

PROGRAM TITLES—Continued

- Sports News Reel of the Air (NBC)  
 Sports of the Day (KPRC)  
 Sports Page of the Air (WMCA)  
 Sports Parade, The (WNBC, WRAL)  
 Sports Parade, Roma (KIEM)  
 Sports Quiz (WBBM, WTMJ)  
 Sports Quizz, The (WWNC)  
 Sports Rally (KGMB)  
 Sports Ramblings, Roma (KIEM)  
 Sports Review (CBV, WTAL, WTRC)  
 Sports Review, The (WDAN)  
 Sports Round-Up (KVIC)  
 Sports Round-Up, Yankee (WGY)  
 Sports Scene, The (KFDM)  
 Sports School (NBC)  
 Sports' Scoreboard of the Air (WDAF)  
 Sports Slants (KMO)  
 Sports Spots & Scores (WCMJ)  
 Sports Telescope (WMAS)  
 Sports that Make the Headlines (WNOX)  
 Sports Theatre of the Air (WQAM)  
 Sports Topics (WSUN)  
 Sports Tour (WCHV)  
 Sports Trail (WKRC)  
 Sports Writers Quiz (WNAC)  
 Sporticulars (WSAZ)  
 Sportlight, The Hampden (WFEA)  
 Sportlites with George Case (WRAL)  
 Sportshots (WKNY)  
 Sportsman, The (WHE)  
 Sportsmen's Get-Together (WGNV)  
 Sportstime with Tom Dailey (WOW)  
 Spotlight on Hollywood (WLAW)  
 Spotlight on Sports (WWL)  
 Spreading New England's Fame (WNAC)  
 Spring Fever (KDYL)  
 Spring Serenade (WGAR)  
 Spring Training (WBBM)  
 Springtime Styles in Melody (WLBC)  
 Stag Party (CBR)  
 Stage-Door Charlie (WEMP)  
 Stairway to Stardom (WFBM)  
 Stalsby Family, The (KFDM)  
 Stamp Collector, The (WGNV)  
 Stampeder Club Quiz (KSFO)  
 Stances (CJBR)  
 Standby—Appointment at 9:30 with Elliot Jacobi (NBC)  
 Standing Room Only (CJOR)  
 Star Dust (CBL-CBY)  
 Star Gazer (WJAX)  
 Star Gazer's Club (WTAM)  
 Stars in the Making (WSNJ)  
 Stars of the Future (CFJC)  
 Stars of Today (KEX-KGW)  
 Stars of Tomorrow (KEX-KGW, KIEV, KSO, WMBS, WRVA, WWNC)  
 Stars of Tomorrow, The (WCSC) (WCSC)  
 Stardust (KRIC, KYSM)  
 Stardust Melodies (KALE)  
 Stardusters Parade (WMMN)  
 Stardusters Revue (WMMN)  
 Starlet March to Fame (KECA)  
 Starlets (WROK)  
 Starlight Serenade (CFCN)  
 Starlit Hour (WSAZ, WWSW)  
 Start the Day Right (CJIC, WBNS, WIND, WNEW)  
 States in St. Petersburg (WTSP)  
 Steamboat Days (WFBL)  
 Stockman Sam (KDKA)  
 Stockmen's Bulletin, The (KSL)  
 Stop, Look and Listen (WSAZ)  
 Stop Me If You've Heard This One (NBC)  
 Stop, Write and Listen (WCOP)  
 Store News—Nancy Dixon (WJSV)  
 Stories Behind the Headlines (WBAL)  
 Stories Behind the News (CFCF)  
 Stories from Cinema City (KICA)  
 Stories from Life (KNX)  
 Stories in the News (KROY)  
 Stories of Cheyenne and Crow Indians, Dr. Frackleton's (KWYO)  
 Stork Reports (CHRC)  
 Story and the Song, A (WAPI)  
 Story Behind the Call (WWJ)  
 Story Book-Land (KVIC)  
 Story Hour (WMOB)  
 Story Lady, The (KFAR, WAPI)  
 Story Lives On, The (KNX)  
 Story Man, A Stillicious (WTCN)  
 Story Man, The (WHIO)  
 Story of All of Us, The (NBC)  
 \*Story of Ellen Randolph (NBC)  
 Story of Service (WGAR)  
 Story of the Railroads (NBC)  
 Story of the Week (KCKN)  
 Story Without a Name, The (KPO)  
 Storybook Lady (WRVA)  
 Storytime (WTAL)  
 Storytime Lady (WDLF)  
 Storytones (WCSC)  
 Strange Enchantment (KMBC)  
 Streamline Varieties (WKST)  
 Streamlined History (KIEM)  
 Streamlined Journal (NBC)  
 Streamlined News (WDGY)  
 Streamliner, The (WEAU)  
 Streamliners (WKST)  
 Streams of Grace (KSLM)  
 Street of Dreams, The (WHIS)  
 Strictly Off the Record (KOME)  
 Strictly Personal (KHQ-KGA)  
 Strictly Swing Club (WDRG)  
 Strike Up the Band (CKNB)  
 Strikes and Sparer (WTAR)  
 String Serenade, A (WFBC)  
 Strings and Songs (WDAS)  
 Stringtet (WESG)  
 Stringtime (WGAR)  
 Strollin' Jackson (WELL)  
 Student Chorus (WFLA)  
 Student Opinion (WENR)  
 Student Radio Theatre (CJRC)  
 Student Speaks, The (WTMJ)  
 Student Symphony (WFAA)  
 Student Views (WESG)  
 Studio A (WEDC)  
 Studio Party (KGFJ)  
 Studio Party Wham (WMIN)  
 Studio Pi. (WHIP)  
 Studio Rituals (WSLB)  
 Studio Roundup (WHAM)  
 Study in Black and White, A (WHAM)  
 Stump Me & Save (WCMJ)  
 Stump the Announcer (WSM)  
 Stump Us (WTAQ)  
 Stump Us If You Can (WSOY)  
 Stumpus Club (WBOW)  
 Stumpus Court (WMC)  
 Style Trends (WJPR)  
 Styles for Men (WCCO)

## PROGRAM TITLES—Continued

- Styles in Rhythm with the Melody Men (WISN)  
 Styled for Home Pleasure (KLZ)  
 Sub-Debs, The (CJGX)  
 Suburban Editor (KGKO)  
 Suburban Express (WDAN)  
 Success Session (WOR)  
 Summer Colony (CBS)  
 Summer Cruise (CBS)  
 Summer Hour (CBS)  
 Summer Souvenirs (WFAA, WHAS)  
 Summer Theatre (WOW)  
 Summertime Swing (NBC)  
 Sums of Money (KNX)  
 Sun Dial (WTSP)  
 Sun Dodgers, The (WBAP, WFAA)  
 Sun-Tei (WCAE)  
 Sunbeam, The (WHO)  
 Sunbonnet Social (KWK)  
 Sunday Afternoon Musical (KOCY)  
 \*Sunday at Hy-G Ranch (WOAI)  
 Sunday at 1 P.M. (KFPL)  
 Sunday Callers, McConnon (WLW)  
 Sunday Concert (WFAA)  
 Sunday Dancing Party (WIND)  
 Sunday Drivers (NBC)  
 Sunday Editor (WPTF)  
 Sunday Evening Soapbox (KXOK)  
 Sunday Gardener (KQW)  
 Sunday Get-Together (WNAX)  
 Sunday Headlines (WTMA)  
 Sunday Matinee (WDZ)  
 Sunday Morning at Hy-G Ranch (WOAI)  
 Sunday Morning Eye Opener (KSRO)  
 Sunday Morning Matinee (WKRC)  
 Sunday Morning Melodies (WLS)  
 Sunday Morning Musicale, The (WRUF)  
 Sunday Morning News Batter (WCOO)  
 Sunday Morning Session (KHJ)  
 Sunday Morning Sunshine (WSOY)  
 Sunday Music Hour (WTMV)  
 Sunday News (WCAE)  
 Sunday News Highlights (WEAF)  
 Sunday Newspaper of the Air (WWVA)  
 Sunday Prelude (WAIR)  
 Sunday Recreation Hour (WSKB)  
 Sunday Round-Up (KFRO)  
 Sunday School (KFDA)  
 Sunday Serenade (KALE, KFVY, KMOX, WIP, WNLC, WWVA)  
 Sunday Showcase, The (WTMV)  
 Sunday Song-Fest (WDGY)  
 Sunday Song Festival (WFBC)  
 Sunday Song Shop (WKST)  
 Sunday Supplement (KFAR)  
 Sunday Symphonette (KDYL)  
 Sunday Varieties (CJOC)  
 Sunday's Sentimental Serenade (KOY)  
 Sundown Jubilee (WDZ)  
 Sundown Serenade (KCKN, KIUL)  
 Sundowners, The (KMTR)  
 Sunflower Entertainers, The (WCAZ)  
 Sunny Side Up (CKCK)  
 Sunray Serenade (WSPB)  
 Sunrise Court (KFWB)  
 Sunrise Frolic (KGKO)  
 Sunrise Gang (WCMJ)  
 Sunrise Gospel Hour (CFCN)  
 Sunrise Hi Ho (WSAZ)  
 Sunrise News (KRNT)  
 Sunrise Roundup (KSTP, KYA, WHP)  
 Sunrise Salute (CJOC, KASA)  
 Sunrise Serenade (KOB, KTEM, WCAZ, WCNC, WHDL, WJBK, WSAI)  
 Sunrise Serenade, Sterling's (KARK)  
 Sunrise Special (WHAM)  
 Sunset Isle (WFAA)  
 Sunset Quartette (WGBR)  
 Sunset Roundup with Jack Kerrigan (WHO)  
 Sunset Serenade (WOC)  
 Sunset Serenaders (WIBC, WTAL)  
 Sunset Shadows (KGO)  
 Sunset Soliloquy (WAYX)  
 Sunset Trail, The (KBIX, WNAX)  
 Sunshine Almanac, The Safeway (KFBB)  
 Sunshine Club (CJRM, KSO)  
 Sunshine Express (KSL)  
 Sunshine Hour, The (WCAZ)  
 Sunshine Hour of Sacred Music (KDLR)  
 Sunshine Hours, The (WATL)  
 Sunshine Reporter (WJSV)  
 Sunshiners, The (WSOY)  
 \*Superman (WOR)  
 Supper Serenade (KRNT)  
 Supper Songs (CJOC)  
 Supreme Stars (KSO)  
 Surprise Package (WTMV)  
 Sven in Hollywood (KGFJ)  
 Swap Shop (KRMG)  
 Swap Shop, The (KLA)  
 Swedish Revue (WJTN)  
 Sweet Alice (WBBM)  
 Sweet and Lovely (KRSC)  
 Sweet and Swing (WAPO, WBAL, WNBH, WRUF)  
 Sweet Music (KFYO, WWJ)  
 Sweet Swing (KWLK)  
 Sweet Talk (WTAL)  
 Sweetheart Katie and the Boys (WDZ)  
 Sweetheart of the Air, The (CHRC)  
 Sweethearts (CFRB)  
 Sweets and Seats (KFXXM)  
 Swincopation (KOIL)  
 Swing at 7:30 (WGY)  
 Swing Clinic (KWK)  
 Swing Club, The (CKBI)  
 Swing Dings (WDZ)  
 Swing Fever (WPIC)  
 Swing for an Hour (WEW)  
 Swing-Go (CBS)  
 Swing Group, Mason Dixon (WHAS)  
 Swing in the Organ Loft (CKNX)  
 Swing It (WDAN)  
 Swing Lane (KVFD)  
 Swing Lightly (WNEW)  
 Swing Mixture (KALE)  
 Swing-O (KFSD)  
 Swing Party (WJSV)  
 Swing Quiz (WIP)  
 Swing Reveille (KLRA)  
 Swing Scene (WKBN)  
 Swing Serenade (WHIS, WSGN, WXYZ)  
 Swing Styles (KSO)  
 Swing to Chiclets (WJZ)  
 Swing with Us (WSPB)  
 Swing with WING (WING)  
 Swing You Sinners (CJCA)  
 Swingacordia (KLRA)  
 Swingaroo (WAVE)  
 Swingin' a Dream (WJPR)  
 Swingin'-Ade, The (KFSD)  
 Swingin' on Air (WDOD)  
 Swinging Bee, The (KWK)  
 Swingo (NBC)  
 Swingopated Classics (KYUM)  
 Swingster Time (WNOX)  
 Swingsters (WSOC)  
 Swingsters, The Alpen Brau (KFH)  
 Swingstrumentalists (KFPY)  
 Swingtine (WTMV)  
 Switch to Happiness (WHAI)  
 Symphonette (WHEC, WSB)  
 Symphonic Hour (WPTF)  
 Symphonic Jazz (NBC)  
 Symphonic Mood (CKGB)  
 Symphonic Serenade (KDYL)  
 Symphonic Strings (KFPY)  
 Symphonic Swing (WTNJ)  
 Symphonies and Songs (WESG)  
 Symphony Hall (KRSC, WQXR, WRAK)

PROGRAM TITLES—Continued

Symphony Hour (WMBS)  
Symphony in Melody  
(WROL)

Symphony in Miniature  
(CFJC)  
Symphony of the New  
South, A (WAPI)

Syncopated Riddles  
(KXRO)  
Synonym Spellers (WHBQ)

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TSCW Program (WFAA)  
Table Talk (WCFL)  
Take a Bow (KICA, WICA)  
Take a Number (KALE)  
Take a Picture (WMAQ)  
Take It Away (WTAL)  
Take It Easy (WWSW)  
Take It or Leave It (CBS)  
Take the Witness Stand  
(KYOS)  
Take Time Out to Live  
(KALE)  
Take Up Time (WJSV)  
Taken from Life (CBS)  
Talebearers, The (WBNX)  
Talent Court, The (KMOX)  
Talent Foundation (WMC)  
Talent Parade (CBR)  
Tales of a G Man (KFWB)  
Tales of the Supernatural  
(WELI)  
\*Talk and Back Talk  
(WINS)  
Talk of the Town (KSLM,  
WCCO, WTSP)  
Talkie Talk (CJRC)  
Talking Over the News  
(WOV)  
Talking Shops (WESG)  
Talking Things Over  
(WMIN)  
Tall Timber (CJCA)  
Tan Towners (WMBG)  
Tango Time (WSPB)  
Tap the Till (WHBL)  
Tapestry Musical Program  
(NBC)  
Tavern in the Town  
(WHO)  
Tea and Crumpets (WHO)  
Tea Dance (KRMC)  
Tea Dansant (KWLK)  
Tea Time Jamboree  
(KICA)  
Tea Time Matinee (WTOC)  
Tea Time Melodies (KIUL,  
WEDC)  
Tea Time Tidings (WDAN)  
Tea Time Tunes (CKOV,  
KFYO, WCHV, WRBL)  
Tea with Bee (WJLS)  
Tea with Lee (WEED)  
Teatime at KRSC (KRSC)  
Teatimers (KGMB)

Tech Melodies (WMAQ)  
Ted Myers Dog Stories  
(KHJ)  
Ted Steele's Novatones  
(NBC)  
Teen Age Choir (WFLA)  
Teen Age Follies (WHLS)  
Tel-E-Quiz (KTKC)  
Tel-O-Gold (WBLK,  
WPAR)  
Tele-Test (WHB)  
Tele-Tune Time (KWOS)  
Telephone Hour, The  
(NBC)  
Telephone Quiz, Flodent  
(WLVA)  
Telephone Quizz (WATL)  
Telephone Treasure Hunt  
(WJIM)  
Telephone Tunes (WFTL)  
Telequest (WOMI)  
Telequiz Club, The (CJRC)  
Teletopics (KVCV)  
Television Backstage  
(WEAF)  
Television Topics (KDYL)  
Tell-Tale-Titles (WHB)  
Tell Us the Temp. (WEBC)  
Tell Us the Title (WEOA-  
WGBF)  
Teiquest, Peerless (KIT)  
Temple of Fine Music  
(KSRO)  
Temple of Music (WCOP)  
Tempo (WIP)  
Tempo of the Town (WHK)  
Ten O'Clock Club (WHK)  
Ten O'Clock Final  
(WENR)  
Ten O'Clock Scholar  
(WESG)  
Ten O'Clock Tunes (WICA)  
Ten Pin Time (WEW)  
Ten-Ten Is Tenpin Time  
(WSOY)  
10-10-10 (WFBL)  
Ten-to-Tweive (WNEW)  
Ten Top Tunes (KFAM)  
Test Your Wits (KBND)  
Tex and Ken (WHO)  
Texas Cowgirls (KGKO)  
Texas Hillbillys (KFRO)  
Texas Ramblers, The  
(WFEA)  
Texas Rangers (KOCY)

Texas Tall Tales (WOAI)  
Thanks to America (NBC)  
That Old Gang of Mine  
(CFRB)  
That We May Serve (NBC)  
That Year (WOAI)  
That's How It Happened  
(KFWB)  
That's My Business  
(WFTL)  
That's What I Said (CBS)  
Theatre Bill Board  
(WFLA)  
Theatre of the Air, Kam-  
loops Motors (CFJC)  
Theatre Organ Melodies,  
Alhecama (KDB)  
Theatre Parade (KFSD)  
Theatre Reporter (KOA)  
Theatre Review of the Air  
(KXA)  
Theatre Time (KGLU)  
Them Were the Days  
(CKBI)  
Theme Time (CHAB)  
\*Then Came War (WQXR)  
There Goes the 'Phone  
(KIUN)  
There Is a Law Against It  
(WHN)  
There's a Law Against It  
(WOR)  
There's Nothing New in  
Music (WQXR)  
There's Something in the  
Air (KDE)  
They're Off (CJCA)  
Thief of Bad Gags (WSM)  
Thief of Badgags (KMBC)  
Things 'n' Stuff (WHK)  
Things That You Should  
Know (WFTC)  
Things to Do (WCAP)  
Thinking Out Loud (KQW)  
Tip Top Show Starring Joe  
Penner (NBC)  
1380 Club (WING, WNBC)  
Thirty Minutes of Music,  
Gold Shield (KIRO)  
Thirty Minutes to Midnight  
(WABI)  
Thirty Silver Minutes  
(KTSA)  
This Amazing America  
(NBC)  
This and That (KOIN,  
WTAL)

PROGRAM TITLES—Continued

- This and That, From One Thing to Another (CFCF)  
 This Business Week (WHO)  
 This Day (WEIG)  
 This Day of Ours (NBC)  
 This Honourable Court (NBC)  
 This Is the F.B.I. (WHAS)  
 This Is the Fair (WLW)  
 This Land of Ours (WLW)  
 This Month in New Mexico (KOB)  
 This Morning at Nine (WAPI)  
 This New World of Peace (NBC)  
 This, Our America (NBC)  
 This War (WOR)  
 This Way Please (KFRC)  
 This Week in Labor (WCFL)  
 This Week in Nature (WESG)  
 This Week's Entertainment (KGNC)  
 This Week's Favorites (WDZ)  
 This Week's Hit Tunes (WENR)  
 This Woman's World (KIRO, KWK)  
 This World (KGO)  
 Those Amazing Years (NBC)  
 Those We Love (NBC)  
 That for Today, A (KVIC)  
 Thoughts at Eventide (KMJ)  
 Thoughts from an Old Scrapbook (WCOV)  
 Three B's (KOA, WQXR)  
 Three Blue Bars (WBNX)  
 3 Cats and a Canary (WFAA)  
 Three Lads and a Lass (WESG)  
 Three Little Words (KTSA)  
 Three Live Wires (CBR)  
 Three O'Clock Club (WIBC)  
 Three O'Clock Matinee, Anderson's (KFAM)  
 ¾ Time (KFRO, WFBM)  
 Three Shades of Blue (CKCA)  
 Three Shiftless Skunks (WICA)  
 Three Star News (WCSC)  
 \*Three Suns (WOKO)  
 Three T's (WCAR)  
 Thrift-E Man (WHIO)  
 Thrift-News (WELL)  
 Thrills of the Highway Patrol (KHJ)  
 Through a Decorator's Doorway (KGO)  
 Through the Eyes of an Optometrist (KHJ)  
 Through the Open Door (KMJ)  
 Thunder Over Paradise (NBC)  
 Thursday at 6:30 (CHAB)  
 Tickle Tunes (WDLF)
- Time and Tempo (WRAL)  
 Time for Music (WCFL)  
 Time for the Poets (WCHS)  
 Time 'n' Tunes (KDYL)  
 Time of the Day, The (KWOK)  
 Time Out (WQDM)  
 Time, Rhyme and Rhythm (WEAN)  
 Time Swings Along (KOCY)  
 Time-Table, The (KSCJ)  
 Time to Chat (WEBR)  
 Time to Go to Work (WGL)  
 Time to Listen (CHAB)  
 Time to Take It Away (CBS)  
 Time to Take It Easy (WPRO)  
 Time Tunes (KWK)  
 Time Turns Back (WADC)  
 Timely Tunes (KONO)  
 Tinky Pinky (KMPC)  
 Tiny's Forum (WOLS)  
 Tip Toppers (KFYR)  
 Tips and Tunes (WDAS)  
 Tips by Taylor (WNAX)  
 Title the Tunes (WNBH)  
 To the Ladies! (CKCW, KDYL, KOY, WTOC)  
 To You (KDKA)  
 Toast & Coffee Club (CKLN)  
 Toast of the Town (KTOK)  
 Toast to You, A (WWVA)  
 Toastchee Time (WJSV)  
 Today and Yesterday (KDYL)  
 Today at the Races (KOY)  
 Today in Baseball (KQV)  
 Today in Sports (KWK)  
 Today's Amateurs—Tomorrow's Professionals (KOL)  
 Today's Baseball (WHN)  
 Today's Battles (KGKO)  
 Today's Best Buys (KMED)  
 Today's Edition of Yesterday's News (KFRC)  
 Today's Game Tonite (WKRC)  
 Today's Headlines (KFAR)  
 Today's Radio Guide (KIEM)  
 Today's Top Tune (KLO)  
 Today's Top Tunes (WKBN)  
 Today's Traffic Tally (CJCA)  
 Today's World (KIEM)  
 Today's Your Birthday (KRMC)  
 Todd Family (WMBG)  
 Together with You & You (WCAZ)  
 Tom Owens (WMT)  
 Tom Tattler (WBLK, WCMI)  
 Tomorrow Morning's Headlines (WDAY)  
 Tomorrow's Announcers (WCOV)
- Tomorrow's Headlines (WEEL, WHAM, WQXR, WXYZ)  
 Tomorrow's Music (WNOX)  
 Tomorrow's News (KRNT)  
 Tomorrow's News Tonight (WATL)  
 Tomorrow's Sunday School Lessons (WPTF)  
 Tone Pictures (KICA, KOCY)  
 Tone Poems (CHAB)  
 Tonettes (KROC)  
 Tonic Tempos (WAPI)  
 Tonight's Best Buys (KON)  
 Tony and Bill (WFBM)  
 Tony Romano & Orchestra (KHJ)  
 Tony Wons' Scrapbook (WMAQ)  
 Top Flight Tunes (WHB)  
 Top Notch Tunes (WGNY, WNOX)  
 Top o' the Morning (KOL)  
 Top of the Morning (WATL)  
 Top Three, The (KRE)  
 Tops in Shops (WEED)  
 Topic Time (WCHV)  
 Topic Tunes (KWOC)  
 Topics from the Times (WWVA)  
 Torch of Progress, The (NBC)  
 Torchlighters, The (KFBB)  
 Totalizer (KGLO)  
 Tour Time (WBIG)  
 Touring Microphone (WAPI)  
 Tourist Host School of the Air (KGGM)  
 Town Crier, Goddard (WNBX)  
 Town Crier, The (CFCF, WSOY)  
 Town Crier of the Air (KGNC)  
 Town Forum, The (WTMJ)  
 Town Gossip (KCMO)  
 Town Gossip, Thompson's (KTMS)  
 Town Meeting—Harry Heilman (WXYZ)  
 Town Meeting of the Air (WELI)  
 Town Talk with Lee Meyer (KARK)  
 Town Topics (WSFA, WSPD)  
 Towns Talk (KTSA)  
 Toy Parade, The (KLO)  
 Trade Guide, The Aberdeen (KABR)  
 Trade 'n' Sales (KMO)  
 Trade Winds (KUOA)  
 Trading Post (KQW, KTSM, WRVA)  
 Traffic Day by Day (KFDA)



PROGRAM TITLES—Continued

- Traffic Jam (WAPI)  
 Traffic School of the Air (KRIC)  
 \*Traffic Tragedies (KTSA)  
 Traffic Tribunal (KFI)  
 Train Time (WJNO)  
 Training Camp Topics (KLRA)  
 Transcramble (KFDA)  
 Transcrambling (KROC)  
 Traumerei (WTAG)  
 Travel Hour (KFPW)  
 Travel Tips (KAST)  
 Travels with Clement A. Norton (WAAB)  
 Traveler Talks, The (WHP)  
 Travelogue (WFLA)  
 Travelogues (KMTR)  
 Treasure Chest (WAYX, WBNS, WDLP, WIP, WKBN, WMAZ)  
 Treasure Chest, Dixie (KRLD)  
 Treasure Chest of Literature (WGBR)  
 Treasure Chest of Songs (WMBD)  
 Treasure House of Music (WSGN)  
 Treasure Hunt (KVFD)  
 Treasure Hunt, Hanover (WNBX)  
 Treasure Hunt of the Air (WTHT)  
 Treasure Island Varieties (KGO)  
 Treasure Time (WKZO)  
 Treasure Tour (WRAL)  
 Treasure Trail (CFRB)  
 Treasure Trails of Song (KDKA)  
 Treasured Memories (WRTD)  
 Trend of Sports, The (WSAR)  
 Trends in Style, Beauty and Homemaking (WGH)  
 Tri-College Discussions (WDAY)  
 Tri-State Topics (WCMI)  
 Trial by Jury (WTOL)  
 Tricks with Tunes (KDYL)  
 Trio Time (WEBR)  
 Triple-Trixters (WMRO)  
 Tropical Islanders (WFAA)  
 Tropical Serenade (WOR)  
 Tropical Tempos (WAIR)  
 Trouble Clinic, The (WCNW)  
 Trouble with Marriage (NBC)  
 True-Tune Tests (WOL)  
 True or False (WJLS)  
 True Story Time with Fulton Oursler (NBC)  
 Truth or Consequences (CBS)  
 Truth That Is Golden (WKBZ)  
 Try and Stump Me (WJBC)  
 Try It and Buy It (WLAW)  
 Tuesday's Tunes (WSUN)  
 Tune and Croon Time (WGY)  
 Tune for Tea, A (WHIP)  
 Tune in 'n' Win (KFBK)  
 Tune in the Spotlight (CBS)  
 Tune-In Time (WCFL)  
 Tune in Time (WHIO)  
 Tune Mill (WGY)  
 Tune Quiz (KWOC)  
 \*Tune Termites (KPO)  
 Tune Test (WJTN)  
 Tune Title Quiz (KPAB)  
 Tune Toppers (CKGB)  
 Tune Tumblers (WFAA)  
 Tune Up Time (CBS)  
 Tuneful Tempos (WSPB)  
 Tuno (WGNY)  
 1200 Club (KGHI, WAYX)  
 1200 on Your Dial (WTOL)  
 1210 Club (WRAL, WSAY)  
 Twentieth Century Cavalcade (KFRC)  
 Twentieth Century Serenade (WCLS)  
 Twentieth Century Unlimited (WPAY)  
 Twenty Fingers of Rhythm and Romance (KTSA)  
 Twenty-five Years Ago Today (WBZ-WBZA)  
 2440, A. D. (KECA)  
 24 Minutes from Broadway (KROW)  
 2241 (KFRU)  
 Twilight in Picture Valley (KOMA)  
 Twilight Interlude (WAIR)  
 Twilight Lady's Serenade (WSAR)  
 Twilight Musicales (KCRC, WEDC, WKY)  
 Twilight Portraits (WROK)  
 Twilight Serenaders (WGBR)  
 Twilight Tales (KECA)  
 Twin Cities Forward (KWLK)  
 Two Boys and a Girl (NBC)  
 Two Consoles (WSPB)  
 Two Hals, The (WTIC)  
 Two in the Balcony (KPO)  
 Two Little Lambs (KTUL)  
 Two Pianos (WSPB)  
 Two Stars and a Belle (KFYO)  
 Two Threes, The (KXOK)  
 Tziganes, Les (CJBR)

U

- Un ¼ d'Heure avec. . . . (CJBR)  
 Unclassic Hour, The (KECA)  
 Uncle Ben and the Funnies (KLO)  
 Uncle Ben's Club (WEBR)  
 Uncle Dick Reads the Funnies (KVIC)  
 Uncle Henry (WORC)  
 Uncle Hiram & Grandpap (WGNY)  
 Uncle Jim & Mary Jane (WTSP)  
 \*Uncle Jonathan (WABC)  
 Uncle John's Swap Shop (KIUN)  
 Uncle Marion Reads the Funnies (WRDW)  
 Uncle Ray's Tune School (WRJN)  
 Uncle Roy the Funny Paper Man (KTSM)  
 Uncle Sam's Family (WBNX)  
 Uncle Walter's Dog House (NBC)  
 Under the Carolina Moon (WBIG)  
 Under Western Skies (KNX)  
 Undercurrents & Current Events (WSM)  
 Unemployed Speak, The (KVIC)  
 Universal Goodwill (CJRC)  
 Universal Music (WXYZ)

## PROGRAM TITLES—Continued

Universal Round-Up (KMOX)	Up and at 'Em (WMMN, WTJS)	"Use More Eggs" Club (KASA)
University (WHAS)	Up and Down the Scale (KSL)	Used Car Market of the Air (WJPR)
University Radio Workshop (WDAC)	Up to Date (KOL)	Used Car Speaks, The (KICA)
University Workshop, The (WJSV)	Up to the Minute (WMBR)	Utah Caravan (KLO)
Unusual News of the Day (WGH)	Uptown Movie Reporter (WBNX)	

# V

Vacation Lands (WINS)	Vesper Hymns (KTUL)	Voice of Courage, The (WOC)
Vadeboncoeur (WSYR)	Vesper Time (WSLB)	Voice of Dixie, The (KFDM)
Vagabond Dreamer (KHBG, KOIL)	Vic Herbert Old Timers (CKCA)	Voice of Faith (CJOC)
Vagabond Dreams (WTAG)	Vicki Renee Comments (KVOE)	Voice of Government, The (KELA)
Vagabonds, The (WJR)	Victor Packer's Music Store (WLTH)	Voice of Inspiration (CKY)
Vagabond's Trail, The (WOR)	Victory Trio (KFH)	Voice of Iowa (WMT)
Vagabondia (KXOK)	Vienna Memories (KDON)	Voice of Keith Bertken, The (KMJ)
Vagabonding with Poetry (WAAT)	Viennese Caprice (WOV)	Voice of Morn'ing Worship (KELA)
Vallet Varieties (KFBB)	Viennese Violin, A (WDAS)	Voice of Police Court (WCMI)
Valley City Honors You (KOVC)	Views of Local News (WBBF)	Voice of Prophecy, The (CKOV)
Valley Sky Riders (WGNV)	Views of the Editors (WOWO)	Voice of Public Opinion (KVOB)
Value Parade, The (WGH)	Village Boys (KTRH)	Voice of Radio, The (WAIR)
Vancouver Theatre Time (CBR)	Village Parson, The (WBIG)	Voice of Richmond's Schools (WRVA)
Vandal Vignettes (KIDO)	Village Serenade (KWK)	Voice of Safety (WCMI)
Varieties, WRDW (WRDW)	Violin Impressions (WFAA)	Voice of the Clock (CKLN)
Varieties Classiques (CJBR)	Violon Antique, Le (CJBR)	Voice of the People (KFYR, KTSA)
Varieties, Humboldt (KIEM)	Virginia Lee's Marketing Program (KSRO)	Voice of the Public Forum, The (KFPL)
Varieties Internationales (CJBR)	Visiting Kentucky Farm Folk (WHAS)	Voice of the Pulpit (KNX)
Varieties Laurentiennes (CJBR)	Visiting Mike (WMCA)	Voice of the Student (WOPI)
Varieties, Monarca (WDZ)	Visiting Virginia (WRVA)	Voice of the Village (KGER)
Varieties Musicales (CJBR)	Visiting with Visitors (WDAY)	Voices from the South (WBIG)
Varieties Universelles (CJBR)	Vocal Rhythms (WKST)	Voices of America (NBC)
Variety Hour (WMRO)	Vocal Varieties (WSGN, WSPB, WTNJ)	Voices of Hawaii (NBC)
Variety in Rhythm (WBAP, WSPB)	Vocallettes, The (WTOL)	Voices of Today (WNOX)
Variety in Song (WAIR)	Vocational Guidance Clinic of the Air (WESG)	Voices of Tomorrow (WNOX)
Variety Unlimited (CFRN)	Vogues & Variety (KOA)	Vos Preferes (CJBR)
Variety Vignettes (CKNB)	Voice in the Night (WISE)	Vote for Your Favorite (KIEV)
Vaudeville Show of the Air (CHAB)	Voice of a City, The (WBBM)	Vox Novachord (WLW)
Vedettes Parisiennes (CJBR)	Voice of American Women, The (KALE)	Vox Pop, Stephenville (KFPL)
Verna Mae Children's Pro- gram (KGDM)	Voice of Borinquin: Music of Spain (WCNW)	Vox Pup (CJRC)
Vernon Crane's Story Book (NBC)	Voice of Christian Youth (WRJN)	
Very Truly Yours (KGDM)		
Vesper Bells (CFCN)		

PROGRAM TITLES—Continued

# W

- Waiter and the Cop, The (WCCO)  
 Wake Up, America (WHK)  
 Wake Up and Swing (KOME, WBNX)  
 Waltz Album, The (WFAA)  
 Waltz Lives On, The (KDYL)  
 Waltz Medley Time (KMJ)  
 Waltz Moods (WWJ)  
 Waltz Serenade (CBL-CBY, CJOC, WSM)  
 Waltz Time (CFGP, WEDC, WFAA)  
 Wanderlust (WWJ)  
 Want a Job? (WIBC)  
 Want Ad Column of the Air (WCLO)  
 Want Ad Varieties (WCAZ)  
 Want-Ads of the Air (KVRB)  
 War at Sea, The (WOR)  
 War Calendar (KWKH)  
 War Map (KHQ-KGA)  
 War This Week, The (WTMV)  
 Washington Letters (KLO)  
 Washington Snapshots (WNAC)  
 Watch Your Step (NBC)  
 Waterfront Reporter, The (KGER)  
 Watt Is the Answer (WSUN)  
 We Are Unemployed (WAIR)  
 We Give You Three Guesses (WCCO)  
 We Old Timers (WWJ)  
 We Present (WGY)  
 We, the Wives, Quiz (NBC)  
 We Want a Job (WSYR)  
 We Want Work (KOME)  
 We Women (KSCJ, WSGN)  
 Webster Goes Wild (WSM)  
 Wedding Bells (WAIR)  
 Welcome Neighbor (WAPI, WOR)  
 Welcome Stranger (KVIC)  
 What Do You Know? (WWNC)  
 What Do You Think? (KFRU, KRLD, KTRB, WAVE, WRJN)  
 What Is It? (KVSQ)  
 What-Not Corner (KFDA)  
 What People Think (KIRO)  
 What Time Is It? (KFYO)  
 What Tunes Do You Want? (WSPA)  
 What Would You Do? (WGN)  
 What Would You Have Done? (NBC)  
 What Would You Say? (WAAT)  
 What You Should Know (KASA)  
 What's in a Name (WCFL)  
 What's in a Word (CKMO, WHLS)  
 What's in the World (WBNX)  
 What's My Name? (NBC)  
 What's New (KFJZ, KNX, KRBC)  
 What's New and News (WLPM)  
 What's New—Domestic Diary (WDAN)  
 What's on My Mind (CKOC)  
 What's the Answer (WCOL, WEMP, WHIO, WKY)  
 What's the Latest (KHJ)  
 What's the Law? (WGAR)  
 What's the Title (KICA)  
 What's Your Answer? (WDAY)  
 What's Your Future (WCAE)  
 What's Your Hobby (WCLE, WCSC)  
 What's Your License Number (WTMC)  
 Wheel of Fortune (KAST, KTSA)  
 When a Girl Marries (CBS)  
 When Day Is Done (KMO, KROC, KTSM, WTIC)  
 When Music Calls (NBC)  
 When Shadows Fall (KTUL)  
 Where Am I (WAVE, WFTC)  
 Where Are You From? (WQXR)  
 Where Is My Child (WBNX)  
 Whispering Rhythm (WRC-WMAL)  
 Whistle While You Work (CKMO, WTJS)  
 Whizzer, The (WMAQ)  
 Who Am I (KVFD)  
 Who Is It? (WTNJ)  
 Who Knows It (WESG)  
 Who Said That (KELA)  
 Who's the Star (WWSW)  
 Who's Who (WTJS)  
 Who's Who in Radio (WWVA)  
 Whoozit—Whatzit (WBOW)  
 Wildlife Roundtable (WHO)  
 Win-Gold (KWNO)  
 Window Shopping (WJBC)  
 Window Pictures (WOW)  
 Window Shopping (WABY)  
 Wings on Land (KMJ)  
 Wired for Sound (KGO)  
 Wisecrackers (WWSW)  
 Wishing Well, The (KFDM)  
 Without Benefit of Censor (WFBR)  
 Wives' Club (WRR)  
 Wizard of Quiz (WTAG)  
 Woman in a Man's World (WCCO)  
 Woman of Courage (CBS)  
 Woman Speaks, The (WBNX)  
 Woman to Woman (KRMC)  
 Woman's Club of the Air, The (WCMI, KFDA)  
 Woman's Homely Companion (KTSA)  
 Woman's Page, The (KXOK, KDNT)  
 Woman's Point of View, A (KTOK)  
 Woman's World (KMTR, WEBC)  
 Women in the News (KLZ, KOB, KRMD, KROW, KROY, KTUL, WCMI, WHAS)  
 Women, Just Women (WDZ)  
 Women Only (WHAM)  
 Women's Club of the Air, The (CHLT, WTAM)  
 Women's Corner (WRAL)  
 Women's Journal of the Air (WEW)  
 Wool Pull-Overs (KFPY)  
 Word Kit (WTOL)  
 Words and Music (CJLS, KRGV, WBEM, WSLB)  
 Workers Wanted (WFBR)  
 Working Wife (WIND)  
 World Is Yours, The (NBC)  
 World of Music (WWJ)  
 World Series of the Past (KHJ)  
 World Speaks, The (KDLR)  
 World's Fairest Music (WMCA)  
 World's Greatest Melodies (KDYL)  
 World's Greatest Short Stories, The (WBAP)  
 Worry Hour (WSM)  
 Wrinkle Chasers (WOWO)  
 Write a Song (WSM)

PROGRAM TITLES—Continued

**Y**

- Y Time (WHJB)  
 Yarn of the Week (KNX)  
 Yarnspinner, The (WFVA)  
 Yawn Busters (WFIG)  
 Yawn Patrol (KOIL, KSFO, WSOY)  
 Yawn with Brawn (WLOK)  
 Yawners Guard, The (KRSC)  
 Yawns at Dawn (WCMI)  
 Ye Giftie Basket (KFJZ)  
 Yesterday and Today (KOIL)  
 Yesterday's Children with Dorothy Gordon (NBC)  
 Yesterday's Melodies (KFAB)  
 Yestertho'ts (WHAM)  
 Yodeling Drifter (WHO)  
 Yodeling Hobo (WTAL)  
 Yodeling Time (WICC)  
 York State Plays (WESG)  
 You and Your Government (WNAX)  
 You and Your House (WWJ)  
 You and Your Neighbor (WBZ-WBZA)  
 You and Your Public Library (KDYL)  
 You Asked for It (CKCA, KFAR, KROW)  
 You Can Use It (WISE)  
 You Guess (WICA)  
 You Make America (KOA)  
 You Might Be Right (WFAA)  
 You Name It (WAPO)  
 You Pronounce It (KFSD)  
 You Should Read It (WTAL)  
 You Tell Me (KORN)  
 You Tell Us (WNOX)  
 You, The Motorist (WEDC)  
 You'll Like It (WCSC)  
 Young America Sings (WJIM)  
 Young America Speaks (WAAB)  
 Young America's Cooking Club (WOWO)  
 Young Chicago Sings (WLS)  
 Young Dr. Malone (CBS)  
 Young Durham (WDNC)  
 Young Ideas for Old Homes (KGNC)  
 Young Man with a Band (CBS)  
 Young Man with a Voice (KWOC)  
 Young People's Question Box (WAVE)  
 Young Stars Sing (WMBD)  
 Young Announcer Entertains (WGH)
- Your Army (KIEM)  
 Your Baseball Scores. (KFJZ)  
 Your Book Man (WKNY)  
 Your California (KSFO)  
 Your Chicago (WBBM)  
 Your Child and His School (WESG)  
 Your Children (WOAI)  
 Your Choice (WQAM)  
 Your Community Editor Speaks (KOAM)  
 Your Country Editor Speaks (WJMC)  
 Your County in History (WSPD)  
 Your Easy Chair (WLW)  
 Your Editor Speaks (KVIC)  
 Your Entertainment World (WRAL)  
 Your Evening in Radio (CKSO)  
 Your Eyes (KFJZ, WFMD)  
 Your Family Doctor (WHDF)  
 Your Farm and Ranch News (KVIC)  
 Your Friendly Neighbor (WCAO)  
 Your Garden, Week by Week (WGNV)  
 Your Government (KGFX)  
 Your Health (KHQ-KGA)  
 Your Hit Book of the Week (WCFL)  
 Your Hollywood Reporter (WSOC)  
 Your Home and Mine (WCAX)  
 Your Home & Neighbor (WMAM)  
 Your Home and You (KWOS)  
 Your Home Town (WTAD)  
 Your Host (KLO)  
 Your Hymn Singer (WGBR)  
 Your Hymns and Mine (WOC)  
 Your Lucky Break (KTUL)  
 Your Maestro (CJAT)  
 Your Magazine Guide (WJNO)  
 Your Morning Mail (WBIG)  
 Your Morning News (WEAF)  
 Your Morning Swing (KFYO)  
 Your Music (WFAA)  
 Your Mutual Friend (KVEC)  
 Your Name Band (WRJN)
- Your Neighbor (KMTR, WGY)  
 Your Neighbor and Mine (WBZ-WBZA)  
 Your Neighbor Speaks (KARK)  
 Your News Courier (WBIG)  
 Your Organ Stylist, Bernie Howell (KFYO)  
 Your Parlor Playhouse (KICA)  
 Your Personal Advisor (KHJ)  
 Your Personal Service Club (WNEW)  
 Your Problem and Mine (WDOD)  
 Your Program (WCAP, WCKY)  
 Your Radio Girl Friday (WJTN)  
 Your Radio Physician (WRAL)  
 Your Request (WQXR)  
 Your Schools (KGFX)  
 Your Singing Neighbor, Bailey Axton (WAAB)  
 Your Softball Reporter (KVOE)  
 Your Song for Today (CJCA)  
 Your Speech and Mine (KVIC)  
 Your Sunday News (KQV)  
 Your Time (CJIC, WTAL)  
 Your Town (WGAR)  
 Your Town in History (WSPD)  
 Your Tunesmith (KGER)  
 Your Visiting Friends (KMJ)  
 Your Weekly Letter (WSPB)  
 Yours for a Quarter Hour (KTSA)  
 Yours for a Song (KTSA)  
 Youth and Music (WWVA)  
 Youth Comments on the News (WOV)  
 Youth Demands an Answer (KFWB)  
 Youth Has Its Say (WGL)  
 Youth in Crisis (NBC)  
 Youth in the Toils (NBC)  
 Youth Makes a Record (KOL)  
 Youth on Parade (KTSM)  
 Youth Questions the Headlines (NBC)  
 Youth Speaks (WKBN)  
 Youth Speaks Its Mind (KGVO)  
 Youth Speaks to America (KHJ)  
 Youth vs. Age (NBC)

# LAW

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## DEVELOPMENTS IN FEDERAL REGULATION OF BROADCASTING

By LOUIS G. CALDWELL

Member of the District of Columbia and Illinois Bars

*This is Louis Goldsbrough Caldwell's fourth article in an annual series of reviews anent the federal regulation of broadcasting. In introducing it, the editors of the VARIETY RADIO DIRECTORY believe that no comment is necessary, since the clarity of the writing speaks for itself. And it is similarly felt that it becomes redundant after four years to emphasize at length the author's ability to remain objective about a situation in which he himself, by the nature of his calling, played a role. That objectivity, too, has been (and is being) more than adequately displayed in the writing. The editors, however, would like to make public their satisfaction in being able to present, year after year, an analysis which, in their opinion, is unrivalled in quality by any other section of this book.*

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*LOUIS GOLDSBOROUGH CALDWELL is a member of the District of Columbia and State of Illinois Bars. He was the first president of the Federal Communications Bar Association, is chairman of the Committee on Administrative Practice of the District of Columbia Bar Association, and a member of the Washington Committee of the American Bar Association; and his writings and achievements as regards radio are too lengthy and detailed to mention.*

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### INTRODUCTION

Save for one factor, developments in federal regulation of radio in the year just closed\* may be summarized with the statement that trends noted in the author's last article† have been, in the main, confirmed and carried forward.

On the credit side should be listed increasing efficiency, in the sense of prompt and incisive action, and the freedom from external evidence of bickering and dissension, which began during the closing two months of the previous year, and has continued during the year just closed. The commission's prestige has been correspondingly enhanced. Counterbalancing this (or as additional credits, depending on the viewpoint) must be placed (1) the persistent procedural trend toward decisions in quasi-judicial matters without hearing, toward avoiding or minimizing the rights of persons adversely affected to be heard either before the Commission or on appeal, and toward substitution of the "investigative technique" for due process of law in the traditional sense; (2) the equally persistent substantive trend toward so-called "value judgments" without statement of reasons or fixing of principles and with frequent disregard of principles or standards already an-

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\* From July 1, 1939 to July 1, 1940.

† VARIETY RADIO DIRECTORY, III, p. 896.

## FEDERAL RADIO REGULATION—Continued

nounced, necessarily leading to lack of uniformity and unpredictability; and (3) a marked effort toward expansion of power, particularly in the direction of economic regulation of industries subject to the Act.

The one new factor is the crisis engendered by the war in Europe which at times bids fair to reverse the downward trend of censorship and to open up an all-too-tempting vista for further expansion of inquisitorial and bureaucratic control over broadcasting.

### PART I

#### THE MACHINERY OF REGULATION

##### A. PERSONNEL AND INTERNAL ORGANIZATION OF THE COMMISSION

On July 25, 1939, Frank R. McNinch resigned as chairman of the Commission, effective September 1st. Because of illness he had been continuously absent for several months. He was thereafter retained in government service as a special communications expert to advise the Department of Justice. On July 27, 1939, James Lawrence Fly, general counsel of the Tennessee Valley Authority and earlier with the Department of Justice, was appointed to succeed McNinch for the unexpired portion of the term. Fly was immediately confirmed by the Senate and took up his duties as chairman of the Commission on September 1st.

On June 5, 1940, Thad H. Brown, whose term expired July 1st, was appointed by the President to succeed himself for a seven-year term. Brown had been a member of the Commission and of its predecessor, the Federal Radio Commission, since early in 1932. The appointment encountered difficulties in the Senate Committee on Interstate Commerce, which held hearings and, at the present writing, has not made its recommendations. Brown was subjected to an intense grilling, principally by Senator Tobey of New Hampshire, with regard to the delay in completion of the network-monopoly report by the committee of which he is chairman, and other matters.

On October 16, 1939, George O. Gillingham, Public Relations Director of the Tennessee Valley Authority, was engaged as Public Relations Director of the Commission. On April 25, 1940, William J. Dempsey, general counsel, and William C. Koplovitz, assistant general counsel, resigned, effective in May. They were succeeded in their respective offices by Telford Taylor and Joseph L. Rauh, Jr., who joined the Commission May 6th. At the time of their appointments, Taylor was special assistant to the Attorney General and Rauh was assistant general counsel of the Wage and Hour Administration.

On July 31, 1939, the Commission, in its Administrative Order No. 2, took the first of a series of steps designed gradually to transfer routine work from the Commission and its members to the staff. By this order important additional responsibilities were delegated to the secretary instead of to individual Commissioners. On November 8, 1939, by amendment of the order effective December 1st, the Commission created an Administrative Board comprising its general counsel, chief engineer, chief accountant and secretary. This same personnel has served since 1937 as a rules committee. The function of the board is to act as a junior commission, with power to dispose

## FEDERAL RADIO REGULATION—Continued

of important classes of non-controverted and routine matters, previously assigned to individual commissioners on a month-to-month basis, and to make recommendations on other matters. The step has brought about a marked increase in efficiency.

During the fall of 1939 the Commission, through its chairman, advocated the establishment of a new unit of 12 to 15 investigators, to be called an Investigation Division, and sought funds from Congress for the purpose. The proposal must be viewed in connection with the principal tendencies manifest at the Commission during the past two years, noted in the introduction. Supporting the proposal in hearings before subcommittees of both the House and the Senate Committees on Appropriations and in public interviews, Chairman Fly emphasized the need for preliminary study of applicants, their financial responsibility, their real identity and their connections and backers. By this method, he stated, futile hearings could frequently be obviated. He also referred to the constantly increasing welter of work, with emphasis on the war situation. Congress declined, however, to approve appropriation of the necessary funds. During the year, thought was also given to the creation of a labor relations unit within the Commission to keep abreast of labor conditions in all aspects of communications, including broadcasting.

### B. PROCEDURE

**THE NEW HEARING PROCEDURE.** On July 12, 1939, effective August 1, the Commission put into force another major change recommended by its Law Department, affecting primarily the rights of persons to intervene in opposition to applications. Prior to the change, the right to intervene had been made dependent solely on the disclosure of "a substantial interest in the subject-matter of the hearing." To a large extent, persons adversely affected had been automatically made parties and received notice of the hearing. Under the new rule, only the applicant is named as a party, and to obtain the right to participate other persons are required to file petitions to intervene. The granting of such petitions is made a matter of grace, dependent on a showing satisfactory to the Commission (1) as to the petitioner's grounds, (2) as to his position and interest in the proceeding, and (3) that "his intervention will be in the public interest." According to the rule, at least by implication, the Commission declines to recognize that a person adversely affected has "any legal or equitable right or interest in the proceeding."

The full import of this change, and particularly of the attempt to extend the substantive standard of "public interest," prescribed in the Act, to cover procedural rights, was not appreciated either by the bar or by some members of the Commission and its staff until October 2, 1939. On that date Commissioner Payne, presiding over the Motions Docket, released an opinion interpreting the new rule in such a manner as to make it necessary for a petitioner to indicate clearly that, by being permitted to intervene, he would be of assistance to the Commission in developing the issues, either through evidence providing information not otherwise available to the Commission through its staff or possibly by cross examination, provided the cross examination to be indulged in is *bona fide*.

## FEDERAL RADIO REGULATION—Continued

Another and closely related innovation is that the issues specified in the notice of hearing are to be confined to those which appear to the Law Department to furnish clear and adequate grounds for denial of the application, leaving for later hearing (if necessary) other issues raised by the application. Provision is made in the rules for motions by interested parties to "enlarge the issues," but in the opinion rendered by Commissioner Payne on October 2nd so rigorous interpretation was given this provision as to make it of little value. The principal sufferers are licensees of existing stations located in the same community as the proposed new station, who would be affected economically through increased competition. Similarly affected are competing applicants for new stations in the same community.

Several rejected petitioners appealed their cases to the full Commission, but on October 10, 1939 the Commission, with two members absent, upheld Commissioner Payne's rulings, without, however, specifically adopting his opinion or reasons. The whole question has been complicated by extreme positions urged by the Commission's Law Department before the United States Court of Appeals for the District of Columbia and the Supreme Court of the United States, with varying degree of success, on both the substantive and the procedural aspects of the Act, as shown in Part IV of this article. Some of the major issues have not been judicially determined and court decisions on these and other issues are being ignored.

Actually, application of the rule has varied through the year, depending on the viewpoint of the particular Commissioner presiding over the Motions Docket in a given month, and on the varying interpretations given to the court decisions reviewed in Part IV. In later months there has been a notable tendency toward a more liberal policy, and petitions to intervene regularly denied in the earlier months are now more frequently granted.

The innovations just described are part and parcel of the pattern noted in the introduction to this article. They continue the attempt, which began with the elimination of the Examining Department in November, 1938,\* to substitute the so-called investigative technique for the notice-and-hearing procedure up to the very limit (and, in the writer's opinion, beyond the limit) permitted by the Act and the decisions of reviewing courts, and to minimize the rights and opportunities of persons adversely affected to place obstacles in the way of its decisions.

For three years a continuing effort had been made by the Federal Communications Bar Association to bring about needed miscellaneous reforms in the rules, having to do largely with imperfections in the "red tape" category, some of which obstructed efficiency while others imposed unjustifiable hardship or expense on parties. A committee had cooperated with the Commission's Law Department in a series of almost weekly meetings. To a very satisfying extent, the Association's efforts were successful and several imperfections were remedied in the revision effective August 1, 1939.

**THE ATTORNEY GENERAL'S COMMITTEE ON ADMINISTRATIVE PROCEDURE.** Attention was focused on the Commission's new procedure by a study made public in February, 1940 by the Attorney

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\*VARIETY RADIO DIRECTORY, III, p. 901.



## FEDERAL RADIO REGULATION—Continued

General's Committee on Administrative Procedure.\* With minor exceptions, the study was highly laudatory of the innovations, including the new intervention rule, the abolition of the Examining Department, the substitution of presiding officers chosen from the Law Department to act in the dual capacity of examiner and trial attorney at hearings, and the substitution of "proposed decisions" of the Commission for examiners' reports. Among the few critical suggestions contained in the monograph was a statement that political lobbying at the Commission, notably by members of Congress, constituted a practice which should be discouraged. A reading of the document and of criticisms of its contents will be helpful to a more complete picture of the issues involved.†

**QUESTIONNAIRES.** The plethora of questionnaires which began in 1938, discussed in last year's article,\*\* resulted in protracted negotiations between the Commission's Accounting Department and representatives of the National Association of Broadcasters. When the conversations began, a form of gargantuan dimensions was projected, but widespread protest, followed by negotiations, resulted in a radical reduction in bulk if not in scope.

On January 4, 1940, after months of delay, the Commission approved a revised form of financial report on station operations for 1939, returnable April 15th. It comprised 21 pages and was accompanied by instructions totaling 16 pages. Notwithstanding the abbreviations in length, it actually was more comprehensive than the questionnaires distributed in 1937 and 1938. It embraced a searching inquiry into the innermost phases of station operations. In addition to requiring a general balance sheet, it sought information on such matters as undistributed profits, distribution of revenues by corporations, proprietors, partners and officers, compensation paid proprietors, partners, employees, officers, musicians and other talent, and detailed income breakdowns as between network, non-network, and other sources of revenue.

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\* Monograph No. 3, entitled "The Federal Communications Commission," submitted September, 1939, and revised January, 1940. The Committee had been created on February 24, 1939 by Former Attorney General Murphy at the request of the President (acting upon the earlier suggestion of former Attorney General Cummings), to "ascertain in a thorough and comprehensive manner" the extent to which "criticisms of the administrative procedure of federal agencies were well-founded" and "to suggest improvements, if any are found advisable." The creation of the Committee followed closely upon, and was probably the result of, the introduction of the Logan-Walter Bill in Congress in January, 1940, and the widespread support for its enactment.

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† The monograph has been printed as Part 3 of Sen. Doc. No. 186, 76th Cong., 3rd Sess. For criticism, see the writer's article entitled *Federal Communications Commission—Comments on the Report of the Staff of the Attorney General's Committee on Administrative Procedure*, 8 GEO. WASH. L. REV. 749 (Mar. 1940); also, *More About the Report of the Attorney General Committee's Staff on the Federal Communications Commission*, IV F. C. BAR JOURNAL 190, and Keller, *Report of the Attorney General Committee's Staff on the Federal Communications Commission*, *ibid.*, p. 182.

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\*\*VARIETY RADIO DIRECTORY, III, p. 904.

## FEDERAL RADIO REGULATION—Continued

**APPLICATION FORMS.** The tendency toward bulky, elaborate and intricate application forms, noted in last year's article,\* continued. Space will not permit detailed discussion of this tendency. The principal development was the issuance, on April 1, 1940, of a new 42-page application† for a standard broadcast station construction permit or modification thereof. A few illustrations will suffice to show the penetrating character of the questions, in addition to those seeking detailed technical data regarding the proposed station.

Full information must be given as to all business employments or associations of the applicant for a period of five years, and, if the applicant is a corporation, the requirement extends to officers, directors, and principal stockholders.

