

ILLINOIS STATIONS—Continued

dising: 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*: 5,000 and 1,000 watts on 1440 kc. *Affiliation*: CBS. *Opened*: 1927 (to present management, July 1, 1931).

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 Lyon. *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*: 364; 56. *Power*: 1,000 watts on 900 kc (daytime). *Affiliation*: None. *Opened*: December, 1926. (Note: Station also maintains studios in the Orpheum Theatre, Hannibal, Mo.).

President: W. Emery Lancaster. *Business manager*: R. H. Malcomson. *Commercial manager*: W. J. Rothschild. *Program director*: Will H. Sohm. *Chief engineer*: Stanley Jones.

Rep: None. *News*: UP. *Seating facilities*: Auditorium, seating 200 persons. *Merchandising*: Complete point-of-sale merchandising available to clients. *Foreign language programs*: Not accepted.

Artists bureau: Program department supplies talent. *Base rate*: \$85.

Copy restrictions: Station reserves right to edit all copy; latter must conform to FCC and FTC requirements.

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. *Sales manager*: Walter Koessler. *Program director, musical director and artists bureau head*: John C. McClov. *Chief engineer*: Thomas C. Cameron. *Publicity director*: Allen O. Brophy.

Rep: Kelly-Smith Co. *News*: AP, UP, INS. *Seating facilities*: Studio, 75; also from remotes on occasion. *Merchandising*: Contact dealers; publicize program and product; surveys; special mailing to merchants. *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 Orpheum theatre, 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 1925, being taken over in 1932 by the John W. Potter Publishing Co.; it is a newspaper-owned station—Rock Island Argus.)

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

Rep: Gene Furgason & Co. *News*: UP; own local and rural news. *Seating facilities*: Three studios; also Fort Armstrong Hotel ballroom, capacity 500. *Merchandising*: Complete service; dealer contacts by personal calls and mail; studio displays and distribution of samples; preparation and distribution of supplementary advertising;

ILLINOIS STATIONS—Continued

route lists and photographic services available; complete program listing in Rock Island Argus; market research; instantaneous recording facilities; when possible national advertisers are requested to furnish 45 samples of product for distribution to station's 45 rural news correspondents who assist merchandising in their communities. *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:* \$80.

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 8228. *Power:* 250 and 100 watts on 1420 kc. *Affiliation:* None. *Opened:* October, 1926. (Note: Under contract agreement with Illinois State Journal, station is known as WCBS, the Illinois State Journal Station.)

President: Harold L. Dewing. *Vice-president:* A. W. Shipton. *Secretary:* L. G. Pfefferle. *Commercial manager:* C. L. Jefry. *Program director:* John J. Corrigan. *Chief engineer:* Dick Ashenfelter. *Artists bureau head, musical director:* William Nelms.

Rep: Sears and Ayer, Chicago and New York. *News:* INS. *Seating facilities:* None listed. *Merchandising:* Cooperative venture arranged with the Illinois State Journal; displays; handbills; surveys. *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 manager: Jay A. Johnson. *Program director:* Lovina Jones. *Chief engineer:* Edward Ring.

Rep: Howard H. Wilson Co. *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 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: C. C. Caley (Peoria, Ill.). *News:* UP. *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:* Yes. *Base rate:* \$50.

Copy restrictions: 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.

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

(816,800 radio homes)

Radio Homes by Counties

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

WHBU, ANDERSON

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

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

Rep: J. J. Devine & Associates, Inc. *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 1310 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.

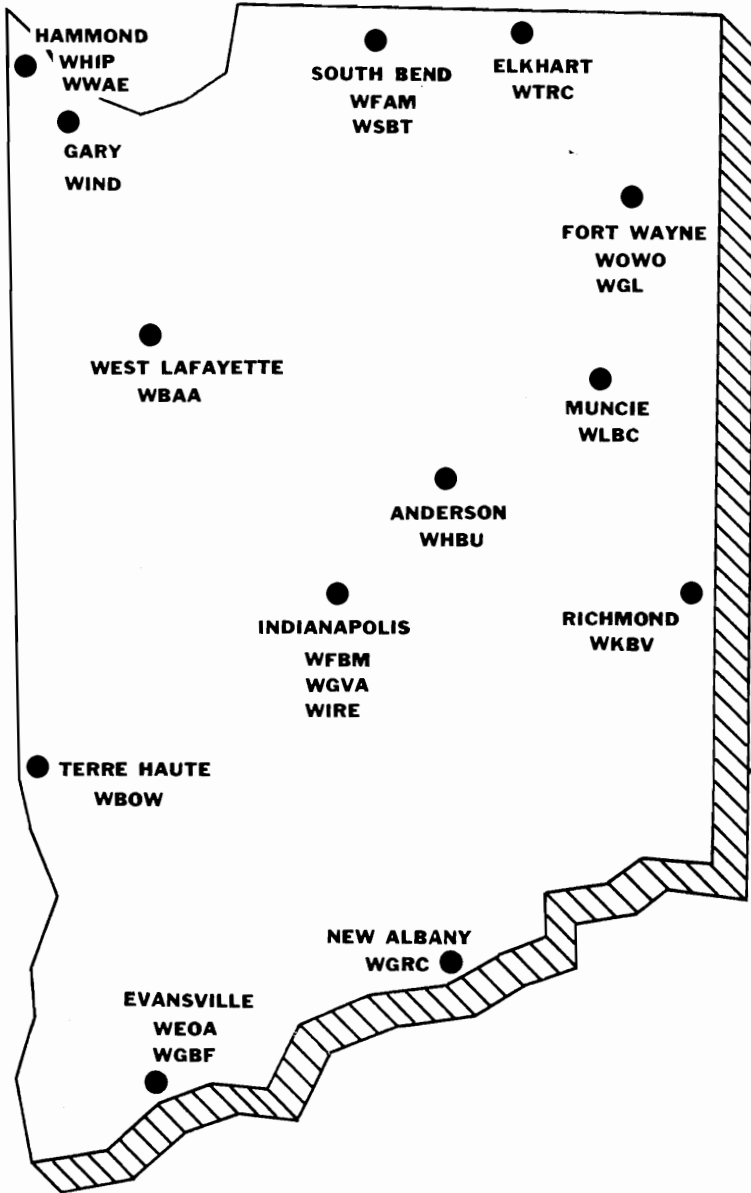
Rep: Tenney, Woodward & Co. *News:* UP. *Seating facilities:* None. *Merchandising:* Complete service locally at no charge; 5% charged for work outside county. *Foreign language programs:* Accepted, subject to station approval. *Artists bureau:* None. *Base rate:* \$60.

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:*

INDIANA



INDIANA STATIONS—Continued

250 and 100 watts on 1370 kc. *Affiliation:* CBS. *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: Gene Furgason & Co. *News:* None. *Seating facilities:* Auditorium, seating 400 persons; Memorial Coliseum, seating 3,000; admission 10c. (facilities shared with WGBF). *Merchandising:* Cooperate in making surveys, dealer contacts, promotion 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:* \$100.

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 (shares night-time with KFRU). *Affiliation:* NBC Optional Basic Service, Red or Blue. *Opened:* 1923. (Note: Same ownership 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: Gene Furgason & Co. *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. *Phone:* Anthony 2136. *Power:* 250 and 100 watts on 1370 kc. *Affiliation:* NBC Supplementary Basic Service. *Opened:* 1927. (Note: WOWO, same city, is under the same ownership as WGL.)

General manager: Walter Evans. *Sta-*

tion manager: W. C. Swartley. *Commercial manager:* W. Ward Dorrell. *Program director:* Franklin Tooke. *Chief engineer:* Fred Fischer. *Musical director:* Jeane Brown. *Publicity director:* Russell Sparks.

Rep: Free & Peters, Inc. *News:* UP. *Seating facilities:* Studio observation auditorium, seating 100; studio B, 50; Test Kitchen studio, 50. *Merchandising:* Send publicity to newspapers; have a full page of radio news in each issue of "Indiana Farmer's Guide" wherein publicity of clients is made available; will run three small ads in Fort Wayne Journal Gazette at no expense to the client, calling listeners' attention to his program; plug program on the air; prepare and mail letters to wholesale outlets; supply market information; distribute window displays and counter cards within city limits; make surveys and mail analyses; help manufacturer's salesmen or his jobbers; all services free except for postage. *Foreign language programs:* Not considered feasible in this area. *Artists bureau:* None. *Stock:* Held by Westinghouse Radio Stations, Inc., wholly owned subsidiary of Westinghouse Electric & Manufacturing Co. *Base rate:* \$100.

Copy restrictions: Beer advertising okay except on Sunday; no wine or hard liquor; all time sold in network optional periods is subject to change; time of announcements is not guaranteed, but advertisers' desires are respected; station reserves the right to delete exaggerated copy claims or remove objectionable and controversial copy; contests allowed only when conforming to Federal Trade Commission stipulations; copy regulation is carried on in cooperation with the Fort Wayne Better Business Bureau.

WOWO, FORT WAYNE

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

General manager: Walter Evans. *Station manager:* W. C. Swartley. *Commercial manager:* W. Ward Dorrell. *Program director:* Franklin Tooke. *Chief engineer:* Fred Fischer. *Musical director:* Jeane Brown. *Publicity director:* Russell Sparks.

Rep: Free & Peters, Inc. *News:* UP. *Seating facilities:* Studio observation auditorium, seating 100; studio B, 50; Test Kitchen studio, 50. *Merchandising:* Send publicity to newspapers; have a full page of radio news in each issue of "Indiana Farmer's Guide" wherein publicity on

INDIANA STATIONS—Continued

clients is made available; will run three small ads in Fort Wayne Journal Gazette at no expense to the client, calling listeners' attention to his program; plug program on the air; prepare and mail letters to wholesale outlets; supply market information; distribute window displays and counter cards within city limits; make surveys and mail analyses; help manufacturer's salesman or his jobbers; all services free except for postage. *Foreign language programs:* Not considered feasible in this area. *Artists bureau:* None. *Stock:* Held by Westinghouse Radio Stations, Inc. wholly owned subsidiary of Westinghouse Electric & Manufacturing Co. *Base rate:* \$250.

Copy restrictions: Beer advertising taken except on Sunday; no wine or hard liquor; all time sold in network optional periods is subject to change; time of announcements is not guaranteed, but advertisers' desires are respected; station reserves the right to delete exaggerated copy claims or remove objectionable and controversial copy; contests allowed only when conforming to Federal Trade Commission stipulations; copy regulation is carried on in cooperation with the Fort Wayne Better Business Bureau.

WIND, GARY

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

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.)

Base rate: \$125.

No further information available.

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. Courier.

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).

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 and Mutual. *Opened:* July 26, 1929. (Note: The stock of Indianapolis Broadcasting, Inc., is owned by Central Newspapers, Inc.)

President, station manager: Eugene C. Pulliam. *Business manager:* R. E. Bausman. *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: 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:* Carl Noble. *Artists bureau head:* Don Russell. *Chief engineer:* Maurice Crane. *Merchandising director:* Fred Ayer.

Rep: Sears & Ayer, New York; H. K. Conover, Chicago. *News:* Transradio; INS. *Seating facilities:* Studio A. seating 30. *Merchandising:* Service rendered on request; window displays, placards, newspaper tie-ups. *Foreign language pro-*

INDIANA STATIONS—Continued

grams: 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. *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. *Com-*

mercial 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., Sixth and Poplar Sts. *Phone:* Crawford 3394. *Power:* 250 and 100 watts on 1310 kc. *Affiliation:* NBC Basic Supplementary Group. *Opened:* 1926. (Note: WBOW is under the same ownership as WEOA and WGBF, Evansville, Ind.)

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

Rep: Gene Furgason & Co. *News:* None. *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 accepted; no wine or hard liquors; patent medicines accepted provided no excessive mention of diseases, etc., is made.

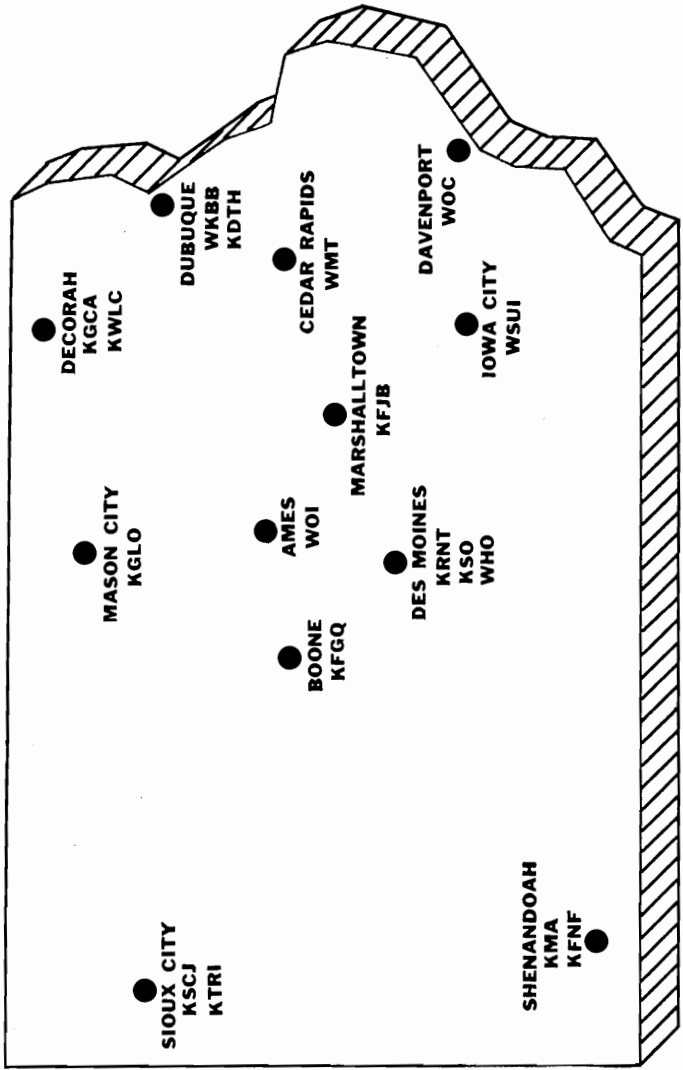
WBAA, WEST LAFAYETTE

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

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

This station is non-commercial; university-owned.

IOWA



IOWA

(577,800 radio homes)

Radio Homes by Counties

Adair	3,110	Floyd	4,800	Monona	3,820
Adams	2,320	Franklin	3,540	Monroe	3,370
Allamakee	3,610	Fremont	3,380	Montgomery	4,060
Appanoose	5,950	Greene	3,690	Muscatine	7,740
Audubon	2,550	Grundy	2,940	O'Brien	4,120
Benton	5,290	Guthrie	3,910	Osceola	1,990
Black Hawk	17,130	Hamilton	4,520	Page	5,860
Boone	6,740	Hancock	2,950	Palo Alto	3,110
Bremer	3,920	Hardin	5,360	Plymouth	4,980
Buchanan	4,210	Harrison	5,450	Pocahontas	3,190
Buena Vista	4,220	Henry	4,020	Polk	45,010
Butler	3,880	Howard	2,880	Pottawattamie	16,640
Calhoun	3,890	Humboldt	2,780	Poweshiek	4,460
Carroll	4,650	Ida	2,520	Ringgold	2,760
Cass	4,640	Iowa	3,960	Sac	3,890
Cedar	3,860	Jackson	4,320	Scott	20,210
Cerro Gordo	9,050	Jasper	7,690	Shelby	3,510
Cherokee	3,730	Jefferson	4,020	Sioux	5,240
Chickasaw	3,170	Johnson	7,420	Story	7,440
Clarke	2,470	Jones	4,020	Tama	5,120
Clay	3,620	Keokuk	4,660	Taylor	3,540
Clayton	5,460	Kossuth	5,010	Union	4,360
Clinton	10,990	Lee	10,380	Van Buren	3,100
Crawford	4,500	Linn	21,480	Wapello	10,190
Dallas	6,080	Louisa	2,680	Warren	4,220
Davis	2,580	Lucas	3,590	Washington	4,740
Decatur	3,340	Lyon	2,950	Wayne	3,370
Delaware	3,960	Madison	3,380	Webster	9,500
Des Moines	10,050	Mahaska	6,290	Winnebago	2,580
Dickinson	2,350	Marion	5,990	Winneshiek	4,640
Dubuque	14,010	Marshall	8,070	Woodbury	24,390
Emmet	2,780	Mills	3,160	Worth	2,290
Fayette	6,780	Mitchell	3,170	Wright	4,490

WOI, AMES

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

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).

This station is non-commercial.

WMT, CEDAR RAPIDS

Operator: Iowa Broadcasting Co., Paramount Theatre Bldg., 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 Sys-

tem. (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:* Eleanor Gough. *Merchandising director:* Leo F. Cole. *Continuity editor:* Chauncey Fay. *Publicity director:* Ray Cox.

Rep: The Katz Agency. *News:* UP. *Seating facilities:* Studio, 100 persons; Roosevelt 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

FLASH



IOWA NET ANNOUNCERS
AGAIN TOP ANNUAL
IOWA RADIO POPULARITY
POLL WITH 4 TO 1 LEAD...

Latest Tabulations
Show Listening
Preference of 1,400
Iowa Women

WRITE TODAY FOR FREE BROCHURE
GIVING COMPLETE RETURNS

THE IOWA NETWORK

*Maximum Coverage
at Minimum Cost Per Thousand Families in the State*



Des Moines

Cedar Rapids-Waterloo

Des Moines

Radio Stations of the Des Moines Register and Tribune

IOWA STATIONS—Continued

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. (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:* No information given. *Artists bureau:* None. *Stock:* Principally held by Dr. B. J. Palmer and family (Palmer School of Chiropractic). *Base rate:* \$108 (when an advertiser uses WHO, Des Moines, and adds WOC, a 25% discount on general rates—but not spot announcements—is tendered.)

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

KGCA, DECORAH

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

No other information available.

KWLC, DECORAH

Operator: Luther College, 600 Leiv Eiriksson Drive. *Phone:* 690. *Power:* 100 watts on 1270 kc (daytime; shares hours with KGCA). *Opened:* December, 1926.

Station head: Dr. O. J. H. Preus (president, Luther College). *Station manager, chief engineer:* O. M. Eittrheim. *Program director:* Dr. W. L. Strunk. *Musical director:* Prof. Th. Nickel.

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

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. *Traffic manager, music librarian:* Dick Teela. *Merchandising promotion manager:* G. Phender Greenburg. *Musical director:* Orville Foster. *Publicity director:* Dave Nowinson.

Rep: The Katz Agency. *News:* UP, INS; Register and Tribune state correspondents. *Seating facilities:* Studio and lobby seat 250; standing room for an additional 100 persons. *Merchandising:* Stories and pictures regularly, as well as daily listings in Register (m) 3 columns daily, Tribune (e) 3 columns daily, and Sunday Register (full page), 100 cuts used weekly in these papers. *Foreign language programs:* Acceptance subject to board of approval; none current. *Artists bureau:* Yes; lists a roster of about 40 artists. *Base rate:* \$200.

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

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. *Traffic manager, music librarian:* Dick Teela. *Merchandising promotion manager:* G. Phender Greenburg. *Musical director:* Orville Foster. *Publicity director:* Dave Nowinson.

Rep: The Katz Agency. *News:* UP, INS; Register and Tribune state correspondents. *Seating facilities:* Studio and lobby seat 250; standing room for additional 100 persons. *Merchandising:* Stories and pictures regularly, as well as daily listings in Register (m) 3 columns daily, Tribune (e) 3 columns daily and Sunday Register (full page), 100 cuts used weekly in these papers. *Foreign language programs:* Acceptance subject to board of approval; none current. *Artists bureau:* Yes; lists about 40 artists. *Base rate:* \$160.

Copy restrictions: No beer, wine or

IOWA STATIONS—Continued

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; Transradio. *Seating facilities:* Studio A, 100 seats; studio B, 50; studio D, 100; reception room, 100 seats and open to the public; Sunset Corners 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; also sight acts for fairs, etc. *Stock:* Principal holders are Col. (Dr.) B. J. Palmer, president; D. D. Palmer, vice-president and treasurer; Mabel Palmer; J. O. Maland, vice-president and manager; P. A. Loyet, technical director; Wm. M. Brandon, secretary. *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.

KDTH, DUBUQUE

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

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

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: None. *News:* Transradio. *Seating facilities:* 300 persons. *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, station manager: E. N. Peak. *Chief engineer:* Warren D. Bailey.

News: UP. *Seating facilities:* Memorial Coliseum, capacity 2,300. *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: No wine, beer, 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:* 250 and 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. *Merchandising director:* George Milloy. *Publicity director:* Henry Hook.

IOWA STATIONS—Continued

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. (Has construction permit for 5,000 and 1,000 watts on 890 kc.) (shares time with KUSD in a ratio of 7/8 to 1/8). *Affiliation:* None. *Opened,* February, 1924.

President, station manager: Henry Field. *Program director:* William E. MacDonald. *Chief engineer:* Wiley D. Wenger. *Musical director:* Gretta Bellamy.

Rep: None. *News:* INS. *Seating facilities:* Studio auditorium, 300. *Merchandising:* Special mailings in territory gratis; other services at cost. *Foreign language programs:* Bohemian, Swedish, German, Polish, Danish. *Artists bureau:* Being established. *Stock:* Principally held by Henry Field and John W. Nicolson; 400 shares outstanding. *Base rate:* \$70.

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

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: Earl E. May. *Station manager:* J. "Cy" Rapp. *Commercial manager:*

Ken Marsh. *Program director:* Fred D. Greenlee.

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

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

KSCJ, SIOUX CITY

Operator: Perkins Brothers Company, 415 Douglas St. *Phone:* 5-7993. *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: George P. Hollingbery Co. *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.

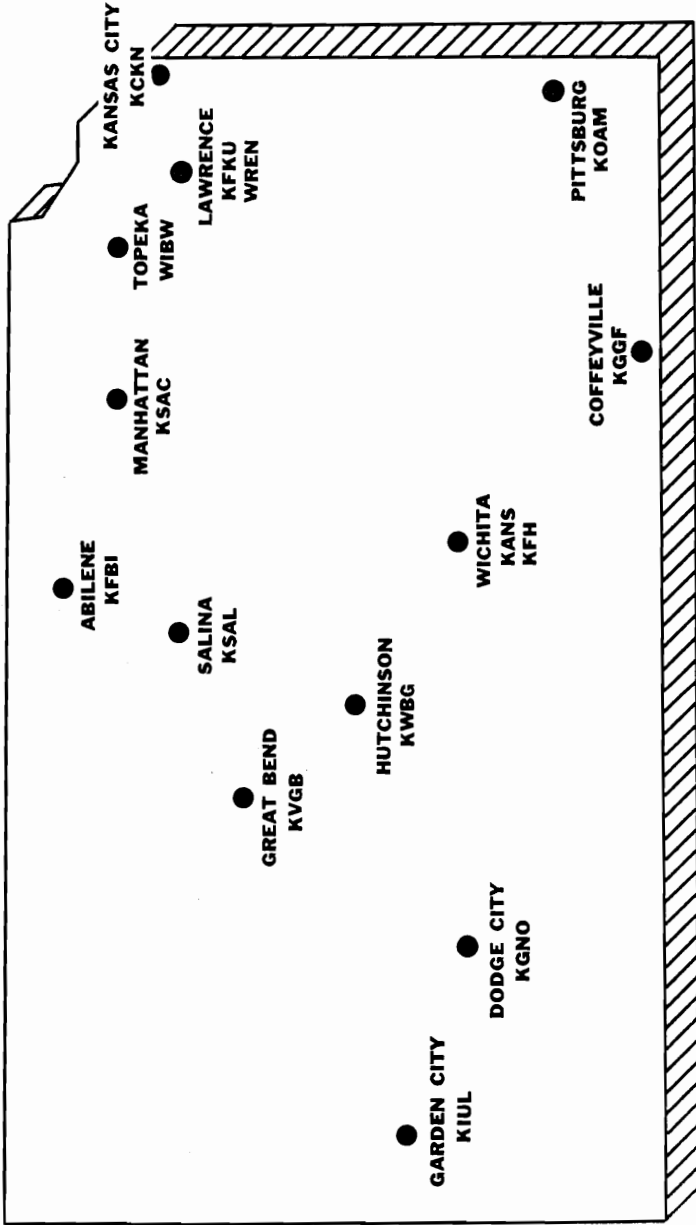
KTRI, SIOUX CITY

Operator: Sioux City Broadcasting Co. *Power:* 250 and 100 watts on 1420 kc.

At press time this station had a construction permit only.

V
RD

KANSAS



KANSAS

(367,800 radio homes)

Radio Homes by Counties

Allen	4,510	Greeley	270	Osborne	1,910
Anderson	2,420	Greenwood	3,540	Ottawa	1,770
Atchison	4,950	Hamilton	540	Pawnee	1,770
Barber	1,730	Harper	2,330	Phillips	1,980
Barton	3,730	Harvey	4,510	Pottawatomie	2,560
Bourbon	4,540	Haskell	390	Pratt	2,590
Brown	3,890	Hodgeman	570	Rawlin	1,060
Butler	7,130	Jackson	2,580	Reno	9,910
Chase	1,150	Jefferson	2,350	Republic	2,490
Chautauqua	1,820	Jewell	2,360	Rice	2,640
Cherokee	6,280	Johnson	5,290	Riley	4,200
Cheyenne	950	Kearney	490	Rooks	1,530
Clark	760	Kingman	1,980	Rush	1,340
Clay	2,790	Kiowa	930	Russell	1,730
Cloud	3,420	Labette	6,470	Saline	6,400
Coffey	2,340	Lane	500	Scott	640
Comanche	840	Leavenworth	7,060	Sedgwick	32,850
Cowley	8,860	Lincoln	1,460	Seward	1,550
Crawford	10,490	Linn	2,290	Shawnee	19,960
Decatur	1,410	Logan	650	Sheridan	800
Dickinson	5,050	Lyon	5,990	Sherman	1,400
Doniphan	2,210	McPherson	4,280	Smith	2,200
Douglas	5,750	Marion	3,380	Stafford	1,690
Edwards	1,260	Marshall	4,100	Stanton	310
Elk	1,570	Meade	1,050	Steven	680
Ellis	2,260	Miami	3,940	Sumner	5,470
Ellsworth	1,630	Mitchell	2,320	Thomas	1,200
Finney	2,040	Montgomery	11,820	Trego	870
Ford	4,010	Morris	2,040	Wabaunsee	1,700
Franklin	4,560	Morton	650	Wallace	430
Geary	2,830	Nemaha	2,890	Washington	2,760
Gove	760	Neosho	4,640	Wichita	340
Graham	1,090	Ness	1,190	Wilson	3,650
Grant	480	Norton	2,000	Woodson	1,430
Gray	850	Osage	3,040	Wyandotte	33,740

KFBI, ABILENE

Operator: Farmers and Bankers Broadcasting Corp. *Phone:* 1200. *Power:* 5,000 watts on 1050 kc (operates full daytime, limited nighttime, with KNX). *Affiliation:* None. *Opened:* 1924. (Note: Also maintains studios in Salina, Kans., in charge of Clarence Rupp.)

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

Rep: Howard H. Wilson Co. *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:* Mutual Broadcasting System. *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: The Katz Agency. *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.

KANSAS STATIONS—Continued

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. *Business manager:* N. C. Petersen. *Station director:* John C. Drake. *Commercial director:* Vaughn Kimball. *Program director:* Fay Ljungdahl. *Chief engineer:* Emil Doane. *News and sports:* Jay Allen.

Rep: None. *News:* AP. *Seating facilities:* Auditorium seating 30 persons, with standing room for 20 more; remote facilities available via banquet room-dance hall of Lora Locke Hotel. *Merchandising:* In charge of Vaughn Kimball; will render services as requested; publicity in newspaper affiliate. *Foreign language programs:* Accepted on request; foreign population very minor, however. *Artists bureau:* None. *Base rate:* \$40.

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

KIUL, GARDEN CITY

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

Station manager: Clem Morgan. *Commercial manager:* Quincy Holmes. *Program director:* Keith M. Case. *Chief engineer:* Chester Fouquet. *Musical director:* George Goulding.

Rep: Cox and Tanz. *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. Conard and Associates. *Base rate:* \$40.

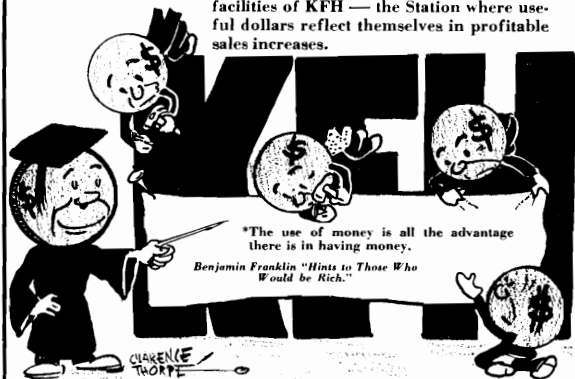
Copy restrictions: Accept beer; no wine or hard liquor; patent medicines accepted if approved by management; all copy subject to station approval.

KVGB, GREAT BEND

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

THERE ARE NO IDLE DOLLARS ON KFH

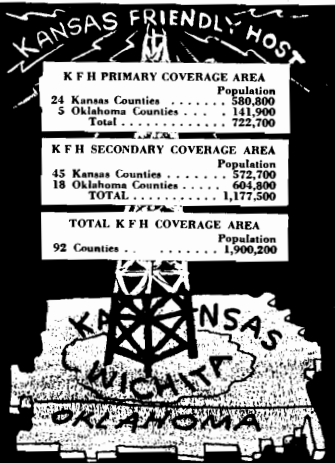
*There is no better way to "Use Advertising Money" in the rich Wichita Market than by using the complete market coverage facilities of KFH — the Station where useful dollars reflect themselves in profitable sales increases.



KFH PRIMARY AREA	• Retail Dollar Volume	\$143,717,000
	• Spendable Income	\$343,885,000
	• Bank Deposits	\$160,300,000

KFH SECONDARY AREA	• Retail Dollar Volume	\$194,002,000
	• Spendable Income	\$472,667,000
	• Bank Deposits	\$209,800,000

KFH TOTAL AREA	• Retail Dollar Volume	\$337,719,000
	• Spendable Income	\$816,552,000
	• Bank Deposits	\$370,100,000



Basic Supplementary, CBS



1300 Kilocycles

5000 Watts Day
1000 Watts Night

National Representatives, Edward Petry & Co.

KANSAS STATIONS—Continued

Owner: Ernest Edward Ruehlen. *Station manager:* M. E. Bybee. *Commercial manager:* Don Bybee. *Program and musical director:* Ray Beals. *Chief engineer:* Leo Legleiter. *Publicity director:* Dave Wilson.

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

Copy restrictions: Beer copy accepted; no wines or hard liquors; all advertising must be "legitimate."

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 and commercial manager, publicity director: W. B. Greenwald. *Program director:* Mary Winner. *Chief engineer:* Harold Bourell. *Musical director:* Willie Ganz.

Rep: None. *News:* UP. *Seating facilities:* None. *Merchandising:* None. *Foreign language 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:* Drexel 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:* Ellis Atteberry. *Commercial manager:* Owen Balch. *Program director:* Ralph Nelson. *Chief engineer:* Clark B. Smith. *Director of special events:* Ralph Nelson and Owen Balch. *Artists bureau head, musical director:* Ruth Royal. *Publicity director:* Ruth Kendall.

Rep: Capper Publications. *News:* UP. *Seating facilities:* Exhibition Hall Studio, 200. *Merchandising:* Newspaper publicity; window displays, point of purchase tie-ups; direct mail. *Foreign language programs:* No rules against such broadcasts, except that interpreters selected by the station may scan the copy; no such broadcasts running, however. *Artists bureau:* Setup is nominal

only. *Base rate:* \$45. (25% discount to clients using a minimum of 10 inches per week in the Kansas City Kansan, applies only to programs, not announcements.)

Copy restrictions: No beer, wine, or other alcoholic beverages.

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-KANSAS CITY

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

President, station manager: Vernon H. Smith. *Commercial manager:* Ernest Pontius. *Program and musical director:* Verl Bratton. *Chief engineer:* C. Laverne Omer. *Publicity director:* I. W. Geiler.

Rep: George P. Hollingbery Co. *News:* INS. *Seating facilities:* Studio, seating about 150; also observation lobby. *Merchandising:* Have staff to distribute window cards, make contacts, etc.; actual cost of merchandising is basis of charge. *Foreign language programs:* Not accepted. *Artists bureau:* None. *Base rate:* \$200.

Copy restrictions: Do not accept hard liquors.

KSAC, MANHATTAN

Operator: Kansas State College of Agriculture and Applied Science. *Phone:* 2236. *Power:* 1,000 and 500 watts on 580 kc (shares time with WIBW). *Affiliation:* None. *Opened:* Dec. 1, 1924.

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

This station is non-commercial; college-owned.

KOAM, PITTSBURG

Operator: A. Staneart Graham, E. V. Baxter and Norman Baxter, doing business as the Pittsburg Broadcasting Co. *Power:* 1,000 watts on 790 kc. (daytime). *Affiliation:* NBC Red and Blue Southwestern Groups. *Opened:* 1937.

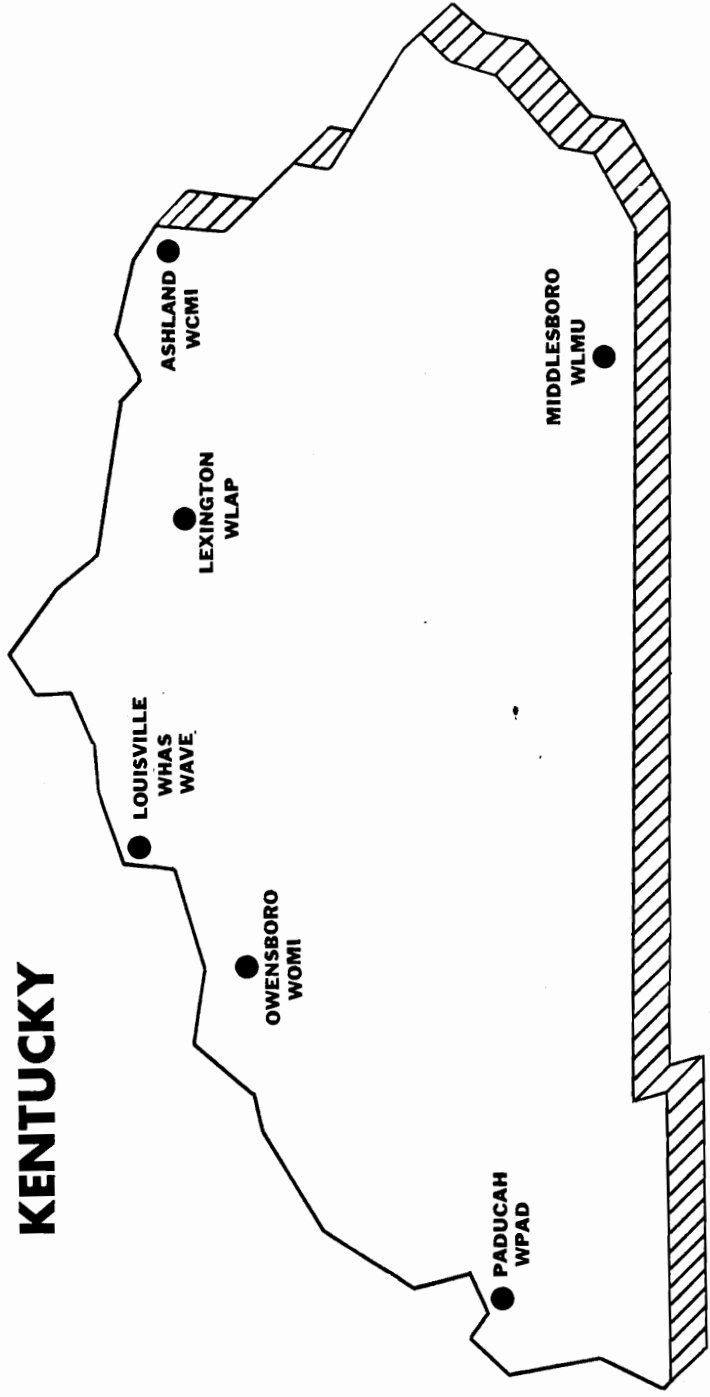
Base rate: \$75.

