None. *News:* Transradio. *Seating facilities:* Yes; numbers not listed. *Merchandising:* Through Radio Merchandising Service. *Foreign language programs:* Limited acceptance. *Artists bureau:* Setup nominal only. *Base rate:* \$48.

Copy rules: Accept beer; limited acceptance of wine and hard liquor; all copy subject to station approval.

ILLINOIS

(1,674,300 radio homes)

Radio Homes by Counties

Adams	15,000	Hardin	700	Morgan	8,000
Alexander	4,100	Henderson	1,200	Moultrie	2,200
Bond	2,900	Henry	11,100	Ogle	6,400
Boone	3,800	Iroquois	6,300	Peoria	32,300
Brown	1,700	Jackson	6,200	Perry	4,000
Bureau	7,100	Jasper	1,800	Piatt	2,700
Calhoun	1,000	Jefferson	4,800	Pike	3,800
Carroll	4,600	Jersey	2,300	Pope	1,000
Cass	3,400	Jo Daviess	4,200	Pulaski	1,800
Champaign	15,200	Johnson	1,100	Putnam	900
Christian	7,500	Kane	29,700	Randolph	5,200
Clark	3,500	Kankakee	10,600	Richland	3,200
Clay	3,000	Kendall	1,900	Rock Island	21,700
Clinton	3,300	Knox	13,900	St. Clair	32,300
Coles	8,000	Lake	24,300	Saline	5,700
Cook	908,300	La Salle	22,500	Sangamon	26,300
Crawford	4,600	Lawrence	4,000	Schuyler	2,000
Cumberland	1,300	Lee	7,400	Scott	1,500
De Kalb	8,700	Livingston	8,100	Shelby	5,100
De Witt	3,500	Logan	6,000	Stark	2,000
Douglas	3,400	McDonough	7,200	Stephenson	10,500
Du Page	22,200	McHenry	8,500	Tazewell	8,800
Edgar	4,700	McLean	18,900	Union	3,100
Edwards	1,400	Macon	20,200	Vermilion	18,100
Effingham	4,500	Macoupin	8,000	Wabash	2,500
Fayette	3,600	Madison	28,100	Warren	5,300
Ford	3,500	Marion	7,800	Washington	3,300
Franklin	8,100	Marshall	2,600	Wayne	2,800
Fulton	9,000	Mason	3,800	White	3,300
Gallatin	1,400	Massac	2,000	Whiteside	9,500
Greene	3,400	Menard	1,900	Will	21,900
Grundy	3,800	Mercer	4,000	Williamson	7,500
Hamilton	1,800	Monroe	2,900	Winnebago	27,900
Hancock	5,300	Montgomery	6,700	Woodford	4,400

WJBC, BLOOMINGTON

Operator: Kaskaskia Broadcasting Company, Bloomington. *Phone:* 535. *Power:* 250 and 100 watts on 1200 kc (divides time with WJBL). *Affiliation:* None. *Opened:* September, 1934.

Station head and manager: A. M. McGregor. *Commercial manager, publicity director:* Hugh L. Gately. *Program director:* Harold Livingston. *Chief engineer:* Marshall Seacrist. *Musical director:* Riley Jackson.

Rep: Sears & Ayer. *News:* INS. *Seating*

facilities: 50 persons. *Merchandising:* All programs with a contest or premium angle are handled without cost through Contest Editor, who answers all fan mail, etc.; window displays, placards, direct mail, supplied at actual cost. *Foreign language programs:* Not accepted. *Artists bureau:* None. *Base rate:* \$75.

Copy restrictions: No beer, wine or hard liquor advertising; only such patent medicines as are recommended by reputable local dealers; commercials limited to 500 words per quarter-hour program, spot an-



JUST IMAGINE an advertiser wanted to use a radio program ... in Chicago (many of them do).

And just imagine he wanted his program to be different ... and better. Over a station that is different ... and better (that's a state of mind we run into frequently).

Then he'd use WBBM, 50,000 watts, owned and operated by the Columbia Broadcasting System.

For WBBM's success in building programs — programs that entertain and programs that sell — has been one factor in making WBBM Chicago's *number one* station ... both with audience and with advertisers.

Chicago advertisers have been

quick to sense the advantage of having their programs built by *specialists*; by those same specialists who build programs for the Columbia Broadcasting System, world's largest network.

That these specialists *can* and *do* build *superior* programs has been proved, time and again. For one thing, WBBM produces not only more local shows but more different *kinds* of shows than any other major Chicago station. For another, these shows and the way they were produced won for WBBM VARIETY's 1936 Showmanship award.

In Chicago it's WBBM—for audience, for prestige, and for showmanship that sells.

50,000 WATTS **WBBM** CHICAGO

Represented for all national spot business by Radio Sales, a division of The Columbia Broadcasting System: New York, Chicago, Detroit, Los Angeles, San Francisco

STATIONS—Continued

nouncements to 100 words; all copy checked for conformity to accepted standards of good taste.

WCAZ, CARTHAGE

Operator: Superior Broadcasting Service, Inc. *Power:* 100 watts on 1070 kc. (daytime). *Affiliation:* None.

Base rate: \$45.

No other information available after repeated requests.

WDSW, CHAMPAIGN

Operator: Champaign News Gazette, 48 Main St. *Phone:* 5252. *Power:* 100 watts on 1370 kc (daytime). *Affiliation:* None. *Opened:* Jan. 25, 1937. (Note: This station is newspaper-owned by the Champaign News Gazette).

Station manager, commercial manager: L. G. Collison. *Program director, artists bureau head, publicity director:* Paul L. Fahnestock. *Chief engineer:* Jack Wain-scott. *Musical director:* Ken Rice.

Rep: None. *News:* UP. *Seating facilities:* About 50 persons. *Merchandising:* Merchandising service maintained to perform services at cost; supply publicity, work out window displays, etc. *Foreign language programs:* No rules; no call for these programs. *Artists bureau:* Setup nominal only. *Base rate:* \$70.

Copy restrictions: No beer, wine, alcoholic beverage or patent medicine advertising accepted.

WAAF, CHICAGO

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

President: Ward A. Neff. *Station manager:* W. E. Hutchinson. *Commercial manager:* Arthur Harre. *Program director:* John Odell. *Chief engineer:* Carl W. Ulrich. *Production:* Merwyn Love. *Musical director:* James Kozak. *Continuity and publicity:* Virgil Irvin.

Rep: Craig & Hollingbery. *News:* Drovers Journal. *Seating facilities:* None. *Merchandising:* Publicity; window displays, etc., gratis. *Foreign language programs:* Not accepted. *Artists bureau:* Setup nominal only. *Base rate:* \$172.50.

Copy restrictions: Accept beer and wine; no hard liquor; patent medicines subject to investigation and strict copy censorship.

WBBM, CHICAGO

Operator: Columbia Broadcasting System, Inc., 410 N. Michigan Ave. *Phone:*

Whitehall 6000. *Power:* 50,000 watts on 770 kc. *Affiliation:* CBS. *Opened:* 1923.

Vice-president and manager: H. Leslie Atlass. *Assistant manager:* J. L. Van Volkenburg. *Commercial manager:* Harry Mason Smith. *Program director, artists bureau head:* Bobby Brown. *Chief engineer:* Frank B. Falknor. *Musical director:* Carlton Kelsey. *Publicity director:* Hal Burnett.

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

Copy restrictions: See CBS program policies.

WCBD, CHICAGO

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

President: Gene T. Dyer. *Station manager, commercial manager, musical director:* Joseph Rudolph. *Program director:* Edwin Roberts. *Chief engineer:* Edward W. Jacker. *Artists bureau head:* Minerva Clemens. *Publicity director:* Edward Gorseger.

Rep: None. *News:* No service; Chicago Herald & Examiner supplies. *Seating facilities:* None. *Merchandising:* None. *Foreign language programs:* Accepted; all copy must be submitted in advance in native tongue and English. *Artists bureau:* Director is listed; no formal setup as such, however. *Base rate:* \$130.

Copy restrictions: All alcoholic beverages accepted; medical accounts must have approval of Food and Drugs administration as to product and copy.

WCFL, CHICAGO

Operator: Chicago Federation of Labor, 666 Lake Shore Drive. *Phone:* Superior 5300. *Power:* 5,000 watts on 970 kc (shares time with WENR). *Affiliation:* NBC Basic Blue (through WENR). *Opened:* June, 1926.

General manager: Maynard Marquardt. *Commercial manager:* C. P. McAssey.

Rep: J. Ralph Corbett, Inc. *News:* Transradio. *Seating facilities:* 100 persons. *Merchandising:* No information given. *Foreign language programs:* No

W-G-N



A typical audience in W-G-N's public broadcast studio on Michigan Avenue in Chicago

SINCE 1925 W-G-N has consistently led the field in radio; pioneering more programs and broadcasting ideas than any other station in the country. Its facilities are unequalled, its service unsurpassed and its listening audience is the largest of any station in the middle west. W-G-N has been tested by thousands of advertisers and has always produced.

EASTERN SALES OFFICE

William A. McGuineas
220 East 42nd Street
New York City

W-G-N, Inc.

441-445 North Michigan Avenue
Chicago, Ill.

PACIFIC COAST OFFICE

Edward S. Townsend
Russ Building
San Francisco, Cal.

Member—The Mutual Broadcasting System

STATIONS—Continued

information given. *Artists bureau:* None. *Base rate:* \$250.

Copy restrictions: Accept beer, but no other alcoholic beverages; all copy subject to station approval and government regulations.

WCRW, CHICAGO

Operator: Clinton R. White, 2756 Pine Grove Ave. *Phone:* DIVERsey 4440. *Power:* 100 watts on 1210 kc (divides time with WSBC and WEDC). *Affiliation:* None. *Opened:* July, 1926.

Owner, station head: Clinton R. White. *Rep; news; merchandising; seating facilities; foreign language programs; artists bureau:* None. *Base rate:* \$20 (15 minutes, seven time rate).

Copy restrictions: Do not accept beer, wine, whiskey, or patent medicine advertising; no fortune tellers, lotteries, etc.

WEDC, CHICAGO

Operator: Emil Denmark, Inc. *Power:* 100 watts on 1210 kc (operates specified hours, dividing time with WCRW and WSBC). *Affiliation:* None.

No other information available after several requests.

WENR, CHICAGO

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

Vice-president in charge of Central Division: Niles Trammel. *Director:* P. G. Parker. *Commercial manager:* W. W. Smith. *Program director:* S. N. Strotz. *Chief engineer:* H. C. Luttgens. *Artists bureau head:* Alex Robb. *Musical director:* Roy Shields. *Publicity director:* A. R. Williamson.

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

Copy restrictions: Accept beer; no other alcoholic beverages; no patent medicines; adheres to NBC Program Policies; see also WMAQ, Chicago.

WGES, CHICAGO

Operator: Oak Leaves Broadcasting, Inc., 128 N. Pulaski Road. *Phone:* Van Buren

6201. *Power:* 500 watts weekdays, 1,000 Sundays, on 1360 kc (divides time with WSBT). *Affiliation:* None. *Opened:* Oct. 10, 1923.

General, station and commercial manager: Gene T. Dyer. *Program director:* Edward Allen. *Chief Engineer:* Joseph Brubaker. *Artists bureau head:* Minerva Clemens. *Musical director:* John Van. *Publicity director:* K. M. Parker.

Rep: None. *News:* None. *Seating facilities:* Visitors' gallery seating 50 persons. *Merchandising:* Complete division maintained; specific services not listed. *Foreign language programs:* Accepted; copy must be submitted, with translation, in advance. *Artists bureau:* Set-up nominal only. *Base rate:* \$110.

Copy restrictions: Beer, wine and liquor accepted, but copy must promote trade names, not consumption of beverages; all medicinal accounts, products and copy must be approved by Food & Drug Administration.

WGN, CHICAGO

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

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

Rep: Maintains own offices in New York; Edward S. Townsend (Coast). *News:* Press Radio. *Seating facilities:* Studio A, 600 persons; six other studios vary in capacity from 20 to 150 persons. *Merchandising:* None. *Foreign language programs:* None accepted; also no announcements. *Artists bureau:* None. *Base rate:* \$750.

Copy restrictions: No laxatives, depilatories, mortuaries, cemeteries, or real estate developments; no advertising matter which does not comply with Pure Food & Drugs Act; comparative prices not allowed in commercials; no wine or hard liquor; beer accepted; station reserves right to cut copy, change, or eliminate any objectionable matter.

WIND, GARY (IND.)

Operator: Johnson-Kennedy Radio Corp., 504 Broadway. *Phone:* 9191. *Power:* 5,000 and 1,000 watts on 560 kc. *Affiliation:* None. *Opened:* Aug. 15, 1927. (Note: WIND and WJJD, Chicago, are under the same ownership.)

President, commercial manager: Ralph L. Atlass. *Station manager:* E. S. Mitten-dorf. *Program director:* Ned L. Reglein.

Thank You-
VARIETY

TRADE MARK OF THE NATIONAL BROADCASTING COMPANY, INC. BY VARIETY, INC., 300 WEST 42ND STREET, NEW YORK, N. Y. 10018
COPYRIGHT 1936 BY VARIETY, INC. ALL RIGHTS RESERVED

NEW YORK CITY

SHOWMANSHIP AWARDS

Special Citation
for

Sports Station

1936 AWARD

to

Station WIND

Gary

W-I-N-D carries on with a sports schedule more complete, more entertaining, and more popular than ever before.

FOR SPORTS IT'S

W-I-N-D

"The Tip-Top Spot on Your Dial"

National Sales Offices: 201 N. Wells St., Chicago

National Representatives: Weed & Company

WJJD

The Station all Chicagoland is talking about!

Kellogg's
BRING CHICAGO THE GREATEST SERIES OF BASEBALL BROADCASTS IN RADIO HISTORY

Parade of the Immortals

JOHN HARRINGTON
JOE E. BROWN



LEW FOHESCA



JOHN HARRINGTON



JOE E. BROWN



TRIS SPEAKER



JIMMIE FOXX



JOE TINKER



JOHNNY EVERS



WALTER JOHNSON



FRED BECK



FRED BECK

DON'T MISS **WJJD** 1130-770
TOMORROW 2:30 P.M. STATION

SAY "Kellogg's" BEFORE YOU SAY "CORN FLAKES"



Kellogg's CORN FLAKES

Five Full Color Pages

Chicago Tribune . . . 813,027
Daily News . . . 426,134
Evening American . . . 418,957
Daily Times . . . 337,838
Herald Examiner . . . 335,352

Total . . . 2,331,308
people had the details of one
WJJD feature in one day.

IN ADDITION

Chicagoans see **WJJD** everywhere they turn . . . car cards . . . 204 "L" station posters . . . full showing 24 sheet billboards . . . seven electric spectaculars . . . 8,000 window displays . . . 625,000 handbills distributed with sample of sponsor's product attached.

OVER SIX MILLION PEOPLE

Had this sensational story placed before them in one day. The greatest publicity program ever placed behind a broadcasting schedule. Developing a definite **WJJD consciousness** in America's No. 2 market. Look at our rates—consider our potentialities—then buy the largest audience per dollar spent in the Chicago market.

Chicago's Largest
Independent Station

WJJD

201 N. Wells Street
Chicago, Illinois

NATIONAL REPRESENTATIVES: THE PAUL H. RAYMER CO.

Chief engineer: Kenneth C. Shirk. *Artists bureau head:* C. Phillip Hughes. *Musical director:* Boyd Gaugh. *Publicity director:* Al Hollender.

Rep: Weed & Co. *News:* INS. *Seating facilities:* None. *Merchandising:* None. *Foreign language programs:* Carrying Swedish, German, Italian, Lithuanian, Hungarian, Roumanian; will accept no more foreign advertising; commercials limited to 35% of program time. *Artists bureau:* Nominally maintained. *Stock:* 899 shares outstanding, owned by Public Service Broadcasting Corp. *Base rate:* \$175.

Copy restrictions: Beer, wines, alcoholic beverages accepted; strict scrutiny of patent medicines; advertising cannot exceed 30% of time purchased, but average on current programs is reported much lower.

WJJD, CHICAGO

Operator: WJJD, Inc., 201 N. Wells St. *Phone:* State 5466. *Power:* 20,000 watts on 1130 kc. (operates to sunset in Salt Lake City). *Affiliation:* None. *Opened:* 1923. (Note: WJJD and WIND, Gary, are under the same ownership.)

President: Ralph L. Atlass. *Sales manager:* Herbert P. Sherman. *Program director:* J. L. Allabough. *Chief engineer:* R. Schroeder (studio); W. J. Gunther (transmitter). *Musical director:* Ben Kanter. *Publicity director:* Al Hollender.

Rep: Paul H. Raymer Co. *News:* INS. *Seating facilities:* Studio, 250 persons. *Merchandising:* None. *Foreign language programs:* Not accepted. *Artists bureau:* None. *Stock:* Privately held by Public Service Broadcasting Co.; there are 15,900 shares. *Base rate:* \$220.

Copy restrictions: Beer, wine, alcoholic beverages okay; patent medicine copy strictly watched; commercial copy may take a maximum of 30% of air time, but the average is reported as lower in actuality.

WLS, CHICAGO

Operator: Agricultural Broadcasting Company, 1230 Washington Blvd. *Phone:* Haymarket 7500. *Power:* 50,000 watts on 870 kc. (divides time with WENR). *Affiliation:* NBC Basic Blue Network. *Opened:* April 12, 1924. (Note: Owned by the Prairie Farmer, a weekly).

President: Burrige D. Butler. *Station manager:* Glenn Snyder. *Commercial manager:* William R. Cline. *Program director:* Harold Safford. *Chief engineer:* Thomas L. Rowe. *Artists bureau head:* Earl Kurtze. *Publicity director:* Virginia Seeds.

Rep: John Blair & Co. *News:* UP. *Seating facilities:* Studio seating 50 persons, no admission; use local theatre, seating 1,200,

every Saturday night, admission 75c. *Merchandising:* Cooperate in furnishing publicity, making dealer contacts, etc.; services rendered gratis. *Foreign language programs:* Not accepted. *Artists bureau:* Yes; handles bookings of all WLS acts. *Base rate:* \$750.

Copy restrictions: Advertising of alcoholic beverages not accepted; all copy subject to station and government regulations.

WMAQ, CHICAGO

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

Vice-president in charge of Central Division: Niles Trammel. *Director:* P. G. Parker. *Commercial manager:* W. W. Smith. *Program director:* S. N. Strotz. *Chief engineer:* H. C. Luttgens. *Artists bureau head:* Alex Robb. *Musical director:* Roy Shields. *Publicity director:* A. R. Williamson.

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

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

WMBI, CHICAGO

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

This station is non-commercial; church-owned.

WSBC, CHICAGO

Operator: WSBC, Inc., 2400 Madison St. *Phone:* Seeley 2255. *Power:* 250 and 100

STATIONS—Continued

watts on 1210 kc. (divides time with WEDC and WCRW). *Affiliation:* None. *Opened:* 1924. (Note: WSBC, WGES and WCB D, all Chicago, are under the same ownership.)

President and manager: Gene T. Dyer. *Commercial manager:* Frank A. Stanford. *Chief engineer:* Caleb C. Frisk.

Rep: None. *News:* None. *Seating facilities:* About 200 persons. *Merchandising:* None. *Foreign language programs:* Accepted. *Artists bureau:* None. *Stock:* Principally held by Gene T. Dyer and Evelyn Dyer. *Base rate:* \$100.

Copy restrictions: Accept beer, wines, liquors; copy rules must conform to Better Business Bureau practices; food and drugs accepted if conforming to Dept. of Agriculture regulations.

WHFC, CICERO

Operator: WHFC, Inc. *Power:* 250 and 100 watts on 1420 kc. *Affiliation:* None.

Rep: None. *Base rate:* \$80

No other information available after repeated requests.

WJBL, DECATUR

Operator: Commodore Broadcasting, Inc. *Power:* 100 watts on 1200 kc (operates specified hours, sharing time with WJBC). *Affiliation:* None.

Base rate: \$60.

WTMV, EAST ST. LOUIS

See St. Louis, Missouri.

WEBQ, HARRISBURG

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

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

Rep: None. *News:* None. *Seating facilities:* About 50 persons. *Merchandising:* None. *Foreign language programs:* Accepted. *Artists bureau:* Yes; lists about 20 announcers, orchestras, string bands, individual artists, and groups. *Stock:* Held by First Trust Association (First Trust & Savings Bank). *Base rate:* \$40.

Copy restrictions: Beer and wines accepted; no hard liquors; all contracts subject to state and federal laws, and approval of the management.