Citizenship is the subject of minute inquiry. Where it is claimed by reason of naturalization, the application must state the date and place of birth, and, with respect to the final certificate, the date and place of issuance, the number, and court of issuance. Where it is claimed by reason of naturalization of a parent, additional information is required. Where a corporate applicant has less than 100 stockholders, the information must be given for each stockholder.\*\*

Complete disclosure as to the applicant's encounters with the law, criminal and civil, is called for. He must reveal whether he has ever been found guilty of a felony or any other crime involving moral turpitude and, if he has, must supply a full description of the offense committed, the date, the court and reference to the official record. He must report any bankruptcy proceeding, voluntary or involuntary. If any other suit or proceeding of any character has ever been brought against him he must provide full information regarding it. Certified copies of any outstanding judgments or decrees must be attached to the application. If the applicant is other than an individual, the foregoing inquisition extends to any "partner, member, officer, director or principal stockholder." Thus there is little opportunity for a Jean Valjean to forget his past if he would engage in any form of radio communication.

The form delves deep into matters of corporate structure, direct or indirect control, proposed sale of stock, assets and financial responsibility, and any business or financial enterprise in which the applicant (including any partner, officer, member of the governing board, director or principal stockholder) has or has had a substantial interest (25% or greater).

The foregoing represents by no means all the information that is re-

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\*VARIETY RADIO DIRECTORY, III, p. 908.

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† FCC Form No. 301. This was followed by the adoption on June 28, 1940 of Form 319, to be used in applying for authority to construct a high-frequency (FM) broadcast station. It embodied substantially all the questions contained in Form 301, and added some. For example, the applicant must describe fully the "cultural, economic and other characteristics" of the community sought to be served. He must also demonstrate how he can compete effectively (in an economic sense) with FM stations operating in the same community.

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\*\* Otherwise, the information must be given for each stockholder owning or controlling more than 10% of the stock.

quired by the new form. It is striking evidence of the momentum in the direction of employing the investigative technique in lieu of hearings and toward expansion of the field of regulation.

### C. CONGRESSIONAL PROPOSALS FOR INVESTIGATION, REORGANIZATION, AND PROCEDURAL REFORM

**INVESTIGATION AND REORGANIZATION.** Congress adjourned August 5, 1939, without having acted on any of the proposed legislation and resolutions to reorganize the Commission or the proposed resolutions to investigate it, summarized in last year's article.\* With the opening of the new session on January 3, 1940, the sponsors of the Wheeler-McNinch Bill to substitute a three-man board for the Commission, with a substantial enlargement of the chairman's power, had virtually abandoned their proposal and it has remained shelved since then.

From time to time demands for an investigation of the Commission were revived but, with one exception, were not seriously pressed. The exception had to do with resolutions resulting from the Commission's action on March 23, 1940, suspending its new rule permitting limited commercial operation of television and setting the matter for hearing on April 8th. A resolution introduced in the Senate by Senator Lundeen, of Minnesota, resulted in a hearing before the Senate Committee on Interstate Commerce on April 10, 1940, but nothing further transpired.†

Otherwise, criticisms of the Commission in Congress found expression in occasional speeches on the floor of both Houses, and in questioning of Commission representatives at hearings held in December and January before subcommittees of the House and Senate Committees on Appropriations, and before the Senate Committee on Interstate Commerce in June in connection with Commissioner Brown's reappointment.

While the current session of Congress is, at present writing, still in progress, it appears almost certain that no legislative proposal for reorganization or investigation of the Commission will be passed.

**THE LOGAN-WALTER BILL.** The Logan-Walter Bill, introduced in January, 1939, and sponsored by the American Bar Association, sought to subject federal administrative agencies generally to drastic procedural requirements, accompanied by a broad scope of judicial review, with respect both to their rule-making functions and their quasi-judicial functions in the decision of controversies. Opinions differ as to the extent of application of the bill's provisions to the Federal Communications Commission, and the

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\* VARIETY RADIO DIRECTORY, III, pp. 908-12.

† S. Res. 251, 76th Cong., 3rd Sess. See also S. 3745, a bill introduced April 10th by Senator Barbour, of New Jersey, and a House Resolution, introduced April 10th in the House by Representative Connelly, of Massachusetts. The former sought to amend the Communications Act to strip the Commission of power to regulate or control radio experimentation, research or development, or the manufacture or sale of transmitting and receiving radio apparatus, or the business policies of radio broadcasters. The latter sought a sweeping radio investigation.

## FEDERAL RADIO REGULATION—Continued

merits or demerits of its provisions if thus applied.\* The bill was unexpectedly passed by the Senate just prior to its adjournment in the summer of 1939, but was reconsidered and placed on the calendar on the assurance that it would be taken up at an early date during the next session. On April 18, 1940, the bill† was passed by the House (282 to 97). Vigorous efforts were made to have it acted on by the Senate but were unsuccessful, partly because of pleas by administration leaders that Congress should await the completion of the work of the Attorney General's Committee on Administrative Procedure before taking up the bill, and partly because of the exigencies of legislation having to do with national defense and related matters.

**THE DITTER-BAILEY BILL.** On February 16, 1940, Representative Ditter, of Pennsylvania, introduced a bill\*\* designed to minimize the danger of arbitrary action on applications and the exploitation of procedural loopholes in the Act for the purpose of censorship. Among other things, it proposed that a minimum license period for broadcast stations be fixed at three years, with a maximum of five††; that persons who would be adversely affected by the granting of an application should be accorded a hearing; that revocation orders should be preceded, instead of followed, by hearings; and that no adverse action of any character should be taken against either applicants or licensees because of the character or contents of any program, unless such program contains matter expressly forbidden by the Act or by regulation of the Commission authorized by the Act, and then only after the licensee has been finally adjudged guilty by a federal court of one or more violations, and the offense is of so serious or repeated a nature as to show clearly that the licensee or applicant is not qualified in character to operate a radio station.

The bill also sought to place limitations on the extremely broad powers given the President by the Act, both in connection with the assignment of frequencies to Government stations and in time of war, threat of war, a state of public peril or disaster or other national emergency, or in order to preserve the neutrality of the United States. Beginning in the Fall of 1939, there was increasing sentiment to the effect that Congress should establish safeguards against abuse of such powers, and there was agitation for repeal of the pertinent provisions of Sec. 606 of the Act. The Ditter Bill sought to provide these safeguards by providing for hearings where the assignment of a frequency to a Government station would make impossible

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\* See the author's analysis of the bill in the issues of the Congressional Record for April 18, 1940, p. 7225, and May 30, 1940, p. 10914.

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† H. R. 6324.

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\*\* H. R. 8509, S. 3515, 76th Cong., 3rd Sess.

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†† The Act now permits a maximum of three years and the Commission actually issues licenses on a one-year basis. The Senate bill provided a maximum license period of 10 years.

## FEDERAL RADIO REGULATION—Continued

the further operation of, or cause objectionable interference to, any licensed station, and by limiting the application of Sec. 606 (c) of the Act to the closing down or taking over of the control of broadcast stations to imperative military need on the part of the armed forces of the United States, upon Presidential proclamation of the actual existence of war in which the United States is engaged, or a state of insurrection equivalent to war. The taking over of stations to permit the Government, or any department or agency thereof, to engage in or control broadcasting, was to be forbidden.

The bill immediately won general support among the broadcasting industry. Because, however, of the rapid sequence of international developments, after its introduction, largely monopolizing the attention of Congress, it has not made any progress to date.

**THE COMMISSION'S APPROPRIATION.** As noted in last year's article,\* after a stormy experience extending over months, the Commission finally secured a last-minute approval of an appropriation of \$1,838,175 for the year 1939-40. During the past year the Commission sought a further large increase in appropriation. As passed by the House, the Independent Offices Bill accorded a total of \$2,116,340, an increase of approximately \$280,000, of which \$150,000 was for modernization of monitoring equipment and \$128,000 for personnel. On February 8th the Senate passed the bill, cutting the Commission's appropriation to \$2,076,340.

Early in March charges were made in the House that the Department of the Interior was using the broadcast medium to further its own needs and even to promote certain favored legislation pending in Congress. The House Appropriations Committee refused to approve an item of \$40,000 earmarked for the establishment of a permanent staff for radio activities in the Office of Education in the Department. The House also accepted an amendment proposed by Senator Gossett, of Texas, prohibiting the use of any part of the Department's appropriation

“for the broadcast of radio programs designed for or calculated to influence the passage or defeat of any legislation pending before the Congress.”

## PART II

### REGULATION OF STANDARD BROADCAST STATIONS

#### A. REGULATION OF BROADCAST ALLOCATION

**TERM OF BROADCAST LICENSES.** The Commission has adhered to the one-year period for broadcast licenses inaugurated by its action of June 23, 1939. To obviate procedural difficulties that might otherwise arise when the time comes to put the North American Regional Broadcasting Agreement into operation,† the Commission, by order issued February 20, 1940, modified outstanding licenses to make them expire uniformly on August 1, 1940. By further order on June 11, 1940, it extended all licenses to October 1, 1940.

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\* VARIETY RADIO DIRECTORY, III, p. 916.

†See Part V.

## FEDERAL RADIO REGULATION—Continued

As already noted in Part I of this article and in last year's article,\* there has been continuous endeavor within the industry and in Congress to make a longer license period mandatory on the Commission, principally on the arguments that the short license period opens the door to indirect censorship through the threat of hearings on renewal applications, and that a longer period conduces toward greater stability in the industry. There is still reason to hope that, without legislation, the Commission will recognize the cogency of these arguments as soon as the present uncertainty over the effective date of the North American Regional Broadcasting Agreement is at an end.

**CLASSIFICATION OF CHANNELS AND STATIONS.** The classification of channels and stations specified in the revised rules adopted by the Commission June 23, 1930,† has been maintained in force without any formal modification. The new rules have not, however, proved immune from corrosive influences. Nor have the Standards of Good Engineering Practice, which accompany the rules and were adopted at the same time.

The clear channels, free of nighttime duplication, have not yet been invaded, but this has not been for want of attempts to establish additional full-time stations on these channels. Throughout the year their status has constantly been in danger on account of applications filed with the Commission and pressed on its attention, because of pressure from members of Congress to permit duplication in particular cases, and because of views of certain members of the Commission to the same effect. It is commonly reported that the Commission was divided three to three on the issue, with the chairman's views not yet known.

One evidence of the tendency has been the practice of certain of the Commissioners to grant and renew applications for special temporary authority to operate full-time to limited-time stations on clear channels. This practice was brought to an end by action of the Commission on July 31, 1939 adopting an amendment directing that such applications be handled in a manner "not inconsistent with the established policy of the Commission", and, after further repercussions, by a determination by the Commission on November 14, 1939 to adhere strictly to the policy of not granting such an application except for the purpose of permitting the broadcasting of a special program of a non-recurrent character and of outstanding public merit.

During the year, extensive hearings were held on two applications, one of which sought to introduce nighttime duplication at Boston on 830 kc., a clear channel occupied by KOA, Denver, and the other of which sought to introduce nighttime duplication at New York on 810 kc., a clear channel occupied by WCCO, Minneapolis, notwithstanding the fact that, under the clear phraseology and intent of the regulations, neither application could be granted. No action has been taken on either application. On June 10, 1940 an impairment of a minor character occurred when the Commission modified its regulations defining the "broadcast day" so as to authorize

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\*VARIETY RADIO DIRECTORY, III, p. 919.

†See VARIETY RADIO DIRECTORY, II, p. 530; *ibid*, III, p. 919.

## FEDERAL RADIO REGULATION—Continued

daytime and limited-time stations to begin operation prior to sunrise, at 4 A. M., local standard time, for the sake of service to their respective rural populations. Technically, this involved a degree of interference to the much larger rural areas served by clear channel stations.

The most tangible threat to clear channel service, however, was presented by conclusions expressed by the Network-Monopoly Committee in its report to the Commission released June 12, 1940. The report was primarily devoted to the issues specified in the original notice of hearing, which the Committee was appointed to hear and determine.\* Technical allocation questions, such as the necessity for high power and clear channels to afford service to rural and small towns, the extent and character of interference caused by duplication, the importance of preserving channels clear for future development through increased power, the effect of duplication under the North American Regional Broadcasting Agreement and kindred topics, had not been among the issues specified and consequently had not been the subject of evidence or argument in the network-monopoly hearings. These questions had been thoroughly canvassed in the hearings held in June, 1938 and in a report made by another committee, resulting in the adoption June 23, 1939 of the present regulations providing for 26 clear channels.

The conclusions of the Network-Monopoly Committee must, therefore, be regarded as *obiter dicta* not based on any evidence in the record, directly contrary to the evidence heard in the June, 1938 hearing, and simply reflecting the views of the three members. Nevertheless, they are an alarming portent. Reasoning principally from the fact that all but two of the high-power clear channel stations are on the Columbia and National networks, the Committee advances the conclusion that

“\* \* competition in the radiobroadcast field can be further enhanced by a reevaluation of the so-called clear-channel policy, whereby new stations are refused access to clear channels regardless of the service which the new station would be able to render and regardless of how small the interference to the clear channel station would be. \* \* The exclusive grant of a clear channel to a station which can only serve limited areas prevents people in other sections of the country from receiving service from stations which could otherwise operate on the clear channel frequency. In our opinion, the Commission should consider the wisdom and practicability of utilizing the clear channels so that people living in all sections of the United States can have the benefit of radio reception at present denied them.”†

In the meantime, there have been encouraging signs of an increased understanding on the part of both members of Congress and the listening public of the necessity for high-powered stations operating on clear chan-

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\*The Committee's conclusions on these issues are summarized and discussed in Part II, B, of this article.

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†The square conflict between these conclusions and the conclusions of the other Committee based on the actual technical facts, brought out and recognized at the June, 1938, hearing, will be apparent from a reading of a brief summary of the latter in VARIETY RADIO DIRECTORY, III, p. 921.

## FEDERAL RADIO REGULATION—Continued

nels to furnish service to rural areas and small towns and cities having no stations of their own. On June 28, 1939, Representative Larrabee, of Indiana, introduced a resolution recommending that the Commission take steps

“\* \* to provide an adequate method to obtain data to determine the social and economic effects of power in excess of 50 kilowatts.”

In a speech on the floor of the House on July 6th, Larrabee pointed out that, with 40% of the area of the country receiving no satisfactory daytime signal and 60% receiving no satisfactory nighttime signal, power increases in excess of 50 kw. on clear channels appeared to be the only method of improving service. On October 26, 1939, Representative Sweeney of Ohio, placed in the Congressional Record the results of a postcard survey conducted throughout the rural areas of 14 states, showing the overwhelming percentage of listeners relying on clear channels and high power for service. He adverted to the fact that XERA, a Mexican border station, was reported to be using 800 kw., or 16 times as much as the maximum permitted by the Commission's regulations in the United States. This survey only served to confirm what had already been demonstrated by surveys conducted in previous years under the auspices of the Commission's Engineering Department, showing that about 80% of the country's rural listeners rely primarily on clear channel stations for nighttime service.

Another important factor has been the growing realization that duplication on any of the 26 channels entails a tremendous sacrifice of important rights of the United States under the North American Regional Broadcasting Agreement. Such channels, to be occupied by what are denominated Class I-A stations under the Agreement, may not be used by the other countries at nighttime at any place within 650 miles of the nearest boundary of the United States (which prevents their use in Canada, Cuba, and all but the southernmost tip of Mexico), and, even at locations where they may be used, are subject to severe restrictions as to the strength of interfering signal, day or night, that may be delivered at the nearest boundary of the United States. The moment duplication is introduced on these channels in the United States these safeguards from foreign interference disappear and are replaced by very inferior degrees of protection.

There have been developments worth noting in connection with the other classes of stations. So far as is possible, the provisions of the Agreement have been given effect and station shifts have been made accordingly. This has been particularly true with respect to the 18 channels which, while technically classed as “clear channels,” are open to a certain amount of duplication by what are known as Class I-B and Class II stations under the Agreement.

With respect to regional and local stations and, to some extent, Class II stations, the Commission, in addition to numerous increases in power to the new maximum limits under the revised regulations, has pursued a course of attempting to fill every niche and cranny in the broadcast spectrum with new stations. It has made assignments in violation of the Commission's Standards of Good Engineering Practice, assignments subject to what formerly was regarded as excessively objectionable interference, and assignments dependent on extreme forms of directive antennas to avoid disastrous interference to existing stations. Little regard has been paid to



## FEDERAL RADIO REGULATION—Continued

the preservation of latitude for future improvement of service, or to the working out of an allocation plan scientifically designed to achieve "a fair, efficient, and equitable distribution of radio service" over the country, or to solution of the serious problem now presented by the present inadequacy of service in about 40% of the country's area by day and in about 60% of its area by night. Instead, there is an increasing tendency to return to the chaos of interference in all but urban areas which the rural listening public experienced during the period from July 9, 1926, when federal regulation under the Radio Act of 1912 broke down, to November 11, 1928, when the Federal Radio Commission placed in effect a reallocation providing for 40 clear channels and imposing at least partial safeguards against undue loading of the 44 regional channels. This was followed by carefully considered empirical standards evolved over the years by the Commission's Engineering Department and designed to assure a maximum of service and a minimum of objectionable interference on all classes of channels. Although, on hitherto generally accepted engineering principles, the standard broadcast band is filled to overflowing,\* the Commission authorized 52 new stations in 1938, 54 in 1939, about 25 to July 1, 1940, bringing the present total to about 840. True, for the most part, the new stations have been given local or daytime assignments, but a number have raised serious questions of interference and have been in clear violation of the Standards of Good Engineering Practice. Usually, during the past year, the grants have been made without hearing, even in cases where substantial interference to existing stations was involved.

**ECONOMIC FACTORS.** Any attempt to piece together the Commission's pronouncements on the relevancy and the significance of economic factors in the allocation of standard broadcast stations leads to bewilderment. When last year's article was written, the prevailing tendency of the Commission itself was to regard economic factors as of paramount importance in the interpretation and application of the statutory standard "public interest, convenience or necessity" in both its rule-making and its licensing functions. During the same period its Law Department was urging an inconsistent and almost contrary thesis in the reviewing courts.†

By its action of June 23, 1939, following the report and recommendation of its Committee, the Commission refused to amend its regulations to permit power in excess of 50 kw. on clear channels. This determination had no technical justification (the uncontroverted evidence favoring the removal of the power restriction in the interest of improved service) and was based almost entirely on so-called economic factors, consisting of apprehended adverse competitive effects on smaller stations which, it was feared, would lose audience and revenue. In its actions on applications for new stations of any class, the Commission had for several years given

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\* When the Federal Radio Commission was established in 1927 there were 733 licensed broadcast stations. One of the principal purposes for establishing the Commission was the bringing of order out of the then-existing bedlam of interference, by reduction in the number of stations in simultaneous operation and other methods. By successive actions in 1928 the Commission succeeded in reducing the total number to about 600, and the number in simultaneous nighttime operation to a much lower figure.

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† VARIETY RADIO DIRECTORY, III, pp. 923, 967, 973.

## FEDERAL RADIO REGULATION—Continued

almost automatic recognition to the rights of licensees of existing stations in the same community to be protected against economic injury resulting from excessive competition to a degree sufficient to prevent the existing licensees from carrying on in the public service. Applications for new stations were denied on this ground, and in almost all cases the issue was raised, was the subject of evidence, and was determined.

The *volte-face* has come in several stages and has more than one facet. It began with the Law Department's contention in the United States Court of Appeals and later in the Supreme Court that economic damage through loss of revenue, even though substantial, does not confer the right of appeal because such damage, in legal phraseology, is "without injury." It was furthered through the new intervention rule, effective August 1, 1939, and the rigorous interpretation given it on October 2, 1939, under which petitions to intervene by persons apprehending economic injury and motions to enlarge the issues to include economic factors were regularly denied. It was revealed in a tendency to visit retribution on those who ventured to raise the economic issue in proceedings pending before the Commission.\* It was given substantive expression in a series of decisions, usually without hearing, on particular applications beginning in January, 1940, in which the right of existing licensees to be protected against excessive competition, no matter how injurious, has been categorically denied.† Small towns which, under the Commission's earlier views, would

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\* On October 10, 1939, the Commission, without hearing, granted an increase of facilities to a station at New Albany, Indiana. On October 30th, the Kentucky Broadcasting Corporation, which had previously been granted a construction permit for a new station of the same class across the river at Louisville, Ky., petitioned for reconsideration of the New Albany grant, alleging it would result in such severe loss of revenue as to impair petitioner's service and would destroy its ability to render proper service in the public interest. On November 20th the Commission not only denied the petition but issued an order to the Kentucky Broadcasting Corporation to show cause why its construction permit should not be recalled because of doubts raised by its petition as to its financial qualifications. Months later, on May 8, 1940, the order was rescinded.

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† On January 9, 1940, the Commission, in denying a petition by an existing licensee for reconsideration of a grant of a new station made without hearing in Spartanburg, S. C., said:

"In the radiobroadcast field public interest, convenience and necessity is served *not* by the establishment and protection of monopolies, but by the widest possible utilization of broadcast facilities. Competition between stations in the same community inures to the public good because only by attracting and holding listeners can a broadcast station successfully compete for advertisers. Competition for advertisers which means competition for listeners necessarily results in rivalry between stations to broadcast programs calculated to attract and hold listeners, which necessarily results in the improvement of the quality of their program service. This is the essence of the American system of broadcasting.

"Experience has shown that the addition of a competitive station in a community does not bring about disastrous results sometimes predicted by the licensee of an existing station in the community. More often the protests of the existing station to the establishment of a new station spring not from a desire to insure its continued operation in the public interest, but rather from the purely private interest of seeking a monopoly in a field in which the interests of the public are best served by competitive operation."

Notwithstanding this momentous announcement of principle, on April 22, 1940, the existing station was sold to the successful applicant for the new station, and the sale was thereafter approved by the Commission on May 21, 1940.

## FEDERAL RADIO REGULATION—Continued

have been held of doubtful ability to support even one station, have been granted two stations without hearing.\*

The *volte-face* has not, however, been complete. This is apparently due in part to the principles announced in the Supreme Court's opinion in the *Sanders Bros. Radio Station* case, discussed in Part IV, and in part to a reservation in the Commission's own views. With respect to the latter, in presenting the matter in the reviewing courts, the Commission's Law Department, while strenuously opposing the right of an existing licensee to appeal, declared as follows:

"We do not wish to minimize the importance of a consideration by the Commission of the effect of competition between a proposed new station and existing stations before the Commission grants a license for the proposed new station. Unquestionably, the Commission should, in determining whether the 'public interest, convenience and necessity' will be served by the licensing of a new station in a community, give careful and painstaking consideration to the question of whether the effect of granting the new license will be to defeat the ability of the holder of any one or more outstanding licenses to carry on in the public interest. The Commission is entirely in accord with the view that if the effect of granting a new license would be to defeat the ability of the holder of an outstanding license to carry on in the public interest, the application for the new station should be denied unless there are 'overweening' reasons of a public nature for granting it. And the Commission also believes that it is obviously a stronger case where neither licensee will be financially able to render adequate service. It is the Commission's endeavor to determine in every case whether service to the public will be benefited or adversely affected by its action on an application."†

The net result of the foregoing would seem to be that the Commission entertains the view that it may consider and determine the issue but that persons adversely affected have little or no standing, either before the Commission or in the reviewing courts, to participate in the proceedings or to complain of an erroneous determination. This position, as will hereafter appear, was in large measure rejected by the Supreme Court. In fact, notwithstanding the Commission's more recent views, its earlier views are occasionally given effect and, from time to time, the factor of adequate economic support and, conversely, the factor of competitive effect on existing stations, directly or indirectly enters into the Commission's decisions. In the present state of affairs it is extremely difficult to state with any confidence what, in actual practice, is the law on the subject.

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\* Instances of this are the grants in the spring of 1940 of two stations in Salisbury, Md., having a 1930 population of 10,997, and two stations in Las Vegas, Nev., with a 1930 population of 5,165.

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† Petition of Federal Communications Commission for rehearing in United States Court of Appeals for the District of Columbia in *Sanders Bros. Radio Station V. F.C.C.*, 106 F. (2d) 321.

## B. REGULATION OF OWNERSHIP AND CONTROL OF STATIONS

**THE NETWORK-MONOPOLY INVESTIGATION.** On June 11, 1940, there was submitted to the Commission the long-awaited "Report of the Committee Appointed by the Commission to Supervise the Investigation of Chain Broadcasting," commonly referred to as the Network-Monopoly Investigation. The report was made public the following day. The proceeding, the earlier history of which has been traced in preceding articles,\* began with the Commission's Order No. 37 on March 18, 1938, underwent an extended hearing from November 14, 1938 to May 19, 1939, and since then has been in the hands of the Commission's staff and the Committee for the preparation of the Report. The Report does not recommend or suggest the procedure to be followed by the Commission in considering and giving effect to its conclusions. At present writing, the Commission has not made any determination in this respect. It may be assumed, however, that, following the pattern usually adhered to in its quasi-legislative proceedings, the Commission will eventually accord opportunity to dissatisfied parties to file exceptions and to present briefs and oral argument, although such opportunity may be preceded by the formulation of tentative regulations on the subject-matter.

The document is of encyclopaedic dimensions, totaling some 1,300 pages, comprising a text of 138 pages and bulky appendices. Pursuant to the original specification of issues, it covers a few matters not exclusively related to network operations, such as a study of ownership and control of broadcast stations generally. These will be adverted to in later sub-headings. It also covers at least one matter already discussed in this article and not included in the specified issues, namely, the issue as to preservation of clear channels. Otherwise, its contents and conclusions relate exclusively or primarily to networks. These conclusions can be covered only in bare outline in this article.

According to the Report, "the heart of the abuses of chain broadcasting is the network-outlet contract." Examples of "arbitrary and inequitable practices" due to these contracts are (1) the exclusive provision preventing the affiliate station from accepting programs from a competing network; (2) the provision requiring the affiliate station to subject all or a major portion of its time to network utilization at the network's option, regardless of whether such time is actually used; (3) the provision that non-network rates for national advertising cannot be less than those for network commercial programs; (4) the provisions concerning the free use of the first hours, combined with low initial compensating rates for the next hours; and (5) the long periods of time covered by the contracts. In the case of National Broadcasting Company, the additional feature is pointed out that it "has two distinct networks with separate service to two stations in each of many cities," and that the manner in which they are operated is evidence of the "complete domination" of the affiliated stations and is "one of the most inequitable by-products of these contracts."

The Committee finds that the interests of the outlet stations "have been subordinated to the interests of the network owned and controlled station"; that "the predominance of network organization is evidenced by

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\* VARIETY RADIO DIRECTORY, II, p. 533; *ibid*, III, p. 928.

## FEDERAL RADIO REGULATION—Continued

their disproportionate share of the income of the radio broadcasting industry"\*; and that the contract arrangements are reflected in the program policies of the networks and the lack of independence on the part of outlet stations.

Citing Sec. 303 (i) of the Communications Act, authorizing the Commission "to make special regulations applicable to radio stations engaged in chain broadcasting," together with other provisions in the Act, the Committee concludes that it has authority to deal with the contracts, and that "public interest, convenience or necessity are adversely affected by inclusion in the network-outlet contracts of many of the contractual provisions discussed." It expressed the belief that

"\* \* the Commission should proceed at once to deal with these problems to the extent that Congress has given it authority in the Communications Act of 1934."

Other matters covered by the Report include the so-called management contracts (covered in a later subheading), the policies of Columbia and National of placing a large number of the best-known artists under exclusive contract, the dominant part played by National in the field of electrical transcriptions, the dominant position occupied by stations owned or directly controlled by networks, the charge that two-thirds of the nation's standard broadcast stations are operated as incidental to other businesses (covered in a later subheading), the charge that networks have passed on to advertising agencies the right of selection and production of programs, and the charge that, while networks have gone voluntarily into the better markets, they have neglected the less profitable ones and, as a result, about 320 stations remain without major network connections and many listeners are deprived of the advantages of chain broadcasting service. The Committee specifically directs the Commission's attention to the following problems suggested by the Report: (1) the necessity and advisability of requiring networks to be licensed by the Commission; (2) the ownership of stations by networks; (3) the ownership of more than one station by an individual or corporation; (4) the control of talent by networks; (5) the dominant position of National in the transcription field; and (6) the difficulties involved in supervising the transfer of control of corporate licensees because of their stock being listed on stock exchanges, adding

"The actual administrative experience which the Commission will obtain under its new licensing policy will enable it to suggest to the Congress the enactment of amendatory legislation to deal with these problems if such is later found to be necessary."

The public appearance of the Report on June 12, 1940 had been preceded by a rising tide of criticism and complaint at the delay, particularly in Congress. Arrangements made by the Committee shortly after the conclusion of the hearings on May 19, 1939, seemed to assure completion of the Report at an early date, and statements to that effect were freely made by members of the Commission both publicly and to congressional committees as early as June, 1939. On August 3, 1939, Commissioner Walker, then acting chairman of the Committee, ordered the newly-created special

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\* The Report points out that, out of \$18,854,784 net operating income of all the stations and networks for 1938, \$9,277,352 went to National and Columbia.

## FEDERAL RADIO REGULATION—Continued

staff to proceed at full speed, devoting full time to the task, and to complete it for the Committee's consideration within two months. By September, 1939, it was common knowledge that at least a preliminary draft had been completed, and the substance of its contents and conclusions even found their way into the trade press. In fact, as then published, they differed little from those contained in the Report when it finally appeared.

Time went on, however, and, as the Report failed to materialize, a maze of conflicting rumors circulated as to the reasons for the delay. Stories persisted that high administration officials, including even the White House, had intervened and, either for that or other reasons, the Report was being purposely delayed or suppressed. Yet in the meantime repeated assurances were given by the Commission of an early conclusion of its labors.\* Insistent prodding developed on the part of Senator Tobey of New Hampshire, who wrote each member of the Commission on May 3, 1940, reviewed the earlier assurances given by Commission representatives, describing them as "nothing but a mockery," and on May 15th read his letter and the replies received into the Congressional Record. The delay in completion of the Report was, as already noted, the principal topic of the grilling to which Commissioner Brown (who had become chairman of the Committee) was subjected at the hearing before the Senate Committee on Interstate Commerce on his reappointment, June 12, 1940, the day on which the Report was released to the public.

**MULTIPLE OWNERSHIP.** To judge from the Commission's actions on applications without hearing during the past year, the issue of multiple ownership of broadcast stations, that is, the ownership of two or more stations either in the same or in different communities, has passed into oblivion. Applications raising the issue have been granted speedily, usually without hearing, and without dissent.

That the question is not entirely forgotten, however, is indicated by the Network-Monopoly Report. A substantial portion of the Report is devoted to "Multiple Ownership of Radiobroadcast Stations." It states:

"The control of the business of broadcasting has progressively fallen into fewer and fewer hands. \* \* \*

"The problem with respect to the ownership of two or more stations by the same person or group of persons is not unlike that

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\* By December 1, 1939 the Committee was reported by the trade press to be still engrossed in drafting its report, with a majority of its members favoring the conclusions which had already been made public. On December 13, 1939 a Commission representative, testifying before a House Appropriations subcommittee, asserted that a second part of the Report was being formulated and probably would be in the Committee's hands in two weeks, probably to be followed by submission to the full Commission by the middle of January. On January 30, 1940 another Commission representative, testifying before a Senate Appropriations subcommittee, predicted that the Report would be available "easily within a month". By February 15th, it became known that there would be a further delay of two weeks and perhaps a month, before the Report reached the full Commission. This was followed by a published rumor that the Commission *en banc*, rather than the Committee, would draft the Report and that its conclusions would be less stringent than those previously indicated. Early in May it was stated at the Commission that action would probably come by about the middle of May, and the delay was explained by the fact that the draft had been returned to the Law Department for further revision but was now back in the Committee's hands. On May 27, 1940 the Committee met in an effort to put "finishing touches" on the Report but again the draft was referred to the staff for revision.

## FEDERAL RADIO REGULATION—Continued

of network ownership of stations. The record evidences a definite trend toward concentration of ownership of radio stations. \* \* To the extent that the ownership and control of radiobroadcast stations falls into fewer and fewer hands, whether they be network organizations or other private interests, the free dissemination of ideas and information, upon which our democracy depends, is threatened."

The Report points out that, as of the end of 1939, there were 660 commercial standard broadcast stations, of which 283 were owned by 87 multiple-owners and 377 were owned by single-owners; that the 87 multiple-owners received 58% of the total business with average net time sales of \$487,773, and the 377 single-owners received the remaining 42%, with average net time sales of only \$82,669. These figures are further broken down into various categories, by degrees of multiple ownership and geographical subdivisions, but their significance is complicated by other important factors such as network ownership and size of market.

As earlier stated, "the ownership of more than one station by an individual or corporation" is one of the problems to which the Committee specifically directs the Commission's attention, and there is a clear implication that the problem should be dealt with under the Commission's "new licensing policy."

**NEWSPAPER OWNERSHIP OF BROADCAST STATIONS—LOCAL MONOPOLY.** During the past year the matter of newspaper ownership of broadcast stations continued to be theoretically important but, with one exception, remained practically a dead issue. As of July 1, 1939, 246 broadcast stations were owned in whole or in part by publishers.\* By January 15, 1940, the number had increased to 269 and, as of July 1, 1940, it stands at almost 300. The increases have been due in part to the granting of applications for new stations by newspaper interests, and in part to Commission approval of sales of existing stations and transfers of their licenses of control to such interests. In both cases the Commission has not deemed a hearing necessary in most instances, and in many instances the actions have been taken with record-breaking speed.

The exception above-noted revolves about the situation where Commission action would result in ownership of the sole newspaper and of the sole broadcast station by a single individual or company in a given community. There are many communities scattered over the country where this situation already obtains, due to past actions of the Commission. The issue was raised in the Allentown case, reviewed in last year's article,† in which, after considerable vacillation between opposing theories, the Commission gave its approval to the unified ownership without hearing. During the spring of 1940 the issue bobbed up again. On April 15, 1940, a majority of the Commission granted an application for a new station by a

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\* This figure represents an increase of somewhat over 100 during the life of the Federal Communications Commission, beginning July 11, 1934. On January 1, 1938, the number was 211, and, on January 1, 1939, it was 239.

† VARIETY RADIO DIRECTORY, III, p. 931.

## FEDERAL RADIO REGULATION—Continued

newspaper publishing company in Martinsville, Va., although the company was owned by non-residents, and rejected a competing application by resident interests in the community. Chairman Fly entered a dissenting opinion, pointing out that the action of the majority was in direct contradiction to an action of the Commission involving a similar situation in Port Huron, Mich.\* Commissioner Case concurred in the dissent and Commissioner Walker concurred in part. Shortly afterwards the Commission, by a vote of 4 to 1 (Commissioner Craven dissenting) abruptly and without hearing denied an application of Brush-Moore Newspapers, Inc., owner of a chain of daily papers in Ohio, for Commission approval of its acquisition of control of WPAY, Portsmouth, Ohio, in which the company already held a 50% interest. It was said that the Commission desired to see a test of "the issue of local monopoly." Since then, the Commission has decided to hold a hearing on the application.

During the same period, the issue of newspaper ownership has not been allowed to die entirely in Congress. It has been the subject of questioning at the several hearings before the subcommittees of the House and Senate Committees on Appropriations. To a limited extent the matter is adverted to in the Network-Monopoly Report, which contains statements such as the following:

"Unlike other big business enterprises, however, broadcasting is not the chief activity of its owners, but is operated principally as a 'side line' to the main business. \* \* More and more of the applications filed with the Commission for authority to become the owners of stations show the applicants to be persons of other large business interests, consisting of such activities as manufacturing, banking, publishing, natural resources development, public utility, and many other types.

"Two-thirds of the nation's standard broadcast stations are operated as incidental to other businesses. In many cases, the actual owners of the stations do not personally operate them.

"In addition to the operation of approximately 300 stations by newspapers, 125 other stations are operated by businesses of various kinds."

The foregoing seems to imply disapproval of such ownership, but the Committee does not make any recommendation or enumerate it as one of the problems to be resolved.

**SALE AND LEASE OF BROADCAST STATIONS—CONTROL BY NON-LICENSEES.** The past year has served to confirm the conclusion advanced in last year's article that the issue as to "sale of wavelengths" has "all but burned itself out."† The granting of applications for Commission approval of transfers of license or of control became and remained a matter of routine, in most cases without hearing, regardless of

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\* 5 F.C.C. Rep. 177.

† VARIETY RADIO DIRECTORY, III, p. 934.



## FEDERAL RADIO REGULATION—Continued

the price paid by the purchaser or the excess of such price over the value of the tangible assets comprising the station purchased. Included in the transfers approved were many purchases by newspaper publishers, purchases by persons or corporations already having one or more stations, and purchases by absentee owners. In several instances very large amounts were paid. In certain of these instances all records for speed were broken.\* The issue, however, continued to be the subject of interest in hearings before Congressional committees. In response to a question at such a hearing, the Commission chairman stated:

“The Commission has no jurisdiction over the price paid for equipment used by broadcast stations as such.”

By way of contrast, there has been a vigorous onslaught in instances where, in the Commission's judgment, broadcast stations were actually controlled by persons other than their licensees. The Network-Monopoly Report covers the matter extensively, including contracts whereby the licensee appoints a chain as sole agent for the purpose of supplying programs (such as those heretofore existing between National and General Electric and Westinghouse) and miscellaneous examples of management and agency contracts. The Report, referring to Sec. 310 (b) requiring Commission approval of transfers, expresses the conclusion:

“The various types of contracts just reviewed raise serious questions under this Section of the Act. The problem is particularly acute where management is transferred to a network whose interest to serve the public might be secondary to its interest as a network organization.”

Most of the situations described in the Report were the subject of proceedings of one sort or another during the year prior to publication of the Report. Action by the Commission on January 30, 1940, setting the renewal applications of eight stations for hearing, announcing an inquiry into management contracts, and stating that about a dozen additional renewal applications would be similarly treated when they became due (including the Westinghouse and General Electric stations), was followed by a long delay due to the Commission's failure to send out notices of hearing or to specify the issues in which it was interested. In the meantime, the situations were to a large extent corrected voluntarily. The Westinghouse stations, for example, were shifted from National to Westinghouse management, effective July 1, 1940.

Where the alleged unauthorized transfer of control was coupled with misrepresentations to the Commission, however, no such lenience was exhibited. In several instances, all having to do with small stations, licenses have been revoked, and the revocations have either become final after hearing or are still pending before the Commission. On January 25, 1940, the Commission made final its revocation of the license of KUMA, Yuma, Ariz., for alleged false statements as to control and operation. Similar action was taken on March 29th against WSAL, Salisbury, Md., where alleged control by a non-licensee was coupled with a charge of misrepresentation as to the

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\* In one case, involving one of the largest purchase prices, newspaper ownership, multiple ownership of stations both in the same and in different communities, and absentee ownership, the application for approval was filed December 8, 1939, announced three days later, and granted on the fourth day.

## FEDERAL RADIO REGULATION—Continued

applicant's financial responsibility. On February 8, 1940, the Commission issued revocation orders against five local stations in Texas, and another such order followed a few days later, all based on an undisclosed interest by two individuals coupled with misrepresentations. In May and June, 1940, after extended hearings in Texas, the Commission adopted proposed decisions making the revocation orders final, but the decisions have not yet become final. Still other proceedings are pending. It is interesting to note, however, that as a rule the communities where the stations are located have not suffered a loss of service through the revocations. In Yuma, Ariz., for example, the Commission authorized another company to construct a new station on August 8, 1939, over five months prior to the revocation. In Salisbury, Md., the Commission authorized two new stations without hearing on April 13, 1940.

**ABSENTEE OWNERSHIP.** During the past year there have been no significant developments on the issue of absentee ownership of broadcast stations that have not been sufficiently covered in connection with multiple and newspaper ownership. The basic philosophy of the Network-Monopoly Report is obviously in the direction of favoring local operation and control.

**ALIEN OWNERSHIP.** In past years the matter of alien interests in the ownership and control of broadcast stations has not presented any substantial problem. With the outbreak of war on September 1, 1939 the situation changed somewhat, and there has been an increasing tendency to exercise vigilance. Immediately there were indications that the Federal Bureau of Investigation would collaborate with the Commission in checking the nationality and antecedents of licensees. Later evidence of the tendency is found in the meticulous inquiry into citizenship in the new application forms, and in the Commission's announced intention on June 10, 1940 of insisting upon actual proof of citizenship in connection with applications for all classes of stations and operators.

On June 18, 1940 the proof-of-citizenship quest took a turn bordering on the spectacular when the Commission issued regulations requiring fingerprinting and proof of citizenship of all licensed operators, both commercial and amateur, totaling considerably more than 100,000. The required proof of citizenship extended to information about the citizenship or nationality of the operator's immediate family, and about his service with the American army or navy or with any foreign government. It is said that the same requirements with respect to fingerprinting and proof of citizenship will shortly be extended to all applicants and licensees and, in the case of corporations, to all officers, directors, stockholders and employees. The same will extend to officers, directors and stockholders of holding corporations. If this proves true, bureaucracy will have scored an impressive triumph.

In the Senate, it was said, legislation might be introduced soon to forbid foreign holdings in any corporate licensee. The present law permits a limited extent of foreign interest, *e.g.*, the owning of one-fifth of the capital stock in the licensing corporation.

### C. REGULATION OF PROGRAM CONTENT

**STATUTORY PRESCRIPTIONS.** The Commission still adheres to the viewpoint that, notwithstanding the express prohibition against censor-

## FEDERAL RADIO REGULATION—Continued

ship in Sec. 326 of the Act, it has power to refuse to renew a broadcast license because of alleged program offenses, not merely where the programs (*e.g.*, lotteries and obscene, indecent or profane language) are specifically forbidden by the Act, but also where, in the Commission's opinion, they fail to meet the vague test of "public interest, convenience or necessity."

As an illustration of the viewpoint may be cited an address by Commissioner Walker in San Francisco on March 1, 1940. Urging that the Commission establish program standards, he declared that a station must provide worthwhile service to justify its continued existence; that stations violating the law or *public interest* by "promoting lotteries, or fraudulent advertising, or vulgar programs, hardly would be expected to be in a favorable position for license renewal"; and that, although the Commission does not have the right to censor, it has important functions to perform in the public interest and its duties should be so exercised as to encourage and eventually bring about a higher standard of broadcast programs, responsive not only to the entertainment but to the educational, religious and cultural needs of our people and of the nation at large. This philosophy has frequently been buttressed by the proverb "By their fruits shall ye know them," first cited in this connection by the reviewing court in the famous and overworked *Brinkley* case.\*

Claiming this power of indirect censorship, and having on occasion successfully exercised it, the Commission is enabled to regulate program content effectively through public and private statements of members of the Commission and notices to stations by the Law Department, with the implied threat of designating renewal applications for hearing, the accompanying harmful publicity, and the possibility of deletion of the station. Under these circumstances the number of cases actually reaching the designation-for-hearing stage is relatively unimportant. The extent of censorship really exercised must be determined in the first instance from the extent and the effect of the Commission's activities prior to this stage. It was to strip the Commission of this power that the Ditter-Bailey Bill, reviewed in Part I-C of this article, was principally designed.

The past year has been one of conflicting movements in the field of program control but, on the whole, it is believed that the trend noted in last year's article is still predominant, namely, toward a reduction in the extent and character of the Commission's endeavor to censor programs. The trend has been far from a simple curve downward, however, and has recently been badly complicated by influences arising out of the threat of war. Earlier, comfort was derived from the attitude of the President who, in an address by his Secretary, Stephen T. Early, delivered at the annual convention of the National Association of Broadcasters July 11, 1939, was quoted as follows:

"But now in our time, there has come into being another great institution for the general diffusion of knowledge—the radio. Still in its infancy, it already rivals in importance the schools and the press. The government, as the people's agent, has had and has now a still different relation to radio from that toward the school

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\* *KFKB Broadcasting Ass'n v. Federal Radio Commission*, 1931, 47 F. (2d) 670.

## FEDERAL RADIO REGULATION—Continued

and the press. It has encouraged and aided its development on the one hand, and, on the other, it has set up such controls of its operation as are necessary to prevent complete confusion on the air. In all other respects the radio is as free as the press."

It may not be amiss in this connection to note that, in its struggle to achieve parity with the press as a medium for the dissemination of news, radio scored a success in the formal opening on July 20, 1939, of the Radio Galleries in Congress.

In its convention at Philadelphia, the Republican Party adopted the following plank on June 19, 1940:

"The principles of a free press and free speech, as established by the Constitution, should apply to the radio. Federal regulation of radio is necessary in view of the natural limitations of wave lengths, but this gives no excuse for censorship. We oppose the use of licensing to establish arbitrary controls. Licenses should be revocable only when, after public hearings, due cause for cancellation is shown."

It is expected that a similar plank will be contained in the Democratic platform.

**PROGRAM COMPLAINTS—PROCEDURE.** For a while during the summer of 1939 it appeared that the Commission was reviving its earlier program complaint procedure which had long been under attack as back-door censorship. Apprehension was caused by the Law Department's practice of sending out requests to stations for their program continuities of "questionable" programs. In several instances the inquiries also were addressed to individuals whose testimonials were broadcast. The earlier practice of issuing temporary licenses as the result of complaints was not, however, followed. Late in August, 1939, to quiet the apprehension, the Commission indicated that it would take pains to verify the validity of program complaints before sending notices to stations.

Throughout the year the Commission showed an inclination to employ the revocation procedure, rather than the renewal application procedure, for disciplinary purposes, although there were notable exceptions to this. Also, when a program complaint involved an alleged violation of a specific provision in the Act entailing criminal penalties, such as Sec. 316 relating to lotteries, the Commission usually referred the matter to the Department of Justice rather than to initiate proceedings before itself.

**PROGRAM COMPLAINTS-SUBSTANCE.** The wide variety of program complaints received and considered by the Commission, noted in earlier articles, continued during the past year.

In testimony presented to a subcommittee of the House Committee on Appropriations December 13, 1939, data were given showing that the complaints covered refusals to broadcast particular programs (coupled with charges of censorship and denials of the right of free speech): failures to provide time for political broadcasts and criticisms of such broadcasts; false, fraudulent or misleading statements; religious programs; medical programs; lotteries; solicitation of funds; editorial policies of stations; news broadcasts: alleged propaganda, including foreign-language programs; defamatory material; program contests; obscene, indecent or profane lan-

guage; horse racing and gambling; fortune-telling and astrological programs; excessive advertising; excessive use of recordings; piracy of program ideas; inferior program service; and many unclassified items. The overwhelming proportion of these complaints, it was said, had been deemed frivolous, unsubstantiated or otherwise not warranting investigation. It was not made clear what test was applied in determining, first, whether a complaint warrants investigation and, second, whether it thereafter warrants disciplinary proceedings.

In the flurry in the summer of 1939, when it appeared that the Commission was reviving its old procedure, the requests for program continuities sent out by the Law Department had to do with a variety of programs ranging from prize contests and testimonials to foreign-language scripts. In the fall of 1939 a renewal application was reportedly set for hearing for, among other reasons, excessive use of phonograph records. On February 6, 1940, the Commission directed its Law Department to investigate complaints as to race-track gambling broadcasts carried by a station. During the early winter of 1940, the Commission gave evidence of an intention to "crack down" on a large number of alleged lottery and gift enterprise programs, and by the end of February, the industry was deeply concerned over what appeared to be a new siege of program regulation through hearings on renewal applications.

The species of program drawing the greatest fire was the lottery or near-lottery type. Under a long line of federal and state court decisions, the language of the several lottery statutes\* had been construed to require the presence of two elements before an enterprise could be deemed to fall under the ban, (1) chance, and (2) the payment of a consideration. The cases had stretched the conception of what constitutes "consideration" to a far point, but had not dispensed with the requirement. Various ingenious program schemes were devised (usually by advertising agencies), designed to have somewhat the same popular appeal as does a lottery but falling outside the legal definition for want of one or the other of the two requirements. Some schemes, while having an element of consideration, depended on various types of alleged "skill" to elude the element of chance. Others, frankly involving the element of chance, relied on the absence of consideration. Both types enjoyed tremendous success with the listening public, to the detriment of other programs and even of other media of entertainment.

The matter came to a climax with the "Pot o' Gold" program carried over one of the National Broadcasting Company networks. As everyone knows, the selection of the prize winner depended entirely on chance in the choice of a telephone number, but, it was contended, no consideration flowed from the telephone subscriber in order to be eligible. The program led to the registering of over 100 complaints with the Commission proceeding from theatre owners, religious groups, members of Congress, and other organizations and individuals. It resulted in the institution of various schemes by theatre owners to hold their audiences during the evening when the program was broadcast. Members of the Commission were reported to be stating that they considered the program, and others like it, as contrary to public interest.

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\* Sec. 316 of the Communications Act, in its phraseology defining the offense, is virtually a replica of the federal statute governing use of the mails for lottery information.

## FEDERAL RADIO REGULATION—Continued

Submission of the program to the Post Office Department, to the Commission's Law Department and to the Law Department of the Federal Trade Commission was followed, it is understood, by opinions in each case that the scheme was not a lottery within the meaning of the statutory phraseology. Finally, on February 8, 1940, the Commission announced that it had transmitted the facts concerning the "Pot o' Gold" program to the Department of Justice which, however, did not receive formal notice of the transmittal until 13 days later. In the meantime, both out of concern for the eventual ruling and because of disapproval of the program itself, a few stations ceased broadcasting it. On April 12, 1940, in a letter to the Commission, the Department of Justice gave the programs a favorable ruling, and, what was even more significant, did likewise with another program submitted to it which involved elements approaching even closer to forbidden territory. This was followed by a similar ruling by the Department in May on a batch of five other prize-contest programs, including "Musico", which had been submitted by the Commission on March 29th.\* At present writing, the issue seems to be temporarily quiescent but, in the writer's opinion, cannot be regarded as permanently closed. Such programs, if persisted in, are bound sooner or later to incite agitation for repressive measures. There is no assurance that, if a scheme such as that in the "Pot o' Gold" prize contest should come before the Supreme Court as presently constituted, the element of consideration will be held to be necessary to constitute a lottery or gift enterprise, or, even if it is held to be indispensable, that the definition of the element will not be enlarged to cover the scheme.

There remain to be discussed a few miscellaneous developments related at least in part to the subject of program complaints.

During November, 1939 there were hints from former Attorney General Murphy that legislation might be sought to outlaw minute-to-minute racing results from all communications media, including radio. The Johnson bill†, prohibiting the advertising of alcoholic beverages, including beer, by radio showed signs of activity for a while but was passed over and now seems unlikely of enactment.

Sec. 315 of the Act, requiring that stations accord equal opportunities to political candidates, continues to serve as a starting point for an attempt to extend its underlying principle to the discussion of all controversial issues. For example, the State Restaurant Liquor Dealers' Association of New York complained to the Commission that a station at Rochester had improperly denied it time to present the liquor industry's side of the local option prohibition issue to the voters of upstate New York. In his reply on September 25, 1939, Chairman Fly proceeded on the theory that it was the station's duty to accord both sides an opportunity if either side were given time on the air, saying:

"However, it is the duty of the Commission to require that such licensees shall utilize their facilities to serve the public in-

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\* In November, 1939, a federal district court had held that "Musico" did not violate the lottery statute.

†S. 517.

## FEDERAL RADIO REGULATION—Continued

terest and insofar as such facilities are used to discuss controversial political issues, it is the responsibility of the licensees to provide a well-rounded as distinguished from a one-sided presentation of such subjects."

He stated that the Commission has no power to compel a station to permit a particular individual to use station facilities except insofar as required by Sec. 315 in the case of political candidates, but suggested that the complainant furnish additional facts showing how the station's facilities had been used for discussion of the issue.\*

On August 16, 1939, the age-old Bellingham, Wash., cases came on for further hearing, involving the renewal application of the existing station in that city and the competing application of a newcomer for the same local facilities. Among the matters aired were allegations against the existing station of political activity and "a definite editorial policy," misplacement and disappearance of funds secured through public subscription, favoritism in allotting time for political broadcasts, and incitement of labor troubles. Some of the foregoing charges, notably the editorializing, were similarly made against an existing station in Boston during a three-week hearing in November, 1939, in a proceeding involving its renewal application and a competing application by a new-comer. The fact that such issues can be raised and that evidence is received on them is another continuous potential source of censorship. Neither proceeding has as yet been concluded.

The weight to be given to an applicant's plans with respect to network affiliation has been the subject of attention. In a decision rendered by a divided Commission, authorization for a new local station in Denver was granted November 16, 1939. The majority premised its conclusion on the circumstance that all existing stations in Denver were network outlets and that a purely local station, without chain connections, was desirable. The decision further stated, somewhat cryptically, that nothing in the Act or in the Commission's rules or policies requires a finding of a "definite need to support the granting of an application."† Any attempt to deduce an intelligible set of principles from the Commission's decisions mentioning chain affiliations as a factor is foredoomed to failure. What is a virtue in some cases, justifying the granting of an application, is a fatal vice in others, leading to a denial. Instances can be cited from the records of the past few years where an applicant was successful wholly or partly because of the sworn representation that he planned a purely local service, free of network affiliation, only to enter into such an affiliation before the ink was

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\* On Nov. 7, 1939, the Commission notified the United Rubber Workers of America in Akron, O., that it would not concern itself with a station's refusal to accept commercial broadcasts on controversial issues unless there are "extenuating circumstances." It pointed out that under the Act broadcasters are not common carriers, and station licensees may "legally refuse to sell time to any particular individual or organization."

On Oct. 31, 1939, a New York Supreme Court Justice denied an application for temporary injunction against a station owner by a Communist candidate for the New York City Council, ruling that the station was within its rights in cancelling broadcasts by Communists whose names had been removed from the ballot.

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† The decision is difficult to reconcile with other decisions during the same period to the effect that, because of inadequate coverage, purely local stations should not be authorized in metropolitan areas of substantial size.

## FEDERAL RADIO REGULATION—Continued

dry on the decision. In one case during the past year, however (in which there may have been extenuating circumstances, whereas there were none in others that could be cited), a licensee in Richmond who secured improved facilities on such a representation was hailed before the Commission on disciplinary proceedings in the form of a rehearing scheduled in May, 1940, but later indefinitely postponed.

Two of the Commission's revised rules deserve mention. One rule, which has been the subject of widespread protest because of undue hardship, particularly on the smaller stations, has required the maintenance of an operating log with entries showing detailed information describing each program broadcast and its character (including records and transcriptions), the time of beginning and the end of each program, the character and time of the various kinds of required announcements, and data as to speeches by political candidates. On September 12, 1939, at the urging of the National Association of Broadcasters, the rigors of the rule were somewhat alleviated for the sake of the smaller stations.

Another rule causing protest was that having to do with the requirement of announcements of mechanical reproduction, particularly phonograph records and transcriptions. On January 4, 1940, the Commission amended the rule so as to permit announcements at 30-minute rather than 15-minute intervals. Further mitigation was sought to permit variation in the phrasing of the announcements and to avoid monotonous repetition of the same words and phrases (the rule required differentiation between phonograph records and transcriptions), but, aside from an inconsequential revision, the Commission refused early in March to make the desired changes.

**NEUTRALITY AND THE THREAT OF WAR.** The Communications Act of 1934 (like the Radio Act of 1927) confers almost unlimited power over radio on the President in time of war and even under conditions short of war. Under sec. 606 (c), upon proclamation

“ \* \* that there exists war or a threat of war or a state of public peril or disaster or other national emergency, or in order to preserve the neutrality of the United States,”

the President may suspend or amend, for such time as he sees fit, the Commission's rules and regulations applicable to any and all stations; he may close down any station and remove its apparatus; or he may authorize the use or control of any station or its apparatus by any Government department, under such regulations as he may prescribe, upon just compensation to the owners.

Until the cataclysmic onrush of events beginning September 1, 1939, few were heard to point out the almost dictatorial power conferred by this section over one of the principal means of mass-communication.\* The outbreak of war led to sober reflection on the statute's potentialities and to a demand for repeal or modification of the statute, later reflected in provisions in the Ditter-Bailey bill summarized in Part I-C of this article.

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\* See the author's article *Freedom of Speech and Radio Broadcasting*, 177 ANN. AMER. ACAD. POL. & SOC. SCIENCE 179, 194 (1935).



## FEDERAL RADIO REGULATION—Continued

On September 8, 1939, the President declared a state of "limited national emergency." His action led to speculation whether the proclamation brought Sec. 606 (c) into operation and whether, if it did, responsibility would be placed with the military authorities or with the Commission. This had been preceded by a statement by Secretary Early two days before, in which he declared that the President had no desire to censor either press or radio unless and until the country is faced with war; that there was no censorship plan "at present"; that broadcasting is a "rookie" which has yet to prove its ability to keep within proper limitations during a national emergency; and that if radio could prove itself a "good child" and well-mannered in the handling of news during the critical period it would be left to its own resources, but otherwise the Government's disposition would be "to teach it manners." While this was followed by a second statement six days later in which Early specifically disclaimed any Governmental intention of censorship, it was clear that the subject was under consideration. At the Commission there was talk of a flexible interpretation of "public interest, convenience or necessity" to meet emergency conditions, and Chairman Fly declared that the Commission might or might not decide upon the promulgation of "guides" for the avoidance of unneutral acts by the industry.