No further information available.

KSAL, SALINA

Operator: R. J. Laubengayer, Journal Bldg. *Phone:* 100. *Power:* 250 and 100 watts on 1500 kc. *Affiliation:* None.

KENTUCKY



KANSAS STATIONS—Continued

Opened: May 27, 1937. (Note: Station operator also owns the Salina Journal and has interest in the Hays Daily News, Goodland Daily News, and Hill City Times.)

(Pending changes in staff at press time do not allow listing of KSAL's personnel.)

Rep: The Katz Agency, Inc. *News:* AP. *Seating facilities:* two studios, seating about 50 persons each; also available is the Municipal Auditorium, seating 3,000. *Merchandising:* Stories and highlights of programs carried in Salina Journal with names of sponsors mentioned. *Foreign language programs:* Accepted; currently running an Italian educational program and a Swedish religious service. *Artists bureau:* None. *Stock:* Held by R. J. Laubengayer. *Base rate:* \$56.

Copy restrictions: No alcoholic beverages or patent medicines accepted; rule of "good taste" is copy criterion.

WIBW, TOPEKA

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

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

Rep: Capper Publications. *News:* UP; AP. *Seating facilities:* About 75 persons. *Merchandising:* Publicity in Capper Publications; contact retailers; send letters to distributors and dealers; have exclusive use of downtown windows for displays; services rendered free except for postage, which is billed at cost. *Foreign language programs:* No objections to such programs, but the foreign population is small. *Artists bureau:* None. *Base rate:* \$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 Supplementary Basic Service. *Opened:* September 19, 1936.

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

Rep: The Katz Agency. *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.)

Station manager: G. B. McDermott. *Sales promotion and production manager:* Milton M. Mendelsohn. *Chief engineer:* A. C. Dadisman. *Musical director:* Guy Snyder.

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:* \$200.

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

KENTUCKY

(494,900 radio homes)

Radio Homes by Counties

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



**THEM
HILLS
ARE
PURTY,
BUT—**

If you like beautiful scenery, you'd enjoy the views down around our Kentucky hills. But you wouldn't get rich with a sales kit down there because there aren't many sales to make! . . . The WAVE listening area (which doesn't extend that far) contains *twice* the number of income-tax payers found in the remaining 93 Kentucky counties . . . also 67% more wired homes, and 59% more passenger cars! Use WAVE and get the important *Louisville* market—at less cost!

An N. B. C. Outlet

NATIONAL REPRESENTATIVES: FREE & PETERS, INC.



**STATION
WAVE**

INCORPORATED

LOUISVILLE, KY.

1000 WATTS . . . 940 K. C.

KENTUCKY STATIONS—Continued

Edmondson	1,680	Knox	3,890	Nicholas	1,630
Elliott	940	Larue	1,520	Ohio	4,270
Estill	2,690	Laurel	3,010	Oldham	1,400
Fayette	16,360	Lawrence	2,300	Owen	1,910
Fleming	2,360	Lee	1,380	Owsley	960
Floyd	6,180	Leslie	1,270	Pendleton	2,000
Franklin	3,820	Letcher	5,290	Perry	6,280
Fulton	2,850	Lewis	2,250	Pike	8,980
Gallatin	850	Lincoln	2,910	Powell	850
Garrard	1,920	Livingston	1,460	Pulaski	5,550
Grant	1,900	Logan	3,970	Robertson	610
Graves	5,700	Lyon	1,240	Rockcastle	2,170
Grayson	2,760	McCracken	10,470	Rowan	1,580
Green	1,860	McCreary	2,110	Russell	1,670
Greenup	3,640	McLean	1,950	Scott	2,950
Hancock	1,100	Madison	4,970	Shelby	3,400
Hardin	3,690	Magoffin	2,100	Simpson	2,120
Harlan	10,220	Marion	2,510	Spencer	1,070
Harrison	3,050	Marshall	2,160	Taylor	2,050
Hart	2,630	Martin	1,080	Todd	2,430
Henderson	5,240	Mason	3,960	Trigg	1,960
Henry	2,410	Meade	1,300	Trimble	900
Hickman	1,490	Menifee	650	Union	3,100
Hopkins	7,470	Mercer	2,760	Warren	6,710
Jackson	1,400	Metcalfe	1,500	Washington	1,920
Jefferson	91,040	Monroe	1,950	Wayne	2,250
Jessamine	2,380	Montgomery	2,350	Webster	4,100
Johnson	3,300	Morgan	2,050	Whitley	4,810
Kenton	24,660	Muhlenberg	6,590	Wolfe	1,080
Knott	1,830	Nelson	2,600	Woodford	2,080

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:* Paul Holton. *Artists bureau head:* Hester Kyler. *Musical director:* Lew Stubman. *Publicity director:* Paul Ruhle, 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:* \$120.

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

Secretary, station and general manager: Winston L. Clark. *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:* 125. *Merchandising:* None listed. *Foreign language programs:* No set rules; question has never arisen as foreign population is very small. *Artists bureau:* Yes; lists about 20 artists. *Base rate:* \$100.

Copy restrictions: Accept beer and wine any time; 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 Red and Blue Midsouth Groups. *Opened:* Dec. 30, 1933. *Owner, station head:* George W. Norton.



*We Offer
10 Million
Cocked Ears*

Tickle 'Em With Good Shows and Their Owners Will Pay You Well

**Nationally
Cleared
Channel**

**820 Kilocycles
CBS Outlet**

**EDWARD PETRY
& COMPANY
National
Representatives**

WITH its brand new 50,000-watt broadcast transmitter assuring a marked increase in coverage and much greater clarity at all times, WHAS enables you to strut your stuff and tell your sales story more satisfactorily than ever to some 5,000,000 population in the Heart of the Rich Ohio Valley. One of the world's pioneer commercial stations, WHAS leads in prestige, programs and popularity in its Primary Listening Area.

WHAS

COURIER-JOURNAL & LOUISVILLE TIMES STATION

KENTUCKY STATIONS—Continued

Jr. Station manager: Nathan Lord. *Commercial manager:* James F. Cox. *Program director:* George Patterson. *Chief engineer:* Wilbur Hudson. *Artists bureau head, musical director:* Earl Keller. *Publicity director:* Virginia Strader.

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 and patent medicine accounts, provided they comply with Federal Trade Commission regulations; all copy must be in good taste and is subject to station approval.

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. (Note: WGRC maintains studios in Louisville in the Kentucky Home Life Bldg., phone: Wabash 3343; also in Jeffersonville in the Jefferson High School, phone: Jeffersonville 141.)

President: Charles Lee Harris. *General and commercial manager:* George M. Kuhn. *Program and publicity director, production manager, artists bureau head:* Robert J. McIntosh. *Musical director:* Rosalind Brown. *Traffic and studio manager:* Bill Sherman. *Chief engineer:* Jack Gardner. *Manager continuity department:* Charlotte Falkner.

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:* \$45.

Copy restrictions: All copy subject to general manager's approval; accept beer only; 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 direc-*

tor: Credo Fitch Harris. *Executive manager:* W. L. Coulson. *Program director:* Joe Eaton. *Technical director:* Orrin W. Towner. *Artists bureau head:* Bob Drake. *Musical director:* Robert Hutsell. *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 and 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.

WLUM, MIDDLESBORO

Operator: Lincoln Memorial University. *Power:* 250 and 100 watts on 1210 kc.

At press time this station had a construction permit only.

WOMI, OWENSBORO

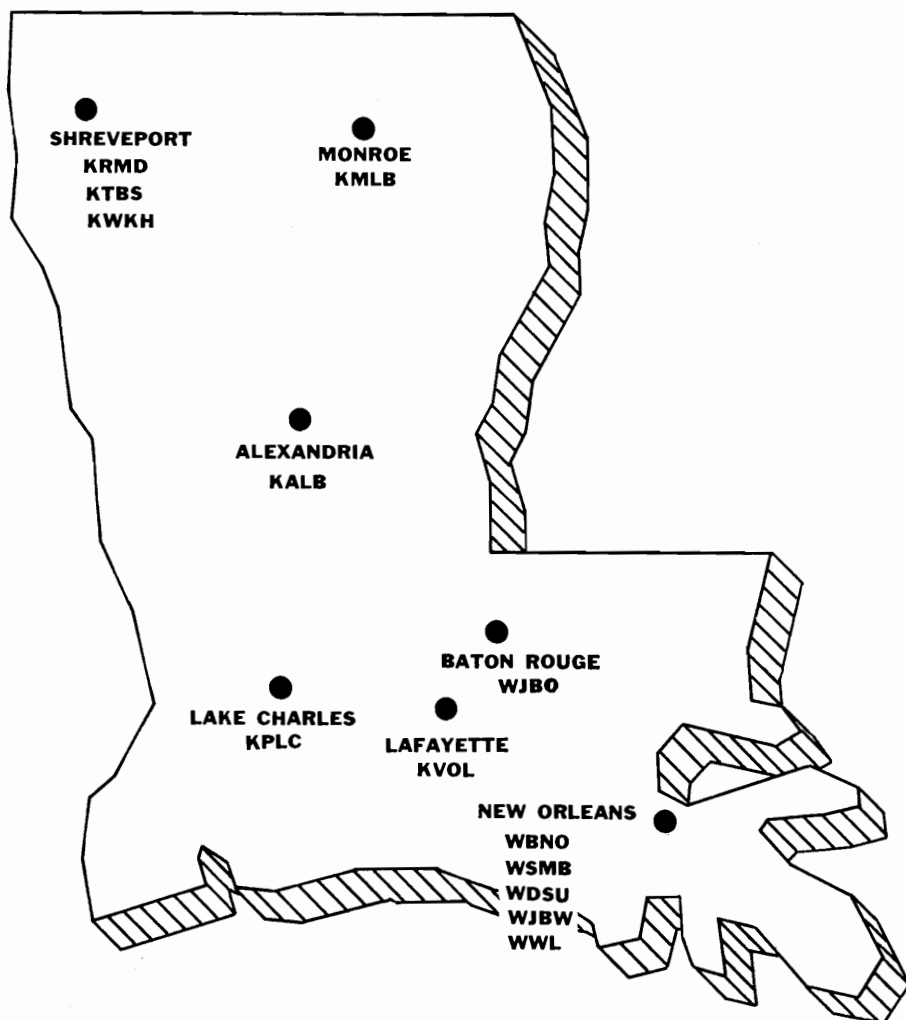
Operator: Owensboro Broadcasting Co., Owensboro. *Phone:* 420. *Power:* 250 and 100 watts on 1500 kc. *Affiliation:* None. *Opened:* Feb. 7, 1938. (Note: This station is newspaper-owned by the Owensboro Messenger and Inquirer).

President: Lawrence W. Hager. *Station manager:* Lyell L. Ludwig. *Commercial manager:* George Blackwell. *Program director:* Bob Clayton. *Chief engineer:* Earl Jagoe. *Artists bureau head:* Virginia Lee. *Musical director:* Edna May Brown. *Publicity director:* LeRoy Woodward.

Rep: None. *News:* AP. *Seating facilities:* Have such facilities; can accommodate "small number," but no figure given. *Merchandising:* Tie in with the newspaper for publicity. *Foreign language programs:* Not accepted. *Artists bureau:* Setup nominal only. *Stock:* Held by Owensboro Publishing Co., Lawrence W. Hager, W. B. Hager, and G. M. Fuqua. *Base rate:* No card sent.

Copy restrictions: Beer, wine, and liquor accepted; also patent medicines; all copy subject to station approval and to all laws.

LOUISIANA



KENTUCKY STATIONS—Continued

WPAD, PADUCAH

Base rate: \$40. Rep: None listed.

Operator: Paducah Broadcasting Co., Inc. No other information available after
Ninth & Terrell Sts. Power: 250 and 100 repeated requests.
watts on 1420 kc.

LOUISIANA

(297,400 radio homes)

Radio Homes by Counties

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

KALB, ALEXANDRIA

Operator: Alexandria Broadcasting Co., Inc., 3d and Jackson Sts. Phones: 55 (commercial); 65 (public). Power: 250 and 100 watts on 1210 kc. Affiliation: Southern Broadcasting Network. Opened: Sept. 21, 1935.

General manager: W. L. Waltman. Commercial manager: I. F. Welch. Program director: Virgil G. Evans. Chief engineer: James Manship.

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: \$50.

Copy restrictions: None.

WJBO, BATON ROUGE

Operator: Baton Rouge Broadcasting Co., Inc., Magnolia and Fifth Sts. Phone: 3647. Power: 500 watts on 1120 kc., unlimited, except 8 to 9 p.m. Monday evenings. Affiliation: NBC Blue Southern Group. 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: Oliver Manning. Publicity director: Edly 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: \$120.

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

LOUISIANA STATIONS—Continued

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: None. *News:* United Press. *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; all copy must be in good taste in the opinion of the station management.

WSMB, NEW ORLEANS

... New Orleans' most popular station
for thirteen years.

In 1938 the Women's National Radio Committee lists more outstanding programs in WSMB than any other New Orleans station. This includes Transradio Press, an exclusive WSMB service.

Technical improvements during 1937-38 include an increase to 5,000 watts—a new transmitter—new high-efficiency antenna—new ground system and program amplifier.

**All of which insures maximum efficiency
plus best program service!**

LOUISIANA STATIONS--Continued

WBNO, NEW ORLEANS

Operator: The Coliseum Place Baptist Church, 720 Common St. *Power:* 100 watts on 1200 kc. (shares time with WJBW). *Affiliation:* None.

Rep: Cox and Tanz. *Base rate:* \$25 (½ hr.).

Copy restrictions: No alcoholic beverage advertising accepted.

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:* Fred Fabre. *Musical director:* Albert A. Hodges.

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

Copy restrictions: Rate card states "advertising of alcoholic beverages accepted, but program must be in the late hours"; all copy must conform to government regulations and station approval.

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.).

No other information available after repeated requests.

WSMB, NEW ORLEANS

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

Rep: Edward Petry & Co., Inc. *News:* Transradio. *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 Musicians and Little Theatre, offering them a chance on the air on a rotating basis. *Base rate:* \$125 (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:* 50,000 watts on 850 kc. *Affiliation:* CBS. *Opened:* March 30, 1922.

Faculty director: Rev. F. A. Cavey, S.J. *Station manager:* Vincent F. Callahan. *Program director:* James Willson. *Chief engineer:* J. D. Bloom, Jr. *Musical director:* Irvin Vidacovich. *Special events director:* Henry Dupre.

Rep: The Katz Agency. *News:* UP. *Seating facilities:* University 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:* \$150 (half hour).

Copy restrictions: Beer and wine accepted; proprietaries must conform to station standards of public decency.

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:* Margaret Barnett. *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:* \$30 (half hour).

Copy restrictions: None listed.

KTBS, SHREVEPORT

Operator: Tri-State Broadcasting System, Inc., Commercial Bldg. *Phone:* 4171. *Power:* 1,000 watts on 1450 kc. *Affiliation:* NBC Southwestern Group. *Opened:* 1928.

LOUISIANA STATIONS—Continued

(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. *Local advertising manager:* J. A. Oswald. *Program and musical director, artists bureau head:* B. G. Robertson. *Chief engineer:* C. H. Maddox. *Publicity director:* Ewing Canaday.

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. *Local advertising manager:* J. A. Oswald. *Program and musical director, artists bureau head:* Fred Ohl. *Chief engineer:* William E. Antony. *Publicity director:* Ewing Canaday.

Rep: The Branham 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:* \$200.

Copy restrictions: Accept beer, wine and liquor advertising; medical accounts accepted only on approval of management; all copy subject to station approval and FTC rules and regulations.



ON AND AFTER SEPTEMBER 1*

STATION W W L

*Affiliated with Columbia Broadcasting System and Completely
Covering the Rich New Orleans and Surrounding Market*

WILL OPERATE ON

50,000

WATTS
(Clear Channel)



WWL DEVELOPMENT COMPANY, Inc.
ROOSEVELT HOTEL NEW ORLEANS, LA.

* Approximately

MAINE

(201,100 radio homes)

Radio Homes by Counties

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

WRDO, AUGUSTA

Operator: WRDO, Inc., 1 Commercial St. *Phone:* 2285. *Power:* 100 watts on 1370 kc. *Affiliation:* Colonial, Yankee, Mutual, Maine Broadcasting Systems. *Opened:* Feb. 23, 1932.

Station manager: Conrad E. Kennison. *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 region, 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 medicines 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:* R. M. Wallace. *Program director:* Maurice Dolbier. *Chief engineer:* Nelson Lawson.

Rep: None. *News:* AP through affiliation with Bangor Daily Commercial. *Seating facilities:* Approximately 100. *Merchandising:* None. *Foreign language programs:* Accept both programs and announcements. *Artists bureau:* No talent listed as being under contract; bureau will, however, supply artists for advertiser at cost. *Stock:* Closed corporation, principals being F. B. Simpson, R. M. Wallace and B. M. Havey. *Base rate:* \$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; Colonial; Mutual.

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.

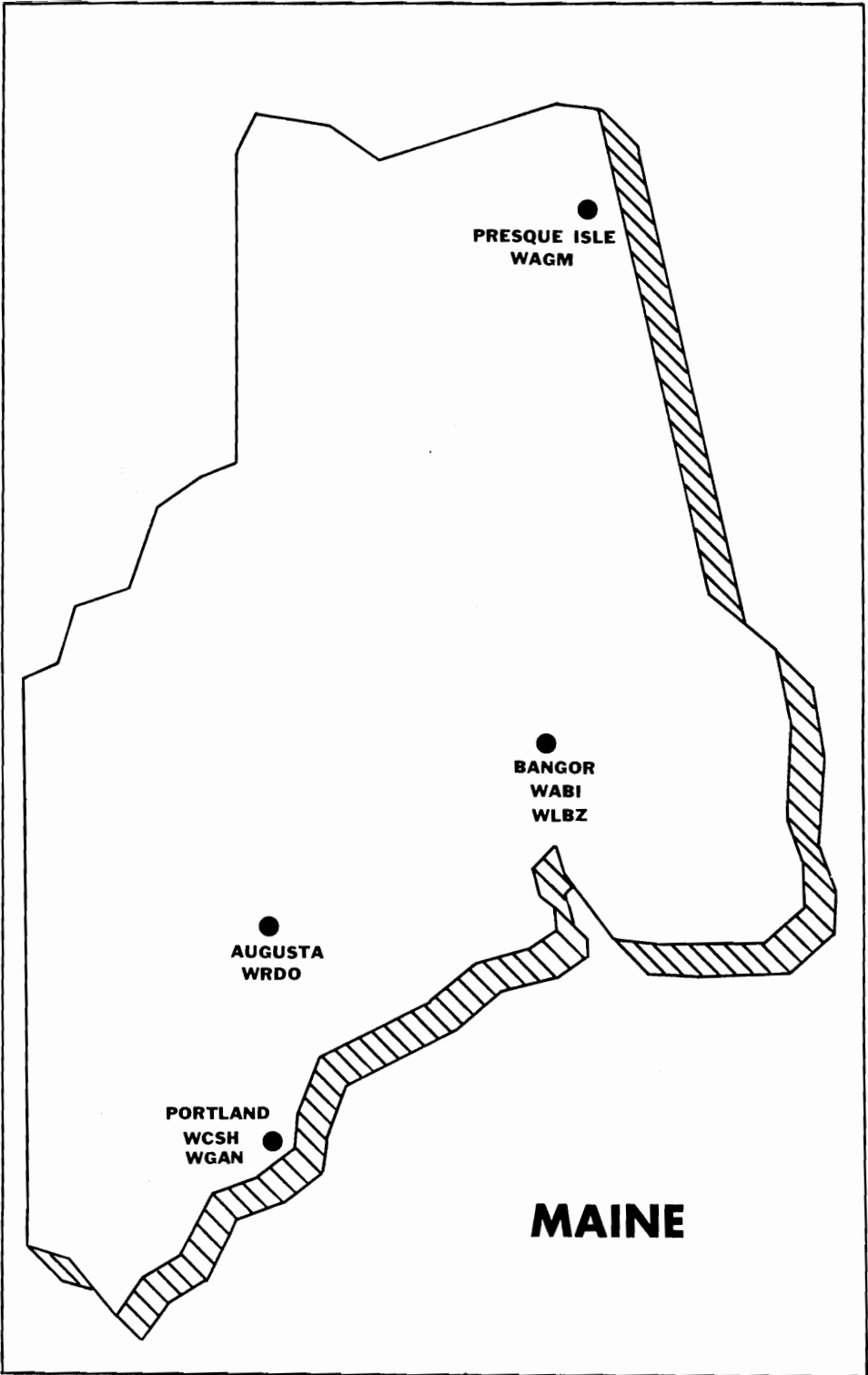
President: Henry P. Rines. *Director:* George F. Kelley, Jr. *Commercial manager:* Linwood T. Pitman. *Program director:* Albert Willard Smith. *Chief engineer:* Fred Crandon. *Musical director:* Arthur F. Kendall.

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



MAINE STATIONS—Continued

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. *Phone:* 60. *Power:* 100 watts on 1420 kc (specified hours). *Affiliation:* None. *Opened:* January, 1930.

General and station manager: R. W. MacIntosh. *Commercial manager, chief engineer:* L. E. Hughes. *Program and*

publicity director: Ted Coffin. *Artists bureau head:* Bill Davis. *Musical director:* Ted Davis.

Rep: None. *News:* Transradio; also gathers news locally. *Seating facilities:* main studio seat 50; auditorium studio available seating up to 700. *Merchandising:* Air build-ups at opening of series gratis. *Foreign language programs:* Accept French and Swedish; programs of this type limited to 15 minutes per week per sponsor. *Artists bureau:* Yes; details not given. *Base rate:* \$40.

Copy restrictions: Only such promulgations as are made by the Federal Trade Commission.

MARYLAND

(355,100 radio homes)

Radio Homes by Counties

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

WBAL, BALTIMORE

Operator: WBAL Broadcasting Company, Lexington Bldg. *Phone:* Plaza 4900. *Power:* 10,000 watts on 1060 kc (after 9 p.m., 2,500 watts on 760 kc. synchronized with WJZ, New York). *Affiliation:* NBC Basic Blue; Mutual. *Opened:* November 2, 1925.

(Note: This station is a subsidiary of Hearst Radio and is affiliated with the Baltimore News-Post and American.)

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

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

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

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.

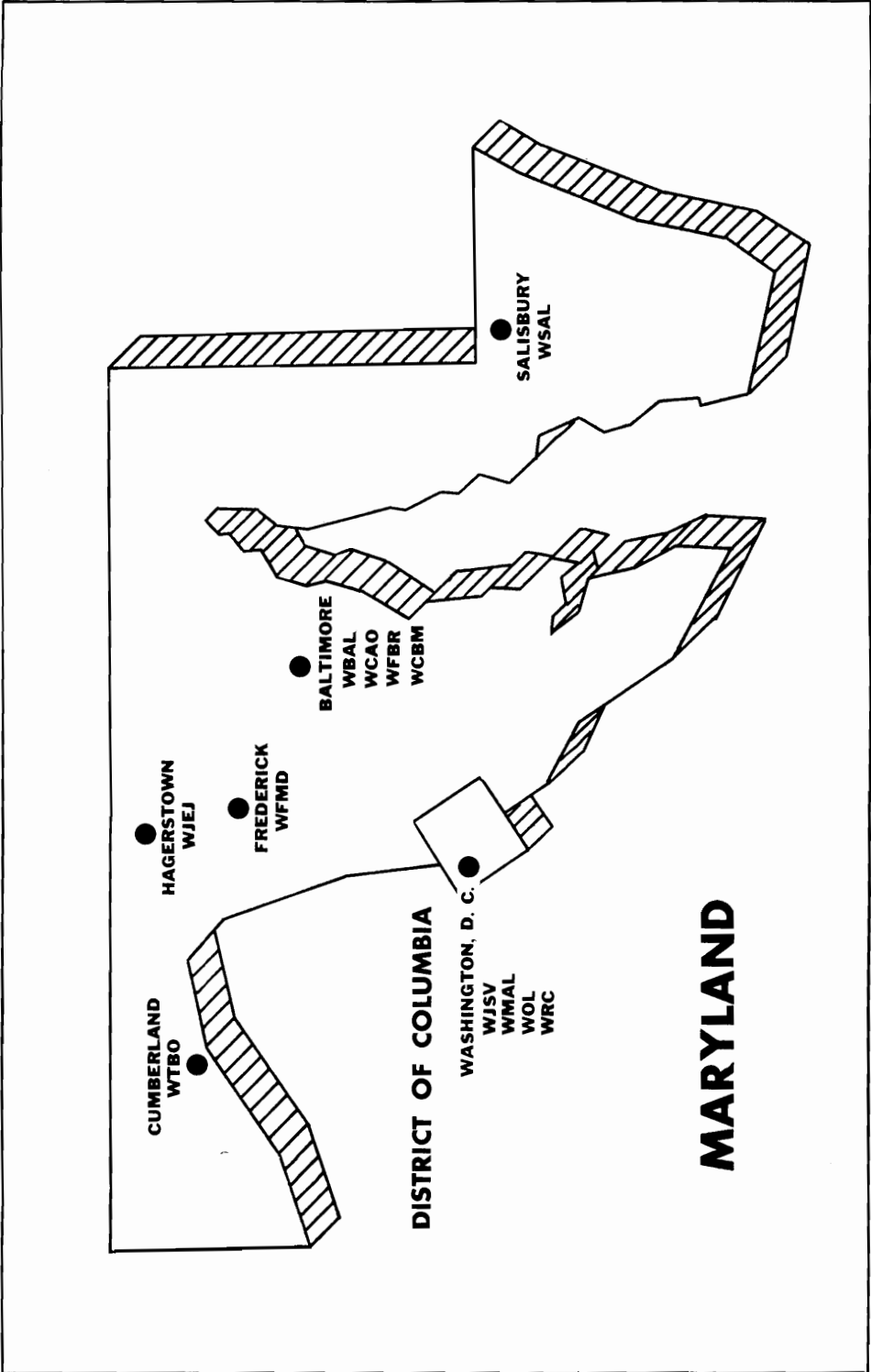
Executive vice-president, station manager, commercial manager: J. Thomas Lyons. *Program director, publicity director:* Gordon A. Scheihing. *Chief engineer:* Martin L. Jones.

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.



MARYLAND STATIONS—Continued

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

Rep: None. *News:* INS, Universal. *Seating facilities:* 50 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 (has construction permit for 5,000 and 1,000 watts on 1270 kc). *Affiliation:* NBC Basic Red. *Opened:* June 4, 1922.

President: Robert S. Maslin, Sr. *Executive vice-president:* Hope H. Barroll, Jr. *Commercial manager:* Purnell H. Gould. *Program director:* Bert Hanauer. *Chief engineer:* William Q. Ranft. *Artists bureau head, musical director:* Joseph 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. *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 in Dallas, Texas). *Affiliation:* Quaker Net-

work; Maryland 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: Copy must conform to station standards and FCC rules and regulations.

WFMD, FREDERICK

Operator: Monocacy Broadcasting Co., Winchester Hall, Frederick; Hippodrome Theater Bldg., Baltimore. *Phone:* Frederick 1466. *Power:* 500 watts on 900 kc (to local sunset). *Affiliation:* None. *Opened:* Jan. 1, 1936.

Vice-president, general manager, commercial manager: A. V. Tidmore. *Program director, artists bureau head:* R. L. Longstreet. *Chief engineer:* John A. Fels. *Musical director:* Winston C. Shipley. *Publicity director:* Hugh F. Ferguson.

Rep: None. *News:* Transradio. *Seating facilities:* Winchester Hall Auditorium, 500. *Merchandising:* None formulated as yet; clients largely local. *Foreign language programs:* Would accept, but population doesn't warrant such programs. *Artists bureau:* Books talent, but has no talent contracts; purpose of bureau is described as "to prevent 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.

WJEW, HAGERSTOWN

Operator: Hagerstown Broadcasting Co., Franklin Court Bldg. *Phone:* 2323. *Power:* 100 watts on 1210 kc. *Affiliation:* None. *Opened:* Oct. 29, 1932.

General manager: Grover C. Crilley. *Advertising manager, national representative:* Edythe Fern Melrose. *Commercial manager:* C. H. Myers. *Program director:* Amos Harper. *Chief engineer:* Harold Brewer.

Rep: None. *News:* Transradio. *Seating facilities:* Auditorium arrangements for presenting public shows; capacity 600; admission to be charged, if any, is optional with the sponsor. *Merchandising:* Information, on request. *Foreign language programs:*

BALTIMORE'S NO. 1 SHOWMANSHIP STATION

WFBR EXCLUSIVES:

- ★ Broadcasts Pimlico Futurity and Preakness
- ★ Broadcasts Preakness Ball ("Life Goes to A Party")
- ★ Broadcasts Maryland Hunt Cup Race
- ★ Sponsors WFBR Handicap Race at Pimlico
- ★ First *Mobile* Radio Station in U. S. to be completely equipped with studio and control room
- ★ "Community News and Views"—first program to make radio advertising available to community merchants
- ★ Exclusive broadcasts of Automobile and Food Shows
- ★ Appointed Official Broadcasting Station for Independent Retail Grocers and Meat Dealers Assn. of Balto.
- ★ Broadcast Bermuda Interviews, via Bermuda Clipper
- ★ Broadcasts Maryland State Fair
- ★ Broadcasts Chesapeake Bay Fishing Fair
- ★ Devotes more than one-third of its time to civic, cultural and educational features!

FLASH: F. C. C. GRANTS WFBR C. P. FOR
5000 WATTS DAYTIME; 1000 WATTS NIGHTTIME.

IN BALTIMORE
THEY LISTEN TO -



WFBR

INTERNATIONAL BROADCASTING STATION
BASIC N.B.C. RED NETWORK

MARYLAND STATIONS—Continued

No information given. *Artists bureau:* Set-up nominal only. *Base rate:* \$60.

Copy restrictions: Accept beer, wines and hard liquors; patent medicines must stand scrutiny of Food & Drug Administration; all copy must conform with government regulations.

WSAL, SALISBURY

Operator: Frank M. Stearns, 315 E. Main St. *Phones:* 1540; 1541; 729. *Power:* 250 watts on 1200 kc. (daytime). *Affiliation:* None. *Opened:* Nov. 17, 1937.

Owner: Frank M. Stearns. *Program director:* Deane S. Long. *Chief engineer:*

Richard W. Bullers. *Musical director:* H. Fulton Brewington.

Rep: Weed & Co. *News:* UP. *Seating facilities:* None in the plant; use local theatre on Saturdays for Kiddies Show, and on Sundays (when the theatre is otherwise closed) for an amateur hour. *Merchandising:* Can render services on request. *Foreign language programs:* Station claims no foreign languages are used in the area. *Artists bureau:* None. *Base rate:* \$45.

Copy restrictions: Beer and wine okay; no hard liquor; "we make every possible effort to keep commercials to within six minutes of every 15."

MASSACHUSETTS

(1,019,200 radio homes)

Radio Homes by Counties

Barnstable	9,550	Franklin	12,840	Norfolk	73,210
Berkshire	29,990	Hampden	81,090	Plymouth	42,530
Bristol	87,060	Hampshire	16,730	Suffolk	200,230
Dukes	1,510	Middlesex	223,760	Worcester	116,080
Essex	123,560	Nantucket	1,060		

WAAB, BOSTON

Operator: The Yankee Network, Inc., 21 Brookline Ave. *Phone:* Commonwealth 0800. *Power:* 1,000 and 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. *Sales promotion:* James V. Bonner. *Artists bureau head:* Van D. Sheldon. *Director of public relations:* Gerald Harrison. *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 and wines; Better Business Bureau and Proprietary Association consulted.

WBZ-WBZA, BOSTON

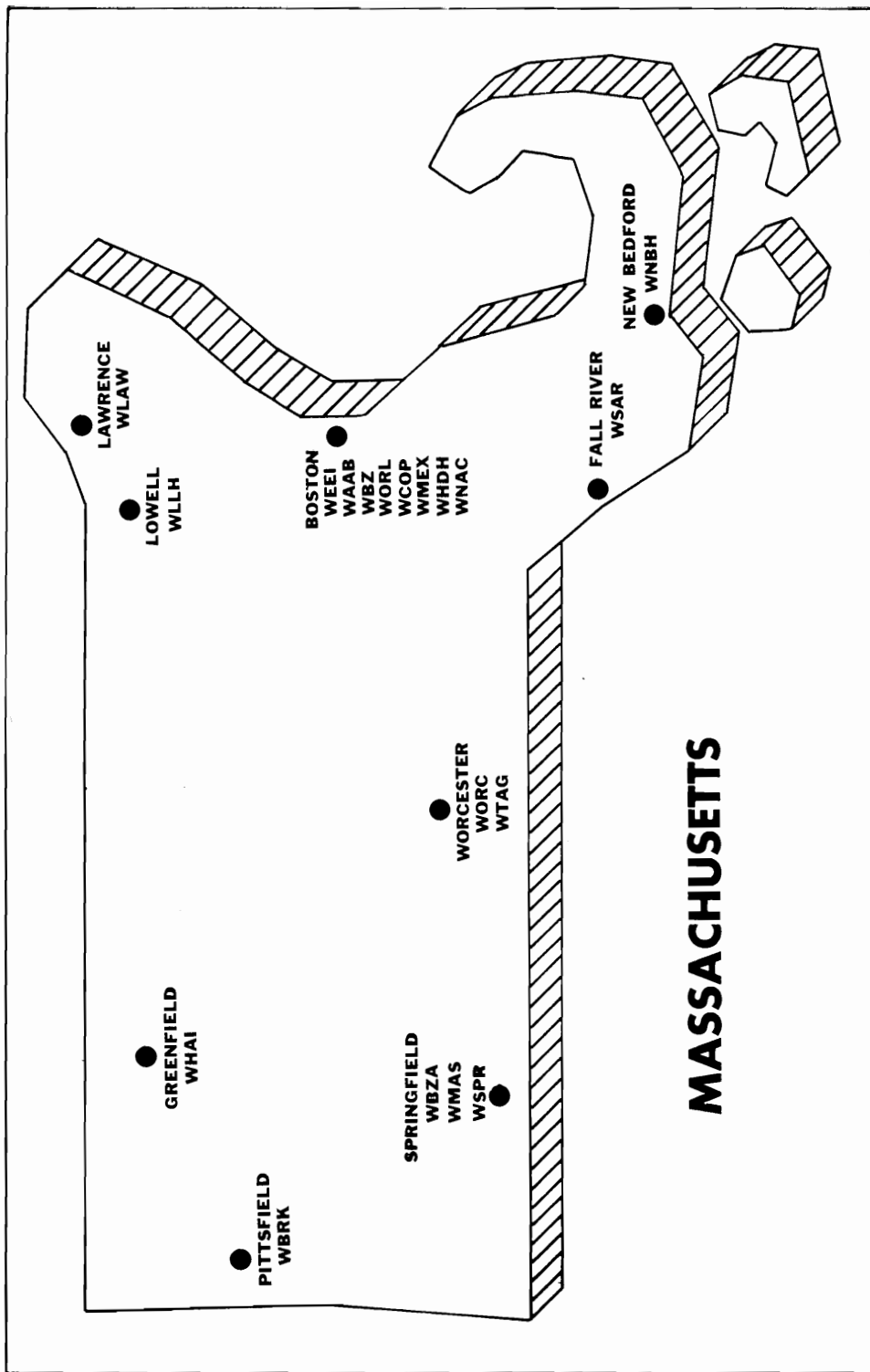
Operator: Owned and operated by Westinghouse Electric and Mfg. Co.; pro-

grammed by the National Broadcasting Co., Inc. *WBZ:* Hotel Bradford, Boston. *WBZA:* Hotel Kimball, Springfield. *Phone:* *WBZ:* Hancock 4261; *WBZA:* Springfield 6-8336. *Power:* *WBZ:* 50,000 watts on 990 kc; *WBZA:* 1,000 on 990 kc. (Note: both stations operate simultaneously and in synchronism on the same frequency and wavelength.) *Affiliation:* NBC Basic Blue. *Opened:* *WBZ:* Sept. 15, 1921; *WBZA:* Nov. 15, 1924.