WCLS, JOLIET

Operator: WCLS, Inc., Joliet National Bank Bldg. *Phone:* 5656. *Power:* 100 watts on 1310 kc. (unlimited daytime; specified

hours nighttime). *Affiliation:* None. *Opened:* May 1, 1931.

Owner: R. W. Hoffman. *Station manager:* M. E. Clifford. *Commercial manager:* Ray Fay. *Program director:* Frank Thomas. *Chief engineer:* E. Hayes. *Artists bureau head:* Mike Faletti. *Musical director:* Will Morrall. *Publicity director:* Winifred O'Connor.

Rep: None. *News:* Transradio. *Seating facilities:* For about 75 persons. *Merchandising:* None, except when a national advertiser ties up with local merchants. *Foreign language programs:* Not accepted currently; plan to do so soon. *Artists bureau:* setup nominal only. *Base rate:* \$60.

Copy restrictions: Beer and wine advertising accepted, providing it does not attempt to convey the impression that drinking is beneficial to the audience; all beer and wine copy carefully checked against Federal Trade Commission regulations before it is broadcast; no medical advertising of any kind unless approved by the American Medical Association and the local Better Business Bureau.

WMBD, PEORIA

Operator: Peoria Broadcasting Co., 200 Alliance Life Bldg. *Phone:* 7133. *Power:* 1,000 and 500 watts, on 1440 kc. *Affiliation:* CBS. *Opened:* 1927 (to present management, July 1, 1931). (Note: Will go to 5,000 and 1,000 watts in fall.)

President, station manager: Edgar L. Bill. *Commercial manager:* Charles Caley. *Assistant manager:* Gomer Bath. *Program director:* Harold Bean. *Chief engineer:* Ted Giles. *Artists bureau head:* Milton Budd. *Musical director:* Jack Lyons. *Publicity director:* Brooks Watson.

Rep: Free, Johns and Field, Inc. *News:* UP; local. *Seating facilities:* Studio, 150 persons. *Merchandising:* Members of sales staff cooperate in creating and executing plans for advertisers. *Foreign language programs:* Never requested to date. *Artists bureau:* Setup nominal only. *Base rate:* \$85.

Copy restrictions: Accept beer, but copy must not seek to induce non-drinkers to drink; no wine or liquor advertising; no false or misleading statements, disparagement of competitors or their products, fortune telling, violation of good taste or Federal Trade Commission regulations; patent medicines must be approved by various government bureaus.

WTAD, QUINCY

Operator: Illinois Broadcasting Corp., W.C.U. Bldg. *Phone:* Main 364. *Power:* 1,000 watts on 900 kc. (daytime). *Affilia-*

SMASH HITS

at the
Box Office
and the
Cash Register

WLS talent



has

broken box office records



in personal appear-

ances throughout the mid-

west



The same show-

manship breaks cash



register records for WLS

advertisers



THE PRAIRIE FARMER STATION

1230 WASHINGTON BLVD. CHICAGO, ILLINOIS

BURRIDGE D. BUTLER, President

GLENN SNYDER, Manager

National Representatives: JOHN BLAIR and COMPANY

KOY does it too - - - at Phoenix!

tion: None. Opened: December, 1926.

President: W. E. Lancaster. *Station manager:* R. H. Malcomson. *Program director:* Helen Lochrie. *Chief engineer:* Elmer Eimann.

Rep: None. *News:* UP. *Seating facilities:* Auditorium, seating 200 persons. *Merchandising:* No information given. *Foreign language programs:* No information given. *Artists bureau:* None. *Base rate:* \$85 (one hour, 13 times).

Copy restrictions: None listed other than those of the FTC and FCC.

WROK, ROCKFORD

Operator: Rockford Broadcasters, Inc., Rockford News Tower. *Phone:* Main 5632. *Power:* 1,000 and 500 watts on 1410 kc. *Affiliation:* None. *Opened:* November, 1924. (Note: this station is affiliated with, but not predominantly owned by, the Morning Star and Register Republic.)

President and general manager: Lloyd C. Thomas. *Commercial manager:* Walter Koessler. *Program director, musical director:* John McCloy. *Chief engineer:* Thomas C. Cameron. *Artists bureau head:* Ralph Brownzel. *Assistant artists bureau head:* Jack Dresdner. *Publicity director:* Norman H. Brinsley.

Rep: Kelly-Smith Co. *News:* AP, UP, INS. *Seating facilities:* Studio, 75; also from remotes on occasion. *Merchandising:* Contact dealers; publicize program and product. *Foreign language programs:* Accepted; Swedish, Swiss, German, Italian. *Artists bureau:* Yes; has complete roster of 30 or more artists. *Base rate:* \$85.

Copy restrictions: Accept beer and wine; no hard liquors; patent medicines submitted to county medical society; all commercial copy subject to approval of program manager.

WHBF, ROCK ISLAND

Operator: Rock Island Broadcasting Co., Safety Bldg. (Rock Island); also 5th Avenue Bldg., Moline; also Black Hawk Hotel, Davenport (Ia.). *Phones:* Rock Island 918; Moline 611; Davenport 3-2179. *Power:* 250 and 100 watts on 1210 kc. *Affiliation:* None. *Opened:* Nov. 23, 1932. (Note: station first began operating under management of W. H. Beardsley in February, 1927, being taken over in 1932 by the John W. Potter Publishing Co.; it is a newspaper-owned station—Rock Island Argus.)

Owner, station manager: J. W. Potter. *National sales manager:* Clair Heyer. *Commercial manager:* Maurice Corken. *Program director:* Ivan Streed. *Chief engineer:* J. E. Gray. *Artists bureau head:* Lois McDermand. *Musical director:* Lucia Thompson. *Traffic director:* Margaret Schmacht.

Rep: Weed & Co. *News:* UP. *Seating facilities:* Three studios; also Fort Armstrong Hotel ballroom, capacity 500. *Merchandising:* Complete service; contact jobbers and dealers, furnish lists of retail outlets, check results, and assist in other ways; staff of trained girl checkers makes calls anent display of merchandise, reception of program, etc. *Foreign language programs:* Mainly Swedish and German; if broadcasts are of political or controversial character, they are checked by the language instructor at Augustana College. *Artists bureau:* Yes; maintains roster of about 40 artists. *Stock:* 3,200 shares of common, 50 shares preferred, all privately held by station people—Marguerite F. Potter, John W. Potter and Ben H. Potter; same stockholders own Rock Island Argus. *Base rate:* \$90.

Copy restrictions: Wines, liquors, beverages of high alcoholic content not accepted; beer taken if commercials concern only manufacture, quality, taste; patent medicines okay if recognized, and cleared through a national agency; commercial copy checked for exaggerations, false statements, references to lotteries, or any other subject frowned on by the FCC.

WCBS, SPRINGFIELD

Operator: WCBS, Inc., 208½ S. Fifth St. *Phone:* Main 260. *Power:* 100 watts on 1420 kc. *Affiliation:* None. *Opened:* October, 1926. (Note: WCBS began as a portable station in 1926, on 1210 kc.; in 1935 the frequency was changed and operation put on a daily 15-hour period; the station rebroadcasts programs from WLS, Chicago, and WSM, Nashville; it is affiliated with the Illinois State Register, though there is no cross stock ownership listed.)

President: Harold L. Dewing. *Commercial manager:* C. L. Jefry. *Program director:* John J. Corrigan. *Chief engineer:* Minor Wilson. *Artists bureau head, musical director:* Mr. Wagner.

Rep: Sears and Ayer. *News:* UP. *Seating facilities:* None listed. *Merchandising:* Cooperative venture arranged with the Illinois State Register; displays; handbills. *Foreign language programs:* No rules; no call for these programs. *Artists bureau:* Setup supplies talent, but has not a roster of artists directly under contract. *Base rate:* \$60.

Copy restrictions: No set rules whatsoever.

WTAX, SPRINGFIELD

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

President, station and commercial man-

STATIONS—Continued

ager: Jay A. Johnson. *Program director:* Lovina Jones. *Chief engineer:* Edward Ring.

Rep: Wilson-Robertson, New York; H. K. Conover Co., Chicago. *News:* INS. *Merchandising:* No information given. *Foreign language programs:* No information given. *Artists bureau:* None. *Base rate:* \$90.

Copy restrictions: Accept beer and wine anytime; hard liquor after 9 p.m., and copy must be institutional; patent medicine advertising rigidly censored for exaggerated claims; all copy subject to station approval.

WDZ, TUSCOLA

Operator: WDZ Broadcasting Co., Star Store Bldg. *Phone:* 98. *Power:* 250 watts on 1020 kc (operates daytime). *Affiliation:* None. *Opened:* March 14, 1921.

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

Rep: None. *News:* INS. *Seating facilities:* None. *Merchandising:* Partial service;

furnish window cards with broadcast data (four-color); contact work. *Foreign language programs:* No rules; have never had a call for them. *Artists bureau:* None. *Base rate:* \$30.

Copy restrictions: Beer, wines, liquors not accepted; patent medicines accepted at discretion of station and depending on product.

WILL, URBANA

Operator: University of Illinois, 400 S. Wright St. *Phone:* 7-2616. *Power:* 1,000 watts on 580 kc. (daytime). *Opened:* 1922.

Director: Jos. F. Wright. *Program director:* Frank Schooley. *Chief engineer:* A. James Ebel. *Artists bureau head:* George Jennings. *Musical director:* Arthur E. Cohen.

News: AP. *Seating facilities:* About 30 persons. *Artists bureau:* Talent consists of students in dramatics and music.

This station is non-commercial; university-owned.

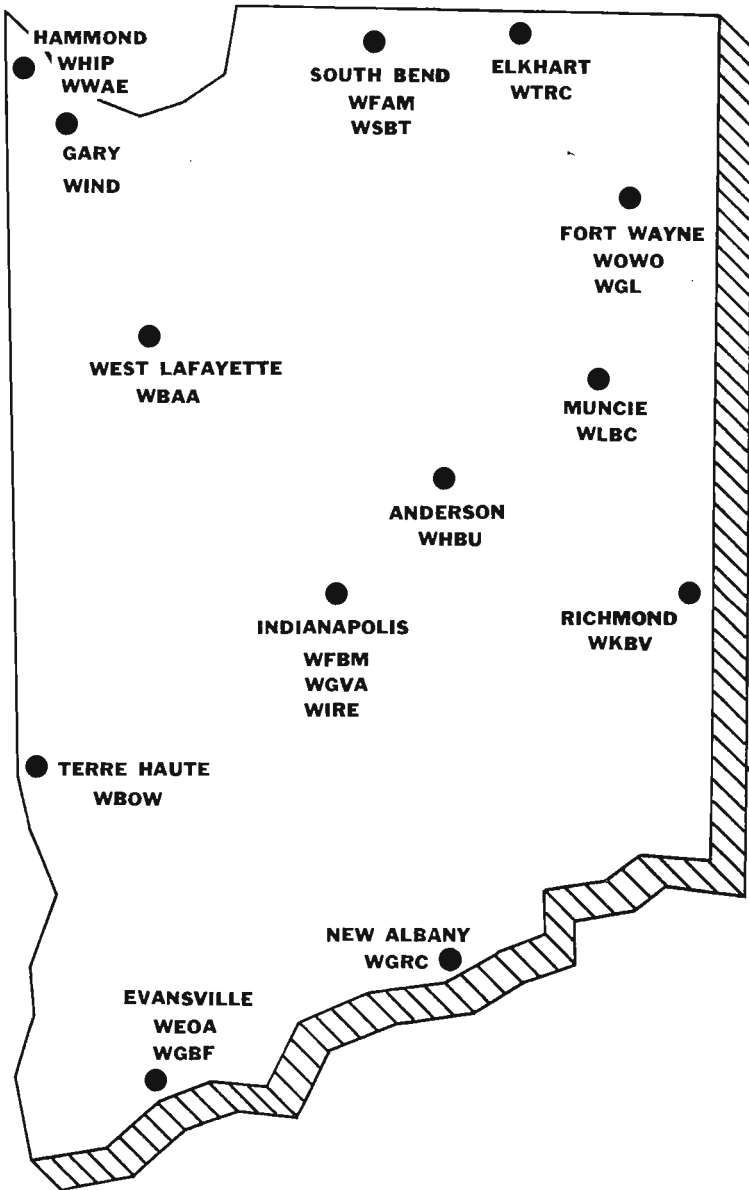
INDIANA

(616,800 radio homes)

Radio Homes by Counties

Adams	3,000	Hendricks	3,300	Pike	1,900
Allen	34,900	Henry	6,100	Porter	4,400
Bartholomew	5,200	Howard	7,700	Posey	2,700
Benton	2,000	Huntington	6,000	Pulaski	1,800
Blackford	2,100	Jackson	3,600	Putnam	3,600
Boone	4,600	Jasper	2,200	Randolph	4,900
Brown	400	Jay	5,100	Ripley	3,000
Carroll	3,000	Jefferson	3,200	Rush	3,600
Cass	7,000	Jennings	1,500	St. Joseph	29,400
Clark	4,500	Johnson	3,100	Scott	900
Clay	4,100	Knox	7,600	Shelby	4,700
Clinton	5,900	Kosciusko	5,500	Spencer	2,100
Crawford	900	Lagrange	2,200	Starke	1,600
Daviess	2,700	Lake	46,100	Steuben	2,300
Dearborn	3,600	La Porte	12,600	Sullivan	4,200
Decatur	3,100	Lawrence	4,800	Switzerland	1,200
De Kalb	4,000	Madison	15,700	Tippecanoe	11,700
Delaware	13,100	Marion	102,900	Tipton	2,800
DuBois	3,300	Marshall	4,500	Union	1,000
Elkhart	15,000	Martin	1,000	Vanderburg	24,300
Fayette	3,700	Miami	5,500	Vermillion	2,900
Floyd	6,600	Monroe	6,100	Vigo	21,300
Fountain	2,800	Montgomery	5,500	Wabash	4,800
Franklin	2,000	Morgan	3,000	Warren	1,100
Fulton	3,500	Newton	1,900	Warrick	2,500
Gibson	5,200	Noble	3,900	Washington	2,000
Grant	10,800	Ohio	600	Wayne	11,100
Greene	4,100	Orange	2,000	Wells	2,900
Hamilton	4,000	Owen	1,600	White	2,900
Hancock	3,200	Parke	2,600	Whitley	3,000
Harrison	2,500	Perry	2,000		

INDIANA



WHBU, ANDERSON

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

President, general and station manager: L. M. Kennett. *Commercial manager:* L. Podhaski. *Program director:* Sig Roush. *Chief engineer:* R. F. Fulwider.

Rep: J. J. Devine and Associates. *News:* INS. *Seating facilities:* None. *Merchandising:* Mail out letters to the trade and contact dealers at actual cost. *Foreign language programs:* Will accept, though occasion has never arisen as foreign population is very small. *Artists bureau:* None. *Base rate:* \$60.

Copy restrictions: Accept beer; no other alcoholic beverages; patent medicine copy carefully checked before acceptance; commercial copy limited to one and a half minutes per quarter-hour program and three minutes per half-hour program.

WTRC, ELKHART

Operator: Truth Publishing Co., Inc., Hotel Elkhart. *Phone:* 948. *Power:* 250 and 100 watts on 1,310 kc. *Affiliation:* None. *Opened:* Nov. 19, 1931. (Note: This station is newspaper-owned: Elkhart Daily Truth.)

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

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

Copy restrictions: Accept beer; no hard liquors or wines; commercial copy should be "authentic" and complying with "home standards"; patent medicines accepted.

WEOA, EVANSVILLE

Operator: Evansville on the Air, Inc., 519 Vine Street. *Phone:* 2-1171. *Power:* 250 and 100 watts on 1370 kc. *Affiliation:* None. *Opened:* 1936. (Note: same ownership controls WGBF, also of Evansville.)

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

Rep: Furgason & Aston, Inc. *News:* None. *Seating facilities:* Auditorium, seating 400 persons; Memorial Coliseum, seating 300; admission 10c. (facilities shared with WGBF). *Merchandising:* Cooperate in making surveys, dealer contacts, promo-

tion and publicity, free of charge; special services are rendered at actual cost. *Foreign language programs:* No set rules; probably would accept. *Artists bureau:* None. *Base rate:* \$90.

Copy restrictions: Accept beer anytime; other alcoholic beverages after 9:30 p.m.; patent medicine advertising subject to station censorship; all copy must conform to accepted standards of good taste.

WGBF, EVANSVILLE

Operator: Evansville on the Air, Inc., 519 Vine Street. *Phone:* 2-1171. *Power:* 1,000 and 500 watts on 630 kc. *Affiliation:* NBC Optional Basic Service, Red or Blue. *Opened:* 1923. (Note: same ownership also controls WEOA, also of Evansville.)

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

Rep: Furgason & Aston, Inc. *News:* Local. *Seating facilities:* Auditorium, seating 400 persons; Memorial Coliseum, seating 3,000; admission 10c. (facilities shared with WEOA). *Merchandising:* Cooperate in surveys, dealer contacts, promotion and publicity, free of charge; special services rendered at actual cost. *Foreign language programs:* No set rules; probably would accept. *Artists bureau:* Setup nominal only. *Base rate:* \$150.

Copy restrictions: Accept beer anytime; other alcoholic beverages after 9:30 p.m.; patent medicine advertising subject to station censorship; all copy must conform to accepted standards of good taste.

WGL, FORT WAYNE

Operator: Westinghouse Radio Stations, Inc., Westinghouse Bldg. *Power:* 100 watts on 1370 kc. (Note: WOWO, Fort Wayne, is under same ownership.)

Base rate: \$100.

No other information available after repeated requests.

WOWO, FORT WAYNE

Operator: Westinghouse Radio Stations, Inc., Westinghouse Bldg. *Power:* 10,000 watts on 1160 kc. (Note: WGL, Fort Wayne, is under same ownership.)

Rep: E. Katz Special Advertising Agency. *Base rate:* \$250.

No other information available after repeated requests.

WIND, GARY

For data pertaining to this station see Chicago, Illinois, where it has been placed for logical reasons.

1,884,530
population

289,610
radio homes

Served by Indiana's Two
Outstanding Radio Stations

WGBF

EVANSVILLE

1,000 Watts—630 Kc.

WBOW

TERRE HAUTE

250 Watts—1,310 Kc.

NBC RED AND BLUE NETWORKS

Perfect "Test Markets" for the Middle West

Write Direct or Contact Representatives
for Actual Case Histories

National Representative: FURGASON & ASTON, Inc.

WHIP, HAMMOND

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

At press time this station had a construction permit only.

WWAE, HAMMOND

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

President: George F. Courrier.

Rep: None. *Base rate:* \$70.

No other information available.

WFBM, INDIANAPOLIS

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

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

Rep: Edward Petry & Co., Inc. *News:* INS; Universal. *Seating facilities:* None. *Merchandising:* No service maintained. *Foreign language programs:* No rules; such population reported as very small. *Artists bureau:* None. *Base rate:* \$135 (½ hr.).

Copy restrictions: No set rules; beer accepted, but no hard liquor; do not accept copy in any manner "questionable."

WGVA, INDIANAPOLIS

Operator: Glenn Van Auken, 516 Board of Trade Bldg. *Phone:* Lincoln 6161. *Power:* 1,000 watts on 1050 kc (daytime).

No other data available; at press time this station's construction permit had not been covered by a license.

WIRE, INDIANAPOLIS

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

President, station manager: Eugene C. Pulliam. *Commercial manager:* R. E. Bausman. *Program director:* J. S. Stilwill. *Chief engineer:* Earl Lewis. *Musical director:* Harry Bason.

Rep: William G. Rambeau Co. *News:* UP. *Seating facilities:* Large auditorium;

capacity not listed. *Merchandising:* Advertisers offered use of window in front of station offices; publicity department services several state and out-of-state and all Indianapolis papers; conduct surveys, aid in distribution, etc.; no charge except for "unusual" services. *Foreign language programs:* No set rules; foreign population very small. *Artists bureau:* None. *Base rate:* \$225.

Copy restrictions: Beer, wine, liquor and some patent medicine advertisement occasionally accepted; all copy must conform to station standards and government regulations.

WLBC, MUNCIE

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

Owner, station manager: Donald A. Burton. *Commercial manager:* Wm. Craig. *Program director, artists bureau head:* Don Russell. *Chief engineer:* Maurie Crane. *Publicity director:* Jos. Silver.

Rep: Cox and Tanz. *News:* Transradio; INS. *Seating facilities:* None. *Merchandising:* Service rendered on request; window displays, placards, newspaper tie-ups. *Foreign language programs:* Not accepted. *Artists bureau:* Yes; have roster of announcers and continuity writers. *Base rate:* \$80.