The crux of the warning was, of course, the avoidance of the use of broadcast and other radio stations for "propaganda." There was a tendency to urge that the rebroadcasting of war "news" programs from foreign stations be curbed, that stations transmitting programs in foreign languages be carefully supervised, and that international broadcast stations be kept in check to avoid provocation abroad. It was said that the Federal Bureau of Investigation, in charge of investigating espionage, would collaborate with the Commission in efforts to suppress propaganda and generally it was expected that broadcasting would be subjected to close surveillance by governmental agencies. In support of its plea to Congress for a larger appropriation the Commission alleged its greater burden of work of investigation and monitoring because of the national emergency precipitated by the pending war, and reiterated the allegation in its annual report. Tentative executive orders were drafted. For a while there was talk of legislation but on October 12, 1939, Senator Thomas, of Oklahoma, asserted he had abandoned his plans for an amendment to the then-pending Neutrality Act to provide for governmental suspension of radio, press and the cinema.

Except for one disciplinary proceeding before the Commission,\* nothing tangible or of particular importance occurred until, with the resurgence of military activity in Europe in the spring of 1940, apprehension was revived. In the meantime, the various pronouncements of the Commission

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\* On Sept. 12, 1939, the Commission issued an order to WMCA, New York City, to show cause on a revocation proceeding on a charge of interception of secret radio communications sent by the Governments of Germany and Great Britain, and the broadcasting thereof, without the authority of the senders, in violation of Sec. 605 of the Act. At the hearing held September 25, 1939, it appeared that the station's offense was rather in the nature of exaggerated and misleading advertising of supposed scoops rather than any serious infraction of Sec. 605. In the Commission's decision a month later, the station was sharply rebuked, and it was stated that grave doubts had been cast upon the licensee's qualifications to operate a station in a manner consistent with public interest, but no revocation order was entered.

## FEDERAL RADIO REGULATION—Continued

and other governmental agencies undoubtedly had considerable effect on the industry's policies.

By late in May the increased tension began to be reflected first in rumors as to Government plans and later in tangible actions of the Commission. On June 5, 1940, the Commission banned amateur radio communication with foreign stations and on June 7th placed a similar ban on amateur portable and mobile units (except for frequencies above 56 mc.).\* On June 8th, the Commission warned ship radio operators that superfluous, unnecessary or unidentified communications from ship stations would not be tolerated and on June 14th a similar warning was sent to all commercial operators. On June 18th the Commission issued regulations requiring the fingerprinting and proof of citizenship for all licensed radio operators, affecting more than 100,000 persons, noted under a previous heading.

On June 25, 1940, the President, from his lump sum for defense purposes, allocated a fund of \$1,600,000 for an expansion of the Commission's monitoring activities, motivated by considerations of national defense and neutrality and attended by alarm at reports of unlicensed radio signals and the danger of subversive communications. With this sum the Commission proposes to establish a far-flung radio surveillance network, increasing its present field force of less than 200 by the hiring of an additional staff of 500 or more radio inspectors, the setting up of 10 primary long-range direction finders to determine the bearings of unauthorized or suspicious radio signals, and the ultimate establishment of some 100 "detector" stations in the United States and its possessions. The surveillance would be over broadcast, as well as other classes of, stations. There was mention of the making of recordings of all foreign-language broadcasts, both over standard broadcast stations and over foreign shortwave stations received in the United States.

Symptomatic of the almost hysterical extent of the alarm were statements at the Commission and elsewhere that diathermy and other high-frequency apparatus would be checked to guard against their conversion into subversive transmitters; that records would be kept of transmitters in stock and in storerooms; that thought was being given to requiring manufacturers of transmitters to register with the Government the serial numbers of all transmitters sold; that control of reception of broadcasts from foreign stations is a "serious problem" (page IIHtler); that the control of local stations, and perhaps the placing of a supervisor in each of them, was being discussed; and that another serious problem is presented by international broadcast stations in the United States which may have to be required by the Government to transmit programs designed to counteract foreign propaganda.

Rumors became current that Administration plans included the taking over of commercial broadcasting in the war crisis. On May 28, 1940, Chairman Fly denied this, saying that cooperation with the industry would constitute the basis of approach but that this did not mean that all communications would be free from Government scrutiny and possible action. Among the possibilities mentioned were restrictions on foreign-language programs,

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\* This latter restriction was alleviated on June 11, 1940, to provide for *bona fide* communications emergencies and for testing.

## FEDERAL RADIO REGULATION—Continued

on international broadcasting, and on coastal broadcast stations, particularly those operating on the lower frequencies useful for coastal and harbor military purposes. There were indications that arrangements might have to be made for the temporary closing down of stations, particularly clear channel stations, upon warning of approaching enemy aircraft, to avoid use of the station signals as beacons.

Toward the end of June, 1940, it became known that the President was considering the creation of a Defense Communications Committee, to be composed of representatives of the Commission, the Departments of State, War and Navy, and the Coast Guard; and that Chairman Fly had, on June 25th, submitted to the President a draft executive order for the purpose. The Committee would name subcommittees, including one for broadcasting, with the advice and counsel of the industries affected.

While speedy approval of the executive order had been expected, it has not, to date, been issued. Rumor has it that there is difference of opinion over the question of the military or civilian character of the chairman.

The entire spectacle is a sad commentary on democracy. Sugar-coated though it is, the underlying program is unadulterated censorship, not merely for the purpose of safeguarding military information but for the purpose of permitting the public to hear only such facts and propaganda as those in power deem good for listeners, i.e., to "maintain morale." Plans are seductively put forth on the basis of "collaboration with the industry" but it is too clear for words that if "collaboration" is not satisfactory to the officials it will be replaced by rigid program supervision by Government agents. Of what avail is liberty of expression if it is denied on the very issues most important to the citizen?

**THE ADOPTION OF PROGRAM STANDARDS BY THE INDUSTRY.** At its annual convention held July 10-13, 1939, at Atlantic City, the National Association of Broadcasters adopted a voluntary code embracing program standards. By later action of its Board of Directors, the code was made effective October 1, 1939.

A nationwide controversy was provoked by the provision:

"Time for the presentation of controversial issues shall not be sold, except for political broadcasts"

largely, although not entirely, because Father Coughlin fell under the ban. The majority of Coughlin's contracts were to expire October 29th. A number of station-owners announced they intended to ignore the code and threatened resignation from the Association. Criticism against the provision was launched by a number of newspapers editorially and by several columnists, although, curiously enough, the provision was supported by the American Civil Liberties Union. On October 26, 1939, in a network radio address, Chairman Fly endorsed the code and urged that it be given a "fair opportunity to work," implying that if it did not governmental regulation might eventually be necessary. Fortunately, however, the controversy subsided, with only a handful of resignations and without the necessity of the Association's invoking summary action against any of its members. Incidentally, Father Coughlin's network dwindled to very small dimensions.

The outbreak of war on September 1, 1939, led networks and stations to establish and thereafter to observe self-imposed standards designed to

## FEDERAL RADIO REGULATION—Continued

minimize unneutral broadcasting. On October 9, 1939, Chairman Fly praised the industry's handling of the matter as "an excellent example of industrial self-regulation."

The revival of alarm over the crisis in the spring of 1940 was reflected in a resolution adopted by the Association's Board on June 22, 1940 with reference to foreign-language programs. Stations were urged

"\* \* to exercise extreme precautions against the use of their facilities wittingly or unwittingly to promote propaganda inimical to the interests of the United States. Scripts should be carefully scrutinized in advance by station managers and appropriate measures should be taken to guard against deviation from approved scripts."

This was followed by a statement by the Association's president interpreting the Board's action as recommending that all stations carrying foreign-language programs should carefully read and appraise them in the light of American national defense, should employ linguists to supervise actual presentation on the air to prevent insertions or deviations from the scripts, and should keep a complete file of the scripts. On June 27th the Association began a survey of the use of such programs through questionnaires.

### PART III

#### REGULATION OF RADIO SERVICES RELATED TO BROADCASTING

##### A. INTERNATIONAL BROADCAST STATIONS

Beginning July 14, 1939, the Commission held the hearing forecast in last year's article\* on the widely criticized provision in its proposed regulations governing international broadcast stations, as follows:

"A licensee of an international broadcast station shall render only an international broadcast service which will reflect the culture of this country and which will promote international goodwill, understanding and cooperation. Any program intended for, and directed to an audience in the continental United States does not meet the requirements for this service."

In its announcement, the Commission stated that an open hearing was desirable "particularly in view of the fact that the application of the rules has been misunderstood in some quarters."

At the opening of the hearing the Commission announced that the rule in question would be suspended pending the proceeding and read a statement explaining its intention and disclaiming any censorship purpose, containing the following:

"The Commission intended by this rule to require international broadcast stations, which are licensed for the purpose of rendering a program service intended for general public reception in foreign countries, to render a program service designed for reception by the people of such countries as distinguished from a program service intended only for reception in this country. It was

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\*VARIETY RADIO DIRECTORY, III, p. 954.

## FEDERAL RADIO REGULATION—Continued

further intended to define the primary purpose and objectives of international broadcast stations for reasons provided in international agreements to which the United States is a party.”

The hearing was marked by considerable feeling and frequent outbursts, on the part of both members of the Commission and counsel. There were continued repercussions in Congress.\*

No action resulted, however, and by resolution adopted September 27, 1939, the Commission further suspended the rule, stating that the outbreak of the European War had injected various additional significant factors and that on September 6, 1939, it had appointed a committee to study various phases of communications problems in relation to current war conditions, including international broadcasting. Nothing has been heard of the matter since then.

On April 13, 1940, the Commission adopted new rules authorizing standard and non-commercial educational broadcast stations to pick up and rebroadcast programs of international broadcast stations, restricting the privilege, however, to non-profit purposes. The action resulted from a petition by WNYC, the municipally-owned broadcast station at New York City, strongly supported by Mayor LaGuardia. Commissioner Craven questioned the Commission's right to impose the non-profit restriction.

### B. VISUAL BROADCAST SERVICE

As noted in last year's article† the Commission's Television Committee submitted Part I of its Report on May 22, 1937, and it was adopted on June 27, 1939. At that time it was thought that the second phase of the Committee's operations would be the formulation of a definite licensing policy and consideration of pending applications.

Under an amended rule announced August 3, 1939, the Commission commenced the practice of identifying television channels by group and number rather than by frequency. The channels were divided into 3 groups, A, B, and C. Group A comprised the 7 channels in the range 44-108 mc., numbered in the order of frequency band, channel No. 1 being 44-50 mc. Group B comprised the 12 channels in the range 156-294 mc., and Group C comprised unspecified channels above 300 mc.

On November 15, 1939, the Television Committee made its second report, accompanied by a recommended set of revised regulations. The principal new features of the proposed regulations revolved about the setting up of two types of television broadcast stations, Class I, to be known as "Experimental Research Stations" and, Class II, to be known as "Experimental Program Stations." The latter class was to be permitted to engage in what became known as "limited commercialization," that is, the program facilities and funds contributed by sponsors were limited to use

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\* An unsuccessful attempt was made to attach a rider to the Commission's appropriations preventing use of the funds for enforcement of the rules. A bill to invalidate the rule was introduced in the House July 13, 1939, by Representative Corcoran of Missouri, and on the preceding day Representative McLeod of Michigan made an address vigorously attacking it.

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† VARIETY RADIO DIRECTORY, III, pp. 957, 959.

## FEDERAL RADIO REGULATION—Continued

primarily for experimental development of television program service. Class II stations were further to be required to maintain a minimum scheduled program service of 5 hours a week. It was further to be required that Class II stations should operate "in accordance with the television transmission standards \* \* which the Commission recognizes for this class of station." The Commission would

"\* \* recognize a modification of these standards upon a showing by the applicant proposing the changes that it will be in the public interest to require all Class II stations to adopt the proposed changes."

While no standards were specified in the proposed regulations, the Report itself stated:

"While the future may require changes in the RMA \* standards by reason of improved and proved technical progress, the Committee recognizes that for the time being these standards must be used for scheduled program service, and recommends that similar action be taken by the Commission."

The proposed regulations further provided that, of the 7 channels in Group A, † not more than three should be assigned to cities having a population exceeding 1,000,000; not more than two to cities having a population from 500,000 to 1,000,000; and not more than one to smaller cities. An allocation of channel assignments to cities was attached and the Committee recommended that "it be utilized as a guide for allocating television stations" of the Class II type.

On December 22, 1939, the Commission ordered a hearing to be held January 15, 1940, on the proposed new rules. There were immediate indications of opposition within the industry to certain of the provisions, particularly the authorization of limited commercialization and the fixing of the RMA standards. Controversies also arose out of the proposed allocation of channels to cities. That the allocation of Channel No. 1 (44-50 mc.) to television would be challenged was foreshadowed at a meeting of the proponents of frequency modulation held on January 5, 1940.

The television hearing lasted from January 15th to 23rd. In opposition to limited commercialization it was urged that the widespread sale of television receiving apparatus would automatically have the effect of freezing standards at the level of the RMA standards, shutting the door to improved service which appeared near at hand with respect to number of lines per picture and frames per second, polarization, synchronization systems, and other matters. For the same reason, it was urged that the RMA standards be not made compulsory. Proponents of the rules as recommended vigorously urged the contrary.

On February 29, 1940, the Commission promulgated revised television rules and accompanied them with a report containing a statement of reasons. It adopted the classification of stations into two classes but deferred

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\* Radio Manufacturers Association. See VARIETY RADIO DIRECTORY, III, p. 958.

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† In the present state of the art, only these seven channels are susceptible of practical use, and even the upper two or three are none too desirable.

## FEDERAL RADIO REGULATION—Continued

the "limited commercialization" privilege for Class II stations until September 1, 1940. It eliminated any requirement of adherence to standards. The regulations made the following announcement compulsory:

"This is a special television broadcast made by authority of the Federal Communications Commission for experimental purposes."

In its report the Commission warned against the freezing of standards by industry agreement and excessive commercial activity.

As a result of an intensive merchandizing and sales campaign by RCA to sell television receiving apparatus to the public, the Commission suddenly acted on March 23, 1940 (Commissioner Craven dissenting) to suspend its rule permitting limited commercialization as of September 1, 1940, and ordered a further hearing on April 8th. Its action was followed by a barrage of criticism in the press and in Congress, with the charge that the Commission was exceeding its powers and attempting to regulate the manufacture and sale of receiving apparatus. On April 10th, while the hearing was in progress, the Senate Interstate Commerce Committee held a hearing on a resolution introduced by Senator Lundeen of Minnesota calling for an investigation. The resolution was never reported out. On April 12th the matter achieved the dignity of comment by the President at a press conference.

On May 27, 1940, by unanimous vote, the Commission adopted a 29-page report in which it eliminated the Class II type and did away with the rule permitting "limited commercial operation." In substance, the action returned television to an experimental basis, although there were intimations that the Commission would cooperate with the industry in working out standards and that when this was accomplished, commercialization privileges (perhaps full instead of limited) would be authorized. Afterwards, on June 18, 1940, the new rules were released and the Commission announced tentative approval of 23 applications for television stations, of which 18 were authorized to furnish television programs to the public and five were restricted to research. A number of other applications was held pending the making of a satisfactory showing. It stipulated that in the seven Group A channels no person should operate or control more than three public programming television stations, or more than one in the same service area.

In the meantime, as explained under the next subheading, the Commission had deprived television of former Channel No. 1 (44-50 mc.), assigning it to frequency modulation, so that the band 50-56 mc. became Channel No. 1. The band 60-66 mc. was yielded by Government services to become Channel No. 2. Channel 8 in Group B was also sacrificed, in order to make way for Government demands.

### C. HIGH FREQUENCY BROADCAST STATIONS—FREQUENCY MODULATION

The progress made by wide-band frequency modulation (FM) during the past year resembles little short of a blitzkrieg.

The advantages claimed for the new system, invented by Major E. H. Armstrong, were briefly reviewed in last year's article.\* By the summer

\* VARIETY RADIO DIRECTORY, III, p. 960.

## FEDERAL RADIO REGULATION—Continued

of 1939, two FM stations were in operation and a third was expected to commence in the early fall. Applications commenced to multiply, and it became apparent that a serious allocation problem was in the offing.

Under the regulations then in force, a total of 13 channels, each 200 kc. in width, had been provided, four in the 25 mc. band, five in the 42-43 mc. band, and four in the 117 mc. band. Of the three bands, however, the only one considered desirable was 42.5-43.5 mc., and all applications were directed at it. On December 19, 1939, the Commission ordered a hearing for February 28, 1940, to consider the use of ultra-high frequencies for regular broadcasting service, with particular reference to allocation. On January 5, 1940, a large group of FM broadcasters and persons having FM applications pending before the Commission met and organized for the purpose of a unified presentation at the hearing and generally for furthering the interests of the new system. Through extremely effective publicity and demonstrations, this organization, cooperating with Major Armstrong, aroused a country-wide interest, with a favorable press and formidable support in Congress.

The hearing was postponed to March 18, 1940, and lasted 10 days. The organization urged a large increase in the channels in the 40-50 mc. band and immediate full commercialization privileges. On the latter point there was no controversy but the need for the large number of additional channels claimed was earnestly disputed. Opposing contentions were based, among other things, on conflicting technical evidence as to the desirable channel width, one school advocating 200 kc. (wide-band) and the other (principally RCA) asserting that 100 mc. or less is sufficient.

On May 20, 1940, the Commission issued its report, accompanied by its Order No. 67, announcing that it was making available the entire band 42-50 mc. for frequency modulation on a 200 kc. channel basis, thus providing 40 channels, of which 35 would be allocated to regular commercial broadcast stations and five (in the band 42-43 mc.) to non-commercial educational broadcast stations. It declared that FM broadcasting on a commercial basis is desirable in the public interest, that the new allocations would become effective immediately on a limited basis, and that after January 1, 1941, unlimited operation may be authorized.

The allocation entailed the sacrifice of former television channel No. 1 (44-50 mc.) and, indirectly, of television channel No. 8 (156-162 mc.), although the loss was in part compensated as explained under the previous subheading. The former FM allocations in the 26 mc. and 117 mc. bands were discontinued. The wide-band channel was approved because it "makes possible a reduction of noise to a greater extent than attained with narrow-band standard broadcast" and because "the narrower band width would jeopardize use of facsimile transmission on the same channel."

The Commission stated that there was unanimous agreement at the hearing that FM is superior to amplitude modulation for broadcasting on frequencies above 25 mc., with respect to fidelity and freedom from interference. It declared that FM "is highly developed" and that "it is ready to move forward on a broad scale and on a full commercial basis." On the other hand, it stated that the new service would not supplant the service



## FEDERAL RADIO REGULATION—Continued

of standard broadcast stations generally, certainly for a number of years.\*

By the time the Report was published nearly 200 applications for new FM stations were on file with the Commission. These were returned, pending the issuance of new regulations and the adoption of a new application form.

On June 22, 1940, the Commission promulgated new rules and allocations governing the new service, followed by the publication of engineering standards. It appeared that the maximum number of such stations that could be accommodated in any single major market area was 11. The 35 channels were divided into three categories: six channels for towns of less than 25,000, with a coverage radius of about 12.5 miles; 22 channels for cities over 25,000, with a coverage radius of about 31 miles; and seven channels for large coverage embracing two or more large cities with a surrounding rural area or, in exceptional cases, one large city and a sizeable rural area in the environs, with a probable radius of from 70 to 100 miles. A power range from 50 watts with an antenna height of 100 feet to 50 kw. with an antenna height as much as 1,000 feet or more is indicated by the engineering standards.

FM stations will be required to broadcast programs not duplicated in the same area and having high fidelity characteristics at least one hour each day and night. No person is to be allowed to own or control more than one FM station serving a given area, and ownership or control of more than six stations is to be considered "inconsistent with public interest." Facsimile, multiplexed on the same channel, is authorized on a commercial basis.

On June 28, 1940, the new application form was approved (Form 319). It contained, in substance, all the questions, previously summarized, in the standard broadcast application form, together with new subjects of inquiry. Among the innovations is a direction to "describe fully the cultural, economic, and other characteristics common to the area to be served, and which establish it as a logical service area." Another, noteworthy in view of the Commission's recent viewpoint on the economic factor in connection with standard broadcast stations, is the following:

"If application is for a new high frequency broadcast station to serve wholly or substantially an area already served by an existing or contemplated high frequency broadcast station, state fully the facts upon which reliance is placed to show applicant can compete effectively with such existing or contemplated station."

### PART IV

#### APPEALS FROM THE COMMISSION'S DECISIONS

**SUMMARY.** During the past year, for the first time since *Federal Radio*

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\* The evidence at the hearing disclosed rather convincingly that, because of its somewhat restricted range and coverage, it was doubtful whether FM could ever perform the service now rendered by clear channel stations to the wide rural and sparsely settled areas.

## FEDERAL RADIO REGULATION—Continued

*Commission v. Nelson Bros. Bond & Mortgage Co.*,\* decided in the spring of 1933, the Supreme Court has consented to review decisions of the United States Court of Appeals for the District of Columbia arising on appeal from the Commission. During the year it has rendered three decisions in such cases, and it has recently granted a petition for certiorari in a fourth.† In all four, review was accorded at the Government's request. In fact, although frequent attempts have been made over the years, the Supreme Court has never granted certiorari to a private party in a case arising on appeal from a decision of the Commission.

During the year the United States Court of Appeals has rendered nine final or interlocutory decisions accompanied by opinions.‡ Due to the peculiar turn taken in the Court of Appeals toward deciding questions on the merits in passing on motions to dismiss, five of the cases were disposed of by orders dismissing the appeals.\*\* In two cases motions to dismiss filed by the Commission were denied.†† In one case, both a motion to dismiss by the Commission and a motion for a stay order by appellant were denied.‡‡ In only one case was the Commission's decision affirmed.\*\*\* In 10 additional cases the court dismissed appeals without opinion, seven on the motion of appellant.

In one case††† arising in the United States District Court for the Dis-

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\* 289 U. S. 266.

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†The three decisions already rendered are *F.C.C. v. Pottsville Broadcasting Co.*, 309 U. S. 134 (decided January 29, 1940); *Fly v. Heitmeyer*, 309 U. S. 146 (decided the same day); and *F.C.C. v. Sanders Bros. Radio Station*, 309 U. S. 470 (decided March 25, 1940), opinion amended 309 U. S. 642. The case pending on writ of certiorari is *F.C.C. v. Associated Broadcasters, Inc.*, certiorari granted May 6, 1940.

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‡ *Yankee Network, Inc. v. F.C.C.* 107 F. (2nd) 212 (August 14, 1939); *Massachusetts Broadcasting Corp. v. F.C.C.* 107 F. (2d) 1007 (a per curiam opinion, October 23, 1939); *The Greater Kampeska Radio Corp. v. F.C.C.*, 108 F. (2d) 5 (October 16, 1939); *Ward v. F.C.C.*, 108 F. (2d) 486 (November 13, 1939); *Tri-State Broadcasting Co., Inc. v. F.C.C.*, 107 F. (2d) 956 (November 13, 1939); *The Associated Broadcasters, Inc. v. F.C.C.*, 108 F. (2d) 737 (November 29, 1939); *WOKO, Inc. v. F.C.C.*, 109 F. (2d) 665 (December 11, 1939); *Florida Broadcasting Co. v. F.C.C.*, 109 F. (2d) 668 (December 11, 1939); *Evans v. F.C.C.*, not yet reported (April 29, 1940).

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\*\* The *Yankee Network*, *Massachusetts Broadcasting*, *Ward*, *Tri-State Broadcasting*, and *WOKO, Inc.*, cases.

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†† *Associated Broadcasters, Inc.* and *Florida Broadcasting Co.* The ruling in the former was immediately and directly made the subject of a petition for certiorari which was granted by the Supreme Court.

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‡‡ The *Evans* case.

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\*\*\* The *Greater Kampeska Radio Corp.* case.

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††† *Sunshine Broadcasting Co. v. Fly et al.*, Civil Action No. 4638, District Court of the United States for the District of Columbia (June 15, 1940).

trict of Columbia, an opinion rendered in connection with the dismissal of a complaint involved an issue so closely related to those hereafter discussed (the issue of economic injury) that it is cited in passing.

**COMMISSION PROCEDURE FOLLOWING REVERSAL BY THE COURT OF APPEALS.** In last year's article, the tangled and complex situation arising out of the Commission's procedure in three cases where the decisions denying applications had been reversed by the Court of Appeals was reviewed.\* In two of the cases the Commission sought and was granted a review in the Supreme Court, and was successful in both cases.

In one of the cases, the Pottsville Broadcasting Company's application for a new station in Pottsville, Pa., had been denied by the Commission and, on appeal, the Commission had been reversed for an error of law in the reasons it gave for the denial. Thereafter, instead of granting the application as desired by the applicant, the Commission set it for argument along with two rival applications for the same facilities. The latter applications had been filed subsequently but were undisposed of when the Pottsville case was returned to the Commission.

In the other case, under somewhat similar circumstances, involving a new station in Cheyenne, Wyoming, after reversal by the Court, the Commission proposed not only to reconsider Heitmeyer's application or oral argument with subsequently filed rival applications but to reopen the record and take new evidence on the comparative ability of the several applicants to meet the test of "public interest, convenience or necessity." An interesting additional factor in the Heitmeyer case was that by the time the case went back to court the only competing application asked for a different frequency assignment in Cheyenne, so that no interference question or other technical factor was involved and the only basis for placing the two applications in competition lay in economic considerations such as the ability of Cheyenne to support more than one station and the possible injurious competitive effect of two stations in the city. In both cases, on further recourse to the Court of Appeals by the original applicants, the Court had taken the Commission to task for failure to conform to its mandates.

In both cases the Supreme Court sustained the Commission's contentions and reversed the Court of Appeals. The result was not unexpected and, in the writer's opinion,† was correct. The language of the Supreme Court's opinion in the Pottsville case, however, written by Mr. Justice Frankfurter, contained very significant implications (as well as a few obviously incorrect statements apparently due to carelessness) favoring a broad view of the Commission's discretion and a narrow view of the extent of judicial control on appeal.

In a case decided since then, on April 29, 1940, the Court of Appeals has had occasion to apply the Supreme Court's reasoning in the Pottsville case

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\* VARIETY RADIO DIRECTORY, III, p. 971. The three cases were *Courier-Post Pub. Co. v. F.C.C.*, 104 F. (2d) 213; *Pottsville Broadcasting Corp. v. F.C.C.*, 105 F. (2d) 36; *McNinch v. Heitmeyer*, 105 F. (2d) 41.

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† VARIETY RADIO DIRECTORY, III, p. 973.

## FEDERAL RADIO REGULATION—Continued

to a motion for a stay order.\* The appellant was the owner and licensee of an existing station at Spartanburg, S. C. He appealed from a Commission decision granting an application for a new station in the same city. Three days before the appeal was taken, the permittee of the new station filed an application for modification of its construction permit, requesting changes in frequency, power and other features of the permit. Appellant filed with the Court a motion for an order directing the Commission to stay all further proceedings in connection with the modification application or any application of the permittee for authority to construct or operate a new station in the city. The motion was denied.

**ECONOMIC FACTORS.** The earlier history of the attitude both of the Commission and the Court of Appeals toward recognition of economic factors was reviewed in last year's article.† As there pointed out, in the early months of 1939 the Commission's Law Department announced a change of philosophy, inconsistent with the principles then and for several months later applied by the Commission itself. It contended that Sec. 402 (b) (2) of the Act, which confers the right of appeal on

“ \* \* any other person aggrieved or whose interests are adversely affected by any decision of the Commission granting or refusing any such application ”

does not confer the right of appeal on the licensee of an existing station in a given community from a Commission decision granting an application for a new station in that community, on the ground of economic damage through loss of advertising, even though substantial, or through loss of audience, talent or program material.‡ The Law Department sought to make the contention effective by filing a motion for rehearing in one case which the Court of Appeals had already decided,\*\* and in briefs and arguments in support of motions to dismiss appeals in other cases then pending. The petition for rehearing was denied on August 2, 1939, but in one of the pending cases, *Yankee Network, Inc. v. F.C.C.*,†† the Court on August 14th rendered a lengthy opinion, written by Mr. Justice Miller, in which the contentions were carefully reviewed and rejected. It found, however, that in that particular case the Commission's findings were sufficient to support its determination, and dismissed the appeal on the ground that appellant had failed in fact to show destructive economic competition. Because the result

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\* The Evans case.

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† VARIETY RADIO DIRECTORY, III, pp. 923, 967.

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‡ The Law Department at the same time took a similar position with respect to injury caused by interference occurring outside the “normally protected” contour of an existing station, and with respect to an applicant for new or additional facilities where the Commission grants those facilities to another applicant.

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\*\* *Sanders Bros. Radio Station v. F.C.C.*, 106 F. (2d) 321, decided January 23, 1939. A portion of the petition for rehearing is quoted in Part II, A.

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†† 107 F. (2d) 212.

## FEDERAL RADIO REGULATION—Continued

was favorable to the Commission, although the principles announced in the opinion were against the Law Department's contentions, the Commission was unable to seek review in the Supreme Court. Instead, it sought a writ of certiorari in the Sanders Bros. Radio Station case, in which the contention had been made for the first time on petition for rehearing. The Supreme Court granted the petition on December 11, 1939.

Before undertaking to summarize the Supreme Court's decision in the Sanders case, it will be helpful to note further decisions of the Court of Appeals on the same issue. It continued to pass on the question on motions to dismiss, confusing what would appear to be two separate and distinct questions: (1) whether the appellant has the right to appeal because of apprehended economic injury, and (2) whether the establishment of the proposed new station will have so serious an economic effect both on existing stations and on its own operations as to destroy or impair service in the public interest. Once the right to appeal is recognized, logic requires that the appellant be permitted to raise any question, economic or otherwise, which the Commission has erroneously decided and the Court has power to review. In a succession of cases, however, the Court held that to confer the right to appeal the appellant's apprehended economic injury must result in such severe loss of operating revenue as to destroy or seriously impair the licensee's ability to render service in the public interest, and that lack of a showing to this effect entails a dismissal of the appeal.\* In giving effect to this view the Court even examined into the record to determine whether there was evidence supporting Commission findings that no such degree of injury was present, and, where such evidence was present, dismissed the appeal and refused to consider other alleged errors specified by the appellant. In another case,† however, the Court held a statement of reasons for appeal sufficient which stated the point briefly.

On March 25, 1940, the Supreme Court rendered its decision in the Sanders Bros. Radio Station case, again reversing the Court of Appeals. In an opinion written by Mr. Justice Roberts, the Supreme Court properly distinguished between the two questions which had been confused by the Court of Appeals and, rejecting the contention that the licensee of an existing station had no right to appeal because of economic injury, said that the licensee "had the requisite standing to appeal and to raise, in the court below, any relevant question of law in respect of the order of the Commission." To have the right to appeal, therefore, it is not necessary that the apprehended economic injury be destructive of service in the public interest. On the merits, however, the Court found in favor of the Commission, saying, in general, that its findings were sufficient. The opinion contained important pronouncements which can hardly be viewed as a victory for the Commission, including the following:

"But the Act does not essay to regulate the business of the licensee. The Commission is given no supervisory control of the

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\* This view was first expressed in the Yankee Network case and was followed in the Massachusetts Broadcasting Corp., Tri-State Broadcasting Company, and WOKO, Inc., cases.

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† Florida Broadcasting Co.

## FEDERAL RADIO REGULATION—Continued

programs, of business management or of policy. In short, the broadcasting field is open to anyone, provided there be an available frequency over which he can broadcast without interference to others, if he shows his competency, the adequacy of his equipment, and financial ability to make good use of the assigned channel.

\* \* \* \*

“Plainly it is not the purpose of the Act to protect a licensee against competition but to protect the public. Congress intended to leave competition in the business of broadcasting where it found it, to permit a licensee who was not interfering electrically with other broadcasters to survive or succumb according to his ability to make his programs attractive to the public.

“This is not to say that the question of competition between a proposed station and one operating under an existing license is to be entirely disregarded by the Commission, and, indeed, the Commission’s practice shows that it does not disregard that question. It may have a vital and important bearing upon the ability of the applicant adequately to serve his public; it may indicate that both stations—the existing and the proposed—will go under, with the result that a portion of the listening public will be left without adequate service; it may indicate that, by a division of the field, both stations will be compelled to render inadequate service. These matters, however, are distinct from the consideration that, if a license be granted, competition between the licensee and any other existing station may cause economic loss to the latter \* \* ”

In substance, therefore, the Supreme Court has held that the test which the Court of Appeals had been applying to the right to appeal is a perfectly valid test of the correctness or incorrectness of the Commission’s decision. Other questions were directly or indirectly passed on and will be noted in other connections below.

In a decision rendered April 29, 1940,\* the Court of Appeals had occasion to apply the principles announced by the Supreme Court and denied a Commission motion to dismiss an appeal.

**PROCEDURAL RIGHTS OF PERSONS ADVERSELY AFFECTED.** Sec. 405 of the Act, having to do with petitions for rehearing, contains substantially the same phraseology as the appeal section just discussed:

“Such application may be made by any party or any person aggrieved or whose interests are adversely affected”

by a decision of the Commission. It may be assumed, therefore, that the holding of the Supreme Court in the Sanders case applies with equal force to the right of rehearing.

The Commission’s Law Department has, during the period under discussion, contended that under Sec. 309 (a) of the Act, having to do with applications for license, or for renewal or modification of license, the Commission (1) may grant any such application without hearing, no matter how

\* The Evans case.

## FEDERAL RADIO REGULATION—Continued

seriously its grant may injure another licensee or another applicant, whether economically or by interference or through making the grant of the other application impossible; (2) need hold a hearing only as a condition precedent to a denial of an application; (3) may, after hearing, grant an application without regard to the rights of any person adversely affected and without making or publishing any findings at least for a period of 60 days after an appeal is taken. These contentions were, in large measure, based on the somewhat peculiar phraseology of the section, but underlying them was an inarticulate premise that the Commission is a purely executive agency and is immune from the requirements of due process of law. *A fortiori*, the Law Department made equivalent or broader contentions as to the proper construction of Sec. 319, having to do with applications for construction permit, and Sec. 310(b), having to do with applications for the Commission's consent to assignments and transfers.

These contentions were presented to the Supreme Court in the Sanders case and, it would seem from the language of the opinion, were rejected by clear implication.

**ASSIGNMENT-OF-LICENSE CASES.** On November 29, 1939, the Court of Appeals, overruling an earlier decision,\* held that an applicant for Commission approval of a transfer of license to the applicant is to be considered an applicant for a radio station license under Sec. 402(b)(1) of the Act and has the right to appeal from a Commission decision denying the application.† The Court said that it was unnecessary to determine whether the assignor of the license also is an applicant within the same clause, since in any event the assignor would come within the description of a person aggrieved or whose interests are adversely affected under Sec. 402(b)(2). The Court denied the Commission's motion to dismiss the appeal, whereupon the Commission sought, and, on May 16, 1940, was granted a writ of certiorari bringing the case before the Supreme Court, where it is now pending.

**USE OF CONFIDENTIAL MEMORANDA.** In the Sanders case the Supreme Court declined to disturb the conclusion reached by the Court of Appeals in the matter of the Commission's alleged use of confidential memoranda *dehors* the record in arriving at its decisions.

**MISCELLANEOUS.** In the one case‡ in which the Court of Appeals affirmed a Commission decision during the year, the Commission had refused to grant a renewal of license because of charges, supported by evidence at a hearing, of several violations of the Commission's rules governing the technical operation of stations and of an unauthorized transfer of

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\* *Pote v. Federal Radio Commission*, 67 F. (2d) 509, cert. denied 290 U. S. 680, likewise by a divided court. Justice Groner, who dissented in the earlier case, was with the majority in the later case.

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† Associated Broadcasters, Inc. Mr. Justice Stephens dissented.

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‡ The Greater Kampeska Radio Corp. case.

## FEDERAL RADIO REGULATION—Continued

control of the licensee corporation. The Court held that the record fully justified the Commission's action, and rejected contentions based on the alleged inconsequential character of the violations and on the fact that the delinquencies had occurred prior to the previous granting of a renewal by the Commission.

In another case\* the Court of Appeals held that injury by way of electrical interference from a proposed station to an existing station confers the right of appeal; and that a licensee who has an application pending which may be affected by the grant of another application has no standing to appeal from the grant of the latter if he fails to request a joint hearing.

The foregoing review does not completely cover all the points directly or indirectly passed on by the Court of Appeals during the year, but the few omitted have to do with relatively technical procedural matters.

**NEW RULES GOVERNING APPEALS.** On August 16, 1939, effective September 1st, the Court of Appeals promulgated new rules governing appeals from decisions of the Commission, designed to expedite the handling of cases and to reduce the expense of appeals by reduction in the size of records. The new rules followed informal conferences between the Court, the Commission's Law Department and officers of the Federal Communications Bar Association. A further revision is now under consideration.

## PART V

### INTERNATIONAL RADIO REGULATION

#### A. THE INTERNATIONAL TELECOMMUNICATIONS CONVENTION

On July 21, 1939, the Senate approved the revision of the General Radio Regulations negotiated at the International Telecommunications Conference held at Cairo early in 1938. The Regulations constitute an annex to the International Telecommunications Convention, Madrid, 1932, to which the United States is a party.

In view of the international situation it is, of course, problematical whether the next Conference, scheduled for Rome in 1943, will be held. In principle these Conferences are held every five years.

#### B. THE NORTH AMERICAN REGIONAL BROADCASTING AGREEMENT

The North American Regional Broadcasting Agreement became an accomplished fact March 29, 1940, with the formal deposit of Mexico's unconditional ratification with the Cuban Government. Under the terms of the Agreement its validity depended on ratification by the four principal countries, the United States, Canada, Cuba and Mexico, and its provisions were to become effective one year thereafter. The first three countries gave their assent rather promptly but delays encountered in Mexico caused widespread apprehension that the labors and the remarkable achievements

\* The Ward case.



## FEDERAL RADIO REGULATION—Continued

of the Havana Conference in the latter part of 1937 would go for naught.

As explained in last year's article, the obstacles to Mexican ratification proceeded from political pressure engendered by the so-called border stations. Because of their activities, the Mexican Senate twice refused to give its assent and, even after it had acted favorably (in the latter part of December, 1939), there were heart-breaking delays in completing the further requisite formalities, including signature of the Agreement by President Cardenas (January 25, 1940), publication in the *Dairo Oficial* (in February) and deposit of the ratification at Havana.

At first, it appears, Mexico insisted, as a condition to its ratification, that the Agreement be modified to permit use of its clear channel assignments by border stations. Since then, it is believed, an unwritten gentlemen's agreement has been entered into whereby the United States has agreed not to license any full-time stations on four of Mexico's six Class I-A channels and to license not more than one station (each at a specified location, in New York and Detroit) on each of the other two such channels. In the absence of such an understanding the Agreement permits the United States to assign stations to these channels at distances greater than 650 miles from the Mexican border, provided their interfering signals in the direction of Mexico are suppressed to very low prescribed levels. The manifest purpose of such an understanding would be to insure coverage in the United States for the Mexican stations on those channels. Further proposals by Mexico to be incorporated in the understanding, contemplating a change in the location of certain of Mexico's Class I-A stations to points closer to the boundary of the United States than contemplated by the Agreement, have, it is said, been rejected. One of these proposed the use of 800 kc. at Rosarita, Southern California, rather than in the province of Sonora (presumably at Hermisillo). The other proposed the use of 1220 kc. at Mexico City instead of in Yucatan. Whatever be the terms of the understanding, it is said that Canada and Cuba will follow the lead of the United States.

In any event, the ratification of the Agreement is the successful culmination of a brilliant diplomatic and technical achievement by the United States Delegation to the Havana Conference in 1937, headed by Commissioner Craven. If placed in effect, it will bring about a remarkably sound and scientific allocation of broadcast facilities throughout North America, with scrupulous regard to the rights of each country and a minimum of disturbance of the existing allocation in the United States, a welcome reduction in the ruinous interference now experienced on most of the standard broadcast channels in the rural areas over the entire continent, a marked improvement in service in each of the countries with latitude for future improvement, and international recognition of the standards of good engineering practice which have been developed since 1928 by the Commission's Engineering Department. There remains the arduous task of placing the Agreement in effective operation, for which a period of one year from March 29, 1940 is provided but which it is hoped can be accomplished in a somewhat shorter time, perhaps early in 1941. It is to facilitate the necessary shift in frequency assignments that the Commission has modified all outstanding licenses to expire on a common date, at first fixed at August 1, 1940 and since extended to October 1, 1940.

## FEDERAL RADIO REGULATION—Continued

### C. MISCELLANEOUS

On July 21, 1939, the United States Senate gave its assent to the regional radio convention between the United States and the countries of Central America, covering the allocation of medium high-frequency channels for broadcasting among the seven nations involved, together with technical and other standards governing the use of the channels. The convention had been negotiated and signed at Guatemala, December 8, 1938.

The second Inter-American Radio Conference was held at Santiago, Chile, January 18-26, 1940 (the first having been held at Havana in 1937). Representatives of 19 out of 22 American countries were represented at the meeting. Revisions were made in the Inter-American Radiocommunications Arrangements (signed at Havana in 1937) with respect to allocation and other matters relating to high frequency, amateur, police and aeronautical facilities. The band 550-1600 kc. was recognized as exclusively for standard broadcast service in the Western Hemisphere but broadcast service as such did not enter the deliberations. The Conference declared continued approval of the other two principal accomplishments of the Havana Conference, the Inter-American Radio Convention and the North American Regional Broadcasting Agreement, notwithstanding efforts by a minority at the outset to bring about changes.

## FEDERAL COMMUNICATIONS COMMISSION COMMISSIONERS

**FLY, JAMES LAWRENCE.** Nominated chairman of the FCC to succeed Frank R. McNinch (resigned) July 28, 1939. **Political party:** Democrat. **Length of appointment:** To July 1, 1942. **Previously:** In the U. S. Navy to 1923 (graduate, U. S. Naval Academy); law clerk with Burlington, Veeder, Masten, and Feary (New York City); associated with White and Case (New York City); appointed special assistant to the attorney-general, 1929; in 1934 he became general solicitor of the Tennessee Valley Authority, general counsel to the Electric Home and Farm Authority, and counsel for the Tennessee Valley Associated Cooperatives. **Born:** Feb. 22, 1898, in Seagoville, Texas.

**CASE, NORMAN STANLEY.** Appointed to the FCC in July, 1934. **Political party:** Republican. **Length of appointment:** To July 1, 1945. **Previously:** Lawyer; Providence, R. I., City Council member, 1914 to 1918; General Staff Officer during World War; member of the Soldiers Bonus Board of Rhode Island, 1920 to 1922; U. S. Attorney for the District of Rhode Island, 1921 to 1926; elected lieu-

tenant governor of Rhode Island in 1926, succeeding to the governorship in 1928 on the death of Governor Pothier; elected governor in 1928, and again in 1930. **Born:** Oct. 11, 1888, in Providence, R. I.

**GRAVEN, COMMANDER T. A. M.** Became member of the FCC in August, 1937. **Political party:** Democrat. **Length of appointment:** To July 1, 1944. **Previously:** Radio officer on USS Delaware, 1913 to 1915; fleet radio officer, U. S. Asiatic Fleet, 1915 to 1917; in charge U. S. Naval Coastal and Transoceanic Operations, 1917 to 1920; battleship force radio officer, 1921; fleet radio officer, U. S. Atlantic fleet, 1921 to 1922; fleet radio officer, United States fleet, 1922 to 1923; in charge of radio research and design section, Bureau of Engineering, 1923 to 1926; private consulting radio engineer, 1930 to 1935; appointed chief engineer to the FCC on Nov. 20, 1935. **Born:** Jan. 31, 1893, in Philadelphia, Pa.

**PAYNE, GEORGE HENRY.** Became FCC member July 11, 1934. **Political party:** Republican. **Length of appointment:** To

## F. C. C. COMMISSIONERS—Continued

July 1, 1943. Previously; Exchange editor and editorial writer, *Commercial Advertiser*, 1895 to 1896; associate editor, *Criterion Magazine*, 1896 to 1899; music and dramatic critic, *New York Evening Telegram*, 1903 to 1907; member, New York County Republican Committee, 1906 to 1907; candidate for Assembly, 1908; political writer, *New York Evening Post*, 1909 to 1912; manager literary bureau for Henry L. Stimson, Republican candidate for governor, 1910; one of the New York campaign managers during presidential campaign of Theodore Roosevelt, 1912; manager, campaign for George McAneny, president Board of Aldermen, 1913; lecturer on history and development of American journalism, Cooper Union, 1915; delegate, Republican National Convention (floor manager for General Wood) in Chicago, 1920; candidate for U. S. Senator, 1920; one-time tax commissioner, New York City; one-time president Bronx National Bank; author, playwright. Born: Aug. 13, 1876, in New York City.

**THOMPSON, FREDERICK INGATE.** Became FCC member on April 13, 1939, to fill the vacancy caused by the resignation of Commissioner Eugene O. Sykes. **Political party:** Democrat. **Length of appointment:** To July 1, 1941. Previously; Newspaper executive; became editor of the Aberdeen (Miss.) *Weekly* in 1892; member, Democratic National Convention, 1912, 1924 and 1928; chief owner and publisher of the Mobile, Ala., *Daily and Sunday Register*, 1909 to 1932; chief owner and publisher of the *Mobile News-Item*, 1916 to 1932; appointed Commissioner of the U. S. Shipping Board by President Wilson in 1920, and re-appointed by Presidents Harding and Coolidge in 1921 and 1923 (resigned from the Board in November, 1925); chief owner and publisher of the Bir-

mingham, Ala., *Daily and Sunday Age-Herald*, 1922 to 1927; owner and publisher of the Montgomery, Ala., *Journal* since 1922; director of the Associated Press for 10 years; appointed by President Roosevelt to the Advisory Board of Public Works in 1933; member of the Alabama State Docks Commission since 1935. Born: Sept. 29, 1875, in Aberdeen, Miss.

**BROWN, COLONEL THAD H.** Became member of the Federal Radio Commission March 28, 1932. **Political party:** Republican. **Length of appointment:** To July 1, 1940. Previously; School teacher; admitted to law practice, 1912; served in the World War as Captain and later Major; appointed member of State Civil Service Commission of Ohio in 1920; Secretary of State of Ohio, 1923 to 1927; President Cleveland Radio Broadcasting Corp. (manager, WJAY), 1927 to 1928; chief counsel, Federal Power Commission, 1929; general counsel, Federal Radio Commission, 1929 to 1932; became Federal Radio Commission member in 1932 and vice-chairman in April, 1933; active in the American Legion in Ohio. Born: Jan. 10, 1887, in Lincoln Township, Morrow County, Ohio.

**WALKER, PAUL ATLEE.** Appointed to the FCC July 11, 1934. **Political party:** Democrat. **Length of appointment:** To July 1, 1946. Previously; Lawyer; one time high school principal, Shawnee, Okla.; one time instructor, University of Oklahoma; counsel and commissioner of the State Corporation Commission of Oklahoma for 15 years; referee for the Supreme Court of Oklahoma, 1919 to 1921; chairman, Committee on Cooperation with the Interstate Commerce Commission in the National Association of Railroad Utilities Commissioners, 1925 to 1934. Born: Jan. 11, 1881, in Washington, Pa.

## F. C. C. EXECUTIVE PERSONNEL

### SECRETARY

Slowie, Thomas J.

### ASSISTANT SECRETARY

Reynolds, John B.

### GENERAL COUNSEL

Taylor, Telford

### ASSISTANT GENERAL COUNSELS

Assistant Counsel in charge of Broadcast Applications not yet named

Kennedy, James A. (Common carrier--Telephone and Telegraph)

Rauh, Jr., Joseph L. (Research and Litigation Matters)

## F. C. C. PERSONNEL—Continued

**CHIEF ENGINEER**  
Jett, Ewell K.

**ASSISTANT CHIEF ENGINEERS**  
Ring, A. D. (In charge Broadcast Matters)  
Cruse, Andrew (Common Carrier—  
Telephone and Telegraph)  
Webster, E. M. (Chief, Private and Safety  
Division)

**CHIEF ACCOUNTANT**  
Norfleet, William J.

**ASSISTANT CHIEF ACCOUNTANT**  
Reyer, Hugo

**DIRECTOR OF INFORMATION**  
Gillingham, George O.

**CHIEF, INTERNATIONAL DIVISION  
ENGINEERING DEPARTMENT**  
Gross, Gerald C.

**ASSISTANT CHIEF, INTERNATIONAL  
DIVISION, ENGINEERING DEPART-  
MENT**  
Siling, Philip F.

**CHIEF, FIELD DIVISION, ENGINEER-  
ING DEPARTMENT**  
Terrell, W. D.

**ASSISTANT CHIEF, FIELD DIVISION  
ENGINEERING DEPARTMENT**  
Sterling George E.

**CHIEF, TECHNICAL INFORMATION  
DIVISION, ENGINEERING DEPART-  
MENT**  
Wheeler, Lynde P.

**ASSISTANT CHIEF, TECHNICAL  
INFORMATION DIVISION, ENGINEER-  
ING DEPT.**  
Asserson, Raymond

**CHIEF, LICENSE DIVISION**  
Massing, William P.

**HEAD, BROADCAST SECTION  
LICENSE DIVISION**  
Iehl, Clara M.

**HEAD, COMMERCIAL LICENSE  
SECTION, LICENSE DIVISION**  
Fulmer, John D.

**HEAD, AMATEUR SECTION, LICENSE  
DIVISION**  
Beadle, J. E.

**CHIEF, AUDITS AND ACCOUNTS**  
Corridon, L. A.

**HEAD, RATES AND TARIFFS DIVISION,  
ACCOUNTING DEPARTMENT**  
Butts, William G.

**HEAD, STATISTICAL DIVISION,  
ACCOUNTING DEPARTMENT**  
Ueland, Alexander

**HEAD, ACCOUNTING AND REGULA-  
TION DIVISION, ACCOUNTING  
DEPARTMENT**  
Long, Henry J.

**HEAD, FIELD DIVISION, ACCOUNTING  
DEPARTMENT**  
McCoy, Mark S.

**CHIEF, SERVICE DIVISION**  
Cureton, Nicholas F.

**ASSISTANT CHIEF, SERVICE DIVISION**  
Sheehy, Paul H.

**CHIEF, RECORDS DIVISION**  
Davis, Walter S.

**V**  
**RD**

# NETWORKS

Information on the three major networks, delivering nationwide service, is presented here via two methods:

- (1) Maps which indicate the call letters and locations of affiliated stations.
- (2) Personnel lists, wherein the locations of branch offices are also noted.

No effort has been made to give specific information on rate cards, hook-ups, etc. This material is so easily obtainable from the networks themselves, and so subject to change, that inclusion here might lead to confusion and even misinformation.

## COLUMBIA BROADCASTING SYSTEM

485 Madison Avenue, New York City  
(Telephone number, Wickersham 2-2000)

### BOARD OF DIRECTORS

Paley, William S.	Swope, Herbert Bayard
Levy, Leon	Levy, Isaac D.
Burns, John J.	Iglehart, J. A. W.
Paley, Samuel	Richardson, Dorsay
Colin, Ralph F.	Runyon, Mefford R.
Klauber, Edward	Kesten, Paul W.
Bush, Prescott S.	