General manager: John A. Holman. *Commercial manager:* Frank R. Bowes. *Program director:* John F. McNamara. *Chief engineer:* (WBZ), Dwight A. Myer; (WBZA), H. E. Randol. *Musical director:* John H. Wright. *Sales promotion manager:* George A. Harder.

Rep: National Broadcasting Co. *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:* None listed. *Base rate:* \$400.

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



MASSACHUSETTS STATIONS—Continued

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:* Regional Group. *Opened:* Aug. 26, 1935.

President: Harold A. Lafount. *Station manager:* Gerard H. Slattery. *Chief engineer:* Whitman Hall. *Publicity director:* Ed Pearson.

Rep: International Broadcasting Corp., New York. *News:* Transradio. *Seating facilities:* Public function rooms of Copley Plaza Hotel, capacity 2,000. *Merchandising:* Dealer contacts; distribution of all promotion material; breakdown and tabulation of sponsor mail. *Foreign language programs:* Accepted. *Artists bureau:* Supplies talent. *Base rate:* \$75.

Copy restrictions: Accept beer and wine; 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. *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:* None; can supply talent, however. *Stock:* Owned by Edison Electric Illuminating Company of Boston; station is leased and operated by CBS. *Base rate:* \$425.

Copy restrictions: CBS program policies.

WHDH, BOSTON

Operator: Matheson Radio Co., Inc., Hotel Touraine. *Power:* 1,000 watts on 830 kc.

(daytime). *Affiliation:* None. *Opened:* 1929.

General manager: R. G. Matheson.

Base rate: \$100.

No further information available after several requests.

WMEX, BOSTON

Operator: Northern Corporation, 70 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:* S. Alfred Wasser. *Program director, artists bureau head:* John E. Reilly. *Musical director:* John F. Kiley. *Publicity director:* Vivienne M. Cameron.

Rep: George P. Hollingbery Co. *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 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. *Sales promotion:* Carleton McVarish (manager), Robert C. Taylor. *Artists bureau head:* Van D. Sheldon. *Director of public relations:* Gerald Harrison. *Publicity director:* A. J. Stephenson.

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 and wines accepted; copy on all programs must conform to Better Business Bureau standards; patent medicines subject to Proprietary Association copy rules.

WHAT TO *Buy*— TO *Sell* NEW ENGLAND

- **WNAC—Boston**

Key station of the Yankee Network, and NBC Red Network outlet in Boston. Blankets the 80 cities and towns of the Metropolitan Boston area, serving a population of 2,307,897. Long recognized as leading all Boston stations in all-day average of listeners.

- **WEAN—Providence**

The dominant station in its territory for the past 16 years. An essential factor in covering Rhode Island's densely populated, highly industrious, traditionally prosperous market.

- **WICC—Bridgeport, New Haven**

Giving complete coverage of Fairfield and New Haven counties where more than half of Connecticut's population, taxable property and radio homes are situated. An area of intensive industry, large payrolls. Primary coverage includes greater part of Long Island.

- **WAAB—Boston**

Key station of The Colonial Network. Mutual Broadcasting System's Boston outlet. New England's outstanding sports and public events station. Holding a tremendous local audience, larger than that of any other local station, exclusive of major network stations.

- **THE YANKEE NETWORK**

Providing direct, coordinated and complete coverage of fourteen great market areas. A proven and vitally important sales producing factor throughout the entire New England territory.

- **THE COLONIAL NETWORK**

A regional network of unrivalled value to the advertiser desiring economical coverage of New England's leading market regions. Combining 14 popular local stations, each located in a rich urban shopping center.

THE YANKEE NETWORK, INC. 21 BROOKLINE AVENUE
BOSTON, MASSACHUSETTS
EDWARD PETRY & CO., Inc., Exclusive National Representatives

MASSACHUSETTS STATIONS—Continued

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:* Richard Bates. *Musical director:* Robert Perry. *Artists bureau heads:* James Carmody and Eddie Urquhart. *Chief engineer:* Ervin Crandell. *Publicity director:* Marjorie L. Spriggs.

Rep: J. J. Devine & Associates, Inc. *News:* Transradio; Christian Science Monitor; Boston Evening Transcript. *Merchandising:* Complete service, including market surveys, dealer notifications, distributor's analyses, publicity, etc. *Foreign language programs:* Accepted; translation must be furnished in advance. *Artists bureau:* Yes. *Base rate:* \$75.

Copy restrictions: Advertising of intoxicating beverages not accepted: all copy subject to station approval.

WSAR, FALL RIVER

Operator: Doughty & Welch Electric Co., Inc., 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:* Leonard C. Cox. *Program director, artists bureau head:* Josephine Y. Welch. *Chief engineer:* John C. Pavao. *Musical director:* Harry W. Craig. *Publicity director:* Francis J. McLaughlin, Jr.

Rep: Gordon H. Bryant. *News:* Yankee Network and WSAR News Service. *Seating facilities:* Two studios, largest one seating 100 persons. *Merchandising:* Publicity, coverage and market data offered free; tie-ins, displays and special features of other types rendered at actual cost. *Foreign language programs:* Accepted; French, Italian, Portuguese and Polish programs current; copy subject to station approval or revision. *Artists bureau:* Setup nominal only. *Base rate:* \$120.

Copy restrictions: Accept beer, wine and liquor; no restrictions other than those of the FCC.

WHAI, GREENFIELD

Operator: John W. Haigis. *Power:* 250 watts on 1210 kc. (daytime).

At press time this station had a construction permit only.

WLAW, LAWRENCE

Operator: Hildreth & Rogers Co., 278 Essex St. *Phone:* 4107. *Power:* 1,000 watts on 680 kc. (daytime). *Affiliation:* Inter-City Broadcasting System. *Opened:* Dec. 19, 1937. (Note: this station is newspaper-owned by the Lawrence Eagle and Tribune.)

President, treasurer: A. H. Rogers. *Station manager:* Irving E. Rogers. *Commercial manager:* David M. Kimel. *Program and musical director:* Stanley N. Schultz. *Chief engineer:* George R. Luckey. *Artists bureau head:* J. H. Harrison Flint. *Publicity director:* Frederic A. Sullivan.

Rep: Weed & Co. *News:* AP. *Seating facilities:* Studio A can accommodate 150 people; 50 more can view studio through glass partition. *Merchandising:* Newspaper publicity on programs and artists in the two newspapers affiliated with the station. *Foreign language programs:* Accepted, but with restrictions. *Artists bureau:* Setup nominal only. *Base rate:* \$60.

Copy restrictions: None listed other than that station retains right to reject any copy for reasons sufficient unto itself.

WLLH, LOWELL (AND LAWRENCE)

Operator: Merrimac Broadcasting Co., Inc., 39 Kearney Square. *Phone:* Lowell 2121; Lawrence 22148. *Power:* 250 and 100 watts on 1370 kc (Lowell); 100 watts on 1370 kc (Lawrence). *Affiliation:* Mutual; Yankee Network; Colonial Network. *Opened:* Oct. 10, 1934 (Lowell); Dec. 1, 1937 (Lawrence). (Note: WLLH has special temporary authorization to operate a satellite station at Lawrence, Mass., unlimited synchronously with WLLH.)

President: A. S. Moffat.* *Station manager, 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:* \$120.

Copy restrictions: Take wine, beer, hard liquors, but copy must not tend to encourage their use; other copy must conform to "commonly accepted standards."

* Also president of WMAS, Springfield.

MASSACHUSETTS STATIONS—Continued

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 programs:* 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.

WBRK, PITTSFIELD

Operator: Harold Thomas, 8 Bank Row. *Phone:* 2-1553. *Power:* 250 and 100 watts on 1310 kc. *Affiliation:* CBS. *Opened:* Feb. 20, 1938.

President: Harold Thomas. *Commercial manager:* Bruff W. Olin. *Program director:* Walcott A. Wyllie. *Chief engineer:* Norman Blake. *Publicity director:* Robert Burbank.

Rep: Sears & Ayer. *News:* Transradio. *Seating facilities:* Studio A seats 50; WBRK Radio Playhouse, 250 (has stage, lighting, and lobby display space). *Merchandising:* Provide lobby space for displays; supply publicity material when possible; do some direct mail work; will display and distribute merchandise publicity when furnished by the client. *Foreign language programs:* Not accepted. *Artists bureau:* Service bureau operates without charge to talent. *Base rate:* \$100.

Copy restrictions: Beer and wines okay; no hard liquor copy accepted; all accounts subject to individual consideration.

WMAS, SPRINGFIELD

Operator: WMAS, Inc., Hotel Charles. *Phone:* 7-1414. *Power:* 250 and 100 watts on 1420 kc. *Affiliation:* CBS. *Opened:* Sept. 1, 1932.

President: A. S. Moffat. * *Station manager:* A. W. Marlin. *Commercial manager:*

Gordon B. Ewing. *Program director, artists bureau head:* F. Turner Cooke. *Chief engineer:* James L. Spates. *Musical director:* Paul Pelletier. *Publicity director:* Colton G. Morris.

Rep: Edward Petry & Co., Inc. *News:* Tra. radio. *Seating facilities:* Three studios, accommodate about 35 persons. *Merchandising:* Service rendered to sponsor in accordance with needs. *Foreign language programs:* Acceptable; English copy must be submitted in advance; announcements carefully edited; carrying Polish and 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 and musical director:* Wayne H. Latham. *Artists bureau head:* Elwin N. Tacy. *Chief engineer:* Hillis W. Holt. *Publicity director:* Howard S. Keefe.

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, 65 Elm 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. *Musical director:* Maurice Diamond.

Rep: International Radio Sales. *News:* Transradio. *Seating facilities:* Studio, 50

* Also president of WLLH, Lowell.

MASSACHUSETTS STATIONS—Continued

persons. *Merchandising:* Any type of merchandising is provided at actual cost. *Foreign language programs:* Not accepted. *Artists bureau:* None. *Base rate:* \$150.

Copy restrictions: Total commercial copy may not exceed 20% of total time purchased; will accept beer and wines.

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: Newspaper owned; Worcester Telegram and 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

(1,122,200 radio homes)

Radio Homes by Counties

Alcona	1,050	Gratiot	7,150	Missoukee	1,490
Alger	1,680	Hillsdale	7,240	Monroe	11,970
Allegan	9,510	Houghton	10,740	Montcalm	7,000
Alpena	3,910	Huron	6,620	Montmorency	610
Antrim	2,350	Ingham	28,860	Muskegon	19,860
Arenac	1,690	Ionia	8,350	Newaygo	4,060
Baraga	1,810	Iosco	1,760	Oakland	49,310
Barry	5,520	Iron	4,100	Oceana	3,340
Bay	15,200	Isabella	4,620	Ogemaw	1,480
Benzie	1,660	Jackson	22,360	Ontonagon	2,200
Berrien	20,200	Kalamazoo	22,250	Osceola	2,980
Branch	6,370	Kalkaska	920	Oscoda	360
Calhoun	21,980	Kent	59,010	Otsego	1,160
Cass	5,400	Keweenaw	1,020	Ottawa	12,770
Charlevoix	2,760	Lake	1,020	Presque Isle	2,140
Cheboygan	2,560	Lapeer	5,920	Roscommon	540
Chippewa	5,140	Leelanau	1,740	Saginaw	27,570
Clare	1,680	Lenawee	12,720	St. Clair	16,290
Clinton	5,790	Livingston	4,710	St. Joseph	8,230
Crawford	730	Luce	1,040	Sanilac	6,360
Delta	6,740	Mackinac	1,880	Schoolcraft	1,760
Dickinson	6,210	Macomb	17,660	Shiawassee	9,600
Eaton	8,320	Manistee	4,140	Tuscola	7,330
Emmet	3,490	Marquette	9,280	Van Buren	8,640
Genesee	49,020	Mason	4,380	Washtenaw	17,130
Gladwin	1,570	Mecosta	3,800	Wayne	428,960
Gogebic	6,040	Menominee	4,970	Wexford	3,910
Grand Traverse	4,370	Midland	4,140		

WELL, BATTLE CREEK

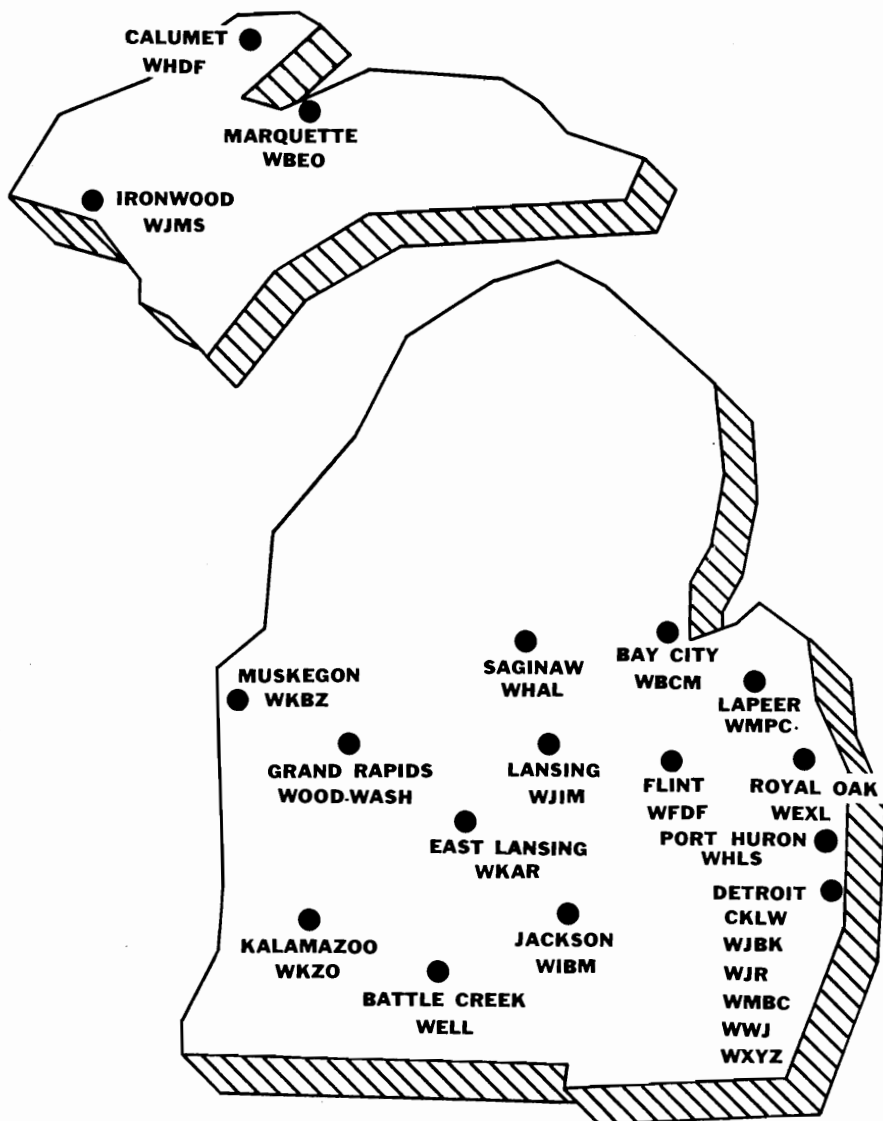
Operator: Enquirer and News Co., 1 W. Michigan Ave. *Phones:* 5655; 7166. *Power:* 100 watts on 1420 kc. *Affiliation:* Michigan Radio Network; Canadian Broadcasting Corp.; NBC Blue (sustaining features only). *Opened:* September, 1925. (Note: This station is newspaper owned.)

Owner: A. L. Miller. *Station manager:* Dan E. Jayne. *Commercial manager:* Forrest Flagg Owen. *Chief engineer:* Raymond B. Roof. *Artist bureau head:* Hub Jackson. *Publicity director:* Alden Haight.

Rep: J. J. Devine & Associates, Inc. *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 dis-

MICHIGAN



MICHIGAN STATIONS—Continued

continue 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 Broadcasting Co., Inc., Hotel Wenonah. *Phone:* 4212-3. *Power:* 1,000 and 500 watts on 1410 kc. *Affiliation:* Michigan Radio Network. *Opened:* Dec. 8, 1928, as successor to WSKC, which opened June 5, 1925.

Program director: Lester Mitchell. *Musical director:* Lionel H. DeRemer. *Chief engineer:* Ralph H. Carpenter.

Rep: Howard H. Wilson Co. *News:* UP. *Seating facilities:* None. *Merchandising:* None. *Foreign language programs:* German program current. *Base rate:* \$115.

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 on 1370 kc. (specified hours). *Affiliation:* None.

Base rate: \$45.

No other information available.

CKLW, DETROIT

Operator: Western Ontario Broadcasting Co., Union Guardian Bldg., Detroit. *Phone:* Cadillac 7200. *Studios:* Guaranty Trust Bldg., Windsor. *Phone:* 4-1155. (American Company; Essex Broadcasters, Inc. Studios are maintained in Windsor and Detroit. Station license is issued by Canada.) *Power:* 5,000 watts on 1030 kc. *Affiliation:* Mutual Broadcasting System. *Opened:* May 31, 1932.

Vice-president, managing director: Frank Ryan. *Office manager:* M. W. Kempthorne. *Station manager:* J. E. Campeau. *Commercial manager:* L. J. DuMahaut. *Program director:* John Gordon. *Chief engineer:* W. J. Carter. *Production manager:* Gordon Castle. *Publicity director:* Billie Blum.

Rep: Station has branch offices at 360 N. Michigan Ave., Chicago, Ill.; and 9 Rockefeller Plaza, New York City. *News:* UP. *Seating facilities:* 200 persons. *Merchandising:* Staff of statisticians and demonstrators check window and counter displays; contact retailers; house-to-house canvass to check consumer acceptance; store canvass to check retailer acceptance; announcements of new programs sent to 1,000 retail outlets on request; supply market data; talent available for personal appearances; make coincidental telephone surveys; de-

sign and layout direct mail, window and counter cards, announcements, publicity, etc., at actual cost. *Foreign language programs:* Not accepted. *Artists bureau:* None; supplies talent, however. *Base rate:* \$320.

Copy restrictions: Provincial Statute prohibits beer, wine and liquor advertising; copy for patent medicines must be submitted to Department of Health at Ottawa; all accounts subject to rules of Canadian Broadcasting Corporation.

WJBK, DETROIT

Operator: James F. Hopkins, Inc., 6559 Hamilton Ave. *Phone:* TR 2-2000. *Power:* 250 and 100 watts on 1500 kc. *Affiliation:* None. *Opened:* August, 1928.

President, station manager: James F. Hopkins. *Commercial manager:* Paul Y. Clark. *Program director:* Sybil Krieghoff. *Chief engineer:* Paul Frincke. *Musical director:* Herbert Mertz. *Publicity director:* Robert Longwell.

Rep: Howard H. Wilson Co.; Northwest Radio Advertising Co. (in Seattle). *News:* Transradio. *Seating facilities:* None in studios; occasionally use ballroom, but capacity not listed. *Merchandising:* Separate department maintained to contact dealers, etc., for clients using a certain amount of time per week over 13-week period. *Foreign language programs:* Accept; currently have Polish, German, Jewish, Italian, Hungarian, Ukrainian and Arabian programs. *Artists bureau:* None. *Base rate:* \$125.

Copy restrictions: No restrictions on beer and wine; liquor advertising after 10 p.m. only; patent medicines accepted if claims are reasonable; commercial copy must conform to good advertising practices and standards of good taste.

WJR, DETROIT

Operator: WJR, The Goodwill Station, Inc., 2103 Fisher Bldg. *Phone:* Madison 4440. *Power:* 50,000 watts on 750 kc. *Affiliation:* CBS. *Opened:* 1922.

President: G. A. Richards. *Vice-president, general manager:* Leo Fitzpatrick. *Secretary-treasurer:* P. M. Thomas. *Sales manager:* Owen F. Uridge. *Chief engineer:* M. R. Mitchell.

Rep: Edward Petry & Co., Inc. *News:* INS. *Seating facilities:* 80 persons. *Merchandising:* No information given. *Foreign language programs:* Not accepted. *Artists bureau:* None. *Stock:* Majority held by G. A. Richards, P. M. Thomas, Leo J. Fitzpatrick. *Base rate:* \$625.

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

GEORGE O. HACKETT
 Market Analysis & Consumer Research
 535 NEW CENTER BUILDING
 DETROIT, MICHIGAN
 March 15, 1938

Radio Station WWJ.
 Detroit News,
 Detroit, Michigan.

Gentlemen:

On Monday through Friday of last week (March 7 through 11) we conducted by telephone a coincidental survey of radio listeners in metropolitan Detroit to learn which program was heard by the most listeners from 12:30 to 12:45 p.m., and 6:30 to 6:45 p.m. on those days. Our findings, on a basis of 200 phone calls at the noon hour and 800 calls at the evening hour, are reported below, by stations:

Total, both periods

WWJ.....	453.....	45.3%
WJR.....	85.....	8.5
WXYZ.....	51.....	5.1
CKLW.....	15.....	1.5
WMBC.....	10.....	1.0
WJFK.....	1.....	.1
WEEKL.....	1.....	.1
Outside.....	1.....	.1
Not listening.....	383.....	38.3
TOTAL CALLS 1000.....		100.0%

Excluding non-listeners

WWJ.....	73.4%
WJR.....	13.9
WXYZ.....	8.2
CKLW.....	2.3
WMBC.....	1.6
WJFK.....	.2
WEEKL.....	.2
Outside.....	.2
TOTAL.....	100.0%

I trust that this data will give you the information you desire, and that we may have the privilege of handling another assignment from you in the near future.

Sincerely,

George O. Hackett
 GEORGE O. HACKETT

goh/hw

*There's
 No Doubt
 About It—*



By Actual Survey, 73.4%
 of Detroit's Radio Listeners
 were Tuned to WWJ!

WWJ Is First in Listener Interest

DURING the week of March 7, 1938, WWJ authorized George O. Hackett, independent market analyst, to make a telephone survey of a cross section of Detroit's radio listeners. Of the 1,000 calls made, 200 were during the noon hour; 800 in the early evening. The purpose was to determine the popularity of "Broadcast", a twice-daily news feature by C. C. Bradner, originating in the studios

of WWJ. The findings were astonishing. More than half the people called were listening to their radios, and of ALL those listening 73.4% were tuned to WWJ! Such great preference for WWJ as revealed by this survey* is nothing short of phenomenal, and proves again that the radio advertiser wishing to cover the Detroit market must employ WWJ.

*WWJ invites any advertising agency to conduct a similar survey at the Station's expense.



National Representatives
George P. Hollingbery Company
 New York : Chicago : Detroit : Kansas City
 San Francisco : Jacksonville

MICHIGAN STATIONS—Continued

WMBC, DETROIT

Operator: Michigan Broadcasting Co., 7310 Woodward Ave. *Phone:* Madison 9100. *Power:* 250 and 100 watts on 1420 kc. *Affiliation:* None. *Opened:* Nov. 1, 1925.

President: E. J. Hunt. *General manager:* H. M. Steed. *Vice-president, treasurer:* E. A. Wooten. *Program director:* William J. Jory. *Commercial manager:* H. M. Steed. *Chief engineer:* E. H. Clark. *Musical director:* John Skalaki.

Rep: None. *News:* Transradio. *Seating facilities:* Studio A, 100 persons; studio B, 50. *Merchandising:* Have complete service for grocery and allied consumer lines; maintain staff of salesmen and contact men; close tie affected with grocery stores. *Foreign language programs:* Director of Polish programs is Valentine Yarosz; two Polish programs daily; Ukrainian programs directed by Nicolas Shustakovich; Lithuanian period on Saturday; Jewish hour, directed by Hyman Altman, on Sundays. *Artists bureau:* None. *Stock:* Principal holders are E. J. Hunt and E. A. Wooten. *Base rate:* \$120.

Copy restrictions: Will accept beer or wine announcements or programs; no whiskey advertising; commercial announcements must be limited to 100 words; commercial programs of 15 minutes cannot contain more than three 100-word announcements; half-hour programs limited to four 100-word announcements.

WWJ, DETROIT

Operator: The Evening News Association, 626 Lafayette Blvd. *Phone:* Randolph 2000. *Power:* 5,000 and 1,000 watts on 920 kc. *Affiliation:* NBC Basic Red. *Opened:* August 20, 1920. (Note: This station is owned by the Detroit News.)

Manager: W. J. Scripps. *Commercial manager:* Harry Bannister. *Program director:* Wynn Wright. *Chief engineer:* Walter Hoffman. *Musical director:* Mischa Kottler.

Rep: George P. Hollingbery Co. *News:* None. *Seating facilities:* Auditorium studio, seating 350. *Merchandising:* None. *Foreign language programs:* No set rules; such accounts have never been solicited. *Artists bureau:* None. *Base rate:* \$475.

Copy restrictions: Beer and light wines accepted; no liquor advertising; "certain types" of patent medicines not accepted; all copy subject to station standards and governmental regulations.

WXYZ, DETROIT

Operator: King-Trendle Broadcasting Corp., Stroh Building (executive offices); Maccabees Bldg. (studios). *Phone:* Cherry 8321. *Power:* 1,000 watts on 1240 kc. *Affiliation:* NBC Basic Blue; key station Michigan Radio Network; Canadian Broadcasting Corp.; also originates some programs for Mutual Broadcasting System and the Don Lee Broadcasting System. *Opened:* 1925 as WGHP; May, 1930, became WXYZ.

President: George W. Trendle. *General manager, treasurer:* H. Allen Campbell. *Commercial manager:* Arch Shawd. *Studio and production manager:* Russell Neff. *Sales promotion and advertising manager:* Charles C. Hicks. *Assistant to general manager:* Harry Sutton, Jr. *Manager Merchandising department:* Harold Christian. *Program director:* James Riddell. *Chief engineer:* Lynne C. Smeby. *Musical director:* Benny Kyte. *Publicity director:* Felix C. Holt.

Rep: Paul H. Raymer Co. *News:* UP. *Seating facilities:* None in studios; broadcasts from theatres at regular admission prices. *Merchandising:* Complete service from market surveys to securing dealers, distributors, jobbers; place store and window displays; conduct store demonstrations and direct sampling crews. *Foreign language programs:* None. *Artists bureau:* Yes; Russell Wood, director. *Base rate:* \$375.

Copy restrictions: Beer and wines accepted providing copy does not enhance further use of these beverages or be deemed harmful for children; hard liquor accepted after 10 p.m. on same rules as for beer and wines; all copy censored that forthrightly offends by blatant phrases relating to medicines, proprietary and patent remedies; "thrill" copy not accepted, and all statements must be in conformity to regulations of FCC.

WKAR, EAST LANSING

Operator: Michigan State College. *Phone:* 59113-ext. 398. *Power:* 1,000 watts on 850 kc (daytime). *Opened:* 1922.

This station is non-commercial; college-owned.

WFDF, FLINT

Operator: Flint Broadcasting Company, Union Industrial Bldg. *Phone:* 2-7158. *Power:* 100 watts on 1310 kc. *Affiliation:* Mutual Broadcasting System; Michigan Radio Network; Canadian Broadcasting Corp.; NBC Blue (sustainers). *Opened:* May 25, 1922.

Station manager: Howard M. Loeb. *Commercial manager:* Frederick S. Loeb. *Program director:* Adrian R. Cooper. *Chief engineer:* Frank D. Fallain. *Musical director:* William Geyer. *Publicity director:* R. V. Osgood.

Rep: None. *News:* Transradio; WFDF

RADIO ADVERTISING SUCCESS



PROGRAM:

"The Green Hornet"

Half hour drama portraying a newspaperman's singlehanded fight against "law breakers within the law". Modern in plot; played by WXYZ's professional radio artists. Time of Broadcast: 7:30 to 8:00 P.M. Tues. & Thurs. (fall & winter schedule) After time change: 6:30 to 7:00 P.M. Tues. & Thurs. (spring & summer schedule)

FACILITIES:

Michigan Radio Network

The ONE network in ONE state, dominating Michigan's EIGHT major markets at ONE low cost. Exclusive state coverage that combines thriving manufacturing centers with the big metropolitan market of Greater Detroit.

AGENCY:

N.W. Ayer & Son, Inc.

Selected "The Green Hornet" as appropriate for the big job of selling MORE Premium Quality milk to MORE people in Michigan. The conclusion is that the agency, the "show" and the facilities deserve equal sharing of the glorious accomplishment.

MICHIGAN RADIO NETWORK

WXYZ
KEY STATION



DETROIT
MICHIGAN

The Paul H. Raymer Co., Representative

MICHIGAN STATIONS—Continued

News Bureau. *Seating facilities:* 75 persons. *Merchandising:* Supply publicity, suggestions for promotional tie-ins, etc., gratis; any additional services, such as direct mail, rendered at actual cost. *Foreign language programs:* Not accepted. *Artists bureau:* None. *Base rate:* \$125.

Copy restrictions: Accept beer and wine; no hard liquor; patent medicine advertising must be "factual and conservative and in accordance with regulations of the FTC. Post Office Department, and Pure Food and Drug Acts"; no competitive or "provocative" copy; no exaggeration or false testimonials.

WOOD-WASH, GRAND RAPIDS

Operator: King-Trendle Broadcasting Corp. (lessee), Grand Rapids National Bank Bldg. *Phone:* 9-4211. *Power:* 500 watts on 1270 kc. *Affiliation:* NBC Optional Basic Service; Michigan Radio Network *Opened:* WASH, March 13, 1925; WOOD, October, 1924. (Note: WOOD-WASH are the same station, using WASH as call letters until noon, and WOOD thereafter; the King-Trendle Broadcasting Corp., lessee, also owns and operates WXYZ, Detroit, key station of the Michigan Radio Network for which King-Trendle holds all contracts.)

President: George W. Trendle. *General manager:* H. Allen Campbell. *Station manager:* Stanley W. Barnett. *Commercial manager:* David H. Harris. *Program director, musical director:* Sandy Meek. *Chief engineer:* Fred W. Russell. *Publicity director:* T. Wilcox Putnam.

Rep: Paul H. Raymer Co. *News:* No service of own; uses NBC and Michigan Radio Network. *Seating facilities:* About 20 persons. *Merchandising:* Local cooperation with wholesalers and retailers; also Michigan Radio Network service. *Foreign language programs:* Not accepted. *Artists bureau:* None. *Base rate:* \$125.

Copy restrictions: Accept beer and wine; apply good taste and government regulations; each case considered individually.

WJMS, IRONWOOD

Operator: WJMS, Inc., St. James Hotel Annex. *Phone:* 20. *Power:* 100 watts on 1420 kc. *Affiliation:* None. *Opened:* Nov. 1, 1931.

General manager: N. C. Ruddell. *Program director:* Harry Wills. *Chief engineer:* R. L. Johnson.

Rep: Mitchell & Ruddell, Inc. *News:* Transradio. *Seating facilities:* None. *Merchandising:* Get out letters to the retail trade advising them of forthcoming sponsor schedule; will cooperate "to any reasonable" extent in promoting program and

announcement schedules. *Foreign language programs:* Accepted, providing that the material and the announcer meet with station approval. *Artists bureau:* None. *Stock:* 1,687 shares outstanding; held by Wm. L. Johnson and N. C. Ruddell as majority stockholders. *Base rate:* \$45.

Copy restrictions: Beer, wine and liquor advertising accepted if it conforms to rules of propriety and good taste; patent medicines subject to approval of the Federal Trade Commission; all copy must conform to regulations of government agencies and approval of the station.

WIBM, JACKSON

Operator: WIBM, Inc., Radio Block. *Phone:* 6121. *Power:* 250 and 100 watts on 1370 kc. *Affiliation:* Michigan Radio Network; Canadian Broadcasting Corp. *Opened:* Nov. 20, 1927.

President: Herman Radner. *Station manager:* Roy Radner. *Program director, artists bureau head:* William Cizek. *Chief engineer:* C. W. Wirtanen. *Musical director:* Larry Payne. *Publicity director:* Walter H. Johnson.

Rep: None. *News:* Received locally and from Michigan Radio Network. *Seating facilities:* About 100 persons. *Merchandising:* Service available to clients; also a large display window which sponsor may use for one week at no cost, except that he furnish decorations. *Foreign language programs:* Accepted at certain periods of the day; have very little call for these programs, however, inasmuch as the population is 90% English-speaking. *Artists bureau:* Yes; small service maintained; but call for it is limited. *Base rate:* \$75.

Copy restrictions: Beer accepted at any time; alcoholic beverages only after 9 p.m.; commercial copy must be good clean copy, in plain English; price mentions are allowed.

WKZO, KALAMAZOO

Operator: WKZO, Inc., 124 W. Michigan Ave. *Phone:* 3-1223. *Power:* 1,000 watts on 590 kc. (daytime; has construction permit for 1,000 watts daytime and 250 watts nighttime, unlimited). *Affiliation:* Michigan Radio Network. *Opened:* 1930.

President and general manager: John E. Fetzer. *Commercial manager:* Guy T. Stewart. *Program director:* Merlin Stonehouse. *Chief engineer:* Edwin Rector. *Artists bureau head, publicity director:* Dorothy Tuttle.

Rep: Howard H. Wilson Co. *News:* Transradio. *Seating facilities:* None. *Merchandising:* Complete service rendered; have outside man contacting retail outlets. *Foreign language programs:* No information

MICHIGAN STATIONS—Continued

given. *Artists bureau:* Yes; lists a roster of about 75. *Base rate:* \$125.

Copy restrictions: Beer and wine accepted; hard liquors accepted subject to strict supervision; allow no exorbitant claims and investigate all statements from advertisers; adhere to NAB code of ethics.

WJIM, LANSING

Operator: Harold F. Gross, City National Bldg. *Phone:* 2-1333. *Power:* 250 and 100 watts on 1210 kc. *Affiliation:* Michigan Radio Network (Canadian Broadcasting Corp. and NBC Blue on sustaining). *Opened:* Aug. 22, 1934.

General manager: Harold F. Gross. *Commercial manager:* Fred Wagenvoord, Jr. *Program director:* Omri St. Clair Jones. *Chief engineer:* H. W. Titherington. *Musical director:* Earle Parchman. *Promotion manager:* Bob Inness. *Production manager:* Howard Finch.

Rep: J. J. Devine & Associates, Inc. *News:* Transradio. *Seating facilities:* None. *Merchandising:* Local and state coverage via the merchandising bureau of the Michigan Radio Network; no service of own. *Foreign language programs:* Not accepted. *Artists bureau:* None. *Base rate:* \$75.

Copy restrictions: Accept beer and wine; hard liquor copy accepted, but subject to strict censorship; all other copy should comply to rulings of truthful and ethical advertising, and regulations of FCC and Federal Trade Commission.

WMPC, LAPEER

Operator: First Methodist Protestant Church of Lapeer. *Power:* 250 and 100 watts on 1200 kc. (operates on specified hours).