Copy restrictions: Beer okay; no other alcoholic beverages; mention of prices in commercial copy acceptable.

WGRC, NEW ALBANY

See Louisville, Kentucky, for data.

WKBV, RICHMOND

Operator: Knox Radio Corp. *Power:* 100 watts on 1500 kc (specified hours). *Affiliation:* None.

Rep: None. *Base rate:* No rate card sent. No other information available.

WFAM, SOUTH BEND

Operator: South Bend Tribune, 223 W. Colfax. *Phone:* 3-6161. *Power:* 100 watts on 1200 kc (divides time with WWAE; operates 8 a.m. to 5 p.m. Sundays; 7 a.m. to noon, and 3:30 p.m. to 8 p.m. weekdays). *Affiliation:* CBS. *Opened:* 1931. (Note: This is a newspaper-owned station; WSBT, South Bend, under same ownership.)

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

Rep: Paul H. Raymer Co. *News:* UP.



in Indiana

WFBM

INDIANAPOLIS

**IS THE KEY STATION
OF THE COLUMBIA
BROADCASTING NETWORK**

The same reasons which impelled Columbia to select WFBM to cover this important market make it the station for YOU to use.

Indiana's pioneer broadcasting station, WFBM carries the state's largest network schedule. In addition it has from the start dominated this area in National spot broadcasting.

If Central Indiana is your market—WFBM is the station to pick. In Indianapolis (Marion County) is concentrated 13% of Indiana's population and 21% of the state's buying power.

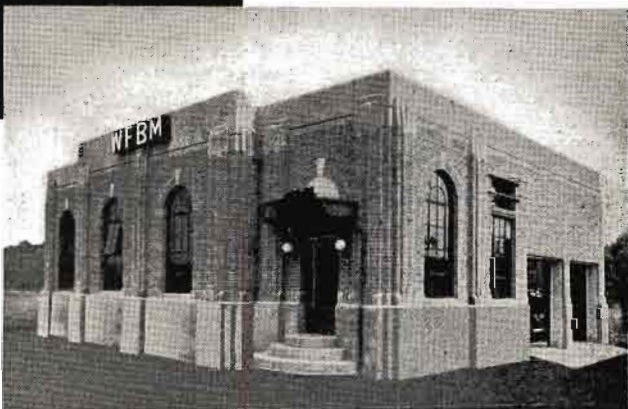
Represented
Nationally by
**EDWARD PETRY
& CO. INC.**
New York
Chicago Detroit
San Francisco



WFBM INDIANAPOLIS

SOME WFBM FACTS

New 5,000-Watt transmitter and control room equipment are latest in RCA design and construction. Studios are air-conditioned and are of the latest acoustical design.



STATIONS—Continued

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

Copy restrictions: Beer is only alcoholic beverage allowed; patent medicines must have approval of FCC as well as local management; five "air appearances" maximum daily per advertiser for straight commercial announcements.

WSBT, SOUTH BEND

Operator: South Bend Tribune, 223 W. Colfax. *Phone:* 3-6161. *Power:* 500 watts on 1360 kc. (divides time with WGES; operates Sundays 5 p.m. to 11 p.m., weekdays 12 noon to 3:30 p.m. and 8 p.m. to midnight). *Affiliation:* CBS. *Opened:* 1922. (Note: This station is newspaper-owned; WFAM, South Bend, is under same ownership.)

Station manager: F. D. Schurz. *Commercial manager:* R. H. Swintz. *Program director, artists bureau head:* Bob Drain.

Chief engineer: H. G. Cole. *Musical director:* Harlan Hogan. *Publicity director:* Mary Stockdale.

Rep: Paul H. Raymer Co. *News:* UP. *Seating facilities:* None. *Merchandising:* Commercial production department takes care of merchandising; any ordinary campaign handled; contacts maintained with major outlets in Northern Indiana and Southern Michigan. *Foreign language programs:* Yes; carries Polish and Hungarian programs currently; special rates apply. *Artists bureau:* Nominally maintained. *Base rate:* \$100.

Copy restrictions: Beer is only alcoholic beverage allowed; patent medicines must have approval of the FCC as well as local management; five "air appearances" maximum daily per advertiser for straight commercial announcements.

WBOW, TERRE HAUTE

Operator: Banks of Wabash, Inc., 24½ S. 6th St. *Phone:* Crawford 3394. *Power:* 250 and 100 watts on 1310 kc. *Affiliation:* NBC Optional Basic Service. *Opened:* 1926.

Vice-president, station manager: W. W. Behrman. *Program director:* Horace Capps. *Chief engineer:* Ralph Guthrie. *Artists*

**COSMOPOLITAN
STUDIOS, Inc.**

PROUDLY PRESENTS

Harold
STEIN

and His
CAMERA



Also—A Commercial Department,
Lantern Slides,
Direct Color Studio

145 W. 45th St. BR. 9-3685

INSTANTANEOUS
RECORDING

Air Check
Electrical Transcriptions
Auditions

An Exclusive Process
Using Our Own "VOXITE" Discs!

★ ★ ★ ★ ★

Electro-Vox Pioneered!

Electrovox Is Still Way Ahead!


★ ★ ★

Consistent high quality from the
inception of radio is reflected in the
capacity patronage of our Holly-
wood plant.


★ ★

Ultra-modern facilities.

★



Originators and owners of trade mark



5546 Melrose Ave., Hollywood
Gladstone 2189

"Things Have Changed In INDIANA"

W·I·R·E

IN INDIANAPOLIS

**IS DELIVERING SALES VOLUME
FOR ADVERTISERS IN THIS RICH MARKET**

**110,000
INDIANA
FARM FAMILIES**

HAVE RECEIVED LETTERS

....from the Indianapolis Stock Yards Company (the third largest stock yards in America) informing them that WIRE in Indianapolis is carrying their **ONLY** official broadcast of U. S. Government Market Reports daily from the Indianapolis yards. One hundred and ten thousand farmers have been told to "turn to 1400" for their official market reports. This means, Mr. Advertiser, that Indiana farmers (as well as those in Eastern Illinois and Western Ohio) are listening each day to WIRE and

**INDIANA FARMERS HAVE
MONEY TO SPEND**

The day of Indiana radio coverage with some out-of-state station has gone forever. Indiana, with its hundreds of millions of spendable dollars annually, has rapidly learned to turn the dial to 1400—WIRE. Hoosiers are vitally aware of the fact that WIRE in Indianapolis is now **THEIR** station for the radio features they want to hear. It's sort of a "home folks" attitude now.

**AN INDIANA
STATION FOR
INDIANA
LISTENERS**

New Indiana features—a score or more of them—are rapidly gaining the loyalty and holding the interest of Indiana people. That's the reason why you can't cover Indiana now without WIRE in Indianapolis.

Represented Nationally by **WM. G. RAMBEAU CO.**

STATIONS—Continued

bureau head: Ralph Tucker. *Musical director*: Leo Baxter. *Publicity director*: Ralph Walton.

Rep: Furgason & Aston, Inc. *News*: INS. *Seating facilities*: About 100 persons. *Merchandising*: Contact dealers, wholesalers; write letters; secure displays; hold sales meetings; also stunts and timely tie-ups; no service rendered to accounts using less than 13 half-hours. *Foreign language programs*: Not accepted. *Artists bureau*: Set-up nominal only. *Base rate*: \$100.

Copy restrictions: Beer and wines accepted; no hard liquors; patent medicines accepted provided no excessive mention of diseases, etc., is made.

WBAA, WEST LAFAYETTE

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

Manager: University Radio Committee. *Program director*: Clarence E. Dammon. *Chief engineer*: Ralph Townsley. *Musical director*: A. P. Stewart. *Publicity director*: T. R. Johnston.

Seating facilities: Studio, 200 persons. *News*: Purdue University News Bureau.

This station is non-commercial; university-owned.

IOWA

(503,100 radio homes)

Radio Homes by Counties

Adair	2,500	Floyd	3,400	Monona	2,600
Adams	1,900	Franklin	2,400	Monroe	2,000
Allamakee	2,800	Fremont	2,300	Montgomery	4,100
Appanoose	3,800	Greene	3,200	Muscatine	6,800
Audubon	2,100	Grundy	2,400	O'Brien	3,900
Benton	4,600	Guthrie	3,400	Osceola	1,700
Black Hawk	15,900	Hamilton	3,600	Page	6,200
Boone	4,900	Hancock	2,400	Palo Alto	2,800
Bremer	3,400	Hardin	4,700	Plymouth	4,200
Buchanan	3,200	Harrison	3,900	Pocahontas	2,500
Buena Vista	3,800	Henry	3,100	Polk	44,400
Butler	3,100	Howard	2,700	Pottawattamie	14,100
Calhoun	2,600	Humboldt	1,800	Poweshiek	4,100
Carroll	5,100	Ida	2,200	Ringgold	1,900
Cass	5,000	Iowa	3,300	Sac	3,200
Cedar	3,200	Jackson	3,700	Scott	18,200
Cerro Gordo	8,600	Jasper	5,700	Shelby	3,300
Cherokee	3,400	Jefferson	3,100	Sioux	4,700
Chickasaw	2,200	Johnson	7,900	Story	7,100
Clarke	1,900	Jones	3,200	Tama	4,300
Clay	3,600	Keokuk	3,500	Taylor	2,800
Clayton	4,200	Kossuth	4,500	Union	3,300
Clinton	9,800	Lee	9,000	Van Buren	2,500
Crawford	3,500	Linn	21,800	Wapello	9,000
Dallas	4,900	Louisa	1,800	Warren	3,100
Davis	2,100	Lucas	3,100	Washington	4,500
Decatur	2,100	Lyon	2,400	Wayne	2,500
Delaware	2,600	Madison	2,400	Webster	8,900
Des Moines	8,400	Mahaska	5,200	Winnebago	2,600
Dickinson	2,000	Marion	4,400	Winneshiek	3,800
Dubuque	13,500	Marshall	7,700	Woodbury	24,600
Emmet	2,700	Mills	2,200	Worth	1,800
Fayette	5,400	Mitchell	2,600	Wright	3,800

WOI, AMES

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

Director, program director, publicity: W. I. Griffith. *Chief engineer*: W. E. Stewart. *Musical director*: Tolbert MacRae.

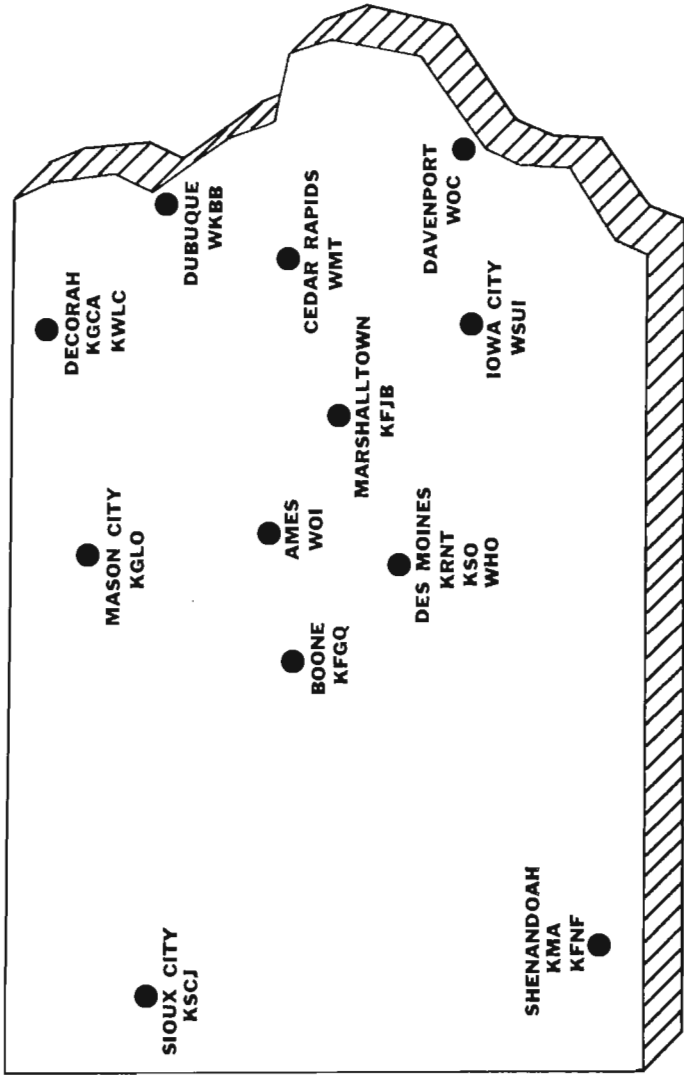
News: UP. *Seating facilities*: 15 to 20 persons.

This station is non-commercial; college-owned.

KFGQ, BOONE

Operator: Boone Biblical College. *Power*: 100 watts on 1370 kc. (operates specified hours daytime). Station is non-commercial.

IOWA



WMT, CEDAR RAPIDS

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

Vice-president, general manager: Sumner D. Quarton. *Commercial manager:* W. B. Quarton (Cedar Rapids); Don Inman (Waterloo). *Program director:* Douglas B. Grant. *Chief engineer:* Charles F. Quentin. *Musical director:* Peggy Fuller. *Merchandising director:* Leo F. Cole. *Continuity editor:* Harriet Blake. *Publicity director:* Ray Cox.

Rep: E. Katz Special Advertising Agency. *News:* Transradio teletype. *Seating facilities:* Studio, 100 persons; Montrose ballroom, 100 or over. *Merchandising:* Complete service at no extra charge; link program, display and product in a comprehensive campaign; listings in Des Moines Register & Tribune with sponsor named. *Foreign language programs:* No set policy; occasional Bohemian programs. *Artists bureau:* None. *Base rate:* \$230.

Copy restrictions: No beer, wines, or whiskey; all patent medicine advertising must be approved by laboratory test before acceptance.

WOC, DAVENPORT

Operator: Tri-City Broadcasting Co., 1000 Brady St. *Phone:* 2-3521. *Power:* 250 and 100 watts on 1370 kc. *Affiliation:* CBS. *Opened:* March, 1921; re-established Nov. 11, 1934. (Note: WHO, Des Moines, and WOC are under cross-ownership; the original WOC operated synchronously with WHO until early 1933; on April 22 of that year both were combined into one 50,000-watt under the call letters WHO; in 1934 a new WOC was set up and affiliated with CBS.)

Manager, commercial manager: Clark A. Luther. *Program director, publicity director:* J. Neil Reagan. *Chief engineer:* Harold Higby.

Rep: Free & Peters, Inc. *News:* UP. *Seating facilities:* Auditorium, 500 persons; studio A, 50; studio B, 30. *Merchandising:* Render every service desired, except that advertisers are asked to pay postage costs. *Foreign language programs:* Accepted if in German, Swedish or Belgian. *Artists bureau:* None. *Stock:* Principally held by Dr. B. J. Palmer and family (Palmer School of Chiropractic). *Base rate:* \$108 (when an advertiser uses WHO, Des Moines, and adds WOC, a 25% discount on

general rates—but not spot announcements—is tendered).

Copy restrictions: Accept beer and wines; no hard liquor; patent medicines accepted as long as they remain within bounds of good taste; copy subject to approval of management.

KGCA, DECORAH

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

No other information available.

KWLC, DECORAH

Operator: Luther College. *Power:* 100 watts on 1270 kc (daytime; shares hours with KGCA).

No other information available.

KRNT, DES MOINES

Operator: Iowa Broadcasting Co., Register and Tribune Bldg. *Phone:* 3-2111. *Power:* 5,000 and 1,000 watts on 1320 kc. *Affiliation:* CBS; Iowa Network. *Opened:* March, 1935. (Note: KRNT is owned by the Des Moines Register and Tribune, as is KSO, Des Moines, and WMT, Cedar Rapids.)

President: Gardner Cowles, Jr. *Station manager:* Luther Hill. *Commercial manager:* Craig Lawrence. *Program director, Artists bureau head:* Ranny Daly. *Chief engineer:* Paul Huntsinger. *Musical director:* Orville Foster. *Publicity director:* Mary Little.

Rep: E. Katz Special Advertising Agency. *News:* UP, INS. *Seating facilities:* Studio and lobby seat 250; standing room for an additional 100 persons. *Merchandising:* Stories and pictures at start of schedule in the Des Moines Sunday Register; name and time of program in dialog listings via the Register (m), Tribune (e), and Sunday Register; billboards; cards on rear of street cars; sound film trailers in 19 theatres; window display in KRNT lobby; other displays at special events, exhibitions, etc.; bulletins mailed to 500 grocers and 225 druggists, with information on sponsors and their products; personal calls on dealers. *Foreign language programs:* Never any occasion for such programs to date. *Artists bureau:* Yes; lists a roster of about 40 artists. *Base rate:* \$200.

Copy restrictions: No beer, wine or liquor advertising; no laxatives during dinner or luncheon periods; patent medicines must be approved by the KRNT Medical Advisory Committee; other rules and regulations as per N.A.B. Code of Ethics.

THE IOWA

STEP RIGHT UP FOLKS IOWA'S BIGGEST

The Iowa Network has what it takes : Superior Programming — Alert Showmanship — Unmatched Publicity. Basic schedules of Columbia, NBC Blue, and Mutual. Live local shows custom-built for Iowa and midwest audiences. Comprehensive advertising campaign including 3 columns daily in Iowa's largest newspaper, billboards, car cards, movie trailers. *PLUS the lowest cost per thousand radio homes.*



KRNT Des Moines WMT Cedar Rapids - Waterloo KSO Des Moines



Some Outstanding
SHOWMANSHIP FEATURES
 That Keep Iowa Tuned to IBS Stations

IOWA SPEAKS—Inquiring mike setup from three different Iowa cities continually sponsored since inception three years ago . . . **125 REGULAR NEWSCASTS** every week . . . **TWO BIG FARM SHOWS**—Tall Corn Time first on the air each day in Des Moines; Hawkeye Dinnertime hilarious noon hour show . . . **FROM WASHINGTON**—Two U. S. Senators and Des Moines Register correspondent speak weekly from national capital . . . **FLYING TOURS**—Sportscaster Gene Shumate flies to Big Ten schools for advance dope on football teams and other sports events . . . **FOOTBALL**—Iowa U., Drake U. . . . **BASEBALL**—Western League games . . . **DRAKE RELAYS** fed to CBS and MBS.

**IN IOWA
 IT'S THE
 IOWA
 NETWORK**

Maximum Coverage of Iowa at minimum cost, with bonus slice of Minnesota, Wisconsin, Illinois and Missouri.

RADIO STATIONS OF THE DES MOINES REGISTER AND TRIBUNE

... to **SELL** Iowa you
must **COVER** it—and
to cover Iowa you
need the only sta-
tion with **POWER**
ENOUGH to do the job
—**WHO, Des Moines**

WHO
Des Moines
FULL TIME
CLEARED CHANNEL
50,000 Watts

KSO, DES MOINES

Operator: Iowa Broadcasting Co., Register and Tribune Bldg. *Phone:* 3-2111. *Power:* 2,500 and 500 watts on 1430 kc. *Affiliation:* NBC Basic Blue, Mutual, Iowa Network. *Opened:* Nov. 5, 1932. (Note: This station is owned by the Des Moines Register and Tribune, as is KRNT and WMT, Cedar Rapids.)

President: Gardner Cowles, Jr. *Station manager:* Luther Hill. *Commercial manager:* Craig Lawrence. *Program director, artists bureau head:* Ranny Daly. *Chief engineer:* Paul Huntsinger. *Musical director:* Orville Foster. *Publicity director:* Mary Little.

Rep: E. Katz Special Advertising Agency. *News:* UP, INS. *Seating facilities:* Studio and lobby seat 250; standing room for additional 100 persons. *Merchandising:* Stories and pictures at start of schedule in the Des Moines Sunday Register; name and time of program in dialog listings via the Register (m), Tribune (e) and Sunday Register; billboards; cards on rear of street cars; sound film trailers in 19 theatres; window display in KSO lobby; other displays at special events, exhibitions, etc.; bulletins mailed to 500 grocers and 225 druggists with information on sponsors and their products; personal calls on dealers. *Foreign language programs:* Never any occasion for such programs to date. *Artists bureau:* Yes; lists about 40 artists. *Base rate:* \$160.

Copy restrictions: No beer, wine or liquor advertising; no laxatives during dinner or luncheon periods; patent medicines must be approved by the KSO Medical Advisory Committee; other rules and regulations as per N.A.B. Code of Ethics.

WHO, DES MOINES

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

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

Rep: Free & Peters, Inc. *News:* UP.