### OFFICERS

Paley, William S.	President
Klauber, Edward	Executive Vice-President
Kesten, Paul W.	Vice-President and Director
Runyon, Mefford R.	Vice-President and Director
Gittinger, William C.	Vice-President in Charge of Sales
Lowman, Lawrence W.	Vice-President in Charge of Operations
Akerberg, H. V.	Vice-President in Charge of Station Relations
Lewis, W. B.	Vice-President in Charge of Broadcasts
Atlass, H. Leslie	Vice-President, Chicago
Butcher, Harry C.	Vice-President, Washington
Thornburgh, D. W.	Vice-President, Los Angeles
White, Frank K.	Treasurer
Dean, Samuel R.	Assistant Treasurer
Seward, James M.	Assistant Treasurer
Ream, Joseph H.	Secretary and General Attorney
Padgett, Arthur S.	Auditor

### STAFF

Marsh, Allyn Jay	Assistant Sales Manager
Fagan, William J.	Assistant Sales Manager
Prockter, B. J.	Manager of Sales Service
Meighan, Howard	Eastern Sales Manager, Radio Sales, New York
Karol, John J.	Market Research Sales Counsel
Ratner, Victor M.	Director of Sales Promotion
Hobson, Laura	Copy Chief
Fox, John	Assistant to Director of Sales Promotion
Stanton, Frank N.	Director of Market Research
Churchill, J. K.	Chief Statistician of Market Research
Connolly, Thomas D.	Manager, Merchandising Service
Mateyo, George	Assistant to Director of Market Research
Sandler, Ted	Promotion Art Director





## CBS PERSONNEL—Continued

Swope, Herbert Bayard, Jr.	Trade News Editor
Coulter, Douglas	Assistant Director of Broadcasts
Taylor, Davidson	Assistant to Vice-President in Charge of Broadcasts
Maulsby, Gerald	Production Manager
Passman, Roy	Assistant Director of Program Operations
Zachary, George	Acting Director of Music Division
Fassett, James H.	Assistant Director in Charge of Serious Music
Rinker, Alton M.	Assistant Director in Charge of Light Music
Wylie, Max	Director of Script Division
Smith, S. Mark	Assistant Director of Script Division
Barton, Francis G.	Manager of Program Service
Burke, James	Program Service Assistant
White, Paul W.	Director of Public Affairs
Wood, Robert S.	Assistant Director of Public Affairs
Slocum, William J., Jr.	In Charge of Special Events and Sports
Fisher, Sterling	Director of Talks and Education
Levine, Leon	Assistant Director of Educational Programs
Sioussat, Helen	Assistant Director of Talks
Schimke, Jan	Director of Copyright Division
Mattfeld, Julius	Director of Music Library
Tucker, Elizabeth	Director of Short Wave Programs
Pierson, Walter R.	Manager of Sound Effects Division
Hess, Harriett	Supervisor of Program Typing Division
Gray, Gilson B.	Commercial Editor
Ball, Donald I.	Assistant Commercial Editor
Murphy, Adrian	Executive Director of Television
Seldes, Gilbert	Director of Television Programs
Hole, Leonard H.	Manager of Television Operations
Goldmark, Dr. Peter	Chief Television Engineer
Rosenthal, H. I.	Executive Vice-President of Columbia Artists, Inc.
Becker, I. S.	Vice-President and Business Manager of Columbia Artists, Inc.
Gude, J. G.	Station Relations Manager
Ruppel, Louis	Director of Publicity
Reid, Luther J.	Director of WABC Publicity
Fish, Michael J.	Manager of Photographic Division
Cohan, Edwin King	Director of Engineering
Chamberlain, A. B.	Chief Engineer
Cowham, Hugh A.	Commercial Engineer in Charge of Traffic
Burgess, Jos. M., Jr.	Personnel Manager
Bryant, Albert H.	Manager of Mail, File and Mimeograph Division
Forsander, John E.	Purchasing Agent
Flynn, W. J.	Chief Accountant
McAllister, G. Stanley	Director of Construction and Building Operations

### New York City—WABC, 485 Madison Ave.

Hayes, Arthur Hull	Sales Manager
Allen, George	Director of Programs
Grossman, Henry	Eastern Division Operations Engineer and Chief Engineer of WABC
Tevis, Graham L.	Assistant Chief Engineer of WABC

### Chicago—WBBM, 410 North Michigan Ave.

Atlass, H. Leslie	Vice-President, Chicago
Van Volkenburg, J. L.	Assistant to Mr. Atlass
Erikson, L. F.	Western Sales Manager
Hafter, Robert	Production Manager



**CBS PERSONNEL—Continued**

Falknor, Frank B.,  
 Central Division Operations Engineer and Chief Engineer of WBBM  
 McLoughlin, J. V. . . . . Accountant and Office Manager  
 Kane, James . . . . . Director of Publicity and Special Events  
 Dawson, Stuart . . . . . Program Director  
 Johnson, Urban . . . . . Chief Sound Technician  
 Weaver, J. Oren . . . . . News Editor  
 Smith, J. K. . . . . General Sales Manager, Radio Sales, Chicago  
 Wilson, Paul S. . . . . Western Sales Manager, Radio Sales Chicago

**Washington—WJSV, Earle Building**

Butcher, Harry C. . . . . Vice-President, Washington  
 Willard, A. D., Jr. . . . . Station Manager, WJSV  
 Murdock, Wm. D. . . . . Sales Manager, WJSV  
 Dennis, Lloyd W., Jr. . . . . Program Director  
 Hunt, Clyde . . . . . Chief Engineer  
 Crow, Harry R. . . . . Accountant  
 Heiney, John . . . . . Sales Promotion Manager  
 Glynn, Paul . . . . . Publicity Director  
 Gillis, Ann. . . . . Director of Public Events

**Minneapolis—WCCO, 635 Second Ave., South**

Gammons, Earl H. . . . . Manager of Station WCCO  
 Burkland, Carl . . . . . Sales Manager  
 Cavanor, Hayle C. (Mrs.) . . . . . Program Director  
 McCartney, H. S. . . . . Chief Engineer  
 Heerdt, Emmett J. . . . . Accountant  
 Hutton, Robert L., Jr. . . . . Sales Promotion and Publicity Manager  
 Sheehan, Alvin B. . . . . Director of Artists Bureau

**St. Louis—KMOX, Mart Building**

Jones Merle S. . . . . Manager of Station KMOX  
 Casey, Arthur . . . . . Assistant to Station Manager  
 Church, K. W. . . . . Sales Manager  
 Renier, C. C. . . . . Program and Production Director  
 Young, Louis McC. . . . . Chief Engineer  
 Johnson, James S. . . . . Sales Promotion Manager  
 Carpenter, Robert W. . . . . Accountant  
 Hoekstra, Jerry . . . . . Public Events and Publicity Director  
 Bohn, John W. . . . . Account Executive, Radio Sales, St. Louis

**Boston—WEEI, 182 Tremont St.**

Fellows, Harold E. . . . . Manager of Station WEEI  
 Horton, Kingsley . . . . . Sales Manager  
 del Castillo, Lloyd G. . . . . Production Manager and Musical Director  
 Baldwin, Philip K. . . . . Chief Engineer  
 Murray, John J. . . . . Accountant  
 Dunham, George . . . . . Sales Promotion Manager  
 Drake, Dorothy . . . . . Publicity Director

**Charlotte, N. C.—WBT, Wilder Building**

Joscelyn, A. E. . . . . Manager of Station WBT  
 Penny, Royal E. . . . . Sales Manager and Account Executive Radio Sales, Charlotte  
 Crutchfield, Chas. H. . . . . Program Director  
 Beloungy, James . . . . . Chief Engineer  
 De Gray, Edward . . . . . Accountant  
 Winter, Wm. . . . . New Editor

## CBS PERSONNEL—Continued

### PACIFIC COAST

#### Los Angeles Office—KNX, Columbia Square

Thornburgh, D. W. . . . . Vice-President, Los Angeles  
 Witt, Harry W. . . . . Sales Manager  
 Johnston, Russ. . . . . Program Manager  
 Todesca, Edith S. . . . . Production Manager  
 Bowman, Lester,

#### Western Division Operations Engineer and Chief Engineer, KNX

Ryder, Charles D., Jr. . . . . Accountant  
 Moskovics, George L. . . . . Director of Sales Promotion  
 Rorke, Hal. . . . . Publicity Director  
 Vanda, Charles. . . . . Western Director of Programs  
 Case, Fox. . . . . Director of Special Features and Public Events  
 Cormack, Alan. . . . . Traffic Manager  
 Huston, Roger E. . . . . Manager Radio Sales, Los Angeles  
 Pringle, Nelson G. . . . . News Editor  
 Forbes, William E. . . . . Sales Service Manager

#### San Francisco Office—Palace Hotel

Kemp, Arthur J. . . . . Sales Manager, Pacific Network  
 Jackson, Henry M. . . . . Manager and Account Executive Radio Sales, San Francisco

#### Detroit, Mich.—Fisher Building

Steele, Alfred N. . . . . Manager of Detroit Office  
 Taylor, Webster H. . . . . Assistant Manager of Detroit Office  
 Fry, G. T. C. . . . . Manager of Sales Promotion

#### European Staff

Murrow, Edward R. . . . . Chief of European Staff, London  
 Le Sueur, Larry . . . . . Assistant to Chief of European Staff  
 Shirer, William L. . . . . Central European Representative  
 Hill, Russell. . . . . Assistant Central European Representative  
 Wills, W. R. . . . . Far Eastern Representative, Tokyo  
 Sevareid, Eric. . . . . Assistant Paris Representative

### STATIONS OWNED AND OPERATED, OR LEASED BY THE COLUMBIA BROADCASTING SYSTEM

WABC, New York City . . . . .	Owned and Operated by the CBS
WBBM, Chicago, Ill. . . . .	“ “ “ “ “ “
WBT, Charlotte, N. C. . . . .	“ “ “ “ “ “
WCCO, Minneapolis-St. Paul, Minn. . . . .	“ “ “ “ “ “
WJSV, Washington, D. C. . . . .	“ “ “ “ “ “
KMOX, St. Louis, Mo. . . . .	“ “ “ “ “ “
KNX, Los Angeles, Calif. . . . .	“ “ “ “ “ “
WEEI, Boston, Mass. . . . .	Owned by the Edison Electric Illuminating Co. of Boston; leased and operated by the CBS

# MUTUAL BROADCASTING SYSTEM

Chicago: Chicago Tribune Tower. Superior 0100

New York: 1440 Broadway. Pennsylvania 6-9600

## BOARD OF DIRECTORS

Antrim, E. M.	McCosker, Alfred J.
Brown, Willett H.	Shepard, John, III
Carpenter, H. K.	Streibert, Theodore C.
Macfarlane, W. E.	Weber, Fred
	Weiss, Lewis Allen

## PERSONNEL

McCosker, Alfred J.....	Chairman of the Board
Macfarlane, W. E.....	President and Director
Streibert, Theodore C.....	Vice-president and Director
Antrim, E. M.....	Executive Secretary-Treasurer and Director
Weiss, Lewis Allen.....	Vice-president and Director
Weber, Fred.....	General Manager and Director
Wood, Edward W., Jr.....	Sales Manager
Schmid, Robert A.....	Sales Promotion Manager
Opfinger, Adolph.....	Program Service Manager
Poole, Andrew L.....	Traffic Manager
Gottlieb, Lester.....	Publicity Director
Lamphear, Miles E.....	Auditor
Masters, Keith.....	Legal Advisor
Pontius, Don.....	Midwestern Program Coordinator
Steele, John.....	London and Foreign Representative

## SALES REPRESENTATIVES

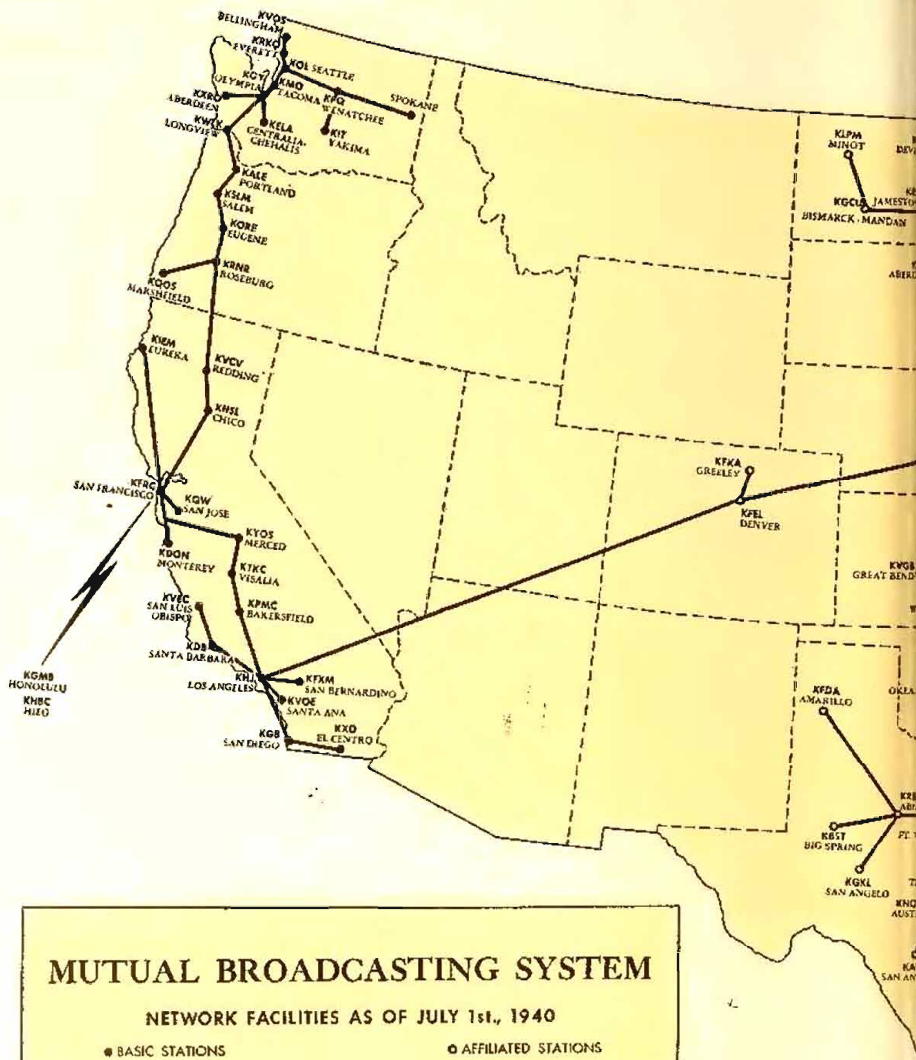
New York: John R. Overall, Morris Mudge, Sidney P. Allen.  
Chicago: Ade Hult, Howard Keefe.  
London and Foreign Representative: John Steele.

## BRANCH OFFICES

Los Angeles: Don Lee Building, Seventh and Bixel Street. Van Dyke 7117.  
Boston: 21 Brookline Avenue, Commonwealth 0800.  
England: Underdowns, Chaldon Way, Coulsdon, Surrey.  
Detroit: Union Guardian Building. Cadillac 7200.  
San Francisco: 1000 Van Ness Avenue. Prospect 0100.  
Cincinnati: Hotel Alms, Woodburn 0550.  
Cleveland: 1311 Terminal Tower. Prospect 5800.

*Other Offices Are Located in Affiliated Stations Throughout the Country.*

# THIS IS THE MUTUAL





# NATIONAL BROADCASTING COMPANY, INC.

30 Rockefeller Plaza, New York City  
(Telephone number, Circle 7-8300)

Registered Telegraphic Address:  
NATBROCAST NEW YORK

## BOARD OF DIRECTORS

Angell, James Rowland	Harden, Edward W.
Bliss, Cornelius N.	McGrady, Edward F.
Braun, Arthur E.	Millhauser, DeWitt
Dawes, Charles G.	Nally, Edward J.
Dunn, Gano	Sarnoff, David
Harbord, James G.	Trammell, Niles

## OFFICERS

Sarnoff, David	Chairman of the Board
Trammell, Niles	President
Ashby, A. L.	Vice-President and General Counsel
Engles, George	Vice-President
Gilman, Don E.	Vice-President
Hanson, O. B.	Vice-President
Hedges, William S.	Vice-President
Kobak, Edgar	Vice-President
Mason, Frank E.	Vice-President
Morton, Alfred H.	Vice-President
Mullen, Frank E.	Vice-President
Royal, John F.	Vice-President
Russell, Frank M.	Vice-President
Strotz, Sidney N.	Vice-President
Witmer, Roy C.	Vice-President
Woods, Mark	Vice-President, Treasurer and Assistant Secretary
Horn, C. W.	Assistant Vice-President
Nelson, A. E.	Assistant Vice-President
Teichner, R. J.	Assistant Treasurer
MacConnach, Lewis	Secretary
Pfautz, C. E.	Assistant Secretary

## EXECUTIVE OFFICE

Trammell, Niles	President
Almonte, J. deJara	Assistant to the President
Angell, James Rowland	Educational Counselor
Morgan, Clayland T.	Assistant to the President & Director of Public Relations

## ARTISTS SERVICE DEPARTMENT

Engles, George	Vice-President and Managing Director
Bottorff, O. O., Vice-President and General Manager of Civic Concert Service, Inc. (subsidiary of NBC)	
Jones, A. Frank	Assistant to the Vice-President in charge of Artists Service
King, Frances Rockefeller	Manager of NBC Private Entertainment Division
Levine, Marks	Manager of Concert Division
Tuthill, Daniel S.	Assistant Managing Director
Mullen, Frank E.	Vice-President and General Manager

## CONTINUITY ACCEPTANCE

MacRorie, Janet	Editor
Kemble, Dorothy	Assistant Editor

## NBC PERSONNEL—Continued

### ENGINEERING DEPARTMENT

Hanson, O. B. . . . . Vice-President and Chief Engineer  
Clarke, William A. . . . . Manager of Technical Services  
Guy, R. F. . . . . Radio Facilities Engineer  
McElrath, George . . . . . Operating Engineer  
Milne, George . . . . . Eastern Division Engineer  
Morris, Robert M. . . . . Development Engineer  
Rackey, C. A. . . . . Audio and Video Facilities Engineer  
Shelby, R. E. . . . . Video Operations Engineer

### GENERAL SERVICE DEPARTMENT

Gilcher, Vincent J. . . . . Director of General Service  
Lowell, Edward M. . . . . Manager of Building Maintenance Division  
Thurman, Charles H. . . . . Manager of Guest Relations Division  
Van Houten, D. B. . . . . Manager of Office Services Division  
Wallace, Dwight G. . . . . Personnel Manager

### INFORMATION DEPARTMENT

Mason, Frank E. . . . . Vice-President in Charge  
Barnard, Anita . . . . . Manager of Information Division  
Hickok, Guy . . . . . Director of International Short Wave Broadcasting  
Kostka, William . . . . . Manager of the Press Division

### INTERNATIONAL COMMERCIAL BROADCASTING

Yandell, Lunsford P. . . . . Director of International Commercial Broadcasting  
Carvajal, Charles . . . . . Assistant to Director

### LEGAL DEPARTMENT

Ashby, A. L. . . . . Vice-President and General Counsel  
Graham, R. H. . . . . Attorney, Assistant to Mr. Leuschner (Hollywood)  
Grimshaw, I. L. . . . . Attorney  
Hennessey, P. J., Jr. . . . . Counsel, Washington  
Howard, Henry, Jr. . . . . Attorney  
Hurley, J. . . . . Attorney, Washington  
Ladner, Henry . . . . . Attorney  
Leuschner, Frederick . . . . . Attorney, Hollywood  
McDonald, J. A. . . . . Attorney, Chicago  
Myers, R. P. . . . . Attorney  
Swezey, Robert D. . . . . Attorney

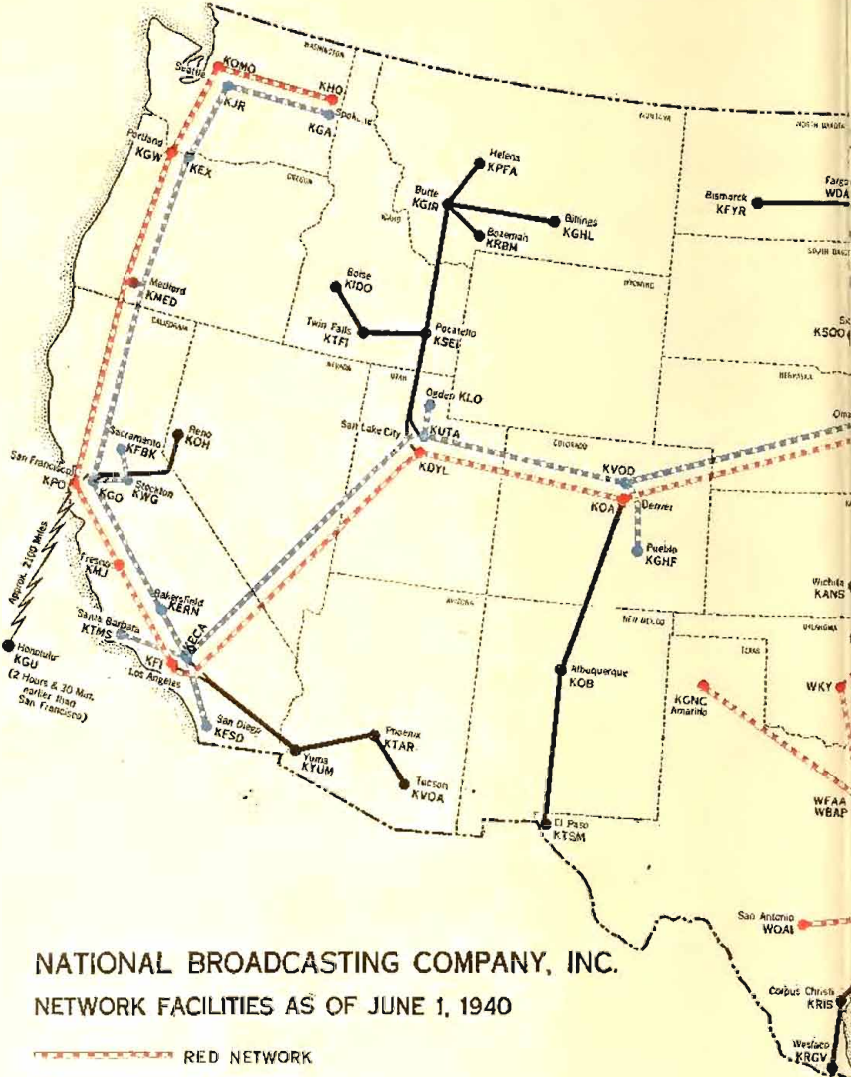
### NBC RADIO-RECORDING DIVISION

Egner, C. Lloyd . . . . . Manager  
Freidheim, Robert W. . . . . Eastern Sales Manager  
MacDonald, John H. . . . . Business Manager  
Parsons, Willis B. . . . . Assistant Eastern Sales Manager  
Thomas, Reginald . . . . . Program Director

### PROGRAM DEPARTMENT

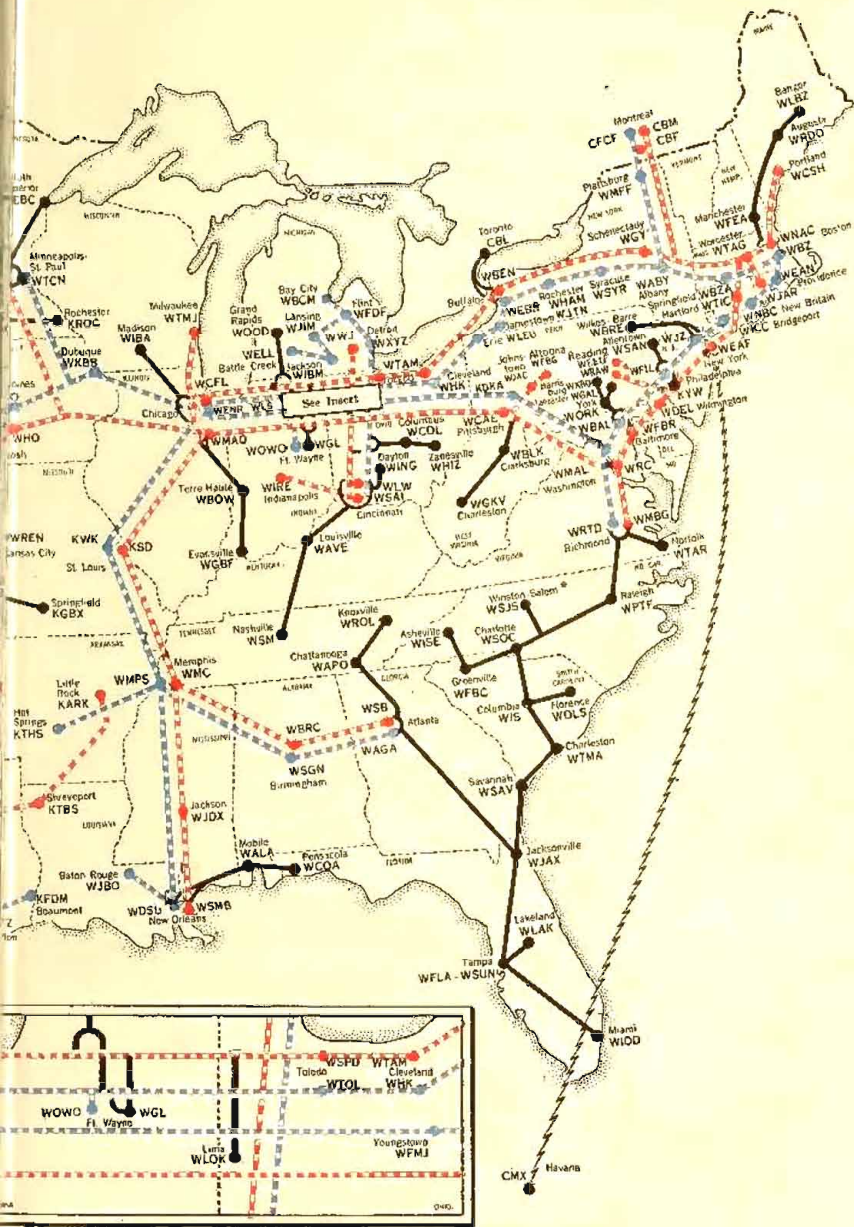
Royal, John F. . . . . Vice-President in Charge of Programs  
Belviso, Thomas H. . . . . Manager of Music Division  
Black, Frank . . . . . General Music Director  
Brainard, Bertha . . . . . Manager of the Commercial Program Division  
Carlin, Phillips . . . . . Manager of the Sustaining Program Division  
Chotzinoff, Samuel . . . . . Director of Serious Music  
Cuthbert, Margaret . . . . . Director of Women's and Children's Programs Division  
Dillon, Zale . . . . . Supervisor of Sound Effects Section  
Dunham, Franklin . . . . . Director of Religious Broadcasts

# This is the National





# Broadcasting Company



## NBC PERSONNEL—Continued

Fitch, C. W. . . . . Business Manager  
Kelly, Patrick J. . . . . Supervisor of Announcing Division  
Kelly, N. Ray . . . . . Manager of Sound Effects—Development and Maintenance  
LaPrade, Ernest . . . . . Director of Music Research  
Miller, William Burke . . . . . Evening Program Manager  
Preston, Walter G., Jr. . . . . Assistant to the Vice-President; in charge of Education  
Roberts, Wilfred S. . . . . Manager of Production Division  
Schechter, A. A. . . . . Director of News and Special Events  
Titterton, Lewis H. . . . . Manager of the Script Division

### SALES

#### *Sales—Blue Network*

Kobak, Edgar . . . . . Vice-President in charge  
Kiggins, Keith . . . . . Sales Manager  
Saudek, Robert . . . . . Assistant to the Sales Manager

#### *Sales—Red Network*

Witmer, Roy C. . . . . Vice-President in Charge  
Showerman, I. E. . . . . Eastern Sales Manager  
Frey, George H. . . . . Service Manager and Assistant to Eastern Sales Manager  
Hitz, Edward R. . . . . Assistant to the Vice-President in Charge

#### *Sales Promotion*

Dyke, Ken R. . . . . Director of National Sales Promotion  
Beville, H. M., Jr. . . . . Research Manager  
Greene, John M. . . . . Circulation Manager  
James, E. P. H. . . . . Advertising Manager

#### *Sales Traffic*

Greene, F. Melville . . . . . Sales Traffic Manager

### STATIONS DEPARTMENTS

Hedges, William S. . . . . Vice-President in Charge of Stations  
Norton, John H., Jr. . . . . Assistant to the Vice-President in Charge of Stations

#### *Station Relations Department*

Hickox, Sheldon B., Jr. . . . . Manager of the Red Network Division  
Norton, John H., Jr. . . . . Manager of the Blue Network Division  
Woolley, Easton C. . . . . Manager of Service Division

#### *Managed or Programmed Stations Department*

Gregory, Sherman D. . . . . Manager

#### *National Spot and Local Sales Department*

McConnell, J. V. . . . . National Spot and Local Sales Manager  
Tilenius, William O. . . . . Assistant Manager of Spot and Local Sales

#### *Traffic Department*

McClancy, B. F. . . . . Traffic Manager

#### *Development and Research*

Horn, C. W. . . . . Assistant Vice-President in Charge of Development and Research  
Merryman, Philip I. . . . . Assistant Director of Development and Research  
Lent, W. C. . . . . Asst. Director of Development and Research (Washington Office)

## NBC PERSONNEL—Continued

### *Managed or Programmed Stations Station Managers*

Pribble, Vernon H. . . . . Manager of Station WTAM, Cleveland  
Yoder, Lloyd C. . . . . Manager of Station KOA, Denver  
Nelson, A. E. . . . . Manager of Stations KPO-KGO, San Francisco  
Hager, Kolin. . . . . Manager of Station WGY, Schenectady  
Berkeley, Kenneth H. . . . . Manager of Stations WRC-WMAL, Washington

### TELEVISION DEPARTMENT

Morton, Alfred H. . . . . Vice-President in charge of Television  
Farrier, Clarence W. . . . . Television Coordinator  
Hutchinson, Thomas H. . . . . Manager of Television Program Division  
Kersta, Noran E. . . . . Assistant Television Coordinator

### TREASURY DEPARTMENT

Woods, Mark. . . . . Vice-President, Treasurer and Assistant Secretary  
Bloxham, William D. . . . . Purchasing Agent  
Kelly, Harold M. . . . . Assistant Auditor  
McKeon, Harry F. . . . . Auditor  
Payne, Glenn W. . . . . Commercial Engineer  
Teichner, R. J. . . . . Assistant Treasurer  
Wall, C. A. . . . . Budget Officer

### BRANCH OFFICES

#### *Central Division—Chicago*

Strotz, Sidney N. . . . . Vice-President in Charge  
Boyd, Maurice M. . . . . Local and Spot Sales Manager  
Carlson, Emmons C. . . . . Sales Promotion and Advertising Manager  
Chizzini, Frank. . . . . Manager of Radio Recording  
Cunningham, E. C. . . . . Evening Manager  
Drips, William E. . . . . Director of Agriculture  
Fry, Kenneth D. . . . . Director of Special Events  
Golder, Frank. . . . . Traffic Supervisor  
Herbiveaux, J. . . . . Program Manager  
Kaney, A. W. . . . . Assistant to Manager  
Kopf, H. C. . . . . Network Sales Manager  
Luttgens, Howard C. . . . . Central Division Engineer  
McDonald, J. A. . . . . Attorney  
Morton, Oliver. . . . . Special Sales Representative—Westinghouse Stations  
Ray, William B. . . . . Manager of Press Relations  
Robinson, Kenneth L. . . . . Continuity Editor  
Stirton, James L. . . . . Manager of Artists Service  
Waller, Judith C. . . . . Educational Director  
Whalley, John F. . . . . Office Manager and Auditor  
Wright, W. P. . . . . Production Manager

#### *Western Division—Hollywood*

Gilman, Don E. . . . . Vice-President in Charge  
Andrews, William. . . . . Manager of Guest Relations  
Bock, Harold. . . . . Manager of Press Relations  
Brown, Charles. . . . . Sales Promotion Manager  
Dellett, F. V. . . . . Auditor  
Dixon, Sydney L. . . . . Sales Manager  
Frost, Lewis. . . . . Assistant to Vice-President  
Gale, Paul. . . . . Traffic Supervisor  
Graham, R. H. . . . . Attorney, Assistant to Mr. Leuschner  
Leuschner, Frederick. . . . . Attorney



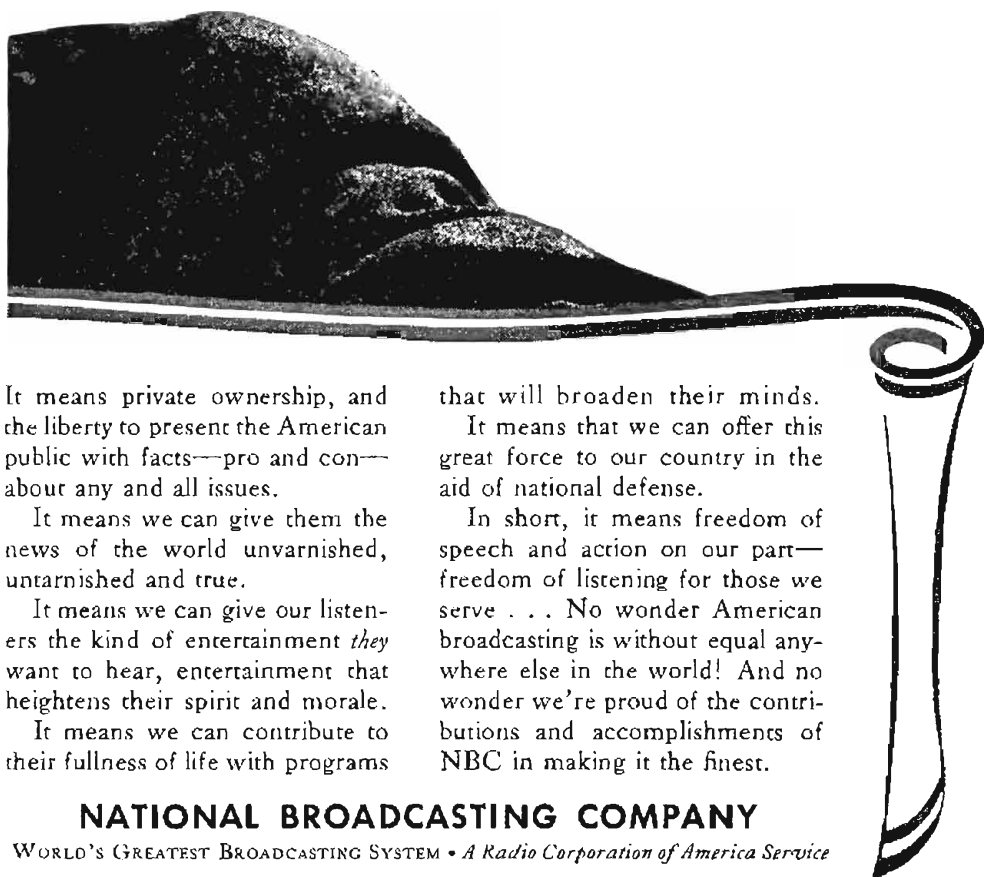
IT'S GREAT

**I**T was way back in 1926 that the National Broadcasting Company was formed. Nation-wide broadcasting was then in swaddling clothes—and it was great to be a broadcaster, to watch the infant grow, to play an important part in the building of a new industry, a new service to the public.

Today, we at NBC still think it's great—and we're thankful we're an *American* broadcaster... For that means something.

TO BE A BROADCASTER—

AN *American* BROADCASTER!



It means private ownership, and the liberty to present the American public with facts—pro and con—about any and all issues.

It means we can give them the news of the world unvarnished, untarnished and true.

It means we can give our listeners the kind of entertainment *they* want to hear, entertainment that heightens their spirit and morale.

It means we can contribute to their fullness of life with programs

that will broaden their minds.

It means that we can offer this great force to our country in the aid of national defense.

In short, it means freedom of speech and action on our part—freedom of listening for those we serve . . . No wonder American broadcasting is without equal anywhere else in the world! And no wonder we're proud of the contributions and accomplishments of NBC in making it the finest.

**NATIONAL BROADCASTING COMPANY**

WORLD'S GREATEST BROADCASTING SYSTEM • *A Radio Corporation of America Service*

## NBC PERSONNEL—Continued

Robb, Alex S. . . . . Manager of Artists Service  
 Saxton, A. H. . . . . Western Division Engineer  
 Schuetz, Robert. . . . . Manager of Recording Div.—Mgr. of Transcription Service  
 Swallow, John . . . . . Program Director  
 Williams, Wendell . . . . . Continuity Editor

### *Washington, D. C.*

Russell, Frank M. . . . . Vice-President in Charge  
 Berkeley, Kenneth H. . . . . General Manager WRC and WMAL  
 Hennessey, P. J., Jr. . . . . Counsel  
 Hurley, J. . . . . Attorney

### *Foreign Representatives*

Bate, Fred . . . . . London, England  
 Jordan, Max . . . . . Basle, Switzerland

## STATIONS OWNED AND/OR MANAGED AND/OR PROGRAMMED BY THE NATIONAL BROADCASTING COMPANY

WEAF, New York . . . . .	Owned, managed, operated and programmed by NBC
WJZ, New York . . . . .	“ “ “ “ “ “ “ “
WMAQ, Chicago . . . . .	“ “ “ “ “ “ “ “
WENR, Chicago . . . . .	“ “ “ “ “ “ “ “
WRC, Washington . . . . .	“ “ “ “ “ “ “ “
WTAM, Cleveland . . . . .	“ “ “ “ “ “ “ “
KPO, San Francisco . . . . .	“ “ “ “ “ “ “ “
WMAL, Washington . . . . .	Owned by Evening Star Publishing Co.; Managed, operated and programmed by the NBC
KGO, San Francisco . . . . .	Owned by General Electric; Managed, operated and programmed by the NBC
KOA, Denver . . . . .	Owned by General Electric; Managed, operated and programmed by the NBC
WGY, Schenectady . . . . .	Owned and operated by General Electric; Programmed by the NBC
KEX, Portland, Ore. . . . .	Owned by National Broadcasting Company; Leased to, license held by, operated, managed and programmed by Oregonian Publishing Company
KJR, Seattle . . . . .	Owned by National Broadcasting Company; Leased to, license held by, operated, managed and pro- grammed by Fisher Blend Station, Inc.
KGA, Spokane . . . . .	Owned by National Broadcasting Company; Leased to, license held by, operated, managed and pro- grammed by Louis Wasmer

## NBC SPONSORED LATIN AMERICAN SERVICE

On March 25, 1940, NBC issued rate card No. 1 (reproduced on page 476) to cover commercially sponsored programs directed to Latin America via short-wave. Such broadcasts are simultaneously broadcast by WRCA, 25,000 watts on 9670 and 21630 kilocycles, and by WNBI, 25,000 watts on 6100 and 17780 kilocycles.

Commercially sponsored shortwave international broadcasts were made possible by the Federal Communications Commission as of May 23, 1939, when the following regulations were issued:

### SEC. 42.03 SERVICE; COMMERCIAL OR SPONSORED PROGRAMS.

- (b) International broadcast service may include commercial or sponsored programs, provided that,
  1. Commercial program continuities give no more than the name of the sponsor of the program and the name and general character of the commodity, utility or service, or attraction advertised.
  2. In case of advertising a commodity, the commodity is regularly sold or is being promoted for sale on the open market in the foreign country or countries to which the program is directed in accordance with subsection (c) of this section.
  3. In case of advertising an American utility or service to prospective tourists or visitors to the United States, the advertisement continuity is particularly directed to such persons in the foreign country or countries where they reside and to which the program is directed, in accordance with subsection (c) of this section.
  4. In case of advertising an international attraction (such as a World Fair, resort, spa, etc.) to prospective tourists or visitors to the United States, the oral continuity concerning such attraction is consistent with the purpose and intent of this section.
  5. In case of any other type of advertising, such advertising is directed to the foreign country or countries and to which the program is directed in accordance with subsection (c) of this section is consistent with the purpose and intent of this section.
- (c) The areas or zones established by international broadcast stations are the foreign countries of the world, and directive antennas shall be employed to direct the signals to specific countries. The antenna shall be so designed and operated that the signal (field intensity) toward the specific foreign country or countries served shall be at least 3.16 times the average effective signal from the station (power gain of 10).
- (d) An international broadcast station may transmit the program of a standard broadcast station or network system, provided the conditions in subsection (b) of this section in regard to any commercial continuities are observed and when station identifications are made, only the call letter designation of the international station is given on its assigned frequency, and provided further that in the case of chain broadcasting, the program is not carried simultaneously by another international station (except another station owned by the same licensee operated on a frequency in a different group to obtain continuity of signal service), the signals from which are directed to the same foreign country or countries.
- (e) Station identification, program announcements, and oral continuity shall be made with international significance (language particularly) which is designed for the foreign country or countries for which the service is primarily intended.

*(For Rate Card, see next page.)*

# NBC INTERNATIONAL ADVERTISING (GROSS RATES)

(These rates cover the simultaneous use of both stations)

## SPANISH

	Eastern Standard Time	1 hr.	½ hr.	¼ hr.	*10 min.	*5 min.
CLASS A—	( 8:00 P.M. to 10:00 P.M.)	\$300.00	\$180.00	\$120.00	\$100.00	\$60.00
CLASS B—	( 5:00 P.M. to 7:00 P.M.)	225.00	185.00	90.00	75.00	45.00
CLASS C—	(11:00 P.M. to 1:00 A.M.)	150.00	90.00	60.00	50.00	30.00

## PORTUGUESE

CLASS A—	( 7:00 P.M. to 8:00 P.M.)	\$180.00	\$108.00	\$ 72.00	\$ 60.00	\$36.00
CLASS B—	( 4:00 P.M. to 5:00 P.M.)	135.00	81.00	54.00	45.00	27.00

## ENGLISH

CLASS A—	(10:00 P.M. to 11:00 P.M.)	\$300.00	\$180.00	\$120.00	\$100.00	\$60.00
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\*Available only in restricted periods.

(Rates for periods longer than one hour are in exact proportion to the corresponding one hour rates.)

## DISCOUNTS AND REBATES

### WEEKLY DOLLAR VOLUME DISCOUNTS

(Applicable only to schedules of 13 or more consecutive weeks of foreign broadcasting at rates listed above.)

Contracted Value of Time at Gross Rates	Discount
Less than \$120.00 per week.....	None
\$120.00 or more but less than \$180.00 per week... 5%	
180.00 or more but less than 240.00 per week... 10%	
240.00 or more but less than 300.00 per week... 15%	
300 or more per week.....	20%

### REBATES FOR CONSECUTIVE WEEKS

26 to 38 weeks.....	10%
39 to 51 weeks.....	15%
52 weeks.....	20%

Rebates on gross billing of each series will be paid for 26, 39 or 52 consecutive weeks of broadcasting. The rebate will be due and payable currently only on firm qualifying contracts or as contracts become firm for 26, 39 or 52 consecutive

weeks. Any facilities used in addition to the advertiser's original schedule constitute a new series and will establish separate rebate years therefor, earning their own rebates based on the number of consecutive weeks used. Interruptions of a series necessitated by the broadcasting of special events of importance will not affect the advertiser's right to the discount or rebate. Gross billing after deduction of percentage discounts, if any, shall be subject to advertising agency commission of 15%. From the rebate, if any, the Company shall deduct the excess agency commission previously allowed. All concurrent foreign broadcasting contracts for the same advertiser at the rates listed on this card may be combined for determining the rate of the Dollar Volume Discount. Discounts effective from beginning of service only on firm contracts or as contracts become firm.

## 1. CONTRACTS—

Must be for a minimum of 13 weeks.

## 2. CLASSIFICATION—

a. All acceptable accounts are subject to the same rates. No periods are sold in bulk for resale. Advertisers cooperating in group broadcasts are required to make individual contracts, subject to card rates and regulations. b. Rates for Portuguese periods are lower than for Spanish periods in recognition of the ratio between Portuguese and Spanish speaking people in Latin America. c. All programs are subject to approval of the National Broadcasting Company.

## 3. SERVICE FACILITIES—

In arranging and presenting programs, the advisory services of staff engineers and the station's program department will be rendered without charge. Additional charges are made for translations and for programs requiring special production or originating outside of station's studios.

## 4. COMMISSIONS AND CASH DISCOUNTS—

a. Gross billing after deduction of percentage discounts, if any, shall be subject to an advertising agency commission of 15%. From the rebate, if any, the Company shall deduct the excess agency commission previously allowed. Commissions allowed only to recognized advertising agencies. b. No commission on program charges. c. No cash discounts—bills due and payable when rendered.

## 5. REGULATIONS AND RESTRICTIONS—

a. Program material must be arranged one week in advance of broadcast date. No changes within two days preceding broadcast. b. The rates quoted herein are subject to change without notice. c. This rate card is for informative purposes, and does not constitute an offer on the part of the stations.

## 6. SPECIAL SERVICES—

Information on time signals and other special services on request.

## 7. ELECTRICAL TRANSCRIPTIONS—

Accepted at card rates.

## 8. MISCELLANEOUS—

WRCA was established in 1929 and WNEI in 1938. Both are owned and operated by the National Broadcasting Company, Inc. Two 25,000 watt transmitters, located at Bound Brook, N. J. Studios, RCA Building, 30 Rockefeller Plaza, New York City.



# CANADIAN BROADCASTING CORP.

Victoria Building, Ottawa, Ont.  
Telephone Number, 2-2681

## BOARD OF GOVERNORS

Morin, Rene (Chairman)	McClung, Mrs. Nellie
Nathanson, N. L. (Vice-Chairman)	Plaunt, Allan B.
Fuller, Canon Wilfred	Pouliot, Prof. Adrien
Godfrey, J. Wilfred	Thomson, Rev. J. S.

## EXECUTIVE PERSONNEL

Murray, W. E. Gladstone.....	General Manager (Ottawa)
Frigon, Dr. Augustin.....	Assistant General Manager (Montreal)
Manson, Donald.....	Chief Executive Assistant (Ottawa)
Baldwin, Harry.....	Treasurer (Ottawa)
Landry, R. P.....	Secretary (Ottawa)
Bushnell, E. L.....	General Program Supervisor (Toronto)
Weir, E. A.....	Supervisor, Press and Information Department (Toronto)
Olive, G. W.....	Chief Engineer (Montral)
Stovin, H. N.....	Supervisor, Station Relations Department (Toronto)
Weir, E. A.....	Commercial Manager (Toronto)
Dupont, J. A.....	Commercial Manager, Quebec Division (Montreal)
Young, George.....	Maritime Regional Director (Halifax)
Beaudet, J. M.....	Quebec Regional Director (Montreal)
Radford, J. R.....	Ontario Regional Director (Toronto)
Claringbull, D.....	Prairie Regional Director (Winnipeg)
Dilworth, I.....	British Columbia Regional Director (Vancouver)

## REGIONAL NETWORKS

*(Networks with sectional—as opposed to national—coverage)*

**Alabama Network, The.** Six stations. Address: c/o WSGN, Birmingham, Ala. Rep: Headley-Reed Co.

**Arizona Broadcasting Co., Inc.** Six stations. Address: c/o KTAR, Phoenix, Ariz. Rep: Paul H. Raymer Co.

**Arizona Network.** Three stations. Address: c/o KOY, Phoenix, Ariz. Rep: John Blair & Co.

**Arrowhead Network.** Three stations. Address: c/o WEBC, Duluth, Minn. Rep: George P. Hollingbery Co.

**Colonial Network.** Eighteen stations. Address: 21 Brookline Ave., Boston, Mass. (WAAB). Rep: Edward Petry & Co., Inc.

**Cowles Stations, The.** Four stations. Address: Des Moines Register & Tribune Bldg., Des Moines, Ia. Rep: The Katz Agency.

**Don Lee Broadcasting System.** Thirty-one stations. Address: Don Lee Bldg., Los Angeles, Calif. Rep: John Blair & Co.

**Georgia Broadcasting System.** Three stations. Address: P. O. Box 229, Columbus, Ga. Rep: Sears & Ayer, Inc.

**Georgia Major Market Trio.** Three stations. Address: c/o WGST, Atlanta, Ga. Rep: The Katz Agency.

**Inter-City Broadcasting System.** Four stations. Address: c/o WMCA, 1657 Broadway, New York City.

## REGIONAL NETWORKS—Continued

**Kansas State Network.** Five stations. Address c/o WHB, Kansas City, Mo.

**Lone Star Chain.** Six stations. Address: Thomas Bldg., Dallas, Tex. Rep: Free & Peters, Inc.

**Mason-Dixon Radio Group.** Seven stations. Address: 8 W. King St., Lancaster, Pa. Rep: Paul H. Raymer Co.

**Michigan Radio Network.** Eight stations. Address: Stroh Bldg., Detroit, Mich. Rep: Paul H. Raymer Co.

**Minnesota Radio Network.** Four stations. Address: c/o KSTP, Hotel Radisson (Minneapolis), Hotel St. Paul (St. Paul), Minn. Rep: Edward Petry & Co., Inc.

**New York Broadcasting System, Inc.** Eight stations. Address: 20 East 57th St., New York City.

**North Central Broadcasting System, Inc.** Twelve stations. Address: Empire Natl. Bank Bldg., St. Paul, Minn.

**Oklahoma Network.** Six stations. Address: 1800 W. Main St., Oklahoma City, Okla. Rep: Arthur H. Hagg & Associates.

**Pacific Broadcasting Co.** Fifteen stations. Address: 914½ Broadway, Tacoma, Wash. Rep: John Blair & Co.

**Quaker Network.** Address: Widener Bldg., Philadelphia, Pa.

**Southern Network, The.** Five stations. Address: Radio Bldg., Lexington, Ky.

**Texas Quality Network.** Four stations. Address: WFAA, Dallas, WBAP, Fort Worth, WOAI, San Antonio, KPRC, Houston. Rep: Edward Petry & Co., Inc.

**Texas State Network.** Fourteen stations. Address: Box 1507, Fort Worth, Tex.

**West Virginia Network.** Three stations. Address: West Virginia Network Bldg., Lee St., Charleston, W. Va. Rep: The Branham Co.

**Wisconsin Broadcasting System, Inc.** Seven stations. Address: Empire Bldg., Milwaukee, Wis. Rep: Furgason & Walker, Inc.

**World Transcription System.** Address c/o World Broadcasting System, Inc., 711 Fifth Ave., New York City.

**Yankee Network, The.** Eighteen stations. Address: 21 Brookline Ave., Boston, Mass. (WNAC). Rep: Edward Petry & Co., Inc.

**Z Net.** Three stations. Address: P. O. Box 1956, Butte, Mont. Rep: Furgason & Walker, Inc.

**V**  
**R.D.**

# STATIONS

## U. S. STATIONS CLASSIFIED BY WATTAGE

In the accompanying lists, all U. S. radio stations, and all proposed radio stations (i.e., those having a construction permit only), are classified according to their power output. This classification was made from Federal Communications Commission records dated June 1, 1939 (and July 1, 1940).

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

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

	1940	1939
50,000 watts.....	41 stations	40 stations
25,000 watts.....	1 station	1 station
20,000 watts.....	1 station	1 station
10,000 watts.....	7 stations	7 stations
7,500 watts.....	1 station	1 station
5,000 watts.....	74 stations	29 stations
5,000 and 1,000 watts.....	78 stations	105 stations
5,000 and 500 watts.....	2 stations	1 station
2,500 watts.....	1 station	1 station
2,500 and 1,000 watts.....	5 stations	5 stations
2,500 and 500 watts.....	2 stations	3 stations
1,000 watts.....	106 stations	97 stations
1,000 and 500 watts.....	30 stations	34 stations
1,000 and 250 watts.....	7 stations	8 stations
500 watts.....	34 stations	44 stations
500 and 250 watts.....	1 station	3 stations
250 watts.....	313 stations	43 stations
250 and 100 watts.....	42 stations	203 stations
200 watts.....	1 station	1 station
100 watts.....	85 stations	141 stations
50 watts.....	3 stations	3 stations
Wattage not assigned.....	0 stations	3 stations
<b>TOTAL</b> .....	<b>835 stations*</b>	<b>774 stations</b>
{ Commercial stations in operation.....	743 stations	693 stations
{ Non-commercial stations.....	39 stations	39 stations
{ Construction permit only.....	53 stations	42 stations

\* Of which 157 are not in full-time operation.

# NORTH AMERICAN REGIONAL BROADCASTING AGREEMENT (EXCERPTS)

Concluded Among The Following Governments: Canada, Cuba, Dominican Republic, Haiti, Mexico, United States of America

*Editor's Note: The North American Regional Broadcasting Agreement, also known as the "Havana Treaty," is the first formal division of rights in the use of the standard broadcast band between the nations of North America. The treaty was framed to end what amounted to virtual radio bedlam in the years gone by.*

*While Canada and the United States have, since 1924, tried to divide the use of broadcast channels so that as little interference as possible would result, the situation with respect to Mexico and Cuba has always been less clearly defined. There were no treaties or agreements with these two nations whatsoever. Hence, as their radio facilities grew, interference grew commensurably.*

*Finally, in 1937, the principal North American nations worked out the Regional Broadcasting Agreement at Havana, Cuba. It was published on Dec. 10 of that year. Cuba ratified almost immediately. The United States ratified on June 15, 1938, and Canada on Nov. 28, 1938. Mexico for a while proved a stumbling block, but eventually ratified on Dec. 28, 1939.*

*The terms of the treaty will probably go into effect sometime this fall (1940). In anticipation thereof, the Federal Communications Commission has issued an order that all station licenses shall expire Oct. 1, 1940, as a preliminary to the sweeping frequency reallocations which the treaty will occasion.*

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The undersigned, plenipotentiaries of the Governments listed above, having met in conference at Habana, Cuba, have, in common agreement and subject to ratification, concluded the following agreement:

## PURPOSE AND SCOPE OF THIS AGREEMENT

1. **Purpose of Agreement.** The purpose of this Agreement is to regulate and establish principles covering the use of the standard broadcast band in the North American Region so that each country may make the most effective use thereof with the minimum technical interference between broadcast stations.

2. **North American Region.** The North American Region (hereinafter referred to as "Region") for the purpose of this Agreement shall be deemed to include and to consist of the following countries: Canada, Cuba, Dominican Republic, Haiti, Mexico, Newfoundland and United States of America.

3. **Standard broadcast band.** The standard broadcast band shall be deemed to be the band of frequencies extending from 550 to 1600 kc, both inclusive, both 550 kc and 1600 kc being the carrier frequen-

cies of broadcasting channels as hereinafter defined. The Governments agree, subject to the provisions of Article 7 of the General Radio Regulations annexed to the International Telecommunications Convention, Madrid, in 1932, that this band of frequencies shall be allocated exclusively to broadcasting in the Region.

4. **Sovereign right to use channels.** The sovereign right of all countries, parties to this Agreement, to the use of every channel in the standard broadcast band is recognized. The Governments recognize, however, that until technical developments reach a state permitting the elimination of radio interference of international character, a regional arrangement between them is necessary in order to promote standardization and to minimize interference.

5. **Regional character of Agreement.** The Governments recognize that this Agreement, and each provision thereof, is a regional arrangement within the meaning of, and authorized by the International Telecommunications Convention and the General Radio Regulations annexed thereto.

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# CHANGE OF CHANNEL ASSIGNMENTS UNDER NORTH AMERICAN REGIONAL BROADCASTING AGREEMENT

*A broadcast station assigned to a channel in Column 1 will be changed to the channel on the same horizontal line in Column 2 to comply with North American Regional Broadcasting Agreement.*

Column 1	Column 2	Column 1	Column 2	Column 1	Column 2
550 kc	550 kc	910 kc	*	1260 kc	1290 kc
560 kc	560 kc	920 kc	950 kc	1270 kc	1300 kc
570 kc	570 kc	930 kc	960 kc	1280 kc	1310 kc
580 kc	580 kc	940 kc	970 kc	1290 kc	1320 kc
590 kc	590 kc	950 kc	980 kc	1300 kc	1330 kc
600 kc	600 kc	960 kc	*	1310 kc	1340 kc
610 kc	610 kc	970 kc	1000 kc	1320 kc	1350 kc
620 kc	620 kc	980 kc	1020 kc	1330 kc	1360 kc
630 kc	630 kc	990 kc	1030 kc	1340 kc	1370 kc
640 kc	640 kc	1000 kc	1040 kc	1350 kc	1380 kc
650 kc	650 kc	1010 kc	690, 740, 990 or	1360 kc	1390 kc
660 kc	660 kc		1050 kc	1370 kc	1400 kc
670 kc	670 kc	1020 kc	1060 kc	1380 kc	1410 kc
680 kc	680 kc	1030 kc	*	1390 kc	1420 kc
690 kc	*	1040 kc	1080 kc	1400 kc	1430 kc
700 kc	700 kc	1050 kc	1070 kc	1410 kc	1440 kc
710 kc	710 kc	1060 kc	1090 kc	1420 kc	1450 kc
720 kc	720 kc	1070 kc	1100 kc	1430 kc	1460 kc
730 kc	*	1080 kc	1110 kc	1440 kc	1470 kc
740 kc	750 kc	1090 kc	1120 kc	1450 kc	1480 kc
750 kc	760 kc	1100 kc	1130 kc	1460 kc	1500 kc
760 kc	770 kc	1110 kc	1140 kc	1470 kc	1510 kc
770 kc	780 or 1110 kc	1120 kc	1150 kc	1480 kc	1520 kc
780 kc	790 kc	1130 kc	1160 kc	1490 kc	1530 kc
790 kc	810 kc	1140 kc	1070 or 1170 kc	1500 kc	1490 kc
800 kc	820 kc	1150 kc	1180 kc	1510 kc	*
810 kc	830 kc	1160 kc	1170 or 1190 kc	1520 kc	*
820 kc	840 kc	1170 kc	1200 kc	1530 kc	1590 kc
830 kc	850 kc	1180 kc	1170 or 1200 kc	1540 kc	*
840 kc	*	1190 kc	1210 kc	1550 kc	1600 kc
850 kc	870 kc	1200 kc	1230 kc	1560 kc	*
860 kc	880 kc	1210 kc	1240 kc	1570 kc	*
870 kc	890 kc	1220 kc	1250 kc	1580 kc	*
880 kc	910 kc	1230 kc	1260 kc	1590 kc	*
890 kc	920 kc	1240 kc	1270 kc	1600 kc	*
900 kc	930 kc	1250 kc	1280 kc		

\*Not assigned in U. S.

# NORTH AMERICAN AGREEMENT—Continued

## II TECHNICAL

### A. DEFINITIONS

1. **Broadcast station.** A station the emissions of which are primarily intended to be received by the general public.

2. **Broadcast channels—550 to 1600 kc.** A broadcast channel is a band of frequencies ten (10) kc in width, with the carrier frequency at the center. Channels shall be designated by their assigned carrier frequencies. Carrier frequencies assigned to broadcast stations shall begin at 550 kc and be in successive steps of 10 kc. No intermediate frequency shall be assigned as the carrier frequency of any broadcast station.

#### 3. Service areas.

(a) **Primary service area.** The primary service area of a broadcast station is the area in which the ground wave is not subject to objectionable interference or objectionable fading.

(b) **Secondary service area.** The secondary service area of a broadcast station is the area served by the sky wave and not subject to objectionable interference. The signal is subject to intermittent variations in intensity.

4. **Dominant stations.** A "dominant" station is a Class I station, as hereinafter defined, operating on a clear channel.

5. **Secondary station.** A "secondary" station is any station except a Class I station operating on a clear channel.

6. **Objectionable interference.** Objectionable interference is the degree of interference produced when, at a specified boundary or field intensity contour with respect to the desired station, the field intensity of an undesired station (or the root-mean-square value of field intensities of two or more stations on the same frequency) exceeds for ten (10) percent or more of the time the values hereinafter set forth in this Agreement.

7. **Power.** The power of a radio transmitter is the power supplied to the antenna. The power in the antenna of a modulated-wave transmitter shall be expressed in two numbers, one indicating the power of the carrier frequency supplied to the antenna, and the other the actual maximum percentage of modulation.

8. **Spurious radiation.** A spurious radiation from a transmitter is any radiation

outside the frequency band of emission normal for the type of transmission employed, including any harmonic modulation products, key clicks, parasitic oscillations and other transient effects.

9. **English, French and Spanish equivalents.** It is agreed that, as used in this Agreement, the French and Spanish words below set forth are respectively the equivalent of, and mean the same as, the English terms opposite which they appear:

#### English

Clear channel  
Objectionable interference

#### French

Frequence libre  
Brouillage nuisible

#### Spanish

Canal despejado  
Interferencia objectable

### B. CLASSES OF CHANNELS AND ALLOCATION THEREOF

1. **Three classes:** The 106 channels in the standard broadcast band are divided into three principal classes: clear, regional and local.

2. **Clear channel:** A clear channel is one on which the dominant station or stations render service over wide areas and which are cleared of objectionable interference, within their primary service areas and over all or a substantial portion of their secondary service areas.

3. **Regional channel:** A regional channel is one on which several stations may operate with powers not in excess of 5 kw. The primary service area of a station operating on any such channel may be limited, as a consequence of interference, to a given field intensity contour.

4. **Local channel:** A local channel is one on which several stations may operate with powers not in excess of 250 watts. The primary service area of a station operating on any such channel may be limited, as a consequence of interference, to a given field intensity contour.