This station is non-commercial; church-owned.

WBEO, MARQUETTE

Operator: Lake Superior Broadcasting Company, Inc., Mining Journal Bldg. *Power:* 100 watts on 1310 kc. (specified hours).

Rep: J. J. Devine & Associates, Inc. *Base rate:* \$37.50.

No other information available after repeated requests.

WKBZ, MUSKEGON

Operator: Ashbacker Radio Corp., Michigan Theatre Bldg. *Phone:* 22-651. *Power:*

250 and 100 watts on 1500 kc. *Affiliation:* None. *Opened:* Nov. 3, 1926. (Note: this station was removed from Ludington, Mich., to Muskegon on Sept. 10, 1934; it opened in Ludington in 1926.)

Vice-president, general manager: Grant F. Ashbacker. *Commercial manager:* Philip E. Sanford. *Program director, artists bureau head:* Rolland Van Wyck. *Chief engineer:* George Krivitsky. *Musical director:* Rolland Van Wyck. *Publicity director:* Hilliard Gudelsky.

Rep: J. J. Devine & Associates, Inc. *News:* UP. *Seating facilities:* None. *Merchandising:* Have a merchandising department; services not listed. *Foreign language programs:* Accepted. *Artists bureau:* Setup is nominal only. *Base rate:* \$75.

Copy restrictions: Accept beer.

WHLS, PORT HURON

Operator: Harmon Leroy Stevens and Herman Leroy Stevens, doing business as the Port Huron Broadcasting Co. *Power:* 250 watts on 1370 kc. (daytime).

At press time this station had a construction permit only.

WEXL, ROYAL OAK

Operator: Royal Oak Broadcasting Co., 212 W. Sixth St. *Phone:* Royal Oak 0815; Elmhurst 6524 (in Detroit). *Power:* 50 watts on 1310 kc. *Affiliation:* None. *Opened:* As WAGM in November, 1925; as WEXL in 1929.

President: George B. Hartrick. *Station and Commercial manager:* Ellis C. Thompson. *Program and publicity director:* Kirk Knight. *Chief engineer:* Luther McFarland.

Rep: None. *News:* None. *Seating facilities:* None. *Merchandising:* None. *Foreign language programs:* Accepted; three Polish programs currently running. *Artists bureau:* None. *Base rate:* \$40.

Copy restrictions: No whiskey, laxatives, deodorants, depilatories, tonics, reducing or flesh compounds, patent medicines, or any compounds or preparations of a general medicinal nature that are to be taken internally.

WHAL, SAGINAW

Operator: Harold F. Gross and Edmund C. Shields. *Power:* 500 watts on 950 kc. (daytime).

At press time this station had a construction permit only.

MINNESOTA

(556,900 radio homes)

Radio Homes by Counties

Aitkin	2,960	Isanti	2,360	Pipestone	2,520
Anoka	3,790	Itasca	5,340	Polk	6,850
Becker	4,260	Jackson	2,950	Pope	2,490
Beltrami	4,180	Kanabec	1,650	Ramsey	71,650
Benton	2,770	Kandiyohi	4,530	Red Lake	1,170
Big Stone	1,890	Kittson	1,770	Redwood	3,970
Blue Earth	7,540	Koochiching	2,990	Renville	4,470
Brown	5,030	Lac qui Parle	2,790	Rice	6,120
Carlton	4,310	Lake	1,720	Rock	2,190
Carver	3,400	Lake of the Woods ..	900	Roseau	2,300
Cass	3,070	Le Seuer	4,010	St. Louis	45,600
Chippewa	3,120	Lincoln	2,050	Scott	2,820
Chisago	2,810	Lyon	3,880	Sherburne	1,710
Clay	4,640	McLeod	4,290	Sibley	3,070
Clearwater	1,790	Mahnomen	1,060	Stearns	11,230
Cook	520	Marshall	3,070	Steele	3,940
Cottonwood	2,810	Martin	4,610	Stevens	1,860
Crow Wing	5,600	Meeker	3,550	Swift	2,740
Dakota	7,250	Mille Lacs	2,890	Todd	4,980
Dodge	2,500	Morrison	4,650	Traverse	1,530
Douglas	3,850	Mower	6,150	Wabasha	3,810
Faribault	4,460	Murray	2,450	Wadena	2,160
Fillmore	5,350	Nicollet	3,090	Waseca	3,030
Freeborn	6,010	Nobles	3,610	Washington	5,440
Goodhue	6,820	Norman	2,600	Watonwan	2,660
Grant	1,800	Olmsted	7,360	Wilkin	1,800
Hennepin	128,770	Otter Tail	9,380	Wiona	8,390
Houston	2,830	Pennington	2,100	Wright	5,470
Hubbard	1,960	Pine	3,940	Yellow Medicine	3,100

KATE, ALBERT LEA

Operator: Albert Lea Broadcasting Co.
Power: 250 watts on 1420 kc. (daytime).
Affiliation: None. *Opened:* 1937.

Base rate: \$84.

No further information available.

KDAL, DULUTH

Operator: Red River Broadcasting Co., Inc., 218 Bradley Bldg. *Phone:* Melrose 2230. *Power:* 100 watts on 1500 kc. *Affiliation:* CBS. *Opened:* Nov. 22, 1936.

Station manager: Dalton A. LeMasurier.
Commercial manager: A. H. Flaten. *Program director:* Gilbert Fawcett. *Chief engineer:* R. A. Dettman. *Publicity director:* Sam L. Levitan.

Rep: None listed. *News:* Transradio. *Seating facilities:* Studio, seating 75 persons. *Merchandising:* Complete service rendered without charge; but outside work at cost. *Foreign language programs:* Accept programs and announcements; translation must be submitted in advance. *Artists bureau:* None. *Base rate:* \$77.50.

Copy restrictions: Accept beer and wine only; any merchandise or service advertised must be "absolutely bona fide with

respect to its announced merits, description, quality, prices or discounts from the price thereof . . ."

WEBC, DULUTH

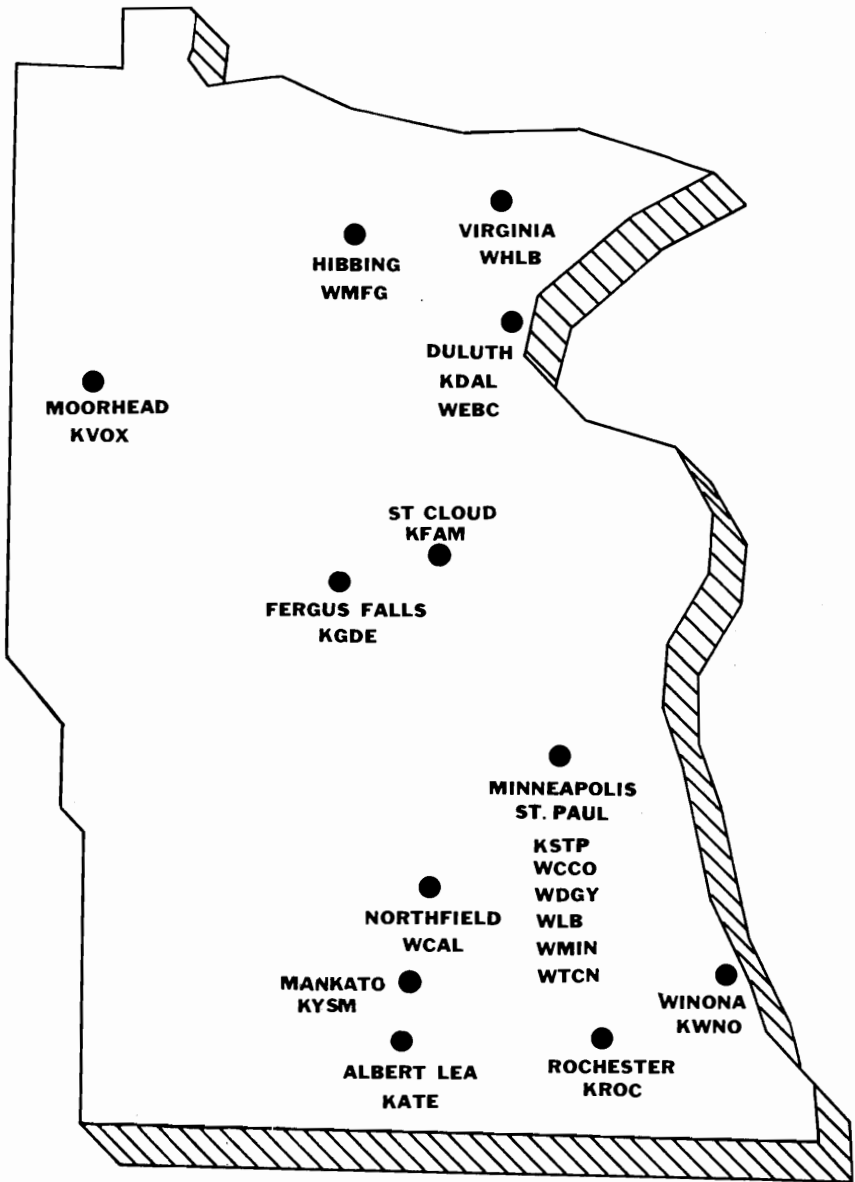
Operator: Head of the Lakes Broadcasting Co., WEBC Building. *Phone:* MEL 1537. *Power:* 5,000 and 1,000 watts on 1290 kc. *Affiliation:* NBC Supplementary Basic. *Opened:* June, 1924. (Note: This station is affiliated with the Superior, Wis., Telegram; same operator also controls WMFG, Hibbing, and WHLB, Virginia, Minn.)

Vice-president, general and station manager: W. C. Bridges. *Commercial manager:* T. W. Gavin. *Chief engineer:* C. Persons. *Publicity director:* Earl Almquist.

Rep: George P. Hollingbery Co. *News:* UP; AP. *Seating facilities:* About 100. *Merchandising:* Contact dealers and retailers, by mail or personal calls. *Foreign language programs:* Will accept. *Artists bureau:* None. *Base rate:* \$200. (Arrow-head network.)

Copy restrictions: Beer, wine and liquor advertising accepted for night broadcasting to reach adult audience only, and copy

MINNESOTA



MINNESOTA STATIONS—Continued

must not tend to induce non-drinkers to drink; patent medicines accepted with restrictions on mention of guaranteed cures; all copy must be honest, in good taste, free from exaggeration; no price mentions permitted.

KGDE, FERGUS FALLS

Operator: Charles L. Jaren. *Phone:* 898. *Power:* 250 and 100 watts on 1200 kc. *Affiliation:* None. *Opened:* 1926.

Station manager: C. L. Jaren. *Program director, musical director:* A. Woodard. *Chief engineer:* Gordon Clark.

Rep: J. J. Devine & Associates. *News:* None listed. *Seating facilities:* 100. *Merchandising:* Window trims; dealer contacts. *Foreign language programs:* Accepted; must be accompanied by English copy for censorship by station. *Artists bureau:* Yes; number of artists not given. *Base rate:* \$50.

Copy restrictions: Accept 3.2% beer only; no other restrictions so long as copy is in "good sense and not repulsive."

WMFG, HIBBING

Operator: Head of the Lakes Broadcasting Co., Androy Hotel. *Phone:* 1150. *Power:* 250 and 100 watts on 1210 kc. *Affiliation:* CBS. *Opened:* Sept. 4, 1935. (Note: This station is newspaper-affiliated with the Superior (Wis.) Telegram; same ownership has WHLB, Virginia, and WEBC, Duluth.

General manager: W. C. Bridges. *Station manager:* H. S. Hyett. *Program director:* Kenneth Fagerlin. *Chief engineer:* C. B. Persons.

Rep: George P. Hollingbery Co. *News:* No service listed. *Seating facilities:* None. *Merchandising:* Suitable service rendered without cost. *Foreign language programs:* Accepted for daytime periods; none during evening. *Artists bureau:* None. *Base rate:* \$60.

Copy restrictions: Beer advertising accepted at any time; other alcoholic beverages restricted to periods after 9 p.m. and must be programs, not merely spot announcements; patent medicines accepted unless obviously fakes.

KYSM, MANKATO

Operator: F. B. Clements & Co., a partnership consisting of F. B. Clements, Clara D. Clements and C. C. Clements doing business as the Southern Minnesota Supply Co. *Power:* 250 and 100 watts on 1500 kc.

At press time this station had a construction permit only.

KSTP, MINNEAPOLIS-ST. PAUL

Operator: National Battery Broadcasting Co., St. Paul Hotel (St. Paul), Radisson Hotel (Minneapolis). *Phones:* Cedar 5511 (St. Paul); Bridgeport 3222 (Minneapolis). *Power:* 25,000 and 10,000 watts on 1460 kc. *Affiliation:* NBC Basic Red. *Opened:* April 1, 1928.

President: Stanley E. Hubbard. *Station manager:* Kenneth M. Hance. *Commercial manager:* Ray Jenkins. *Program director:* Corinne Jordan. *Chief engineer:* Hector Skifter. *Artists bureau head:* Violet Murphy. *Musical director:* Leonard Leigh. *Publicity director:* Joe Meyers.

Rep: Edward Petry & Co., Inc. *News:* UP. *Seating facilities:* In Minneapolis, 150 persons; in St. Paul, 250. *Merchandising:* Gives market information and temporary headquarters for out-of-town executives and salesmen free of charge; announcement, publicity, special surveys, posters, and distribution or sampling service is rendered for a fee. *Foreign language programs:* No rules; station has never been approached on this matter. *Artists bureau:* Functions only with respect to non-radio matters—conventions, meetings, etc.; station's regular talent is not under this bureau. *Base rate:* \$240 (½ hr.).

Copy restrictions: Accept wine, beer and hard liquors, but not before 10:30 p.m.; other restrictions—as to copy length, honesty, etc.—are "standard."

WCCO, MINNEAPOLIS-ST. PAUL

Operator: Columbia Broadcasting System, 7th St. and 2nd Ave. So. *Phone:* Main 1202. *Power:* 50,000 watts on 810 kc. *Affiliation:* CBS. *Opened:* Sept. 1, 1924.

General manager, station manager: Earl H. Gammons. *Commercial manager:* Carl J. Burkland. *Program director:* Hayle C. Cavanor. *Chief engineer:* Hugh S. McCartney. *Artists bureau head:* Al Sheehan. *Publicity director:* Arthur H. Lund.

Rep: Radio Sales. *News:* UP; Minneapolis Star. *Seating facilities:* None listed. *Merchandising:* Yes; maintains facilities. *Foreign language programs:* None accepted. *Artists bureau:* Yes; has over 500 performers available; plus regular list of 50 performers, announcers, orchestra leaders, writers, producers. *Stock:* Completely held by CBS. *Base rate:* \$475.

Copy restrictions: Same as Columbia Broadcasting System.

WDGY, MINNEAPOLIS-ST. PAUL

Operator: Dr. Geo. W. Young, Hotel Nicolle. *Phone:* Br. 7930. *Power:* 5,000 and 1,000 watts on 1180 kc. (operating



KSTP
Northwest's Leading Radio Station

FIRST AGAIN!

FIRST in showmanship and service to the community is an enviable distinction. For the past ten years every authentic survey in the Twin Cities area has shown KSTP with over 50% of the listening audience. During the same time KSTP has been the preferred station by local and national advertisers. And now official recognition of leadership.

THE NATION'S CHOICE IN THE GREAT NORTHWEST

SAINT PAUL

MINNEAPOLIS

STANLEY E. HUBBARD, President and General Manager

25,000 WATTS

For Rates and Schedules, Address Ray C. Jenkins, General Sales Manager, KSTP, Minneapolis — Saint Paul, Minnesota, or our National Representatives: In New York, Chicago, Detroit and San Francisco—Edward Petry & Co., Inc.

MINNESOTA STATIONS—Continued

time is to local sunset). *Affiliation:* Mutual Broadcasting System. *Opened:* Dec. 23, 1923.

General manager: Dr. Geo. W. Young. *Assistant general manager:* Edward P. Shurick. *Chief engineer:* G. W. Young. *Office manager:* Gertrude Faue. *Publicity director:* Paul Presbrey.

Rep: Howard H. Wilson Co. *News:* Transradio. *Seating facilities:* 75 persons. *Merchandising:* Service directed by Edward P. Shurick; displays, window and counter cards; mailing lists; direct mail follow-ups; surveys of the Twin Cities conducted by special group of University students in any field. *Foreign language programs:* Accepted if English translation is sent with copy for scrutiny; regular rates apply. *Artists bureau:* Yes; number of artists under contract. *Base rate:* \$187.

Copy restrictions: Governed by NAB code of ethics; beer and wines accepted weekdays, but not Sundays, with no mentions of prices or prizes.

WLB, MINNEAPOLIS-ST. PAUL

Operator: University of Minnesota. *Power:* 5,000 watts on 760 kc (shares 2-3 day time with WCAL).

This station is non-commercial.

WMIN, MINNEAPOLIS-ST. PAUL

Operator: WMIN Broadcasting Co., 1287 St. Anthony Ave., St. Paul. *Phone:* Nestor 6501. *Power:* 250 and 100 watts on 1370 kc. *Affiliation:* None. *Opened:* Oct. 8, 1936.

General, station and commercial manager: Edward Hoffman. *Program and publicity director:* Frank Devaney. *Chief engineer:* Mat Walz. *Musical director:* Marjorie Garretson.

Rep: None. *News:* INS. *Seating facilities:* Main studio accommodates 50 persons. *Merchandising:* Arrangement with Twin City shopping papers affords program publicity in these publications; also use direct mail and window display cards; service rendered gratis. *Foreign language programs:* Accepted. *Artists bureau:* Can supply free lance artists on call. *Base rate:* \$60.

Copy restrictions: Beer, wine and hard liquors taken after 9 p.m., patent medicine copy must pass inspection of station's attorney before acceptance.

WTCN, MINNEAPOLIS-ST. PAUL

Operator: Minnesota Broadcasting Corp., Wesley Temple Bldg., Minneapolis; Minnesota Bldg., St. Paul. *Phones:* Ma 6562 (Minneapolis); Cedar 3606 (St. Paul). *Power:* 5,000 and 1,000 watts on 1250 kc. *Affilia-*

tion: NBC Basic Blue. *Opened:* 1928; present owners bought it on June 1, 1934, and changed call letters from WRHM to WTCN. Station is newspaper-owned; Minneapolis Tribune and St. Paul Dispatch-Pioneer Press.

General manager: Clarence T. Hagman. *Commercial manager:* Lee Whiting. *Production manager:* Hal Lansing. *Technical director:* John Sherman. *Musical director:* Frank Zdarsky.

Rep: Free & Peters, Inc. *News:* AP; INS. *Seating facilities:* None. *Merchandising:* Through St. Paul Dispatch-Pioneer Press, St. Paul Daily News and Minneapolis Tribune, with a staff of 23; supply market data; route lists; mail notifications to trade for cost of postage; distribute posters, etc.; supply audition facilities so sponsor can acquaint trade with his programs; printing of broadsides, inserts, etc. at advertiser's expense. *Foreign language programs:* Accepted; practically none at present, however. *Artists bureau:* None. *Base rate:* \$200.

Copy restrictions: Alcoholic beverages accepted, but not before 10 p.m.; all copy subject to government regulations.

KVOX, MOORHEAD

Operator: KVOX Broadcasting Co., Inc., Comstock Hotel. *Phone:* 1232. *Power:* 250 and 100 watts on 1310 kc. *Affiliation:* None. *Opened:* Nov. 26, 1937.

President: R. K. Herbst. *Station and commercial manager:* M. M. Marget. *Program director:* E. Durand Hausen. *Chief engineer:* Robert F. Schulz.

Rep: None. *News:* UP. *Seating facilities:* None. *Merchandising:* None listed. *Foreign language programs:* Swedish or Norwegian acceptable. *Artists bureau:* None. *Stock:* Held principally by R. H. Herbst, M. M. Marget, and G. M. Arneson. *Base rate:* \$50.

Copy restrictions: Full compliance with Federal Trade Commission rules; no further restrictions listed.

WCAL, NORTHFIELD

Operator: St. Olaf College. *Phone:* 731-J. *Power:* 5,000 watts on 760 kc (shares ½ daytime with WLB). *Opened:* In 1918 as 9AMH; in 1920 as 9YAJ; in 1922 as WCAL. *Seating facilities:* Planning extension of studios for considerable audience.

This station is non-commercial.

KROC, ROCHESTER

Operator: Southern Minnesota Broadcasting Company, Hotel Martin. *Phones:* 3924; 2727. *Power:* 250 and 100 watts on

MINNESOTA STATIONS—Continued

1310 kc. *Affiliation:* None. *Opened:* October 1, 1935.

Owner, station manager: Gregory P. Gentling. *Commercial manager:* Howard H. Holton. *Program director:* Peter Lyman. *Studio director:* Gerald Wing. *Chief engineer:* Fred C. Clarke.

Rep: None. *News:* UP. *Seating facilities:* 250 persons. *Merchandising:* Service includes dealer contacts, window cards, newspaper advertisements and publicity in local trade publications. *Foreign language programs:* Accept transcriptions only. *Artists bureau:* Yes; lists 50 artists and 6 orchestras. *Base rate:* \$85.

Copy restrictions: Accept beer; no wine, hard liquor or patent medicines. Standard length of announcements, 125 words.

KFAM, ST. CLOUD

Operator: The Times Publishing Co. *Power:* 250 and 100 watts on 1420 kc.

At press time this station had a construction permit only.

WHLB, VIRGINIA

Operator: Head of the Lakes Broadcasting Co., Virginia, Minn. *Phone:* 2000. *Power:* 250 and 100 watts on 1370 kc.

Affiliation: CBS and Arrowhead Network (WHLB and WMFG, Hibbing). *Opened:* Oct. 12, 1936. (Note: WHLB—as well as WMFG, Hibbing—are under the same ownership as WEBC, Duluth; WEBC is affiliated with the Superior (Wis.) Telegram.)

Manager: Walter C. Bridges. *Commercial manager:* Barney Irwin. *Program director, publicity:* Gleason Kistler. *Chief engineer:* C. B. Persons.

Rep: None. *News:* AP; UP. *Seating facilities:* Visitors' lounge, about 100 persons. *Merchandising:* None. *Foreign language programs:* Daily except Sunday, 11 to 11:30 a.m. *Artists bureau:* None. *Base rate:* \$48.

Copy restrictions: Beer advertising fully accepted; other alcoholic beverages accepted only if they use programs—no announcements.

KWNO, WINONA

Operator: Harry Dahl, Otto M. Schlabach, Maxwell H. White and Herman R. Wiecking, doing business as the Winona Radio Service. *Power:* 250 watts on 1200 kc (daytime). *Affiliation:* None. *Opened:* 1938.

Base rate: \$50.

No further information available.

MINNEAPOLIS
TRIBUNE

IN THE SPOTLIGHT

ST. PAUL
DISPATCH-
PIONEER
PRESS

A spotlight serves to dominate attention, dramatize action. WTCN, alone of the Twin Cities major radio stations, receives the full spotlight of continuous publicity through its newspaper ownership by the Northwest's two leading metropolitan dailies. The attention of over 300,000 Minneapolis Tribune-St. Paul Dispatch-Pioneer Press readers, plus 42% of Minnesota's 2,563,953 population is already focused on your product and your message when you choose

WTCN

"IN THE TWIN CITIES"
NBC BLUE NETWORK

OWNED AND OPERATED BY
MINNEAPOLIS TRIBUNE-ST. PAUL DISPATCH-PIONEER PRESS
FREE AND PETERS, INC., NATIONAL REPRESENTATIVES

MISSISSIPPI

(207,000 radio homes)

Radio Homes by Counties

Adams	3,580	Itawamba	1,380	Pike	3,770
Alcorn	2,660	Jackson	2,050	Pontotoc	1,780
Amite	1,540	Jasper	1,390	Prentiss	1,540
Attala	2,380	Jefferson	1,280	Quitman	2,200
Benton	750	Jefferson Davis	1,040	Rankin	1,740
Bolivar	7,250	Jones	5,040	Scott	1,770
Calhoun	1,490	Kemper	1,700	Sharkey	1,360
Carroll	1,530	Lafayette	1,910	Simpson	1,760
Chickasaw	1,810	Lamar	1,230	Smith	1,400
Choctaw	970	Lauderdale	7,840	Stone	530
Claiborne	1,180	Lawrence	980	Sunflower	6,040
Clarke	1,770	Leake	1,700	Tallahatchie	3,150
Clay	1,940	Lee	3,720	Tate	1,490
Coahoma	5,600	Leflore	6,090	Tippah	1,470
Copiah	2,810	Lincoln	2,610	Tishomingo	1,370
Covington	1,160	Lowndes	3,800	Tunica	2,030
De Soto	2,120	Madison	3,380	Union	2,000
Forrest	4,650	Marion	1,920	Walthall	990
Franklin	1,130	Marshall	2,080	Warren	6,340
George	620	Monroe	3,680	Washington	7,070
Greene	980	Montgomery	1,510	Wayne	1,220
Grenada	1,840	Neshoba	2,260	Webster	990
Hancock	1,390	Newton	1,880	Wilkinson	1,250
Harrison	7,040	Noxubee	2,220	Winston	1,880
Hinds	12,510	Oktibbeha	1,830	Yalobusha	1,870
Holmes	3,710	Panola	2,550	Yazoo	2,610
Humphreys	2,520	Pearl River	2,100		
Issaquena	550	Perry	730		

WGRM, GRENADA

Operator: P. K. Ewing, Grenada. Power: 100 watts on 1210 kc. Affiliation: None; ties in with WHEF, Kosciusko. Opened: 1938.

Station manager: J. E. Richards. Chief engineer: C. F. Perkins. Program director: Ralph Rogers. (Note: This staff also operates WHEF, Kosciusko).

No further details available. Station has only recently been put into operation.

WFOR, HATTIESBURG

Operator: Forrest Broadcasting Co., Inc. 109 Walnut St. Power: 100 watts on 1370 kc. Affiliation: None.

Base rate: \$50.

No other information available.

WJDX, JACKSON

Operator: Lamar Life Insurance Co., Lamar Life Bldg. Phone: STU 7416. Power: 5,000 and 1,000 watts on 1270 kc. Affiliation: NBC Red Southcentral Service. Opened: December 7, 1929.

Station manager: Wiley P. Harris. Program director: Maurice Thompson. Chief

engineer: P. G. Root. Publicity director: Jack Simpson.

Rep: George P. Hollingbery Co. News: Transradio. Seating facilities: Studio, seating 100 persons; local hotel roof garden, seating 300; local theatre, seating 1,000. Merchandising: Program publicity given free by advance announcement; and through official publication; all other services rendered at actual cost. Foreign language programs: Will accept; copy subject to station approval. Artists bureau: None. Base rate: \$140.

Copy restrictions: Accept beer; no wine or hard liquor; patent medicine advertising must comply with Federal Trade Commission regulations; all copy must be submitted in advance for station approval.

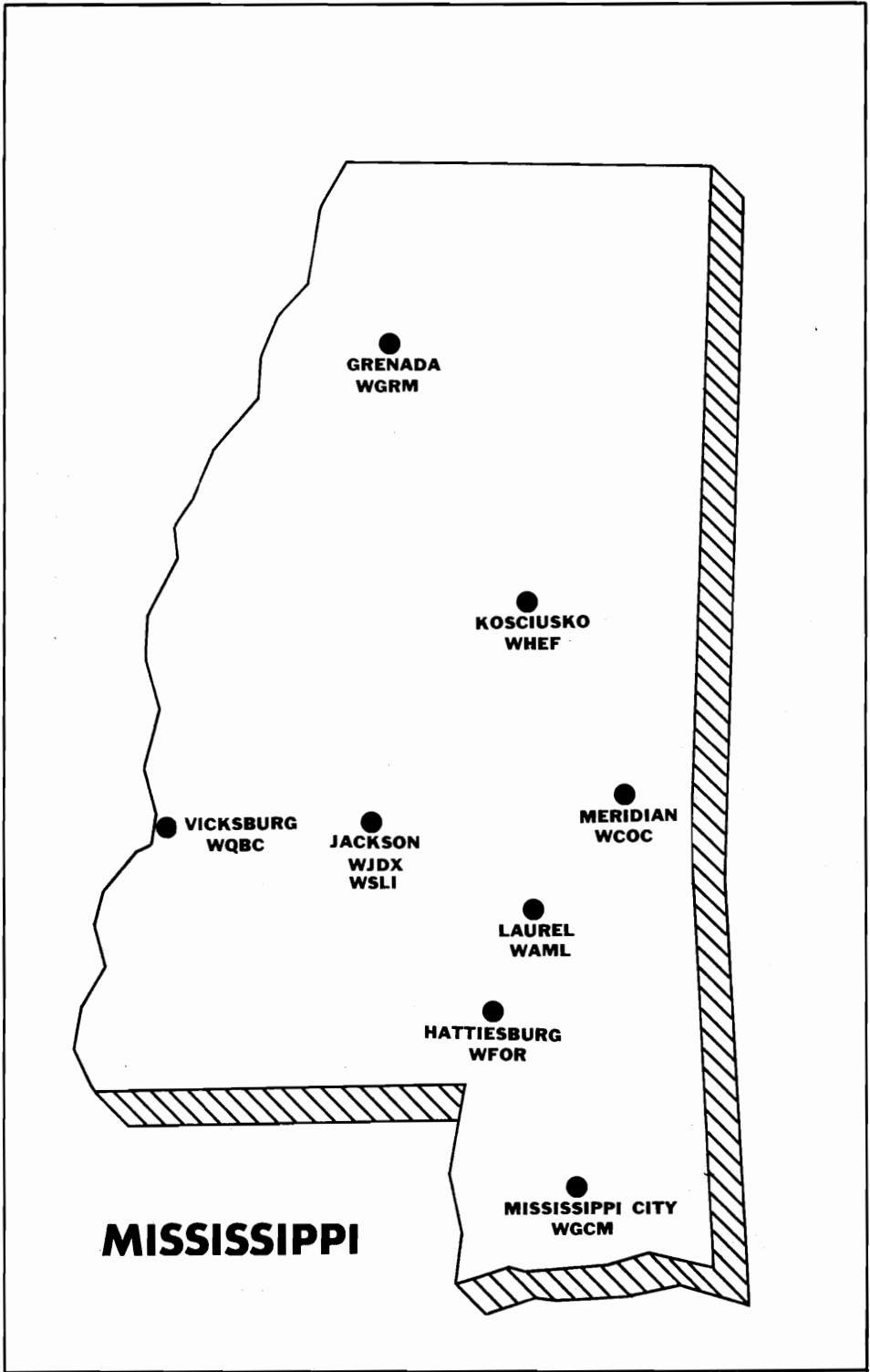
WSLI, JACKSON

Operator: Standard Life Insurance Co. of the South. Power: 250 and 100 watts on 1420 kc.

At press time this station had a construction permit only.

WHEF, KOSCIUSKO

Operator: Attala Broadcasting Corp., 511 Fairground St. (also studios in the Heidel-



MISSISSIPPI STATIONS—Continued

berg Hotel, Jackson, Miss.). *Phone* 173. *Power*: 250 and 100 watts on 1500 kc. *Affiliation*: None; ties in with WGRM, Grenada. *Opened*: Aug. 24, 1934.

President: Roy L. Heidelberg. *Vice-president, general manager*: J. E. Richards. *secretary, treasurer*: J. M. McCormick. *Station director*: Knubby Richardson. *Program director*: Ralph Rogers. *Chief engineer*: C. F. Perkins.

Rep: J. J. Devine & Associates, Inc. *News*: Transradio. *Seating facilities*: In Kosciusko, capacity of 15; in Jackson, capacity of 25; church auditorium, 300. *Merchandising*: No information given. *Foreign language programs*: No information given. *Artists bureau*: No information given. *Base rate*: \$55.

Copy restrictions: Beer and wine accepted; no hard liquor.

WAML, LAUREL

Operator: New Laurel Radio Station, Inc., Central Ave. *Phone*: 288. *Power*: 250 and 100 watts on 1310 kc. *Affiliation*: None. *Opened*: Oct. 15, 1935.

President: D. A. Matison. *Station manager*: R. V. De Gruy. *Program director*: Walter Kuchler. *Chief engineer*: A. A. Touchstone.

Rep: J. J. Devine and Associates, Inc. *News*: Transradio. *Seating facilities*: None. *Merchandising*: None. *Foreign language programs*: No call for these; foreign population too low. *Artists bureau*: None. *Base rate*: \$30.

Copy restrictions: Commercial copy must be limited to two minutes; beer accepted; no other alcoholic beverages; patent medicines accepted if manufactured by "reputable company."

WCOC, MERIDIAN

Operator: Mississippi Broadcasting Co., Inc., Strand Bldg. *Phone*: 1042. *Power*: 1,000

watts on 880 kc. *Affiliation*: CBS. (Note: Owners of this station also own the Clark County Tribune, of Quitman, Miss., a weekly paper.)

Manager: D. W. Gavin.

Rep: None. *News*: Local and Press-Radio. *Seating facilities*: None listed. *Merchandising*: Set up to handle any merchandising or special exploitation required by sponsor. *Foreign language programs*: No policy indicated. *Artists bureau*: Yes; number of artists not listed. *Base rate*: \$76.50.

Copy restrictions: Beer accepted; no other alcoholic beverages.

WGCM, MISSISSIPPI CITY-GULFPORT-BILOXI

Operator: WGCM, Inc., Box 207, Gulfport. *Phone*: 1111. *Power*: 250 and 100 watts on 1210 kc. *Affiliation*: None. *Opened*: 1929.

President: P. K. Ewing. *Station and commercial manager*: F. C. Ewing. *Program director*: Billy Tracy. *Chief engineer*: C. E. Davidson. *Artists bureau head*: C. W. Schmidt. *Musical director*: D. M. Wink. *Publicity director*: B. J. Williams.

Rep: None. *News*: Transradio. *Seating facilities*: None. *Merchandising*: None. *Foreign language programs*: No policy indicated. *Artists bureau*: Setup nominal only. *Stock*: 284 shares outstanding held by P. K. Ewing, F. C. Ewing and M. M. Ewing. *Base rate*: \$40.

Copy restrictions: None listed.

WQBC, VICKSBURG

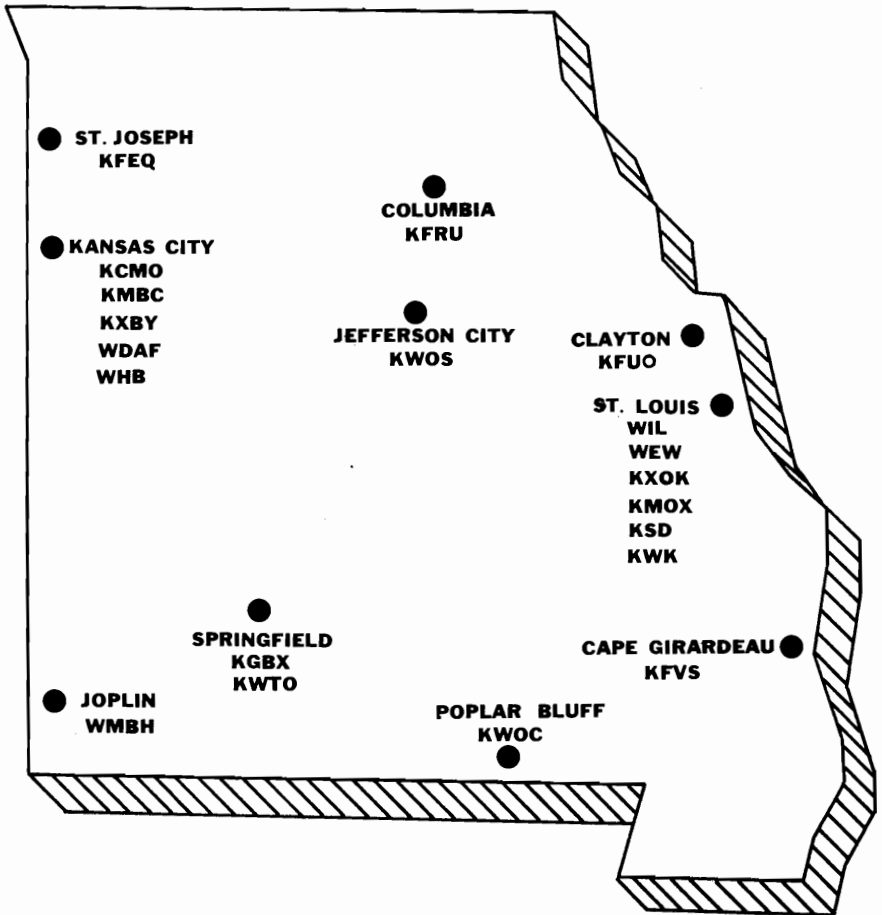
Operator: Delta Broadcasting Co., Inc. *Power*: 1,000 watts on 1360 kc. (daytime). *Affiliation*: None. (Note: This station is newspaper-owned by the Vicksburg Herald and Vicksburg Evening Post).