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

Copy restrictions: Commercial copy up to 175 words for five minutes (should include entertainment or educational features); 350 words per quarter-hour; 700 words per half-hour; 1400 words per hour; beer advertising accepted after 10:30 p.m.; no wines or hard liquors; patent medicine copy subject to scrutiny of continuity director, legal department, food and drug commission, while product is subject to chemical analysis.

WKBB, DUBUQUE

Operator: Sanders Brothers Radio Station, Julien Hotel. *Phone:* 572. *Power:* 250 and 100 watts on 1500 kc. *Affiliation:* CBS. *Opened:* October, 1933. (Note: This station is licensed for East Dubuque, Ill., but its offices and studios are in Dubuque, Ia.)

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

Rep: J. J. Devine & Associates, Inc. *News:* Transradio. *Seating facilities:* None listed. *Merchandising:* Dealer contacts, personal and by mail. *Foreign language programs:* No information given. *Artists bureau:* None. *Base rate:* \$80.

Copy restrictions: Accept beer and wines; no hard liquor.

WSUI, IOWA CITY

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

This station does not sell time; university-owned.

KFJB, MARSHALLTOWN

Operator: Marshall Electric Co., 1603 W. Main St. *Phone:* 2515. *Power:* 250 and 100 watts on 1200 kc. *Affiliation:* None. *Opened:* June, 1923.

President, commercial manager: E. N. Peak. *Station and commercial manager:*

A. E. Mickel. *Chief engineer:* Maurice Reutter.

Rep: J. J. Devine & Associates, Inc. *News:* INS. *Seating facilities:* Use local theatre; capacity not given. *Merchandising:* Contact dealers and distributors; other services rendered at actual cost. *Foreign language programs:* Will accept if occasion arises, but foreign population is very small. *Artists bureau:* None. *Base rate:* \$75.

Copy restrictions: Accept beer; no wine, liquor or patent medicine advertising; all copy must be in good taste and is subject to approval of management.

KGLO, MASON CITY

Operator: Mason City Globe Gazette Co., Hanford Hotel. *Phone:* 2800. *Power:* 100 watts on 1210 kc. *Affiliation:* CBS. *Opened:* Jan. 17, 1937. (Note: This station is owned by the Mason City Globe-Gazette.)

General manager: F. C. Eighmey. *Commercial manager:* Virgil Hicks. *Program director:* John J. Price. *Chief engineer:* Leo W. Born. *Production manager:* Nic Scheel. *Musical director:* M. Mooney. *Publicity director:* Henry Hook.

Rep: Weed & Co. *News:* UP. *Seating facilities:* 60 persons. *Merchandising:* Complete program log daily in Mason City

Globe-Gazette; regular bulletins to leading grocers and druggists in 19 Iowa and 5 Minnesota counties; dealer calls and confidential surveys. *Foreign language programs:* Not accepted. *Artists bureau:* None. *Base rate:* \$80.

Copy restrictions: Accept beer; no wine or liquor advertising.

KFNF, SHENANDOAH

Operator: KFNF, Inc., 407 Sycamore St. *Phone:* No. 1. *Power:* 1,000 and 500 watts on 890 kc. (shares time with KUSD). *Affiliation:* None. *Opened:* February, 1924.

President: Henry Field. *Station manager:* F. E. Tunnicliff. *Commercial manager, publicity director:* William E. MacDonald. *Program director:* Edwin Hamilton. *Chief engineer:* Wiley D. Wenger. *Musical director:* Lena Sanman.

Rep: None. *News:* INS. *Seating facilities:* Studio auditorium, seating 300 persons. *Merchandising:* Special mailings in territory gratis; other services at cost. *Foreign language programs:* Bohemian, Swedish, German, Polish, Danish. *Artists bureau:* None. *Stock:* Principally held by Henry Field and John Nicolson; 400 shares outstanding. *Base rate:* \$100.

Copy restrictions: No beer, wine or liquor advertising accepted; patent medicines accepted subject to censorship.

Reach and Sell America's No. 1 Farm Market!

520,500 radio homes in Iowa, Nebraska, Kansas and Missouri look on KMA and Earl May as intimate friends. For over 13 years KMA has been the most powerful, *personalized* sales force in this rich agricultural market . . . reaching and selling more radio homes than there are in the entire State of Iowa.

Include KMA on your list and dominate this big-buying market.

5,000 Watts L. S.
R.C.A. Transmitter
and Studio Equipment

Represented by
WILSON-ROBERTSON

The Earl May Station **KMA** *Shenandoah, Iowa*

STATIONS—Continued

KMA, SHENANDOAH

Operator: Earl E. May Seed Co., Lowell and Elm Sts. Phone: 193. Power: 5,000 and 1,000 watts on 930 kc. Affiliation: None; occasionally ties in with Iowa Broadcasting System. Opened: Aug. 25, 1925.

President and manager: Earl E. May. Operations manager: Bob Kaufman. Commercial manager, publicity: Ed. Cunniff. Program director: Howard Chamberlain.

Rep: Wilson-Robertson. News: UP. Seating facilities: Studio on stage of auditorium, seating 900. Merchandising: Has merchandising man to service advertisers; help salesmen make contacts; circularize dealers; assist in getting displays. Foreign language programs: Would accept, but area is virtually 100% English-speaking. Artists bureau: None. Base rate: \$125.

Copy restrictions: commercials limited to four minutes per quarter-hour; beer accepted after 9 p.m.; no wines or hard liquors; medicinals subject to FTC okay.

KSCJ, SIOUX CITY

Operator: Perkins Brothers Company, 415 Douglas St. Phone, 87526. Power: 5,000 and 1,000 watts on 1330 kc. Affiliation: CBS. Opened: April 4, 1927. (Note: This station is newspaper-owned by the Sioux City Journal.)

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

Rep: Craig & Hollingbery, Inc. News: Sioux City Journal (local). Seating facilities: Studio audience hall, seating 150 persons. Merchandising: Newspaper publicity; theatre screen ads. Foreign language programs: Not accepted. Artists bureau: None. Base rate: \$175.

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

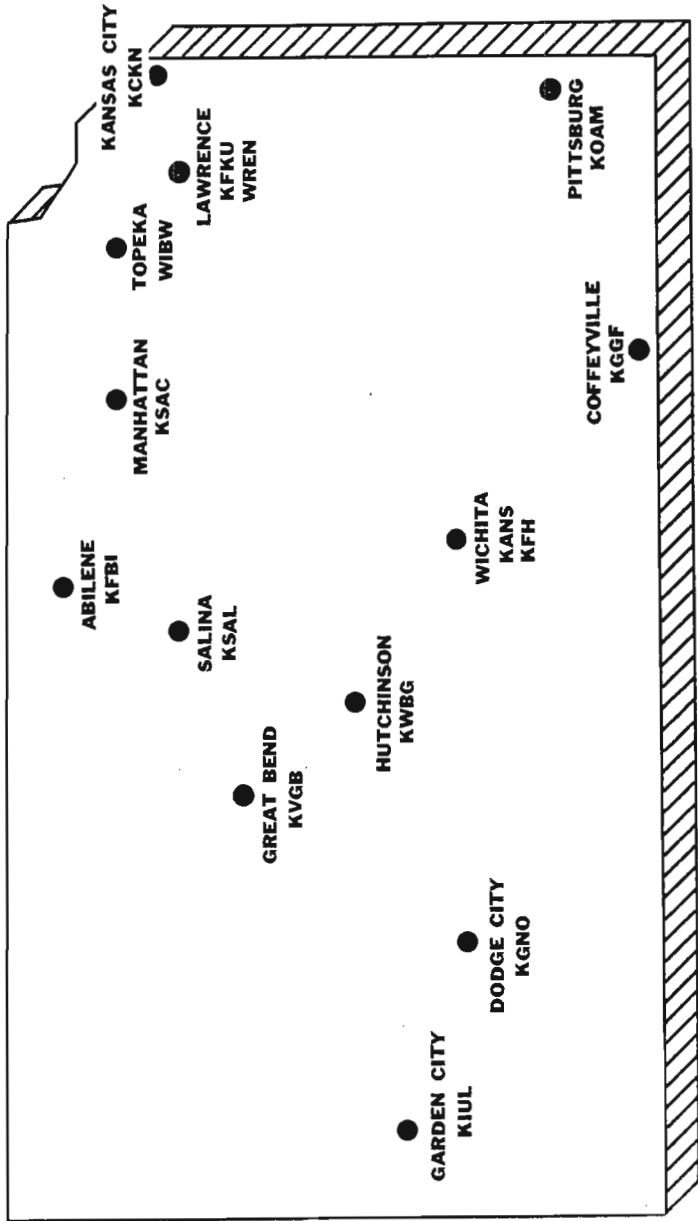
KANSAS

(348,000 radio homes)

Radio Homes by Counties

Allen	3,300	Greeley	200	Osborne	2,100
Anderson	2,000	Greenwood	3,200	Ottawa	1,600
Atchison	4,200	Hamilton	500	Pawnee	1,900
Barber	1,600	Harper	2,400	Phillips	2,000
Barton	4,200	Harvey	4,300	Pottawatomie	2,600
Bourbon	4,100	Haskell	300	Pratt	2,300
Brown	3,600	Hodgeman	600	Rawlins	1,200
Butler	5,400	Jackson	2,200	Reno	10,000
Chase	1,100	Jefferson	1,900	Republic	2,400
Chautauqua	1,500	Jewell	2,400	Rice	2,500
Cherokee	4,500	Johnson	4,300	Riley	4,800
Cheyenne	1,100	Kearny	400	Rooks	1,600
Clark	800	Kingman	2,000	Rush	1,700
Clay	3,000	Kiowa	800	Russell	1,800
Cloud	3,100	Labette	6,000	Saline	7,300
Coffey	2,300	Lane	700	Scott	600
Comanche	1,000	Leavenworth	7,100	Sedgwick	34,600
Cowley	7,700	Lincoln	1,600	Seward	1,500
Crawford	9,200	Linn	2,200	Shawnee	21,700
Decatur	1,500	Logan	700	Sheridan	800
Dickinson	5,500	Lyon	6,400	Sherman	1,300
Doniphan	2,100	McPherson	5,500	Smith	2,200
Douglas	5,000	Marion	3,900	Stafford	1,700
Edwards	1,200	Marshall	4,200	Stanton	300
Elk	1,200	Meade	1,000	Stevens	500
Ellis	2,800	Miami	3,700	Sumner	4,700
Ellsworth	2,000	Mitchell	3,000	Thomas	1,600
Finney	2,100	Montgomery	9,500	Trego	900
Ford	3,900	Morris	2,100	Wabaunsee	1,800
Franklin	4,300	Morton	600	Wallace	300
Geary	3,100	Nemaha	3,500	Washington	2,800
Gove	700	Neosho	4,100	Wichita	300
Graham	800	Ness	1,600	Wilson	2,800
Grant	400	Norton	2,600	Woodson	1,100
Gray	700	Osage	2,300	Wyandotte	21,900

KANSAS



KFBI, ABILENE

Operator: Farmers and Bankers Life Insurance Co. *Phone:* 1200. *Power:* 5,000 watts on 1050 kc (operates full daytime, limited nighttime, with KNX). *Affiliation:* None. *Opened:* 1924. (Note: Also maintains studios in Salina, Kans., in charge of L. V. Butcher.)

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

Rep: Wilson-Robertson. *News:* Transradio; AP. *Seating facilities:* Studio, 100. *Merchandising:* Will make calls in Abilene and Salina; will send out mailings at cost. *Foreign language programs:* Will accept; currently has Bohemian and Swedish series. *Artists bureau:* None. *Stock:* Entirely held by Farmers and Bankers Life Insurance Co. *Base rate:* \$50 (½ hr.).

Copy restrictions: Commercials must be "short"; no liquor, wine or beer accounts; medical accounts only after okay by medical director of Farmers and Bankers Life Insurance Co.

KGGF, COFFEYVILLE

Operator: Powell & Platz, Journal Bldg., 8th & Elm Sts. *Phone:* 147. *Power:* 1,000 watts on 1010 kc (shares time with WNAD). *Affiliation:* None. *Opened:* Oct. 20, 1930. (Note: This station is owned and operated by the Coffeyville Daily Journal.)

Senior partner, station manager: Hugh J. Powell. *Commercial manager:* W. B. Darrah. *Program director:* Melvin Drake. *Chief engineer:* J. Fred Case. *Musical director:* Clair Foster.

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

Copy restrictions: No alcoholic beverages accepted; all copy must conform to station standards and government regulations.

KGNO, DODGE CITY

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

President: J. C. Denious. *Station manager:* N. C. Peterson. *Commercial manager, program director:* John C. Drake. *Chief engineer:* Emil Doane. *Musical di-*

rector: John Dillon. *Publicity director:* Jay Allen.

Rep: None. *News:* AP. *Seating facilities:* Auditorium, seating 30, with standing room for an additional 20 persons. *Merchandising:* Program advertising department cooperates in rendering any services requested; publicity through newspaper affiliate. *Foreign language programs:* No rules; never any requests for such programs. *Artists bureau:* None. *Base rate:* \$40.

Copy restrictions: No alcoholic beverages accepted (beer recently legalized by state, but no policy on its acceptance has been formulated by KGNO as yet); all copy must conform to station standards and government regulations.

KIUL, GARDEN CITY

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

General and station manager: F. D. Conrad. *Commercial manager:* D. M. Wilson. *Program director:* Catherine Pedigo. *Chief engineer:* C. W. Barger. *Musical director:* George Goulding.

Rep: None. *News:* Transradio. *Seating facilities:* Reception room, seating 100 persons. *Merchandising:* Complete services, rendered free. *Foreign language programs:* Will accept if approved by program director. *Artists bureau:* None. *Stock:* Held entirely by F. D. Gordon. *Base rate:* \$40.

Copy restrictions: Accept beer; no wine or hard liquor; patent medicines accepted if approved by management; all copy subject to station approval.

KVGB, GREAT BEND

Operator: Ernest Ruehlen. *Power:* 100 watts on 1370 kc.

No further data available; at press time this station's construction permit had just recently been covered by a license.

KWBG, HUTCHINSON

Operator: Nation's Center Broadcasting Co., Inc., 101 East Avenue A. *Phone:* 5202. *Power:* 100 watts on 1420 kc. *Affiliation:* None. *Opened:* May 28, 1935.

President, station manager, publicity director: W. B. Greenwald. *Commercial manager:* Bob Kirschner. *Program director:* W. P. Robinson. *Chief engineer:* Harold Bourell. *Musical director:* Ed Letson.

Rep: None. *News:* UP. *Seating facilities:* None. *Merchandising:* None. *Foreign lan-*

STATIONS—Continued

guage programs: Not accepted. *Artists bureau:* None. *Base rate:* \$35 (½ hr.).

Copy restrictions: Beer accepted; no wine, liquor or patent medicine advertising; commercials limited to 100 words at opening and close of programs.

KCKN, KANSAS CITY

Operator: The KCKN Broadcasting Co., 901 North Eighth St. *Phone:* Dr. 4300. *Power:* 100 watts on 1310 kc. *Affiliation:* Kansas Network (KCKN and WIBW, Topeka, both Capper-owned, comprise this network). *Opened:* Nov. 1, 1925. (Note: This station is newspaper-owned, Kansas City Kansan—a Capper Publication.) (Call letters were originally WLBF.)

President: W. A. Bailey. *Station manager, commercial manager:* Ellis Atteberry. *Program director:* Karl Willis. *Chief engineer:* Clark B. Smith. *Director of special events:* Ralph Nelson. *Artists bureau head, musical director:* Ruth Royal. *Publicity director:* Virginia Wallace.

Rep: Capper Publications. *News:* UP. *Seating facilities:* None. *Merchandising:* Newspaper publicity; no other services listed. *Foreign language programs:* No rules against such broadcasts, except that interpreters selected by the station may

scan the copy; no such broadcasts running, however. *Artists bureau:* Setup is nominal only. *Base rate:* \$45. (25% discount to clients using a minimum of 10 inches per week in the Kansas City Kansan.)

Copy restrictions: No beer, wine, or other alcoholic beverages; continuity should avoid bargain and price-cutting appeals; not more than one price quotation in each announcement, or in each paragraph of program continuity; programs should avoid "fear copy" and "suggestive copy."

KFKU, LAWRENCE

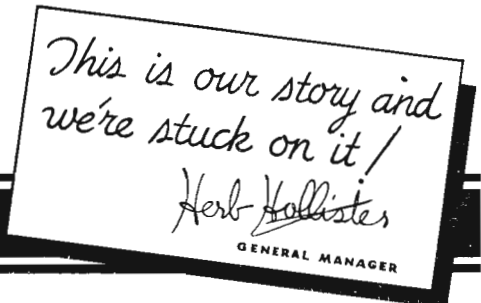
Operator: University of Kansas. *Power:* 5,000 and 1,000 watts on 1220 kc. (shares time with WREN).

This station is non-commercial; university-owned.

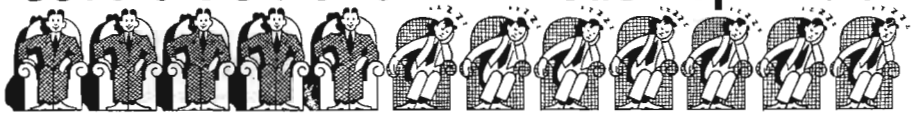
WREN, LAWRENCE

Operator: WREN Broadcasting Co., WREN Bldg. *Phone:* 110. *Power:* 5,000 and 1,000 watts on 1220 kc (shares time with KFKU). *Affiliation:* NBC Basic Blue. *Opened:* 1926.

President and treasurer, station manager: Vernon H. Smith. *Program director:* Verl Bratton. *Chief engineer:* Vern Omer.



Covers 38% of the Kansas Population



Influences 45% of the Buying Power



K·A·N·S, WICHITA, KANS.

STATIONS—Continued

Rep: Craig & Hollingsbery, Inc. News: INS. Base rate: \$200.

No further information available.

KSAC, MANHATTAN

Operator: Kansas State College. Phone: 2236. Power: 1,000 watts on 580 kc (shares time with WIBW). Affiliation: None. Opened: Dec. 1, 1924.

Director extension division: H. Umberger. Station manager, program director, publicity: L. L. Longsdorf. Chief engineer: R. L. Meisenheimer. Musical director: Wm. Lindquist.

News: College Press Bureau. Seating facilities: Studio, 50 persons.

This station is non-commercial—college-owned.

KOAM, PITTSBURGH

Operators: A. Stanart Graham, E. V. Baxter and Norman Baxter, doing business as the Pittsburgh Broadcasting Co. Power: 1,000 watts on 790 kc (daytime).

Note: At press time this station had a construction permit only.

Additionally, issues surrounding the granting of this station are being determined by the Court of Appeals, District of Columbia.

KSAL, SALINA

Operator: R. J. Laubengayer. Power: 250 and 100 watts on 1500 kc.

At press time this station had a construction permit only.

WIBW, TOPEKA

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

General manager: Don Searle. Program director, musical director: Maude Shreffler. Chief engineer: Karl Troeglen. Publicity director: Ruth Nickell.

Rep: Capper Publications. News: UP; AP. Seating facilities: About 75 persons. Merchandising: Publicity in Capper Publications without censorship of write-ups; contact retailers; send letters to distributors

and dealers; have exclusive use of downtown windows for displays; services rendered free except for postage, which is billed at cost. Foreign language programs: No objections to such programs, but the foreign population is small. Artists bureau: None. Base rate: \$100.

Copy restrictions: No alcoholic beverage advertising accepted; copy must be "discreet, tasteful and truthful."

KANS, WICHITA

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

General, station and commercial manager, chief engineer: Herb Hollister. Program director, artists bureau head: Jack Todd. Musical director: Raymond Shelley.

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

Copy restrictions: Accept beer, but no wine or hard liquor; all copy must conform to station standards and Federal, State and Municipal rules and regulations.