5. **Number of channels of each class:** The number of channels of each class shall be as follows:

Clear channels .....	59
Regional channels .....	41
Local channels .....	6

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## NORTH AMERICAN AGREEMENT—Continued

6. Allocation of specific channels to each class: The channels are allocated to the several classes as follows:

**Clear channels.** The following channels are designated as clear channels: 640, 650, 660, 670, 680, 690, 700, 710, 720, 730, 740, 750, 760, 770, 780, 800, 810, 820, 830, 840, 850, 860, 870, 880, 890, 900, 940, 990, 1000, 1010, 1020, 1030, 1040, 1050, 1060, 1070, 1080, 1090, 1100, 1110, 1120, 1130, 1140, 1160, 1170, 1180, 1190, 1200, 1210, 1220, 1500, 1510, 1520, 1530, 1540, 1550, 1560, 1570 and 1580.

**Regional channels.** The following channels are designated as regional channels: 550, 560, 570, 580, 590, 600, 610, 620, 630, 790, 910, 920, 930, 950, 960, 970, 980, 1150, 1250, 1260, 1270, 1280, 1290, 1300, 1310, 1320, 1330, 1350, 1360, 1370, 1380, 1390, 1410, 1420, 1430, 1440, 1460, 1470, 1480, 1590, 1600.

**Local channels.** The following channels are designated as local channels: 1230, 1240, 1340, 1400, 1450, and 1490 kc.

7. Use of regional and local channels by countries. All countries may use all regional and all local channels, subject to the power limitations and standards for prevention of objectionable interference set forth in this Agreement.

8. Priority of use of clear channels by countries.

(a) The clear channels are assigned for priority of use by Class I and II stations in the several countries in accordance with the table set forth in Appendix I.

(b) Each such channel shall be used in a manner conforming to the best engineering practice with due regard to the service to be rendered by the dominant stations operating thereon, as set forth elsewhere in this Agreement. If, for one year within the term of this Agreement, a country fails to make any use of a clear channel assigned to it, the channel shall be considered open for use by the other countries, parties to this Agreement, pursuant to such arrangements as may be agreed upon by their respective administrations and without any necessity for revision of this Agreement.

(c) No country to which a clear channel has been thus assigned shall permit, or agree to permit, any other country to use such channel in a manner not in conformity with this Agreement without first giving sixty days advance notice of its intention so to do to all other

countries, parties to this Agreement. If during this period of sixty days\* any other country shall present objections to such proposed use of the channel, the country to which the clear channel has been assigned shall not permit, or agree to permit, such proposed use until the difference presented by the objection has been amicably resolved.

(d) If within the period of this Agreement the country to which a clear channel has been assigned shall have made use of the channel but not in the manner above prescribed or not to the extent required by the provisions of this Agreement, such country shall be considered as having relinquished that portion of the rights which it has not used and at the expiration of this Agreement the other countries party thereto shall have the right, if they see fit, to withdraw the unused privileges from such country and to reassign them to any or all of the other interested countries.

### C. CLASSES OF STATIONS AND USE OF THE SEVERAL CLASSES OF CHANNELS

1. Classes of stations. Broadcast stations are divided into four principal classes, to be designated Class I, Class II, Class III, and Class IV, respectively.

2. Definitions of classes. The four classes of broadcast stations are defined as follows:

**Class I.** A dominant station operating on a clear channel and designed to render primary and secondary service over an extended area and at relatively long distances. Class I stations are subdivided into two classes.

**Class I-A:** A Class I station which operates with power of 50 kw or more and which has its primary service area, within the limits of the country in which the station is located, free from objectionable interference from other stations on the same and adjacent channels, and its secondary service area, within the same limits, free from objectionable interference from stations on the same channel, in accordance with the engineering standards hereinafter set forth.

**Class I-B:** A Class I station which operates with power of not less than 10 kw or more than 50 kw and which has its primary service area free from ob-

\*Calendar days.

## NORTH AMERICAN AGREEMENT—Continued

jectionable interference from other stations on the same and adjacent channels and its secondary service area free from objectionable interference from stations on the same channel, in accordance with the engineering standards hereinafter set forth.

(a) When two Class I-B stations on the same channel are separated by a distance of 2,800 miles or more, neither station shall be required to install a directional antenna.

(b) When two Class I-B stations on the same channel are separated by a distance of more than 1,800 miles and less than 2,800 miles, it will, in the absence of proof to the contrary, be assumed that each station is free of objectionable interference caused by the other and neither shall be required to install directional antennas or take other precautions to avoid such interference. In case the existence of objectionable interference is proved, the governments concerned will consult with each other regarding the desirability and practicality of installation of directional antennas or the taking of other precautions to eliminate the interference and will determine by special arrangement the measures, if any, to be taken.

(c) When two Class I-B stations on the same channel are separated by a distance less than 1,800 miles, it will, in the absence of proof to the contrary, be assumed that the installation of directional antennas or the taking of other precautions to avoid interference is necessary, and the governments concerned will consult with each other and will take such measures as may be agreed upon between them to the end that the objectionable interference may be reduced or eliminated.

**Class II:** A "secondary" station which operates on a clear channel and is designed to render service over a primary service area which, depending on geographical location and power used, may be relatively large, but which is limited by and subject to such interference as may be received from Class I stations. A station of this class shall operate with power of not less than 0.25 kw or more than 50 kw. Whenever necessary a Class II station shall use a directional antenna or other means to avoid interference, in accordance with the engineering standards hereinafter set forth, with Class I stations and with other Class II stations.

**Class III:** A station which operates on

a regional channel and is designed to render service primarily to a metropolitan district and the rural area contained therein and contiguous thereto. Class III stations are subdivided into two classes:

**Class III-A:** A class III station which operates with power not less than one kilowatt or more than five kilowatts and the service area of which is subject to interference in accordance with the engineering standards hereinafter set forth.

**Class III-B:** A class III station which operates with a power not less than 0.5 kw or more than 1 kw night and 5 kw daytime and the service area of which is subject to interference in accord with the engineering standards hereinafter set forth.

**Class IV:** A station using a local channel and designed to render service primarily to a city or town and the suburban and rural areas contiguous thereto. The power of a station of this class shall not be less than 0.1 kw or more than 0.25 kw and its service area is subject to interference in accord with the engineering standards hereinafter set forth.

3. **Change of class.** If a station or stations in Class III-B located in any country can, through the use of directional antennas or otherwise, so reduce the interference caused or received by such station or stations to the field contour to which interference to stations in Class III-A is allowed, such station or stations shall automatically be classified and included in Class III-A and shall thereafter be so recognized and treated by the Administrations of all countries within the Region.

### 4. Use of clear channels.

(a) In principle and subject only to the exception hereinafter set forth, Class I stations shall be assigned only to clear channels.

(b) Class II stations may be assigned to clear channels only on condition that objectionable interference will not be caused to any Class I stations. Where any country has priority of use of a clear channel for any Class I-A station, no other country shall assign any Class II station to that channel for nighttime operation (from sunset to sunrise at the location of the Class II station) unless such Class II station is located not less than 650 miles from the nearest border of the country in which the Class I-A station is located; provided, however, that where an assignment for a Class II



## NORTH AMERICAN AGREEMENT--Continued

station is specifically stated in Appendix I, such assignment shall be deemed as authorized under the limitations therein set forth.

### 5. Use of regional channels.

(a) In general only Class III-A and Class III-B stations shall be assigned to regional channels.

(b) On condition that interference be not caused to any Class III-A or Class III-B station, and subject to such interference as may be received from Class III-A or Class III-B stations, Class IV stations may be assigned to regional channels.

(c) Because of their geographical location with respect to the North American continent, special considerations will be given to the use by Cuba, the Dominican Republic, Haiti and Newfoundland of stations of Classes I and II assigned to certain regional channels under certain conditions, with respect to power and precautions to avoid objectionable interference as set forth in Appendix VII.

6. Use of local channels. Only Class IV stations shall be assigned to local channels.

## IV

### ARBITRATION

In case of disagreement between two or more contracting Governments concerning the execution of this Agreement the dispute, if it is not settled through diplomatic channels, shall be submitted to arbitration at the request of one of the Governments in disagreement. Unless the parties in disagreement agree to adopt a procedure already established by treaties concluded between them for the settlement of international disputes, the procedure shall be that provided for in Article 15 of the International Telecommunications Convention of Madrid, 1932.

## VI

### EFFECTIVE DATE AND TERM OF THE AGREEMENT

1. Except for the provisions of Section 1 of Part III, Section 1 of Part V, and paragraph 3 of Table VI of Appendix I annexed hereto (which provisions shall go into effect immediately upon this Agreement becoming valid), this Agreement shall become effective one year after the date it shall have been ratified by the fourth of those Governments whose ratification is requisite to the validity of this Agreement. The Governments will cooperate to the end that, wherever possible, the provisions of this Agreement shall be

carried out in advance of said effective date.

2. This Agreement shall remain in effect for a period of five years after said effective date.

## TABLE VI

### Special Conditions Affecting the United States

The 24 Class I and II stations in the United States which use clear channels with other countries party to this agreement are given in Tables III and IV.

The remaining 39 Class I and II stations of the United States will be assigned the following clear channels:

640, 650, 660, 670, 680, 700, 710, 720, 750,  
760, 770, 780, 820, 830, 840, 850, 870, 880,  
890, 1020, 1030, 1040, 1100, 1120, 1160,  
1180, 1200, 1210, 1500, 1510, 1520, 1530.

It is recognized that the United States must make extensive adjustments in the assignments of its existing stations in order to make possible the carrying out of this Agreement, that these adjustments will require approximately a year, and that it is not possible for the United States at this time to specify on which of the said 32 channels it will have priority of use for Class I-A stations, Class I-B stations and Class II stations respectively, nor the locations of such stations, power and other information with respect thereto. The United States may assign Class I-A stations to at least 25 of said channels. The United States agrees that ninety days before the effective date of this Agreement it will communicate this information to each of the other countries parties to this Agreement, and such information, when communicated, shall be considered part of this Agreement as if fully set forth herein.

Nothing stated in this Agreement shall be construed to preclude the United States of America from asserting, and enjoying recognition of, priority of use with reference to certain other Class II stations (not included in the 63 stations mentioned in Table I) which are now in actual operation in the band 640-1190 kcs and which are known under the Regulations of the Federal Communications Commission as "limited time stations" and "daytime stations" (having hours of operation limited to sunset taken either at their respective locations or at the locations of the respective dominant stations on clear channels and in some cases including hours not actually used by said dominant stations) which stations may, so far as permitted by the terms of this Agreement and the engineering standards herein set forth, be given assignments substantially equivalent to those they now enjoy.

# LOCATION OF U. S. STATIONS

(As of July 1, 1940)

CKLW, Detroit, Mich.  
KABC, San Antonio, Tex.  
KABR, Aberdeen, S. Dak.  
KADA, Ada, Okla.  
KALB, Alexandria, La.  
KALE, Portland, Ore.  
KAND, Corsicana, Tex.  
KANS, Wichita, Kans.  
KARK, Little Rock, Ark.  
KARM, Fresno, Calif.  
KASA, Elk City, Okla.  
KAST, Astoria, Ore.  
KATE, Albert Lea, Minn.  
KAWM, Gallup, N. Mex.  
KBX, Muskogee, Okla.  
KBKR, Baker, Ore.  
KBND, Bend, Ore.  
KBPS, Portland, Ore.  
KBST, Big Spring, Tex.  
KBTM, Jonesboro, Ark.  
KCKN, Kansas City, Kans.  
KCMC, Texarkana, Tex.  
KCMO, Kansas City, Mo.  
KCRG, Enid, Okla.  
KCRJ, Jerome, Ariz.  
KDAL, Duluth, Minn.  
KDB, Santa Barbara, Calif.  
KDFN, Casper, Wyo.  
KDKA, Pittsburgh, Pa.  
KDLE, Devils Lake, N. Dak.  
KDNT, Denton, Tex.  
KDON, Monterey, Calif.  
KDRO, Sedalia, Mo.  
KDTH, Dubuque, Ia.  
KDYL, Salt Lake City, Utah  
KECA, Los Angeles, Calif.  
KELA, Centralia-Chehalis,  
Wash.  
KELD, Eldorado, Ark.  
KELO, Sioux Falls, S. Dak.  
KERN, Bakersfield, Calif.  
KEUB, Price, Utah  
KEVR, Seattle, Wash.  
KEX, Portland, Ore.  
KFAC, Lincoln, Nebr.  
KFAB, Los Angeles, Calif.  
KFAM, St. Cloud, Minn.  
KFAR, Fairbanks, Alaska  
KFBB, Great Falls, Mont.  
KFBI, Wichita, Kans.  
KFBB, Sacramento, Calif.  
KFDA, Amarillo, Tex.  
KFDM, Beaumont, Tex.  
KFDY, Brookings, S. Dak.  
KFEL, Denver, Colo.  
KENO, Las Vegas, Nev.  
KFEQ, St. Joseph, Mo.  
KFGQ, Boone, Ia.  
KFH, Wichita, Kans.  
KFI, Los Angeles, Calif.  
KFIO, Spokane, Wash.  
KFIZ, Fond du Lac, Wis.  
KFJB, Marshalltown, Ia.  
KFJI, Klamath Falls, Ore.  
KFJM, Grand Forks, N. Dak.  
KFJZ, Fort Worth, Tex.  
KFKA, Greeley, Colo.  
KFKU, Lawrence, Kans.  
KFNF, Shenandoah, Ia.  
KFOR, Lincoln, Nebr.  
KFOX, Long Beach, Calif.  
KFPL, Dublin, Tex.  
KFPW, Ft. Smith, Ark.  
KFPY, Spokane, Wash.  
KFQD, Anchorage, Alaska  
KFERC, San Francisco, Calif.  
KFRO, Longview, Tex.  
KFRU, Columbia, Mo.  
KFSD, San Diego, Calif.  
KFSG, Los Angeles, Calif.  
KFUN, Las Vegas, Nev.  
KFUO, Clayton, Mo.  
KFVD, Los Angeles, Calif.  
KFVS, Cape Girardeau, Mo.  
KFWB, Los Angeles, Calif.  
KFXD, Nampa, Idaho  
KFXX, Grand Junction,  
Colo.  
KFXM, San Bernardino,  
Calif.  
KFYO, Lubbock, Tex.  
KFYR, Bismarck, N. Dak.  
KGA, Spokane, Wash.  
KGB, San Diego, Calif.  
KGBU, Ketchikan, Alaska  
KGBX, Springfield, Mo.  
KCCA, Decorah, Ia.  
KGCU, Mandan, N. Dak.  
KGCX, Wolf Point, Mont.  
KGDE, Fergus Falls, Minn.  
KGDN, Stockton, Calif.  
KGEK, Sterling, Colo.  
KGER, Long Beach, Calif.  
KGEZ, Kalispell, Mont.  
KGFF, Shawnee, Okla.  
KGFI, Brownsville, Tex.  
KGFJ, Los Angeles, Calif.  
KGFL, Roswell, N. Mex.  
KGFV, Kearney, Nebr.  
KGFY, Pierre, S. Dak.  
KGGF, Coffeyville, Kans.  
KGGM, Albuquerque,  
N. Mex.  
KGFH, Pueblo, Colo.  
KGFH, Little Rock, Ark.  
KGHL, Billings, Mont.  
KGIK, Butte, Mont.  
KGIW, Alamosa, Colo.  
KGBK, Tyler, Tex.  
KGLL, San Angelo, Tex.  
KGGK, Fort Worth, Tex.  
KGGY, Scottsbluff, Nebr.  
KGLD, Mason City, Ia.  
KGLU, Safford, Ariz.  
KGMH, Honolulu, Hawaii  
KGNL, Amarillo, Tex.  
KGNF, North Platte, Nebr.  
KGNU, Dodge City, Kans.  
KGO, San Francisco, Calif.  
KGU, Honolulu, Hawaii  
KGVG, Missoula, Mont.  
KGW, Portland, Ore.  
KGY, Olympia, Wash.  
KHAS, Hastings, Nebr.  
KHBC, Hilo, Hawaii  
KHBB, Okmulgee, Okla.  
KHJ, Los Angeles, Calif.  
KHQ, Spokane, Wash.  
KHSL, Chico, Calif.  
KHUB, Watsonville, Calif.  
KICA, Clovis, N. Mex.  
KID, Idaho Falls, Idaho  
KIDO, Boise, Idaho  
KIDW, Lamar, Colo.  
KIEM, Eureka, Calif.  
KIEV, Glendale, Calif.  
KINY, Juneau, Alaska  
KIRO, Seattle, Wash.  
KIT, Yakima, Wash.  
KITE, Kansas City, Mo.  
KIUL, Garden City, Kans.  
KIUN, Pecos, Tex.  
KIUP, Durango, Colo.  
KJBS, San Francisco, Calif.  
KJR, Seattle, Wash.  
KLAH, Carlsbad, N. Mex.  
KLBH, La Grande, Ore.  
KLCN, Blytheville, Ark.  
KLO, Ogden, Utah  
KLPB, Minto, N. Dak.  
KLRM, Little Rock, Ark.  
KLS, Oakland, Calif.  
KLUF, Galveston, Tex.  
KLX, Oakland, Calif.  
KLZ, Denver, Colo.  
KMA, Shenandoah, Ia.  
KMAC, San Antonio, Tex.  
KMBC, Kansas City, Mo.  
KMED, Medford, Ore.  
KMJ, Fresno, Calif.  
KMLB, Monroe, La.  
KMMJ, Grand Island, Nebr.  
KMO, Tacoma, Wash.  
KMOX, St. Louis, Mo.  
KMPC, Beverly Hills, Calif.  
KMTR, Los Angeles, Calif.  
KMYC, Marysville, Calif.  
KMYR, Denver, Colo.  
KNEL, Brady, Tex.  
KNET, Palestine, Tex.  
KNOW, Austin, Tex.  
KNX, Los Angeles, Calif.  
KOA, Denver, Colo.  
KOAC, Corvallis, Ore.  
KOAM, Pittsburg, Kans.  
KOB, Albuquerque, N. Mex.  
KOBH, Rapid City, S. Dak.  
KOCA, Kilgore, Tex.  
KOCY, Oklahoma City,  
Okla.  
KODL, The Dalles, Ore.  
KOH, Reno, Nev.

LOCATION OF STATIONS—Continued

KOIL, Omaha, Nebr.  
 KOIN, Portland, Ore.  
 KOKO, La Junta, Colo.  
 KOL, Seattle, Wash.  
 KOMA, Oklahoma City, Okla.  
 KOME, Tulsa, Okla.  
 KOMO, Seattle, Wash.  
 KONB, Omaha, Nebr.  
 KONO, San Antonio, Tex.  
 KOOS, Marshfield, Ore.  
 KORE, Eugene, Ore.  
 KORN, Fremont, Nebr.  
 KOTN, Pine Bluff, Ark.  
 KOVC, Valley City, N. Dak.  
 KOVO, Provo, Utah  
 KOWH, Omaha, Nebr.  
 KOX, Phoenix, Ariz.  
 KPAB, Laredo, Tex.  
 KPAC, Port Arthur, Tex.  
 KPDN, Pampa, Tex.  
 KPFA, Helena, Mont.  
 KPHO, Phoenix, Ariz.  
 KPLO, Lake Charles, La.  
 KPLT, Paris, Tex.  
 KPMC, Bakersfield, Calif.  
 KPO, San Francisco, Calif.  
 KPOF, Denver, Colo.  
 KPFC, Pasadena, Calif.  
 KPQ, Wenatchee, Wash.  
 KPRC, Houston, Tex.  
 KQV, Pittsburgh, Pa.  
 KQW, San Jose, Calif.  
 KRBA, Lufkin, Tex.  
 KRBC, Abilene, Tex.  
 KRBM, Bozeman, Mont.  
 KRE, Berkeley, Calif.  
 KRGV, Weslaco, Tex.  
 KRIC, Beaumont, Tex.  
 KRIS, Corpus Christi, Tex.  
 KRKD, Los Angeles, Calif.  
 KRKO, Everett, Wash.  
 KRLL, Lewiston, Idaho  
 KRLL, Dallas, Tex.  
 KRLLH, Midland, Tex.  
 KRMC, Jamestown, N. Dak.  
 KRMD, Shreveport, La.  
 KRNB, Roseburg, Ore.  
 KRNT, Des Moines, Ia.  
 KRQC, Rochester, Minn.  
 KRQD, El Paso, Tex.  
 KBOW, Oakland, Calif.  
 KRQY, Sacramento, Calif.  
 KRRV, Sherman, Tex.  
 KRSC, Seattle, Wash.  
 KSAC, Manhattan, Kans.  
 KSAL, Salina, Kans.  
 KSAM, Huntsville, Tex.  
 KSAN, San Francisco, Calif.  
 KSCJ, Sioux City, Ia.  
 KSD, St. Louis, Mo.  
 KSEI, Pocatello, Idaho  
 KSFO, San Francisco, Calif.  
 KSL, Salt Lake City, Utah  
 KSLM, Salem, Ore.  
 KSO, Des Moines, Ia.  
 KSOO, Sioux Falls, S. Dak.  
 KSRO, Santa Rosa, Calif.  
 KSTP, Minneapolis-St. Paul, Minn.  
 KSUB, Cedar City, Utah  
 KSUN, Lowell, Ariz.  
 KTAR, Phoenix, Ariz.  
 KTBC, Austin, Tex.  
 KTBS, Shreveport, La.  
 KTEM, Temple, Tex.  
 KTFI, Twin Falls, Idaho  
 KTHS, Hot Springs, Ark.  
 KTHC, Visalia, Calif.  
 KTMS, Santa Barbara, Calif.  
 KTOH, Lihue, Hawaii  
 KTOK, Oklahoma City, Okla.  
 KTRB, Modesto, Calif.  
 KTRH, Houston, Tex.  
 KTRI, Sioux City, Ia.  
 KTTA, San Antonio, Tex.  
 KTTM, El Paso, Tex.  
 KTTW, Emporia, Kans.  
 KTUC, Tucson, Ariz.  
 KTUL, Tulsa, Okla.  
 KTW, Seattle, Wash.  
 KUIN, Graithe Pass, Ore.  
 KUJ, Walla Walla, Wash.  
 KUOA, Siloam Springs, Ark.  
 KUSD, Vermillion, S. Dak.  
 KUTA, Salt Lake City, Utah  
 KVAK, Atchison, Kans.  
 KVAN, Vancouver, Wash.  
 KVCV, Redding, Calif.  
 KVEC, San Luis Obispo, Calif.  
 KVED, Ft. Dodge, Ia.  
 KVGB, Great Bend, Kans.  
 KVI, Tacoma, Wash.  
 KVIC, Victoria, Tex.  
 KVNU, Logan, Utah  
 KVOA, Tucson, Ariz.  
 KVOD, Denver, Colo.  
 KVOE, Santa Ana, Calif.  
 KVOL, Lafayette, La.  
 KVOO, Tulsa, Okla.  
 KVOR, Colorado Springs, Colo.  
 KVOS, Bellingham, Wash.  
 KVOX, Moorhead, Minn.  
 KVSF, Rock Springs, Wyo.  
 KVSF, Santa Fe, N. Mex.  
 KVSO, Ardmore, Okla.  
 KVVC, Vernon, Tex.  
 KWAL, Wallace-Kellogg, Idaho  
 KWAT, Watertown, S. Dak.  
 KWBG, Hutchinson, Kans.  
 KWEW, Hobbs, N. Mex.  
 KWFC, Hot Springs, Ark.  
 KWFT, Wichita Falls, Tex.  
 KWG, Stockton, Calif.  
 KWJB, Globe, Ariz.  
 KWJJ, Portland, Ore.  
 KWK, St. Louis, Mo.  
 KWKH, Shreveport, La.  
 KWLC, Decorah, Ia.  
 KWLK, Longview, Wash.  
 KWLM, Willmar, Minn.  
 KWNO, Winona, Minn.  
 KWOC, Poplar Bluff, Mo.  
 KWOS, Jefferson City, Mo.  
 KWSC, Pullman, Wash.  
 KWTO, Springfield, Mo.  
 KWYO, Sheridan, Wyo.  
 KXA, Seattle, Wash.  
 KXL, Portland, Ore.  
 KXO, El Centro, Calif.  
 KXOK, St. Louis, Mo.  
 KXOX, Sweetwater, Tex.  
 KXRO, Aberdeen, Wash.  
 KXYZ, Houston, Tex.  
 KYA, San Francisco, Calif.  
 KYAN, Cheyenne, Wyo.  
 KYCA, Prescott, Ariz.  
 KYOS, Merced, Calif.  
 KYSM, Mankato, Minn.  
 KYUM, Yuma, Ariz.  
 KYW, Philadelphia, Pa.  
 WAAB, Boston, Mass.  
 WAAF, Chicago, Ill.  
 WAAT, Jersey City, N. J.  
 WABC, New York City  
 WABI, Bangor, Me.  
 WABY, Albany, N. Y.  
 WACO, Waco, Tex.  
 WADC, Akron, Ohio  
 WAGA, Atlanta, Ga.  
 WAGF, Dothan, Ala.  
 WAGM, Presque Isle, Me.  
 WAIM, Anderson, S. C.  
 WAIR, Winston-Salem, N. C.  
 WAJR, Morgantown, W. Va.  
 WAKR, Akron, Ohio  
 WALA, Mobile, Ala.  
 WAML, Laurel, Miss.  
 WAOV, Vincennes, Ind.  
 WAPI, Birmingham, Ala.  
 WAPO, Chattanooga, Tenn.  
 WARD, New York City  
 WARM, Scranton, Pa.  
 WASH, Grand Rapids, Mich.  
 WATL, Atlanta, Ga.  
 WATR, Waterbury, Conn.  
 WATW, Ashland, Wis.  
 WAVE, Louisville, Ky.  
 WAWZ, Zarephath, N. J.  
 WAXX, Waycross, Ga.  
 WAZL, Hazelton, Pa.  
 WBAA, West Lafayette, Ind.  
 WBAB, Atlantic City, N. J.  
 WBAL, Baltimore, Md.  
 WBAP, Fort Worth, Tex.  
 WBAX, Wilkes-Barre, Pa.  
 WBBC, New York City  
 WBBL, Richmond, Va.  
 WBMM, Chicago, Ill.  
 WBBR, New York City  
 WBBZ, Ponca City, Okla.  
 WBCM, Bay City, Mich.  
 WBNB, Buffalo, N. Y.  
 WBHP, Huntsville, Ala.  
 WBIG, Greensboro, N. C.  
 WBLK, Clarksburg, W. Va.  
 WBML, Macon, Ga.  
 WBNS, Columbus, Ohio  
 WBNX, New York City  
 WBNY, Buffalo, N. Y.  
 WBOC, Salisbury, Md.  
 WBOW, Terre Haute, Ind.  
 WBRB, Red Bank, N. J.  
 WBRB, Birmingham, Ala.  
 WBRE, Wilkes-Barre, Pa.  
 WBRK, Pittsfield, Mass.  
 WBRW, Welch, W. Va.  
 WBRY, Waterbury, Conn.  
 WBT, Charlotte, N. C.  
 WBTH, Williamson, W. Va.  
 WBTM, Danville, Va.  
 WBZ, Boston, Mass.  
 WBZA, Boston, Mass.  
 WCAD, Canton, N. Y.  
 WCAE, Pittsburgh, Pa.

## LOCATION OF STATIONS—Continued

WCAL, Northfield, Minn.  
 WCAM, Camden, N. J.  
 WCAO, Baltimore, Md.  
 WCAP, Asbury Park, N. J.  
 WCAR, Pontiac, Mich.  
 WCAT, Rapid City, S. Dak.  
 WCAU, Philadelphia, Pa.  
 WCAX, Burlington, Vt.  
 WCAZ, Carthage, Ill.  
 WCBA, Allentown, Pa.  
 WCBD, Chicago, Ill.  
 WCBI, Columbus, Miss.  
 WCBM, Baltimore, Md.  
 WCBS, Springfield, Ill.  
 WCBT, Roanoke Rapids,  
 N. C.  
 WCCO, Minneapolis-St.  
 Paul, Minn.  
 WCED, Du Bois, Pa.  
 WCFL, Chicago, Ill.  
 WCHS, Charleston, W. Va.  
 WCHV, Charlottesville, Va.  
 WCKY, Cincinnati, Ohio  
 WCLE, Cleveland, Ohio  
 WCLO, Janesville, Wis.  
 WCLS, Joliet, Ill.  
 WCMJ, Ashland, Ky.  
 WCNC, Elizabeth City,  
 N. C.  
 WCNW, New York City  
 WCOA, Pensacola, Fla.  
 WCOC, Meridian, Miss.  
 WCOL, Columbus, Ohio  
 WCOP, Boston, Mass.  
 WCOS, Columbia, S. C.  
 WCOU, Lewiston, Me.  
 WCOV, Montgomery, Ala.  
 WCPD, Cincinnati, Ohio  
 WCRW, Chicago, Ill.  
 WCSC, Charleston, S. C.  
 WCSH, Portland, Me.  
 WDAE, Tampa, Fla.  
 WDAF, Kansas City, Mo.  
 WDAH, El Paso, Tex.  
 WDAK, West Point, Ga.  
 WDAN, Danville, Ill.  
 WDAS, Philadelphia, Pa.  
 WDAY, Fargo, N. Dak.  
 WDEJ, Roanoke, Va.  
 WDBO, Orlando, Fla.  
 WDEL, Wilmington, Del.  
 WDEV, Waterbury, Vt.  
 WDGX, Minneapolis-St.  
 Paul, Minn.  
 WDLF, Panama City, Fla.  
 WDMJ, Marquette, Mich.  
 WDNK, Durham, N. C.  
 WDOD, Chattanooga, Tenn.  
 WDRG, Hartford, Conn.  
 WDSM, Superior, Wis.  
 WDSU, New Orleans, La.  
 WDWS, Champaign, Ill.  
 WDWZ, Tuscola, Ill.  
 WEAF, New York City  
 WEAN, Providence, R. I.  
 WEAU, Eau Claire, Wis.  
 WEBC, Duluth, Minn.  
 WEBQ, Harrisburg, Ill.  
 WEBR, Buffalo, N. Y.  
 WEDC, Chicago, Ill.  
 WEED, Rocky Mount, N. C.  
 WEEL, Boston, Mass.  
 WEEU, Reading, Pa.  
 WELL, New Haven, Conn.  
 WELL, Battle Creek, Mich.  
 WEMP, Milwaukee, Wis.  
 WENR, Chicago, Ill.  
 WENY, Elmira, N. Y.  
 WEOA, Evansville, Ind.  
 WERC, Erie, Pa.  
 WESC, Elmira, N. Y.  
 WEST, Easton, Pa.  
 WESX, Salem, Mass.  
 WEVD, New York City  
 WEW, St. Louis, Mo.  
 WEXL, Royal Oak, Mich.  
 WFAA, Dallas, Tex.  
 WFAM, South Bend, Ind.  
 WFAS, White Plains, N. Y.  
 WFBC, Greenville, S. C.  
 WFEG, Altoona, Pa.  
 WFBL, Syracuse, N. Y.  
 WFBM, Indianapolis, Ind.  
 WFBT, Baltimore, Md.  
 WFDF, Flint, Mich.  
 WFEE, Manchester, N. H.  
 WFHR, Wisconsin Rapids,  
 Wis.  
 WFJG, Sumter, S. C.  
 WFIL, Philadelphia, Pa.  
 WFLA, Tampa, Fla.  
 WFMD, Frederick, Md.  
 WFMJ, Youngstown, Ohio  
 WFNC, Fayetteville, N. C.  
 WFOR, Hattiesburg, Miss.  
 WFOY, St. Augustine, Fla.  
 WFPG, Atlantic City, N. J.  
 WFTC, Kinston, N. C.  
 WFTL, Ft. Lauderdale,  
 Fla.  
 WFTM, Ft. Myers, Fla.  
 WFVA, Fredericksburg, Va.  
 WGAL, Lancaster, Pa.  
 WGAN, Portland, Me.  
 WGAR, Cleveland, Ohio  
 WGAU, Athens, Ga.  
 WGBB, Freeport, N. Y.  
 WGBF, Evansville, Ind.  
 WGBI, Scranton, Pa.  
 WGBR, Goldsboro, N. C.  
 WGMG, Gulfport, Miss.  
 WGES, Chicago, Ill.  
 WGGG, Gainesville, Ga.  
 WGH, Newport News, Va.  
 WGIL, Galesburg, Ill.  
 WGKV, Charleston, W. Va.  
 WGL, Ft. Wayne, Ind.  
 WGN, Chicago, Ill.  
 WGNK, Gastonia, N. C.  
 WGNV, Newburgh, N. Y.  
 WGOV, Valdosta, Ga.  
 WGPC, Albany, Ga.  
 WGR, Buffalo, N. Y.  
 WGBR, Grand Rapids, Mich.  
 WGRG, New Albany, Ind.;  
 Louisville, Ky.  
 WGRM, Greenwood, Miss.  
 WGST, Atlanta, Ga.  
 WGTC, Greenville, N. C.  
 WGTN, Wilson, N. C.  
 WGY, Schenectady, N. Y.  
 WHA, Madison, Wis.  
 WHAI, Greenfield, Mass.  
 WHAL, Saginaw, Mich.  
 WHAM, Rochester, N. Y.  
 WHAS, Louisville, Ky.  
 WHAT, Philadelphia, Pa.  
 WHAZ, Troy, N. Y.  
 WHB, Kansas City, Mo.  
 WHBB, Selma, Ala.  
 WHBC, Canton, Ohio  
 WHBF, Rock Island, Ill.  
 WHBI, Newark, N. J.  
 WHBL, Sheboygan, Wis.  
 WHBQ, Memphis, Tenn.  
 WHBU, Anderson, Ind.  
 WHBY, Appleton, Wis.  
 WHDF, Calumet, Mich.  
 WHDH, Boston, Mass.  
 WHDL, Olean, N. Y.  
 WHEB, Portsmouth, N. H.  
 WHEC, Rochester, N. Y.  
 WHFC, Cicero, Ill.  
 WHIO, Dayton, Ohio  
 WHIP, Hammond, Ind.  
 WHIS, Bluefield, W. Va.  
 WHIZ, Zanesville, Ohio  
 WHJB, Greensburg, Pa.  
 WHK, Cleveland, Ohio  
 WHKX, Hickory, N. C.  
 WHKC, Columbus, Ohio  
 WHLB, Virginia, Minn.  
 WHLD, Niagara Falls,  
 N. Y.  
 WHLS, Port Huron, Mich.  
 WHMA, Anniston, Ala.  
 WHN, New York City  
 WHO, Des Moines, Ia.  
 WHOM, Jersey City, N. J.  
 WHOP, Hopkinsville, Ky.  
 WHF, Harrisburg, Pa.  
 WHPC, Albany, Ga.  
 WHUB, Cookeville, Tenn.  
 WIBA, Madison, Wis.  
 WIBC, Indianapolis, Ind.  
 WIBG, Glenside, Pa.  
 WIBM, Jackson, Mich.  
 WIBU, Poynette, Wis.  
 WIBW, Topeka, Kans.  
 WIBX, Utica, N. Y.  
 WICA, Ashtabula, Ohio  
 WIOC, Bridgeport, Conn.  
 WIL, St. Louis, Mo.  
 WILL, Urbana, Ill.  
 WILM, Wilmington, Del.  
 WIND, Gary, Ind.; Chicago,  
 Ill.  
 WING, Dayton, Ohio  
 WINS, Louisville, Ky.  
 WINS, New York City  
 WINX, Washington, D. C.  
 WIOP, Miami, Fla.  
 WIP, Philadelphia, Pa.  
 WIRE, Indianapolis, Ind.  
 WIS, Columbia, S. C.  
 WISE, Asheville, N. C.  
 WISN, Milwaukee, Wis.  
 WIZE, Springfield, Ohio  
 WJAC, Johnstown, Pa.  
 WJAG, Norfolk, Nebr.  
 WJAR, Providence, R. I.  
 WJAS, Pittsburgh, Pa.  
 WJAX, Jacksonville, Fla.  
 WJBC, Bloomington, Ill.  
 WJBL, Detroit, Mich.  
 WJBO, Baton Rouge, La.  
 WJBW, New Orleans, La.  
 WJBY, Gadsden, Ala.

LOCATION OF STATIONS—Continued

**WJDX**, Jackson, Miss.  
**WJEJ**, Hagerstown, Md.  
**WJHL**, Johnson City, Tenn.  
**WJHO**, Opelika, Ala.  
**WJHP**, Jacksonville, Fla.  
**WJIM**, Lansing, Mich.  
**WJJD**, Chicago, Ill.  
**WJLS**, Beckley, W. Va.  
**WJMC**, Rice Lake, Wis.  
**WJMS**, Ironwood, Mich.  
**WJNO**, West Palm Beach, Fla.  
**WJPF**, Herrin, Ill.  
**WJPR**, Greenville, Miss.  
**WJR**, Detroit, Mich.  
**WJRD**, Tuscaloosa, Ala.  
**WJSV**, Washington, D. C.  
**WJTN**, Jamestown, N. Y.  
**WJW**, Akron, Ohio  
**WJZ**, New York City  
**WKAR**, East Lansing, Mich.  
**WKAT**, Miami Beach, Fla.  
**WKBB**, Dubuque, Ia.  
**WKBH**, La Crosse, Wis.  
**WKBN**, Youngstown, Ohio  
**WKBO**, Harrisburg, Pa.  
**WKBY**, Richmond, Ind.  
**WKBW**, Buffalo, N. Y.  
**WKBZ**, Muskegon, Mich.  
**WKEU**, Griffin, Ga.  
**WKIP**, Poughkeepsie, N. Y.  
**WKNE**, Keene, N. H.  
**WKNY**, Kingston, N. Y.  
**WKOK**, Sunbury, Pa.  
**WKPA**, New Kensington, Pa.  
**WKPT**, Kingsport, Tenn.  
**WKRC**, Cincinnati, Ohio  
**WKST**, New Castle, Pa.  
**WKY**, Oklahoma City, Okla.  
**WKZO**, Kalamazoo, Mich.  
**WLAC**, Nashville, Tenn.  
**WLAK**, Lakeland, Fla.  
**WLAP**, Lexington, Ky.  
**WLAV**, Grand Rapids, Mich.  
**WLAW**, Lawrence, Mass.  
**WLB**, Minneapolis-St. Paul, Minn.  
**WLBC**, Muncie, Ind.  
**WLBK**, Bowling Green, Ky.  
**WLBL**, Stevens Point, Wis.  
**WLBZ**, Bangor, Me.  
**WLEU**, Erie, Pa.  
**WLLH**, Lowell, Mass.  
**WLNH**, Laconia, N. H.  
**WLOF**, Orlando, Fla.  
**WLOG**, Logan, W. Va.  
**WLOK**, Lima, Ohio  
**WLQL**, St. Paul, Minneapolis, Minn.  
**WLPM**, Suffolk, Va.  
**WLS**, Chicago, Ill.  
**WLTH**, New York City  
**WLVA**, Lynchburg, Va.  
**WLW**, Cincinnati, Ohio  
**WMLA**, Washington, D. C.  
**WMAM**, Marinette, Wis.  
**WMAN**, Mansfield, Ohio  
**WMAQ**, Chicago, Ill.  
**WMAS**, Springfield, Mass.  
**WMAZ**, Macon, Ga.  
**WMBC**, Detroit, Mich.  
**WMBD**, Peoria, Ill.  
**WMBG**, Richmond, Va.  
**WMBH**, Joplin, Mo.  
**WMBI**, Chicago, Ill.  
**WMBO**, Auburn, N. Y.  
**WMBR**, Jacksonville, Fla.  
**WMBS**, Uniontown, Pa.  
**WMC**, Memphis, Tenn.  
**WMCA**, New York City  
**WMEX**, Boston, Mass.  
**WMFD**, Wilmington, N. C.  
**WMFF**, Plattsburg, N. Y.  
**WMFG**, Hibbing, Minn.  
**WMFJ**, Daytona Beach, Fla.  
**WMFR**, High Point, N. C.  
**WMGA**, Moultrie, Ga.  
**WMIN**, Minneapolis-St. Paul, Minn.  
**WMJM**, Cordele, Ga.  
**WMIN**, Fairmont, W. Va.  
**WMOB**, Mobile, Ala.  
**WMOG**, Brunswick, Ga.  
**WMPC**, Lapeer, Mich.  
**WMPS**, Memphis, Tenn.  
**WMBC**, Greenville, S. C.  
**WMRO**, Aurora, Ill.  
**WMSD**, Sheffield, Ala.  
**WMSL**, Decatur, Ala.  
**WMT**, Cedar Rapids, Ia.  
**WMVA**, Martinsville, Va.  
**WMVD**, Salisbury, Md.  
**WMAC**, Boston, Mass.  
**WNAD**, Norman, Okla.  
**WNAX**, Yankton, S. Dak.  
**WNBC**, New Britain, Conn.  
**WNBF**, Binghamton, N. Y.  
**WNBH**, New Bedford, Mass.  
**WNBZ**, Saranac Lake, N. Y.  
**WNEW**, New York City  
**WNLC**, New London, Conn.  
**WNOR**, New Orleans, La.  
**WNOX**, Knoxville, Tenn.  
**WNYC**, New York City  
**WOAI**, San Antonio, Tex.  
**WOC**, Davenport, Ia.  
**WOCB**, Hyannis, Mass.  
**WOI**, Ames, Ia.  
**WOKO**, Albany, N. Y.  
**WOL**, Washington, D. C.  
**WOLF**, Syracuse, N. Y.  
**WOLS**, Florence, S. C.  
**WOMI**, Owensboro, Ky.  
**WOMT**, Manitowoc, Wis.  
**WOOD**, Grand Rapids, Mich.  
**WOPI**, Bristol, Tenn.  
**WOR**, New York City  
**WORC**, Worcester, Mass.  
**WORD**, Spartanburg, S. C.  
**WORK**, York, Pa.  
**WORL**, Boston, Mass.  
**WOSU**, Columbus, Ohio  
**WOV**, New York City  
**WOW**, Omaha, Nebr.  
**WOWO**, Ft. Wayne, Ind.  
**WPAD**, Paducah, Ky.  
**WPAP**, Parkersburg, W. Va.  
**WPAY**, Thomasville, Ga.  
**WPAY**, Portsmouth, Ohio  
**WPEN**, Philadelphia, Pa.  
**WPIC**, Sharon, Pa.  
**WPID**, Petersburg, Va.  
**WPRO**, Providence, R. I.  
**WPTF**, Raleigh, N. C.  
**WQAM**, Miami, Fla.  
**WQAN**, Scranton, Pa.  
**WQBC**, Vicksburg, Miss.  
**WQDM**, St. Albans, Vt.  
**WQXR**, New York City  
**WRAK**, Williamsport, Pa.  
**WEAL**, Raleigh, N. C.  
**WRAW**, Reading, Pa.  
**WRBL**, Columbus, Ga.  
**WRCL**, Washington, D. C.  
**WRDO**, Augusta, Me.  
**WRDW**, Augusta, Ga.  
**WREC**, Memphis, Tenn.  
**WREN**, Lawrence-Kansas City, Kans.  
**WRGA**, Rome, Ga.  
**WLJN**, Racine, Wis.  
**WRNL**, Richmond, Va.  
**WROK**, Rockford, Ill.  
**WROL**, Knoxville, Tenn.  
**WRR**, Dallas, Tex.  
**WRTD**, Richmond, Va.  
**WRUF**, Gainesville, Fla.  
**WRVA**, Richmond, Va.  
**WSAI**, Cincinnati, Ohio  
**WSAJ**, Grove City, Pa.  
**WSAM**, Saginaw, Mich.  
**WSAN**, Allentown, Pa.  
**WSAR**, Fall River, Mass.  
**WSAU**, Wausau, Wis.  
**WSAV**, Savannah, Ga.  
**WSAY**, Rochester, N. Y.  
**WSAZ**, Huntington, W. Va.  
**WSB**, Atlanta, Ga.  
**WSBC**, Chicago, Ill.  
**WSBT**, South Bend, Ind.  
**WSFA**, Montgomery, Ala.  
**WSGN**, Birmingham, Ala.  
**WSIX**, Nashville, Tenn.  
**WSJS**, Winston-Salem, N. C.  
**WSKB**, McComb, Miss.  
**WSLE**, Ogdensburg, N. Y.  
**WSLI**, Jackson, Miss.  
**WSM**, Nashville, Tenn.  
**WSMB**, New Orleans, La.  
**WSNJ**, Bridgeton, N. J.  
**WSOC**, Charlotte, N. C.  
**WSOO**, Sault Ste. Marie, Mich.  
**WSOY**, Decatur, Ill.  
**WSPA**, Spartanburg, S. C.  
**WSPE**, Sarasota, Fla.  
**WSPD**, Toledo, Ohio  
**WSPR**, Springfield, Mass.  
**WSTP**, Salisbury, N. C.  
**WSTV**, Steubenville, Ohio  
**WSUI**, Iowa City, Ia.  
**WSUN**, St. Petersburg, Fla.  
**WSVA**, Harrisonburg, Va.  
**WSVS**, Buffalo, N. Y.  
**WSYB**, Rutland, Vt.  
**WSYR**, Syracuse, N. Y.  
**WTAD**, Quincy, Ill.  
**WTAG**, Worcester, Mass.  
**WTAL**, Tallahassee, Fla.  
**WTAM**, Cleveland, Ohio  
**WTAR**, Norfolk, Va.  
**WTAW**, College Station, Tex.  
**WTAX**, Springfield, Ill.  
**WTBO**, Cumberland, Md.  
**WTGN**, Minneapolis-St. Paul, Minn.

## LOCATION OF STATIONS—Continued

<p>WTEL, Philadelphia, Pa.          WTHF, Hartford, Conn.          WTIC, Hartford, Conn.          WTJS, Jackson, Tenn.          WTMA, Charleston, S. C.          WTMG, Ocala, Fla.          WTMJ, Milwaukee, Wis.          WTMV, E. St. Louis, Ill.</p>	<p>WTNJ, Trenton, N. J.          WTOG, Savannah, Ga.          WTOL, Toledo, Ohio          WTRC, Elkhart, Ind.          WTRX, Troy, N. Y.          WTSP, St. Petersburg, Fla.          WVFW, New York City          WWAE, Hammond, Ind.</p>	<p>WWJ, Detroit, Mich.          WWL, New Orleans, La.          WWNC, Asheville, N. C.          WWRL, New York City          WWSW, Pittsburgh, Pa.          WWVA, Wheeling, W. Va.          WXYZ, Detroit, Mich.          WTAQ, Green Bay, Wis.</p>
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## LOCATION OF CANADIAN STATIONS

<p>CBA, Sackville, N. B.          CBF, Montreal, P. Q.          CBJ, Chicoutimi, P. Q.          CBK, Watrous, Sask.          CBL, Toronto, Ont.          CBM, Montreal, P. Q.          CBO, Ottawa, Ont.          CBR, Vancouver, B. C.          CBV, Quebec, P. Q.          CBY, Toronto, Ont.          CFAC, Calgary, Alta.          CFAR, Flin Flon, Man.          CFCE, Montreal, P. Q.          CFCH, North Bay, Ont.          CFCA, Calgary, Alta.          CFCO, Chatham, Ont.          CFCT, Victoria, B. C.          CFCY, Charlottetown,          P. E. I.          CFGP, Grande Prairie,          Alta.          CFJC, Kamloops, B. C.          CFLC, Prescott, Ont.          CFOS, Owen Sound, Ont.          CFPL, London, Ont.          CFPR, Prince Rupert, Ont.          CFQC, Saskatoon, Sask.          CFRE, Toronto, Ont.          CFRG, Kingston, Ont.          CFRN, Edmonton, Alta.          CHAB, Moose Jaw, Sask.</p>	<p>CHGB, St. Anne de la          Pocatiere, P. Q.          CHGS, Summerside, P. E. I.          CHLN, Three Rivers, P. Q.          CHLP, Montreal, P. Q.          CHLT, Sherbrooke, P. Q.          CHML, Hamilton, Ont.          CHNC, New Carlisle, P. Q.          CHNS, Halifax, N. S.          CHRC, Quebec, P. Q.          CHSJ, Saint John, N. B.          CHWK, Chilliwack, B. C.          CJAT, Trail, B. C.          CJBR, Rimouski, P. Q.          CJCA, Edmonton, Alta.          CJCB, Sydney, N. S.          CJCJ, Calgary, Alta.          CJCS, Stratford, Ont.          CJGX, Winnipeg, Man.          CJHC, Halifax, N. S.          CJIC, Sault Ste. Marie,          Ont.          CJKL, Kirkland Lake,          Ont.          CJLS, Yarmouth, N. S.          CJOC, Lethbridge, Alta.          CJOR, Vancouver, B. C.          CJRC, Winnipeg, Man.          CJRM, Regina, Sask.          CKAC, Montreal, P. Q.          CKBI, Prince Albert, Sask.</p>	<p>CKCA, Kenora, Ont.          CKCH, Hull, P. Q.          CKCK, Regina, Sask.          CKCL, Toronto, Ont.          CKCO, Ottawa, Ont.          CKCR, Kitchener, Ont.          CKCV, Quebec, P. Q.          CKCW, Moncton, N. B.          CKFC, Vancouver, B. C.          CKGB, Timmins, Ont.          CKIC, Wolfville, N. S.          CKLN, Nelson, B. C.          CKLW, Windsor, Ont.;          Detroit, Mich.          CKMC, Cobalt, Ont.          CKMO, Vancouver, B. C.          CKNB, Campbellton, N. B.          CKNX, Wingham, Ont.          CKOC, Hamilton, Ont.          CKOV, Kelowna, B. C.          CKPC, Brantford, Ont.          CKPR, Fort William &amp;          Port Arthur, Ont.          CKRN, Rouyn, P. Q.          CKSO, Sudbury, Ont.          CKTB, St. Catharines, Ont.          CKUA, Edmonton, Alta.          CKVD, Val d'Or, P. Q.          CKWX, Vancouver, B. C.          CKX, Brandon, Man.          CKY, Winnipeg, Man.</p>
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# ALABAMA

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

## Radio Homes by Counties\*

Autauga .....	2,380	Dallas .....	8,450	Marion .....	2,770
Baldwin .....	3,830	DeKalb .....	4,350	Marshall .....	4,580
Barbour .....	4,080	Elmore .....	3,850	Mobile .....	21,880
Bibb .....	2,680	Escambia .....	3,480	Monroe .....	3,370
Blount .....	3,070	Etowah .....	9,700	Montgomery .....	18,520
Bullock .....	2,570	Fayette .....	2,050	Morgan .....	6,790
Butler .....	3,730	Franklin .....	2,920	Perry .....	3,130
Calhoun .....	8,370	Geneva .....	3,340	Pickens .....	2,810
Chambers .....	4,730	Greene .....	2,500	Pike .....	4,170
Cherokee .....	2,090	Hale .....	3,150	Randolph .....	3,110
Chilton .....	2,800	Henry .....	2,480	Russell .....	3,420
Choctaw .....	2,430	Houston .....	6,250	St. Clair.....	2,980
Clarke .....	3,200	Jackson .....	4,080	Shelby .....	3,440
Clay .....	1,910	Jefferson .....	85,710	Sumter .....	3,220
Cleburne .....	1,390	Lamar .....	1,930	Talladega .....	5,570
Coffee .....	3,730	Lauderdale .....	5,480	Tallapoosa .....	3,800
Colbert .....	4,420	Lawrence .....	2,860	Tuscaloosa .....	9,000
Conecuh .....	2,920	Lee .....	5,270	Walker .....	7,850
Coosa .....	1,330	Limestone .....	4,270	Washington .....	1,910
Covington .....	160	Lowndes .....	2,700	Wilcox .....	2,970
Crenshaw .....	2,750	Macon .....	3,230	Winston .....	1,660
Cullman .....	4,500	Madison .....	8,530		
Dale .....	2,820	Marengo .....	4,780		

## WHMA, ANNISTON

Operator: Anniston Broadcasting Co., WHMA Bldg. Phone: 2380. Power: 250 watts on 1420 kc. Affiliation: None. Opened: Nov. 3, 1938. (Note: This station is under the same ownership as the Anniston Star.)

General and station manager: John S. Pitts. Commercial manager: A. Lynne Brannen. Program and musical director: Harold Russey. Chief engineer: Vernon Story. Promotion and merchandising manager: S. Allen Brown.

Rep: None. Seating facilities: Auditorium in WHMA Building can accommodate 500 persons. Merchandising: Publicity stories and mats in Anniston Star, plus three weeklies in northeast Alabama; distribute window cards; display photos of artists in station lobby; all services gratis, in proportion to amount of contract. Foreign language programs: Not accepted. Artists bureau: Setup nominal only. Base rate: \$30.

Copy restrictions: County in which station is located is dry (although the State is not); "legitimate type" patent medicines accepted. E. T. library: World; NBC The-saurus. News: UP. Commentators: A.

Lynne Brannen (newscaster); Harold Russey (newscaster; sports); Laura Boswell and Annis Snoddy (women's features); W. G. Hood and C. C. Owens (farm news).

## WAPI, BIRMINGHAM

Operator: Board of Control of Radio Station WAPI (Alabama Polytechnic Institute, University of Alabama, and Alabama College), Protective Life Bldg. Phone: 3-8116. Power: 5,000 watts on 1140 kc. Affiliation: CBS. Opened: 1922.

General manager: Thad Holt. National sales representative: H. H. Holtshouser. Merchandising director: Delmar Bradley. Studio manager: Nelle McFarland.

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

Program policies: CBS program policies. E. T. library: None listed. News: UP.

Commentators: Lionel Baxter and Fred

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

## ALABAMA STATIONS—Continued

Daiger (newscasters); Maury Farrell (sports); Leroy Monsky (football predictions); Margaret Cotten (women in the news); Delmar Bradley (fashions); Mildred Martin Weldon (club activities); Henry Vance (local men in the news); Harwood Hull (stocks; grains); Clint Blakely (philosophy).

### WERC, BIRMINGHAM

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

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

**Rep:** Paul H. Raymer Co. **Seating facilities:** Studio, 50. **Merchandising:** Build up programs via Birmingham Post, Southern Radio News and various Alabama weeklies (trade-out proposition with the Post); plug programs on "Don't Miss It" broadcast, 10-10:15 A.M. daily. **Foreign language programs:** Will consider such programs. **Artists bureau:** None. **Stock:** Owned by Mrs. H. P. Hanna, K. G. Marshall, and J. C. Bell. **Base rate:** \$90 (½ hr.).

**Copy restrictions:** Accept light wines and beer on national rate; no hard liquors; accept patent medicines approved by Federal Trade Commission; words pertaining to certain bodily functions not allowed. **E. T. library:** Standard; Davis & Schwegler. **News:** INS. **Commentators:** Bill McCain (newscaster); John Connolly (sports commentator); George Lewis Bailes (religion).

### WSGN, BIRMINGHAM

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

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

**Rep:** Headley-Reed Co. **Seating facilities:** Studio, seats 150 persons; local theatre seats 1,200. **Merchandising:** Publicity news, listings, new program advertisements; window displays, store-to-store and house-to-house surveys, etc.; all carried out at actual cost. **Foreign language programs:**

Not accepted. **Artists bureau:** None, as such, but maintain clearing house for talent through program department. **Base rate:** \$125.

**Copy restrictions:** Beer and wine accepted; only recognized patent medicines accepted. **E. T. library:** Lang-Worth; NBC Thesaurus. **News:** AP. **Commentators:** Bill Terry, Bill Snow, Jud Collins, Bob McRaney and Tom Severin (news commentators); Louise Feagin (women's features).

### WMSL, DECATUR

**Operator:** Tennessee Valley Broadcasting Co., Inc., 511 Bank St. **Phones:** 802-803. **Power:** 250 watts on 1370 kc. **Affiliation:** Alabama Network. **Opened:** June 26, 1935 (as WMFO; changed to WMSL on Sept. 10, 1939).

**President, general manager:** Marion K. Vickrey. **Commercial manager:** Kyle G. Frazier. **Program director:** John Boggess. **Chief engineer:** Ted Jeffries.

**Rep:** Headley-Reed Co. **Seating facilities:** Auditorium seats 150 persons. **Merchandising:** No information given. **Foreign language programs:** None. **Artists bureau:** Station can supply local orchestras, singers, bands, etc. **Base rate:** \$35.

**Copy restrictions:** Hard liquor copy not accepted; copy must comply with regulations of the Federal Trade Commission. **E. T. library:** World. **News:** Transradio. **Commentators:** Francis Allen (news commentator); Jack Schuller (newscaster; sports); John Boggess (newscaster); Caroline Jones (fashions; home economics; news).

### WAGF, DOTHAN

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

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

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

**Copy restrictions:** Beer and wine accepted; all copy subject to station approval. **E. T. library:** Standard. **News:** Transradio. **Commentators:** John Hubbard, Julian Smith, and Carl Snellgrove (newscasters); Samuel Hall (sports); Louise Calhoun (fashions; cooking).