Rep: None. *Base rate*: \$60.

No other data available.



MISSOURI



MISSOURI

(822,800 radio homes)

Radio Homes by Counties

Adair	4,290	Grundy	3,630	Perry	2,130
Andrew	2,420	Harrison	3,110	Pettis	8,140
Atchison	2,280	Henry	4,840	Phelps	2,800
Audrain	4,910	Hickory	1,060	Pike	3,970
Barry	3,910	Holt	2,350	Platte	2,540
Barton	2,700	Howard	2,750	Polk	3,010
Bates	4,270	Howell	3,400	Pulaski	1,770
Benton	1,970	Iron	1,570	Putnam	1,970
Bollinger	1,690	Jackson	131,600	Ralls	1,910
Boone	7,340	Jasper	18,860	Randolph	6,580
Buchanan	25,550	Jefferson	5,630	Ray	3,950
Butler	4,330	Johnson	4,550	Reynolds	1,230
Caldwell	2,480	Knox	1,800	Ripley	1,620
Callaway	3,370	Laclede	2,800	St. Charles	4,970
Camden	1,360	Lafayette	5,890	St. Clair	2,300
Cape Girardeau	6,750	Lawrence	4,480	St. Francois	6,720
Carroll	3,930	Lewis	2,500	St. Louis	49,150
Carter	820	Lincoln	2,610	St. Louis City	230,130
Cass	4,110	Linn	5,250	Ste Genevieve	1,720
Cedar	1,990	Livingston	3,840	Saline	6,300
Chariton	3,360	McDonald	2,210	Schuyler	1,350
Christian	2,050	Macon	4,700	Scotland	1,670
Clark	2,000	Madison	1,660	Scott	4,500
Clay	6,330	Maries	1,150	Shannon	1,570
Clinton	2,970	Marion	8,280	Shelby	2,380
Cole	6,060	Mercer	1,600	Stoddard	4,140
Cooper	3,850	Miller	2,900	Stone	1,700
Crawford	1,750	Mississippi	2,570	Sullivan	2,600
Dade	2,030	Moniteau	2,220	Taney	1,450
Dallas	1,540	Monroe	2,620	Texas	2,740
Daviess	2,650	Montgomery	2,500	Vernon	4,920
De Kalb	1,900	Morgan	1,790	Warren	1,380
Dent	1,680	New Madrid	4,400	Washington	2,310
Douglas	1,860	Newton	4,950	Wayne	1,790
Dunklin	5,470	Nodaway	5,170	Webster	2,500
Franklin	5,820	Oregon	1,800	Worth	1,160
Gasconade	2,210	Osage	1,770	Wright	2,590
Gentry	2,740	Ozark	1,230		
Greene	20,610	Pemiscot	5,750		

KFVS, CAPE GIRARDEAU

Operator: Oscar C. Hirsch, Hotel Marquette. Phone: 2104. Power: 250 and 100 watts on 1210 kc (divides time with WEBQ). Affiliation: None. Opened: May, 1925.

Owner, station and commercial manager, publicity director: Oscar C. Hirsch. Program and musical director: Virginia Bahn. Chief engineer: Ralph L. Hirsch.

Rep: None. News: Transradio. Seating facilities: 100 persons. Merchandising: No services offered free; will cooperate with advertisers on request. Foreign language programs: Not accepted. Artists bureau: None. Base rate: \$35.

Copy restrictions: Beer and wine accepted; no hard liquor; commercials

limited to not more than 20% of program time; all copy must conform to station standards, government regulations and NAB Code of Ethics.

KFUO, CLAYTON

Operator: Evangelical Lutheran Synod of Missouri, Ohio and Other States, 801 De Mun. Phone: Cabany 2499. Power: 1,000 and 500 watts on 550 kc. (shares time with KSD). Opened Dec. 14, 1924.

This station is non-commercial; church-owned.

KFRU, COLUMBIA

Operator: KFRU, Inc., 9th and Elm Sts. Phone: 4141. Power: 1,000 and 500 watts on 630 kc. (shares night time with WGBF)

At-A-Glance Account of a DRAMATIC SUCCESS STORY



... a story headed "Achievement" in new program standards for radio... recorded in welcome black on the ledger of advertisers... written by an alert staff of quick-thinkin people... a story whose sequel is showmanship and moder merchandising. A "best seller" with two million loyal listeners in the KMBC Market, and on leading station of the country!

ARTHUR B. CHURCH, Pres., KMBC Success Story Authc

GEORGE E. HALLEY
Director National Program Sales

FRAN HEYSER
Production Director



"TEXAS RANGERS"—Long time all-family favorites, now on coast-to-coast CBS network Sunday afternoons. Songs the people love, folk music dear to the hearts of millions.



"LIFE ON RED HORSE RANCH"—Transcribed music-dramatic series with a record of two successful sponsorships behind it. A sure bet for the all-family audience.



"ACROSS THE BREAKFAST TABLE"—Early morning show that steals the audience for the sales story of any product the family buys. Now on the air nationally for Ivory (P & G).



"HAPPY HOLLOW"—A first in hearts of millions, for months top sustaining mail puller on CBS. An all-family program, one of the first of its kind, still "first" in audience popularity.



"TEX OWENS, The Texas Ranger"—Singing one-man show with more friend than any other living radio personality. Now in sixth year with same sponsor.

"PHENOMENON—Electrifying History"—Starring Claude Rains, Hugh Conrad World's most romantic adventure story load-builder for power and light industry. Written and produced by KMB staff members.



The
Program
BUILDING
and
TESTING
Station

OF KANSAS CITY

www.americanradiohistory.com

MISSOURI STATIONS—Continued

Affiliation: None. *Opened:* Oct. 25, 1925. (Note: This station is newspaper-owned; St. Louis Star-Times.)

President: Elzey Roberts. *Station manager:* C. L. Thomas. *Commercial manager:* Walter Weiler. *Program director, artists bureau head:* George Guyan. *Chief engineer:* Arthur F. Rekart. *Musical director:* Wm. Haley, Jr. *Publicity director:* Dave Frederick.

Rep: None listed. *News:* United Press. *Seating facilities:* None. *Merchandising:* Services rendered at cost; equipped to do complete work. *Foreign language programs:* None running currently; no ruling against these broadcasts, however. *Artists bureau:* Yes, lists about 10 announcers, singers, orchestras. *Base rate:* \$100.

Copy restrictions: No hard liquor accepted; some patent medicines taken; copy must conform with "good taste."

KWOS, JEFFERSON CITY

Operator: Tribune Printing Company, Adams and Capitol Avenues. *Phone:* 4000. *Power:* 100 watts on 1310 kc (daytime). *Affiliation:* None. *Opened:* January 30, 1937. (Note: This station is newspaper-owned by the Jefferson City Capital-News and Post-Tribune.)

President and manager: R. C. Goshorn. *Commercial manager:* R. L. Rose. *Program director:* William Cook. *Chief engineer:* James C. Haynes.

Rep: Weed & Co. *News:* None. *Seating facilities:* Reception room, seating 40 persons. *Merchandising:* Publicity through Capital-News and Post-Tribune, including daily program listings, display advertisements and Sunday radio column. *Artists bureau:* Setup nominal only. *Base rate:* \$40.

Copy restrictions: Beer, wine and liquor advertising accepted; all copy must conform to station standards and FCC rules and regulations.

WMBH, JOPLIN

Operator: Joplin Broadcasting Co., Keystone Hotel. *Phone:* 330. *Power:* 250 and 100 watts on 1420 kc. *Affiliation:* None. *Opened:* 1926. (Note: Part of station stock is owned by Joplin Globe Publishing Co.)

President, station manager: D. J. Poynor. *Assistant manager:* E. Smart. *Program director:* Stella Lukens. *Chief engineer:* Robert Stark. *Artists bureau head:* Charles McIntire. *Musical director:* Stella Lukens. *Publicity director:* H. D. Robards.

Rep: Sears and Ayer. *News:* UP. *Seating facilities:* Studio, 60 persons. Others available: First Community Church, 700; High School Auditorium, 1,200; High School

Gymnasium, 500; Memorial Hall, 3,200; Connor Empire Room, 300; Connor Bal Moderne, 500; Connor Gold Room and Colonial Room, 225. *Merchandising:* Will contact dealers; arrange window displays and tie-ups; hold sales conferences; contact jobbers; mail broadsides to trade when costs are paid; mail station letters to trade for cost of postage; make surveys. *Foreign language programs:* Accepted. *Artists bureau:* None. *Stock:* 210 shares held by D. J. Poynor and the Joplin Globe Publishing Co. *Base rate:* \$60.

Copy restrictions: Copy must not cause any embarrassment to audience; beer advertising accepted; no other alcoholic beverages; patent medicines accepted if meeting "standards of better advertising."

KCMO, KANSAS CITY

Operator: KCMO Broadcasting Co., Commerce Trust Bldg. *Phone:* Victor 0900. *Power:* 100 watts on 1370 kc. *Affiliation:* None. *Opened:* 1925 (note: in February, 1936, this station was purchased by the present management, and the call letters changed from KWKC to KCMO).

President: T. L. Evans. *General manager:* Larry Sherwood. *Sales manager:* Jack Neil. *Production director:* Lee Roberts. *Chief engineer:* L. C. Sigmen. *Musical director:* Bert Buhrman. *Continuity editor:* Bob Grey. *Special events and public features director:* Tom Kelly.

Rep: None. *News:* UP. *Seating facilities:* Can accommodate 100 persons at the studios. *Merchandising:* Complete service available. *Foreign language programs:* Accepted, subject to approval of the management. *Artists bureau:* None. *Base rate:* \$70.

Copy restrictions: Hard liquor advertisements not accepted.

KMBC, KANSAS CITY

Operator: Midland Broadcasting Co. Pickwick Hotel. *Phone:* Harrison 2654. *Power:* 5,000 and 1,000 watts on 950 kc. *Affiliation:* CBS. *Opened:* 1921 as WPE; 1922 became KFIX; 1924 as KLDS; 1928 as KMBC.

President, general manager: Arthur Burdette Church. *Director of national program sales:* George E. Halley (Chicago). *Program director:* Fran Heyser. *Chief engineer:* Ray Moler. *Studio director:* Kenneth Krahl. *Musical director:* P. Hans Flath. *Research director:* Mark N. Smith. *Artists bureau head:* James W. McConnell. *Publicity director:* Milton F. Allison. *News editor:* Erle H. Smith.

Rep: Free & Peters, Inc. *News:* Transradio. (Kansas City bureau of Transradio housed at KMBC). *Seating facilities:* Studio A, 50 persons. *Merchan-*

And WHB Clients Smile, Too!



WHB

DON DAVIS
President

JOHN SCHILLING
General Manager

KANSAS CITY, MISSOURI
"This is the Mutual Broadcasting System"

WHB DISTAFF STAFF
Penthouse Marine Deck

MISSOURI STATIONS—Continued

dising: Mail letters to jobbers and brokers; letters and cards to retailers with sponsor sharing expense; help sponsor lay out special tie-ins; program schedules mailed out; surveys; furnish art work and plates for sponsors wishing to advertise their program in papers; publicity department sends releases to 200 papers; merchandising help, in general, is given commensurate with money spent on station; publicity help tendered to all sponsors. *Foreign language programs*: No rules; percentage of foreign population very small. *Artists bureau*: Yes. *Base rate*: \$200 (½ hr.)

Copy restriction: No beer, wines, or liquors of any kind accepted; offers must conform to all city, state, and federal laws; patent medicines must conform to all laws and the Pure Food and Drug Act.

KXBY, KANSAS CITY

Operator: First National Television, Inc., Fidelity Bldg. *Phone*: Harrison 5818. *Power*: 1,000 watts on 1530 kc. *Affiliation*: None. *Opened*: Dec. 31, 1934.

President, commercial manager: Richard K. Phelps. *Station manager, chief engineer*: C. E. Salzer.

Rep: None. *News*: UP. *Seating facilities*: Studio, 30 persons. *Merchandising*: Work with dealers and distributors; distribute advertising matter; station promotes commercial programs in local newspaper advertising. *Foreign language programs*: No set policy. *Artists bureau*: None. *Stock*: Held by Leslie Herman and Sam Pickard (parent company is First National Television, Inc., which also owns and operates a training school for television and radio engineers; also experimental television station W9XAL). *Base rate*: \$100.

Copy restrictions: Accept beer, wines and liquor, with hours on the latter two restricted; patent medicines must conform with Federal Trade Commission and other federal regulations; copy must be approved and judged by station management on medicines.

WDAF, KANSAS CITY

Operator: Kansas City Star Company, 1729 Grand Avenue. *Phone*: Harrison 1200. *Power*: 5,000 and 1,000 watts on 610 kc. *Affiliation*: NBC Basic Red. *Opened*: June 5, 1922. (Note: This station is newspaper-owned by the Kansas City Star.)

General and station manager: H. Dear Fitzer. *Assistant station manager, publicity director*: V. S. Batton. *Sales director*: R. Gardner Reames. *Program and musical director*: Harry J. Kaufmann. *Chief engineer*: Joseph A. Flaherty.

Rep: Edward Petry & Co., Inc. *News*: AP; Kansas City Star. *Seating facilities*: None. *Merchandising*: Services vary according to individual account, but all are rendered at actual cost. *Foreign language programs*: Not accepted. *Artists bureau*: None. *Base rate*: \$360.

Copy restrictions: No beer, wine or liquor advertising; some patent medicines accepted, with copy subject to station approval; all copy must conform to accepted standards of "good taste" and be passed on by WDAF 24 hours in advance of broadcast.

WHB, KANSAS CITY

Operator: WHB Broadcasting Company, Scarritt Bldg., 9th and Grand Avenue. *Phone*: Harrison 1161. *Power*: 1,000 watts on 860 kc (to sunset). *Affiliation*: Mutual Broadcasting System. *Opened*: April 15, 1922.

President, commercial manager: Donald Dwight Davis. *Station manager*: John T. Schilling. *Program director*: Nelson Rupard. *Chief engineer*: Henry Goldenberg. *Artists bureau head*: Charles Lee Adams. *Musical director*: Sol Bobrov. *Client service manager*: M. H. Straight. *Merchandising and promotion manager*: Louis C. Nelson. *Publicity director*: Frank Barhydt.

Rep: None. *News*: UP. *Seating facilities*: Studio A, 10 persons; Studio B, 50; Studio C, 20; Little Theatre, 1,100; Music Hall, 2,600; Municipal Auditorium Arena, 15,000. *Merchandising*: For every dollar of station time purchased, advertiser is offered one unit of merchandising service; types of services, with unit values—supply wholesale and retail dealer lists of specific classifications, 50 units per list; mail out letters or printed matter, supplying letterheads, mimeographing, sealing, stamping, while advertiser pays postage and furnishes printed matter, one unit per piece; make cross section surveys, checking sale, distribution and standing of advertiser's product against competitors' products in local trading areas (advertiser to pay traveling expenses if more than 20 miles), 5 units per personal call, 2 units per telephone call; introduce salesmen to key buyers, 50 units per call; window displays, 25 units per display placed; counter displays and cards, 25 units per display distributed; personal calls on jobbers, chain store buyers, department store buyers, etc., 10 units per call; arrange audition of program for important local outlets (advertiser to pay talent cost), 10 units per person attending audition. *Foreign language programs*: Acceptable. *Artists bureau*: Yes; lists about 30 artists. *Base rate*: \$120.

Copy restrictions: Some patent medicines accepted; no beer, wine, or hard

MISSOURI STATIONS—Continued

liquor; no false or misleading claims; no disparagement of competitors or their products; no lotteries, appeals for funds (other than generally accepted worthy causes); no testimonials which cannot be authenticated; no advertising matter in bad taste, or which station deems injurious or prejudicial to interests of public; commercial copy must not exceed 10½ minutes in an hour program, 7½ minutes in three-quarter hour, 5½ minutes in half-hour, 3½ minutes in a quarter-hour.

KWOC, POPLAR BLUFF

Operator: Don M. Lidenton and A. L. McCarthy. *Power:* 100 watts on 1310 kc. (daytime).

At press time this station had a construction permit only.

KFEQ, ST. JOSEPH

Operator: KFEQ, Inc., Schneider Bldg., 7th & Felix. *Phone:* 6-1314. *Power:* 2,500 watts on 680 kc (operates from 6 a.m. to approximately 6 p.m.). *Affiliation:* None. *Opened:* 1924.

Treasurer, station manager: B. Pitts. *Local advertising manager:* J. Ted Branson. *National advertising manager:* Glenn Griswold. *Program director:* Lynn Butcher. *Chief engineer:* Wesley Koch. *Musical director:* Lawrence Parker.

Rep: Kelly-Smith Co. *News:* AP. *Seating facilities:* Studio, 50 persons. *Merchandising:* Yes; no set rules; call on retail and wholesale accounts; distribution surveys; work with salesmen; letters to trade for cost of postage and mimeographing; special requests given consideration. *Foreign language programs:* No rules; foreign-born population too small for such fare. *Artists bureau:* None. *Base rate:* \$78.

Copy restrictions: Beer accepted; no other alcoholic beverages; patent medicines subject to approval of station management; all copy must comply with FCC regulations.

KMOX, ST. LOUIS

Operator: Columbia Broadcasting System, Inc., Mart Bldg. *Phone:* Central 8240. *Power:* 50,000 watts on 1090 kc. *Affiliation:* CBS. *Opened:* Dec. 25, 1925.

General and station manager: Merle S. Jones. *Commercial manager:* Kenneth W. Church. *Program director:* C. G. Renier. *Chief engineer:* Graham L. Tevis. *Musical director:* Ben Feld. *Promotion director:* J. Soulard Johnson.

Rep: Radio Sales. *News:* UP; Western Union sports ticker. *Seating facilities:* Columbia Playhouse, seating 400. *Merchandising:* Studio window displays;

mobile unit on the street calling on retail stores and making instantaneous recordings; trade mailings; newspaper publicity service; any additional services are rendered upon request at actual cost. *Foreign language programs:* Accepted; German program current. *Artists bureau:* None. *Base rate:* \$500.

Copy restrictions: CBS program policies.

KSD, ST. LOUIS

Operator: Pulitzer Publishing Company, Post-Dispatch Bldg., 12th & Olive Sts. *Phone:* Main 1111. *Power:* 5,000 and 1,000 watts on 550 kc. (divides time with KFUE, Clayton, a non-commercial station). *Affiliation:* NBC Basic Red. *Opened:* March 9, 1922. (Note: this station is newspaper-operated—Post-Dispatch.)

General manager, station manager: George M. Burbach. *Commercial manager:* Edward W. Hamlin. *Program director, publicity director:* Frank Eschen. *Chief engineer:* Robert L. Coe. *Musical director:* Russell David.

Rep: Free & Peters, Inc. *News:* AP. *Seating facilities:* 30 persons. *Merchandising:* Accounts given every service through the merchandising and marketing research departments of the St. Louis Post-Dispatch. *Foreign language programs:* Will accept; also announcements. *Artists bureau:* None. *Base rate:* \$333.

Copy restrictions: Strict censorship; station broadcasts daily announcements to this effect; beer accepted, but no other alcoholic beverages; no medical products whatsoever accepted.

KWK, ST. LOUIS

Operator: Thomas Patrick, Inc., Hotel Chase. *Phone:* Rosedale 3210. *Power:* 5,000 and 1,000 watts on 1350 kc. *Affiliation:* NBC Basic Blue; Mutual Broadcasting System. *Opened:* March 17, 1927.

President: Robert T. Convey. *General manager:* C. G. Cosby. *Program director:* Sterling Harkins. *Chief engineer:* James Burke. *Studio supervisor:* Ray Dady. *Continuity chief:* Claire M. Harrison. *Musical director:* Al Sarli. *Public relations:* Eugene Kemper.

Rep: Paul H. Raymer Co. *News:* UP. *Seating facilities:* Assembly Hall, 1,400 persons; Opera House, 3,600; Convention Hall, 14,000. *Merchandising:* No special service; station has tie-up with St. Louis Globe-Democrat (daily) and three neighborhood journals (weekly), in which clients' programs are publicized. *Foreign language programs:* Will accept. *Artists bureau:* Setup nominal only. *Base rate:* \$350.

MISSOURI STATIONS—Continued

Copy restrictions: Accept beer and wine; no hard liquor; station reserves right to delete objectionable copy or reject material in conflict with federal or state laws.

KXOK, ST. LOUIS

Operator: Star-Times Publishing Co. *Power:* 1,000 watts on 1250 kc.

At press time this station had a construction permit only.

WEW, ST. LOUIS

Operator: St. Louis University, 3642 Lindell Blvd. *Phone:* Franklin 5665. *Power:* 1,000 watts on 760 kc. (daytime). *Affiliation:* None. *Opened:* April 26, 1921. (Note: Prior to Sept. 12, 1937, this station was non-commercial.)

Faculty director: Father W. A. Burke. *Station manager:* A. S. Foster. *Commercial manager:* R. Fleming. *Program director:* Arthur T. Jones. *Chief engineer:* G. S. Rueppel. *Musical director:* Ralph Stein. *Publicity director:* J. S. Harris.

Rep: None. *News:* INS. *Seating facilities:* Studio auditorium, seating 1,200. *Merchandising:* Staff is capable of rendering such service at special rates. *Foreign language programs:* No rules; "Germania Broadcast" now running half-hour week days and full hour Sundays. *Artists bureau:* No regular setup, but can supply talent. *Base rate:* \$70.40.

Copy restrictions: No patent medicines, wines or whiskey; copy must be truthful and "not exceed the bounds of good taste in length."

WIL, ST. LOUIS

Operator: Missouri Broadcasting Corp., Melbourne Hotel. *Phone:* Jefferson 8403. *Power:* 250 and 100 watts on 1200 kc. *Affiliation:* None. *Opened:* Feb. 9, 1922.

President, general manager: Lester A. Benson. *Vice-president in charge of sales:* Clarence W. Benson. *Commercial manager:* Edgar P. Shutz. *Program director:* Neil Norman. *Chief engineer:* Chal Stoup. *Musical director:* Allister Wylie. *Public relations:* Bill Durney. *Publicity director:* Bart Slattery.

Rep: Small and Brewer, Inc. *News:* Transradio. *Seating facilities:* Melbourne auditorium, 300 persons. *Merchandising:* None listed. *Foreign language programs:* Not accepted. *Artists bureau:* None. *Base rate:* \$150.

Copy restrictions: Commercial wordage limit on quarter-hours is 400 words; spot announcements can't exceed 100 words; beer accepted; no hard liquors; patent medicines must comply with Federal Trade

Commission regulations; all copy subject to editing by management.

WTMV, EAST ST. LOUIS (ILL.)

Operator: Mississippi Valley Broadcasting Co., Inc., Hotel Broadview. *Phones:* Bridge 3424; East 4390. *Power:* 250 and 100 watts on 1500 kc. *Affiliation:* None. *Opened:* May 19, 1935.

President: Lester E. Cox. *Station manager:* William H. West. *Commercial manager:* Woody Klose. *Program director, artists bureau head, musical director:* Paul Godt. *Chief engineer:* Thomas R. McLean. *Station promotion and publicity director:* Thomas J. Connelly.

Rep: None. *News:* INS; also local news staff. *Seating facilities:* Broadview Hotel Ballroom, 1,000. *Merchandising:* Run ads in community papers for sponsors spending minimum of \$150 per week; send mail to dealers, service men, and occasionally to general public; also supply envelope stuffers, and store display layouts, etc.

Foreign language programs: Any type accepted; currently has Polish, German, Hungarian. *Artists bureau:* Yes; has about 75 artists. *Base rate:* \$100.

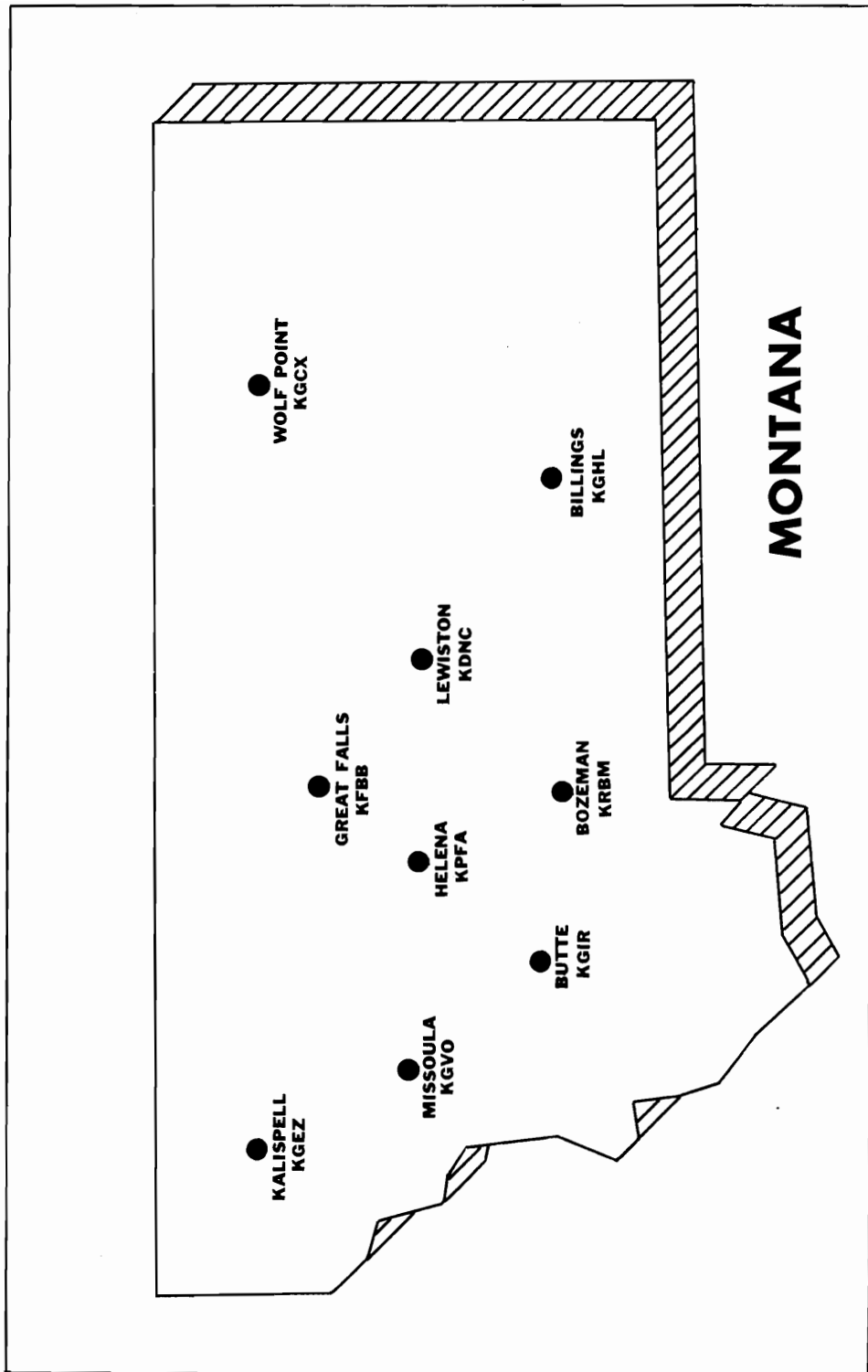
Copy restrictions: Amount of commercial copy restricted to 15% of time bought; exaggerations, falsehoods, and untruths barred; patent medicines okay if approved by Better Business Bureau; wines and liquors accepted only after nine o'clock at night.

KGBX, SPRINGFIELD

Operator: Springfield Broadcasting Co., 508 St. Louis Street. *Phone:* 1360. *Power:* 500 watts on 1230 kc. *Affiliation:* NBC Southwestern Optional Group. *Opened:* 1924 in St. Joseph, Mo., present ownership dates from 1926, and Springfield transfer came in 1931. (Note: This station, like KWTO of the same city, is affiliated with the Springfield Newspapers, Inc. through cross ownership; papers include the Evening Leader and Press, Morning Daily News, and the Sunday News and Leader.)

President: Lester E. Cox. *Station manager:* Ralph Foster. *Business manager:* Art Johnson. *Sales manager:* John Pearson. *Program director:* Terry Moss. *Chief engineer:* Fritz Bauer. *Artists bureau head:* George Earle Wilson. *Promotion and merchandising director:* Carl Ward.

Rep: Howard H. Wilson Co. *News:* UP. *Seating facilities:* About 100. *Merchandising:* Service of National Research Bureau available. *Foreign language programs:* No rules; population does not warrant such programs. *Artists bureau:* Yes;



●
WOLF POINT
KGCX

●
BILLINGS
KGHL

●
LEWISTON
KDNC

●
GREAT FALLS
KFBB

●
BOZEMAN
KRBM

●
HELENA
KPFA

●
BUTTE
KGIR

●
KALISPELL
KGEZ

●
MISSOULA
KGVO

MONTANA

MISSOURI STATIONS—Continued

has roster of acts, vocalists, announcers, juvenile artists, and so forth. *Base rate:* \$150.

Copy restrictions: Allow only beer; no other set copy rules.

KWTO, SPRINGFIELD

Operator: The Ozarks Broadcasting Co., 508 St. Louis St. *Phone:* 1360. *Power:* 5,000 watts on 560 kc. (to local sunset). *Affiliation:* None. *Opened:* Dec. 25, 1933. (Note: KWTO is affiliated, via part ownership, with the Springfield Newspapers, Inc.—Evening Leader and Press; Morning Daily News and the Sunday News and Leader.)

President, station manager: Ralph D. Foster. *Business manager:* C. Art Johnson. *Sales manager:* John Pearson. *Pro-*

gram director, artists bureau head: George Earle Wilson. *Chief engineer:* Fritz Bauer. *Musical director:* Bill Ring. *Promotion and merchandising director:* Carl Ward.

Rep: Howard H. Wilson Co. *News:* UP. *Seating facilities:* Studio, capacity 30; also Shrine Mosque, 5,000; American Legion Home, 1,200. *Merchandising:* Service of National Research Bureau available. *Foreign language programs:* No rules; population does not warrant such programs. *Artists bureau:* Yes; has roster of acts, vocalists, announcers, juvenile artists, etc. *Base rate:* \$100.

Copy restrictions: Beer accepted; no other alcoholic beverage advertising is taken; manuscripts required in advance on all health products.

MONTANA

(114,600 radio homes)

Radio Homes by Counties

Beaverhead	1,340	Hill	2,880	Ravalli	2,170
Big Horn	1,580	Jefferson	860	Richland	1,720
Blaine	1,720	Judith Basin	990	Roosevelt	2,010
Broadwater	600	Lake	1,940	Rosebud	1,420
Carbon	2,510	Lewis and Clark	4,440	Sanders	1,330
Carter	800	Liberty	490	Sheridan	1,740
Cascade	9,340	Lincoln	1,510	Silver Bow	13,170
Chouteau	1,820	McCone	910	Stillwater	1,200
Custer	2,490	Madison	1,280	Sweet Grass	780
Daniels	1,040	Meagher	530	Teton	1,240
Dawson	1,930	Mineral	410	Toole	1,490
Deer Lodge	3,420	Missoula	5,030	Treasure	310
Fallon	830	Musselshell	1,510	Valley	2,160
Fergus	3,550	Park	2,520	Wheatland	780
Flathead	4,300	Petroleum	440	Wibaux	520
Gallatin	3,580	Phillips	1,700	Yellowstone	6,900
Garfield	940	Pondera	1,370	Yellowstone	
Glacier	1,100	Powder River	770	National Park	10
Golden Valley	440	Powell	1,330		
Granite	750	Prairie	660		

KGHL, BILLINGS

Operator: Northwestern Auto Supply Co., Inc., 420 North Broadway. *Phone:* 3121. *Power:* 5,000 and 1,000 watts on 780 kc. *Affiliation:* NBC North Mountain Group, Red and Blue. *Opened:* June 8, 1928.

President, general manager: C. O. Campbell. *Station and commercial manager:* Ed Yocum. *Program and musical director:* Julia Richards. *Chief engineer:* Jeff Kiichli. *Publicity director:* Lear Mucoy.

Rep: The Katz Agency. *News:* UP. *Seating facilities:* None. *Merchandising:* Supply publicity and co-operate with advertisers in arranging window displays; services rendered gratis. *Foreign lan-*

guage programs: Will accept. *Artists bureau:* None. *Base rate:* \$100.

Copy restrictions: Accept beer and wine, but no hard liquor; spot announcements limited to 100 words; all time sold subject to change for NBC or outstanding local civic programs, with courtesy announcement to be made in case of change.

KRBM, BOZEMAN

Operator: Roberts McNab Co. (Arthur L. Roberts, R. B. McNab; A. J. Breitbach, general manager). *Power:* 250 and 100 watts on 1420 kc.

At press time this station had a construction permit only.

MONTANA STATIONS—Continued

KGIR, BUTTE

Operator: KGIR, Inc., Butte. *Phones:* 23; 44. *Power:* 2,500 and 1,000 watts on 1340 kc. *Affiliation:* NBC North Mountain Group. *Opened:* Jan. 31, 1929.

Manager: E. B. Craney. *Commercial manager:* Leo McMullen. *Program director:* Fred Ruegg. *Chief engineer:* Jack Nicholas. *Artists bureau head, musical director:* B. R. Sprague.

Rep: Gene Furgason & Co. *News:* Transradio. *Seating facilities:* About 200 persons. *Merchandising:* Any service desired rendered at cost. *Foreign language programs:* No information given. *Artists bureau:* Setup nominal only. *Base rate:* Station sold only as part of the Z Net, which see.

Copy restrictions: Beer, wines and alcoholic beverages accepted if copy passes inspection; no patent medicines accepted; no announcements may exceed 100 words; no two announcements are ever run together; locally, only 13-minute programs are sold, allowing room for a 100-word announcement on either end; otherwise only 30-word chainbreak announcements are sold.

KFBB, GREAT FALLS

Operator: Buttrey Broadcast, Inc., 300 Central Avenue. *Phone:* 4377. *Power:* 5,000 and 1,000 watts on 1280 kc. *Affiliation:* CBS. *Opened:* October 31, 1922. (Note: This station is newspaper-affiliated with the Great Falls Tribune).

President: F. A. Buttrey. *General manager:* J. Jacobsen. *Commercial manager:* Joe Wilkins. *Chief engineer:* Wilbur Myhre.

Rep: Weed & Co. (East and San Francisco); Walter Biddick Co. (Los Angeles and Seattle). *News:* Great Falls Tribune (local). *Seating facilities:* None. *Merchandising:* Service includes letters to the trade, arranging for window displays, contacting merchants in immediate area, mailing out of premiums. *Foreign language programs:* Not accepted. *Artists bureau:* None. *Stock:* Principally held by F. A. Buttrey, Great Falls Tribune, and J. Jacobsen. *Base rate:* \$100.