KFH, WICHITA

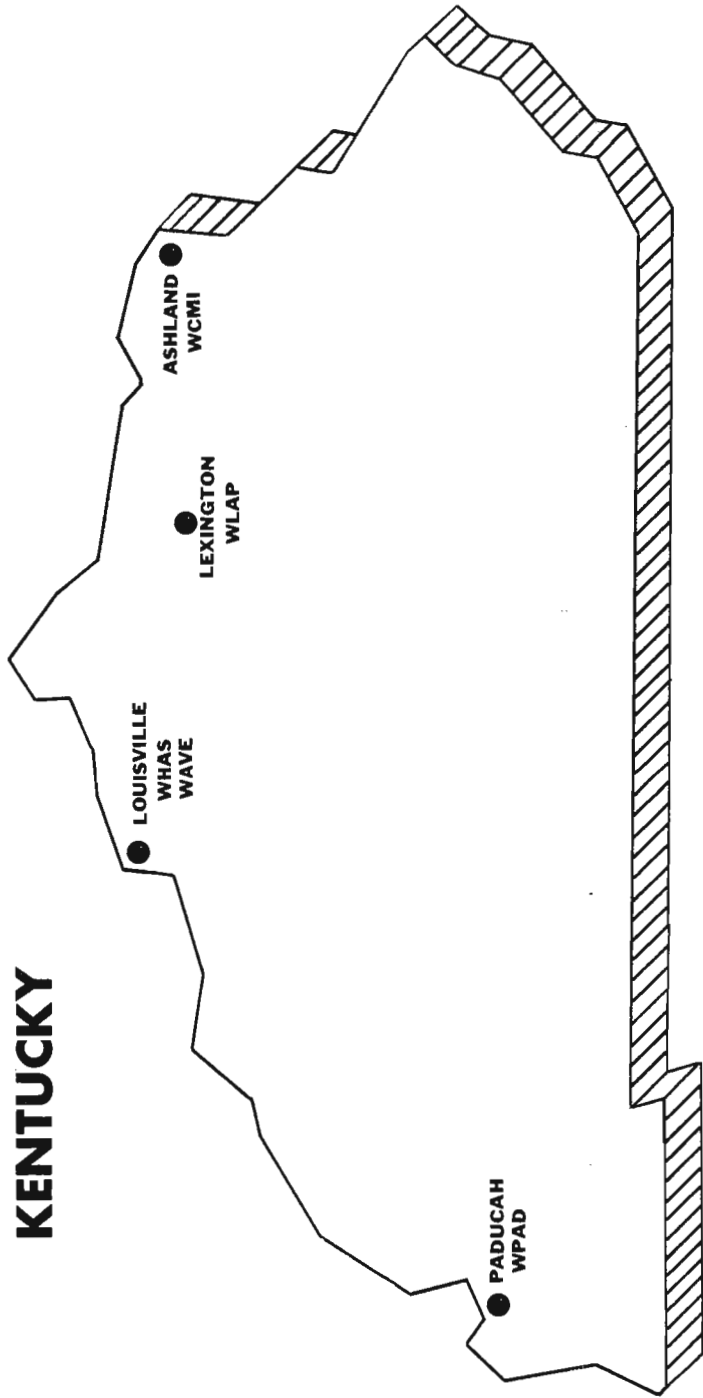
Operator: The Radio Station KFH Co., Inc., York Rite Temple Bldg. Phone: 3-5254. Power: 5,000 and 1,000 watts on 1300 kc. Affiliation: CBS. Opened: 1925. (Note: this station is newspaper-affiliated with the Wichita Eagle.)

President: John R. Rigby. Station manager: C. U. Price. Commercial manager: R. L. Lowe. Program director: V. E. Reed. Chief engineer: A. C. Dadisman. Musical director: Guy Snyder. Publicity director: R. M. Kent.

Rep: Edward Petry & Co., Inc. News: UP. Seating facilities: 75 persons. Merchandising: Maintain special department; no charge made for usual services. Foreign language programs: Will accept. Artists bureau: None. Base rate: \$125 (½ hr).

Copy restrictions: Accept beer; no wine, hard liquor or patent medicines; all copy subject to station approval.

KENTUCKY



STATIONS—Continued

KENTUCKY

(313,800 radio homes)

Radio Homes by Counties

Adair	1,100	Grant	1,000	Mason	2,700
Allen	1,500	Graves	3,500	Meade	800
Anderson	900	Grayson	1,600	Menifee	300
Ballard	1,000	Green	800	Mercer	1,900
Barren	2,700	Greenup	2,000	Metcalfe	500
Bath	800	Hancock	600	Monroe	1,000
Bell	4,100	Hardin	2,600	Montgomery	1,600
Boone	1,100	Harlan	5,900	Morgan	900
Bourbon	2,500	Harrison	2,000	Muhlenberg	3,500
Boyd	7,500	Hart	1,300	Nelson	2,100
Boyle	2,500	Henderson	3,000	Nicholas	900
Bracken	1,200	Henry	1,300	Ohio	2,100
Breathitt	1,200	Hickman	1,000	Oldham	800
Breckenridge	1,400	Hopkins	4,100	Owen	1,000
Bullitt	800	Jackson	600	Owsley	400
Butler	800	Jefferson	71,700	Pendleton	1,000
Caldwell	1,600	Jessamine	1,300	Perry	4,000
Calloway	2,200	Johnson	1,900	Pike	4,200
Campbell	10,000	Kenton	17,100	Powell	300
Carlisle	800	Knott	800	Pulaski	3,000
Carroll	1,100	Knox	1,700	Robertson	200
Carter	1,700	Larue	800	Rockcastle	1,100
Casey	1,000	Laurel	1,500	Rowan	900
Christian	4,000	Lawrence	1,200	Russell	800
Clark	2,500	Lee	600	Scott	1,800
Clay	1,000	Leslie	600	Shelby	2,100
Clinton	500	Letcher	2,900	Simpson	1,300
Crittenden	1,100	Lewis	1,100	Spencer	600
Cumberland	700	Lincoln	1,500	Taylor	1,300
Daviess	6,000	Livingston	700	Todd	1,200
Edmonson	700	Logan	2,200	Trigg	1,000
Elliott	400	Lyon	600	Trimble	500
Estill	1,400	McCracken	7,600	Union	1,800
Fayette	16,100	McCreary	1,200	Warren	4,500
Fleming	1,400	McLean	1,000	Washington	1,300
Floyd	2,900	Madison	3,500	Wayne	1,000
Franklin	3,100	Magoffin	1,200	Webster	2,000
Fulton	2,300	Marion	1,700	Whitley	2,900
Gallatin	400	Marshall	1,300	Wolfe	500
Garrard	1,100	Martin	500	Woodford	1,400

WCMI, ASHLAND

Operator: Ashland Broadcasting Co., Inc., WCMI Bldg., Radio Block. *Phone:* 363. *Power:* 250 and 100 watts on 1310 kc. *Affiliation:* None. *Opened:* April 29, 1935. (Note: WCMI is affiliated with The Ashland Independent newspaper, but run under a separate corporation.)

Managing director: Jas. F. Kyler. *Commercial manager:* Jack Bell. *Program director:* Hester Kyler. *Chief engineer:* Ernest D. Herider. *Artists bureau head:* Tys Terwey. *Musical director:* Lew Stubman. *Publicity director:* Paul Rhule, Jr.

Rep: J. J. Devine & Associates. *News:* AP. *Seating facilities:* Main studio, 300 persons; Paramount Theatre available, seating capacity, 1,700; two shows currently

originating from the theatre, with a slight charge made to the audience for one of them (amateur program). *Merchandising:* yes, handle newspaper and other tie-ups; distribute samples, etc.; have a campaign for virtually every product advertised. *Foreign language programs:* Accepted. *Artists bureau:* Yes; list a score of announcers, musicians, orchestras. *Base rate:* \$60.

Copy restrictions: Accept light wines and beer, no hard liquor; announcements limited to 100 words or less and only broadcast on station breaks (every 15 minutes).

WLAP, LEXINGTON

Operator: American Broadcasting Corporation of Kentucky, Walton Bldg. *Phone:*

SKIP CHINA AND SAVE 50%!

If you insist on trying to cover both China and the Louisville market with *one radio station*, you'd better skip WAVE, because we don't reach China. . . . On the other hand, if you agree with us that no one station can really cover both China and Louisville, anyway, you can

(1) use WAVE for the Louisville market, PLUS a good Chinese station for China—and *really cover* both markets at the cost of one big station!

—or (2) skip China entirely and save 50%!

Is the Louisville market *worth* getting? Well—1,132,692 souls can use a lot of mayonnaise, or shoes, or gasoline—enough to look pretty big in *anybody's* sales figures! . . . N.B.C.

National Representatives
FREE & PETERS, INC.

Station **WAVE** *Louisville*

1000 WATTS

INCORPORATED

940 K. C.

STATIONS—Continued

1721; 1722. *Power:* 250 and 100 watts on 1420 kc. *Affiliation:* None. *Opened:* March 17, 1934.

Secretary-treasurer, station manager: Winston L. Clark. *Commercial manager:* Edward H. Bubert. *Assistant manager:* Lyell L. Ludwig. *Program director:* Ted Grizzard. *Chief engineer:* Sanford Helt. *Artists bureau head:* Miller Welch. *Musical director:* Mary Nugent.

Rep: J. J. Devine & Associates, Inc. *News:* UP. *Seating facilities:* None. *Merchandising:* Supply listings and publicity through Lexington Herald. *Foreign language programs:* No set rules; question has never arisen as foreign population is very small. *Artists bureau:* Yes; lists about 20 artists. *Base rate:* \$58 (½ hr.)

Copy restrictions: Accept beer and wine any time; hard liquor after 8 p.m.; accept patent medicine advertising provided it meets with approval of the State Pharmacy Board and Federal regulations; all copy subject to station approval and government regulations.

WAVE, LOUISVILLE

Operator: WAVE, Inc., Brown Hotel. *Phone:* Jackson 8391. *Power:* 1,000 watts

on 940 kc. *Affiliation:* NBC Southcentral Group. *Opened:* December 30, 1933.

Owner, station head: George W. Norton, Jr. *Station manager:* Nathan Lord. *Commercial manager:* James F. Cox. *Program director:* George Patterson. *Chief engineer:* Wilbur Hudson. *Artists bureau head, musical director:* Clifford Shaw. *Publicity director:* Sarah Ramsey.

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

Copy restrictions: Accept beer, wine, liquor and patent medicine accounts, provided they comply with Food and Drug regulations; all copy must be in good taste and is subject to station approval.

WGRC, NEW ALBANY (IND.)

Operator: Northside Broadcasting Corp., Indiana Theatre Bldg. *Phone:* 150. *Power:* 250 watts on 1370 kc (to local sunset). *Affiliation:* None. *Opened:* Oct. 23, 1936.

Here's what Dun's Review
says about

WLAP's

Famous Bluegrass Market

RETAIL TRADE — up 43%

More Than Any City in Kentucky

RESIDENTIAL CONSTRUCTION
—up 63%

More Than 100% in First 4 Months

AGRICULTURAL CONDITIONS

Better Than in Any Recent Years

INDUSTRIAL

Business jammed with back orders. This is YOUR market of one-half million people . . . with YOUR station serving exclusively the interests of this wealthy area.

WLAP LEXINGTON
KENTUCKY

WINSTON L. CLARK, Manager
ED. H. BUBERT, Commercial Manager

WGRC

The George Rogers Clark Station

New Albany, Ind.

Louisville, Ky.

Jeffersonville, Ind.

More than ½ Million within our half millivolt line and the preponderance daytime listeners.

Truly a bull's-eye coverage of the
Fall Cities and Environs.

Write for detailed information.

Nationally represented by

H. K. CONOVER CO.

NEW YORK -- CHICAGO
DETROIT -- MILWAUKEE

100 Per Cent. R.C.A. Equipped



They'll listen IF THEY LIKE IT!

Everyone in the show business knows that you can't pack the house unless the show's a "Wow". . .and that's the way it is in Radio. There are 1,267,519 families listening to radio in the WHAS proven primary listening area . . . a \$1,220,899,333 retail trade market . . . We can reach every one of these homes, day or night . . . but remember—it's the show they listen to, and . . . they'll listen if they like it!

W H A S

Represented Nationally by Edward Petry & Co.

Owned and operated by The Louisville Times Company

Publishers of

THE COURIER-JOURNAL
THE LOUISVILLE TIMES

STATIONS—Continued

(Note: WGRC maintains studios in Louisville in the Kentucky Home Life Bldg., phone: Wabash 3343; also in Jeffersonville, in the Dream Theatre Bldg., phone: Jeffersonville 160).

President: Charles Lee Harris. **Managing director:** Arthur L. Harris. **Commercial manager, publicity director, artists bureau head:** Robert J. McIntosh. **Program director:** John E. Lepping. **Musical director:** Rosalind Brown. **Chief engineer:** Jack Gardner.

Rep: H. K. Conover. **News:** INS. **Seating facilities:** Have access to two theatres, capacity, 1,100 apiece. **Merchandising:** Maintains a department; contacts jobbers and distributors (also on foreign advertising); assist in all types of sales promotion. **Foreign language programs:** Accepted after approval by general manager. **Artists bureau:** Yes; has roster of about 30 or more artists, conductors, etc. **Base rate:** \$100.

Copy restrictions: All copy subject to general manager's approval; take alcoholic beverages of all kinds; patent medicines accepted if they pass FCC approval.

WHAS, LOUISVILLE

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

Owner: Barry Bingham. **Station man-**

ager: Credo Fitch Harris. **Commercial manager:** W. L. Coulson. **Program director:** Joe Eaton. **Chief engineer:** Howard Campbell. **Artists bureau head:** Bob Drake. **Musical director:** Harry Currie. **Publicity director:** Dolly Sullivan.

Rep: Edward Petry & Co., Inc. **News:** UP. **Seating facilities:** 100 persons. **Merchandising:** Supply daily listings, pictures and highlights in Courier-Journal and Times, plus publicity in magazines and trade journals; contact dealers, retailers, neighborhood groups, etc., by telephone or personal calls, broadsides and other direct mail; surveys and window displays are handled by Montgomery Associates at a small cost to the advertiser. **Foreign language programs:** Not accepted. **Artists bureau:** Yes; lists all artists appearing on WHAS programs. **Base rate:** \$450.

Copy restrictions: Accept beer any time; wine and hard liquor only during late evening hours; commercials for alcoholic accounts must be institutional and are subject to stringent regulations; patent medicine advertising must conform to Federal Trade Commission regulations and station standards.

WPAD, PADUCAH

Operator: Paducah Broadcasting Co., Inc., Ninth & Terrell Sts. **Power:** 250 and 100 watts on 1420 kc.

Rep: J. J. Devine & Associates, Inc. **Base rate:** \$35.

No other information available after repeated requests.

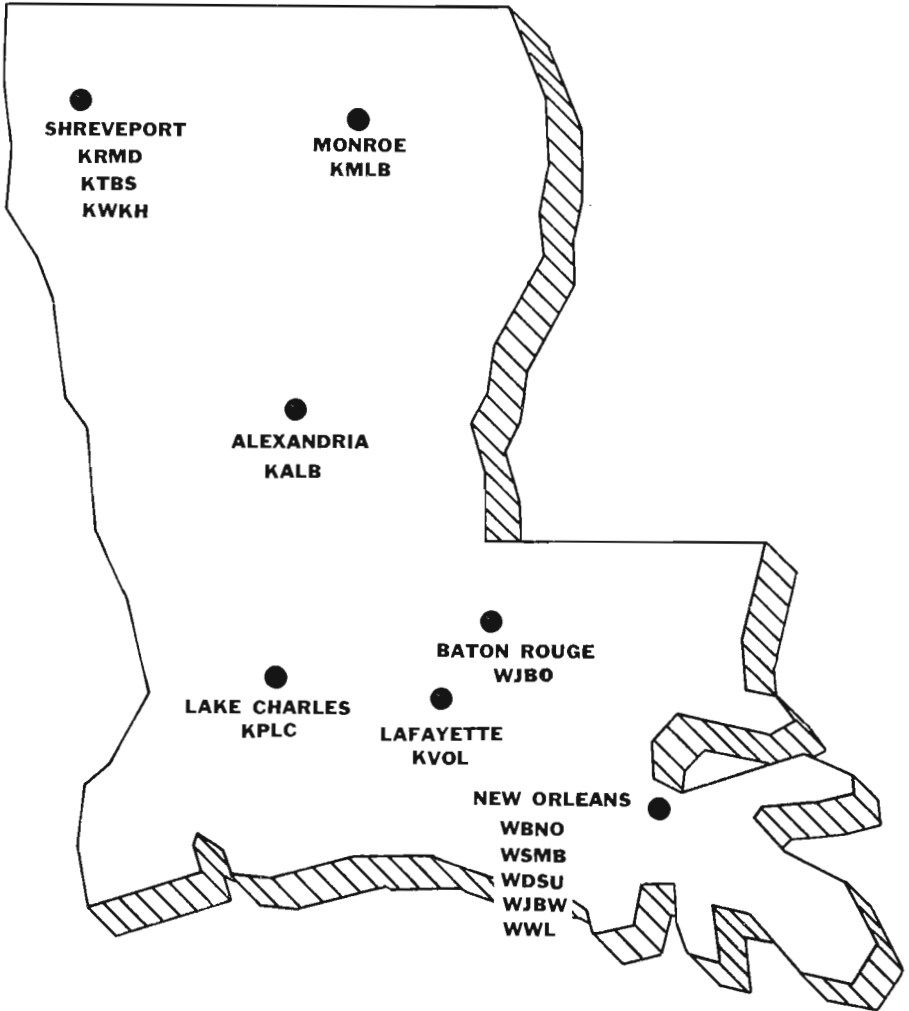
LOUISIANA

(260,000 radio homes)

Radio Homes by Counties

Acadia	4,000	Iberia	2,800	St. Charles.....	900
Allen	1,400	Iberville	2,300	St. Helena.....	500
Ascension	1,700	Jackson	1,400	St. James.....	1,100
Assumption	1,300	Jefferson	3,500	St. John the Baptist..	1,100
Avoyelles	2,600	Jefferson Davis.....	2,200	St. Landry.....	5,100
Beauregard	1,300	Lafayette	4,200	St. Martin.....	1,700
Bienville	1,800	Lafourche	3,000	St. Mary.....	2,800
Bossier	2,200	La Salle.....	1,200	St. Tammany.....	2,200
Caddo	23,600	Lincoln	1,100	Tangipahoa	4,300
Calcasieu	6,500	Livingston	1,100	Tensas	1,300
Caldwell	900	Madison	1,500	Terrebonne	2,900
Cameron	300	Morehouse	2,500	Union	1,500
Catahoula	900	Natchitoches	3,100	Vermilion	2,600
Claiborne	2,800	Orleans	90,800	Vernon	1,600
Concordia	1,000	Ouachita	8,900	Washington	3,400
De Soto.....	2,600	Plaquemines	700	Webster	2,600
East Baton Rouge..	12,100	Pointe Coupee.....	1,500	West Baton Rouge..	800
East Carroll.....	1,400	Rapides	7,900	West Carroll.....	1,000
East Feliciana.....	1,200	Red River.....	1,200	West Feliciana.....	800
Evangeline	1,600	Richland	2,100	Winn	1,300
Franklin	2,400	Sabine	2,200		
Grant	1,300	St. Bernard.....	400		

LOUISIANA



KALB, ALEXANDRIA

Operator: Alexandria Broadcasting Co., Inc., 3rd and Jackson Sts. *Phone:* 65. *Power:* 100 watts on 1420 kc (to sunset). *Affiliation:* None. *Opened:* Sept. 21, 1935. (Note: Application pending for 1210 kc unlimited time.)

General manager, station manager: James W. Worthington. *Commercial manager:* Gordon Hilton. *Program director:* Kenneth E. White. *Chief engineer:* Paul E. Curtis.

Rep: None. *News:* Transradio. *Seating facilities:* Reception room for 300. *Merchandising:* None. *Foreign language programs:* None needed in this area. *Artists bureau:* None. *Stock:* Privately held by W. H. Allen, president; J. B. Nachman, vice-president; E. Levy, secretary-treasurer. *Base rate:* \$47.25.

Copy restrictions: None.

WJBO, BATON ROUGE

Operator: Baton Rouge Broadcasting Co., Inc., Magnolia and Fifth Sts. *Phone:* 3647. *Power:* 100 watts on 1420 kc. (has construction permit for 500 watts on 1120 kc., unlimited, except 8 to 9 p.m. Friday and Monday evenings). *Affiliation:* Southern Broadcasting Network (regional); NBC Blue. *Opened:* 1924 (in New Orleans; in Baton Rouge since Dec. 12, 1934). (Note: This station is newspaper-affiliated with the Baton Rouge State-Times and Morning Advocate.)

Vice-president and general manager: H. Vernon Anderson. *Commercial manager:* Roy Dabadie. *Program director:* Paul Goldman. *Chief engineer:* Wilbur Golson. *Musical director:* Dardanella Mullen. *Publicity director:* Ralph Rogers.

Rep: None. *News:* AP. *Seating facilities:* About 75 persons. *Merchandising:* No information given. *Foreign language programs:* No information given. *Artists bureau:* None. *Stock:* Principally held by Chas. P. Manship, Sr. and Chas. P. Manship, Jr. *Base rate:* \$44.