## ALABAMA STATIONS—Continued

### WJBY, GADSDEN

Operator: Gadsden Broadcasting Co., Inc., 108 Broad St. Phone: 88. Power: 250 watts on 1210 kc. Affiliation: None. Opened: May, 1928.

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

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

Copy restrictions: Accept beer and wine; all copy must meet requirements of Federal Trade Commission. E. T. library: NBC Thesaurus. News: Transradio. Commentators: Sam Benton and Fox Lightfoot (newscasters); Malcolm Street (sports); Nancy Nash (women's features).

### WBHP, HUNTSVILLE

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

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

No further information available after repeated requests.

### WALA, MOBILE

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

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

Rep: John H. Perry Associates. Seating facilities: Capacity not listed. Merchandising: Obtain cooperation of clerks and displays in all stores where product is handled; other assistance rendered. Foreign language programs: Would not refuse; foreign population, however, very low. Artists bureau: None. Base rate: \$70 (½ hr.).

Copy restrictions: Alcoholic beverages accepted; objectionable wording must be omitted in patent medicine advertising. E. T. library: NBC Thesaurus. News: INS. Commentators: Jack Bridges (newscaster; sports).

### WMOB, MOBILE

Operator: S. B. Quigley, 600 St. Louis St. Phone: Bel. 2581. Power: 100 watts on 1200 kc. Affiliation: None. Opened: Nov. 25, 1939.

Station owner and manager: S. B. Quigley. Commercial manager: S. B. Quigley. Program director: L. Byron Jenkins. Chief engineer: Thomas L. Greenwood. Musical director: Mrs. Elizabeth Jenkins.

Rep: None. Seating facilities: None. Merchandising: None. Foreign language programs: Not accepted. Artists bureau: None. Base rate: \$27.50 (½ hr.).

Copy restrictions: Advertising of alcoholic beverages, other than beer, not accepted; all programs and copy subject to station approval; contracts subject to cancellation one week in advance by written notice, accompanied by certified check at short rate to date of last program. E. T. library: World. News: Transradio. Commentators: Byron Jenkins and James Hendrix (newscasters); Ross Smitherman (newscaster; sports); Betty Jane (shopping parade).

### WCOV, MONTGOMERY

Operator: Capital Broadcasting Co., Inc., 2 Montgomery St. Phone: Cedar 3301. Power: 100 watts on 1210 kc. Affiliation: None. Opened: Jan. 16, 1939.

President, station manager: G. W. Covington, Jr. Commercial manager: C. W. Covington, Jr. Program director: Weston E. Britt. Chief engineer: Russell V. Robinson.

Rep: Sears & Ayer, Inc. Seating facilities: American Guitar Studios accommodate 200 persons (10c admission to barn dance program); Dixie Graves Armory accommodates about 1,500 (10c and 25c admission to Saturday Night Square Dance Jamboree). Merchandising: None listed. Foreign language programs: None current; no policy listed. Artists bureau: None. Base rate: \$45.

Copy restrictions: Beer advertising accepted; no other alcoholic beverages; patent medicines accepted. E. T. library: Standard. News: Transradio. Commentators: Bob Garrett and Allen King (newscasters); Evelyn Robinson (women's features); Roger Condon (stock market quotations); Crawford Rocquemore (live stock

## ALABAMA STATIONS—Continued

reports); Harwood Hull (farm extension service).

### WSFA, MONTGOMERY

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

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

**Rep:** Headley-Reed Co. **Seating facilities:** Can use local auditorium, capacity 3,000. **Merchandising:** Offer "reasonable assistance"; pre-plug programs. **Foreign language programs:** Not accepted. **Artists bureau:** None, but can supply any type of local artist at cost. **Base rate:** \$75.

**Copy restrictions:** Accept beer, wine and hard liquors; patent medicine copy subject to station approval; no further restrictions except adherence to laws of "good taste." **E. T. library:** NBC The-saurus. **News:** INS. **Commentators:** Sam Hocking (news commentator); Robert Hope (newscaster); Stuart X. Stephenson and Irv Rapp (sports); Camille Brown (society; fashions; travel); Pete Brock (stocks); Fred Duran ("town topics"); Thos. Hackett (rural philosophy).

### WJHO, OPELIKA

**Operator:** Yetta G. Samford, C. S. Shealy, Thomas D. Samford, Jr., and J. H. Orr doing business as the Opelika-Auburn Broadcasting Co. **Power:** 250 and 100 watts on 1370 kc.

At press time this station had only recently been put into operation.

### WHBB, SELMA

**Operator:** Selma Broadcasting Co., Inc., 209 Washington St. **Phone:** 1233. **Power:** 100 watts on 1500 kc. **Affiliation:** None. **Opened:** Nov. 11 1935.

**Station manager:** Julien Smith, Jr. **Program director:** Sidney Spencer. **Chief engineer:** John Yarns.

**Rep:** None. **Seating facilities:** None. **Merchandising:** Yes; details of service not

listed. **Foreign language programs:** Not accepted. **Artists bureau:** Yes; lists about 20 artists, bands, etc. **Base rate:** \$30 (½ hr.).

**Copy restrictions:** Station reserves right to cancel any programs of objectionable character. **E. T. library:** Associated. **News:** Transradio. **Commentators:** S. W. Spencer and Don Campbell (newscasters and sports commentators).

### WMSD, SHEFFIELD

**Operator:** Muscle Shoals Broadcasting Corp., Muscle Shoals, Ala. **Phone:** 181. **Power:** 250 watts on 1420 kc. **Affiliation:** None. **Opened:** November, 1933.

**Station manager:** Joe Van Sandt. **Program director:** James Connolly. **Chief engineer:** Maurice McKinney.

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

**Copy restrictions:** Beer accepted; patent medicines accepted, providing they meet Government inspection. **News:** UP. **Commentators:** James Connolly and George Martin (newscasters).

### WJRD, TUSCALOOSA

**Operator:** James R. Doss, Jr., First National Bank Bldg. **Phones:** 1401; 1022. **Power:** 250 watts on 1200 kc. **Affiliation:** Alabama Network. **Opened:** Oct. 6, 1936.

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

**Rep:** None. **Seating facilities:** Can accommodate about 100 persons. **Merchandising:** Complete service for national-regional accounts. **Foreign language programs:** Jewish only accepted. **Artists bureau:** Setup nominal. **Base rate:** \$18 (½ hr.).

**Copy restrictions:** No beer, wines or alcoholic beverages accepted; no patent medicines; copy must be submitted previous to broadcast, and station reserves right to cut objectionable matter. **E. T. library:** World. **News:** INS.

# ARIZONA

(79,600 radio homes, or 77% ownership among the State's total of 104,000 families. Urban ownership is 33,100, or 89% of urban families; rural ownership is 46,500, or 69% of rural families.)

## Radio Homes by Counties

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

## KSUN, BISBEE-LOWELL

**Operator:** Copper Electric Co., Inc., Copper Electric Bldg., Lowell Station, Bisbee, Ariz. **Phone:** 9. **Power:** 250 watts on 1200 kc. **Affiliation:** Arizona Network. **Opened:** Oct. 10, 1933.

**Station and commercial manager:** Carleton W. Morris. **Program director:** Harmon A. Bergman. **Chief engineer:** D. C. Karbach.

**Rep:** John Blair & Co. **Seating facilities:** None listed. **Merchandising:** Services rendered without charge. **Foreign language programs:** Spanish accepted. **Artists bureau:** None. **Base rate:** \$40.

**Copy restrictions:** Hard liquor advertising not accepted. **News:** Transradio. **Commentator:** Mary Ellen Bergman (society).

## KWJB, GLOBE

**Operator:** Sims Broadcasting Co., P. O. Box 905. **Phone:** 41. **Power:** 250 watts on 1210 kc. **Affiliation:** Arizona Broadcasting Co., Inc. **Opened:** July 19, 1933.

**Owner, station manager, program director:** Bartley T. Sims. **Commercial manager:** E. W. Henderson. **Chief engineer:** Howard Seitz. **Musical director:** Elgin McCarthy. **Woman's program director:** Luceba Van Dyke.

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

**Copy restrictions:** Beer and wine copy accepted; no hard liquors. **E. T. library:** None. **News:** Transradio. **Commentators:** Chester Storey (news commentator); Howard Seitz (newscaster); Jimmy Benjamin (sports); Luceba Van Dyke (women's features).

## KCRJ, JEROME

**Operator:** Central Arizona Broadcasting Co., 711 Main St. **Phone:** 88. **Power:** 250 watts on 1310 kc. **Affiliation:** Arizona Broadcasting Co., Inc. **Opened:** 1932.

**Chairman, board of directors:** W. P. Stuart. **Station manager:** Howard Kuhn. **Chief engineer:** D. E. Towne.

**Rep:** None. **Seating facilities:** None. **Merchandising:** Program and other types of publicity handled on a cost basis. **Foreign language programs:** Spanish accepted. **Artists bureau:** None. **Base rate:** \$25.

**Copy restrictions:** Hard liquor advertising not accepted; all copy subject to station approval. **E. T. library:** Davis & Schwegler. **News:** Transradio. **Commentators:** Carl Busart (newscaster); Marian Kuhn (women's features); Grace Cox (Hollywood news).

## KOY, PHOENIX

**Operator:** Salt River Valley Broadcasting Co., 836 North Central Ave. **Phone:** 4-4144. **Power:** 1,000 watts on 550 kc. **Affiliation:** CBS; Arizona Network. **Opened:** 1922. (Note: This station is affiliated with the Prairie Farmer, which controls and operates WLS, Chicago, and with the Arizona Farmer.)

**President:** Wm. A. Baldwin. **Vice-president, general manager:** Fred A. Palmer. **Program director:** Jack Williams. **Artists bureau head:** Roberta Bragdon. **Musical director:** Alfred Becker. **Chief engineer:** Robert B. Thompson. **Publicity director:** Les Mawhinney.

**Rep:** John Blair & Co. **Seating facilities:** Audience room, 60; studio, 90; organ studio, 50; auditorium, 500. **Merchandising:** Complete service, including window displays, cards, pre-announcements, etc.; furnish market statistics; testimonial letters; mail reports. **Foreign language programs:** Accepted; copy must be submitted 24 hours

## ARIZONA STATIONS—Continued

in advance and comply with station policies. Artists bureau: Setup nominal only. Base rate: \$90.

**Copy restrictions:** Not listed. **E. T. library:** Lang-Worth; Langlois & Wentworth; World. **News:** Transradio. **Commentators:** Jack Copeland (news commentator; newscaster; sports); Joe Dana and Jack Williams (newscasters); Lou Kroeck (sports); Ernie Douglas (agriculture).

### KPHO, PHOENIX

**Operator:** M. C. Reese. **Power:** 250 and 100 watts on 620 kc. **Affiliation:** NBC Arizona

**Group;** Arizona Broadcasting Co. **Opened:** June 21, 1922. (Note: This station is newspaper-affiliated with the Arizona Republic (morning), Phoenix Gazette (evening), and the Arizona Weekly Gazette.)

### KTAR, PHOENIX

**Operator:** KTAR Broadcasting Company, Heard Bldg. **Phone:** 4-4161. **Power:** 5,000 watts on 620 kc. **Affiliation:** NBC Arizona Group; Arizona Broadcasting Co. **Opened:** June 21, 1922. (Note: This station is newspaper-affiliated with the Arizona Republic (morning), Phoenix Gazette (evening), and the Arizona Weekly Gazette.)

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

**Rep:** Paul H. Raymer Company. **Seating facilities:** Two studios seating 90 persons; outside auditorium seating 2,500. **Merchandising:** Announcements several days prior to start of program; mention of clients and programs on the air in daily program resume several times before program is presented; paid newspaper listings, covering sponsor's name and program title in black face type, in Arizona Republic (morning) and Phoenix Gazette (evening) newspapers; weekly advance listing of all programs in Arizona Weekly Gazette; personal contact, telephone call or letter informing distributors and larger dealers of advertising campaign, suggesting their cooperation in window displays, etc.; mailings of advance program schedules to select group of advertising agencies, representatives, clients, local distributors, dealers and business organizations; issue direct mail material to listeners and others where it will prove effective in the interests of client; mailing material to be furnished by client; station is prepared to take care of any other merchandising service advertiser desires on a cost basis. **Foreign language programs:** Spanish accepted. **Artists bureau:** Yes. **Base rate:** \$140.

**Copy restrictions:** Accept beer; no wine or hard liquor; no misleading or fraudulent advertising; no "cure-alls," fortune tellers, lotteries, etc.; no mail order advertising competitive to local merchants; all copy is subject to station approval and government regulations. **E. T. library:** NBC Thesaurus; Standard. **News:** UP. **Commentators:** J. Howard Pyle (newscaster; social, style and film news); James Creasman (newscaster); Myron Drake (newscaster; sports); Lon Hughes (financial).

### KYCA, PRESCOTT

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

**At press time this station had a construction permit only.**

### KGLU, SAFFORD

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

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

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

**Copy restrictions:** Alcoholic beverage and patent medicine advertising accepted, but not encouraged; all copy must represent legitimate merchandise. **E. T. library:** MacGregor; Standard. **News:** Transradio; Christian Science Monitor. **Commentators:** John Merino and Paul Merrill (newscasters); Lester McBride (sports commentator); Beatrice Merino (women's news; cooking; society; home economics).

### KTUC, TUCSON

**Operator:** Tucson Broadcasting Co., 146 S. 6th Avenue. **Phone:** 5800. **Power:** 250 watts on 1370 kc. **Affiliation:** CBS; Arizona Network with KOY, Phoenix, KSUN, Lowell. **Opened:** March 29, 1929.

**Station manager:** John Merino. **Chief engineer:** Clifford Livingston.

**Rep:** Joseph Hershey McGillvra. **Seating facilities:** 35 persons. **Merchandising:** Yes;

## ARIZONA STATIONS—Continued

details of service not listed. Foreign language programs: Accept Spanish programs. Artists bureau: None. Base rate: \$30.

Copy restrictions: Accept beer, wine and patent medicines, provided products are legitimate. E. T. library: World. News: Transradio.

### KVOA, TUCSON

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

Station manager: R. B. Williams. Chief engineer: Leonard L. Nalley. Program director: Andrew White.

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

Copy restrictions: Advertising of alcoholic beverages not accepted, with the ex-

ception of beer. E. T. library: NBC Thesaurus. News: UP.

### KYUM, YUMA

Operator: Yuma Broadcasting Co., First St. and Nineteenth Ave. Phone: Yuma 88. Power: 250 watts on 1210 kc. Affiliation: NBC Arizona Group; Arizona Broadcasting Co., Inc. Opened: March 3, 1940. (Note: 45% of the stock in this station is owned by KTAR, Phoenix, Arizona).

General manager: Jerry Akers. Chief engineer: James V. Sims.

Rep: Paul H. Raymer Co. Seating facilities: Can accommodate about 50 persons. Merchandising: Complete service available to sponsor's specifications. Foreign language programs: Spanish accepted. Artists bureau: None. Base rate: \$40.

Copy restrictions: No alcoholic beverage advertising, other than beer, accepted; all copy subject to station approval. E. T. library: Standard. News: UP. Commentators: Jerry Akers (newscaster); Crystal Thomas (society).

## ARKANSAS

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

### Radio Homes by Counties

Arkansas .....	3,180	Garland .....	6,930	Newton .....	1,020
Ashley .....	3,060	Grant .....	1,050	Ouachita .....	4,240
Baxter .....	1,110	Greene .....	3,310	Perry .....	820
Benton .....	5,000	Hempstead .....	3,940	Phillips .....	6,740
Boone .....	2,110	Hot Spring .....	2,480	Pike .....	1,420
Bradley .....	2,240	Howard .....	2,050	Poinsett .....	3,600
Calhoun .....	1,010	Independence .....	3,030	Polk .....	2,020
Carroll .....	1,990	Izard .....	1,390	Pope .....	3,440
Chicot .....	3,260	Jackson .....	3,320	Prairie .....	1,790
Clark .....	3,110	Jefferson .....	10,280	Pulaski .....	28,430
Clay .....	3,150	Johnson .....	2,430	Randolph .....	1,850
Cleburne .....	1,280	Lafayette .....	2,220	St. Francis .....	4,310
Cleveland .....	1,310	Lawrence .....	2,470	Saline .....	2,110
Columbia .....	3,220	Lee .....	3,610	Scott .....	1,340
Conway .....	2,580	Lincoln .....	2,420	Searcy .....	1,160
Craighead .....	5,780	Little River .....	1,860	Sebastian .....	10,250
Crawford .....	3,050	Logan .....	2,860	Sevier .....	2,100
Crittenden .....	5,080	Lonoke .....	3,790	Sharp .....	1,200
Cross .....	3,270	Madison .....	1,410	Stone .....	800
Dallas .....	1,850	Marion .....	950	Union .....	8,910
Desha .....	3,160	Miller .....	4,740	Van Buren .....	1,220
Drew .....	2,520	Mississippi .....	9,050	Washington .....	5,820
Faulkner .....	3,450	Monroe .....	2,790	White .....	4,600
Franklin .....	1,780	Montgomery .....	1,210	Woodruff .....	2,550
Fulton .....	1,150	Nevada .....	2,430	Yell .....	2,340

## ARKANSAS STATIONS—Continued

### KLCN, BLYTHEVILLE

**Operator:** Fred O. Grimwood, 3rd and Walnut Sts. **Phone:** 1000. **Power:** 100 watts on 1290 kc (operates daytime). **Affiliation:** None. **Opened:** 1923.

**Station manager:** Fred O. Grimwood. **Commercial manager:** Algie Bishop. **Program director:** Cleo Garner. **Chief engineer:** Joe Harrington. **Musical director:** Patricia Ames. **Artists bureau head, publicity director:** Harold Sudbury.

**Rep:** None. **Seating facilities:** Studio reception room can accommodate about 250 persons. **Merchandising:** None listed. **Foreign language programs:** No rules listed. **Artists bureau:** Station can supply announcers and orchestra leaders. **Base rate:** \$30.

**Copy restrictions:** Advertising of wines and hard liquor not accepted. **E. T. library:** NBC Thesaurus. **News:** Transradio. **Commentators:** Denton Neal (news commentator); Cleo Garner (women's news); J. P. Friend and Harold Sudbury (sports); Patricia Ames (women's features); Della Pottle (farm and home hour); Rev. Alfred Carpenter (religious comment and news); Joe Applebaum (market reports); Melvin Unger (gossip; entertainment news).

### KELD, EL DORADO

**Operator:** Radio Enterprises, Inc., Box 610. **Phones:** Studio, 1313; office, 1314. **Power:** 250 watts on 1370 kc. **Affiliation:** None. **Opened:** Oct. 5, 1935. (Note: This station is affiliated with the Arkansas Farmer (as is KARK, Little Rock) and Pulaski Weekly Herald, Little Rock.)

**President:** R. E. Meinert. **Vice-president, general manager:** G. E. Zimmerman. **Station and commercial manager:** F. E. Bolls. **Production:** Baxter Gamble. **Traffic manager:** Ewing Canaday. **Program director:** Rodney Smith. **Chief engineer:** Carl Wilson.

**Rep:** Joseph Hershey McGillivra. **Seating facilities:** Reception room, 50 persons. **Merchandising:** Various services rendered by staff; special window displays and bulletins. **Foreign language programs:** Not accepted. **Artists bureau:** Setup is nominal; does not function as booking organization. **Base rate:** \$37.50.

**Copy restrictions:** No hard liquors; accept patent medicines "of proper worth and good standing"; copy must comply with rules of "decency, proper form and truth." **E. T. library:** World. **News:** INS. **Commentator:** Ewing Canaday (newscaster; sports).

### KFPW, FORT SMITH

**Operator:** Southwestern Hotel Co., 1213 Garrison Ave. **Phones:** 4106 (station); 7069 (advertising department). **Power:** 250 watts on 1370 kc. **Affiliation:** None. **Opened:** July 27, 1930.

**President:** John A. England. **Station manager, program and musical director:** Dorothy Gibson. **General and commercial manager, publicity director:** Jimmie Barry. **Chief engineer:** Duane Hoisington.

**Rep:** None. **Seating facilities:** Hotel ballroom, 300 persons; main dining room, 250; station reception room, 30. **Merchandising:** Complete service available; make contacts with wholesale distributors free; contacts with retail trade made at actual cost. **Foreign language programs:** No policy; no foreign population. **Artists bureau:** None. **Stock:** Closed corporation, stockholders in which are John A. England, R. J. Ross, J. E. Reynolds, W. J. Echols, Jr., and the estate of W. R. Martin. **Base rate:** \$20 (½ hr.).

**Copy restrictions:** Beer accepted, but no wines or hard liquors; recognized patent medicines accepted, but no others. **E. T. library:** NBC Thesaurus; Standard. **News:** UP. **Commentators:** J. E. (Pat) Garner (news commentator; newscaster); Bill Slates (sports).

### KTHS, HOT SPRINGS

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

**General and commercial manager:** John I. Prosser. **Continuity, program and publicity director:** Ewald Kockritz. **Chief engineer:** J. Clinton Norman.

**Rep:** John Blair & Co. **Seating facilities:** Studios, 25 persons; city auditorium, 1,200; Gross Chapel, 200. **Merchandising:** Program listings in local dailies and dailies in other Arkansas cities; complete radio page in local Sunday edition and rural weekly; point-of-sale display service; displays in studios; personal or mail contact with dealers regarding new programs or campaigns; check sales; pre-announcements of new programs gratis. **Foreign language programs:** None. **Artists bureau:** Yes; all types of talent available. **Base rate:** \$120.

**Copy restrictions:** Commercial copy must be kept at, or below, 10% of program time; beer and wine copy accepted, but no hard liquor; patent medicines must pass local Medical Committee; very few proprietary

## ARKANSAS STATIONS—Continued

medicines accepted. E. T. library: Davis & Schwegler. News: AP. Commentators: Kent Rush (news commentator); Bill Ware (news and sports commentator); John Prosser (newscaster); Walter Ebel (sports commentator); Hazel Koenig (fashions; homemaking; cooking).

### KWFC, HOT SPRINGS

Operator: Clyde E. Wilson and Howard A. Shuman doing business as the Hot Springs Broadcasting Co. Power: 250 and 100 watts on 1310 kc.

At press time this station had a construction permit only.

### KBTM, JONESBORO

Operator: Regional Broadcasting Co., 104½ W. Washington Ave. Phone: 433. Power: 250 and 100 watts on 1200 kc. Affiliation: None. Opened: March, 1930.

Manager, commercial manager: Jay P. Beard. Program director: Ottis Roush. Chief engineer: J. C. Warren. Merchandising director: Paul Sedon. Continuity and publicity director: Jay P. Beard.

Rep: None. Seating facilities: 50 persons. Merchandising: Offered to accounts spending \$100 or more per month; 1,000 trade bulletins mailed gratis; personal contacts with trade within 25 mile radius will be made free for accounts amounting to \$1,000 or more. Foreign language programs: Not accepted. Artists bureau: Yes; lists orchestras, ensembles, actors, announcers, etc. Base rate: \$37.50.

Copy restrictions: Announcements must be limited to 100 words; beer accepted; no other alcoholic beverages. E. T. library: Standard. News: Transradio; also local. Commentators: Foster Clark (news commentator); Ottis Roush (newscaster and sports commentator); Veda Beard (women's features).

### KARK, LITTLE ROCK

Operator: Arkansas Radio and Equipment Co., 212 Center Street. Phones: LD-224; 2-1841. Power: 5,000 and 1,000 watts on 890 kc. Affiliation: NBC Red or Blue Southwestern Group. Opened: 1931.

Vice-President, general manager: G. E. Zimmerman. Production manager: Paul Godt. Commercial manager: C. K. Beaver. Program director: Jack Lewis. Chief engineer: D. L. Winn. Publicity director: Gene Weil.

Rep: Edward Petry & Co., Inc. Seating facilities: Can accommodate 200 persons. Merchandising: Full cooperation with advertisers when "cost is within reason."

Foreign language programs: Will accept; governed by same rules as other advertising. Artists bureau: None. Base rate: \$120.

Copy restrictions: Beer and wine accepted, but not on Sundays; no restrictions on copy other than those of "good judgment." E. T. library: World. News: INS. Commentators: Jack Lewis, Charles Saunders and Bob Buice (newscasters and news commentators), Benny Craig (sports commentator); Miss Lee Meyer (women's features).

### KGHI, LITTLE ROCK

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

President, owner: A. L. Chilton. Station and commercial manager: R. G. Terrill. Program and publicity director: Dorothy Weise. Chief engineer: Bill Van Dusen.

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

Copy restrictions: Accept beer, wine and some patent medicine advertising; no hard liquor. E. T. library: Standard; MacGregor. News: Local news. Commentators: Rolfe Corbet (newscaster); Tommie Plaster (newscaster; radio gossip); Jimmie Woodward (sports; orchestra news); Dorothy Weise (women's features).

### KLRA, LITTLE ROCK

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

General manager: S. C. Vinsonhale. Commercial manager: Ray Lang. Chief engineer: K. F. Tracy.

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

Copy restrictions: Beer and light wine advertising accepted. E. T. library: NBC Thesaurus, News: UP. Commentators: Ray Lang (newscaster); David Banks (sports); Theda Drennan (women's magazine of the air).

### KOTN, PINE BLUFF

Operator: Universal Broadcasting Corp., 505½ Main St. Phone: 464. Power: 250

## ARKANSAS STATIONS—Continued

watts on 1500 kc. Affiliation: None. Opened: March 12, 1934.

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

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

Copy restrictions: Beer and wine advertising accepted; no hard liquors; all advertising must be in "good taste"; acceptance of patent medicine copy is subject to approval of the station manager. E. T. Library: MacGregor. News: UP. Commentators: Tommy Thompson, Ranny Whitworth, and Jack Parrish (newscasters); George Curlin (sports).

### KUAO, SILOAM SPRINGS

Operator: KUAO, Inc., Siloam Springs.

Phone: 77. Power: 5,000 watts on 1260 kc (daytime). Affiliation: None. Opened: 1922.

Manager: Storm Whaley. Chief engineer: Jesse L. Miller.

Rep: Furgason & Walker, Inc. Seating facilities: None. Merchandising: Limited services rendered at actual cost. Foreign language programs: Not accepted. Artists bureau: None. Base rate: \$62.50.

Copy restrictions: No alcoholic beverages accepted; all copy subject to station approval and government regulations. E. T. Library: World; Standard; Lang-Worth; NAB. News: UP. Commentators: Dr. S. B. Thompson (general news comment); Storm Whaley, Bill Fairley, Luke Tanner, Virgil Craig, Galen Gilbert, Ross Gibson, and Fred Unger (newscasters); Elizabeth Stephenson (cooking; homemaking); Bob Dryden (stock market).

## CALIFORNIA

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

### Radio Homes by Counties

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

### KERN, BAKERSFIELD

Operator: McClatchy Broadcasting Co., Elks Club. Phone: 5-700. Power: 1,000 watts on 1380 kc. Affiliation: NBC California Valley Group; California Radio System. Opened: Jan. 29, 1932. (Note: This station

is not directly newspaper-operated, but is owned by the McClatchy newspapers.)

Station head: Howard Lane (business manager, McClatchy Broadcasting Co.). Station manager, program director: Robert L. Stoddard. Commercial manager,



## CALIFORNIA STATIONS—Continued

publicity director; Walter Lynn. Chief engineer: Verne Shatto.

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

Copy restrictions: Wine and beer accepted; no other alcoholic beverages; no lotteries, etc.; no medicinal advertising. E. T. library: Standard. News: INS. Commentators: George Otte and Walter Lynn (newscasters); Bob Stoddard (newscaster; sports commentator); Lucille Fransworth (fashions).

### KPMC, BAKERSFIELD

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

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

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

Copy restrictions: Wine and beer accepted; no other alcoholic beverages; copy must be "ethical in every respect." E. T. library: NBC Thesaurus; World. News: UP. Commentators: Phil McHugh, James Perry Cook and Harold Carlock (newscasters; sports; entertainment news); Bill Crabbe and Ray Bailey (newscasters).

### KRE, BERKELEY

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

Director, station and commercial manager: Arthur Westlund. Program director: M. Donald Hambly. Musical director: Harold S. Hawley.

Rep: None. Seating facilities: None. Merchandising: Dealer contacts, window displays, and shopping news publicity gratis; photographs, newspaper ads, and special services billed at cost. Foreign language programs: Italian, Portuguese and Spanish-English programs current. Artists bureau: None. Base rate: \$62.75.

Copy restrictions: Average single commercial restricted by management to about 1 minute; beer and wines accepted; no hard liquor; patent medicines and health services accepted only at discretion of the management. E. T. library: None. News: INS. Commentators: Gordon Roth, Don Hambly, Nereo Francesconi, and Paulo Albuquerque (newscasters); John W. Melson (sports).

### KMPC, BEVERLY HILLS

Operator: KMPC, The Station of the Stars, Inc., 9631 Wilshire Blvd. Phone: Oxford 6211. Power: 5,000 watts on 710 kc. Affiliation: CBS. Opened: December, 1928.

President: G. A. Richards.\* Vice-president, general manager: Leo B. Tyson. Sales manager, Robert O. Reynolds. Program director: Arthur Faust. Chief engineer: Roger Love. Promotion and publicity director: Bill Anderson.

Rep: Roger E. Vernon, 101 Park Ave., New York; A. K. Bucholz, 360 N. Michigan Ave., Chicago. Seating facilities: Studio A, 150 persons. Merchandising: Regular features include monthly pictorial matter, theatre trailers, and letters to dealers; additional services rendered at cost. Foreign language programs: Not accepted. Artists bureau: None. Base rate: \$100.

Copy restrictions: Commercial announcements limited to 100 words; time signals limited to 50 words; not over 15% of any program period may be occupied by advertising; accept beer and wines; no hard liquors. E. T. library: NBC Thesaurus. News: UP. Commentators: Fred Henry (news commentator); Clete Roberts (news commentator and newscaster); Hal Berger (sports); Frances Woolcott (social secretary, clubs); Helen Sawyer (women in the news).

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

### KHSL, CHICO

Operator: Golden Empire Broadcasting Co., Inc., Moorehead Bldg. Phones: Chico 237 and 238. Power: 1,000 and 500 watts on 1260 kc. Affiliation: Mutual; Don Lee Broadcasting System. Opened: April 17, 1935. (Note: Same operators also control KVCV, Redding, Calif.).

President: Horace E. Thomas. General manager: M. F. Woodling. Commercial manager: Earl Wright. Program and publicity director: Ross Howard Snyder. Chief engineer: Emery P. Milburn.

Rep: John Blair & Co. Seating facilities: Studio accommodates about 100 persons. Merchandising: Dealer contacts; window

# DON LEE'S SUMMER BUSINESS NOT ONLY TOPS LAST SUMMER... BUT WINTER, TOO



In the good old summer time when business is generally off and sales are down, along comes Don Lee with an increase in business over the previous winter. More and more advertisers are discovering that Don Lee gives the only *complete all-year* coverage on the Pacific Coast ... the kind of coverage that pays. No wonder Pacific Coast dealers prefer the Don Lee Network. They like to hear the sweet music on their cash registers.



**MUTUAL DON LEE**

1076 W. 7th St., Los Angeles, Calif.  
 THOMAS S. LEE, Pres.  
 LEWIS ALLEN WEISS, Vice-Pres. and Gen. Mgr.  
 Affiliated with Mutual ... Represented by Blaine  
**BROADCASTING SYSTEM**

THE NATION'S GREATEST REGIONAL NETWORK

## CALIFORNIA STATIONS—Continued

streamers; theatre trailers; tune-in announcements; special stunts. Foreign language programs: Accepted. Artists bureau: None. Base rate: \$40.

Copy restrictions: Beer and wine copy accepted; no hard liquors; all copy subject to station approval and Federal regulations. E. T. library: Standard. News: INS. Commentators: Orel Phillips (news commentator; newscaster; stock, weather, and grain reports); Bob Sundby and Ross Snyder (newscasters); Frank Coffin, Earl Wright, Ed Burt, Bill Martin, M. F. Woodling, and Emery Milburn (sports); Mrs. Walter Conway (home problems; cooking; fashions; child problems); Walter Conway (women's features; Hollywood news).

### KXO, EL CENTRO

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

Manager: E. R. Irey. Program director: F. M. Bowles.

Rep: John Blair & Co. Seating facilities: Limited accommodations in studios; El Centro high school auditorium available. Merchandising: Render personal calls on sponsor's local representatives or outlets. Foreign language programs: Accepted. Artists bureau: None. Base rate: \$30.

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

### KIEM, EUREKA

Operator: Redwood Broadcasting Co., Inc., Box 43. Phone: 93. Power: 1,000 and 500 watts on 1450 kc. Affiliation: Mutual; Don Lee Broadcasting System. Opened: May, 1933.

General manager: Wm. B. Smullin. Commercial manager: Don Telford. Engineers: Charles Baker, Alvor Olson. Production manager: Charles Paul Corbin. Office manager: George Thomson. Educational director: Earl Roberts. Religious director: Charles Hudson.

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

Copy restrictions: Accept beer and wine; no hard liquor or patent medicines; no announcements longer than 100 words; all copy subject to station approval. E. T.

library: World; MacGregor; Lang-Worth. News: UP; Christian Science Monitor. Commentators: Charles Paul Corbin (newscaster; sports; stock and farm news); Sherman Washburn (newscaster; sports; entertainment news); Don Telford (newscaster; farm program); Helen Cunnison (women's features).

### KARM, FRESNO

Operator: George Harm Estate, 1333 Van Ness Ave. Phone: 4-2966. Power: 250 watts on 1310 kc. Affiliation: CBS. Opened: Jan. 15, 1938.

Station manager: T. H. Kilgore. Commercial manager: Don C. Robbins. Program director: Dick Wegener. Chief engineer: John Scales. Publicity director: Milton Cook.

Rep: Joseph Hershey McGillyra. Seating facilities: Large studio seats 175 persons; smaller studio accommodates 25. Merchandising: Render complete gratis service to sponsors desiring merchandising. Foreign language programs: Not accepted. Artists bureau: None. Base rate: \$65.

Copy restrictions: No rules beyond that "all advertising must be strictly in good taste." E. T. library: Standard. News: INS. Commentators: Dean Melcalf, Gene DeYoung (newscasters); Dick Wegener (sports); Jack Clawson (women's editor).

### KMJ, FRESNO

Operator: McClatchy Broadcasting Co., Fresno Bee Bldg. Phone: 2-3817. Power: 5,000 watts on 580 kc. Affiliation: NBC Pacific Coast Red. Opened: 1922. (Note: This station is owned and operated by the McClatchy newspapers, the Fresno Bee representing the McClatchy newspaper property in Fresno.)

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

Rep: Paul H. Raymer Co. Seating facilities: Auditorium seats 300. Merchandising: Distribution of window displays, surveys and cooperation in newspaper publicity rendered. Foreign language programs: Not accepted. Artists bureau: None. Base rate: \$160.

Copy restrictions: Beer and wine accounts accepted; no patent medicines or hard liquor; 50-word announcements accepted on station breaks; 100-word announcements accepted on transcribed periods. E. T. library: NBC Thesaurus. News: UP. Commentators: Stanley Livingston and Robert McGinnis (newscasters);

**Southern California's  
MOST POPULAR  
Double Feature**

**KFI**

**NBC RED NETWORK**  
50,000 WATTS • CLEAR CHANNEL  
REPRESENTED by EDWARD PETRY & CO.

**KECA**

**NBC BLUE NETWORK**  
5,000 WATTS DAYS • 1,000 WATTS NIGHTS  
REPRESENTED by FREE & PETERS, INC.

To the "Who's Who" of American business using NBC facilities over these stations, add the "Who's Who" of Southern California business, for in the "third major market" KFI and KECA are first with the finest.

KFI *Frank C. Anthony, Inc.* KECA

141 North Vermont Avenue, Los Angeles

**Two Major Outlets  
FOR THE  
Third Major Market**

## CALIFORNIA STATIONS—Continued

Harold Brown and Franklin Wilbur (sports; college news); Erma Giffen Gregory (cooking); June Maher (fashions); Robert McGinnis (grain-stock market reports); Gene Chenault (radio news).

### KIEV, GLENDALE

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

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

Rep: None. Seating facilities: Limited facilities; station says its programs are mostly transcriptions. Merchandising: None. Foreign language programs: Not accepted. Artists bureau: None. Base rate: \$25.

Copy restrictions: "We conform with state and federal laws and leave the rest to good judgment." E. T. library: Associated; station also has about 8,500 recordings. News: UP. Commentators: Bob Greene and Wally McLain (newscasters); Mildred Van (food).

### KFOX, LONG BEACH

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

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

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

Copy restrictions: Beer and light wines only accepted, providing programs do not come between 5 and 8:30 P.M.; commercial copy must not exceed 25% of program time; if copy is in excess, time-and-a-half rates are charged. E. T. library: Standard. News: UP. Commentators: Walter Arnold, Walter Case, and Lou Huston (newscasters).

### KGER, LONG BEACH

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

President, station manager: C. Merwin Dobyns. Commercial manager: John A. Dobyns. Business manager: Tom Hunter.

Sales manager: Don Alderman. Program director: Helene Smith. Technical director: Jay Tapp. Public relations manager: Lee Wynne.

Rep: None. Seating facilities: Long Beach Studio, 150 persons; Los Angeles Studio, 60. Merchandising: Service adapted to each individual sponsor. Foreign language programs: Accepted, if musical numbers are also announced in English and the commercials kept to minimum. Artists bureau: None. Stock: Owned entirely by C. Merwin Dobyns. Base rate: \$85.

Copy restrictions: Beer and wine accepted; liquor advertising subject to approval; approved patent medicines accepted; copy restricted to not more than 25% of program time. E. T. library: World; Standard; NAB. News: Transradio. Commentators: Maurice Hazan, Gordon Mills, Finis Bell, and Paul Masterson (newscasters).

### KECA, LOS ANGELES

Operator: Earle C. Anthony, Inc., 141 No. Vermont Ave. Phone: Fairfax 2121. Power: 5,000 and 1,000 watts on 780 kc. Affiliation: NBC Pacific Coast Blue. Opened: Nov. 15, 1929. (Note: Same operator also owns KFI, Los Angeles.)

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

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

Copy restrictions: Beer and wine accepted after 10:30 P.M.; patent medicines investigated for effectiveness, and copy checked for truthfulness and good taste; commercials limited to 300 words per quarter-hour; spot announcements limited to one minute; station breaks limited to 50 syllables. E. T. library: Standard; NAB. News: UP. Commentators: Pat Bishop (newscaster; sports); Tom Frandsen, Herb Allen, and Jimmy Vandiveer (newscasters); Fleetwood Lawton (newscaster); Opal Scarborough (gardening); Faith Holmes Hyers (books); Barbara Jean (children's

In Los Angeles - its  
Warner Bros.  
K.F.H.B.

3<sup>d</sup> in power  
exceeded only by  
K.F.G. and K.F.S.  
of all the 26 Stations in  
Southern California,  
5000 Watts - Full time

P.S. Let Paul Raymer  
tell you more  
about  
K.F.H.B. -  
250  
on the dial

## CALIFORNIA STATIONS—Continued

tales); Naomi Reynolds (cultural comment); Homer Griffin (psychology).

### KFAC, LOS ANGELES

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

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

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

**Copy restrictions:** No alcoholic beverages or medicines of any kind; copy carefully checked by station. **E. T. library:** None listed. **News:** UP. **Commentators:** Van Des Autels (newscaster); Mike Frankovich (sports); Lucile Jones (fashions; cooking; women's features).

### KFI, LOS ANGELES

**Operator:** Earle C. Anthony, Inc., 141 No. Vermont Ave. **Phone:** Fairfax 2121. **Power:** 50,000 watts on 640 kc. **Affiliation:** NBC Pacific Coast Red. **Opened:** April 16, 1922. (Note: Same operator also owns KECA, Los Angeles.)

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

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

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

mentators); Tom Frandsen, Jimmy Vandiveer, Pat Bishop, and Herb Allen (newscasters); Agnes White (cooking); Mirandy (gardening); Art Baker (general topics of interest to women); Dr. William Casselberry (psychology); Al Williams (physical culture); Robert Lee Johnson (bridge).

### KFSG, LOS ANGELES

**Operator:** Echo Park Evangelistic Association. **Power:** 2,500 and 1,000 watts on 1120 kc (divides times with KRKD).

**This station does not sell time.**

### KFVD, LOS ANGELES

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

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

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

**Copy restrictions:** No beer, wine, liquor or patent medicine advertising accepted; all copy subject to station standards and government regulations. **E. T. library:** NAB; Lang-Worth; Davis & Schwegler. **News:** UP. **Commentators:** Howard Gray (news commentator); Bill Kelso (newscaster; sports); Byron Dunham (newscaster); Violet Schram (fashions; cooking); J. Frank Burke (news).

### KFWB, LOS ANGELES

**Operator:** Warner Brothers Broadcasting Corp., 5833 Fernwood Ave. **Phone:** Hempstead 5151. **Power:** 5,000 watts on 950 kc. **Affiliation:** None. **Opened:** March 4, 1925.

**General and station manager:** Harry Maizlish. **Commercial manager:** Jack O. Gross. **Program director:** Manning Ostroff. **Chief engineer:** Harry Myers. **Musical director:** Leon Leonardi. **Sales promotion and merchandising:** William Ray; David Davidson.

**Rep:** Paul H. Raymer Co. **Seating facilities:** Two theatres, seating 530 persons each; one large studio seating 4,500. **Merchandising:** Completely organized facilities to further sales promotion of products advertised. **Foreign language programs:** Not accepted. **Artists bureau:** None. **Base rate:** \$225.

## CALIFORNIA STATIONS—Continued

**Copy restrictions:** Accept beer and wine any time; no hard liquors; accept certain patent medicines, such as cough syrups, etc.; spot announcements limited to 100 words during daytime hours, 60 words during evening hours; all copy subject to station standards and government regulations. **E. T. library:** Associated. **News:** INS. **Commentators:** John J. Colbert (news commentator; newscaster); Manning Ostroff (news commentator); Frank Goss (newscaster; sports commentator); Sid Ziff, Neal Reagan, and Joe Hernandez (sports commentators); Rita Murray (films); Al Jarvis (comments on recordings); Chef Milani (cooking).

### KGFJ, LOS ANGELES

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

**Owner, general and station manager:** Ben S. McGlashan. **Assistant manager, commercial manager:** H. Duke Hancock. **Program director:** Al Warner. **Publicity director:** Thelma Kirchner.

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

**Copy restrictions:** Accept beer and wine, but no hard liquor or patent medicine advertising; commercials limited to 1 minute per 10-minute program, 2 minutes per quarter-hour, 3 minutes per half-hour, 5 minutes per hour; all copy subject to approval of local Better Business Bureau. **News:** INS. **Commentators:** Allan McKee, George Dvorak, Albert Warner, and Alfred Hunter (newscasters); Richard W. Dabney (stock market).

### KHJ, LOS ANGELES

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

**President:** Thomas S. Lee. **Vice-president, general manager:** Lewis Allen Weiss. **Vice-president, assistant manager:** Willet H. Brown. **Sales manager of the Don Lee network:** Wilbur Eickelberg. **Commercial manager KHJ:** Sydney Gaynor. **Chief engineer:** Frank Kennedy. **Musical directors:** Guest conductors. **Publicity and public relations director:** Mark Finley.

**Rep:** John Blair & Co. **Seating facilities:** Studio auditorium seats 300 persons; Filmmarte Theatre seats 600; Ambassador Theatre seats 650. **Merchandising:** Limited service includes check of retail outlets, publicity releases to all newspapers and trade publications. **Foreign language programs:** No set rules; acceptance would depend on product and program, and time of broadcast would be restricted. **Artists bureau:** None. **Base rate:** \$300.

**Copy restrictions:** Beer and wine accounts accepted under supervision; no hard liquor; accept some patent medicines; all copy subject to station standards and government regulations. **E. T. library:** World. **News:** INS; City News of Los Angeles. **Commentators:** James Doyle (news commentator; newscaster); Robert Young, Norman Nesbitt, Roly Thomas, Glennon Hardy, and Hugh Brundage (newscasters); Sam Balter (sports); Norma Young (cooking); George Fisher (Hollywood news).

### KMPC

See under Beverly Hills, Calif.

### KMTR, LOS ANGELES

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

**President:** Victor E. Dalton. **Station manager, program and publicity director:** Kenneth O. Tinkham. **Chief engineer:** Carrol Hauser. **Musical director:** Salvatore Santaella. **Traffic manager:** Jean Wool.

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

**Copy restrictions:** Beer and wine advertising accepted; no advertising medicos, lotteries, fortune tellers or astrology; all copy checked with station attorney. **E. T. library:** Radio News Reel. **News:** Transradio; Radio News Reel; Christian Science Monitor. **Commentators:** Art Balinger (news commentator; newscaster); Bob Short (news commentator); Hank Weaver and Ken Barton (news commentators; newscasters; sports); Mel Angle and Howard Culver (newscasters); B. Atkinson (fashions; cooking; beauty hints); Rheba Crawford (political news); Erwin Allen (entertainment and film news and gossip).



## CALIFORNIA STATIONS—Continued

### KNX, LOS ANGELES

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

**Vice-president, general manager:** Donald W. Thornburgh. **Sales manager:** Harry W. Witt. **Comptroller:** Charles D. Ryder, Jr. **Chief engineer:** Lester H. Bowman. **Program director:** Russ Johnston. **Musical director:** Wilbur Hatch. **Production manager:** Edith Todesca. **Sales promotion manager:** George L. Moskovics. **Publicity director:** Hal B. Rorke. **Public affairs and special events director:** Fox Case. **Traffic manager:** Alan N. Cormack. **Educational director:** Frances Wilder.

**Rep:** Radio Sales. **Seating facilities:** Columbia Square Playhouse, seating 918 persons; Vine St. Playhouse, seating 960; Music Box Theatre, seating 1,070; Earl Carroll Theatre Restaurant, 1,035; Studio 1, seating 200; Studio 2, seating 200; Studio 3, seating 75; Studio 4, seating 75. **Merchandising:** Maintain, on non-profit basis, complete promotion and publicity departments. **Foreign language programs:** Not accepted. **Artists bureau:** Columbia Management of California, Inc. **Base rate:** \$575.

**Copy restrictions:** CBS Program Policies. **E. T. library:** Associated. **News:** UP. **Commentators:** Bob Garred and Knox Manning (news commentators); Chet Huntley and Richard Joy (newscasters); Tom Hanlon, Braven Dyer, and Tom Breneman (sports); Rita La Roy (fashions); Fletcher Wiley and Phil Stewart (general comment).

### KRKD, LOS ANGELES

**Operator:** Radio Broadcasters, Inc., 312 Spring Arcade Bldg. **Phone:** Tucker 7111. **Power:** 2,500 and 1,000 watts on 1120 kc (divides time with KFSG). **Affiliation:** None. **Opened:** Jan. 10, 1927.

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

**Rep:** None. **Seating facilities:** Studio A can accommodate about 100 persons. **Merchandising:** Have specialized merchandising department for direct-sales campaigns. **Foreign language programs:** Will accept, with certain restrictions. **Artists bureau:** None. **Stock:** Principal holder is Frank P. Doherty. **Base rate:** \$55.

**Copy restrictions:** Not more than 3 min-

utes of commercial copy in every quarter-hour, nor over 4½ minutes in a half-hour, nor over 9 minutes per hour; patent medicine copy must be within scope of law. **E. T. library:** None. **News:** UP; INS. **Commentators:** Doug Douglas, Howard Bell, and Archie Hall (newscasters); Joe Micciche (sports).

### KMYC, MARYSVILLE

**Operator:** Marysville Yuba City Broadcasters, Inc. **Power:** 100 watts on 1420 kc.

**At press time this station had a construction permit only.**

### KYOS, MERCED

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

**General manager:** Hugh McClung\*. **Station and commercial manager:** David S. Ballou. **Production manager:** Ralph Bryan. **Chief engineer:** Larue Curd.

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

**Copy restrictions:** Accept beer and wine, but no hard liquor; commercial copy limited to 14 minutes per hour program, 7 minutes per half-hour, 3½ minutes per quarter-hour and 100 words per 5-minute program. **E. T. library:** MacGregor. **News:** UP. **Commentators:** Larue Curd (newscaster); Ralph Bryan (sports).

\* Also general manager of KHSL, Chico, Calif., KVCV, Redding, Calif., KMYC, Marysville, Calif., and KWLK, Longview, Wash.

### KTRB, MODESTO

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

**General and commercial manager:** William H. Bates, Jr. **Program director:** Cecil Lynch.

**Rep:** None. **Seating facilities:** Can accommodate about 150 persons. **Merchandising:** No service listed. **Foreign language programs:** Not accepted. **Artists bureau:** None. **Base rate:** \$36.

## CALIFORNIA STATIONS—Continued

Copy restrictions: Beer and wine accepted; no hard liquors; patent medicines subject to approval of Medical Assn. of California; all copy subject to approval of management.

**E. T. library:** None listed. **News:** UP; local. **Commentators:** Doug McCreary (news commentator); Cecil Lynch, Wayne Berthold, and Seldon Palmer (newscasters); Leonard Bartlett and Charley Griffith (sports).

### KDON, MONTEREY

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

**Station and commercial manager:** Howard V. Walters. **Chief engineer:** Omer Wright. **Musical director:** Robert Pinkerton.

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

**Copy restrictions:** Beer and wine accepted; no hard liquor; all copy subject to station approval and government regulations. **E. T. library:** NBC Thesaurus. **News:** UP. **Commentators:** Reed Pollock, William O'Donnell, Robert Pinkerton, and Leonard Shreve (newscasters); Mrs. Ruth Fisher (home economics); Muriel Hess (women's features).

### KLS, OAKLAND

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

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

**Rep:** None. **Seating facilities:** Main studio, 100; studio B, 50; radio court of Warner Bros. Radio Village, 300 persons. **Merchandising:** Have display windows in the Radio Village which are available for a nominal fee. **Foreign language programs:** Accepted; Portuguese, Spanish, and Italian programs current. **Artists bureau:** None. **Base rate:** \$43.20.

**Copy restrictions:** Beer and wine copy acceptable; no hard liquors; station reserves right to refuse or discontinue any contract. **E. T. library:** Transco. **News:** INS. **Commentators:** Hugh Turner and Russ Shephard (newscasters); Byron (Speed) Reilly (sports); Jan Kenyon and Mary Dorr (women's features).

### KLX, OAKLAND

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

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

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

**Copy restrictions:** Beer and wine advertising accepted; no hard liquors. **E. T. library:** World. **News:** AP. **Commentators:** Charles Lloyd, Herb Kennedy, Jack Desch, Don Staley, and Bill Nelson (newscasters); Art Cohn, Bill Tobitt, and Alan Ward (sports); Rose Patterson (cooking); Elaine Fibush (fashions).

### KROW, OAKLAND

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

**Vice-president, general manager:** Philip G. Lasky. **Program director:** Keith Kerby. **Production manager:** M. Scott Weakley. **Chief engineer:** C. E. Downey. **Publicity director:** Don Logan.

**Rep:** Free & Peters, Inc. **Seating facilities:** Can accommodate up to 125 persons in Oakland or San Francisco. **Merchandising:** Publicity sent to local shopping news, and neighborhood and regional newspapers; screen trailers in four local theatres, three of which are downtown houses; extensive merchandising available at cost. **Foreign language programs:** Portuguese and Italian programs current; English translation must be submitted with prospective foreign language programs. **Artists bureau:** None. **Base rate:** \$75.

**Copy restrictions:** Announcements may not exceed 100 words; commercials limited to N.A.B. standards. **E. T. library:**

## CALIFORNIA STATIONS—Continued

Standard. News: INS. Commentators: John Potter (newscaster); George Tolin (sports); Elma Latta Hackett (homemaking); Melba Reed (club and society news); Don Logan (films and entertainment).

### KPPC, PASADENA

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

This station is non-commercial.

### KCVC, REDDING

Operator: Golden Empire Broadcasting Co., Inc., P. O. Box 447. Phone: 900. Power: 250 watts on 1200 kc. Affiliation: Mutual; Don Lee Broadcasting System. Opened: Nov. 25, 1936. (Note: Same owners also control KHSL, Chico, Calif.)

Vice-president: Hugh McClung. Station manager: Frank H. Coffin. Commercial manager, publicity director: Carl A. Winther. Program director: Orville F. Burda. Chief engineer: Leon Stauffer.

Rep: John Blair & Co. Seating facilities: Studio can accommodate about 75 persons. Merchandising: Will put up window cards, etc., and call attention to the program via radio announcements and mentions; all services rendered gratis. Foreign language programs: Programs and announcements accepted, provided an exact English translation is rendered, and a file copy is submitted 24 hours in advance. Artists bureau: None. Base rate: \$40.

Copy restrictions: Beer and wine advertising accepted; no hard liquor; patent medicines accepted only after careful investigation; advertising copy must be submitted to station 24 hours in advance of broadcast; copies of all addresses must be submitted for filing purposes. E. T. library: MacGregor. News: No service listed. Commentators: John Bornn (newscaster); Frank H. Coffin (sports).

### KFBK, SACRAMENTO

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

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

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

Copy restrictions: Accept beer and wine; no hard liquor; patent medicine advertising subject to copy acceptance. E. T. library: NBC Thesaurus. News: UP. Commentators: Gene Desimone (news commentator); Tony Koester (newscaster; sports); Verne Partlow and Larry Robertson (newscasters); Katherine Kitchen (women's features); Elizabeth Hoyt (gossip).

### KROY, SACRAMENTO

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

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

Rep: Joseph Hershey McGillvra; Walter Biddick Co. (Coast). Seating facilities: Studio seats 50 persons; reception room, 50. Merchandising: All forms of merchandising surveys made without charge for national advertisers. Foreign language programs: Not accepted. Artists bureau: None. Base rate: \$67.

Copy restrictions: Accept beer and wine; no liquor advertising; other rules and regulations as per Federal Trade Commission and N.A.B. Code of Ethics. E. T. library: Standard. News: INS; also gather own locally. Commentators: Bert Barry (news commentator; newscaster); Robert Tutt (newscaster); Elton Rule (sports); Evangeline Baker (fashions; society); Martha Morton (home economics); Garland Schuler (agriculture).


### KFXM, SAN BERNARDINO

Operator: Lee Bros. Broadcasting Co., 512 Fifth St. Phone: 4761. Power: 250 watts on 1210 kc (shares certain hours with KPPC). Affiliation: Mutual; Don Lee Broadcasting System. Opened: Oct. 29, 1929.

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

Rep: John Blair & Co. Seating facilities: Main studio accommodates 200; audience

# PULL



The only regional network with stations in the first eight markets of California.

KFWB Hollywood  
KFOX Long Beach  
KSAN San Francisco  
KFSD San Diego  
KFBK Sacramento  
KMJ Fresno  
KWG Stockton  
KERN Bakersfield  
KTMS Santa Barbara

# CRS

**THE CALIFORNIA RADIO SYSTEM**  
SACRAMENTO, CALIFORNIA

## CALIFORNIA STATIONS—Continued

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

**Copy restrictions:** Accept beer and wine copy, but not "general run" of liquors; accept medicines "of known merit only," but do not encourage this type of account; all copy subject to local and Federal laws. **E. T. library:** Standard. **News:** UP. **Commentators:** Ellis Spackman (European affairs commentator); J. C. Lee and H. B. Baichly (newscasters); Hugh Mosher (newscaster; stock market reports; entertainment news; local gossip); Sid Justice (sports); Gene Lee (entertainment news; local gossip).

### KFSD, SAN DIEGO

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

**President, station manager:** Thomas E. Sharp. **Commercial manager:** John Babcock. **Program and publicity director:** Leah McMahon.

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

**Copy restrictions:** Beer and wine copy accepted; no hard liquors; all copy subject to approval of the station. **E. T. library:** NBC Thesaurus. **News:** UP. **Commentators:** Paul Jones, Morrison Parker, Dick Cutting, and Dick Miller (newscasters); Major Tom Akers, and Howard Craghead (sports); Oscar Otis (sports; racing); Ann Gibson and Leah McMahon (women's features); Thomas Brooks (books); George Troutt (bridge).

### KGB, SAN DIEGO

**Operator:** Don Lee Broadcasting System, 1012 First Ave. **Phone:** Franklin 6151. **Power:** 5,000 watts on 1330 kc. **Affiliation:** Mutual; Don Lee Broadcasting System. **Opened:** May, 1931.

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

**Rep:** John Blair & Co. **Seating facilities:** Yes; "limited audience." **Merchandising:** Contact dealers; arrange window displays; ads in San Diego Shopping News. **Foreign language programs:** Not accepted. **Artists bureau:** None. **Base rate:** \$120.