Copy restrictions: Accept beer; no wine or hard liquor; spot announcements limited to 100 words; all copy subject to station approval and government regulations.

KPFA, HELENA

Operator: People's Forum of the Air. *Power:* 250 and 100 watts on 1210 kc. *Affiliation:* Pacific Northwest Group; also sold in combination with KGIR, Butte. *Opened:* 1937.

No further data available after repeated requests.

KGEZ, KALISPELL

Operator: Don Treloar, 203 First Ave. E. *Phone:* 32-332. *Power:* 100 watts on 1310 kc. *Affiliation:* None. *Opened:* January, 1927.

Manager: Don Treloar. *Commercial manager:* F. J. Robischop. *Program director:* O. J. Hockley. *Chief engineer:* Don Gorman.

Rep: None. *News:* United Press. *Seating facilities:* None. *Merchandising:* Window display; newspaper listings. *Foreign language programs:* Accepted subject to station approval. *Artists bureau:* None. *Base rate:* \$20.

Copy restrictions: Announcements must not exceed 100 words; no patent medicines; beer accepted; no other alcoholic beverages; all scripts are subject to station approval.

KDNC, LEWISTON

Operator: Democrat News Co., Inc. *Power:* 250 and 100 watts on 1200 kc.

At press time this station had a construction permit only.

KGVO, MISSOULA

Operator: Mosby's, Inc., 240 N. Higgins Ave. *Phone:* 2155. *Power:* 1,000 watts on 1260 kc (has construction permit for 5,000 and 1,000 watts). *Affiliation:* CBS. *Opened:* Jan. 18, 1931.

Station manager: A. J. Mosby. *Program director:* James Alden Barber. *Chief engineer:* Tom E. Atherstone. *Publicity:* L. E. Nash.

Rep: None. *News:* Transradio. *Seating facilities:* Studio, 100 people. *Merchandising:* Assists in distribution and placing of window displays; other general helps. *Foreign language programs:* Population is less than 2% foreign; only program now is a sustainer (educational). *Artists bureau:* None. *Base rate:* \$72.

Copy restrictions: Commercial copy restricted to 20% of program period; all copy must be in "good taste"; beer and wines accepted; no patent medicines unless they have "a national standard acceptance."

KGCX, WOLF POINT

Operator: E. E. Krebsbach, 2nd Street and Assiniboine Avenue. *Phone:* 102. *Power:* 1,000 watts on 1450 kc. *Affiliation:* None. *Opened:* 1926.

Owner and operator: E. E. Krebsbach. *Station and commercial manager:* Milton J. Severson. *Program and publicity director:* A. E. Richmond. *Chief engineer:* Harold Klimpel. *Musical director:* Adolph Jystad.

Rep: None. *News:* Transradio. *Seating facilities:* Studio, seating 10 persons. *Mer-*

MONTANA STATIONS—Continued

chandising: Publicity in local papers. *Foreign language programs:* No rules; no requests for same. *Artists bureau:* None. *Stock:* All held by E. E. Krebsbach. *Base rate:* \$60.

Copy restrictions: Beer accepted; no wine, liquor or patent medicine advertising accepted; no advertising of "questionable character."

NEBRASKA

(284,100 radio homes)

Radio Homes by Counties

Adams	5,480	Frontier	1,510	Nance	1,600
Antelope	2,770	Furnas	2,470	Nemaha	2,640
Arthur	210	Gage	6,370	Nuckolls	2,560
Banner	280	Garden	930	Otoe	4,210
Blaine	280	Garfield	630	Pawnee	1,860
Boone	2,640	Gosper	760	Perkins	1,020
Box Butte	2,560	Grant	290	Phelps	2,060
Boyd	1,280	Greeley	1,410	Pierce	1,970
Brown	1,110	Hall	6,120	Platte	3,880
Buffalo	5,240	Hamilton	2,470	Polk	1,960
Burt	2,500	Harlan	1,720	Redwillow	2,890
Butler	2,780	Hayes	610	Richardson	4,080
Cass	3,750	Hitchcock	1,350	Rock	590
Cedar	2,830	Holt	2,910	Saline	3,630
Chase	980	Hooker	230	Sarpy	1,900
Cherry	1,920	Howard	1,890	Saunders	4,090
Cheyenne	1,970	Jefferson	3,540	Scotts Bluff	5,400
Clay	2,810	Johnson	1,850	Seward	3,150
Colfax	2,350	Kearney	1,590	Sheridan	2,010
Cuming	2,510	Keith	1,290	Sherman	1,620
Custer	4,850	Keyapaha	550	Sioux	790
Dakota	1,850	Kimball	870	Stanton	1,380
Dawes	2,350	Knox	3,380	Thayer	2,680
Dawson	3,540	Lancaster	23,500	Thomas	290
Deuel	730	Lincoln	5,040	Thurston	1,720
Dixon	2,090	Logan	340	Valley	1,820
Dodge	5,660	Loup	300	Washington	2,420
Douglas	55,840	McPherson	250	Wayne	1,960
Dundy	1,000	Madison	5,350	Webster	2,040
Fillmore	2,640	Merrick	2,120	Wheeler	370
Franklin	1,830	Morrill	1,680	York	3,560

KMMJ, CLAY CENTER

Operator: KMMJ Inc., Radio Bldg. *Phones:* 207; LD 14. *Power:* 1,000 watts on 730 kc (daytime). *Affiliation:* None. *Opened:* September, 1925. (Note: Owners of this station also operate the Clay County Sun, a weekly newspaper.)

President: Don Searle. *Station manager, publicity director:* Randall Ryan. *Program and musical director:* Mott Johnson. *Chief engineer:* Marvin Price. *Artists bureau head:* Verne Wilson.

Rep: Gene Furgason & Co. *News:* UP. *Seating facilities:* Auditorium, capacity 400. *Merchandising:* Send letters to dealers and salesmen, charging advertiser only for postage or special printing. *Foreign language programs:* Accepted. *Artists bureau:* Setup nominal only. *Stock:* Principally held by Don, Helen, and Harry

Searle, and Herb Hollister. *Base rate:* \$80.

Copy restrictions: Beer accepted, but no wines or hard liquors; patent medicines must comply with FTC regulations; all copy subject to approval of the station management.

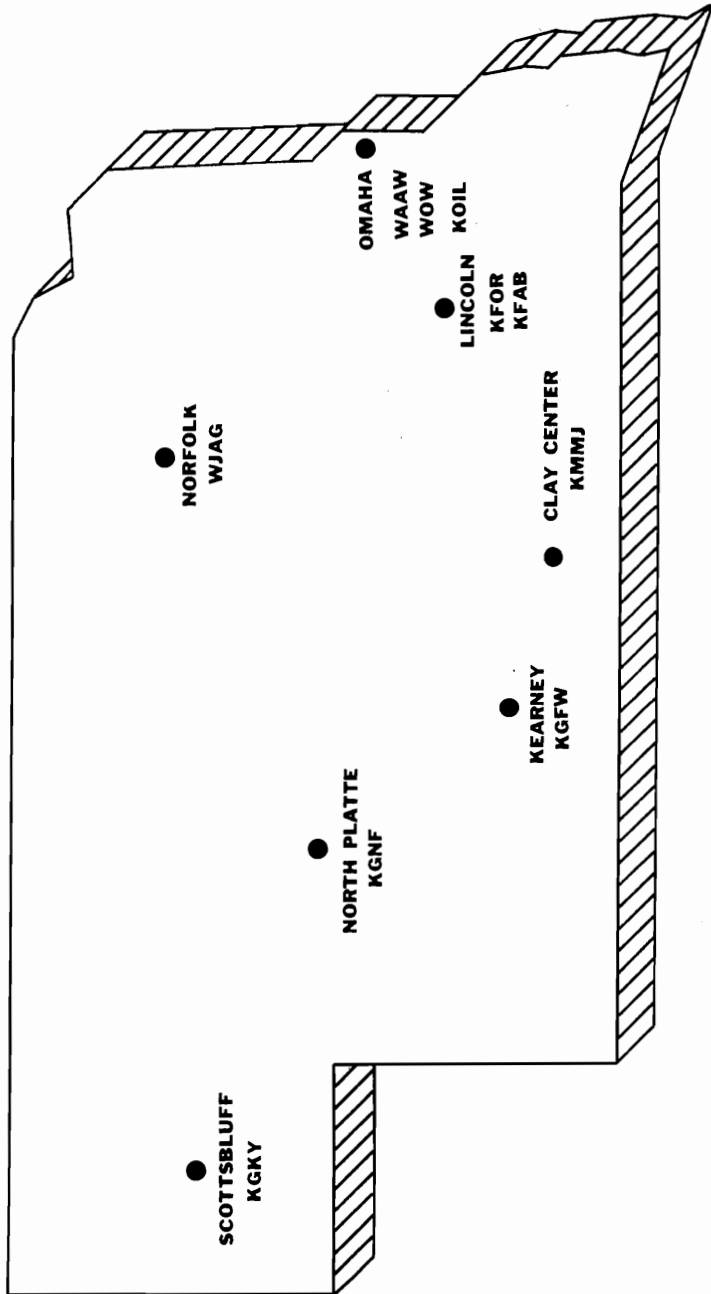
KGFW, KEARNEY

Operator: Central Nebraska Broadcasting Corp., Box 14. *Phone:* 31551. *Power:* 250 and 100 watts on 1310 kc. *Affiliation:* None.

Manager, president, station manager: Clark Standiford. *Commercial manager:* William A. Baker. *Chief engineer:* N. B. Weisenberger. *Program director:* J. Harley Hubbard.

Rep: Walter Biddick Co. *News:* Service not yet announced. *Seating facilities:* About 25 persons. *Merchandising:* No serv-

NEBRASKA



NEBRASKA STATIONS—Continued

ices listed. *Foreign language programs:* Will accept. *Artists bureau:* None. *Base rate:* \$40.

Copy restrictions: No alcoholic beverages; all programs and announcements subject to FCC approval.

KFAB, LINCOLN

Operator: Central States Broadcasting System, Hotel Lincoln (Lincoln) 17th and Farnam (Omaha). *Phone:* Jackson 7626 (Omaha). *Power:* 10,000 watts on 770 kc. *Affiliation:* CBS. *Opened:* 1924. (Note: KFAB is a member of the Central States Broadcasting System, with KOIL and KFOR, and is affiliated with the Lincoln Star and State Journal.)

General manager: Don Searle. *Lincoln manager:* Ed Canniff. *Commercial manager:* Paul Hamman. *Program director:* Jiggs Miller. *Technical director:* Mark Bullock.

Rep: The Katz Agency. *News:* INS. *Seating facilities:* Studios, 300 persons; Hotel Lincoln ballroom, 650 capacity. *Merchandising:* Complete service department maintained. *Foreign language programs:* Accepted. *Artists bureau:* None. *Base rate:* \$300.

Copy restrictions: Accept beer; no wines or hard liquors; patent medicines are carefully scrutinized before they are accepted.

KFOR, LINCOLN

Operator: Central States Broadcasting System, Hotel Lincoln. *Phone:* B 3214. *Power:* 250 and 100 watts on 1210 kc. *Affiliation:* Mutual Broadcasting System. *Opened:* 1927. (Note: KFOR is affiliated with the State Journal and Lincoln Star and, with KFAB and KOIL, is a member of the Central States Broadcasting System.)

General manager: Don Searle. *Lincoln manager:* Ed Canniff. *Commercial manager:* Paul Hamman. *Program director:* Jack Hansen. *Technical director:* Mark Bullock.

Rep: The Katz Agency. *News:* INS. *Seating facilities:* Studios, 300; Hotel Lincoln Ballroom, 650 capacity. *Merchandising:* Complete service department maintained. *Foreign language programs:* Accepted. *Artists bureau:* None. *Base rate:* \$75.

Copy restrictions: Accept beer; no wines or hard liquors; patent medicines carefully checked.

WJAG, NORFOLK

Operator: Norfolk Daily News, 116 N. Fourth St. *Phone:* 20. *Power:* 1,000 watts on 1060 kc. (daytime). *Affiliation:* None. *Opened:* July 15, 1922.

President: Gene Huse. *Chief engineer:* Frank Weidenbach. *Musical director:* Russell Jensen. *Manager:* Art Thomas.

Rep: Howard H. Wilson Co. *News:* UP. *Seating facilities:* None. *Merchandising:* Free in Norfolk; at cost elsewhere. *Base rate:* \$60.

Copy restrictions: No announcements with sound effects; no announcements between news items; competitive announcements and programs to be separated by at least three minutes; cannot guarantee reading of announcements at any particular minute—10 minute leeway necessary; beer and liquor advertising not accepted Sunday, noons or close to children's and devotional programs; do not mention programs of other stations on air at same time as WJAG; announcements must be written in the third person (never the first person); announcements must conform with FCC rules and NAB code of ethics; no announcements accepted which begin with "S.O.S." or "Calling all Cars," etc.; announcements not accepted from advertisers under investigation by the FTC, Food and Drug Administration, or Post Office Dept.; announcements "objectionable to listeners while eating" not accepted at noon or between 6 and 7 p.m.

KGNF, NORTH PLATTE

Operator: Great Plains Broadcasting Co., 1521 W. 12th St. *Phone:* 132. *Power:* 1,000 watts on 1430 kc. (operates to sunset). *Affiliation:* None. *Opened:* July 5, 1930.

President, station manager: W. I. Le Barron. *Commercial manager:* Ralph Jones. *Program director:* John Alexander. *Chief engineer:* J. B. Eaves. *Publicity director:* V. J. LeBarron.

Rep: None. *News:* UP. *Seating facilities:* Small auditorium, seats 50. *Merchandising:* Yes; partial service. *Foreign language programs:* Will accept on same basis as English programs. *Artists bureau:* None. *Stock:* Principal holders are W. I. LeBarron and V. J. LeBarron. *Base rate:* \$55.

Copy restrictions: "Good taste" mandatory; beer accepted; medicines of all kinds must have Federal Trade Commission approval.

KOIL, OMAHA

Operator: Central States Broadcasting Co., 17th and Farnum. *Phone:* Jackson 7626. *Power:* 5,000 and 1,000 watts on 1260 kc. *Affiliation:* NBC Basic Blue; Mutual Broadcasting System. *Opened:* July 5, 1925. (Note: KOIL, with KFAB and KFOR, forms the Central States Broadcasting System; affiliation with Lincoln Star and State Journal.)

"The White Spot"



Nebraska Has Money to Spend

It is the only state with NO income tax, NO sales tax, and NO luxury taxes. Nebraska is debt-free, has reduced its taxes and observes a policy of "No new forms of taxation."

The pioneer's word was as good as gold and in Nebraska the spoken word has always carried the assurance of a legal document. Today the spoken word of radio advertising is received into thousands of Nebraska homes, with the same respect that bound the old timers in their contracts.

Yes, Nebraskans are responsive to the spoken word, but more than that they have the wealth with which to respond. The spirit of the thrifty farmers has built Nebraska production in hay, live stock, meat, corn, butter, rye, and oats to a dominant place among the productive states of the nation. The Nebraska market, with 1-1/3 million people is most easily and most economically reached by radio.

For market and station coverage details write to any member station.

Nebraska Broadcasters Assoc.

**KFAB, LINCOLN
KFOR, LINCOLN
KGFW, KEARNEY**

**KGKY, SCOTTSBLUFF
KGNF, NORTH PLATTE
KMMJ, CLAY CENTER
KOIL, OMAHA**

**WAAW, OMAHA
WJAG, NORFOLK
WOW, OMAHA**

NEBRASKA STATIONS—Continued

General manager: Don Searle. *Commercial manager:* Paul Hamman. *Program director:* Harold Hughes. *Technical director:* Mark Bullock.

Rep: The Katz Agency. *News:* INS. *Seating facilities:* Studios, 350 persons. *Merchandising:* Complete service department maintained. *Foreign language programs:* No set policy; depends on program, time of day, etc., for acceptance. *Artists bureau:* None. *Base rate:* \$225.

Copy restrictions: Beer accepted; no wines and liquors; patent medicine commercials carefully checked.

WAAW, OMAHA

Operator: Omaha Grain Exchange, Grain Exchange Bldg., 19th and Harney Sts. *Phone:* Atlantic 2228. *Power:* 500 watts on 660 kc. (operates to local sunset). *Affiliation:* None. *Opened:* 1922.

Co-managers: Frank E. Shopen and Walter Myers. *Program manager:* William Goodrich. *Chief engineer:* Walter Myers.

Rep: None listed. *News:* United Press. *Seating facilities:* Limited audience; capacity not listed. *Merchandising:* Supply publicity, window displays, dealer tie-ups, etc., at cost. *Foreign language programs:* Accepted; English translation must be fur-

nished. *Artists bureau:* Setup nominal only. *Base rate:* \$65.

Copy restrictions: Accept beer and light wines; no hard liquor; medical accounts subject to station approval.

WOW, OMAHA

Operator: Woodmen of the World Life Insurance Society. *Phone:* Jackson 6844. *Power:* 5,000 and 1,000 watts on 590 kc. *Affiliation:* NBC Basic Red. *Opened:* April 2, 1923. (Note: Woodmen of the World is a fraternal insurance society.)

Personnel director: William Ruess. *General manager:* John J. Gillin, Jr. *Sales and promotion manager:* Howard O. Peterson. *Program manager:* Harry Burke. *Chief engineer:* Wm. J. Kotera. *Production manager:* Lyle DeMoss. *Musical director:* Freddie Ebener. *Continuity director:* Jettabee Ann Hopkins. *Publicity director:* Bill Wiseman.

Rep: John Blair & Co. *News:* UP. *Seating facilities:* Studio, 50 persons; auditoriums and theatres with bigger capacities available. *Merchandising:* Have publication, Radio News Tower; assist in sales meetings; letters to dealers; in case of counter cards and similar activities, service is rendered at cost. *Foreign language*

RESULTS COME FROM SERVICE

OMAHA'S OWN STATION



GIVES ITS LISTENERS SERVICE

LISTENERS DEMAND SERVICE

NEWS PERIODS

ROAD REPORTS

MARKET REPORTS DAILY

UNITED PRESS NEWS SERVICE

WEATHER FORECASTS

NEWS BULLETINS ON THE HOUR

TIME EVERY 1/4 HOUR

TEMPERATURE EVERY 30 MINUTES

COMPLETE SPORT SCORES DAILY

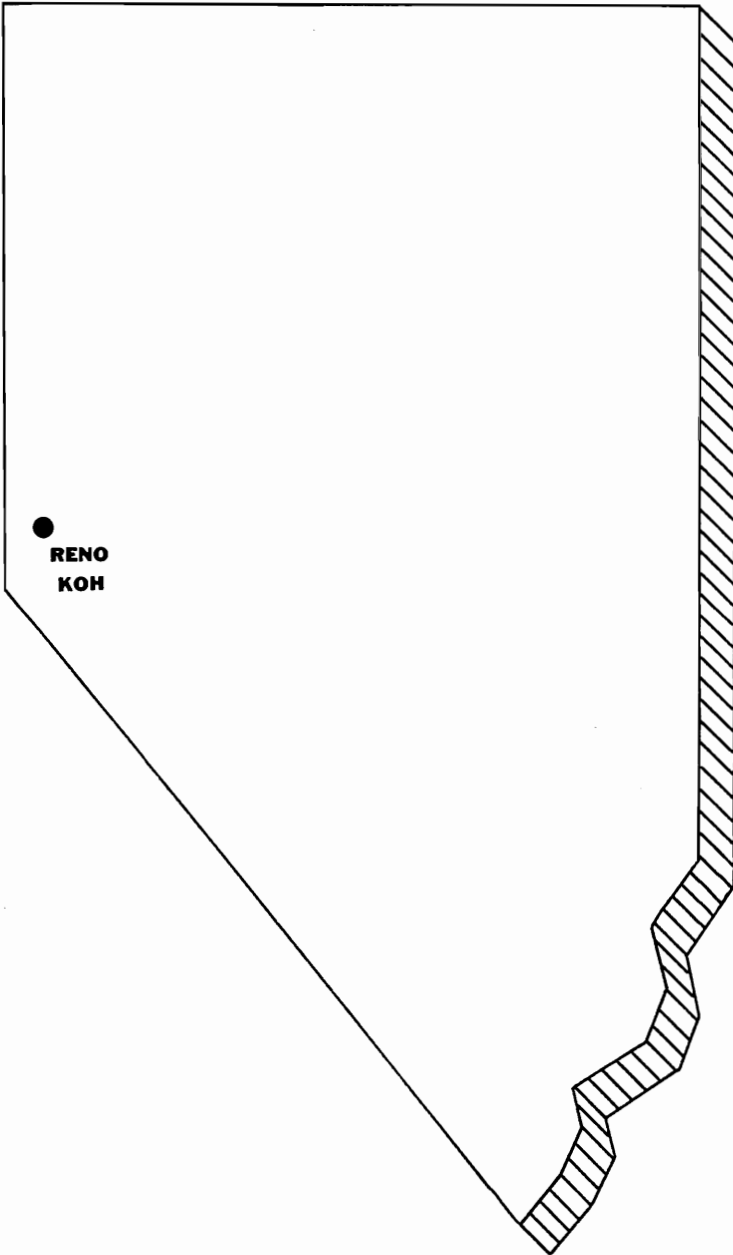
FAVORABLE FREQUENCY

660

"IN THE WHITE SPOT OF THE NATION"

KC

NEVADA



NEBRASKA STATIONS—Continued

programs: Not accepted. *Artists bureau:* None; can, however, supply talent, latter receiving actual price charged by station. *Base rate:* \$320.

Copy restrictions: Beer accepted; no wines or hard liquors; patent medicines subject to thorough examination of product and copy; "good taste" demanded, with three days' cancellation notice on violations.

KGKY, SCOTTSBLUFF

Operator: Hilliard Co., Inc., 1517½ Broadway. *Phone:* 856. *Power:* 250 and 100 watts on 1500 kc. *Affiliation:* None. *Opened:* March 15, 1930.

General and station manager: L. L. Hilliard. *Commercial manager:* R. M. Stewart. *Program and musical director:* Allen Mehling. *Chief engineer:* Harland Morrison.

Rep: None. *News:* Transradio. *Seating facilities:* Can accommodate 35 persons. *Merchandising:* Full cooperation rendered gratis. *Foreign language programs:* Accepted. *Artists bureau:* None. *Stock:* Entirely held by L. L. and Ruth K. Hilliard. *Base rate:* \$30.

Copy restrictions: Accept beer, wine and hard liquors "if presented in such a way as not to be objectionable"; station reserves right to censor all copy.

NEVADA

(28,500 radio homes)

Radio Homes by Counties

Churchill	1,600	Humboldt	1,270	Ormsby	680
Clark	2,880	Lander	710	Pershing	810
Douglas	500	Lincoln	980	Storey	280
Elko	2,880	Lyon	1,180	Washoe	8,050
Esmeralda	520	Mineral	720	White Pine.....	3,300
Eureka	430	Nye	1,710		

KOH, RENO

Operator: The Bee, Inc., 440 N. Virginia Street. *Power:* 500 watts on 1380 kc. *Affiliation:* CBS. *Opened:* 1928. (Note: KOH is owned by the McClatchy Newspapers.)

Manager: Wallie D. Warren.

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

Seating facilities: None listed. *Merchandising:* Full service available. *Foreign language programs:* No information given. *Artists bureau:* None listed. *Base rate:* \$78.

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

NEW HAMPSHIRE

(124,400 radio homes)

Radio Homes by Counties

Belknap	6,290	Grafton	11,890	Stafford	10,170
Carroll	4,340	Hillsborough	36,360	Sullivan	6,510
Cheshire	9,200	Merrimack	15,070		
Coos	9,320	Rockingham	15,250		

WLNH, LACONIA

Operator: Northern Broadcasting Co., Masonic Temple Bldg. *Phone:* Lac 501. *Power:* 100 watts on 1310 kc. *Affiliation:* Yankee Network; Colonial Network; Mutual Broadcasting System. *Opened:* 1922.

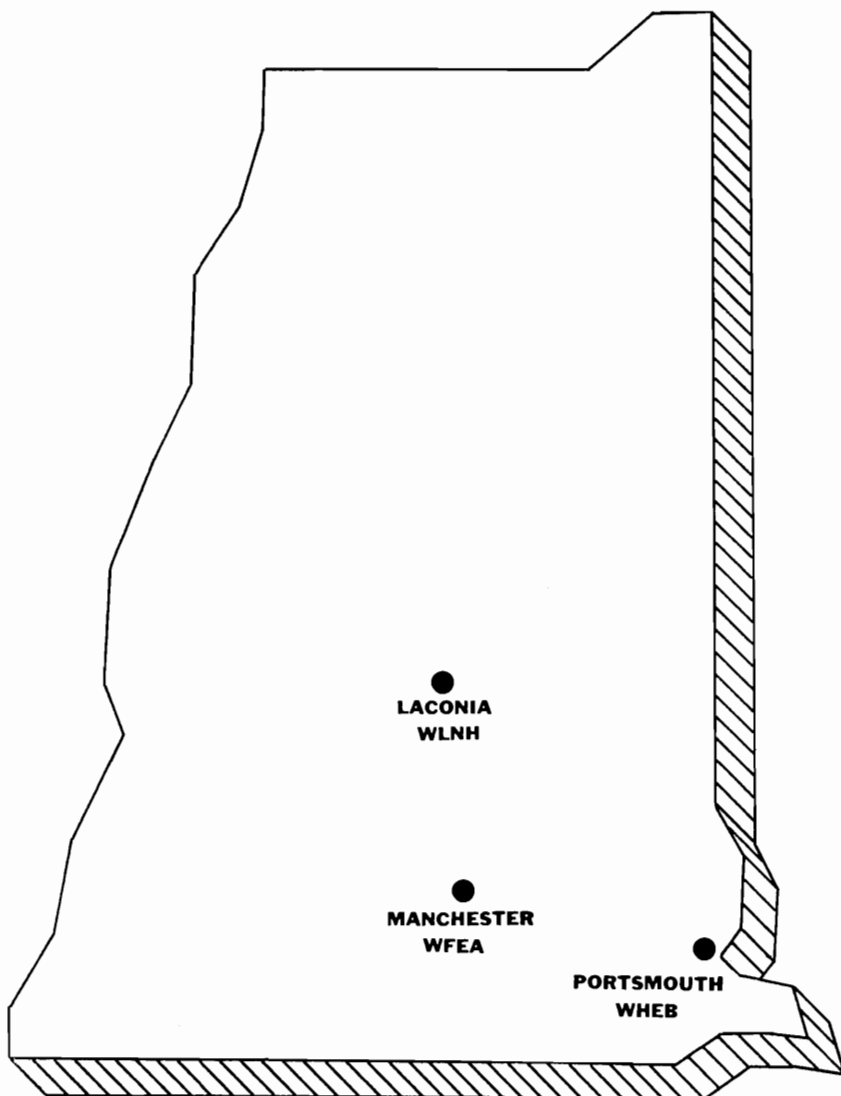
Owners: Charles S. and Malcolm Jenney. *General manager and musical director:* Edward J. Lord. *Program director:* Martin Avery. *Sales manager:* Al Tyler. *Production director:* Sherwin Greenlaw. *Chief engineer:* Ken Taylor.

Rep: Weed & Co. *News:* Yankee Network News Service. *Seating facilities:*

About 100 persons. *Merchandising:* Local cooperation with wholesalers and retailers; will supply market and coverage data, suggestions for promotional tie-ins, publicity, etc., gratis; additional services rendered at actual cost. *Foreign language programs:* French accepted, provided announcements are also given in English. *Artists bureau:* None; Yankee Artists Bureau available. *Base rate:* \$60.

Copy restrictions: Beer, wine and liquors accepted; copy subject to approval of New Hampshire State Liquor Commission. Patent medicine must conform to all laws and copy is subject to station approval.

NEW HAMPSHIRE



NEW HAMPSHIRE STATIONS—Continued

WFEA, MANCHESTER

Operator: New Hampshire Broadcasting Co., Carpenter Hotel. *Power:* 1,000 and 500 watts on 1340 kc. *Affiliation:* NBC Supplementary Basic Service; Yankee Network; Colonial Network; Mutual Broadcasting System. *Opened:* 1932. (Note: This station is under the same ownership as WCSH, Portland.)

Owner: Henry Rines. *Manager:* Charles Evans.

Rep: Weed & Co. *News:* Yankee Network News Service. *Seating facilities:* Largest studio has a capacity of about 35. *Merchandising:* Send letters to the trade and make personal calls on wholesalers. *Foreign language programs:* Accepted, but in French only. *Artists bureau:* None. *Base rate:* \$120.

Copy restrictions: Accept wine and beer advertising; no hard liquors.

(Note: While this information was not furnished by the station, it comes from authentic sources.)

WHEB, PORTSMOUTH

Operator: Granite State Broadcasting Co., 39 Congress St., P. O. Box 746. *Phone:* 2670-1. *Power:* 250 watts on 740 kc (8 a.m. to sunset at Atlanta, Georgia; no Sunday schedule). *Affiliation:* None. *Opened:* Aug. 8, 1932. (Note: WHEB operates on a non-profit basis, serving charitable, fraternal and benevolent societies without charge; carries four to six devotional programs daily; never carries commercials on Sunday, acting as radio pulpit at that time.)

President, station manager, commercial manager: H. J. Wilson. *Program director, artists bureau head:* V. E. Bennett. *Chief engineer:* G. E. Knightly. *Musical director:* D. R. Stevens. *Publicity director:* H. C. Wilson.

Rep: Cox and Tanz. *News:* AP; also gathers local news. *Seating facilities:* None. *Merchandising:* None. *Foreign language programs:* Accepted. *Artists bureau:* No talent listed, though setup is nominally maintained by station. *Base rate:* \$60.

Copy restrictions: No alcoholic beverages, beer or wines.

NEW JERSEY

(1,022,500 radio homes)

Radio Homes by Counties

Atlantic	33,120	Gloucester	18,140	Ocean	9,450
Bergen	96,620	Hudson	170,920	Passaic	77,660
Burlington	23,350	Hunterdon	9,410	Salem	9,320
Camden	63,410	Mercer	43,710	Somerset	15,580
Cape May	8,500	Middlesex	49,230	Sussex	7,270
Cumberland	18,340	Monmouth	40,070	Union	75,800
Essex	212,560	Morris	27,020	Warren	13,020

WCAP, ASBURY PARK

Operator: Radio Industries Broadcast Co., Convention Hall. *Phone:* 1911. *Power:* 500 watts on 1280 kc (divides time with WCAM and WTNJ). *Affiliation:* None. *Opened:* 1927.

Technical advisor: Thomas F. Burley, Jr. *Station manager:* V. N. Scholes. *Chief engineer:* Ernest Ruckle. *Artists bureau head:* D. Johanson.

Rep: None. *News:* None. *Seating facilities:* Convention Hall, seating 4,500 persons; Berkeley Carteret Hotel Crystal Room, seating 500. *Merchandising:* None listed. *Foreign language programs:* Not accepted. *Artists bureau:* Set-up nominal only. *Base rate:* \$100.

Copy restrictions: Beer and wine accepted; no hard liquor advertising; all copy must conform to station standards and FCC regulations.

WPG, ATLANTIC CITY

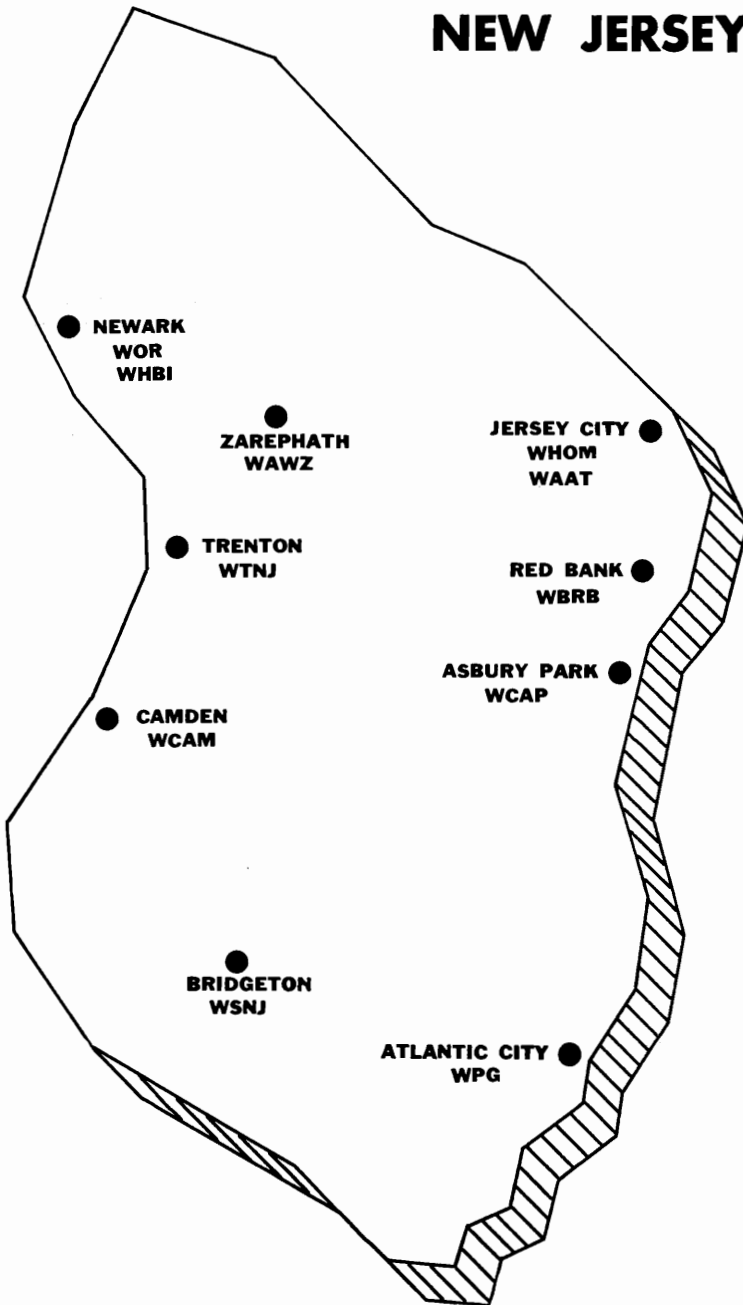
Operator: City of Atlantic City, Convention Hall. *Phone:* 4-6538. *Power:* 5,000 watts on 1100 kc (divides time with WBIL). *Affiliation:* CBS. *Opened:* January, 1925.

Station head: Mayor Charles D. White. *Station manager:* Norman Reed. *Commercial manager:* Wm. H. Appleby. *Program director:* Margaret Keever. *Chief engineer:* Earle Godfrey.

Rep: None. *News:* UP. *Seating facilities:* Two studios; larger seats 300; smaller accommodates 60. *Merchandising:* Arranges displays for sponsors on the Atlantic City boardwalk and in the pier studios. *Foreign language programs:* Carries Italian and Jewish programs currently; English translation must be submitted in advance. *Artists bureau:* None. *Base rate:* \$125.

Copy restrictions: Copy must be free of

NEW JERSEY



NEW JERSEY STATIONS—Continued

objectionable references, or extravagant claims, and subject to editing by station; wine, beer, liquor okay; medicines must pass scrutiny of local medical society.

WSNJ, BRIDGETON

Operator: Eastern States Broadcasting Corp., Bridgeton. *Phone:* 1600. *Power:* 100 watts on 1210 kc (daytime). *Affiliation:* None. *Opened:* Aug. 23, 1937.