Copy restrictions: Beer and light wines accepted; no hard liquors; all copy must conform to Federal Trade Commission rules.

KVOL, LAFAYETTE

Operator: Evangeline Broadcasting Co., Inc., 300 Jefferson St. *Phone:* 336. *Power:* 100 watts on 1310 kc. *Affiliation:* Louisiana Network. *Opened:* July 29, 1935. (Note: this station is affiliated with the Louisiana Daily Advertiser.)

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

Rep: None. *News:* AP. *Seating facilities:* 50 persons. *Merchandising:* Window displays. *Foreign language programs:* Accept French programs. *Artists bureau:* None. *Base rate:* \$35.

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

KPLC, LAKE CHARLES

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

General manager: L. M. Sepaugh. *Station manager:* C. R. Porter. *Commercial manager:* Frank Carroll. *Program director:* Kenneth McDaniel. *Chief engineer:* E. C. Moses.

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

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

KMLB, MONROE

Operator: Liner's Broadcasting Station, Inc., Frances Hotel. *Phone:* 4321. *Power:* 250 and 100 watts on 1200 kc. *Affiliation:* None. *Opened:* July 1, 1930.

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

Rep: Radio Markets, Inc. *News:* Transradio. *Seating facilities:* About 50 persons. *Merchandising:* No information given. *Foreign language programs:* No information given. *Artists bureau:* Setup nominal only. *Base rate:* \$50.

Copy restrictions: Light wines and beer advertising accepted at any time; hard liquors only after 9 p.m., with careful scrutiny of copy; all copy must be in good taste in the opinion of the station management.

WBNO, NEW ORLEANS

Operator: The Coliseum Place Baptist Church, 720 Common St. *Power:* 100 watts on 1200 kc (shares time with WJBW). *Affiliation:* None.

Managing director: Edward R. Musso.

Rep: Cox and Tanz. *Base rate:* \$25 (½ hr.).

Copy restrictions: No alcoholic beverage advertising accepted.

No other information available after repeated requests.

WDSU, NEW ORLEANS

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

President: J. H. Uhalt. *Vice-president, commercial manager:* P. K. Ewing. *Program director:* Earl H. Smith. *Chief engineer:* D. R. Hines. *Musical director:* Albert A. Hodges.

Rep: Transamerican Broadcasting & Television Corp. *News:* Transradio; RNA. *Seating facilities:* No information given. *Merchandising:* No information given. *Foreign language programs:* No information given. *Artists bureau:* None. *Base rate:* \$125.

Copy restrictions: Rate card states "advertising of alcoholic beverages accepted, but program must be in the late hours;" all copy must conform to government regulations and station approval.

WJBW, NEW ORLEANS

Operator: C. C. Carlson, Godchaux Bldg. *Power:* 100 watts on 1200 kc (shares time with WBNO). *Affiliation:* None.

Rep: None. *Base rate:* \$26 (½ hr.).

WSMB, NEW ORLEANS

Operator: WSMB, Inc., Maison Blanche Bldg. *Phone:* Main 5920. *Power:* 1,000 watts on 1320 kc. *Affiliation:* NBC South-central Group. *Opened:* April, 1925. (Note: Newspapers, churches, schools and municipality may all use this station with moderation, at no cost; station is affiliated with the Maison Blanche department store and Saenger Theatre Corp.)

President: E. V. Richards. *General manager:* H. Wheelahan. *Commercial manager:* T. J. Fontelieu. *Program director, artists bureau head:* W. J. Brengel. *Chief engineer:* H. G. Nebe. *Musical director:* None listed; duties assumed by various persons. *Publicity director:* Don Lewis.

Rep: Edward Petry and Co., Inc. *News:* UP. *Seating facilities:* Lobby, 300 capacity; also Maison Blanche Auditorium, capacity 1,000. *Merchandising:* Any reasonable service rendered, but cost must be borne by advertiser. *Foreign language programs:* None on station currently; French and Italian could be used. *Artists bureau:* Acts as supply house for talent, rather than contractor of permanent artists; picks performers from Local Union

WSMB

FOR 12 YEARS NEW ORLEANS'
MOST POPULAR STATION

• • •

*Reason: Our best efforts concentrated on
Programs and Showmanship all the time*

New high-efficiency antenna and latest type high fidelity
equipment assures clients best possible coverage for a
regional station

WSMB TESTIMONIALS:

500,000 New Orleanians
1,200,000 Country and Small City Residents

STATIONS—Continued

Musicians and Little Theatre, offering them a chance on the air on a rotating basis. *Base rate:* \$130 (half hour).

Copy restrictions: Beer and wines accepted; hard liquor only after 10 p.m.; copy restricted as to number of words, truthfulness and good taste; some patent medicines barred, as well as all cure-alls.

WWL, NEW ORLEANS

Operator: Loyola University, WWL Development Co., Roosevelt Hotel. *Phone:* Raymond 2196. *Power:* 10,000 watts on 850 kc. *Affiliation:* CBS. *Opened:* March 30, 1922.

Faculty director: Rev. F. A. Cavey, S.J. *Station manager:* Vincent F. Callahan. *Assistant manager:* Capt. A. C. Pritchard. *Program director:* James Willson. *Chief engineer:* J. D. Bloom, Jr. *Musical director:* Karl Lelky.

Rep: None. *News:* UP. *Seating facilities:* Dome Room, 600 persons. *Merchandising:* Charge for services; circular letters, up to 300, \$4.50, plus postage; local telephone calls, 10c. apiece; local personal calls, 50c. apiece. *Foreign language programs:* Not accepted. *Artists bureau:* None. *Stock:* Station is wholly owned by Loyola University. *Base rate:* \$130 (half hour).

Copy restrictions: Beer and wine accepted; proprietaries must conform to station standards of public decency; no advertising from dentists; no unethical products.

KRMD, SHREVEPORT

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

Station head: L. M. Sepaugh. *Station and commercial manager:* G. V. Wilson. *Program and publicity director:* W. E. Rowens, Jr. *Chief engineer:* R. M. Dean.

Rep: J. J. Devine & Associates. *News:* Transradio. *Seating facilities:* 75 persons. *Merchandising:* No information given. *Foreign language programs:* No information given. *Artists bureau:* None. *Base rate:* \$35.

Copy restrictions: None listed.

KTBS, SHREVEPORT

Operator: Tri State Broadcasting System, Commercial Bldg. *Phone:* 4171. *Power:* 1,000 watts on 1450 kc. *Affiliation:* NBC Southwestern Group. *Opened:* 1928.

(Note: This station is newspaper-owned by the Shreveport Times as is KWKH of the same city.)

President: John D. Ewing. *Station manager:* John C. McCormack. *Commercial manager:* Jack O. Gross. *Program and musical director, artists bureau head:* B. G. Robertson. *Chief engineer:* C. H. Maddox. *Publicity director:* Jack Keasler.

Rep: The Branham Co. *News:* UP. *Seating facilities:* 75 persons (studios shared with KWKH). *Merchandising:* Complete service rendered at actual cost, excepting sales letters and bulletins which are mailed to retailers gratis. *Foreign language programs:* No rules, as such programs have never been requested; foreign population nil in this territory. *Artists bureau:* Setup nominal only. *Stock:* Principally held by the Times Publishing Co., Ltd. *Base rate:* \$90 (½ hr.).

Copy restrictions: Accept beer, wine and liquor advertising; medical accounts accepted only on approval of management; all copy subject to station approval and Federal Trade Commission rules and regulations.

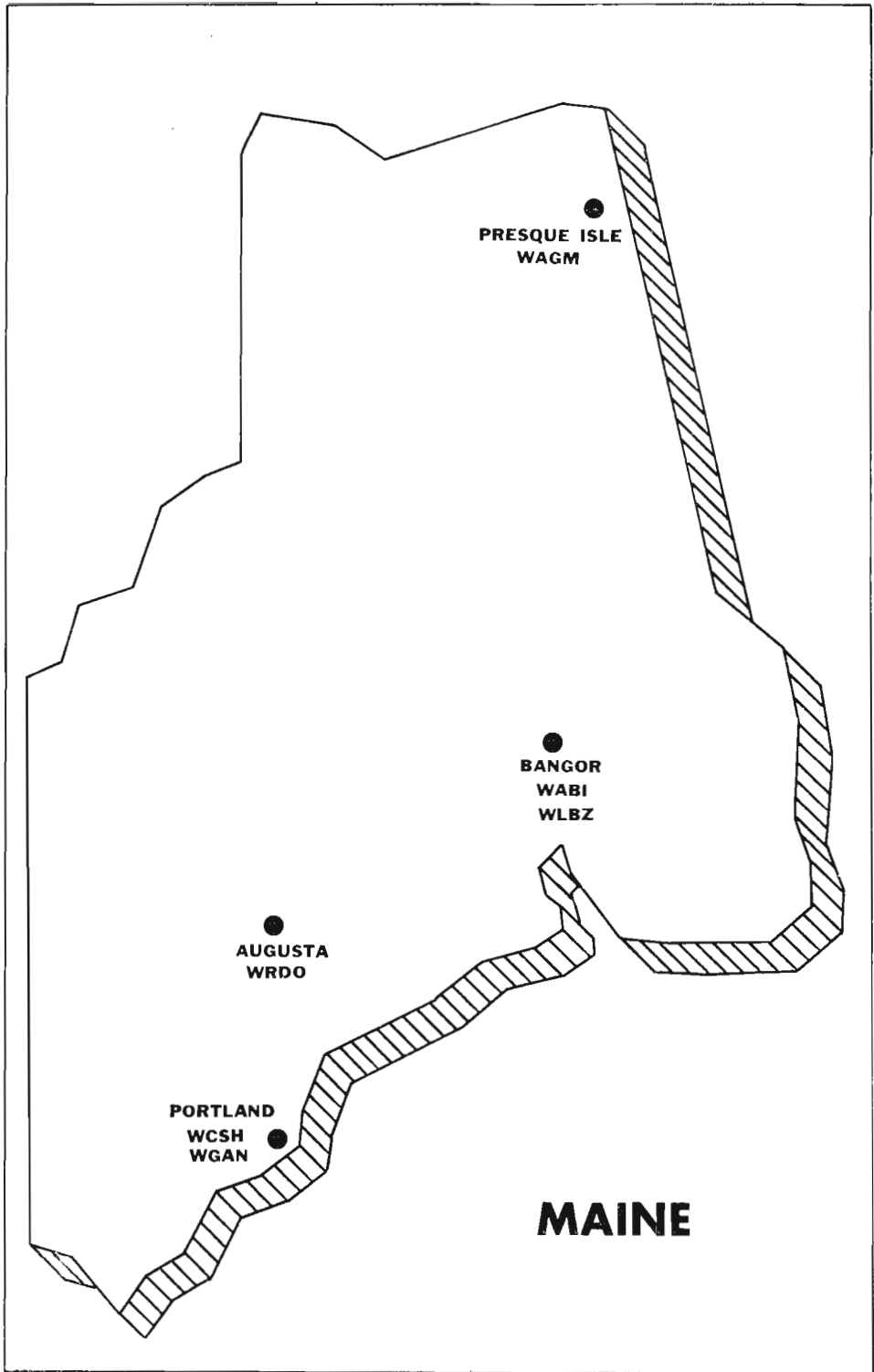
KWKH, SHREVEPORT

Operator: International Broadcasting Corp., Commercial Bldg. *Phone:* 4171. *Power:* 10,000 watts on 1100 kc. *Affiliation:* CBS. *Opened:* 1925. (Note: This station is newspaper-owned by the Shreveport Times as is KTBS of the same city.)

President: John D. Ewing. *Station manager:* John C. McCormack. *Commercial manager:* Jack O. Gross. *Program and musical director, artists bureau head:* Fred Ohl. *Chief engineer:* William E. Antony. *Publicity director:* Jack Keasler.

Rep: John Blair & Co. *News:* UP. *Seating facilities:* 75 persons (shared with KTBS). *Merchandising:* Complete service rendered at actual cost, excepting sales letters and bulletins which are mailed to retailers gratis. *Foreign language programs:* No rules, as such programs have never been requested; foreign population nil in this territory. *Artists bureau:* Setup nominal only. *Stock:* Principally held by Times Publishing Co., Ltd. *Base rate:* \$100 (½ hr.).

Copy restrictions: Accept beer, wine and liquor advertising; medical accounts accepted only on approval of management; all copy subject to station approval and Federal Trade Commission rules and regulations.



MAINE

(163,600 radio homes)

Radio Homes by Counties

Androscoggin	16,600	Knox	6,600	Somerset	6,700
Aroostook	14,600	Lincoln	3,200	Waldo	3,800
Cumberland	30,300	Oxford	7,600	Washington	6,400
Franklin	4,000	Penobscot	20,000	York	14,200
Hancock	7,000	Piscataquis	3,300		
Kennebec	15,500	Sagadahoc	3,800		

WRDO, AUGUSTA

Operator: Capital Broadcasting Co., Inc., 1 Commercial St. *Phone:* 2285. *Power:* 100 watts on 1370 kc. *Affiliation:* Colonial, Yankee, Mutual, Maine Broadcasting Systems. *Opened:* Feb. 23, 1932.

Station manager: Conrad E. Kennison. *Commercial manager:* Walter Weightman. *Chief engineer:* Harold Dinsmore.

Rep: None. *News:* Yankee Network News Service; Maine News Service (local). *Seating facilities:* None. *Merchandising:* Contact dealers and prospective dealers in language, personally or by mail. *Foreign language programs:* Accepted. *Artists bureau:* None. *Base rate:* \$50.

Copy restrictions: Accept beer and wine; no hard liquor advertising; patent medi-

cines accepted subject to station approval; commercials must conform to station standards.

WABI, BANGOR

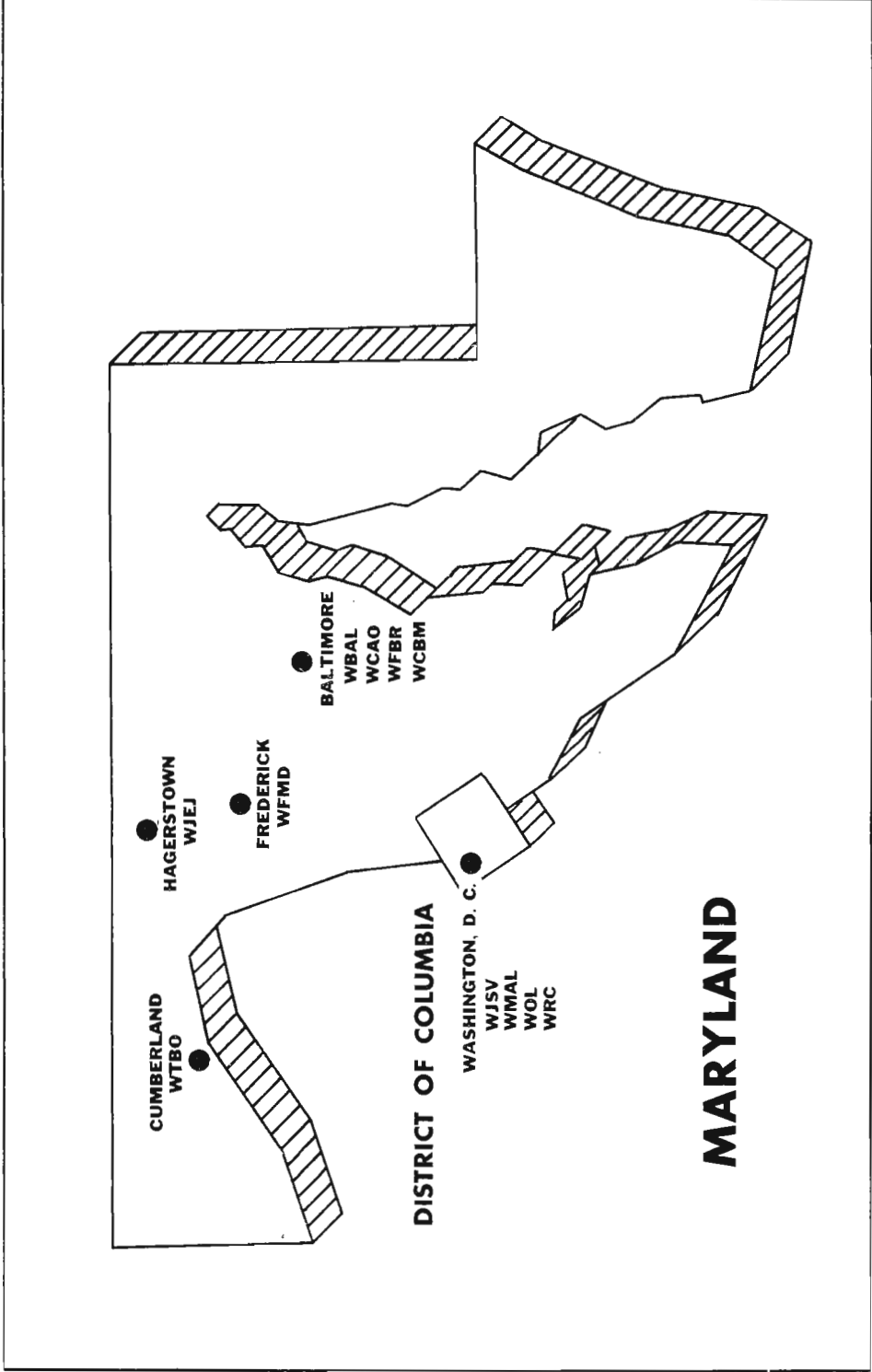
Operator: Community Broadcasting Co., State St. *Phone:* 6658. *Power:* 250 and 100 watts on 1200 kc. *Affiliation:* None. *Opened:* June 30, 1923.

General manager: F. B. Simpson. *Station manager:* B. M. Havey. *Commercial manager:* Guy Corey. *Program director:* R. M. Wallace. *Chief engineer:* Nelson Lawson. *Artists bureau head:* Addison Palmer.

Rep: Niles, Field & Associates (New York). *News:* None. *Seating facilities:* Approximately 100. *Merchandising:* None.

For the Best Results Use

"THE MAINE STATION FOR MAINE PEOPLE"**W L B Z****THE STATION WITH A CHARACTER
CHARACTERISTIC OF MAINE****Thompson L. Guernsey****Founder and Managing Director**



CUMBERLAND
WTBO

HAGERSTOWN
WJEJ

FREDERICK
WFMD

BALTIMORE
WBAL
WCAO
WFBR
WCBM

DISTRICT OF COLUMBIA

WASHINGTON, D. C.
WJSV
WMAL
WOL
WRC

MARYLAND

STATIONS—Continued

Foreign language programs: Accept both programs and announcements. *Artists bureau:* No talent listed as being under contract; bureau will, however, supply artists for advertiser at cost. *Stock:* Closed corporation, principals being F. B. Simpson, R. M. Wallace and B. M. Havey. *Base rate:* \$50.

Copy restrictions: Copy passed at discretion of program director; beer and wines spotted at any desired time; hard liquors only after 8 p.m.

WLBZ, BANGOR

Operator: Maine Broadcasting Co., Inc., 100 Main St. *Phone:* 6023; 9808. *Power:* 1,000 and 500 watts on 620 kc. *Affiliation:* CBS; Yankee Network. *Opened:* 1926; operated as 1-EE previously (1921).

Manager-director, publicity: Thompson L. Guernsey. *Commercial manager:* Edward Guernsey. *Program director:* Jack Atwood. *Chief engineer:* Bernard Kellom. *Musical director:* Norman Lambert.

Rep: Weed & Co. *News:* Yankee Network News Service; own local reporting. *Seating facilities:* Studio, 120; observation room, 25. *Merchandising:* Contact dealers; distribute publicity and promotional material to wholesalers. *Foreign language programs:* Not accepted. *Artists bureau:* None. *Stock:* Principal holder is Thompson L. Guernsey. *Base rate:* \$100.

Copy restrictions: Beer and wine accepted; no hard liquor; wordage of commercials must conform generally to that of the networks; all spot copy is sold on a word limit rate.

WCSH, PORTLAND

Operator: Congress Square Hotel Co., 579 Congress St. *Phone:* 3-9667. *Power:*

2,500 and 1,000 watts on 940 kc. *Affiliation:* NBC Basic Red; Yankee Network. *Opened:* June 25, 1925.

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

Rep: Weed & Co. *News:* Yankee Network News Service. *Seating facilities:* None. *Merchandising:* None. *Foreign language programs:* French language broadcasts occasionally accepted, but not invited. *Artists bureau:* Nominally maintained to pick artists from available supply in city. *Base rate:* \$160.