**Copy restrictions:** Beer and wine accepted; no liquor or patent medicine advertising; no stock-selling, advertising medicos; no lotteries, fortune tellers, astrologists. **E. T. library:** World. **News:** INS; Transradio; local. **Commentators:** Frank M. Lowe, Jr. (news commentator); Dan Bowers (sports); Marian Randall (home economics); Katherine Crabtree (news; women's affairs); Wallace Bruce Ramsay (books); Joseph Henry Blake (magazines; literature).

### KFRC, SAN FRANCISCO

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

**Station manager:** William D. Pabst. **Commercial manager:** Ward Ingram. **Program director:** Ben Harkins. **Studio supervisor:** Bob Bence. **Musical director:** Cy Trobbe. **Publicity director:** Pat Kelly.

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

**Copy restrictions:** Standards of "good taste" carefully observed; beer and wine accepted; no other alcoholic beverages; patent medicines subject to their general standing and the copy they wish to use. **E. T. library:** World. **News:** INS. **Commentators:** John B. Hughes (news commentator); Mel Venter (news commentator; sports); Tobe Reed (news commentator); Phil Stearns, Mark Goodson and Jack Murphy (newscasters); Emily Barton (home economics; cooking); Bess Bye (market and shopping information); Trudy Packer (home economics); Jim Lynch (stock quotations).

## CALIFORNIA STATIONS—Continued

### KGO, SAN FRANCISCO

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

**General manager:** Al E. Nelson. **Sales manager:** W. B. Ryan. **Promotion manager:** Bob McAndrews. **Program manager:** Glenn Dolberg. **Chief engineer:** Curtis Peck. **Publicity director:** Milton Samuel. **Director of education and agriculture:** Jennings Pierce. **Production manager:** Bob Seal. **Office manager:** Sydney Dorais. **Traffic manager:** George Fuerst.

**Rep:** National Broadcasting Co. **Seating facilities:** Can accommodate about 100 in studios; outside theatre space rented when occasion demands; no admission charged for witnessing any programs thus staged. **Merchandising:** Some 1,200 pictures of KGO-KPO artists distributed in San Francisco, Oakland, and Northern California, in 300 stores as window and counter displays; regular news and feature stories to trade papers, general publications, and such newspapers in station area as still maintain a regular radio column; interviews of artists on 15-minute daily gossip broadcasts; listing of products, contests, and offers in house organ; semi-annual letters to grocers and druggists; availability of station representative to address client's sales meetings; 14 courtesy announcements preceding initial program; sales and publicity department files available to assist in planning merchandising campaigns. **Foreign language programs:** None listed. **Artists bureau:** None listed; can supply talent, however. **Base rate:** \$280.

**Copy restrictions:** Lectures and educational talks not accepted between 6 P.M. and midnight, except by special arrangement; time of broadcast subject to change to other periods on 28 days' notice to accommodate network broadcasts, excepting in the case of independent announcements which may be moved to other periods if available, and as arranged by station manager on 24 hours' notice; closing date is two weeks in advance of initial program, and program material must be arranged one week in advance of broadcast date—no change within two days preceding broadcast; all programs subject to station approval; beer is accepted for minimum of 15-minute program; no other alcoholic beverages; all copy subject to NBC program policies. **E. T. library:** NBC Thesaurus. **News:** UP; INS; AP. **Commentators:** Robert Ackerley (newscaster; sports); Bill Wood (newscaster); Ira Blue (sports);

Anna Holden (women's features); Lon Hughes (financial).

### KJBS, SAN FRANCISCO

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

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

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

**Copy restrictions:** No intoxicating beverages; no patent medicines; announcements must not exceed 100 words—excess words charged for on proportional basis; all commercial continuities must be passed upon by production head of the station as to content and number of words. **E. T. library:** Standard; Lang-Worth; NAB; Davis & Schwegler. **News:** UP; INS. **Commentators:** Jim O'Neil (news commentator and newscaster).

\* Also president of KQW, San Jose.

### KPO, SAN FRANCISCO

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

**Personnel:** See KGO, San Francisco.

**Rep;** seating facilities; merchandising; foreign language programs; artists bureau: Same as KGO, San Francisco, q.v. **Base rate:** \$420.

**Copy restrictions:** See KGO, San Francisco. **E. T. library:** NBC Thesaurus. **News:** INS; UP. **Commentators:** Robert Ackerley (newscaster; sports); Bill Wood (newscaster); Ira Blue (sports); Gladys Cronkhite (food); Herb Caen (gossip).

### KSAN, SAN FRANCISCO

**Operator:** Golden Gate Broadcasting Co., 1355 Market St. **Phone:** Market 8171. **Power:** 250 watts on 1420 kc. **Affiliation:** California Radio System. **Opened:** 1923.

## CALIFORNIA STATIONS—Continued

**Station manager:** S. H. Patterson. **Commercial manager:** William C. Grove. **Program director:** Bernice Sullivan. **Chief engineer:** William C. Grove. **Promotion manager:** C. E. Hopkins. **Publicity director:** Les Malloy.

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

**Copy restrictions:** Hard liquor advertising not accepted; all programs and announcements subject to station approval and Federal Communications Commission rulings; station reserves the right to discontinue any advertising for reasons sufficient to itself. **E. T. library:** MacGregor. **News:** INS. **Commentators:** Dudley Manlove and Lee Goldsmith (newscasters); Al Magazin (sports); Jack Irving (automotive news and chatter).

### KSFO, SAN FRANCISCO

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

**President:** Wesley I. Dumm. **General manager:** Lincoln Dellar. **Program director:** Clifton Howell. **Chief engineer:** R. V. Howard. **Musical director:** Richard Aurdandt. **Publicity director:** Marie Houlahan.

**Rep:** Edward Petry & Co., Inc. **Seating facilities:** Two studios seating 150 persons each; also have two playhouses, seating 600 apiece, available. **Merchandising:** Will carry out any plans desired by advertiser for cost of production and labor. **Foreign language programs:** Not accepted. **Artists bureau:** None. **Base rate:** \$316.

**Copy restrictions:** No false or unwarranted claims; no infringement on another advertiser's rights, programs or ideas; no disparagement of competitors; no lotteries; no vulgarity or offensiveness in any manner; no ambiguous statements that may mislead the listeners; no appeals for funds; no testimonials which cannot be authenticated; no continuity which repelantly describes internal bodily functions or symptomatic results of internal disturbances, and no reference to matters which are not considered acceptable topics in social groups; no use of broadcasting time for purposes other than advertising of the advertiser's goods; no advertising matter which may, in the opinion of the station, be injurious or prejudicial to the interests of the public, the station, and/or its affili-

ated stations, or honest advertising and reputable business in general; beer okay; no hard liquors accepted; no controversial talks; no time sold for religious purposes. **E. T. library:** NAB; Standard; Lang-Worth. **News:** INS. **Commentators:** Tro Harper, Joe Walters and Bob Andersen (newscasters); Jack Gregson (sports); Galen Drake (women's features).

### KYA, SAN FRANCISCO

**Operator:** Hearst Radio, Inc., Hearst Bldg. **Phone:** Douglas 2536. **Power:** 5,000 and 1,000 watts on 1230 kc. **Affiliation:** None. **Opened:** December, 1926.

**Station and commercial manager:** Reiland Quinn. **Program director:** Richard Ellers. **Chief engineer:** Paul Schulz. **Musical director:** Edward Fitzpatrick, Sr. **Publicity director:** J. Clarence Myers.

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

**Copy restrictions:** All acceptable accounts subject to the same rates; station reserves the right to refuse or cancel any contract for reasons sufficient to itself. **E. T. library:** Associated. **News:** INS. **Commentators:** Darrell Donnell (newscaster); Ernie Smith (sports); Jean Fay (women's features other than domestic science); Charles Friedrichs (animal stories for children).

### KQW, SAN JOSE

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

**President:** Ralph R. Brunton.\* **General manager:** C. L. McCarthy. **Commercial manager:** H. O. Fiebig. **Program and publicity director:** Ray Lewis. **Chief engineer:** C. V. Davey.

**Rep:** Reynolds-Fitzgerald, Inc. **Seating facilities:** None; can arrange for local theatres and civic auditorium. **Merchandising:** Fox West Coast theatre trailers in five houses may be used by sponsor for cost of trailers; limited newspaper display for program promotion free; other services at cost. **Foreign language programs:** None. **Artists bureau:** None. **Stock:** Held by

\* Also general manager of KJBS, San Francisco.

## CALIFORNIA STATIONS—Continued

Ralph R., Sherwood B., and Mott Q. Brunton. Base rate: \$80.

**Copy restrictions:** No whiskey or hard liquor copy accepted; beer and patent medicine advertising accepted subject to copy limitations determined in each instance after investigation through state and federal regulatory agencies. **E. T. library:** Standard; NBC Thesaurus; Davis & Schwegler. **News:** UP; also from San Jose Mercury Herald. **Commentators:** Jim O'Neil (news commentator; newscaster; agricultural information).

### KVEC, SAN LUIS OBISPO

**Owner:** Valley Electric Co., Mt. View and Hill Sts. **Phone:** 1100. **Power:** 250 watts on 1200 kc. **Affiliation:** Mutual; Don Lee Broadcasting System. **Opened:** May 8, 1937.

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

**Rep:** John Blair & Co. **Seating facilities:** Can arrange special remotes from Radio Playhouse, seating 500. **Merchandising:** Service—"if kept within reason"—is rendered gratis. **Foreign language programs:** Not accepted. **Artists bureau:** None. **Base rate:** \$30.

**Copy restrictions:** Spot announcements limited to 35 and 100 words; straight announcements running longer than one minute not accepted; five and 10-minute periods furnished only if available without breaking longer periods. **E. T. library:** Standard. **News:** INS. **Commentators:** John C. Clifton (news commentator); Aram Rejebian (sports); Doris Duffield (shopping); Betty Binns (fashions).

### KVOE, SANTA ANA

**Operator:** The Voice of the Orange Empire, Inc., Ltd., 307 N. Broadway. **Phone:** 4900; 4901-R. **Power:** 100 watts on 1500 kc. **Affiliation:** Mutual; Don Lee Broadcasting System. **Opened:** November, 1926.

**President, station, commercial manager:** Ernest L. Spencer. **Program director, chief engineer:** Wallace S. Wiggins. **Merchandising and promotion manager:** Vic Rowland.

**Rep:** John Blair & Co. **Seating facilities:** Studio, capacity 150. **Merchandising:** Will arrange for window displays gratis; newspaper display advertising thrice-weekly, with program schedules appearing in 10 publications; direct mail, broadsides, etc., billed at actual cost. **Foreign language programs:** Not accepted. **Artists bureau:** None. **Base rate:** \$35.

**Copy restrictions:** Beer and light wine advertising accepted; no hard liquors; spot announcements limited to 50 words; no disparagement of competitors or their products; nothing that would offend children, religious and fraternal beliefs, etc.; all copy must be in good taste and is subject to station approval. **E. T. library:** MacGregor. **News:** From network. **Commentators:** Jim Lyons (news commentator).

### KDB, SANTA BARBARA

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

**Manager:** Earl M. Pollock. **Commercial manager:** Arthur W. Manuel, Jr. **Program director:** Ken Aitken. **Chief engineer:** Robert Arne.

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

**Copy restrictions:** Accept beer, wine and hard liquors (latter only after 10:30 P.M.); will accept some patent medicines, depending on product; all copy subject to station director's approval and government regulations. **E. T. library:** World. **News:** Transradio. **Commentators:** Jack Newman (sports); Stella Hollowell (home economics).

### KTMS, SANTA BARBARA

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

**Station manager:** Frank V. Webb.

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

**Copy restrictions:** Alcoholic beverage advertising, other than beer and wine, not accepted; copy for medicinal advertising must be submitted for approval with con-



## CALIFORNIA STATIONS—Continued

tract; all copy must conform to station policy, and may be cancelled by the station for reasons sufficient to itself. **E. T. library;** NBC Thesaurus. **News:** INS. **Commentators:** Kenneth Peters (newscaster; sports; stock market reports); Charles Jones (newscaster); Mrs. Georgiana Brown (school programs); Bernie Marcus ("home makers' digest of the air").

### KSRO, SANTA ROSA

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

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

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

**Copy restrictions:** No hard liquor; commercials limited to 100 words in time signals and weather reports. **E. T. library:** World. **News:** UP; INS; AP. **Commentators:** Gordon Brown and Larry Hays (newscasters; stock market reports); Gil Laing (newscaster); Ralph Stone (sports).

### KGDM, STOCKTON

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

**Owner:** E. F. Peffer. **Station manager:** Edith Smith. **Program director:** Don Ralph.

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

**Copy restrictions:** Accept beer, wine, liquor and patent medicine advertising, with copy subject to station approval. **E. T. library:** World. **News:** INS. **Commentators:** Don Ralph (news commentator; live-stock and grain reports); Bill Wickman (newscaster); Mabel Rubin (fashions).

### KWG, STOCKTON

**Operator:** The McClatchy Broadcasting Co., Hotel Wolf. **Phone:** 2-2727. **Power:**

100 watts on 1200 kc. **Affiliation:** NBC Pacific Coast Blue. **Opened:** October, 1921. (Note: This station is newspaper-owned: McClatchy papers).

**Business manager:** Howard Lane. **Station manager, commercial manager:** George Ross. **Program director:** Nelda Ormiston. **Chief engineer:** Russell Bennett. **Publicity director:** Dixie Lee.

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

**Copy restrictions:** Beer and wine accepted; no hard liquor; no laxatives; patent medicines subject to strict censorship. **E. T. library:** Standard. **News:** UP. **Commentators:** Dr. Tully C. Knoles and Prof. Malcolm J. Eisen (news commentators); Lester Jacobson and Don Davis (newscasters); George Ross (sports); Nelda Ormiston (women's features).

### KTKC, VISALIA

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

**General manager:** Charles A. Whitmore. **Station manager:** Charles P. Scott. **Commercial manager:** Millard Kibbe. **Program director:** Charles Foll. **Chief engineer:** Bert Williamson.

**Rep:** John Blair & Co. **Seating facilities:** Can accommodate 75 persons. **Merchandising:** Yes; no details listed. **Foreign language programs:** Accepted. **Artists bureau:** None. **Base rate:** \$50.

**Copy restrictions:** Beer and wine advertising accepted; no hard liquors; patent medicines must be "reputable" to be accepted. **E. T. library:** NBC Thesaurus; Lang-Worth. **News:** UP. **Commentators:** Art Primm (newscaster; stock market and grain reports); Stan Simpson (sports).

### KHUB, WATSONVILLE

**Operator:** John P. Scripps, Santa Cruz Highway. **Phone:** 1700. **Power:** 250 watts on 1310 kc. **Affiliation:** None. **Opened:** March 19, 1937. (Note: John P. Scripps,

## CALIFORNIA STATIONS—Continued

owner of KHUB, is also chief stockholder in the Watsonville Register and Pajaronian, Ventura Star and Free Press and Santa Paula Chronicle and Redding Record.)

**Owner:** John P. Scripps. **Station manager:** Marion S. Walker. **Production manager:** Jack R. Wagner. **Chief engineer:** Ed. C. Duty. **Musical director:** Helen Farrell.

**Rep:** Homer Owen Griffith (San Francisco). **Seating facilities:** Yes; capacity not listed. **Merchandising:** Send letters to the

trade. **Foreign language programs:** Accepted; translation must be submitted 24 hours in advance of broadcast. **Artists bureau:** None. **Base rate:** \$40.

**Copy restrictions:** Hard liquor, beer and wines accepted subject to strict supervision; all programs and announcements subject to owners' approval and FCC regulations; owners reserve the right to refuse, discontinue or cancel any contract for advertising, for reasons sufficient unto themselves. **E. T. library:** World. **News:** UP. **Commentators:** Jack Wagner and Ed Duty (newscasters).

## COLORADO

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

### Radio Homes by Counties

Adams .....	3,660	Fremont .....	4,000	Montrose .....	2,180
Alamosa .....	1,830	Garfield .....	2,010	Morgan .....	3,370
Arapahoe .....	5,210	Gilpin .....	350	Otero .....	5,090
Archuleta .....	590	Grand .....	490	Ouray .....	450
Baca .....	1,760	Gunnison .....	1,240	Park .....	470
Bent .....	1,620	Hinsdale .....	130	Phillips .....	1,100
Boulder .....	7,980	Huerfano .....	3,330	Pitkin .....	430
Chaffee .....	1,800	Jackson .....	290	Prowers .....	2,810
Cheyenne .....	870	Jefferson .....	4,600	Pueblo .....	14,800
Clear Creek .....	640	Kiowa .....	690	Rio Blanco .....	570
Conejos .....	1,540	Kit Carson .....	1,660	Rio Grande .....	1,910
Costilla .....	970	Lake .....	1,220	Routt .....	2,000
Crowley .....	1,070	La Plata .....	2,680	Saguache .....	1,200
Custer .....	460	Larimer .....	7,480	San Juan .....	380
Delta .....	2,770	Las Animas .....	7,150	San Miguel .....	480
Denver .....	78,500	Lincoln .....	1,440	Sedgwick .....	1,000
Dolores .....	300	Logan .....	3,640	Summit .....	280
Douglas .....	720	Mesa .....	5,430	Teller .....	1,150
Eagle .....	800	Mineral .....	180	Washington .....	1,590
Elbert .....	1,180	Moffat .....	1,040	Weld .....	12,090
El Paso .....	13,190	Montezuma .....	1,420	Yuma .....	2,420

### KGIW, ALAMOSA

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

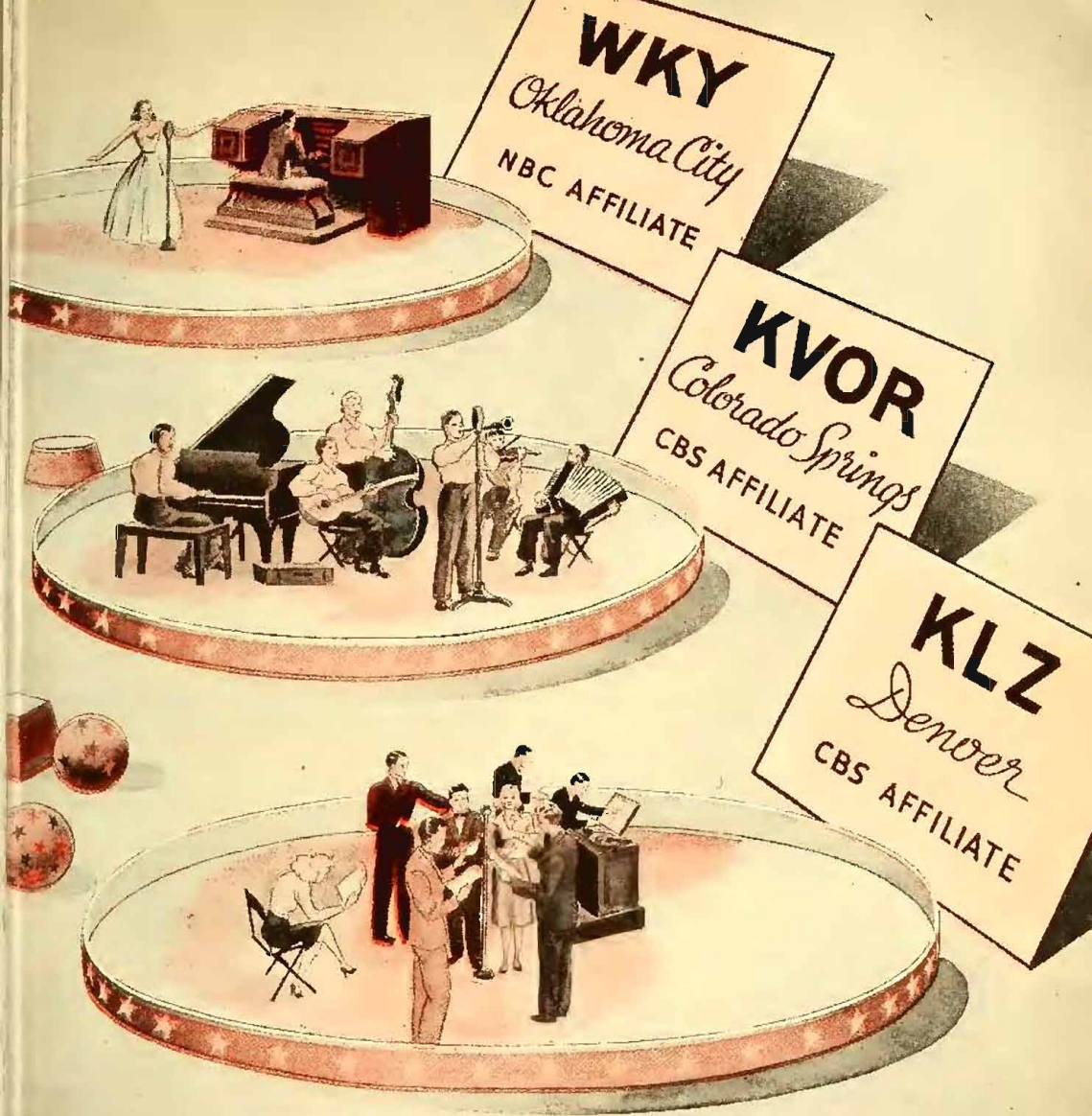
**Manager:** Lloyd Allen. **Chief engineer:** W. M. Thomas.

**Rep:** None. **Seating facilities:** None. **Merchandising:** Facilities—not described—are offered to national advertisers. **Foreign language programs:** Spanish accepted. **Artists bureau:** None. **Base rate:** \$15 (½ hr.).

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

### KVOR, COLORADO SPRINGS

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



## SOMETHING DOING EVERY MINUTE!

• There's no smell of sawdust, no sound of galloping horses, under the big top of The Oklahoma Publishing Company . . . yet day after day it presents a three-ring show that plays to SRO audiences, wins thundrous applause. All of the circus showmanship, drama, thrills and excitement are there, but in addition there's something doing every minute for advertisers. Sales records are being hung up that can come only when every seat in the house is filled at every performance . . . when the audience is bubbling over with enthusiasm.

THE  
OKLAHOMA PUBLISHING  
COMPANY

OWNS AND OPERATES  
STATIONS WKY AND KVOR  
OPERATES STATION KLZ  
UNDER AFFILIATED MANAGEMENT  
PUBLISHES THE DAILY OKLAHOMAN  
OKLAHOMA CITY TIMES  
AND THE FARMER-STOCKMAN  
REPRESENTED BY THE KATZ AGENCY, INC.

## COLORADO STATIONS—Continued

**President:** E. K. Gaylord. **Station and commercial manager:** Dudley Tichenor. **Program director, publicity director:** Lucille Santarelli. **Chief engineer:** H. C. Strang. **Musical director:** Duane Osborn.

**Rep:** The Katz Agency. **Seating facilities:** Two studios, 50 each; auditorium, 800. **Merchandising:** Provide information on market routes, product distribution, etc.; get dealer cooperation, distribute window displays, notify dealers of new programs, and other "reasonable" services. **Foreign language programs:** Not suited to market. **Artists bureau:** None. **Base rate:** \$60.

**Copy restrictions:** Beer and light wines okay; no hard liquors; patent medicines accepted depending on copy. **E. T. library:** NBC Thesaurus; MacGregor; Lang-Worth; Standard. **News:** AP; also local. **Commentators:** Henry B. Parsons (news commentator); Michael Dillon (newscaster); Henry P. Joslyn (newscaster; sports); Jane Gordon (cooking; homemaking); Carolyn (fashions); Dick Albright (grain; livestock).

### KFEL, DENVER

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

**Station head and manager:** Gene O'Fallon. **Assistant station manager:** Frank Bishop. **Local commercial manager:** Holly Moyer. **Production manager:** Herbert Trackman. **Chief engineer:** J. P. Veatch. **Traffic manager:** Don McCaig. **News manager:** Bill Welsh.

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

**Copy restrictions:** Beer and wine accepted any time; hard liquor copy not accepted; all copy subject to station approval and government regulations. **E. T. library:** World; Lang-Worth; Standard; Davis & Schwegler; NAB. **News:** Transradio. **Commentators:** Bill Welsh (newscaster; sports); Henry Orbach, Stuart Heinemann, and Mark Hansen (newscasters); Joe Myers (sports); Dorothy Crandall (women's features); Joe Emerson (films).

### KLZ, DENVER

**Operator:** KLZ Broadcasting Co., Shirley-Savoy Hotel. **Phone:** Main 4271.

**Power:** 5,000 watts on 560 kc. **Affiliation:** CBS. **Opened:** June, 1920. (Note: This station is owned by interests controlling the Oklahoma Publishing Co., WKY in Oklahoma City, and KVOR, Colorado Springs.)

**Station manager:** F. W. Meyer. **Sales manager:** Hugh B. Terry. **Program director:** Arthur Wuth. **Chief engineer:** T. A. McClelland. **Production manager:** Derby Sproul.

**Rep:** The Katz Agency. **Seating facilities:** Largest studio accommodates 150; auditorium with capacity of 1,400 available; Orpheum and Denham theatres available when necessary. **Merchandising:** Prior to beginning of program KLZ writes dealer letters, assists in preparing dealer and jobber advertising material, prepares addresses for sales meetings, and plugs the program via trailers, releases, posters, etc.; after program is on the air KLZ assists in similar fashion; KLZ maintains full time merchandising and promotion man with comprehensive merchandising cooperation. **Foreign language programs:** Not accepted. **Artists bureau:** None; but production department can arrange for artists. **Base rate:** \$210.

**Copy restrictions:** Copy on announcements limited to 25 words between 6 and 10:30 P. M., on chain breaks; 50 words between all sustainers, and 100 words on all participating programs; beer accepted, but no wines or hard liquors; patent medicines accepted if copy is free from "offensive statements" or "untruthful claims." **E. T. library:** Associated. **News:** INS. **Commentators:** Bud Thorpe (newscaster); Jack Fitzpatrick (newscaster; sports); Robert Harris, W. M. Harrison, Jr., and Austin Williams (newscasters); Roger Rambeau (sports); Wauhilla LaHay (Margaret Moore) (home economics); Mrs. Elliott Todhunter Dewey (books); Richard Albright (live-stock markets).

### KMYR, DENVER

**Operator:** F. W. Meyer (also manager of KLZ, Denver). **Power:** 250 and 100 watts on 1310 kc.

At press time this station had a construction permit only.

### KOA, DENVER

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

**General manager:** Lloyd E. Yoder. **Assistant manager, chief engineer:** Robert H.

## COLORADO STATIONS—Continued

Owen. **Manager spot sales and promotion:** James R. MacPherson. **Manager local sales:** A. W. Crapsey. **Program director:** C. C. Moore. **Production manager:** Jack B. Lyman, Jr. **Artists bureau head:** Duncan McColl.

**Rep:** National Broadcasting Co., Inc. **Seating facilities:** Studio A seats 325; studio B seats 150; admission by courtesy tickets. **Merchandising:** Window display space provided in the KOA building lobby; letters sent to dealers when new programs are scheduled (postage paid by advertiser); KOA screen trailers in 12 Fox Intermountain theatres in Denver, with subsequent showings in 97 Fox Intermountain theatres in five states; banners on Yellow Cabs. **Foreign language programs:** None listed; 98% of population is English-speaking. **Artists bureau:** Yes; complete roster of announcers, conductors, writers, producers, directors, and players available. **Base rate:** \$240.

**Copy restrictions:** Lectures and educational talks not accepted between 6 P.M. and midnight, except by special arrangement; time of broadcast subject to change to other periods on 28 days' notice to accommodate network broadcasts, excepting in the case of independent announcements, which may be moved to other periods if available, and as arranged by station manager on 24 hours' notice; closing date is two weeks in advance of initial program and program material must be arranged one week in advance of broadcast date—no change within two days preceding broadcast; all programs subject to station approval; beer is accepted; no other alcoholic beverages; no patent medicines except well known proprietaries, or those acceptable to the American Medical Association, and then only if the copy meets complete station approval. **E. T. library:** NBC Thesaurus. **News:** UP; INS; also from the Denver Post. **Commentators:** Tor Torland, Starr Yelland (newscasters; sports); Gilbert Verba and Bob Young (newscasters); Joe Myers (sports news and reviews); Louise Wadsworth (interviews; women's features); Alberta Pike (fashions; society; cooking; travel); Jim Campbell (farm specialties); Clarence C. Moore (civic and educational affairs); John Stanton (fashions; Hollywood).

### KPOF, DENVER

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

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

### KVOD, DENVER

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

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

**Rep:** Edward Petry & Co., Inc. **Seating facilities:** Studio, 50 persons. **Merchandising:** Station lists publicity in mailed programs and newspapers and in pre-announcements over the station. **Foreign language programs:** Not accepted. **Artists bureau:** None. **Base rate:** \$120.

**Copy restrictions:** Each piece of copy "handled separately as to truth and basic ethics." **E. T. library:** Associated. **News:** UP. **Commentators:** Joe Finch, Fred Graham, Ed Brady, Tom Page, and Ralph Paul (newscasters).

### KIUP, DURANGO

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

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

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

**Copy restrictions:** Beer, wine and liquor advertising accepted after 9 P.M.; all copy subject to station approval; reserve right to refuse all announcements which do not "maintain a level of quality and character creditable alike to station and advertiser." **E. T. library:** Davis & Schwegler. **News:** Transradio. **Commentators:** Ray Beckner (newscaster); Wm. J. Coddling and Paul Stevenson (sports).

### KFXJ, GRAND JUNCTION

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

**General and station manager:** Rex Howell. **Commercial manager:** Charles Howell. **Sales manager:** Marv. Mulvihill. **Chief engineer:** Fred Mendenhall. **Pro-**

## COLORADO STATIONS—Continued

**duction and publicity director:** Alice Barber. **Radio Press Bureau:** Cecil Caves.

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

**Copy restrictions:** Stipulations of NAB code of ethics observed. **E. T. library:** MacGregor; World. **News:** Transradio. **Commentators:** Rex Howell (news commentator); Marv. Mulvihill (newscaster; sports); David Wolper (newscaster); Alice Barber and Reba Wakefield (women's features).

### KFKA, GREELEY

**Operator:** The Mid-Western Radio Corp., 820 Eighth Ave. **Phone:** 450. **Power:** 1,000 and 500 watts on 880 kc. (shares time with KPOF). **Affiliation:** Mutual Broadcasting System. **Opened:** May 21, 1921.

**Managing director:** H. E. Green. **Station manager:** Francis Price. **Commercial manager:** Rush Johnston.

**Rep:** Furgason & Walker, Inc. **Seating facilities:** None. **Merchandising:** Newspaper, magazine and film publicity, plus window cards, etc., rendered without charge. **Foreign language programs:** Acceptance depends on type of program desired. **Artists bureau:** None. **Base rate:** \$70.

**Copy restrictions:** Beer and wine copy accepted; patent medicines subject to station approval and the rules of "common decency." **E. T. library:** Lang-Worth. **News:** UP. **Commentators:** H. E. Green (news commentator); Willard E. Simms, Gordon Clark, and Mahlon B. Johnson (newscasters); Maude Sheridan (fashions; cooking); Carl Jordan, and Dick Albright (live-stock markets).

### KOKO, LA JUNTA

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

**Base rate:** \$15 (½ hr.).

No other information available.

### KIDW, LAMAR

**Operator:** The Lamar Broadcasting Corp., 129 W. Elm St. **Phone:** 16. **Power:** 100 watts on 1420 kc (operates 7 A.M. to 6 P.M.; 9:30 P.M. to midnight). **Affiliation:** None. **Opened:** Aug. 1, 1932.

**General manager:** Harold Anderson.

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

**Copy restrictions:** All products advertised must meet with approval of the Federal Trade Commission. **E. T. library:** MacGregor. **News:** Local.

### KGHF, PUEBLO

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

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

**Rep:** Howard H. Wilson Co. **Seating facilities:** Reception room seats 100. **Merchandising:** No specific service listed; "try to be of service to clients in promoting the sale of their products." **Foreign language programs:** Accepted—only occasional announcements with no long term contracts; very little foreign language advertising in this area. **Artists bureau:** None. **Base rate:** \$90.

**Copy restrictions:** Beer accepted; no wines or hard liquors; patent medicines accepted "if proven to be okay." **E. T. library:** World; MacGregor. **News:** AP from the Pueblo Star-Journal and Chieftain.

### KGEK, STERLING

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

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

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

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

# CONNECTICUT

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

## Radio Homes by Counties

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

## WICC, BRIDGEPORT

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

**President:** John Shepard III. **Station manager:** Joseph Lopez. **Commercial manager:** Fred L. Rowe. **Program and publicity director:** Florence Ballou. **Chief engineer:** Garo W. Ray. **New Haven supervisor:** Judson La Haye.

**Rep:** Edward Petry & Co., Inc. **Seating facilities:** Bridgeport, 40; broadcasts with larger audience allowed when outside facilities are rented; New Haven, about 150. **Merchandising:** Furnish lists of potential dealers; cooperate in any other merchandising service at cost. **Foreign language programs:** Based entirely on individual merit of each program and client. **Artists bureau:** Through Yankee Network (see WNAC, Boston). **Base rate:** \$160.

**Copy restrictions:** Commercials must conform to ethics of good broadcasting; all continuity on patent medicines submitted to Proprietary Association; wine and beer advertising accepted when it conforms to laws of city and state. **E. T. library:** Associated. **News:** Yankee Network News Service; also local news. **Commentators:** Bill Elliot, Lou La Haye, and Ken Rapiieff (newscasters); Virginia Miller (fashions; food news); Jeanne Poli and Bill Farley (coming radio features and guest artists).

## WDRG, HARTFORD

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

**General manager, station manager:** Franklin M. Doolittle. **Commercial manager:** William F. Malo. **Program director:**

Walter Haase. **Chief engineer:** Italo Martino. **Educational director:** S. V. Couch.

**Rep:** Paul H. Raymer Co. **Seating facilities:** 50 persons. **Merchandising:** Package service available to advertisers at cost; includes letters, display cards, display windows, personal contact publicity via station and fan papers, research; minimum of 13 weeks must be used to be eligible for this service; station reserves right to decline service where air time is deemed insufficient. **Foreign language programs:** None accepted. **Artists bureau:** None. **Base rate:** \$190.

**Copy restrictions:** No liquor advertising is accepted; all other copy subject to station approval. **E. T. library:** None. **News:** UP. **Commentators:** Ray Barrett, Bob Provan, Harvey Olson and Gil Bayek (newscasters).

## WTHT, HARTFORD

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

**Station head:** Francis S. Murphy, head and general manager of the Hartford Times. **Station manager:** Cedric W. Foster. **Commercial manager:** C. Glover Delaney. **Chief engineer:** Richard K. Blackburn. **Program director:** Laureat H. Martineau. **Assistant program director:** John S. Lloyd.

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

**Copy restrictions:** No beer, wine or liquor advertising accepted; all copy subject to station approval and government regulations. **E. T. library:** Standard. **News:** AP; Yankee Network News Service. **Com-**



**EXTRA BUSINESS FOR YOU . .**

**IN THE  
WTIC  
MARKET!**



Take a second look at the WTIC Market. You'll find a market that has come through these last distressful years with per capita retail purchases consistently—and substantially—above the national average.

You'll find a market today with the money to spend and what's more important the willingness to spend it. For instance, Connecticut ranks second only to the District of Columbia in increase of effective buying income for 1939. Second only to Michigan in increase of retail sales for 1939 over 1938.\*

In short, this is a market where payrolls are a matter of good, hard spending dollars that circulate freely. A market where freedom from sales and income taxes leaves more money to buy things people WANT. The inside track for your share of the extra business this market offers is Station WTIC. Use it—beginning now!

\* Sales Management figures.

**WTIC 50,000  
WATTS**

**A "MUST" FOR A BIG JOB IN THE BIG SOUTHERN NEW ENGLAND MARKET**

The Travelers Broadcasting Service Corporation, Member NBC Red Network and Yankee Network  
Representatives: Weed & Company, New York, Chicago, Detroit, San Francisco



## CONNECTICUT STATIONS—Continued

mentators: Cedric W. Foster (news commentator); Frederick Bieber (newscaster); Harold Ogden and John Lloyd (sports); Una King (fashions; cooking).

### WTIC, HARTFORD

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

**General manager:** Paul W. Morency. **Sales manager:** Walter Johnson. **Program manager:** Thomas C. McCray. **Sales promotion, publicity:** James F. Clancy. **Musical director:** Moshe Paranov. **Chief engineer:** J. Clayton Randall.

**Rep:** Weed & Co. **Seating facilities:** Observation room accomodates 200. **Merchandising:** Rendered at cost. **Foreign language programs:** No set rules; currently has dance program in Polish from the Polish National Home. **Artists bureau:** None. **Base rate:** \$400.

**Copy restrictions:** Contracts and manuscripts must be submitted a week in advance subject to station or government regulation; beer and wines, as well as certain patent medicines, accepted in the past; no hard liquor. **E. T. library:** World; Lang-Worth; Davis & Schwegler. **News:** Transradio. **Commentators:** Andre Schenker (news commentator); Gordon Wilcox, Robert Rissling, Philip Becker, George Bowe, Bruce Kern, and Bernard Mullins (newscasters); Robert Steele (newscaster; sports); Mary Larkin (cooking; home economics; women's features).

### WNBC, NEW BRITAIN-HARTFORD

**Operator:** State Broadcasting Corp., 272 Main St., New Britain; 54 Pratt St., Hartford. **Phone:** Hartford, 7-9131. **Power:** 1,000 watts on 1380 kc. **Affiliation:** NBC Basic Blue Supplementary Group. **Opened:** July 15, 1935.

**General manager:** Richard W. Davis. **Program director:** L. C. Edwardson. **Chief engineer:** Rogers B. Holt. **Publicity director:** Milton Berkowitz.

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

**Copy restrictions:** Accept beer and wine; all copy subject to station approval and government regulation. **E. T. library:** Associated. **News:** UP. **Commentators:** Milton Berkowitz.

### WELL, NEW HAVEN

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

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

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

**Copy restrictions:** Beer and wine accepted; no hard liquor; copy must be submitted week in advance and conform to NAB Code of Ethics. **E. T. library:** World. **News:** UP; also local. **Commentators:** Bill Dukeshire (news commentator; news editor); Michael J. Goode (political commentator); Carey Cronan (newscaster); Philip Buxbaum, Jr. (sports); Janet Slayton (fashions; news); Marion Reynolds (gardening; cooking); Elida B. Sterling (books).

### WNLC, NEW LONDON

**Operator:** Thames Broadcasting Corp., Mohican Hotel. **Phone:** 4900. **Power:** 250 watts on 1500 kc. **Affiliation:** Mutual; Yankee and Colonial Networks. **Opened:** Sept. 13, 1936.

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

**Rep:** None. **Seating facilities:** Two studios, seating 20 persons each. **Merchandising:** Limited mailing to merchants and distribution of window cards and sales data; listings in printed programs distributed weekly. **Foreign language programs:** Accept programs, but not straight announcements. **Artists bureau:** Setup nominal only. **Base rate:** \$100.

**Copy restrictions:** None, other than that copy be in good taste and not of an "ob-

## CONNECTICUT STATIONS—Continued

jectionable nature." E. T. library: None listed. News: Yankee Network News Service; local. Commentators: Len Stevens, and Ted Hodge (newscasters); Mort Lubow (sports).

### WATR, WATERBURY

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

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

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

**Copy restrictions:** Accept beer, wine and liquor; patent medicines must meet approved standards. **E. T. library:** Standard. **News:** Yankee Network News Service. **Commentators:** Chase Kimbell (news commentator); William Derwin and John Cluney (sports); Fay Clark (fashions; cooking).

\*Also operator of WBRK, Pittsfield, Mass.

### WBRY, WATERBURY-NEW HAVEN

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

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

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

**Copy restrictions:** Accept beer, wines, and whiskey, with copy subject to good taste; patent medicine copy watched carefully; other restrictions not specific, other than demanding that "grade A" requirements be observed. **E. T. library:** NBC Thesaurus. **News:** AP; local. **Commentators:** E. Christy Erk (news commentator); Charles Batters (newscaster; sports).

## DELAWARE

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

### Radio Homes by Counties

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

### WDEL, WILMINGTON

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

**Station executive:** Clair R. McCollough.\* **Station and commercial manager:** J. Gorman Walsh. **Program and musical director:** Edward Browning. **Chief engineer:** J. E. Mathiot. **Artists bureau head:** Mary

\* See footnote to WGAL, Lancaster, Pa.

McCauley. **Publicity director:** Robert Roberts.

**Rep:** Paul H. Raymer Co. **Seating facilities:** None. **Merchandising:** Usual services offered, including publicity and listings in newspaper logs. **Foreign language programs:** Not accepted. **Artists bureau:** Set-up nominal only. **Base rate:** \$125.

**Copy restrictions:** All copy must conform to station standards. **E. T. library:** Lang-Worth; Transco. **News:** Transradio. **Commentators:** Horn Reitzes (sports); Mary McCauley (fashions; cooking; etc.).

## DELAWARE STATIONS—Continued

### WILM, WILMINGTON

**Operator:** Delaware Broadcasting Co., Inc., 920 King St. **Phone:** 7268. **Power:** 250 watts on 1420 kc. **Affiliation:** Mutual Broadcasting System; Mason-Dixon Radio Group. **Opened:** 1922.

**Station executive:** Clair R. McCollough.\*  
**Station and commercial manager:** J. Gor-

\* See footnote to WGAL, Lancaster, Pa.

man Walsh. **Program director:** Harvey Smith. **Chief engineer:** J. E. Mathiot.

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

**Copy restrictions:** All copy must conform to station standards. **E. T. library:** NBC Thesaurus. **News:** Transradio. **Commentator:** Bob Kelly (sports).

## DISTRICT OF COLUMBIA

(152,900 radio homes, or 91% ownership among the District's total of 163,000 families.)

### WINX, WASHINGTON

**Operator:** Lawrence J. Heller. **Power:** 250 watts (with 50 watt amplifier) on 1310 kc.

At press time this station had a construction permit only.

### WJSV, WASHINGTON

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

**Vice-president:** Harry C. Butcher. **General manager:** A. D. Willard, Jr. **Program and educational director:** Lloyd Dennis, Jr. **Sales manager:** William D. Murdock. **Chief engineer:** Clyde Hunt. **Special events director:** Ann Gillis. **Musical director:** Paul Kain. **Production manager:** Barry Blake. **Promotion manager:** John Heiney. **Publicity director:** Paul Glynn.

**Rep:** Radio Sales. **Seating facilities:** Audiences from 100 to 1,200 can be seated. **Merchandising:** Services of publicity department offered without charge; letters to distributors, dealers or groups of individuals at cost of multigraphing, stamping, addressing and mailing; contact dealers by personal calls or phone at cost; research service among dealers, distributors or general public at cost. **Foreign language programs:** No rules; no demand for same, as foreign population is very small. **Artists bureau:** None, as such, but has contracts with artists appearing regularly on station. **Base rate:** \$375.

**Copy restrictions:** CBS program policies. **E.T. library:** World. **News:** UP. **Com-**

**mentators:** Albert Warner (news commentator); Hugh Conover (newscaster); Arch McDonald (sports); Elinor Lee (women's features); Lucille Cohan (shopping news—as Nancy Dixon); Vesta Eales (book reviews); Albert N. Dennis (labor news).

### WMAL, WASHINGTON

**Operator:** National Broadcasting Co., Inc. (owned by M. A. Leese Radio Corp. capital stock of which is owned by the Washington Star), 724-14th St., N. W. **Phone:** Republic 4000. **Power:** 5,000 watts on 630 kc. **Affiliation:** NBC Basic Blue. **Opened:** 1926.

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

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

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

## DISTRICT OF COLUMBIA STATIONS—Continued

two weeks in advance of initial program and the program material must be arranged one week in advance of broadcast date—no change within two days preceding broadcast; all programs subject to station approval; beer is accepted; no other alcoholic beverages; other policies conform to NBC Program Policies. E.T. library: NBC Thesaurus. News: UP; INS. Commentators: Earl Godwin and Hilmar R. Baukhage (news commentators); William Crago and Raymond Michael (newscasters; sports commentators); Don Gardiner, George Gunn, Bryson Rash, Edwin Rogers, Jack Roney, Dorian St. George and Roger von Roth (newscasters); Bill Coyle (sports); Mary Mason (women's features).

### WOL, WASHINGTON

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

**Vice-president, general manager:** William B. Dolph. **Commercial manager:** James Fishback. **Program director:** Madeline Ensign. **Chief engineer:** Henry H. Lyon. **Musical director:** Arthur W. Brown. **Publicity director:** Walter Knobloch.

**Rep:** International Radio Sales. **Seating facilities:** 200 persons. **Merchandising:** Supply lists of retailers and wholesalers; mail limited number of letters or printed matter, with advertiser paying postage and

furnishing printed matter, station furnishing letter heads and labor; introduce salesmen to key buyers; arrange audition of program for important local outlets, advertiser to pay for talent; personal calls informing chain stores, etc., of campaign. **Foreign language programs:** Not accepted. **Artists bureau:** None. **Base rate:** \$180.

**Copy restrictions:** Beer and wine advertising accepted weekdays only; all copy subject to station approval and regulations of FCC, Federal Trade Commission and Better Business Bureau; spot announcements limited to 100 words, chain breaks to 25 words; commercial continuity must comply with NAB code as to length and content. **E. T. library:** Associated, Davis & Schwegler; Lang-Worth; NAB. **News:** Transradio. **Commentators:** Fulton Lewis, Jr. (news commentator); Walter Compton and Frank Blair (newscasters); Tony Wakeman (sports); Frances Northcross (homemaking).

### WRC, WASHINGTON

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

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

**Base rate:** \$240. **E.T. library:** NBC Thesaurus. **News:** UP; INS. **Commentators:** See WMAL, Washington, D. C.

## FLORIDA

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

### Radio Homes by Counties

Alachua .....	5,660	Escambia .....	10,110	Jefferson .....	1,960
Baker .....	870	Flagler .....	430	Lafayette .....	620
Bay .....	2,120	Franklin .....	1,190	Lake .....	4,560
Bradford .....	1,260	Gadsden .....	3,870	Lee .....	3,190
Brevard .....	2,670	Gilchrist .....	520	Leon .....	3,960
Broward .....	4,530	Glades .....	430	Levy .....	1,880
Calhoun .....	970	Gulf .....	520	Liberty .....	610
Charlotte .....	780	Hamilton .....	1,270	Madison .....	2,050
Citrus .....	930	Hardee .....	1,640	Manatee .....	4,490
Clay .....	1,150	Hendry .....	600	Marion .....	4,920
Collier .....	430	Hernando .....	800	Martin .....	980
Columbia .....	2,250	Highlands .....	2,010	Monroe .....	2,810
Dade .....	38,000	Hillsborough .....	32,990	Nassau .....	1,520
De Soto .....	1,480	Holmes .....	1,480	Okaloosa .....	1,350
Dixie .....	1,100	Indian River .....	1,210	Okeechobee .....	670
Duval .....	36,730	Jackson .....	4,050	Orange .....	11,730

## FLORIDA STATIONS—Continued

Osceola .....	2,220	St. Lucie .....	1,470	Union .....	790
Palm Beach .....	12,250	Santa Rosa .....	1,900	Volusia .....	10,340
Pasco .....	1,910	Sarasota .....	2,720	Wakulla .....	800
Pinellas .....	17,420	Seminole .....	3,760	Walton .....	1,990
Polk .....	14,230	Sumter .....	1,570	Washington .....	1,590
Putnam .....	3,420	Suwannee .....	2,140		
St. Johns .....	3,910	Taylor .....	2,120		

### WMFJ, DAYTONA BEACH

**Operator:** W. Wright Esch, 126½ Magnolia Ave. **Phone:** 91. **Power:** 250 watts on 1420 kc. **Affiliation:** NBC Blue. **Opened:** April, 1935.

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

**Rep:** None listed. **Seating facilities:** Can accommodate about 50 persons. **Merchandising:** Complete service offered. **Foreign language programs:** Not accepted. **Artists bureau:** Yes; have about half a dozen orchestras, vocalists, actors, announcers.

**Stock:** Owned by W. W. Esch. **Base rate:** \$75.

**Copy restrictions:** No hard liquor; copy should "not offend good taste." **E. T. library:** Associated. **News:** Transradio; also local. **Commentators:** Ray Clancy (news commentator; newscaster); Ed Sims (sports); Kathleen Addison (fashions).

### WFTL, FORT LAUDERDALE

**Operator:** Tom M. Bryan, 2700 S. Andrews Ave. **Phone:** 1300. **Power:** 250 watts on 1370 kc. **Affiliation:** None. **Opened:** Dec. 3, 1939.

**President:** Tom M. Bryan. **Station manager:** Robert M. Tigert. **Program director:** William M. Johns. **Chief engineer:** Francis G. Carroll.

**Rep:** Sears & Ayer, Inc. **Seating facilities:** Can accommodate about 80 persons. **Merchandising:** Dealer contracts, window cards, and direct mail furnished at cost. **Foreign language programs:** Not considered feasible in this area. **Artists bureau:** None. **Base rate:** \$60.

**Copy restrictions:** Beer and light wine copy accepted; no hard liquors; patent medicines subject to Federal Trade Commission approval. **E. T. library:** Associated; Standard. **News:** UP. **Commentators:** Robert M. Tigert (news commentator); Gordon Eaton, Marion Moore, and Jim Knox (newscasters); Jack Robbins, and Bob Elmer (sports); Vilma Blair

(fashions; women in the news); Bill Johns (gossip).

### WFTM, FORT MYERS

**Operator:** Fort Myers Broadcasting Co., 51 E. First St. **Phone:** 818. **Power:** 250 watts on 1210 kc. **Affiliation:** Florida Broadcasting System. **Opened:** March 1, 1940.

**President, station manager:** W. E. Bennis, Jr. **Commercial manager, publicity director:** Mrs. W. E. Bennis, Sr. **Program director:** Margaret Williams. **Chief engineer:** Bill Pickering. **Artists bureau head, musical director:** Buster Willis.

**Rep:** None. **Seating facilities:** None listed. **Merchandising:** None. **Foreign language programs:** No policy listed. **Artists bureau:** Setup nominal only. **Base rate:** \$37.50.

**Copy restrictions:** Beer and wine advertising accepted; no hard liquors; all advertising subject to approval of the station. **E. T. library:** Standard. **News:** Transradio. **Commentators:** Bill Pickering (news commentator; newscaster; sports); Franklin Evans (newscaster; sports).

### WRUF, GAINESVILLE

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

**Director:** Garland Powell. **Office manager:** John L. Berry. **Commercial department:** Francis Kearney. **Technical department:** Dean Joseph Weil. **Engineer:** F. Banks Duncan.

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

**Copy restrictions:** No alcoholic beverage advertising accepted; all programs subject to approval by station management, rules and regulations of state and federal government, and policies of the Board of Control of Higher Learning of Florida; no business on a "per inquiry" basis. **E. T.**

## FLORIDA STATIONS—Continued

library: World; Lang-Worth. News: AP. Commentators: David Russell (newscaster; sports); Raymond Kennedy and John Tanscy (newscasters); Jayne Crane (women's features); Jefferson Thomas (farm news and comment).

### WJAX, JACKSONVILLE

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

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

Rep: John Blair & Co. Seating facilities:  
100 persons. Merchandising: Rendered at  
actual cost of stamps, letterheads, etc.; in-  
stall window displays, contact dealers by  
phone or personal calls, mail out circulars,  
etc. Foreign language programs: Not ac-  
cepted. Artists Bureau: None. Base rate:  
\$190.

Copy restrictions: All copy subject to  
station approval. E. T. library: NBC The-  
saurus. News: INS. Commentators: George  
Weeks, Jack Rathbun and Frank Ingels  
(newscasters).

### WJHP, JACKSONVILLE

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

At press time this station had a con-  
struction permit only.

### WMBR, JACKSONVILLE

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

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

Rep: Paul H. Raymer Co. News: UP.  
Seating facilities: Studio, seating 100 per-  
sons. Merchandising: Contact distributors;  
conduct monthly cross-section survey of  
food and drug outlets. Foreign language  
programs: Never any occasion for such  
programs to date; probably would take,  
after investigation of company and check  
of translated copy. Artists bureau: Yes,  
lists about 30 artists. Base rate: \$130.

Copy restrictions: Accept beer and wine;  
no liquor advertising; all commercial copy  
checked for good taste and truthfulness  
and must not exceed 3 minutes per quar-  
ter-hour. E. T. library: NAB; Standard.

News: UP. Commentators: Charlie Stone  
(news commentator; newscaster; sports;  
entertainment news); Larry Scarborough  
(newscaster; sports); Carroll Gardner  
(sports).

### WLAK, LAKE LAND

Operator: Lake Region Broadcasting Co.,  
New Florida Hotel. Phone: 2127. Power:  
250 watts on 1310 kc. Affiliation: NBC  
Florida Group. Opened: May 15, 1936.

Station manager: Bert Arnold. Com-  
mercial manager: D. M. Brown. Program  
director: Gordon Fletcher. Chief engineer:  
W. P. Hunter. Musical director: E. B. Wil-  
son.

Rep: John Blair & Co. Seating facilities:  
Two studios, about 25 persons each. Mer-  
chandising: Complete service available;  
get dealer co-operation; furnish program  
promotion and tie-in material without cost  
unless special work is required. Foreign  
language programs: Not accepted. Artists  
bureau: None. Stock: Principally held by  
J. P. Marchant. Base rate: \$75.

Copy restrictions: Beer and wine adver-  
tising accepted, providing "high standard  
of advertising is maintained"; patent medi-  
cines and health advertising accepted only  
if rigidly complying with Federal Trade  
Commission regulations, and providing  
copy does not offend the listener. E. T.  
library: NBC Thesaurus. News: UP. Com-  
mentators: Prof. I. G. MacKay (news com-  
mentator); Thomas Matthews (newscaster);  
Gordon Fletcher (sports); Mrs. Lillian  
Whipple (cooking; fashions).

### WIOD, MIAMI

Operator: Isle of Dreams Broadcasting  
Corp., News Tower, 600 Biscayne Blvd.  
Phone: 36444. Power: 5,000 watts on 610  
kc. Affiliation: NBC Florida Group.  
Opened: January, 1926. (Note: This station  
is newspaper-owned by the Miami Daily  
News.)

Vice-president, general manager: Hal  
Leyshon. Station manager, program direc-  
tor: Martin S. Wales. Commercial man-  
ager: S. A. Vetter. Chief engineer: Milton  
C. Scott, Jr. Musical director: Isabel  
Shaffer. Publicity director: Boarman Byrd.

Rep: George P. Hollingbery. Seating  
facilities: Studio, seating 200 persons; spec-  
tators' gallery, 100. Merchandising: Co-  
operate, upon request, in supplying news-  
paper and other publicity, window dis-  
plays, etc.; all services rendered at actual  
cost. Foreign language programs: Ac-  
cepted, but must be accompanied by Eng-  
lish translation. Artists bureau: Yes. Base  
rate: \$160.

## FLORIDA STATIONS—Continued

**Copy restrictions:** Beer, wine and certain types of patent medicines accepted; no liquor advertising; all copy must be in good taste and present "true picture of product advertised." **E. T. library:** NBC Thesaurus; Associated. **News:** INS; UP. **Commentators:** Frank Malone, Francis P. Locke, and Blanca Estrella (news commentators); Sam Parker, Noah Tyler, and Blanca Estrella (newscasters); Bill Hightower (newscaster; sports); Jack Bell, Luther Voltz, and Hornton Fisher (sports); Jane Butler (women's features).

### WQAM, MIAMI

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

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

**Rep:** John Blair & Co. **Seating facilities:** Studio, 50 persons. **Merchandising:** Write and mail dealer letters; conduct phone and personal call surveys; place reasonable number of displays; publicity; pre-views of air shows; supply studio facilities for dealer meetings; advertising in out-of-town newspapers; taxi bumper-strips. **Foreign language programs:** Accept announcements on programs in Spanish, if accompanied by English version simultaneously (this is mostly for transmission to Cuba). **Artists bureau:** None; can supply artists, however. **Base rate:** \$150.

**Copy restrictions:** Commercials must comply with the N. A. B. code; no hard liquors; all patent medicine copy first submitted to governmental agencies for examination before broadcast. **E. T. library:** World and Lang-Worth. **News:** UP. **Commentators:** Fred Handrich (newscaster); Dinty Dennis and Bob Elmer (sports); Louise Malcomson ("Miss Betty"—fashions); Lynn Fox ("Sunshine Sally"—cooking).

### WKAT, MIAMI BEACH

**Operator:** A. Frank Katzentine, 1759 N. Bay Road. **Phone:** 57471. **Power:** 1,000 watts on 1330 kc. **Affiliation:** NBC Blue. **Opened:** Nov. 1, 1937.

**Owner:** A. Frank Katzentine. **General manager:** John C. McCloy. **Program and musical director:** Bettye Lee Taylor. **Chief engineer:** Walter Kinney.