President: Howard S. Frazier. *Station manager, program director:* Paul Alger. *Commercial manager:* Burt McKinnie. *Chief engineer:* Russel Ely. *Musical director:* Lowell Ayars. *Publicity director:* Fred M. Wood.

Rep: Wellman Service. *News:* INS. *Seating facilities:* None. *Merchandising:* Have arrangements with local stores for introduction of new products; complete merchandising service gratis; station also runs a weekly called *Radio Press*, containing news anent radio (network and local), in which sponsors may buy advertising space. *Foreign language programs:* Italian program currently running. *Artists bureau:* None. *Stock:* Principally held by Howard S. Frazier. *Base rate:* \$50.

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

WCAM, CAMDEN

Operator: City of Camden, City Hall. *Phone:* 9000. *Power:* 500 watts on 1280 kc (divides time with WTNJ and WCAP). *Affiliation:* None. *Opened:* October, 1926. (Note: the licensee for this station is the City of Camden; supervisor of the station is Mayor George E. Brunner.)

Station manager: Frederick S. Caperoon. *Program director:* Betty Bowen. *Chief operator:* C. E. Onens. *Musical director:* Edward N. Layman. *Publicity director:* Bob Horn.

Rep: None. *News:* Transradio. *Seating facilities:* Studio, 35. *Merchandising:* Co-operative city and county newspaper advertising; billboards; trailers. *Foreign language programs:* Time for these broadcasts is limited to 2 hours weekly. *Artists bureau:* None. *Base rate:* \$120.

Copy restrictions: Beer, wines, alcoholic beverages and patent medicines must meet laws of state and conform to Federal Trade Commission rulings; no advertising contrary to any government regulations or which is not "in the best interests of the station or the public"; city will not assume any liability for statements made by the advertiser.

WAAT, JERSEY CITY

Operator: Bremer Broadcasting Corp., 50 Journal Square. *Phones:* Journal Square

2-0716; Rector 2-5878; Market 3-0383. *Power:* 500 watts on 940 kc. (daytime). *Affiliation:* None. *Opened:* November, 1926.

President, station and commercial manager: Paul H. La Stayo. *Program director, artists bureau head:* Gabrielle C. Haas. *Chief engineer:* Anthony Castellani. *Musical director:* Fabian Nicholson.

Rep: J. J. Devine & Associates, Inc. *News:* UP. *Seating facilities:* Use hotel ballroom for audience programs; capacity about 700. *Merchandising:* None. *Foreign language programs:* Not accepted. *Artists bureau:* Yes; lists about 35 artists. *Stock:* Principally held by A. H. Pollack and Paul H. La Stayo. *Base rate:* \$210.

Copy restrictions: Accept beer and wine; no liquor; all copy subject to station approval.

WHOM, JERSEY CITY

Operator: New Jersey Broadcasting Corp., 2866 Hudson Blvd. *Phone:* Journal Square 2-2929. *Power:* 250 watts on 1450 kc. *Affiliation:* None. *Opened:* 1930. (Note: This station also has studios in New York City at 29 W. 57th St.)

President, station manager: Paul F. Harron. *Commercial manager:* Joseph Lang. *Program and publicity director:* West W. Willcox. *Chief engineer:* Allison W. Burnham. *Musical director:* Guiseppe De Luca.

Rep: None. *News:* None. *Seating facilities:* None listed. *Merchandising:* None. *Foreign language programs:* Station specializes in same; currently carrying German, Jewish, Polish, Greek, Italian, Lithuanian and Irish programs; translation must be submitted in advance. *Artists bureau:* Yes; artists not listed. *Base rate:* \$90.

Copy restrictions: Accept beer and wine; all copy must be approved by management and conform to state and federal laws.

WHBI, NEWARK

Operator: May Radio Broadcast Corp. *Power:* 2,500 and 1,000 watts on 1250 kc (shares hours with WNEW). *Affiliation:* None.

Base rate: \$175.

No other data available after repeated requests.

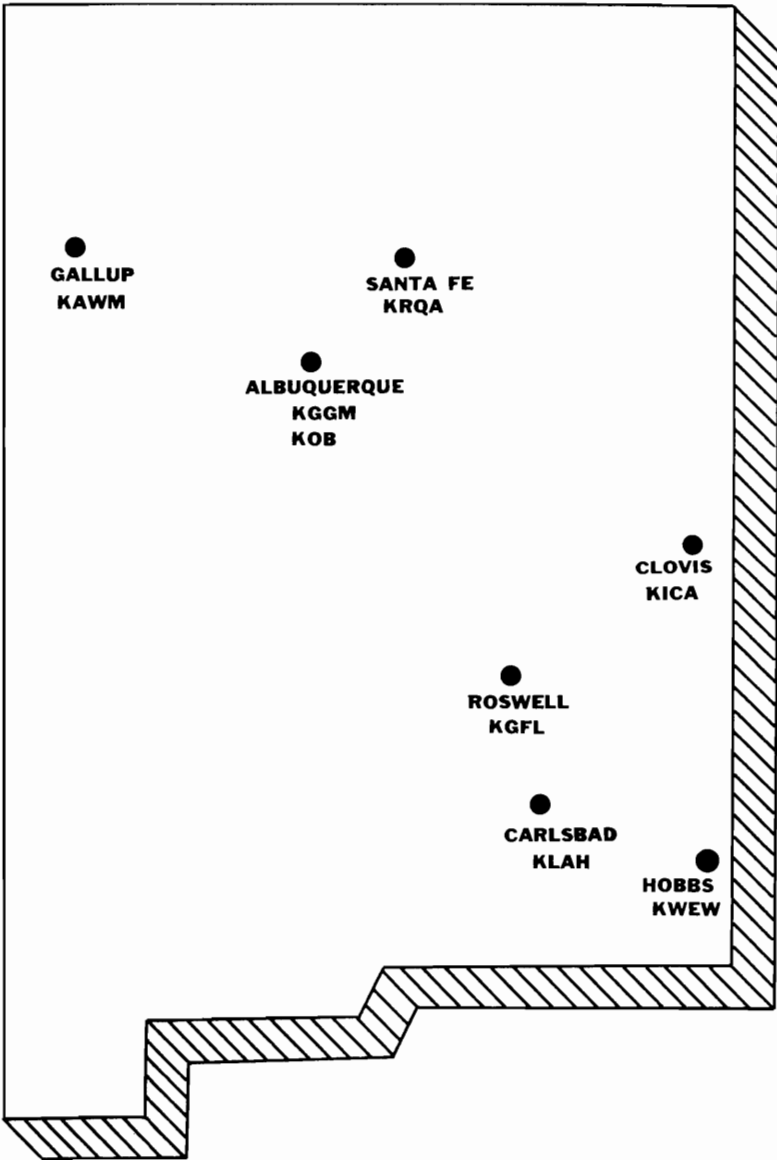
WOR, NEWARK

For information on this station, see New York City. Although WOR is licensed for Newark, N. J., it maintains studios and general offices in New York City through its affiliation with the Radio Quality Group Service.

WBRB, RED BANK

Operator: Monmouth Broadcasting Company, Inc., 63-65 Broad Street. *Phone:*

NEW MEXICO



NEW JERSEY STATIONS—Continued

980. *Power:* 100 watts on 1210 kc (divides time with WGBB, WGNV, and WFAS). *Affiliation:* None. *Opened:* October, 1925.

Station manager: V. N. Scholes. *Commercial manager:* A. W. Mayhew. *Program director:* Lillian Mayhew. *Chief engineer:* Robert Johnson.

Rep: None. *News:* None. *Seating facilities:* None. *Merchandising:* Supply some publicity, free. *Foreign language programs:* Not accepted. *Artists bureau:* None. *Base rate:* \$80.

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

WTNJ, TRENTON

Operator: WOAX, Inc., Commonwealth Bldg. *Phones:* 8140-8149. *Power:* 500 watts on 1280 kc (divides time with WCAM and WCAP). *Affiliation:* None. *Opened:* 1923.

Vice-president and manager: F. J. Wolff. *Commercial manager:* Jan Musselman.

Program director: H. M. Gebert. *Chief engineer:* Edward P. Knowles. *Publicity director:* "80" Adams.

Rep: None. *News:* UP. *Seating facilities:* War Memorial Auditorium, seating 2,000. *Merchandising:* Advance spot announcements, display publicity, etc. *Foreign language programs:* Will accept; Polish, German and Hungarian programs current. *Artists bureau:* None. *Base rate:* \$75.

Copy restrictions: All copy subject to station standards and government regulations.

WAWZ, ZAREPHATH

Operator: Pillar of Fire. *Phone:* Bound Brook 223. *Power:* 1,000 and 500 watts on 1350 kc. (divides time with WBNX) (has construction permit for 1,000 watts day and night).

This is a non-commercial station; church and school-owned by Pillar of Fire, Alma White College, and Zarephath Bible Seminary.

NEW MEXICO

(62,300 radio homes)

Radio Homes by Counties

Bernalillo	8,780	Hidalgo	670	San Juan	1,660
Catron	440	Lea	850	San Miguel	3,520
Chaves	3,560	Lincoln	880	Santa Fe	3,390
Colfax	2,980	Luna	1,160	Sierra	710
Curry	2,700	McKinley	3,030	Socorro	1,260
De Baca	380	Mora	1,120	Taos	1,740
Dona Ana	3,730	Otero	1,500	Torrance	1,200
Eddy	2,280	Quay	1,680	Union	1,510
Grant	2,880	Rio Arriba	2,520	Valencia	2,020
Guadalupe	870	Roosevelt	1,450		
Harding	520	Sandoval	1,310		

KGGM, ALBUQUERQUE

Operator: New Mexico Broadcasting Co., Inc., Kimo Bldg. *Phone:* 929. *Power:* 1,000 watts on 1230 kc. *Affiliation:* None. *Opened:* No date given.

Station manager, commercial manager: Mike Hollander. *Program director:* Elmer Fondren. *Musical director:* J. B. Matthews. *Chief engineer:* Leonard Dodds.

Rep: Howard H. Wilson Co. *News:* Christian Science Monitor. *Seating facilities:* About 100 persons. *Merchandising:* No information given. *Foreign language programs:* Accepted at regular station rates; bi-lingual announcer available at no extra cost; Spanish-English and Italian-English programs current. *Artists bureau:* None. *Stock:* Principally held by A. R. Hebenstreit and S. P. Vidal. *Base rate:* \$90.

Copy restrictions: Accept beer and wine

copy; no hard liquors; patent medicines subject to Federal Trade Commission regulations.

KOB, ALBUQUERQUE

Operator: Albuquerque Broadcasting Co., 424 West Gold Ave. *Phone:* 1180. *Power:* 10,000 watts on 1180 kc. (up to 9 p.m.; divides time with KEX thereafter). *Affiliation:* NBC Red or Blue South Mountain Group. *Opened:* June 3, 1920. (Note: Prior to August, 1936, KOB was owned by the New Mexico College of Agriculture and Mechanical Arts; subsequently it has become a commercial station.)

President: T. M. Pepperday. *Commercial manager, program director:* J. C. McGrane. *Chief engineer:* George S. Johnson. *Musical director:* Mary Hickox.

Rep: John Blair & Co. *News:* Transradio.

NEW MEXICO STATIONS—Continued

Seating facilities: None; planned studios call for 150 capacity. *Merchandising:* Any service desired is rendered at cost. *Foreign language programs:* Announcements and programs taken in Spanish; additional charge made for announcer. *Artists bureau:* None. *Base rate:* \$120.

Copy restrictions: Beer and wine accepted; no hard liquors; only restrictions on copy are that copy must be within the law, and "in good taste."

KLAH, CARLSBAD

Operator: Carlsbad Broadcasting Co., Crawford Hotel. *Phone:* 244. *Power:* 250 and 100 watts on 1210 kc. *Affiliation:* None. *Opened:* December 20, 1936. (Note: This station is newspaper affiliated with the Pecos, Tex., Enterprise).

Station manager: Jack Hawkins. *Commercial manager:* Lucille Neilson. *Program director:* Gene Colley. *Chief engineer:* Harry Boehnemann.

Rep: None. *News:* Transradio. *Seating facilities:* About 25. *Merchandising:* Furnish window displays, publicity; contact dealers and retailers. *Foreign language programs:* Accept Spanish programs; script subject to station approval. *Artists bureau:* None. *Stock:* Station is a partnership of Barney Hubbs, A. J. Crawford, Jack Hawkins and Harold Miller. *Base rate:* \$35.

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

KICA, CLOVIS

Operator: Western Broadcasters, Inc., 419 Pile St. *Phone:* 3. *Power:* 100 watts on 1370 kc (unlimited day; specified night hours 7:30 to 12:00 with KGFL). *Affiliation:* None. *Opened:* 1929.

General manager: Charles C. Alsup. *Commercial manager:* Leon Womack. *Program director:* Ed Safford, Jr. *Chief engineer:* Ralph DuBois. *Musical director:* Mrs. J. E. Alsup.

Rep: Cox & Tanz. *News:* RNA (Transradio). *Seating facilities:* Rainbow Ballroom, Clovis Hotel, seating 350 persons. *Merchandising:* Contact merchants throughout entire trade territory; cooperate in arranging window displays and promotional material; no charge on "reasonable contract." *Foreign language programs:* Accept Spanish programs. *Artists bureau:* None. *Base rate:* \$35.00.

Copy restrictions: Accept beer, wine and liquor advertising; all copy subject to FCC rules and regulations.

KAWM, GALLUP

Operator: A. W. Mills, 1100 E. Aztec Ave. *Phone:* 19. *Power:* 100 watts on 1500 kc. (has construction permit for 250 and 100 watts). *Affiliation:* None. *Opened:* April 10, 1937.

Owner, station manager: A. W. Mills. *Commercial manager:* Don Mills. *Program director:* Elmo Darrah. *Chief engineer:* R. T. Sampson. *Musical director:* Don S. Bowles.

Rep: None. *News:* None. *Seating facilities:* Studio auditorium, 70 persons. *Merchandising:* Window cards and banners used on occasion; distribution of novelties, etc., undertaken; in cases of "special events" tie-up with merchants provides radio sets in the streets for passers-by; all services gratis. *Foreign language programs:* Accepted; 29 nationalities live in the area. *Artists bureau:* None. *Base rate:* \$25.

Copy restrictions: Beer and wines okay; no hard liquors; patent medicine copy must bear approval of local medical society; copy subject to station approval.

KWEW, HOBBS

Operator: W. E. Whitmore. *Power:* 100 watts on 1500 kc. (daytime). (Note: W. E. Whitmore is also listed as manager of KGFL, Roswell.)

At press time this station had a construction permit only.

KGFL, ROSWELL

Operator: KGFL, Inc. *Power:* 100 watts on 1370 kc. (specified hours with KICA).

Base rate: \$35.

No other data available.

KRQA, SANTA FE

Operator: Sunshine Broadcasting System, 759 Cerrillos Road. *Phone:* 1456. *Power:* 100 watts on 1310 kc. *Affiliation:* None. *Opened:* December, 1934.

General, station and commercial manager, publicity director: J. Laurance Martin. *Chief engineer:* J. Laurance Martin. *Spanish program director:* T. R. Rivera.

Rep: None listed. *News:* Transradio. *Seating facilities:* None. *Merchandising:* Dealer cooperation and promotion supplied.

Foreign language programs: Spanish programs daily except Sunday. *Artists bureau:* Yes. *Base rate:* \$35.

Copy restrictions: Accept beer, wine and hard liquor; all copy subject to station standards and government regulations.

NEW YORK

(3,132,300 radio homes)

Radio Homes by Counties

Albany	55,630	Herkimer	16,020	Richmond	35,970
Alleghany	10,190	Jefferson	21,680	Rockland	13,550
Bronx	326,360	Kings	620,000	St. Lawrence	21,220
Broome	35,550	Lewis	5,610	Saratoga	16,110
Cattaraugus	18,270	Livingston	8,890	Schenectady	31,630
Cayuga	16,620	Madison	10,720	Schoharie	5,460
Chautauqua	32,920	Monroe	106,720	Schuyler	3,500
Chemung	19,210	Montgomery	14,810	Seneca	5,880
Chenango	9,350	Nassau	75,450	Steuben	21,800
Clinton	9,780	New York	461,300	Suffolk	37,740
Columbia	10,650	Niagara	35,030	Sullivan	9,290
Cortland	8,460	Oneida	47,740	Tioga	6,930
Delaware	10,660	Onondaga	72,790	Tompkins	11,140
Dutchess	24,790	Ontario	13,810	Ulster	21,150
Erie	182,850	Orange	32,120	Warren	9,150
Essex	7,790	Orleans	7,550	Washington	11,510
Franklin	10,170	Oswego	17,610	Wayne	13,440
Fulton	12,900	Otsego	12,930	Westchester	124,110
Genesee	10,740	Putnam	3,350	Wyoming	7,430
Greene	7,230	Queens	284,480	Yates	4,640
Hamilton	970	Rensselaer	30,950		

WABY, ALBANY

Operator: Adirondack Broadcasting Co., Inc., 110 N. Pearl St. (also studio in Hotel Troy, Troy, N. Y.). *Phone:* 4-4194. *Power:* 250 and 100 watts on 1370 kc. *Affiliation:* NBC Supplementary Basic Service; Mutual Broadcasting System. *Opened:* 1934. (Note: WABY is affiliated with, but not controlled by, the Albany Knickerbocker News.)

President and general manager: Harold E. Smith.

Rep: Weed and Co. *News:* UP. *Seating facilities:* Studio, 25; also arrangement with Strand Theatre, Warner Bros., for programs from stage; no admission charge. *Merchandising:* Spot announcements to build up program; cooperation in obtaining newspaper publicity; letters in limited quantities to dealers and distributors. *Foreign language programs:* No restrictions against acceptance. *Artists bureau:* None. *Base rate:* \$120.

Copy restrictions: Accept alcoholic beverages, beer, wines, liquors, patent medicines subject to investigation of product and strict supervision of copy; exaggerated claims or mis-statements not tolerated.

WOKO, ALBANY

Operator: WOKO, Inc., Hotel Ten Eyck (also studio in Hotel Troy, Troy, N. Y.). *Phone:* 4-4193. *Power:* 1,000 and 500 watts on 1430 kc. *Affiliation:* CBS. *Opened:* 1924. (Note: WOKO is affiliated with, but

not controlled by, The Albany Knickerbocker News.)

General manager: Harold E. Smith.

Rep: John Blair & Co. *News:* UP. *Seating facilities:* Studio, 25 persons; also arrangements with Warner Bros. Strand and Madison theatres; no admission charge. *Merchandising:* Courtesy announcements to build up program; letters to a limited number of dealers and distributors; attempts to obtain newspaper publicity. *Foreign language programs:* Accepted. *Artists bureau:* None. *Base rate:* \$175.

Copy restrictions: Beer and wines accepted; no hard liquors; no superlatives or exaggerated claims; patent medicines subject to investigation.

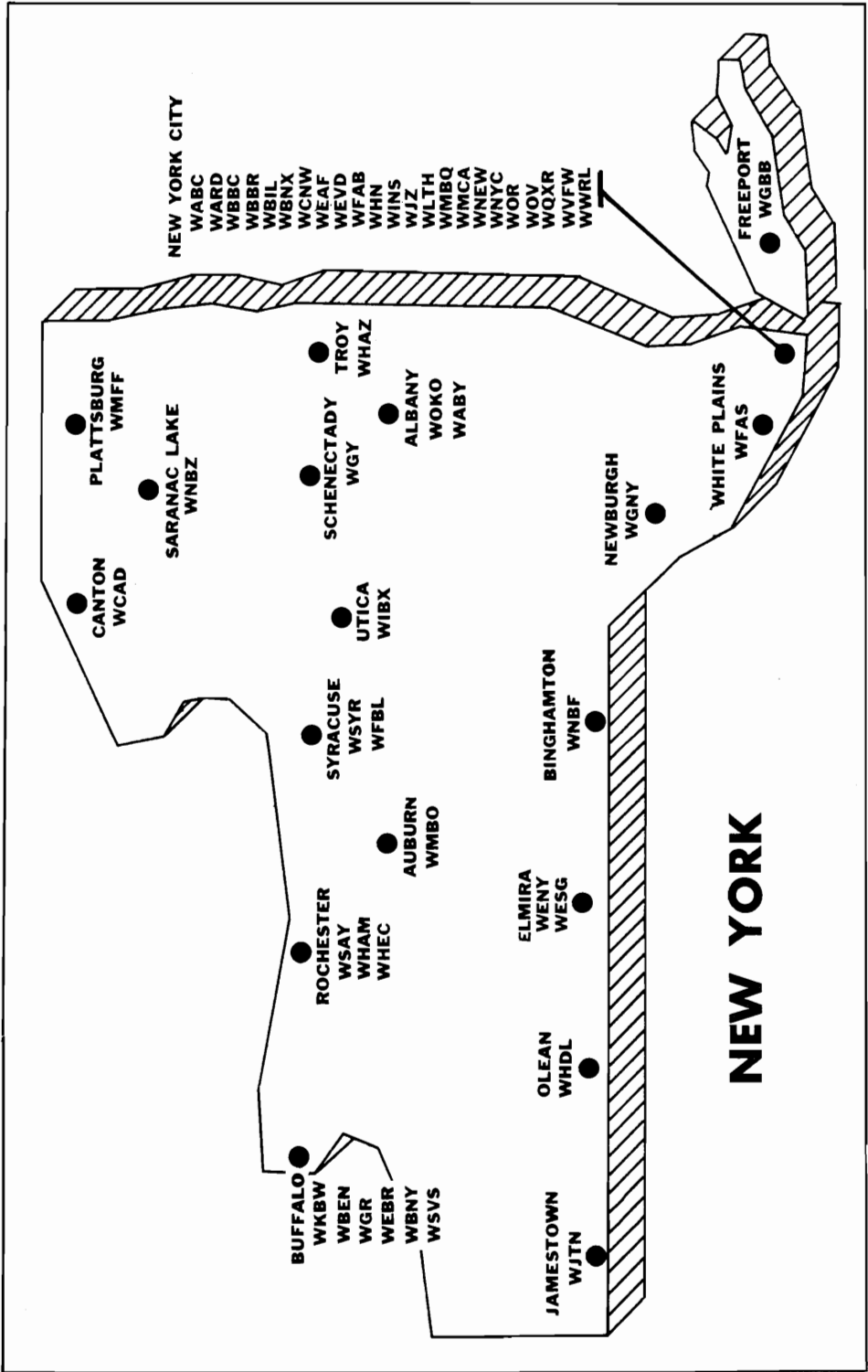
WMBO, AUBURN

Operator: WMBO, Inc., Metcalf Bldg., 141 Genesee Street. *Phone:* 433. *Power:* 250 and 100 watts on 1310 kc. *Affiliation:* None. *Opened:* January, 1926.

President: Roy L. Albertson.* *Station and commercial manager:* Frederick L. Keesee. *Program director:* Edward Campbell. *Chief engineer:* Herbert House. *Publicity director:* Dorothy Bolin.

Rep: None. *News:* Obtained locally. *Seating facilities:* 50 persons. *Merchandising:* Supply publicity gratis; rates upon request for special services. *Foreign language programs:* Will accept; translation must be furnished two days prior to

* Also operator of WBNY, Buffalo.



NEW YORK STATIONS—Continued

broadcast. *Artists bureau:* Yes. *Base rate:* \$70.

Copy restrictions: Accept beer and wine, no hard liquor; patent medicines accepted if approved by Food & Drug Act; all copy subject to station approval and government regulations.

WNBF, BINGHAMTON

Operator: Howitt-Wood Radio Co., Inc., 136 Chenango Street. *Phone:* 2-3461. *Power:* 250 and 100 watts on 1500 kc. *Affiliation:* CBS. *Opened:* February 7, 1927.

President: John C. Clark. *Station manager:* Cecil D. Mastin. *Commercial manager:* Harry Trenner. *Program director:* Elizabeth Lamb. *Chief engineer:* Lester H. Gilbert. *Publicity director:* Fred Dodge.

Rep: Own office at 366 Madison Ave., New York City. *News:* Transradio. *Seating facilities:* None. *Merchandising:* Supply lists of wholesalers and retailers, supervise distribution of window and show cards, mail letters to retail outlets advising of new program, free of charge; mailing pieces to local distributors at cost of postage; personally conducted or coincidental telephone surveys at actual cost. *Foreign language programs:* Accept Slavic programs; for eight months of the

year carry three such commercial programs. *Artists bureau:* None. *Base rate:* \$125.

Copy restrictions: Accept limited number of beer accounts; no wine or hard liquor; limited number of patent medicines accepted after strict investigation; all copy subject to station approval and government regulations.

WBEN, BUFFALO

Operator: WBEN, Inc., Hotel Statler. *Phone:* Cleveland 6400. *Power:* 5,000 and 1,000 watts on 900 kc. *Affiliation:* NBC Basic Red. *Opened:* Sept. 8, 1930. (Note: This station is owned by the same stockholders owning the Buffalo Evening News; also WEBR, Buffalo.)

President: Edward H. Butler. *Vice-president:* A. H. Kirchhofer. *Station manager, program director:* Edgar H. Twamley. *Commercial manager:* Clifford M. Taylor. *Chief engineer:* Ralph J. Kingsley. *Musical director:* Erwin Glucksman. *Publicity director:* Joe Haeffner.

Rep: Edward Petry & Co., Inc. *News:* UP; and locally from Buffalo Evening News. *Seating facilities:* 400 in one room; 2,000 in the Hotel Statler ballroom; 3,000 in the Court St. Theatre. *Merchandising:*

WOKO

ALBANY, N. Y.

● Tell your sales story where the money is *all year . . .* in the heart of "The State that Has Everything."

HAROLD E. SMITH
General Manager

JOHN BLAIR & CO.
National Representatives

Station **WOKO** Albany, N.Y.

MORE POWER WHERE IT TELLS . . .

★ **WABY**, now stepped up to 250 watts daytime, covers the *whole rich Capital District*, solidly prosperous *all year*.

●
HAROLD E. SMITH
General Manager

STATION
WABY
Hotel Ten Eyck, Albany, N.Y.

'MIKEMANSHIP' and BUFFALO



What Is 'Mikemanship'?

It's a flair for the spectacular. It's the dressing that makes ordinary things unusual. It's zip. It's timing. It's shading. It's tempo. It's the thing that means the difference between the program that listeners forget and the broadcast they talk about for weeks.

What Is 'Mikemanship' In Buffalo?

It's the programming that sends WGR-WKBW announcers and technicians to the waterfront to greet the year's first ship after a day's dramatic battle with an ice-jammed harbor. It's the thing that puts microphones in legislative halls when the lid is blown from local politics.

WGR and WKBW Mean 'Mikemanship'

Smart advertisers know that "mikemanship" has started Buffalo dials spinning to WGR and WKBW. They know that more and more listeners are tuning first to these stations in the knowledge that if something exciting is happening BBC will have it.

WGR...The Ends of the Dial...**WKBW**

National Representatives—FREE & PETERS, Inc.

NEW YORK STATIONS—Continued

At cost. *Foreign language programs:* None. *Artists bureau:* None. *Base rate:* \$180 (½ hr.)

Copy restrictions: No announcements accepted on beer, wine or liquor; full-length programs accepted for beer, but not for wine or liquor.

WBNY, BUFFALO

Operator: Roy L. Albertson, 485 Main Street. *Phone:* Cleveland 3365. *Power:* 250 and 100 watts on 1370 kc. *Affiliation:* New York Broadcasting System. *Opened:* March 4, 1936.

General, station and commercial manager: Roy L. Albertson. *Program director:* John A. McLean. *Chief engineer:* Thomas L. Vines. *Musical director:* Art Crossen.

Rep: None. *News:* Transradio. *Seating facilities:* 25 persons. *Merchandising:* Complete service; no charge except for special and costly services. *Foreign language programs:* Accept, with no restrictions; daily Polish and German programs current. *Artists bureau:* None. *Base rate:* \$100.

Copy restrictions: Accept beer and wine any time; hard liquor after 10 p.m. only; drug and medicinal advertising must comply with FCC and Federal Trade Commission rules and regulations, and all copy is subject to station approval or revision; use of word "free" prohibited except where samples of a product are offered gratis.

WEBR, BUFFALO

Operator: WEBR, Inc., 23 North St. *Phone:* Lincoln 7133. *Power:* 250 and 100 watts on 1310 kc. *Affiliation:* NBC Basic Blue. *Opened:* Oct. 14, 1924. (Note: This station is newspaper-owned by the Buffalo Evening News; same stockholders own WBEN, also of Buffalo.)

President: Edward H. Butler. *Station manager:* Hervey C. Carter. *Commercial manager:* William Doerr, Jr. *Chief engineer:* Lawrence Bailey. *Musical director:* Erwin Glucksman. *Publicity director:* Albert Zink.

Rep: Edward Petry & Co., Inc. *News:* Supplied by Buffalo Evening News. *Seating facilities:* None. *Merchandising:* No information given. *Foreign language programs:* Polish and Italian programs current. *Artists bureau:* None. *Base rate:* \$72 (½ hr.).

Copy restrictions: Beer and wine accepted; no hard liquors; copy must comply with FCC and Federal Trade Commission regulations and be in good taste.

WGR, BUFFALO

Operator: Buffalo Broadcasting Corp., Rand Bldg. *Phone:* WA 3100. *Power:* 5,000 and 1,000 watts on 550 kc. *Affiliation:* CBS. *Opened:* 1922. (Note: Same owners control WKBW, also of Buffalo.)

President: H. W. Deyo. *Executive vice-president, station manager:* I. R. Lounsberry. *Commercial manager:* L. H. Avery. *Program director:* H. C. Rice. *Technical director:* K. B. Hoffman. *Publicity director:* A. F. Busch.

Rep: Free & Peters, Inc. *News:* UP; local. *Seating facilities:* 250 persons (shared with WKBW). *Merchandising:* Complete service available at actual cost. *Foreign language programs:* No information given. *Artists bureau:* No information given. *Base rate:* \$300.

Copy restrictions: All copy subject to station approval.

WKBW, BUFFALO

Operator: Buffalo Broadcasting Corp., Rand Bldg. *Phone:* WA 3100. *Power:* 5,000 watts on 1480 kc. *Affiliation:* CBS. *Opened:* 1925. (Note: Same owners control WGR, also of Buffalo.)

President: H. W. Deyo. *Executive vice-president, station manager:* I. R. Lounsberry. *Commercial manager:* L. H. Avery. *Program director:* H. C. Rice. *Technical director:* K. B. Hoffman. *Publicity director:* A. F. Busch.

Rep: Free & Peters, Inc. *News:* UP; local. *Seating facilities:* 250 persons (shared with WGR). *Merchandising:* Complete service available at actual cost. *Foreign language programs:* No information given. *Artists bureau:* No information given. *Base rate:* \$300.

Copy restrictions: All copy subject to station approval.

WSVS, BUFFALO

Operator: Seneca Vocational High School (Elmer S. Pierce, principal). *Power:* 50 watts on 1370 kc (operates specified hours; shares daytime with WBNY).

This station is non-commercial.

WCAD, CANTON

Operator: St. Lawrence University. *Phone:* Canton 276. *Power:* 500 watts on 1220 kc (specified hours; daytime). *Opened:* Experimentally in 1922; first test programs in 1923; officially opened Jan. 15, 1924.

This station is non-commercial; university-owned.

NEW YORK STATIONS—Continued

WENY, ELMIRA

Operator: Elmira Star-Gazette. Power: 250 watts on 1200 kc. (daytime).

At press time this station had a construction permit only.

WESG, ELMIRA

Operator: Elmira Star-Gazette, Inc., Mark Twain Hotel. Phones: 5959; 5181. Power: 1,000 watts on 850 kc (daytime). Affiliation: CBS. Opened: 1921; present operation since Oct. 2, 1932. (Note: This station is operated commercially under lease by the Elmira Star-Gazette; it is owned by Cornell University, and there are additional studios in Ithaca on the University campus.)

Station manager: Dale L. Taylor. Program director: Harold M. Wagner. Chief engineer: True McLane. Musical director: Harry Springer. Publicity director: Glenn Williams.

Rep: J. P. McKinney & Son. News: UP. Seating facilities: Studio, 45 persons; Mark Twain Hotel ballroom, 200. Merchandising: Make personal calls; direct mail; newspaper cooperation. Foreign language programs: None currently carried; acceptable with limitations. Artists bureau: Yes; have several bands, string groups, vocalists and other musicians. Base rate: \$100.

Copy restrictions: No copy advertising products aiding bodily functions; no beer, wines or alcoholic beverages; no promotion schemes, astrological, or fortune-telling programs.

WGBB, FREEPORT

Operator: Harry H. Carman. Power: 100 watts on 1210 kc. (shares time with WBRB, WFAS, and WGNV). Affiliation: None. Opened: 1924.

Rep: None. Base rate: \$60.

No other data available after several requests.

WJTN, JAMESTOWN

Operator: James Broadcasting Co., Inc., Wellman Bldg. Phones: 7-151; 7-152. Power: 250 and 100 watts on 1210 kc. Affiliation: NBC Supplementary Basic Service. Opened: 1924. (Note: in October, 1936, this station was purchased by H. C. Wilder of WSYR, Syracuse).

President: H. C. Wilder. Station manager: Basil F. Blizzard. Program director: Gardner Smith. Chief engineer: H. K. Kratzert.

Rep: Paul H. Raymer Co. News: UP. Seating facilities: 1,600 in an auditorium by remote. Merchandising: Complete service available. Foreign language programs:

Accepted. Artists bureau: Yes; has complete list of talent on hand. Base rate: \$120.

Copy restrictions: Station reserves right to censor copy in accordance with "good practice"; accept beer and wine; patent medicines restricted in accordance with Federal Trade Commission procedure.

WGNV, NEWBURGH

Operator: Peter Goelet. Power: 100 watts on 1210 kc (shares time with WBRB, WFAS, and WGBB). Affiliation: None.

Director: Peter Goelet.

Rep: None. Base rate: \$40.

WABC, NEW YORK CITY

Operator: Columbia Broadcasting System, Inc., 485 Madison Ave. Phone: Wickersham 2-2000. Power: 50,000 watts on 860 kc. Affiliation: This is the key station of the Columbia Broadcasting System. (Note: On the FCC records this station is listed as WABC-WBOQ).

WARD, NEW YORK CITY

Operator: United States Broadcasting Corp., 427 Fulton St. Phone: Triangle 5-3300. Power: 500 watts on 1400 kc. (divides time with WBBC, WVFW, WLTH). Affiliation: None. Opened: 1926.

Secretary, treasurer, station manager: Aaron Kronenberg. Commercial manager: Oscar Kronenberg. Chief engineer: A. Haas. Program director: Franklin H. Small. Director of Irish programs: James A. Hayden. Director of Spanish programs: Pasquale Quintana. Director of Yiddish programs: Misha Rappel. Musical director: Sam Modeff.

Rep: None. News: Have Irish, Spanish and Yiddish news periods; service not listed.

Seating facilities: 50. Merchandising: Maintains sales promotion department; mailing lists of 25,000 available; keep close contact with grocery organizations. Foreign language programs: WARD specializes in this type of program; has Yiddish, Spanish and Irish programs; translation of programs must be furnished in advance. Artists bureau: Yes; has talent available. Base rate: \$200.

Copy restrictions: Accept beer; no other alcoholic beverages.

WBBC, NEW YORK CITY

Operator: Brooklyn Broadcasting Corp. 554 Atlantic Avenue. Phone: Triangle 5-6690. Power: 500 watts on 1400 kc. (shares time with WARD, WLTH, WVFW). Affiliation: None. Opened: 1926.

NEW YORK STATIONS—Continued

Managing director: Peter Testan. *Commercial manager, artists bureau head:* Arnold J. Jaffe. *Program and publicity director:* Bert Child. *Musical director:* Dave Tarras.