Copy restrictions: Accept beer, ale, light wines; no hard liquor advertising; on half-hour programs, commercial copy must not exceed 500 words; quarter-hours, 300 words; five minutes, 200 words; one-minute announcements, 100 words.

WGAN, PORTLAND

Operator: Portland Broadcasting System, Inc. *Power:* 500 watts on 640 kc (operates limited hours with dominant station on its channel—KFI). *Affiliation:* None. (Note: this station is newspaper affiliated with the Portland Press Herald and the Portland Express—Gannett papers.)

No other information available.

WAGM, PRESQUE ISLE

Operator: Aroostook Broadcasting Corp., National Bank Bldg. *Power:* 100 watts on 1420 kc (operates on specified hours). *Affiliation:* None.

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

Copy restrictions: Accept beer and wine and hard liquors.

MARYLAND

(320,000 radio homes)

Radio Homes by Counties

Allegany	13,300	Charles	1,600	Queen Annes.....	1,600
Anne Arundel.....	8,500	Dorchester	3,400	St. Marys.....	1,500
Baltimore	211,300	Frederick	8,300	Somerset	2,400
Baltimore City		Garrett	2,000	Talbot	3,100
(Inc. in Baltimore County)		Harford	5,200	Washington	10,900
Calvert	1,300	Howard	2,200	Wicomico	5,500
Caroline	2,400	Kent	2,200	Worcester	3,200
Carroll	5,600	Montgomery	11,100		
Cecil	4,000	Prince Georges.....	9,400		

WBAL, BALTIMORE

Operator: WBAL Broadcasting Company, Lexington Bldg. *Phone:* Plaza 4900. *Power:* 10,000 watts on 1060 kc. *Affiliation:* NBC Basic Blue. *Opened:* November 2, 1925.

(Note: This station is a subsidiary of Hearst Radio and is affiliated with the Baltimore News-Post and American.)

Station and commercial manager: Edwin M. Spence. *Program director:* Gustav

BALTIMORE IS A 350 MILLION DOLLAR MARKET!

59.9% of Baltimore's families
OWN THEIR OWN HOMES--it
has the highest rate of home-
ownership of any large city
in the United States . . .

***W F B R is Baltimore's
first-choice radio station!***

**IN BALTIMORE
THEY LISTEN TO -**

W F B R

National
Representatives
EDWARD PETRY & CO.
NEW YORK - CHICAGO
SAN FRANCISCO
DETROIT

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

Klemm. *Chief engineer:* Gerald W. Cooke. *Musical director:* Bob Iula. *Publicity director:* Edward Codel.

Rep: Hearst Radio. *News:* INS; UP; Universal. *Seating facilities:* 100 persons. *Merchandising:* Complete service offered at actual cost. *Foreign language programs:* Not accepted. *Artists bureau:* None. *Base rate:* \$340.

Copy restrictions: Beer and wine accepted; no liquor advertising; no dual sponsorship of programs; all copy subject to station approval.

WCAO, BALTIMORE

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

Executive vice-president, station manager, commercial manager: J. Thomas Lyons. *Program director, publicity director:* Gordon A. Scheihing. *Chief engineer:* Martin L. Jones.

Rep: Transamerican Broadcasting & Television Corp. *News:* INS. *Seating facilities:* Three studios; studio A, 100 persons; others, 25 to 50 persons apiece. *Merchandising:* None. *Foreign language programs:* Not accepted. *Artists bureau:* None. *Stock:* 47,500 shares held in voting trust, The First National Bank of Baltimore, trustee; no information concerning holders of certificates. *Base rate:* \$300.

Copy restrictions: Price comparisons discouraged—advertisers should not state that the public can now purchase merchandise at such-and-such a price which is higher, or lower, than a previous price; beer accepted, but number of sponsors limited; other alcoholic beverages accepted only after 10 p.m.; limit the number of patent medicine advertisers.

WCBM, BALTIMORE

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

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

Rep: None. *News:* INS, Universal. *Seating facilities:* 25 persons. *Merchandising:* None. *Foreign language programs:* Accepted; governed by same rules as regular announcements. *Artists bureau:* None. *Base rate:* \$120.

Copy restrictions: Beer and wine accepted; no liquor advertising; programs considered individually, but all must conform to federal and state laws, FCC regulations and Pure Food & Drug Act.

WFBR, BALTIMORE

Operator: The Baltimore Radio Show, Inc., 7 St. Paul St. *Phone:* Plaza 6030. *Power:* 1,000 and 500 watts on 1270 kc. *Affiliation:* NBC Basic Red. *Opened:* June 4, 1922.

President: Robert S. Maslin. *Executive vice-president:* Hope H. Barroll, Jr. *Commercial manager:* Purnell H. Gould. *Program director:* Bert Hanauer. *Chief engineer:* William Q. Ranft. *Artists bureau head, musical director:* Joseph Imbroglio. *Publicity director:* Robert S. Maslin, Jr.

Rep: Edward Petry & Co., Inc. *News:* Transradio. *Seating facilities:* Studio, 200 persons; also main ballroom of Lord Baltimore Hotel, 500. *Merchandising:* Have department; send letters to dealers; pre-program announcements; stage dealer meetings; furnish sponsor with route lists; display client's wares in studios; check response to programs among dealers and consumers (former by phone, latter by mail); will mail 50 letters or make 50 calls free in any phase of merchandising service—further service billed at cost; tie-up with seven county newspapers and one Baltimore daily in addition to screen trailers used for free advertising for spot program advertisers. *Foreign language programs:* Accepted at restricted time. *Artists bureau:* Setup nominal only. *Base rate:* \$300.

Copy restrictions: Not over four minutes of commercial in a 15-minute program; no comparative price mentions; will take beer and wine programs, but not announcements only; no hard liquor advertising; no laxative announcements after 6 p.m.; station is associate member of the Proprietary Association.

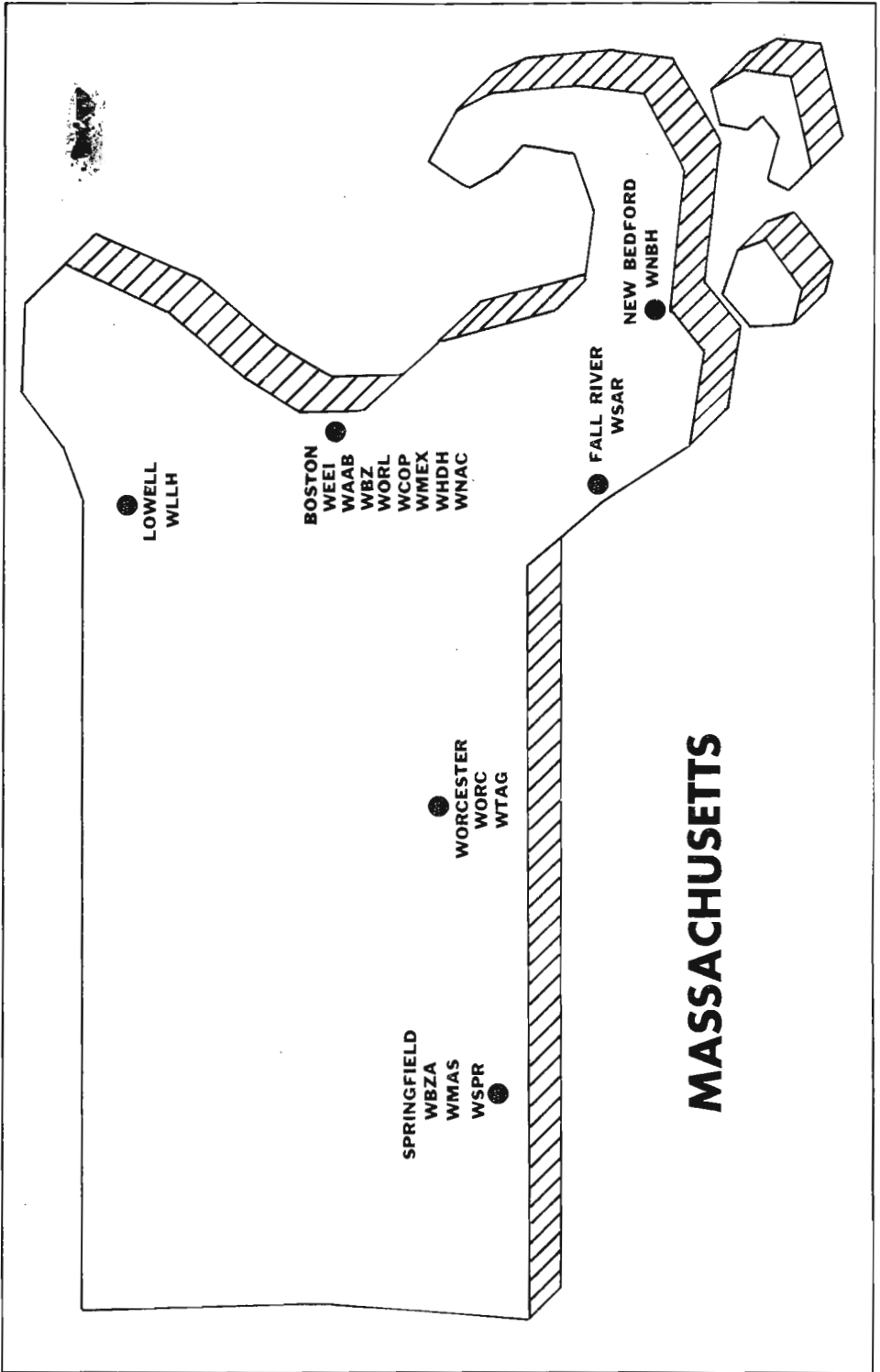
WTBO, CUMBERLAND

Operator: Associated Broadcasting Corp., 31 Frederick St. *Phone:* Cumberland 299. *Power:* 250 watts on 800 kc. (to sunset). *Affiliation:* Quaker State Network. *Opened:* October, 1929.

Treasurer, general manager: H. B. McNaughton. *Program director:* Robert Roasmond. *Chief engineer:* George Lennert.

Rep: Joseph Hershey McGillvra. *News service:* Transradio. *Seating facilities:* About 75 persons. *Merchandising:* Dealer contacts, trade and consumer publicity gratis. *Foreign language programs:* Accepted; German only foreign language of value in this area. *Artists bureau:* None. *Stock:* Principally held by Roger W. Clipp, president, and Frank Becker, vice-president. *Base rate:* \$86.25.

Copy restrictions: Accept all alcoholic beverages if copy is in good taste; copy



MASSACHUSETTS

should not be out of balance with entertainment phases of programs.

WFMD, FREDERICK

Operator: Monocacy Broadcasting Co., Francis Scott Key Hotel. *Phone:* 1466. *Power:* 500 watts on 900 kc (to local sunset). *Affiliation:* None. *Opened:* Jan. 1, 1936.

Vice-president, general manager, commercial manager: A. V. Tidmore. *Program director, artists bureau head:* Bob Longstreet. *Chief engineer:* John A. Fels. *Musical director:* Winston Shipley. *Publicity director:* Deane Long.

Rep: None. *News:* Transradio. *Seating facilities:* Winchester Hall, capacity 500. *Merchandising:* None formulated as yet; clients largely local. *Foreign language programs:* Would accept, but population doesn't warrant such programs. *Artists bureau:* Books talent, but has no talent contracts; purpose of bureau is described as "to prevent exploitation for too many benefit performances." *Base rate:* \$60 (one hour, 13 times).

Copy restrictions: Will accept beer and wine; no hard liquor; all copy subject to U. S. and FCC regulations.

WJEJ, HAGERSTOWN

Operator: Hagerstown Broadcasting Co., Lovely Dame Bldg. *Phone:* 2323. *Power:* 100 watts on 1210 kc. (daytime; has been granted specified hour nighttime operation with 50 watts, which will be effective as soon as engineering rules of the FCC are met). *Affiliation:* None. *Opened:* Oct. 29, 1932.

Manager: Grover C. Crilley. *Assistant manager, program director, artists bureau head, musical director:* William H. Paulsgrove. *Commercial manager:* C. H. Myers. *Chief engineer:* Harold Brewer.

Rep: None. *News:* Transradio. *Seating facilities:* auditorium arrangement for presenting public shows; capacity 600; admission to be charged, if any, is optional with the sponsor. *Merchandising:* No information given. *Foreign language programs:* No information given. *Artists bureau:* Setup nominal only. *Base rate:* \$45 (one hour one week).

Copy restrictions: Accept beer, wines and hard liquors; patent medicines must stand scrutiny of Food & Drugs Administration; all copy must conform with government regulations.

MASSACHUSETTS

(946,900 radio homes)

Radio Homes by Counties

Barnstable	8,700	Franklin	11,800	Norfolk	68,800
Berkshire	27,300	Hampden	80,000	Plymouth	40,900
Bristol	73,700	Hampshire	15,800	Suffolk	190,900
Dukes	1,300	Middlesex	203,200	Worcester	105,600
Essex	117,900	Nantucket	1,000		

WAAB, BOSTON

Operator: The Yankee Network, Inc., 21 Brookline Ave. *Phone:* Commonwealth 0800. *Power:* 500 watts on 1410 kc. *Affiliation:* Colonial Network, Mutual Broadcasting System. *Opened:* April 20, 1931.

President: John Shepard III. *Assistant to the president:* R. L. Harlow. *Commercial manager:* William Warner. *Program director:* Linus Travers. *Chief engineer:* Paul A. deMars. *Artists bureau head:* Van D. Sheldon. *Publicity director:* A. Stephenson.

Rep: Edward Petry & Co., Inc. *News:* Yankee Network News Service. *Seating facilities:* Studio, 100 persons. *Merchandising:* Supplies coverage and market data; will aid in buyer contacts and cooperate in further merchandising plans on a cost basis. *Foreign language programs:* Accepts certain types; acceptance depends on merit as public entertainment. *Artists*

bureau: Yes; has complete roster of talent. *Base rate:* \$200.

Copy restrictions: Accept beer, wines, liquor; Better Business Bureau and Proprietary Association consulted.

WBZ-WBZA, BOSTON

Operator: Owned and operated by Westinghouse Electric & Mfg. Co.; leased and programmed by the National Broadcasting Co., Inc. *WBZ:* Hotel Bradford, Boston. *WBZA:* Hotel Kimball, Springfield. *Phone:* WBZ: Hancock 4261; WBZA: Springfield 2-1613. *Power:* WBZ: 50,000 watts on 990 kc; WBZA: 1,000 on 990 kc. (Note: both stations operate simultaneously and in synchronism on the same frequency and wavelength.) *Affiliation:* NBC Basic Blue. *Opened:* WBZ: Sept. 15, 1921; WBZA: Nov. 15, 1924. (Note: both stations joined the NBC Blue on Jan. 1, 1927; they were leased from Westinghouse March 1, 1932.)

WAAB

The Sports Station of New England . . .

K EY station of the Colonial Network. Mutual Broadcasting System outlet . . . New England's outstanding sports station, featuring exclusive play-by-play broadcasts of major league baseball games, collegiate and professional football, boxing, wrestling, hockey, racing broadcasts from local tracks and race results from tracks throughout the country, and more outside pickups than any other radio station in New England. . . . Commands in Boston more listeners than any other local station, exclusive of major network stations. Has 20.3% more listeners than first competing outlet—118.3% more listeners than second competing outlet, based on audiometer (mechanically recorded) survey. . . . Provides complete low-cost coverage of the entire Metropolitan Boston area. . . . Among local stations (as distinguished from major network stations) carries largest volume of local business by a wide margin.

THE COLONIAL NETWORK

21 BROOKLINE AVENUE, BOSTON, MASSACHUSETTS

EDWARD PETRY & CO., Inc. *Exclusive National Representatives*

NEW YORK

DETROIT

CHICAGO

SAN FRANCISCO

STATIONS—Continued

General manager: John A. Holman. *Commercial manager:* Gordon B. Ewing. *Program director:* John F. McNamara. *Chief engineer:* Dwight A. Myer. *Artists bureau head:* Cleon B. White. *Musical director:* John H. Wright. *Publicity director:* George A. Harder.

Rep: National Broadcasting Co. *News:* UP; Press-Radio. *Seating facilities:* Studio A, 250; studio B, 250; Hotel Bradford Auditorium, 2,000. *Merchandising:* None listed. *Foreign language programs:* None listed. *Artists bureau:* Yes; complete roster of talent is listed. *Base rate:* \$400.

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

WCOP, BOSTON

Operator: Massachusetts Broadcasting Corp., Copley Plaza Hotel. *Phone:* Commonwealth 1717. *Power:* 500 watts on 1120 kc (operates daytime). *Affiliation:* None. *Opened:* Aug. 26, 1935.

President: Harold A. Lafount. *Station manager:* Gerard H. Slattery. *Program director:* Arthur Leary. *Chief engineer:* Whitman Hall. *Publicity director:* James Donovan.

Rep: Weed & Company. *News:* Transradio. *Seating facilities:* Public function rooms of hotel used, capacity 2,000. *Merchandising:* Contacts with distributing houses; forward promotional material for the advertiser; tabulate and sort contest mail. *Foreign language programs:* Accepted if English translation is submitted in advance. *Artists bureau:* None. *Base rate:* \$75.

Copy restrictions: Alcoholic beverages accepted; patent medicines must have Federal Trade Commission approval; commercial copy "carefully edited and must comply with station regulations."

WEEL, BOSTON

Operator: Columbia Broadcasting System, Inc., 182 Tremont St. *Phone:* Hubbard 2323. *Power:* 5,000 and 1,000 watts on

590 kc. *Affiliation:* CBS. *Opened:* Sept. 29, 1924.

Station manager: Harold E. Fellows. *Commercial manager:* Roy Marks. *Program director:* Arthur F. Edes. *Chief engineer:* Phillip K. Baldwin. *Production manager, musical director:* Lloyd G. Del Castillo. *Publicity director:* L. S. Whitcomb.

Rep: Radio Sales, Inc. *News:* UP, Herald-Traveler (local). *Seating facilities:* Studio A, seating 100 persons; Salle Moderne, Hotel Statler, seating 500; Grand Ball Room, Hotel Statler, seating 1,200. *Merchandising:* Services rendered at actual cost. *Foreign language programs:* Not accepted. *Artists bureau:* Set-up nominal only. *Stock:* Owned by Edison Electric Illuminating Company of Boston; station is leased and operated by CBS.

Copy restrictions: See CBS program policies.

WHDH, BOSTON

Operator: Matheson Radio Co., Inc., Hotel Touraine. *Power:* 1,000 watts on 830 kc (daytime). *Affiliation:* None.

General manager: R. G. Matheson.

Rep: None. *Base rate:* \$100.

No further information available after several requests.

WMEX, BOSTON

Operator: Northern Corporation, Brookline Ave. *Phone:* Commonwealth 3900. *Power:* 250 and 100 watts on 1500 kc. *Affiliation:* Inter-City Broadcasting System. *Opened:* October 18, 1934.

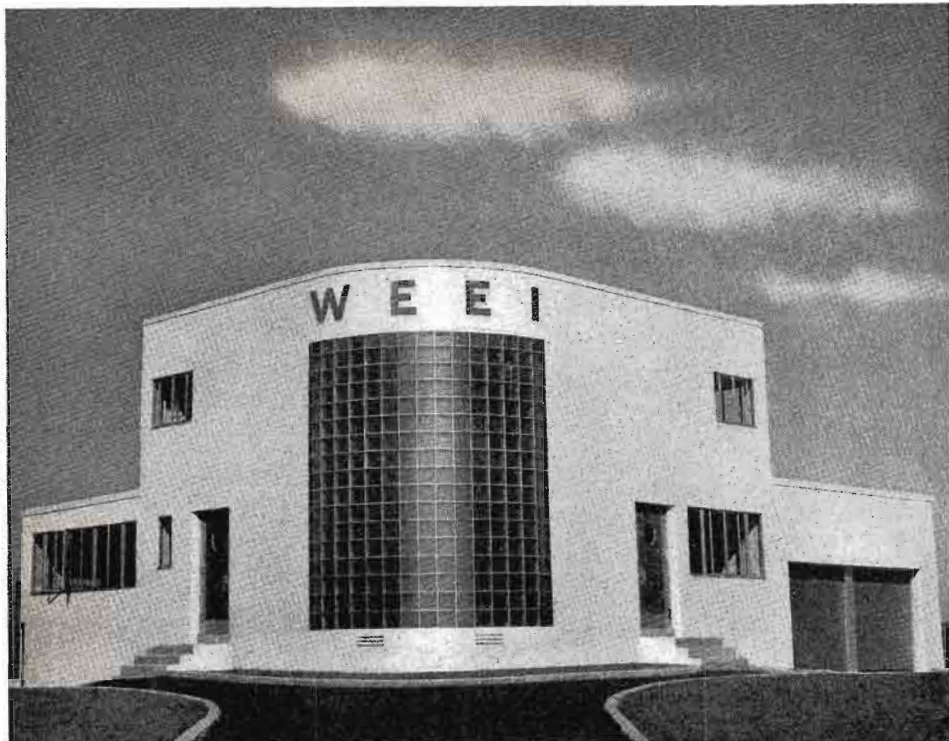
Managing director, station manager, chief engineer: Alfred J. Pote. *Commercial manager:* A. Alfred Wasser. *Program director, artists bureau head:* John E. Reilly. *Musical director:* Harrison Flint. *Publicity director:* Vivienne M. Cameron.