Rep: None. *News:* None. *Seating facilities:* 50 persons. *Merchandising:* Maintain publicity service department; sales department will advise and co-operate in dealer promotional campaigns and any other form of merchandising desired. *Foreign language programs:* Accept Italian, Jewish, German, Polish, Scandinavian and Irish programs; rates on application. *Artists bureau:* Yes. *Base rate:* \$190.

Copy restrictions: Accept beer any time; wine for sacramental purposes only; no liquor advertising; patent medicines accepted if approved by Medical Society of Kings County; all copy subject to station approval and FCC rules and regulations.

WBBR, NEW YORK CITY

Operator: Peoples Pulpit Assn. *Power:* 1,000 watts on 1300 kc (shares time with WHAZ, WFAB and WEVD).

This station does not sell time; church-owned.

WBIL, NEW YORK CITY

Operator: Arde Bulova, 132 W. 43rd St. *Phone:* Bryant 9-6080. *Power:* 5,000 watts on 1100 kc (shares certain hours with WPG). *Affiliation:* None; originates programs for hookups with other stations, however. *Opened:* June, 1937 (as WBIL; prior to purchase by Arde Bulova this station was WLWL, non-commercial).

General manager: Hyla Kiczales (also general manager of WOV, New York City). *Commercial manager:* Ralph Nardella. *Program director:* John C. Schramm. *Chief engineer:* Robert E. Study. *Artists bureau head:* Sydney Leipzig. *Musical director:* Anthony Esposito. *Publicity director:* Edward Dukoff.

Rep: None. *News:* None. *Seating facilities:* None. *Merchandising:* No information given. *Foreign language programs:* Italian only accepted. *Artists bureau:* Nominal setup. *Base rate:* \$300.

Copy restrictions: Hard liquors not accepted.

WBNX, NEW YORK CITY

Operator: WBNX Broadcasting Corp., 260 E. 161st St. *Phone:* Melrose 5-0333. *Power:* 1,000 watts on 1350 kc (divides time with WAWZ). *Affiliation:* None. *Opened:* 1927.

Vice-president, general manager: W. C. Alcorn. *Commercial manager:* S. W. Caul-

field. *Assistant commercial manager:* William I. Moore. *Program director:* Ned Ervin. *Studio and publicity director:* Frank Johnson. *Musical director:* Arno Arriga.

Rep: None. *News:* None. *Seating facilities:* 100. *Merchandising:* No regular service; helps with production of foreign language programs; offers information on buying habits, and statistics. *Foreign language programs:* Specializes in these. *Artists bureau:* None. *Base rate:* \$225.

Copy restrictions: No set rules.

WCNW, NEW YORK CITY

Operator: Arthur Faske. *Power:* 250 and 100 watts on 1500 kc. (shares hours with WMBQ and WWRL). *Affiliation:* None.

Base rate: \$160.

No other data available.

WEAF, NEW YORK CITY

Operator: The National Broadcasting Co., Inc., 30 Rockefeller Plaza. *Phone:* Circle 7-8300. *Power:* 50,000 watts on 660 kc. *Affiliation:* NBC Basic Red—key station.

WEVD, NEW YORK CITY

Operator: Debs Memorial Radio Fund, Inc., 160 W. 44th St. *Phone:* Bryant 9-2360. *Power:* 1,000 watts on 1300 kc (shares time with WBBR, WFAB, WHAZ). *Affiliation:* None. *Opened:* July, 1931 (reorganized).

Managing director: Henry Greenfield. *Director of programs and publicity:* George Field. *Musical director:* Nicholas L. Saslowsky.

Rep: None. *News:* None. *Seating facilities:* About 30 persons. *Merchandising:* None.

Foreign language programs: Will accept; commercials limited to 100 words for any one announcement; medical copy subject to approval of Academy of Medicine; such copy also checked for "good taste." *Artists bureau:* None. *Base rate:* \$200.

Copy restrictions: No set rules; prefer announcements to be limited to one minute and kept within "realm of good taste."

WFAB, NEW YORK CITY

Operator: Fifth Avenue Broadcasting Corp. *Power:* 1,000 watts on 1300 kc. (shares time with WBBR, WEVD, and WHAZ). *Affiliation:* None.

Director: Joseph Lang.

Rep: None. *Base rate:* \$200.

Copy restrictions: Accept beer, wine and hard liquors.

Discover A NEW MARKET —THE ITALIAN MARKET

complete, economical coverage through



THERE exists within one hundred miles from New York City a separate market of two and a half million steady consumers —the Italian Market. There also exists a compact, positive, economical means of reaching these two and a half million steady customers through WOV, WBIL in New York, and WPEN in Philadelphia. We are at your disposal to discuss and study your problem in reference to the possibilities of the Italian Market. We are in a position to facilitate and solve the distribution problem, if there is such a problem, for your product. We can supply an estimate on time and talent. The cost is economical. No obligation on your part.

INTERNATIONAL BROADCASTING CORPORATION • 132 West 43rd Street, New York, N. Y., Telephone **BRyant 9-6080**

NEW YORK STATIONS—Continued

WHN, NEW YORK CITY

Operator: Marcus Loew Booking Agency, 1540 Broadway. *Phone:* Bryant 9-7800. *Power:* 5,000 and 1,000 watts on 1010 kc. *Affiliation:* Yankee Network; Colonial Network; WLW Line; New York Broadcasting System. *Opened:* March 18, 1922.

Managing director: Louis K. Sidney. *Associate director, commercial manager:* Herbert L. Pettey. *Station manager:* Frank Roehrenbeck. *Program director:* Fred Raphael. *Chief engineer:* Gordon Windham. *Artists bureau head:* Leo Cohen. *Musical directors:* Don Albert, Irving Aaronson. *Production manager:* Gene Ford. *Publicity director:* Abraham L. Simon.

Rep: None. *News:* UP. *Seating facilities:* Studio A, 150; Studio B, 100; Studio C, 100; Studio No. 1403, 50. *Merchandising:* None.

Foreign language programs: No policy indicated. *Artists bureau:* Complete service; artists booked directly while there are booking tie-ups through Loew's Theatres and Metro-Goldwyn-Mayer pictures. *Stock:* WHN has no outstanding stock; it is affiliated with the Metro-Goldwyn-Mayer interests including Loew's Theatres, Marcus Loew Booking Agency, etc. *Base rate:* \$400.

Copy restrictions: Commercials restricted to three minutes per quarter-hour of broadcast; will accept alcoholic beverages and patent medicines, acceptance depending on approval of product and copy.

WINS, NEW YORK CITY

Operator: Hearst Radio, Inc., 110 East 58th Street. *Phone:* Eldorado 5-6100. *Power:* 1,000 watts on 1180 kc (operates to two hours after sunset). *Affiliation:* None. *Opened:* 1924.

Station manager: Albert A. Cormier. *Commercial manager:* Al Schillin. *Program director:* A. A. Grobe. *Chief engineer:* Bob Cotton. *Musical director:* Louis Katzman. *Publicity director:* Sylvia Press.

Rep: International Radio Sales. *News:* INS.

Seating facilities: 50 persons. *Merchandising:* Complete service available at actual cost. *Foreign language programs:* Not accepted. *Artists bureau:* None. *Base rate:* \$250.

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

WJZ, NEW YORK CITY

Operator: National Broadcasting Co., Inc. *Phone:* Circle 7-8300. *Power:* 50,000

watts on 760 kc. *Affiliation:* NBC Basic Blue—key station.

WLTH, NEW YORK CITY

Operator: Voice of Brooklyn, Inc., 105 Second Ave., New York City. *Phone:* Orchard 4-1203. *Power:* 500 watts on 1400 kc (divides time with WBBC, WARD, WVFW) (Issues being determined by Court of Appeals). *Affiliation:* None. *Opened:* September, 1925.

President, commercial manager: Samuel Gellard. *Program director:* Norman H. Warembud. *Chief engineer:* John Temple. *Musical director:* Sholom Secunda. *Merchandising manager:* William J. Zalis.

Rep: None. *News:* None. *Seating facilities:* WLTH Radio Theatre seats 100. *Merchandising:* Station has organized Jewish dairies, groceries and delicatessen stores into a group known as the WLTH Radio Foodstores to aid advertisers in merchandising; market survey by Ross Federal Research Corp. available. *Foreign language programs:* Specialize in Jewish programs; Italian and Scandinavian available. *Artists bureau:* None. *Base rate:* \$220.

Copy restrictions: Beer, wines, liquor, patent medicines accepted if copy does not violate code of ethics of NAB; with patent medicines, copy and hour of broadcast is also supervised by station.

WMBQ, NEW YORK CITY

Operator: Metropolitan Broadcasting Corp., special temporary authorization authorized to Joseph Husid, receiver for the Metropolitan Broadcasting Corp. *Power:* 100 watts on 1500 kc. (shares hours with WCNW and WWRL).

No other data available.

WMCA, NEW YORK CITY

Operator: Knickerbocker Broadcasting Co., 1657 Broadway. *Phone:* Circle 6-2200. *Power:* 1,000 watts on 570 kc. *Affiliation:* Inter-City Broadcasting System. *Opened:* Feb. 6, 1925.

President, station manager: Donald Flamm. *Commercial manager:* Bertram Lehar, Jr. *Program director:* Alfred A. Hall. *Chief engineer:* Frank Marx. *Artists bureau head:* Charles Wilshin. *Musical director:* Nat Brusiloff. *Publicity director:* Leon Goldstein.

Rep: Ray Linton (Chicago). *News:* INS. *Seating facilities:* Theatre studio seats 300 persons. *Merchandising:* Sales promotion department prepares copy for posters, displays, signs, advertisements, etc. *Foreign language programs:* No. *Artists bureau:* Yes;

**serving New York
and New Jersey
24 hours a day**

1250 KILOCYCLES

WNEW

NEW YORK

NEW YORK STATIONS—Continued

complete roster with about 65 artists available for booking. *Base rate:* \$550.

Copy restrictions: Beer and wine accepted, subject to rules of Federal Control Board; patent medicines subject to rules of Federal Trade Commission; advertiser must agree to indemnify Knickerbocker from any and all liability suits, damages, costs, expenses and lawyers' fees.

WNEW, NEW YORK CITY

Operator: WODAAW Corp. is licensee, while WBO Broadcasting Co. is operating company; 501 Madison Ave. *Phone:* Plaza 3-3300. *Power:* 2,500 and 1,000 watts on 1250 kc. (shares time with WHBI on Sunday and Monday). *Affiliation:* None. *Opened:* Feb. 13, 1934.

President: Milton H. Biow. *Station manager, artists bureau head:* Bernice Judis. *Commercial manager:* Herman Bess. *Program director:* Has a program board. *Chief engineer:* M. J. Weiner. *Musical director:* Merle Pitt. *Publicity director:* Larry Nixon.

Rep: William G. Rambeau Co. *News:* Press-Radio; (also tie-ups with N. Y. Journal-American and Newark Ledger). *Seating facilities:* Studios, 200 persons. *Merchandising:* Maintains such a department. *Foreign language programs:* None. *Artists bureau:* Yes; has about 45 artists. *Base rate:* \$350.

Copy restrictions: Accepts beer, wine and patent medicines; rejects laxatives, reducing medicines, diathermy and radio schools; reasonable advertising liberties allowed to all others; guided by code of ethics of FCC.

WNYC, NEW YORK CITY

Operator: City of New York, 2500 Municipal Bldg. *Phone:* Worth 2-4740. *Power:* 1,000 watts on 810 kc. *Opened:* July 2, 1924.

News: Press-Radio. *Seating facilities:* Studio, 100 persons; Brooklyn Museum auditorium, 2,000; American Museum of Natural History auditorium, 2,000. *Artists bureau:* Currently being launched.

This station is non-commercial.

WOR, NEW YORK CITY

Operator: Bamberger Broadcasting Service, Inc., 1440 Broadway. *Phone:* Pennsylvania 6-8383. *Power:* 50,000 watts on 710 kc. *Affiliation:* Mutual Broadcasting System. *Opened:* February 22, 1922. (Note: This station is licensed as Newark, N. J., but through its affiliation with Radio Quality Group Service maintains studios and general offices in New York City.)

President: Alfred J. McCosker. *Vice-*

president, general manager: Theodore C. Streibert. *Vice-president in charge of sales:* Frank Braucher. *Sales manager:* Eugene S. Thomas. *Director of program operations:* Julius F. Seebach, Jr. *Chief engineer:* Jack R. Poppele. *Artists bureau head:* Nat Abramson. *Musical director:* Alfred Wallenstein. *Director of public relations and special features:* G. W. Johnstone.

Rep: Maintain own offices in Chicago and Boston; Edward S. Townsend is representative in San Francisco. *News:* Transradio. *Seating facilities:* Two studios, seating 75 persons; WOR-Mutual Playhouse also available to clients for slight extra charge. *Merchandising:* None. *Foreign language programs:* Not accepted. *Artists bureau:* WOR Artists Service. *Base rate:* \$1,100.

Copy restrictions: Accept beer and wine; minimum length of period—5 minutes; announcements accepted, but cannot be sponsored by drug manufacturers, nor can they mention contests or offers; reserve right to eliminate all or parts of programs considered contrary to policy or interest, without notice or consent.

WOV, NEW YORK CITY

Operator: International Broadcasting Corp., 132 W. 43d St. *Phone:* Bryant 9-6080. *Power:* 1,000 watts on 1130 kc. (to 6 p.m.). *Affiliation:* None; has had occasional hookups with WAAB, WICC, WEAN, WSPR, WNBC, WELI, WCOP, WABY, WEAN, WIBX, WSAY, WSYR, WEBR. *Opened:* December, 1926.

General manager: Hyla Kiezales. *Commercial manager:* Ralph Nardella. *Program director:* John Schramm. *Chief engineer:* Robert E. Study. *Musical director:* Julio Occhiboi. *Publicity director:* Ed Dukoff.

Rep: None. *News:* None. *Seating facilities:* None. *Merchandising:* Regular department; give clients ideas and suggestions for promotional campaigns. *Foreign language programs:* Accept Italian only; own staff of announcers writes copy. *Artists bureau:* None. *Base rate:* \$200.

Copy restrictions: Only supportable copy claims allowed; competitive products cannot be criticized; beers and wines accepted; no hard liquors.

WQXR, NEW YORK CITY

Operator: Interstate Broadcasting Co., Inc., 730 Fifth Ave. *Phone:* Columbus 5-6366. *Power:* 1,000 watts on 1550 kc. *Affiliation:* None. *Opened:* 1934.

President: John V. L. Hogan. *Station manager, commercial manager:* Elliott M,

NEW YORK STATIONS—Continued

Sanger. *Chief engineer:* Russell Valentine. *Musical director:* Eddy Brown. *Publicity director:* Dorothea Beckman.

Rep: None. *News:* Press-Radio. *Seating facilities:* Studio, 50 persons. *Merchandising:* Services rendered at cost. *Foreign language programs:* Not accepted. *Artists bureau:* None. *Base rate:* \$250.

Copy restrictions: All programs must appeal to "quality" audience; accounts are solicited on this basis, and the station reserves the right to refuse, discontinue, or modify any sponsored programs conflicting with this policy; accept beer and wines; patent medicines accepted if approved by medical authorities; no hard liquors.

WVFW, NEW YORK CITY

Operator: Paramount Broadcasting Corp., 1 Nevins St., Brooklyn. *Phones:* Triangle 5-0313; Cumberland 6-8253. *Power:* 500 watts on 1400 kc. (shares time with WARD, WBBC, and WLTH; granted, but not effective, to share time with WBBC alone; issue being determined by the Court of Appeals, D. C.). *Affiliation:* None.

Managing director: Salvatore D'Angelo.

Rep: None. *News:* None. *Seating facilities:* Can accommodate 50 persons. *Merchandising:* Available if requested; co-

operative agreement on charges. *Foreign language programs:* Take any foreign language except Oriental; program and translation must be submitted 24 hours in advance of broadcast. *Artists bureau:* None. *Stock:* Principally held by Salvatore D'Angelo. *Base rate:* \$175.

Copy restrictions: No hard liquors and no patent medicines; beer and wine okay; commercial copy must be submitted 24 hours prior to broadcast.

WWRL, NEW YORK CITY

Operator: Long Island Broadcasting Corp., 41-30 58th Street. *Phone:* Newtown 9-3300. *Power:* 250 and 100 watts on 1500 kc (divides time with WMBQ and WCNW). *Affiliation:* None. *Opened:* August, 1926.

President, general and station manager, chief engineer: W. H. Reuman. *Commercial manager:* Frank R. Clarke. *Program director:* Lou Cole. *Musical director:* Edward Feimer. *Publicity director:* Edith Dick.

Rep: None. *News:* Local. *Seating facilities:* None. *Merchandising:* Cooperate in any service requested, free of charge. *Foreign language programs:* Will accept; German, Polish, Czechoslovak, Hungarian, Italian and Greek programs current;

50,000
WATTS

WHAM

1150
KILOCYCLES

EXPANDS

Its new 450-foot vertical radiator means better broadcasting facilities and better reception for WHAM listeners—reception as near perfection as money and science can provide.

Represented by
GEORGE P. HOLLINGBERY CO.
New York, Chicago

"THE STROMBERG-CARLSON STATION"
ROCHESTER, NEW YORK

NEW YORK STATIONS—Continued

translation must be furnished in advance for station approval. *Artists bureau:* None. *Base rate:* \$70.

Copy restrictions: Accept beer and wine, no hard liquor; recognized patent medicines accepted if copy conforms to station standards; all copy subject to approval of management.

WHDL, OLEAN

Operator: WHDL, Inc., Exchange National Bank Bldg. *Phone:* 3300. *Power:* 250 watts on 1400 kc. (daytime). *Affiliation:* None. *Opened:* Nov. 4, 1934.

Note: station has studios in Bradford, Pa., and St. Bonaventure College.

Station manager: Leonard L. Hofmann. *Program director:* Tom Brown. *Chief engineer:* Hubert M. Hathaway.

Rep: Wellman Service. *News:* Supplied by Olean Times-Herald from editorial room; UP. *Seating facilities:* Have studios in both Olean, N. Y., and Bradford, Pa.; capacity of about 150. *Merchandising:* Have a maintenance merchandising department. *Foreign language programs:* Not accepted. *Artists bureau:* None. *Base rate:* \$60.

Copy restrictions: Do not accept beer, wine or hard liquors; no laxatives.

WMFF, PLATTSBURG

Operator: Plattsburg Broadcasting Corp., Hotel Cumberland. *Phone:* 802. *Power:* 250 and 100 watts on 1310 kc. *Affiliation:* NBC Optional Blue; Champlain Valley Broadcasting System. *Opened:* Feb. 3, 1935.

Treasurer, station manager: George F. Bissell. *Assistant manager, chief of production:* F. Maynall Learned. *Commercial manager:* Al Dreyfuss. *Program director:* Carl Mattison. *Chief engineer:* Jack Nazzak. *Artists bureau head:* Thomas Bates. *Musical director:* Kenneth Bell. *News and publicity director:* Lyle Bosley.

Rep: None. *News:* UP. *Seating facilities:* None. *Merchandising:* Letters to trade on stationery at cost plus postage and fee for typist; moderate charge for personal calls on dealers and distributors in city; no calls made outside of city. *Foreign language programs:* Will accept. *Artists bureau:* Yes; lists about 30 artists. *Base rate:* \$75.

WHAM, ROCHESTER

Operator: Stromberg-Carlson Telephone Mfg. Co., Sagamore Hotel. *Phone:* Stone 1862. *Power:* 50,000 watts on 1150 kc. *Affiliation:* NBC Basic Blue. *Opened:* 1922.

General manager: William Fay. *Studio*

manager: John Lee. *Commercial manager:* J. W. Kennedy, Jr. *Program director:* Charles Siverson. *Chief engineer:* John J. Long. *Musical director:* Charles Siverson. *Publicity director:* Art Kelly.

Rep: George P. Hollingbery Co. *News:* UP. *Seating facilities:* Auditorium studio, 300 capacity. *Merchandising:* Give pre-announcements, mail dealer letters, and direct program publicity; other services rendered by outside organizations at cost. *Foreign language programs:* No announcements accepted; programs accepted if talent passes muster and if announcements are short, with repeats in English. *Artists bureau:* None. *Base rate:* \$360.

Copy restrictions: No beer, wine, whiskeys or other alcoholic beverages; all copy must pass requirements of good taste, truthfulness and "public good."

WHEC, ROCHESTER

Operator: WHEC, Inc., 40 Franklin St. *Phone:* Stone 1320. *Power:* 1,000 and 500 watts on 1430 kc. *Affiliation:* CBS. *Opened:* Feb. 1, 1922. (*Note:* WHEC is affiliated with, but not completely owned by, the Rochester Democrat and Chronicle, and the Rochester Times-Union—Gannett.)

Vice-president: Clarence Wheeler. *Station manager:* Gunnar O. Wiig. *Commercial manager:* LeMoine C. Wheeler. *Program director:* Morden Buck. *Chief engineer:* Maurice H. Clarke. *Musical director:* Kenneth Sparnon. *Publicity director:* Ross Woodbridge.

Rep: Paul H. Raymer Co. *News:* INS. *Seating facilities:* Studio A, 150; Studio B, 50. *Merchandising:* Has column appearing in Rochester Times Union and Democrat and Chronicle highlighting programs, with sponsors named; special announcements ament new programs; secures cooperation from dealers, many groups of which have been given time over the station without charge to publicize their type of industry. *Foreign language programs:* Accept, though few features of this type are carried; must submit English translation in advance. *Artists bureau:* Yes; has a score of artists under contract. *Base rate:* \$175.

Copy restrictions: Alcoholic beverages of any kind not accepted; all programs dealing with internal products or proprietaries will be judged on the basis of good taste and public value; maximum of three and a half minutes of copy in a quarter-hour program; five minute maximum for half-hours; one minute announcements limited to 120 words, or, if transcribed, to 55 seconds playing time; flash announcements can't exceed 35 words; all programs must be in keeping with ethical standards.

NEW YORK STATIONS—Continued

WSAY, ROCHESTER

Operator: Brown Radio Service and Laboratory, Taylor Bldg. *Phone:* Stone 702. *Power:* 250 and 100 watts on 1210 kc. *Affiliation:* None. *Opened:* Sept. 26, 1936.

General manager, chief engineer: Gordon P. Brown. *Commercial manager:* E. K. Johnson. *Production manager:* Mort Nusbaum.

Rep: None. *News:* None. *Seating facilities:* Studio, seats about 100 persons. *Merchandising:* Service, as desired by the sponsor, is rendered at cost. *Foreign language programs:* Accepted, providing that copy is in two days in advance, and that any material broadcast in a foreign language be immediately followed by the English translation. *Artists bureau:* Yes. *Base rate:* \$140.

Copy restrictions: Beer and wines accepted; no hard liquors; programs subject to approval of management; foreign language programs subject to translation and mandatory charge.

WNBZ, SARANAC LAKE

Operator: Upstate Broadcasting Co.

Power: 100 watts on 1290 kc. (daytime). *Base rate:* \$25.

No further data available.

WGY, SCHENECTADY

Operator: Programmed by the National Broadcasting Co., Inc. (owned by the General Electric Co.), 1 River Road. *Phone:* 3-2121. *Power:* 50,000 watts on 790 kc. *Affiliation:* NBC Basic Red. *Opened:* Feb. 20, 1922.

Station manager: Kolin Hager. *Program director:* A. O. Coggeshall. *Chief engineer:* W. J. Purcell. *Artists bureau head:* Kolin Hager. *Musical director:* Gordon Randall. *Publicity director:* W. T. Meenam.

Rep: National Broadcasting Co., Inc. *News:* UP. *Seating facilities:* Studio A. 200; Albany studio, 40. *Merchandising:* None listed. *Foreign language programs:* None listed. *Artists bureau:* Yes; complete roster of artists available. *Base rate:* \$400.

Copy restrictions: Lectures and educational talks not accepted between 6 p.m. and midnight, except by special arrangement; time of broadcast subject to change to other periods on 28 days' notice to ac-

IN SYRACUSE

WFBL

Has the PULLING Programs

It's programs that make a station! That's why WFBL leads in listener interest in Syracuse. Make a check and see for yourself that WFBL carries *more* network programs, *more* sports features, *more* short wave broadcasts, *more* national and local special features, *more* of the better types of programs of all kinds. And that explains why WFBL advertisers are ahead in results-per-dollar spent.

WFBL is recognized among national advertisers as the high-coverage station in one of the best markets in the country. Syracuse, 221,785 population, has 56 separate industries, none dominating the city. Located in the heart of a great and fertile agricultural region, Syracuse is an ideal testing point for a new product or new merchandising plan. And WFBL is the recognized way to cover that market.

For full details about WFBL programs and coverage of the Syracuse market, phone or write to

ONONDAGA RADIO BROADCASTING CORP.

Syracuse, New York

MEMBER BASIC NETWORK COLUMBIA BROADCASTING SYSTEM

National Representatives, Free & Peters, Inc.

247 Park Avenue
NEW YORK CITY

180 North Michigan Avenue
CHICAGO

403 New Center Bldg.
DETROIT

111 Sutter Street
SAN FRANCISCO

Chamber of Commerce Bldg.
LOS ANGELES

NEW YORK STATIONS—Continued

commodate 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.

WFBL, SYRACUSE

Operator: Onondaga Radio Broadcasting Corp., Onondaga Hotel. *Phone:* 2-1147. *Power:* 5,000 and 1,000 watts on 1360 kc. *Affiliation:* CBS. *Opened:* January, 1922.

President: Samuel H. Cook. *Station manager:* Samuel Woodworth. *Commercial manager:* Charles F. Phillips. *Program director, artists bureau head:* George M. Perkins. *Musical director:* Thelma MacNeil Curren. *Publicity director:* Carolyn Briggs.

Rep: Free & Peters, Inc. *News:* INS. *Seating facilities:* Roof garden, seating 350 persons; ballroom, 1,500; two theatres also available for certain hours. *Merchandising:* Maintain centrally located display window for use of advertisers for one week periods; standard display for pictures, sales messages, for store counters; invitation previews and broadcasts for retailers; monthly cards to retailers; newspaper publicity, theatre trailers, pre-announcement letters; direct mail and general promotion schemes. *Foreign language programs:* No rules. *Artists bureau:* None. *Stock:* Principally held by Samuel H. Cook, Oscar F. Soule, Robert G. Soule, Frank C. Soule, Samuel Woodworth and Charles H. Sanford, Jr. *Base rate:* \$175.

Copy restrictions: All copy for beer, wine, liquor and patent medicines subject to approval and government regulations.

WSYR, SYRACUSE

Operator: Central New York Broadcasting Corp., Starrett Syracuse Bldg., 204 Harrison St. *Phone:* 3-0158. *Power:* 1,000 watts on 570 kc. *Affiliation:* NBC Basic Blue. *Opened:* 1923.

President: H. C. Wilder. *Commercial*

SURVEYS — RESEARCH — TESTS
— SALES RESULTS —
COMBINE TO PROVE THAT
W S Y R
NOW LEADS IN
POPULARITY
AND
COVERAGE
IN THE RICH SYRACUSE AREA



UNDER SAME MANAGEMENT—WNBX, SPRINGFIELD, VT.—WJTN, JAMESTOWN, N. Y.

NEW YORK STATIONS—Continued

manager: Charles Denny. *Program director:* Fred R. Ripley. *Chief engineer:* Armand Belle Isle. *Artists bureau head:* Fred Jeske. *Musical director:* Victor Miller.

Rep: Paul H. Raymer Co. *News:* UP. *Seating facilities:* Studio, seating 100 persons; also have use of two auditoriums, one seating 900, the other 500. *Merchandising:* Sponsors are automatically, and without charge, accorded letters and personal calls on dealers, news items and program listings in papers, follow-up surveys, pre-program announcements, and listing of drug products in a folder distributed by druggists; by request, and also without charge, a sponsor may obtain salesmen's presentations, route lists, use of studios for dealer meetings, guest tickets for broadcasts, market data, display and promotion aids, two-week window display in the Hotel Syracuse Building; for a minimum expense the sponsor may obtain personal appearance of talent, handling and mailing of give-aways and premiums, counter and window display distribution, telegraphic promotion, distribution of 5,000 or more circulars, house to house canvas, mail notices to listeners and trade, display ads in newspapers, periodical calls on all retailers in his market, and repeating announcements on program in other spots. *Foreign language programs:* Will accept, with restrictions. *Artists bureau:* Yes, lists about 25 artists. *Base rate:* \$220.

Copy restrictions: Accept beer and wine programs (no announcements); no hard liquor; abides by rules of Syracuse Advertiser's Association, NAB Code of Ethics and recommendations of Proprietary Association.

WSYU, SYRACUSE

(Note: This station is owned and operated by WSYR for the exclusive broadcasting of Syracuse University programs; operates one to two hours weekly on a non-commercial basis.)

WHAZ, TROY

Operator: Rensselaer Polytechnic Institute, 110 Eighth St. *Phone:* 6810. *Power:* 1,000 watts on 1300 kc. (divides time with WBBR, WFAB and WEVD). *Affiliation:* None. *Opened:* August, 1922. (Note: This station is college-owned—Rensselaer Polytechnic Institute.)

Professor of Communication Engineering, station manager: W. J. Williams. *Program and musical director:* A. O. Niles. *Chief engineer:* H. D. Harris. *Publicity director:* F. Tiff.

Rep: None. *News:* None. *Seating facili-*

ties: None. *Merchandising:* None. *Foreign language programs:* Not accepted. *Artists bureau:* None. *Base rate:* \$85.

Copy restrictions: Beer, wine, liquor and patent medicine advertising not accepted; all copy must conform to station standards.

WIBX, UTICA

Operator: WIBX, Inc., 187 Genesee Street. *Phone:* 2-2101. *Power:* 250 and 100 watts on 1200 kc. *Affiliation:* CBS. *Opened:* 1925.

President: Scott Howe Bowen. *Station manager:* Dale Robertson. *Commercial manager:* A. W. Triggs. *Program director:* Elliott Stewart. *Chief engineer:* David Foote. *Musical director:* Walter Griswold. *Merchandising director:* John Garfield. *Publicity director:* Mason Taylor.

Rep: John Blair & Co. *News:* UP. *Seating facilities:* Hotel ballroom, 1,500; Y. M. C. A. auditorium, 150. *Merchandising:* Cooperate in arranging window displays, counter displays, distribution of window cards, letters to the trade; personal calls on jobbers and retailers; all services rendered at actual cost. *Foreign language programs:* Will accept; subject to station standards. *Artists bureau:* None. *Base rate:* \$105.

Copy restrictions: All copy subject to station approval.

WFAS, WHITE PLAINS

Operator: Westchester Broadcasting Corp., Hotel Roger Smith. *Phone:* White Plains 8352. *Power:* 100 watts on 1210 kc (divides time with WGBB, WGNV, WBRB). *Affiliation:* None. *Opened:* Aug. 11, 1932.

President, program director, artists bureau head, publicity: Frank A. Seitz. *Station manager:* Selma Seitz. *Commercial manager:* B. M. Middleton. *Chief engineer:* H. C. Laubenstein. *Musical director:* Randall Kaler.

Rep: Associated Broadcasting Adv. Co. in Greater New York (I. T. Porter, mgr., 152 W. 42nd St.); Cox and Tanz; Northwest Radio Advertising (Seattle). *News:* Christian Science Monitor. *Seating facilities:* About 300; studio audiences not encouraged for general run of programs. *Merchandising:* Furnish lists at \$5 per thousand names; make lay-outs for client's display material; mailings for cost of printing, postage and stationery. *Foreign language programs:* limited acceptance; have German hour currently; plan no expansion. *Artists bureau:* Yes; complete roster. *Base rate:* \$100.

Copy restrictions: Take beer, wines and hard liquors; copy must be in "good usage and truthful."

NORTH CAROLINA

(408,600 radio homes)

Radio Homes by Counties

Alamance	5,650	Franklin	3,030	Pamlico	1,120
Alexander	1,320	Gaston	10,400	Pasquotank	3,030
Alleghany	790	Gates	1,060	Pender	1,670
Anson	3,160	Graham	580	Perquimans	1,180
Ashe	2,100	Granville	3,150	Person	2,280
Avery	1,180	Greene	1,720	Pitt	6,430
Beaufort	4,430	Guilford	22,740	Polk	1,190
Bertie	2,580	Halifax	5,710	Randolph	4,380
Bladen	2,330	Harnett	4,110	Richmond	4,250
Brunswick	1,830	Haywood	3,540	Robeson	7,120
Buncombe	16,660	Henderson	3,140	Rockingham	6,060
Burke	3,230	Hertford	1,770	Rowan	8,250
Cabarrus	5,500	Hoke	1,340	Rutherford	4,670
Caldwell	3,330	Hyde	920	Sampson	4,190
Camden	610	Iredell	6,260	Scotland	2,350
Carteret	2,430	Jackson	1,820	Stanly	3,570
Caswell	1,660	Johnston	6,030	Stokes	2,200
Catawba	5,680	Jones	990	Surry	4,640
Chatham	2,570	Lee	2,130	Swain	1,230
Cherokee	1,670	Lenoir	4,640	Transylvania	1,190
Chowan	1,470	Lincoln	2,580	Tyrrell	570
Clay	550	McDowell	2,280	Union	4,650
Cleveland	6,340	Macon	1,460	Vance	3,250
Columbus	3,980	Madison	2,060	Wake	13,650
Craven	4,440	Martin	2,500	Warren	2,240
Cumberland	5,630	Mecklenburg	23,520	Washington	1,270
Currituck	800	Mitchell	1,440	Watauga	1,560
Dare	710	Montgomery	1,780	Wayne	6,850
Davidson	6,390	Moore	3,360	Wilkes	3,720
Davie	1,590	Nash	6,370	Wilson	5,800
Duplin	3,720	New Hanover	8,330	Yadkin	1,890
Durham	12,550	Northampton	2,690	Yancey	1,470
Edgecombe	6,170	Onslow	1,570		
Forsyth	20,020	Orange	2,590		

WWNC, ASHEVILLE

Operator: Asheville Citizen-Times Company, Battery Park Place. **Phones:** 6240; 850. **Power:** 1,000 watts on 570 kc. **Affiliation:** NBC Optional Southeastern Service. **Opened:** February 22, 1927. (Note: This station is newspaper-owned by the Asheville Citizen and Times.)

Vice-president, general and station director: Don S. Elias. **Commercial manager:** J. W. McIver. **Program and musical director:** Ezra McIntosh. **Chief engineer:** Cecil B. Hoskins. **Production manager:** Bob Bingham.

Rep: The Branham Co. **News:** UP; AP. **Seating facilities:** None. **Merchandising:** Cooperate in usual services, including listings and publicity in the Citizen and Times, free of charge; special services rendered at actual cost. **Foreign language programs:** No set rules; requests have never been received, as foreign population is very

small. **Artists bureau:** None. **Base rate:** \$125.

Copy restrictions: Accept beer; no wine or hard liquor; abide by NAB Code of Ethics and Federal Trade Commission regulations.

WBT, CHARLOTTE

Operator: Columbia Broadcasting System, Inc., Wilder Bldg. **Phone:** 3-7107. **Power:** 50,000 watts on 1080 kc. **Affiliation:** CBS. **Opened:** 1921.

General manager: Lincoln Dellar. **Sales manager:** Royal E. Penny. **Program director:** C. H. Crutchfield. **Chief engineer:** J. J. Beloungy.

Rep: Radio Sales. **News:** UP. **Seating facilities:** Studio, 200; can secure Charlotte City Auditorium, capacity 5,000. **Merchandising:** Same as Columbia Broadcasting System, Inc. **Foreign language programs:** Not accepted. **Artists bureau:** None; however, agreements have been made with 60 artists and musicians for service to the

NORTH CAROLINA