Rep: Craig & Hollingbery, Inc. *News:* Christian Science Monitor. *Seating facilities:* Studio A, 100 persons; Studio B, 50. *Merchandising:* None. *Foreign language programs:* Accept Italian programs. *Artists bureau:* Setup nominal only. *Stock:* Principally held by A. M. Iovanna, M. E. Gorman and Josephine Cunningham. *Base rate:* \$120.

Copy restrictions: Accept beer and wine, but no hard liquor or patent medicines; commercials limited to 150 words, with overboard wordage and all direct comparison deleted by station.

WNAC, BOSTON

Operator: The Yankee Network, Inc., 21 Brookline Ave. *Phone:* Commonwealth 0800. *Power:* 5,000 and 1,000 watts on 1230



THIS IS . . . the house¹ that has the power² that pumps
the words³ that sell the goods⁴ that people⁵
buy who live in the town of Boston.⁶

1. house, and new high-fidelity transmitter with directional antenna system: dedicated April 3, 1937. **2. power**: increased to 5,000 watts, daytime, April 3, 1937. **3. words**: in 60, 30, 15, 10, 5 minute programs; and announcements in 3 participating program periods. **4. goods**: WEEL carries 226 weekly

commercial programs, representing 143 different products and services. **5. people**: WEEL serves an area in which 4 million people live and buy. **6. town of Boston**: we mean that area served by WEEL, where Bostonians, those who are called "Bostonians," and most New Englanders live.

WEEL — BOSTON 5,000 watts day, 1,000 night. Operated by the Columbia Broadcasting System • Represented by RADIO SALES: NEW YORK • CHICAGO • DETROIT • LOS ANGELES • SAN FRANCISCO



kc. *Affiliation:* NBC Basic Red, The Yankee Network. *Opened:* July 31, 1922.

President: John Shepard III. *Assistant to the president:* R. L. Harlow. *Commercial manager:* C. W. Phelan. *Program director:* Linus Travers. *Chief engineer:* Paul A. deMars. *Artists bureau head:* Van D. Sheldon. *Publicity director:* Gerald Harrison.

Rep: Edward Petry & Co., Inc. *News:* The Yankee Network News Service. *Seating facilities:* Studio, 100 persons. *Merchandising:* Supplies coverage and market data; will aid in buyer contacts; will cooperate in further plans at cost. *Foreign language programs:* Does not accept. *Artists bureau:* Yes; complete talent roster. *Base rate:* \$400.

Copy restrictions: Beer, wines, liquor accepted; copy on all programs must conform to Better Business Bureau standards; patent medicines subject to Proprietary Association copy rules.

WORL, BOSTON

Operator: Broadcasting Service Organization, Inc., 610 Beacon St. *Phone:* Commonwealth 5100. *Power:* 500 watts on 920 kc (daytime). *Affiliation:* None. *Opened* 1926 (as WBSO; call letters changed in 1936).

President: Harold A. Lafount. *Station manager, commercial manager:* W. Cort Treat. *Program director, musical director:* Stanley Schultz. *Chief engineer:* George Luckey. *Publicity director:* Harry Marble.

Rep: J. J. Devine & Associates, Inc. *News:* Transradio; Christian Science Monitor. *Merchandising:* Maintains such a department; no details given. *Foreign language programs:* Accepted; translation must be furnished in advance. *Base rate:* \$75.

Copy restrictions: Advertising of alcoholic beverages not accepted; all copy subject to station approval.

WSAR, FALL RIVER

Operator: Doughty & Welch Electric Co., Academy of Music Bldg., South Main St. *Phones:* 450-451. *Power:* 1,000 watts on 1450 kc. *Affiliation:* Mutual Broadcasting System; Yankee Network; Colonial Network. *Opened:* 1921.

President, treasurer, station manager: William T. Welch. *Commercial manager, publicity director:* Archibald Gillis. *Program director, artists bureau head:* J. Y. Welch. *Chief engineer:* John C. Pavis. *Musical director:* Harry W. Craig.

Rep: None. *News:* Yankee Network News Service. *Seating facilities:* Three studios, largest one seating 100 persons. *Merchandising:* Publicity, coverage and

market data offered free; all other services rendered at actual cost. *Foreign language programs:* Accepted; French, Italian, Portuguese, Polish and Assyrian programs current; copy subject to station approval or revision. *Artists bureau:* Setup nominal only. *Base rate:* \$120.

Copy restrictions: Accept beer, wine and liquor; no restrictions other than those of the FCC.

WLH, LOWELL

Operator: Merrimac Broadcasting Co., Inc., 39 Kearney Square. *Phone:* Lowell 2121. *Power:* 250 and 100 watts on 1370 kc. *Affiliation:* Mutual Broadcasting System; Yankee Network; Colonial Network. *Opened:* Oct. 10, 1934.

President: A. S. Moffat. *Station manager, program director:* Robert F. Donahue. *Commercial manager:* Haskell Bloomberg. *Chief engineer:* William MacDonald.

Rep: Edward Petry & Co., Inc. *News:* The Yankee Network News Service; also own local news service. *Seating facilities:* Auditorium, 2,300 persons; studio A, 100; studio B, 50; studio C, 20. *Merchandising:* Give air plugs, as well as publicity in the Lawrence Telegram, with which station has reciprocal agreement. *Foreign language programs:* Have French, Italian, Portuguese, Greek and Polish; no English announcements allowed during these programs. *Artists bureau:* None. *Base rate:* \$75.

Copy restrictions: Take wine, beer, hard liquors, but copy must not tend to encourage their use; other copy must conform to "commonly accepted standards."

WNBH, NEW BEDFORD

Operator: E. Anthony & Sons, Inc., 251 Union St. *Phone:* 5533. *Power:* 250 and 100 watts on 1310 kc. *Affiliation:* Yankee Network; Colonial Network; Mutual Broadcasting System. *Opened:* May, 1921, as WDAU; later changed to WBBG; as WNBH since 1925. (Note: This station is newspaper-owned: Mercury and Standard-Times.)

General manager: Irving Vermilya. *Commercial manager, program director:* Sol Chain. *Chief engineer:* Clyde Pierce.

Rep: None. *News:* INS. *Seating facilities:* None. *Merchandising:* Any reasonable service rendered; newspaper display advertising given at start of sponsored program; letters mailed to merchants and listeners for cost of postage; products introduced to retailers by station solicitors when desired; theatre tie-ups arranged; station telephones available to sponsor for telephone orders. *Foreign language pro-*

WNAC

Always Boston's Most Popular Station

KEY station of The Yankee Network. NBC Red Network outlet. . . . Blankets the 80 cities and towns of the Metropolitan Boston area, serving a population of 2,307,897. . . . By every independent survey ever made—house-to-house, co-incidental telephone or audiometer—WNAC has led all Boston stations in all-day average of listeners. Commands 22.0% more listeners than the first competing outlet—43.2% more listeners than the second competing outlet. . . . First in showmanship on the strength of Yankee Network News Service and other headline programs originating in WNAC studios. First in dealer acceptance by actual volume of local contracts.

THE YANKEE NETWORK, INC.

21 BROOKLINE AVENUE, BOSTON, MASSACHUSETTS

EDWARD PETRY & CO., Inc. *Exclusive National Representatives*

NEW YORK

DETROIT

CHICAGO

SAN FRANCISCO

grams: Accepted at any time under same rules as English programs. *Artists bureau:* Setup nominal only. *Base rate:* \$100.

Copy restrictions: Laxative advertising not accepted; beer and light wines okay; no hard liquor; no Beano, Bingo or Bank Nights.

WBZA, SPRINGFIELD

For complete description of this station, see WBZ-WBZA, Boston.

WMAS, SPRINGFIELD

Operator: WMAS, Inc., Hotel Stonehaven. *Phone:* 7-1414. *Power:* 250 and 100 watts on 1420 kc. *Affiliation:* CBS. *Opened:* Sept. 1, 1932.

President: A. S. Moffat. *Station manager:* A. W. Marlin. *Commercial manager:* Edward J. Samuel. *Program director, artists bureau head:* F. Turner Cooke. *Chief engineer:* James L. Spates. *Musical director:* Paul Pelletier. *Publicity director:* Warren Greenwood.

Rep: Edward Petry & Co., Inc. *News:* Transradio. *Seating facilities:* Two studios, accommodate about 35 persons. *Merchandising:* Service rendered to sponsor in accordance with needs. *Foreign language programs:* Acceptable; English copy must be submitted in advance; announcements carefully edited; carrying Polish and French programs. *Artists bureau:* Setup maintained nominally only. *Base rate:* \$125.

Copy restrictions: Accept beer, wine and liquors, subject to strict supervision; patent medicine advertising restricted; all copy subject to station approval.

WSPR, SPRINGFIELD

Operator: Connecticut Valley Broadcasting Co., 63 Chestnut St. *Phone:* 6-2757. *Power:* 500 watts on 1140 kc. (operates to 1 hour after sunset). *Affiliation:* Mutual Broadcasting System; Colonial Network; Yankee Network. *Opened:* June 3, 1936.

President, station manager: Quincy A. Brackett. *Commercial manager:* Milton W. Stoughton. *Program, musical and publicity director; artists bureau head:* Wayne H. Latham. *Chief engineer:* Hillis W. Holt.

Rep: Sears & Ayer, New York and Chicago; James F. Fay, Boston. *News:* Transradio. *Seating facilities:* Reception room, capacity not listed; local theatre, 200 persons. *Merchandising:* Supply coverage and

market data; comprehensive information and suggestions for merchandising; cooperate in any plans worked out by sponsor. *Foreign language programs:* Will accept, but endeavor to keep them down to a minimum. *Artists bureau:* Setup nominal only. *Base rate:* \$90.

Copy restrictions: Beer, wine and well-known patent medicines accepted; no liquor advertising; no standard rules restricting copy, as each case is considered individually.

WORC, WORCESTER

Operator: Alfred F. Kleindienst, 60 Franklin St. *Phone:* 5-3101. *Power:* 500 watts on 1280 kc. *Affiliation:* CBS. *Opened:* February, 1925.

Owner, operator: Alfred F. Kleindienst. *Station manager:* E. E. Hill. *Commercial manager:* W. R. Moran. *Program director:* A. S. Hall. *Musical director:* R. D. Brooks.

Rep: Craig and Hollingbery, Inc. *News:* Transradio. *Seating facilities:* Studio, 50 persons. *Merchandising:* Any type of merchandising is provided at actual cost. *Foreign language programs:* Not accepted. *Artists bureau:* None. *Base rate:* \$150.

Copy restrictions: Total commercial copy may not exceed 20% of total time purchased; will accept beer, wines and liquors, if "in good taste and offensive to no one," but do not solicit these accounts; well-known patent medicines accepted.

WTAG, WORCESTER

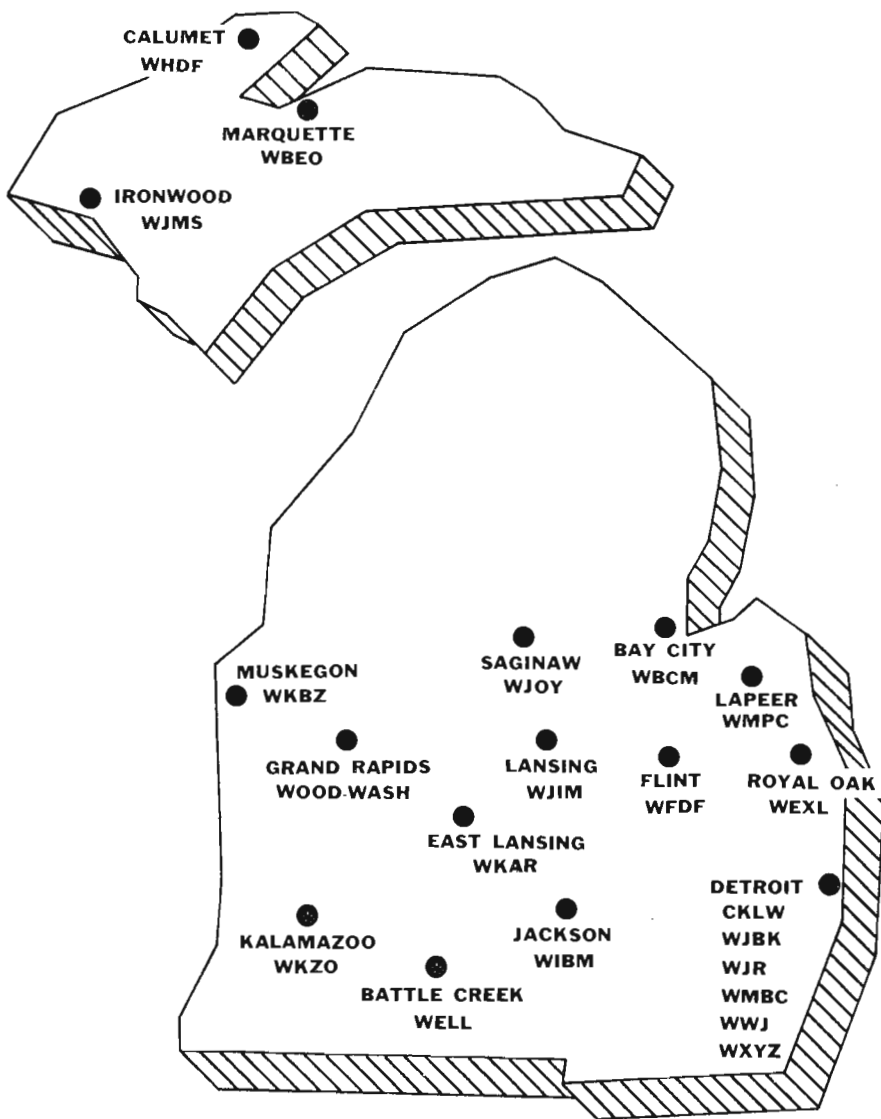
Operator: Worcester Telegram Publishing Co., Inc., Franklin St. *Phone:* 5-4321. *Power:* 1,000 watts on 580 kc. *Affiliation:* NBC Basic Red; Yankee Network. *Opened:* May 1, 1924. (Note: This station is newspaper-owned; Worcester Telegram and Worcester Gazette.)

Managing director: John J. Storey. *Commercial manager:* Howard J. Perry. *Program director, musical director:* Lillian Moynihan. *Chief engineer:* Prof. Hobart H. Newell. *Publicity director:* Dorothy Mattison.

Rep: Weed and Co. *News:* Use news from the parent papers five times daily. *Seating facilities:* Studio A, 50 persons; studio B, 25 persons. *Merchandising:* None. *Foreign language programs:* Not accepted. *Artists bureau:* None. *Base rate:* \$160.

Copy restrictions: Accept beer, wines and patent medicines subject to station approval; no hard liquors.

MICHIGAN



STATIONS—Continued

MICHIGAN

(936,600 radio homes)

Radio Homes by Counties

Alcona	500	Gratiot	4,600	Missaukee	1,000
Alger	1,400	Hillsdale	5,300	Monroe	8,100
Allegan	5,400	Houghton	8,200	Montcalm	4,100
Alpena	3,700	Huron	5,400	Montmorency	300
Antrim	1,300	Ingham	26,100	Muskegon	16,500
Arenac	1,000	Ionia	4,900	Newaygo	2,500
Baraga	1,100	Iosco	1,200	Oakland	34,200
Barry	3,500	Iron	3,000	Oceana	2,000
Bay	12,400	Isabella	3,600	Ogemaw	1,300
Benzie	1,100	Jackson	17,300	Ontonagon	1,300
Berrien	16,200	Kalamazoo	21,900	Osceola	1,900
Branch	4,200	Kalkaska	500	Oscoda	200
Calhoun	18,700	Kent	51,800	Otsego	800
Cass	3,000	Keweenaw	400	Ottawa	10,200
Charlevoix	2,100	Lake	400	Presque Isle	1,300
Cheboygan	2,000	Lapeer	4,200	Roscommon	300
Chippewa	4,700	Leelanau	900	Saginaw	22,000
Clare	1,100	Lenawee	10,200	St. Clair	13,600
Clinton	3,400	Livingston	3,400	St. Joseph	5,100
Crawford	700	Luce	1,000	Sanilac	3,700
Delta	6,000	Mackinac	1,300	Schoolcraft	1,600
Dickinson	4,200	Macomb	12,400	Shiawassee	6,600
Eaton	5,100	Manistee	3,000	Tuscola	5,200
Emmet	3,200	Marquette	8,300	Van Buren	5,900
Genesee	39,900	Mason	3,400	Washtenaw	17,000
Gladwin	900	Mecosta	2,300	Wayne	398,300
Gogebic	5,500	Menominee	3,800	Wexford	2,800
Grand Traverse	4,500	Midland	3,200		

WELL, BATTLE CREEK

Operator: Enquirer and News Co., 1 W. Michigan Ave. *Phones:* 5655; 7166. *Power:* 100 watts on 1420 kc. *Affiliation:* Michigan Radio Network; Canadian Broadcasting Corp.; NBC Blue (sustaining features only). *Opened:* September, 1925. (Note: This station is newspaper owned.)

Owner: A. L. Miller. *Station manager:* Dan E. Jayne. *Commercial manager:* Forrest Flaggs Owen. *Chief engineer:* Raymond B. Roof. *Artist bureau head:* Hub Jackson. *Publicity director:* Alden Haight.

Rep: Cox and Tanz. *News:* AP (through newspaper). *Seating facilities:* Studio, capacity 30. *Merchandising:* No regular service; salesmen, however, help with servicing; plugs over the air, in newspapers, or by display cards. *Foreign language programs:* No rules; no call for such programs. *Artists bureau:* No regular setup; maintain file of available local talent. *Base rate:* \$60.

Copy restrictions: Beer and wine accepted; no hard liquor; all contracts subject to government regulations and station approval; reserve right to refuse or discontinue any advertising program for reasons satisfactory to station; all programs and announcements subject to change of time to conform to network schedule.

WBCM, BAY CITY

Operator: Bay City Broadcasting Association, Hotel Wenonah. *Phone:* 4212-3. *Power:* 500 watts on 1410 kc. *Affiliation:* Michigan Radio Network. *Opened:* Dec. 8, 1928, as successor to WSKC, which opened June 5, 1925.

General manager: Stanley F. Northcott. *Program director, musical director:* Lionel H. DeRemer. *Chief engineer:* Ralph H. Carpenter.

Rep: Niles, Field & Associates (New York); Cox & Tanz (Philadelphia); Sears-Ayer (Chicago). *News:* None. *Seating facilities:* None. *Merchandising:* None. *Foreign language programs:* None carried. *Base rate:* \$140.

Copy restrictions: Beer, wines, alcoholic beverages accepted if properly presented; announcements on patent medicines have to be passed on by the N.A.B.

WHDF, CALUMET

Operator: Upper Michigan Broadcasting Co. *Power:* 250 and 100 watts (specified hours). *Affiliation:* None.

Rep: Cox and Tanz. *Base rate:* \$34.20. No other information available.

CKLW, DETROIT

Operator: Western Ontario Broadcasting Co., Union Guardian Bldg., Detroit. *Phone:*

Coverage where it counts

At Home Plate in the Detroit Market

In the Detroit market as in a ball park, "HOME" is the place where important results are determined—the place where the hits are made, where the winning runs are scored, where the final buying decisions are reached. Consequently, the radio advertiser wishing to place his product or service before the buying element in this market must have HOME COVERAGE for his sales messages.

WWJ is the HOME radio station of Detroiters and has enjoyed that distinction for more than 16 years. It is not only first in listener interest in the Detroit market but is also the PREFERRED station of 39% of the city's families. Remember these important facts when planning future schedules in America's fourth market.

WWJ

National Representatives

The PAUL H. RAYMER COMPANY

New York • Chicago • Detroit
San Francisco