**Rep:** International Radio Sales. **Seating facilities:** Can accommodate about 150

persons. **Merchandising:** None. **Foreign language programs:** Some news programs are rendered in Spanish; no rules listed. **Artists Bureau:** None. **Base rate:** \$140.

**Copy restrictions:** No written rules; conservative policy maintained. **E. T. library:** Associated; Standard. **News:** UP.

### WTMC, OCALA

**Operator:** Ocala Broadcasting Co., Inc., Ocala, Fla. **Phone:** 123. **Power:** 100 watts on 1500 kc. **Affiliation:** NBC Blue. **Opened:** July 1, 1939.

**Station managers:** Hal Davis. **Program director:** Lester Weil. **Chief engineer:** Livingston Wever.

**Rep:** John H. Ferry Associates. **Seating facilities:** Studio can accommodate about 35 persons. **Merchandising:** Distribute window and counter cards; follow-ups used wherever possible; all services gratis except for printing. **Foreign language programs:** Accepted; must be accompanied by full English translations. **Artists bureau:** None. **Base rate:** \$40.

**Copy restrictions:** Beer and wine copy accepted; station reserves the right to censor all copy. **E. T. library:** Standard. **News:** AP. **Commentators:** Lester Weil (newscaster); Katherine Riddle (women's features); Charles Beresford (sports).

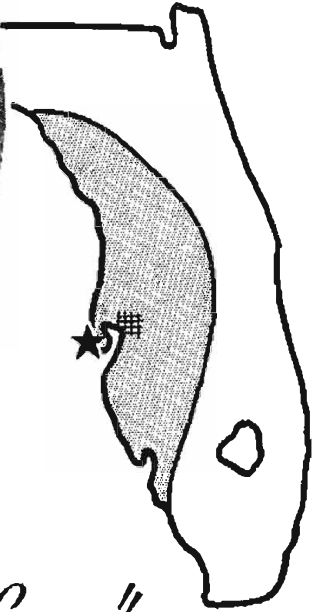
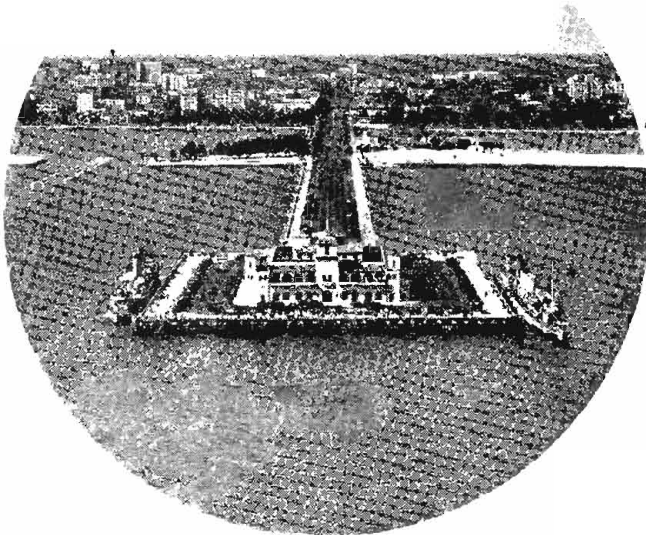
### WDBO, ORLANDO

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

**President:** Colonel George C. Johnston. **Station and commercial manager:** Harold P. Danforth. **Program director:** Ralph Rogers. **Chief engineer:** J. E. Yarbrough. **Studio director:** W. G. McBride. **Musical director:** Robert Willard. **Publicity director:** G. Burnett.

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

**Copy restrictions:** Beer and wine accepted; no liquor advertising; all copy subject to station approval. **E. T. library:** World. **News:** UP. **Commentators:** Col. William Glenn (news commentator); C. F. Batchelder (newscaster; sports); H. C. Scofield and W. G. McBride (newscasters); Virginia O'Rourke and "Marnie" (fashions); Mrs. Charles Geissler (contract bridge); K. C. Moore and R. N. Norris (agriculture).



# "The Bright Spot in Business - near the Sun"

WSUN serves the largest concentration of resident and tourist population in the SUNSHINE STATE. Industry, agriculture and tourists . . . these together with tremendous investments in this area by Federal Military and Civil agencies . . . make this "Spot in the (W)SUN" a market you cannot afford to ignore. The WSUN area is GOOD business . . . definitely!

Represented by



# WSUN

Business Offices - Recreation Pier - St. Petersburg, Florida

**ST. PETERSBURG ~ ~ TAMPA**



## FLORIDA STATIONS—Continued

### WLOF, ORLANDO

Operator: Hazlewood, Inc. Power: 250 watts on 1200 kc.

At press time this station had a construction permit only.

### WDLP, PANAMA CITY

Operator: Panama City Broadcasting Co., First and Mercer Sts. Phone: 777. Power: 250 and 100 watts on 1200 kc. Affiliation: None. Opened: March 21, 1940.

General manager: Braden Ball. Commercial manager: Le Roy Gibson. Program and musical director: Fred Philips. Chief engineer: Edwin L. Pierce. Continuity and publicity director: Toni Veverka.

Rep: John H. Perry Associates. Seating facilities: Studio reception hall seats 25. Merchandising: Tie-ins with local newspaper afford program listings, etc. Foreign language programs: Accepted if complete translation is provided in advance, and copy complies with station and Federal rules. Artists bureau: None. Base rate: \$27.

Copy restrictions: Wine and beer copy accepted; no hard liquors; patent medicines must comply with Federal regulations and the rules of "good taste." E. T. library: World. News: AP. Commentators: Fredric Rabell (news commentator); Eddie Pierce (newscaster; sports); Fred Bradshaw (newscaster); Dick Veverka (sports); Toni Veverka (films; fashions; gardening; entertainment; homemaking); Rev. C. A. Cornell (religion).

### WCOA, PENSACOLA

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

General and station manager: Irving F. Welch. Commercial manager: Bill Helie. Production manager: Jim Larkin. Program director: Virgil Evans. Chief engineer: Beecher Hayford. Musical director: Ray Rogers. Publicity director: Charles Sullivan.

Rep: John H. Perry Associates. Seating facilities: Studios, seating over 100 persons; also have weekly shows from two local theatres, seating about 2,000; auditorium available seating 700. Merchandising: Maintain contacts with wholesalers; supply program listings and

publicity for local and out-of-town papers. Foreign language programs: Not accepted. Artists bureau: Yes; number of artists not given. Base rate: \$40 (1/2hr.).

Copy restrictions: Beer and wine accepted; hard liquor advertising not accepted; spot announcements limited to 100 words; chain breaks may not exceed 40 words. E. T. library: Standard. News: AP; NBC. Commentators: Virgil G. Evans (newscaster; sports); Frank Pericola (sports); Dorothy Eastman (fashions; clubs; society).

### WFOY, ST. AUGUSTINE

Operator: Fountain of Youth Broadcasting Co., Fountain of Youth Park. Phone: 1400. Power: 250 watts on 1210 kc. Affiliation: CBS. Opened: Feb. 11, 1937.

President, station manager: Glenn Marshall, Jr. Commercial manager: John H. Cummins. Program director: Ruth Loring Tanksley. Chief engineer: Ernest Raistrick.

Rep: Paul H. Raymer Co. Seating facilities: Can accommodate about 50 persons. Merchandising: Complete service available at actual cost. Foreign language programs: Not accepted. Artists bureau: None. Base rate: \$50.

Copy restrictions: Beer and wine accepted; no hard liquor. E. T. library: Standard. News: UP.

### WSUN, ST. PETERSBURG

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

General, station and commercial manager: Louis J. Link. Program director: Bob Wilbur. Chief engineer: Louis J. Link. Publicity director: Ruth Clark.

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

Copy restrictions: Beer and wine accepted; no hard liquor advertising; patent medicines subject to station approval; all commercial copy must be in "absolute good taste." E. T. library: Associated. News: INS. Commentators: Bob Wilbur (newscaster; agriculture news); Jeff Moshier and

## FLORIDA STATIONS—Continued

Jerry Wigley (sports); Ruth Elson Clark (fashions; beauty; women in the news; radio program comment); Elizabeth Coates James (books).

### WTSP, ST. PETERSBURG

**Operator:** Pinellas Broadcasting Co., 3500 Fourth St., North. **Phone:** 8108. **Power:** 250 watts on 1370 kc. **Affiliation:** None. **Opened:** Nov. 30, 1939. (Note: This station is affiliated with the St. Petersburg Times.)

**General, station and commercial manager:** Fred Bugg. **Program director, traffic manager:** Genevieve Burke. **Chief engineer:** Garvin Combs.

**Rep:** None. **Seating facilities:** Audience room seats 20; main studio, 40. **Merchandising:** Every "reasonable cooperation" rendered gratis. **Foreign language programs:** None; station does not believe they are necessary in this area. **Artists bureau:** Can supply artists, but do not have them under contract. **Base rate:** \$60.

**Copy restrictions:** Beer and wine copy accepted if in good taste; no other alcoholic beverages. **E. T. library:** World. **News:** INS. **Commentators:** Don Bell (newscaster); Dan Hall (sports); Sally U. Nelson (fashions); Lillian Lewis (society); Jack Swift (grain reports, entertainment news).

### WSPB, SARASOTA

**Operator:** WSPB, Inc., City Island. **Phones:** 2541; 2542. **Power:** 250 watts on 1420 kc. **Affiliation:** None. **Opened:** Dec. 7, 1939.

**President, general and commercial manager:** Frank S. Lane. **Vice-president:** Ken Flenmiken. **Program director, artists bureau head:** Jack Daub. **Chief engineer:** John Buning. **Musical director:** Bill Wilson. **Publicity director:** Bill Berry.

**Rep:** None. **Seating facilities:** Studios seat about 75 persons; remote facilities available from two municipal auditoriums, seating around 4,000 each, and three smaller auditoriums, seating over 1,500 each. **Merchandising:** Newspaper publicity, announcements, direct mail and personal calls rendered without charge. **Foreign language programs:** Spanish and Cuban programs or announcements accepted. **Artists bureau:** Setup nominal only. **Base rate:** \$27.50.

**Copy restrictions:** Light wine and beer advertising accepted; no hard liquors; accept patent medicines; all copy subject to approval by the station. **E. T. library:** World; Standard. **News:** UP. **Commentators:** Jack Daub and Bill Berry (newscasters; sports); Fred Reiter and Bill Wilson (newscasters); Jackie Vickers (fashions); Betty Newman (cooking; film news); Virginia Mathews (sports; fashions).

### WTAL, TALLAHASSEE

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

**President:** Gilbert Freeman. **Station and commercial manager:** William C. Wyatt. **Program director:** Mildred E. Williams. **Chief engineer:** William Snowden, Jr.

**Rep:** None. **Seating facilities:** Small reception room, seating about 40 persons. **Merchandising:** Highway signs and complete remote facilities available. **Foreign language programs:** No set rules on acceptance. **Artists bureau:** None. **Stock:** Principal holders are Gilbert and Vera Freeman. **Base rate:** \$58.

**Copy restrictions:** Beer and wine copy accepted; no hard liquor; all copy and continuity subject to inspection and censorship of station. **E. T. library:** Lang-Worth. **News:** Transradio. **Commentators:** William Snowden, Jr. (newscaster; entertainment news; local comment); Mildred E. Williams (newscaster; food and cooking; music; fashions; films news; etc.).

### WDAE, TAMPA

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

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

**Rep:** Paul H. Raymer Co. **Seating facilities:** Can accommodate about 40 persons. **Merchandising:** Dealer contacts personally or by phone; place show case and window cards; promotional letters. **Foreign language programs:** No policy listed. **Artists bureau:** None. **Base rate:** \$100.

**Copy restrictions:** Beer and wine accepted; no hard liquor; no specific rules govern copy. **E. T. library:** Standard. **News:** Transradio; INS. **Commentators:** Kenneth W. Skelton and Tom Carruth (newscasters); Sol Fleischman and Bob Proctor (newscasters; sports); Ed Ray (sports); Charlotte Musgrave, Allie Lee Rush, and Irene Riley (women's features).

## FLORIDA STATIONS—Continued

### WFLA, TAMPA

**Operator:** Florida West Coast Broadcasting Co., Inc., Tarr Building, Tampa. **Phone:** Tampa: H-1823; Clearwater: 2754. **Power:** 5,000 and 1,000 watts on 620 kc. (Note: WSUN and WFLA share transmitter and hours of operation.) **Affiliation:** NBC Florida Group; Orange Network. **Opened:** November, 1925.

**General manager, station manager, commercial manager:** W. Walter Tison. **Program director:** Paul Jones. **Chief engineer:** Joe H. Mitchell. **Musical director, artists bureau head:** Frank Grasso. **Production manager:** Bud Farnum. **Publicity director:** Rhinhold Rogers.

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

**Copy restrictions:** Accept wine and beer advertising if in "good taste"; all copy must comply with rules of FCC and the Federal Trade Commission; station reserves power of censorship at all times. **E. T. library:** NBC Thesaurus. **News:** UP; AP. **Commentators:** Rhinhold Rogers

(newscaster); Bud Farnum (newscaster; sports); Patsy Kent (general comment); Isla Garcia (cooking).

### WJNO, WEST PALM BEACH

**Operator:** WJNO, Inc., P. O. Box 189. **Phone:** 3638. **Power:** 250 watts on 1200 kc. **Affiliation:** CBS. **Opened:** July 31, 1936.

**President:** Laura O'Brien. **Station manager:** Stephen P. Willis. **Program director:** Francis Owens. **Chief engineer:** John K. Moore.

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

**Copy restrictions:** Beer and wine accepted; no liquor advertising; all copy subject to station approval and government regulations. **E. T. library:** World, News; UP. **Commentators:** Hunter Reams (news commentator); Ben Decker (newscaster; sports); Francis Owens, Vernon Crawford, and Coleman Wilson (newscasters); Zulette Pierce (general women's features); Constance Brady (film gossip); Joan Holliday (interior decoration); Nancy Hall, and Karen Andre (fashions).

## GEORGIA

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

### Radio Homes by Counties

Appling .....	1,270	Camden .....	750	Coweta .....	2,940
Atkinson .....	720	Campbell ....(See Fulton)		Crawford .....	580
Bacon .....	640	Candler .....	770	Crisp .....	2,220
Baker .....	690	Carroll .....	3,360	Dade .....	400
Baldwin .....	2,090	Catoosa .....	930	Dawson .....	280
Banks .....	750	Charlton .....	510	Decatur .....	2,790
Barrow .....	1,360	Chatham .....	21,150	De Kalb .....	12,600
Bartow .....	2,730	Chattahoochee .....	580	Dodge .....	2,100
Ben Hill .....	1,820	Chattooga .....	1,550	Dooly .....	1,670
Berrien .....	1,320	Cherokee .....	1,980	Dougherty .....	3,920
Bibb .....	13,860	Clarke .....	4,230	Douglas .....	890
Bleckley .....	880	Clay .....	690	Early .....	1,720
Brantley .....	700	Clayton .....	1,010	Echols .....	330
Brooks .....	2,120	Clinch .....	940	Effingham .....	1,130
Bryan .....	660	Cobb .....	4,420	Elbert .....	1,980
Bulloch .....	2,500	Coffee .....	1,870	Emanuel .....	2,220
Burke .....	3,180	Colquitt .....	3,150	Evans .....	670
Butts .....	980	Columbia .....	810	Fannin .....	1,240
Calhoun .....	1,110	Cook .....	1,120	Fayette .....	730

## GEORGIA STATIONS—Continued

Floyd .....	6,570	Long .....	430	Seminole .....	670
Forsyth .....	860	Lowndes .....	4,110	Spalding .....	3,250
Franklin .....	1,380	Lumpkin .....	450	Stephens .....	1,280
Fulton with Camp- bell and Milton...	67,230	McDuffie .....	930	Stewart .....	1,120
Gilmer .....	620	McIntosh .....	810	Sumter .....	3,390
Glascok .....	400	Macon .....	1,730	Talbot .....	850
Glynn .....	3,410	Madison .....	1,290	Taliaferro .....	580
Gordon .....	1,610	Marion .....	650	Tattnall .....	1,420
Grady .....	1,860	Meriwether .....	2,330	Taylor .....	1,010
Greene .....	1,360	Miller .....	800	Telfair .....	1,470
Gwinnett .....	2,760	Milton .....	(See Fulton)	Terrell .....	1,990
Habersham .....	1,300	Mitchell .....	2,320	Thomas .....	4,210
Hall .....	3,540	Monroe .....	1,180	Tift .....	1,890
Hancock .....	1,140	Montgomery .....	880	Toombs .....	1,710
Haralson .....	1,250	Morgan .....	1,350	Towns .....	350
Harris .....	1,100	Murray .....	770	Treutlen .....	640
Hart .....	1,260	Musogee .....	10,050	Troup .....	4,780
Heard .....	710	Newton .....	1,940	Turner .....	1,080
Henry .....	1,440	Oconee .....	710	Twiggs .....	730
Houston .....	1,100	Oglethorpe .....	1,150	Union .....	480
Irwin .....	1,040	Paulding .....	1,050	Upson .....	2,220
Jackson .....	2,100	Peach .....	1,320	Walker .....	3,040
Jasper .....	920	Pickens .....	980	Walton .....	2,150
Jeff Davis .....	770	Pierce .....	1,180	Ware .....	4,150
Jefferson .....	1,980	Pike .....	950	Warren .....	990
Jenkins .....	1,330	Polk .....	2,940	Washington .....	2,500
Johnson .....	1,210	Pulaski .....	950	Wayne .....	1,390
Jones .....	780	Putnam .....	860	Webster .....	430
Lamar .....	1,140	Quitman .....	340	Wheeler .....	780
Lanier .....	530	Rabun .....	610	White .....	520
Laurens .....	3,360	Randolph .....	1,850	Whitfield .....	2,460
Lee .....	870	Richmond .....	13,300	Wilcox .....	1,220
Liberty .....	810	Rockdale .....	750	Wilkes .....	1,720
Lincoln .....	600	Schley .....	470	Wilkinson .....	1,150
		Screven .....	1,870	Worth .....	1,930

### WGPC, ALBANY

**Operator:** Albany Broadcasting Co., Inc., 125½ N. Jackson St. **Phone:** 1370. **Power:** 250 watts on 1420 kc. **Affiliation:** Georgia Broadcasting System. **Opened:** July 1, 1934.

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

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

**Copy restrictions:** Adhere to NAB code on commercial copy; beer and wines accepted; no hard liquor; patent medicines acceptable if approved by the FTC. **E. T. library:** World. News: UP; also local news. **Commentators:** Bill Poole (newscaster; sports); Martha Percilla (women in the news; news comment; home arts and decoration).

### WHPC, ALBANY

**Operator:** Herald Publishing Co. **Power:** 1,000 watts on 1230 kc (daytime only).

**At press time this station had a construction permit only.**

### WGAU, ATHENS

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

**Station and commercial manager, chief engineer:** Melvin C. Gorman. **Program director:** Bill Evans.

**Rep:** None. **Seating facilities:** "Red" studio audience room seats 60; "Black" audience room seats 40. **Merchandising:** Distribute window cards and displays; help client in every way possible, especially in the drug field (one of the partners is a druggist); no charge for services.

## GEORGIA STATIONS—Continued

**Foreign language programs:** No rules. **Artists bureau:** None. **Stock:** Station is owned by an equal partnership composed of J. K. Patrick, Earl B. Braswell, Tate Wright, and C. A. Rowland. **Base rate:** \$50.

**Copy restrictions:** No alcoholic beverages; have carried beer, "but are not inclined to do so in the future"; patent medicines accepted. **E. T. library:** Standard. **News:** AP through local newspaper; INS.

### WAGA, ATLANTA

**Operator:** Liberty Broadcasting Corp., Western Union Bldg. **Phone:** Main 5101. **Power:** 1,000 and 500 watts on 1450 kc. **Affiliation:** NBC Blue Southern Group. **Opened:** Aug. 1, 1937 (in Atlanta; previously operated in Athens, Ga., as WTFI).

**General manager:** Jess Swicegood. **Program director:** Paul Overbay. **Chief engineer:** Cliff Hanson. **Musical director:** Earl Pudney.

**Rep:** John Blair & Co. **Seating facilities:** Have observation room; no capacity given. **Merchandising:** Newspaper publicity accorded sponsors. **Foreign language programs:** No occasion for same has arisen; audience of this type is small in the station's coverage area. **Artists bureau:** None. **Base rate:** \$170.

**Copy restrictions:** No hard liquor accounts accepted; copy must be "in good taste." **E. T. library:** NBC Thesaurus. **News:** UP. **Commentators:** Dick Pyron (newscaster); Joe Hill (newscaster; sports); Lee Bennett (sports); Susan Wade (film gossip).

### WATL, ATLANTA

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

**Owner:** J. W. Woodruff\*. **General manager:** Maurice C. Coleman. **Program and musical director:** Ken Keese. **Chief engineer:** James Comer.

**Rep:** Sears and Ayer, Inc. **Seating facilities:** 150 persons. **Merchandising:** Conduct direct mail campaigns—blotters, brochures, etc.; invite wholesalers and retailers to visit studios during programs; program listing in daily papers; letters to the trade. **Foreign language programs:** Not accepted. **Artists bureau:** None. **Base rate:** \$160.

**Copy restrictions:** All copy subject to acceptance by management; accept beer

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

and wines; no hard liquors; accept cough remedies, headache powders, etc. **E. T. library:** Associated; World; Lang-Worth. **News:** INS. **Commentators:** Barney Oakes (news commentator; newscaster; gossip and entertainment); Julian Flint (newscaster; sports); Sandra Lee (fashions; Hollywood news); Harriett Hunt (general women's features).

### WGST, ATLANTA

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

**President:** Clarence H. Calhoun. **Merchandising director:** Frank Gaither. **Program and educational director:** John Fulton. **Chief engineer:** Ben Akerman. **Musical director:** Lola Allen Wallace.

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

**Copy restrictions:** Accept beer; no hard liquor; all copy subject to approval of program department. **E. T. library:** Standard. **News:** AP; Transradio. **Commentators:** Mike Clark and Frank Gaither (newscasters); John Fulton (sports); Frances Miller (women's features).

### WSB, ATLANTA

**Operator:** The Atlanta Journal Company, Atlanta Biltmore Hotel. **Phones:** Hemlock 1045; Walnut 5050. **Power:** 50,000 watts on 740 kc. **Affiliation:** NBC Red Southcentral Group. **Opened:** March 15, 1922. (Note: This station is newspaper-owned by the Atlanta Journal.)

**General manager:** J. Leonard Reinsch. **Commercial manager:** John M. Outler, Jr. **Production manager:** Marcus Bartlett. **Program director:** Roy McMillan. **Director of public service:** Lambdin Kay. **Chief engineer:** C. F. Daugherty. **Farm editor:** Bill Prance.

**Rep:** Edward Petry & Co., Inc. **Seating facilities:** Studio reception parlor seats 200; Biltmore Hotel auditoriums, seating 750, available. **Merchandising:** Maintain sales checks; arrange and design display material; retail dealer letters; station house organ; conduct surveys; promote program and product through contact with dealers and distributors; audience promotion via spot announcements, theatre displays, etc. **Foreign language programs:** Not accepted.



THE SALES VOICE  
OF THE SOUTH

# WSB

THE ATLANTA JOURNAL - ATLANTA, GA.

50,000 WATTS

NBC RED - 740 KC

EDWARD PETRY & CO., Representatives

## GEORGIA STATIONS—Continued

Artists bureau: Yes. Base rate: \$240 (½ hr.).

Copy restrictions: Alcoholic beverage advertising not accepted; copy and program must be in good taste; station reserves the right to edit all commercial copy. E. T. library: NBC Thesaurus; Lang-Worth. News: AP and UP. Commentators: Walter Paschal (news commentator); Brad Ansley, Herb Harris and Hugh Batey (newscasters); Ernie Harwell (sports); Mrs. Winifred S. Bell (home economics); Meodora Fields Perkinson (books; human interest stories); Grace Hartley (foods); Eloise Ray (fashions); Ruth Raine (gardens); Louise Mackay and Susan Jones Medlock (society); Jean Chalmers (music); Mrs. Robin Wood (rural activity); Enid Day and Penelope Penn (shopping information); George W. Mindling (weather); E. J. Rowell (fruit-vegetable quotations; live stock reports).

### WRDW, AUGUSTA

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

Station manager: W. R. Ringson. Commercial manager: Thurston Bennett. Program director, artists bureau head: Charles H. Walters. Chief engineer: Harvey Aderhold.

Rep: Burn-Smith Co., Inc. Seating facilities: About 100 persons. Merchandising: Distribute postcards, window cards and blotters; make personal phone calls; send out direct mail; all services gratis. Foreign language programs: No rules listed. Artists bureau: Maintain service bureau placing artists without charge to the artist. Base rate: \$90 (portable remote or shortwave equipment at special rates).

Copy restrictions: Do not accept liquor advertising. E. T. library: World. News: UP. Commentators: Charles H. Walters, Glenn Marston, and Bill Joy (newscasters); Thurston Bennett (sports); (Miss) Joe Clark (fashions; civic news).

### WMOG, BRUNSWICK

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

At press time this station had only recently been put into operation.

### WRBL, COLUMBUS

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

Owner: J. W. Woodruff.\* General manager: J. W. Woodruff, Jr. Commercial manager: James Davenport. Program director: Jack Gibney. Chief engineer: Oliver Heely. Musical director: Louise Heely. Publicity director: John Clarke.

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

Copy restrictions: Accept beer and wine, but no liquor advertising; all copy subject to station approval and government regulations. E. T. library: World; Davis & Schwegler; Lang-Worth. News: INS. Commentators: Jack Gibney (news commentator; sports); John Clarke, Bob Sabin, and Henry East (newscasters); Louise Heely (fashions; news); Anice Wismer (recipes; cooking).

\* Also president of WATL, Atlanta, Ga.

### WMJM, CORDELE

Operator: Cordele Dispatch Publishing Co., Inc. Power: 250 and 100 watts on 1500 kc.

At press time this station had a construction permit only.

### WGGA, GAINESVILLE

Operator: Henry Estes, Austin Dean and L. H. Christian doing business as the Gainesville Broadcasters. Power: 250 watts on 1210 kc.

At press time this station had a construction permit only.

### WKEU, GRIFFIN

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

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

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

Copy restrictions: Rate card contains standard clauses. E. T. library: MacGregor. News: INS.

### WBML, MACON

Operator: Middle Georgia Broadcasting Co. Power: 250 watts on 1420 kc.

## GEORGIA STATIONS—Continued

At press time this station had a construction permit only.

### WMAZ, MACON

**Operator:** Southeastern Broadcasting Co., Inc., 617 Mulberry St. **Phone:** 3131. **Power:** 5,000 and 1,000 watts on 1180 kc (operates to sunset in Albuquerque, N. Mex.). **Affiliation:** CBS. **Opened:** October 30, 1922.

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

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

**Copy restrictions:** Beer and wine accepted, but not on Sunday; no hard liquor; 100-word announcements made only on participating programs. **E. T. library:** World; Davis & Schwegler; NAB; Lang-Worth. **News:** INS. **Commentators:** Holt Gewinner, John Hogan, and Wilton Cobb (newscasters); Ben Chatfield and Lem Clark (sports).

### WMGA, MOULTRIE

**Operator:** Frank R. Pidcock, Sr., Moultrie, Ga. **Phone:** 999. **Power:** 250 watts on 1370 kc. **Affiliation:** None. **Opened:** Nov. 25, 1939.

**Business manager:** John F. Pidcock. **Station and commercial manager, publicity director:** W. T. Hix. **Program director:** (Miss) Jackie Rhoden. **Chief engineer:** James W. Stewart.

**Rep:** F. L. Williams (Atlanta). **Seating facilities:** Auditorium seats 75 persons. **Merchandising:** None. **Foreign language programs:** Not accepted; foreign population too small. **Artists bureau:** None. **Base rate:** \$30.

**Copy restrictions:** Close censorship exercised against fraudulent, obscene, questionable, or injurious articles or products; station reserves right to edit all commercial announcements; advertising of alcoholic beverages not accepted. **E. T. library:** NBC Thesaurus. **News:** UP. **Commentators:** John Bradshaw (newscaster; sports); Jackie Rhoden (womens features).

### WRGA, ROME

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

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

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

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

**Copy restrictions:** Whiskey not accepted; beer and wine okay. **E. T. library:** None. **News:** UP; also local. **Commentators:** Major Will A. Patton (news commentator); Price Selby (newscaster; sports); Mather Payne, Ed McKay, Jimmy Kirby, and Lamarr Talley (newscasters).

### WSAV, SAVANNAH

**Operator:** WSAV, Inc., Liberty National Bank Bldg. **Phone:** 5600. **Power:** 250 watts on 1310 kc. **Affiliation:** NBC Southeastern Group. **Opened:** Dec. 29, 1939.

**President:** Arthur Lucas. **Station manager:** Harben Daniel. **Advertising manager, publicity director:** N. H. Brandon. **Program director, artists bureau head:** Robert Eisenman. **Chief engineer:** Meredith Thompson. **Musical director:** Electra Robertson.

**Rep:** None. **Seating facilities:** 50. **Merchandising:** Store tie-ins; placards in theatres; screen trailers; mailing pieces to trade. **Foreign language programs:** Not necessary in this area. **Artists bureau:** Setup nominal only. **Base rate:** \$60.

**Copy restrictions:** Follow provisions of the NAB code; beer copy accepted; no hard liquors. **E. T. library:** Associated. **News:** INS. **Commentators:** Robert Eisenman (newscaster; sports); Jane Dalton (women's features); Bill Penny (sports); Roger Skelton (newscaster).

### WTOC, SAVANNAH

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

**President:** W. T. Knight, Jr. **Station manager:** Marjorie B. Willis. **Program manager:** Fred P. Pfahler, Jr. **Merchandising manager:** William B. Smart. **Local sales manager:** Robert R. Feagin. **Chief engineer:** James R. Donovan. **Educational and musical director:** Dwight J. Bruce. **Continuity manager:** Esther Shearouse.

**Rep:** The Katz Agency. **Seating facilities:** Reception room with view of studio



## GEORGIA STATIONS—Continued

seats 30 persons. **Merchandising:** Send out regular bulletins to the trade; contact dealers and distributors; supply Embosograf signs for store windows, calling attention to advertiser's program; signs on station shortwave truck. **Foreign language programs:** Not accepted. **Artists bureau:** Yes. **Base rate:** \$125.

**Copy restrictions:** Accept beer and wine, but no hard liquor; all copy subject to station approval and government regulations. **E. T. library:** World; Lang-Worth. **News:** UP. **Commentators:** Bob Crawford and Benjie Williams (newscasters); W. W. "Windy" Herrin (sports); Barbara Blane and Susan Carlin (women's features).

### WPAX, THOMASVILLE

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

**Base rate:** \$45.

No further information available after repeated requests.

### WGOV, VALDOSTA

**Operator:** E. D. Rivers. **Power:** 250 and 100 watts on 1420 kc.

At press time this station had a construction permit only.

### WAYX, WAYCROSS

**Operator:** Jack Williams, 620 Plant Ave. **Phone:** 965. **Power:** 250 watts on 1200 kc. **Affiliation:** None. **Opened:** Oct. 12, 1936.

(Note: Jack Williams, owner of this station, is also editor and publisher of the Waycross Journal-Herald.)

**Station head:** Jack Williams. **Station manager, chief engineer:** John J. Tobola. **Commercial manager:** Jack Harder. **Program director:** Jerry Winters.

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

**Copy restrictions:** Beer and wines accepted weekdays, but not on Sunday; no hard liquors; patent medicine copy subject to approval of Federal Trade Commission; station reserves the right to censor or reject any material which, in the opinion of the management, does not conform to "good taste." **E. T. library:** World. **News:** AP. **Commentators:** Arlen Wilcort (news commentator; newscaster); Jerry Winters, and John Tobola (newscasters); Liston Elkins, and Douglas Hereford (sports); Martha Jane Folsom (women's features).

### WDAK, WEST POINT

**Operator:** L. J. Duncan, Leila A. Duncan, Josephine A. Keith, Effie H. Allen and Aubrey Gay, doing business as the Valley Broadcasting Co. **Power:** 250 watts on 1310 kc.

At press time this station had a construction permit only.

## IDAHO

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

### Radio Homes by Counties

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

## IDAHO STATIONS—Continued

### KIDO, BOISE

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

**Manager:** Curt Phillips. **Office manager:** Bonnie Scotland. **Commercial manager:** Dick McBroom. **Program director:** Billy Phillips. **Continuity and publicity director:** Roy Civile. **Traffic manager:** Catherine Scotland. **Merchandising and special events director:** Clete Lee. **Chief engineer:** Harold (Teddy) Toedtemeier.

**Rep:** John Blair & Co. **Seating facilities:** About 300 persons. **Merchandising:** Use live talent and transcription shows to promote sponsored NBC programs, and transcription promotions for national spot advertisers; give sponsors at least two time-break mentions weekly; local merchants enrolled to give sponsor's products preference in return for mention on series of promotional programs; store and window displays; Sunday column in local paper plugs national sponsors (network and spot); all above services gratis; will cooperate on special plans. **Foreign language programs:** None; but population (Basque) would warrant Spanish. **Artists bureau:** Sustaining talent is made available to sponsors via nominal setup. **Base rate:** \$120.

**Copy restrictions:** Copy must conform to Federal Trade Commission rules; wine, beer, liquors accepted. **E. T. library:** World. **News:** UP; AP. **Commentators:** Vern E. Moore (newscaster); Roy Civile (baseball and football); Billy Phillips (fights); Opal Rigby (fashions); Clete Lee (entertainment news; Hollywood gossip).

### KID, IDAHO FALLS

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

**Base rate:** \$94.50.

No other information available.

### KRLC, LEWISTON

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

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

**Rep:** John Blair & Co. **Seating facilities:** None, except on remotes from local audi-

toriums. **Merchandising:** Any service rendered at cost. **Foreign language programs:** Not accepted. **Artists bureau:** None. **Base rate:** \$25 (½ hr.).

**Copy restrictions:** No beer, wine or other alcoholic beverage advertising accepted; station reserves the right to reject any copy deemed to "be in bad taste for the community served." **E. T. library:** World; Lang-Worth; MacGregor. **News:** UP. **Commentators:** Curtis Butler, Rod Klise, and Don Wike (newscasters)

### KFXD, NAMPA

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

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

**Rep:** None. **Seating facilities:** 40 persons. **Merchandising:** Have a contact man covering a radius of 70 miles. **Foreign language programs:** Not accepted; foreign population very small. **Artists bureau:** None. **Base rate:** \$15 (½ hr.).

**Copy restrictions:** No beer, wine, liquor or patent medicines accepted. **E. T. library:** Lang-Worth; NBC Thesaurus; NAB; Davis & Schwegler; MacGregor. **News:** UP. **Commentators:** Rusty Johnston, John Paul Grose, Eddie Hurt, and James Carlson (newscasters); Doyle Cain (sports).

### KSEL, POCATELLO

**Operator:** Radio Service Corporation of Idaho, Pocatello. **Phone:** 960. **Power:** 1,000 and 250 watts on 900 kc. **Affiliation:** NBC North Mountain Group. **Opened:** August, 1926.

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

**Rep:** Furgason & Walker, Inc. **Seating facilities:** None. **Merchandising:** Service available. **Foreign language programs:** Accepted. **Artists bureau:** None. **Base rate:** \$70.

**Copy restrictions:** Accept beer; no wine or liquor. **E. T. library:** Lang-Worth; MacGregor; Standard; Davis & Schwegler. **News:** Transradio. **Commentators:** Harold A. Sparks, Melvin S. Vittum, and James E. Mitchell (newscasters).

### KTFI, TWIN FALLS

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

## IDAHO STATIONS—Continued

watts on 1240 kc. Affiliation; NBC North Mountain Group. Opened: October, 1928.

President: O. P. Soule. Vice-president, general manager: John E. Gardner. Commercial manager: Jay Spracher. Program director: Florence M. Gardner. Chief engineer: Frank V. Cox. Musical director: Will Wright. Educational director, production manager: Charles Crabtree. Publicity director: Richard Harbert.

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

Copy restrictions: Beer accepted; limited acceptance of wine; no other alcoholic beverages; commercial copy must conform to NAB code; patent medicines subject to prior audition and approval of copy; all copy subject to approval of Federal Trade Commission. E. T. library: Lang-Worth; Davis & Schwegler; MacGregor. News: Transradio. Commentators: Charles Crab-

tree (newscaster; sports); Ellis Call and Will Wright (newscasters); Alvin Kempton (sports).

### KWAL, WALLACE-KELLOGG

Operator: Chester Howarth and Clarence Berger, Civic Center Bldg. Phone: 330. Power: 250 and 100 watts on 1420 kc. Affiliation: None. Opened: Dec. 17, 1939.

Station manager: Clarence Berger. Commercial manager: Rodney G. McArdle. Program director: Ethel Clayton. Chief engineer: William H. Brunner.

Rep: None. Seating facilities: Auditorium of Veterans' Memorial Hall available, seating 200 persons. Merchandising: Distribute window cards or signs, and plug program via courtesy announcements; all services rendered without charge. Foreign language programs: Not accepted. Artists bureau: None. Base rate: \$40.

Copy restrictions: Beer advertising accepted; no wines or hard liquor; commercial copy may not exceed 10% of program time; patent medicines accepted if they do not guarantee cures and are otherwise in compliance with station policy. E. T. library: NBC Thesaurus; Standard. News: UP. Commentators: Donald Callahan, Charles Johnson (newscasters); Chester J. Howarth (stock market comment; market gossip).

## ILLINOIS

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

### Radio Homes by Counties

Adams .....	15,900	De Kalb.....	8,120	Henry .....	10,850
Alexander.....	5,360	De Witt.....	4,430	Iroquois.....	7,340
Bond .....	3,460	Douglas.....	4,160	Jackson.....	8,020
Boone .....	3,730	Du Page.....	22,660	Jasper .....	2,810
Brown .....	1,960	Edgar .....	6,000	Jefferson.....	7,160
Bureau .....	9,060	Edwards.....	2,060	Jersey .....	2,870
Calhoun .....	1,630	Effingham.....	4,150	Jo Daviess.....	4,880
Carroll .....	4,630	Fayette.....	5,140	Johnson.....	2,110
Cass .....	4,000	Ford .....	3,680	Kane .....	30,150
Champaign.....	15,790	Franklin.....	13,220	Kankakee.....	10,720
Christian.....	8,800	Fulton.....	10,740	Kendall.....	2,400
Clark .....	4,250	Gallatin.....	2,130	Knox .....	13,170
Clay .....	3,640	Greene.....	4,730	Lake .....	23,920
Clinton.....	4,530	Grundy.....	4,160	La Salle.....	22,770
Coles .....	9,120	Hamilton.....	2,780	Lawrence.....	4,910
Cook .....	996,480	Hancock.....	6,630	Lee .....	7,060
Crawford.....	4,940	Hardin.....	1,440	Livingston.....	8,460
Cumberland.....	2,370	Henderson.....	2,010	Logan .....	6,230



• Our nation's second largest market is yours—and for but a small bit of practical asking.

• From soap to sedans—from soup to cigarettes WBBM gets in and *sells*.

• Make a note to let one of our representatives tell you why WBBM has led all other Chicago radio stations in advertising for eight years. And how and why *your* company can use the experience of twenty years of successful radio selling to take over this vast sales empire.

• Our men in any Radio Sales office are anxious to tell you about WBBM.

### **WBBM** 50,000 WATTS • CHICAGO

Owned and operated by Columbia Broadcasting System. Represented nationally by Radio Sales, with offices in New York • Detroit • St. Louis • Charlotte, N. C. • Los Angeles • San Francisco



## ILLINOIS STATIONS—Continued

McDonough .....	6,890	Ogle .....	6,700	Shelby .....	5,990
McHenry .....	8,170	Peoria .....	33,880	Stark .....	2,100
McLean .....	17,740	Perry .....	5,240	Stephenson .....	9,920
Macon .....	20,370	Platt .....	3,480	Tazewell .....	10,780
Macoupin .....	11,710	Pike .....	5,740	Union .....	3,860
Madison .....	34,190	Pope .....	1,660	Vermillion .....	21,040
Marion .....	8,640	Pulaski .....	3,250	Wabash .....	3,130
Marshall .....	3,060	Putnam .....	1,160	Warren .....	5,300
Mason .....	3,690	Randolph .....	6,070	Washington .....	3,560
Massac .....	3,170	Richland .....	3,370	Wayne .....	4,110
Menard .....	2,480	Rock Island.....	24,700	White .....	4,090
Mercer .....	3,960	St. Clair.....	39,010	Whiteside .....	9,430
Monroe .....	2,730	Saline .....	8,160	Will .....	24,550
Montgomery .....	8,400	Sangamon .....	27,410	Williamson .....	12,300
Morgan .....	7,460	Schuyler .....	2,700	Winnebago .....	28,940
Moultrie .....	2,880	Scott .....	2,020	Woodford .....	4,190

### WMRO, AURORA

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

**Owner, station and commercial manager:** Martin R. O'Brien. **Sales manager:** Vincent G. Cofey. **Program director:** Robert Carlton. **Chief engineer:** Leo Burch. **Artists bureau head:** Elizabeth Geib. **Musical director:** Mary Louise Brown.

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

**Copy restrictions:** Patent medicines subject to strict supervision and generally "frowned on"; wholesale (but not retail) beer accounts accepted; hard liquor copy not accepted. **E. T. library:** NBC Thesaurus; Standard. **News:** AP through the Aurora Beacon. **Commentators:** Russ Salter (newscaster); Martin R. O'Brien, Charles Hunter, and Robert Diller (sports); Julia Van Der Meer (shopping).

### WJBC, BLOOMINGTON

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

**Station head and manager:** A. M. McGregor. **Commercial manager, publicity director:** Hugh L. Gately. **Chief engineer:** Ted Bailey.

**Rep:** Cox and Tanz. **Seating facilities:** 50 persons. **Merchandising:** All programs with a contest or premium angle are handled without cost through Contest Editor, who answers fan mail, etc.; window displays, placards, direct mail, supplied at actual cost. **Foreign language programs:**

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

**Copy restrictions:** No beer, wine or hard liquor advertising; only such patent medicines as are recommended by reputable local dealers; commercials limited to 500 words per quarter-hour program, spot announcements to 100 words; all copy checked for conformity to accepted standards of good taste. **E. T. library:** Lang-Worth; Standard; Davis & Schwegler. **News:** Transradio. **Commentators:** Jay Franklin (news commentator); Guy Wallace (newscaster; sports); Riley Jackson (sports); Louise Bosworth (cooking); Rex LaFleur (grain reports).

### WCAZ CARTHAGE

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

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

**Rep:** Allied Representation Co. **Seating facilities:** Reception room can accommodate 100 persons. **Merchandising:** None. **Foreign language programs:** Not accepted. **Artists bureau:** None. **Base rate:** \$15 (¼ hr.).

**Copy restrictions:** Accept beer and patent medicines; no wines or liquor. **News:** Christian Science Monitor. **Commentators:** Jerome Kraehling, and Marvin Mueller (newscasters; stock and grain reports); Allen Howard Fry, and Stanley Wilson (film news; sports); Murphy Thomas (film news; books); Betty Berger (fashions).

### WDWS, CHAMPAIGN

**Operator:** Champaign News Gazette, Inc., 48 Main St. **Phone:** 6-1855. **Power:** 250

# W-G-N

IS KNOWN AS  
SOMETHING MORE THAN  
A RADIO STATION

TRIBUNE  
SQUARE  
CHICAGO



In a recent survey conducted by the Psychological Corp., W-G-N received more rankings as the most outstanding radio station in Chicago than did any other station in the city. Ask to see the facts.

50,000 WATTS

## W-G-N INC.

720 KILOCYCLES

EASTERN SALES OFFICE  
Norman Boggs  
220 E. 42nd Street  
New York City

441-445 North Michigan Avenue  
Chicago, Illinois  
Member of  
The Mutual Broadcasting System

PACIFIC COAST OFFICES  
Paul H. Raymer Co.  
Los Angeles—530 W. Sixth St.  
San Francisco—Russ Bldg.

## ILLINOIS STATIONS—Continued

watts on 1370 kc. **Affiliation:** None. **Opened:** Jan. 25, 1937. (Note: This station is newspaper-owned by the *Champaign News Gazette*.)

**Station manager:** M. Stevick. **Commercial manager:** Frank Mills. **Program director:** Ken Rice. **Chief engineer:** Milton Putnam.

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

**Copy restrictions:** Beer and wine accounts accepted; no hard liquor or patent medicines accepted. **E. T. library:** Associated. **News:** UP. **Commentators:** Carroll Layman (newscaster; sports); Marc Howard (newscaster).

### WAAF, CHICAGO

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

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

**Rep:** George P. Hollingbery Co. **Seating facilities:** Can accommodate about 100 persons. **Merchandising:** Publicity: window displays, bus cards, etc., gratis. **Foreign language programs:** Not accepted. **Artists bureau:** Setup nominal only. **Base rate:** \$131.

**Copy restrictions:** Accept beer and wine; no hard liquor; patent medicines subject to investigation and strict copy censorship. **E. T. library:** Associated; Lang-Worth; NAB. **News:** UP. **Commentators:** Carleton Guy (news commentator—"The Hoosier Philosopher"); Joel Douglas, and Will Morral (newscasters); Harry Craighton (sports); Myrna Dee Sergent (fashions; beauty hints); Don Alexander, and Louis Barr (grain and livestock reports).

### WBBM, CHICAGO

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

**Vice-president and manager:** H. Leslie Atlass. **Assistant manager:** J. L. Van Volkensburg. **Commercial manager:** J. Kelly Smith. **Program director:** Bobby Brown. **Chief engineer:** Frank B. Falknor. **Musical director:** Milton Charles. **Publicity and special events director:** James Kane. **Educational director:** Lavinia S. Schwartz.

**Rep:** Radio Sales. **Seating facilities:** WBBM Air Theatre, seating 300 persons. **Merchandising:** Contact retailers by mail; arrange special window displays, etc.; all services rendered at actual cost. **Foreign language programs:** Not accepted. **Artists bureau:** None. **Base rate:** \$825.

**Copy restrictions:** CBS program policies. **E. T. library:** None listed. **News:** UP; INS. **Commentators:** Oren Weaver, Todd Hunter, Tommy Bartlett, Ed Roberts, John McCormick, Bob Cunningham, Bill Seymour, and Norman Ross (newscasters); Pat Flanagan, John Harrington, Charlie Grimm, Val Sherman, and Jim Crusinberry (sports).

### WCBD, CHICAGO

**Operator:** WCBD, Inc., 2400 West Madison St. **Phone:** Seeley 8066. **Power:** 5,000 watts on 1080 kc (divides time with WMBI). **Affiliation:** None.

**Station and commercial manager:** Gene T. Dyer. **Program director, market and audience research:** Arnold B. Hartley. **Technical chief:** Edward Jacker. **Artists bureau head:** Minerva Clemens. **Musical director:** Joseph Rudolph.

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

**Copy restrictions:** Medical accounts must have approval of Food and Drugs administration as to product and copy. **E. T. library:** NAB; Davis & Schwegler; Associated. **News:** INS. **Commentator:** Phil White (sports).

### WCFL, CHICAGO

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

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

**Rep:** The Katz Agency. **Seating facilities:** 250 persons. **Merchandising:** Dealer contacts; promotion to union membership

*A Million Letters in 1939  
10 Million Letters in 10 Years*

**WLS GETS RESULTS**



In Chicago and the great Mid-West WLS can be heard--it is *listened to*--and listeners do respond.

**WLS**

**CHICAGO**  
Burrige D. Butler, - President  
Glenn Snyder, - - Manager

**JOHN BLAIR & COMPANY, National Representatives**

**KOY**  
Phoenix, Arizona  
CBS, Affiliate

**NOW ON**  
Always tops with Arizona listeners—now tops on the dial too!

**550**  
KILOCYCLES  
1000 WATTS



## ILLINOIS STATIONS—Continued

—approximately 450,000 in station area; additional services rendered at cost. Foreign language programs: Not accepted. Artists bureau: None. Base rate: \$250.

Copy restrictions: Copy subject to station approval and existing regulations. E. T. library: Standard. News: UP. Commentators: Edward Paul (newscaster); Jimmy Dudley (newscaster; sports); Jimmy Evans (sports); Nancy Stone (cooking).

### WCRW, CHICAGO

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

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

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

### WEDC, CHICAGO

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

General manager: Emil Denemark. Station and commercial manager: Frank Kottour. Program and musical director, supervisor music library: William Brady. Chief engineer: Caleb Frisk. Artists bureau head: George Vares. Dramatic director: Edward Skotch. Continuity editor: Mabel Hays. Publicity director: Don Lavery.

Rep: None. Seating facilities: None. Merchandising: Mailings, posters, and other merchandising aids designed free and supplied at cost on request; station has tie-ups with local and suburban English and foreign-language newspapers; pre-announcements and newspaper publicity supplied in advance of first broadcasts. Foreign language programs: Bohemian, Polish, Italian, Mexican, Greek, Ukrainian, and Russian current. Artists bureau: Yes, lists various musicians, singers, orchestras. Base rate: \$85.

Copy restrictions: All legitimate copy accepted. E. T. library: Davis & Schwegler. News: UP. Commentators: Al Lavelle (newscaster; sports; motor news); Don Lavery (newscaster; sports); Walter Helezer and George Vares (newscasters); Marion Whitney (Hollywood news).

### WENR, CHICAGO

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

Manager of Central Division: S. N. Strotz. Sales manager: M. Boyd. Program director: Jules Herbubeaux. Chief engineer: H. C. Luttgens. Artists bureau head: James Stirton. Musical director: Roy Shield. Publicity director: William Ray. Sales promotion and advertising manager: Emmons C. Carlson.

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

Copy restrictions: Accept beer; no other alcoholic beverages; no patent medicines; adheres to NBC Program Policies; see also WMAQ, Chicago. E. T. library: NBC Thesaurus. News: AP; UP; INS. Commentators: Fort Pearson (newscaster; sports); Norman Barry, Durward Kirby, Les Griffith, Louis Roen, and Charles Lyon (newscasters); John Holtman (newscaster; radio gossip); Hal Totten and Dick Nesbitt (sports); Lynn Brandt (sports; radio gossip); Elizabeth Hart (household hints; fashions; women's features); Eleanor Howe (cooking).

### WGES, CHICAGO

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

Station and commercial manager: Gene T. Dyer. Program director, market and audience research: Arnold B. Hartley. Artists bureau head: Minerva Clemens. Musical director: Erma Gareri. Technical director: Edward Jacker.

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

## ILLINOIS STATIONS—Continued

**Copy restrictions:** All medicinal accounts, products and copy must be approved by Food & Drug Administration. **E. T. Library:** NAB; Davis & Schwegler; Associated. **News:** INS. **Commentators:** Ferdinand Drzewicki and Stach Baranowski (Polish newscasters); Antonio Faustini (Italian newscaster); Charles Herold (Bohemian newscaster); Walter Lampell (German newscaster); Lydia Pucinska (fashions and cooking in Polish); Amabile Santacaterina (fashions and cooking in Italian); Sophie Barcus (fashions and cooking in Lithuanian).

### WGN, CHICAGO

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

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

**Rep:** Maintains own offices at 220 E. 42nd St., New York; Paul H. Raymer Co., Los Angeles and San Francisco. **Seating fa-**

**ilities:** Studio A. 600 persons; six other studios vary in capacity from 20 to 150 persons. **Merchandising:** None. **Foreign language programs:** Not accepted. **Artists bureau:** None. **Base rate:** \$750.

**Copy restrictions:** Do not accept depilatories, mortuaries, cemeteries, or real estate developments; no advertising matter which does not comply with Pure Food & Drug Act; comparative prices not allowed in commercials; no wine or hard liquor; beer accepted; station reserves right to cut copy, change, or eliminate any objectionable matter. **E. T. library:** World. **News:** UP; AP; Chicago Tribune News Bureau. **Commentators:** Quin Ryan, Capt. Herne, Billy Repaid, Ed Allen, Spencer Allen, Pierre Andre, Guy Savage, and Louis LaMar (newscasters); Bob Elson (sports); June Baker (home management); Myrna Dee Sargent (beauty hints); Janet Jenkins (store news); Jean Abbey (shopping hints).

### WIND, GARY (IND.)

**Operator:** Johnson-Kennedy Radio Corp., 504 Broadway. **Phone:** 9191. **Power:** 5,000 and 1,000 watts on 560 kc. **Affiliation:** CBS. **Opened:** August 15, 1927. (Note:

AMERICA'S  
LARGEST  
Independent Station

**WJJD**

CHICAGO, ILL.

20,000 WATTS

Nov. 1  
1940

We move to new studios; new accommodations for even greater program efficiency for WJJD advertisers.

Constant activity in the improvement of programs and broadcasting service, so as to insure our advertisers the largest audience per dollar spent in the Chicago area, is only one of many reasons why WJJD should be figured in your National Spot Campaigns.

NATIONAL REPRESENTATIVES  
PAUL H. RAYMER CO.



## ILLINOIS STATIONS—Continued

WIND and WJJD, Chicago, are under the same general direction.)

**President:** Ralph L. Atlass. **General manager:** E. S. Mittendorf. **Sales manager:** J. T. Carey. **Program director:** Brooks Connally. **Chief engineer:** Kenneth C. Shirk. **Artists bureau head, musical director:** Bob Atcher. **Publicity director:** Al Hollender.

**Rep:** The Foreman Company. **Seating facilities:** None. **Merchandising:** None. **Foreign language programs:** Carrying Swedish, German, Italian; will accept no more foreign advertising; commercials limited to 35% of program time. **Artists bureau:** Nominal only. **Base rate:** \$200.

**Copy restrictions:** Beer, wines, alcoholic beverages accepted; strict scrutiny of patent medicines; advertising cannot exceed 30% of time purchased, but average on current programs is reported much lower. **E. T. library:** Standard. **News:** Transradio. **Commentators:** Brooks Connally, Stan Corley, and Bill Corley (newscasters); Jack Drees (sports).

**President:** Ralph L. Atlass. **Vice-president:** H. Leslie Atlass. **Sales manager:** Herbert P. Sherman. **Program director:** J. L. Allabough. **Chief engineer:** Walter Myers. **Musical director:** Ben Kanter. **Publicity director:** Al Hollender.

**Rep:** Paul H. Raymer Co.; Walter Biddick Co., (Pacific Coast). **Seating facilities:** Studio, 250 persons. **Merchandising:** None. **Foreign language programs:** Not accepted. **Artists bureau:** None. **Base rate:** \$260.

**Copy restrictions:** Beer, wine, alcoholic beverages accepted; patent medicine copy strictly watched; commercial copy may take a maximum of 30% of air time, but the average is reported as lower in actuality. **E. T. library:** Standard. **News:** Transradio. **Commentators:** Frank Bignell, Allen Avery, Glenn Taylor, and Edward Humphrey (newscasters); Jack Drees, Lew Fonseca, and Charlie Grimm (sports); Barbara Winthrop (women's news); The Problem Lady (homemaking problems); Ervin Viktor (farm advisor).

### WJJD, CHICAGO

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

### WLS, CHICAGO

**Operator:** Agricultural Broadcasting Co., Prairie Farmer Bldg., 1230 West Washington Blvd. **Phone:** Haymarket 7500. **Power:** 50,000 watts on 870 kc (divides time with

# WIND

Advertisers are assured greatly increased results because of the tremendous activity in the great Calumet steel area, where WIND is the Number 1 Station. Employment and wages are at new peaks.

WIND continues as the leading sports station in the Chicago Metropolitan area.

An unequalled coverage of the Industrial Steel area together with Metropolitan Chicago, plus reasonable rates that are currently producing a large volume of satisfied national and local business, continue to make WIND a station that should be included on every national schedule.

For Availabilities, Address

# WIND

201 North Wells Street, Chicago  
Foreman, Representatives—New York City

## ILLINOIS STATIONS—Continued

**WENR**). **Affiliation:** NBC Basic Blue Network. **Opened:** April 12, 1924. (Note: This station is owned by Prairie Farmer, a bi-weekly; same owners control KOY, Phoenix, Ariz.).

**President:** Burrige D. Butler. **Vice-president and general manager:** Glenn Snyder. **Sales manager:** William R. Cline. **Program director:** Harold A. Safford. **Production director:** Al Boyd. **Chief engineer:** Thomas L. Rowe. **Artists bureau head:** George Ferguson. **Promotion and publicity director:** Don Kelly. **Educational director:** Harriet Hester. **Musical director:** Ray Ferris. **Continuity director:** Frank Baker. **Farm program director:** Arthur C. Page.

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

**Copy restrictions:** Advertising of alcoholic beverages not accepted; all copy subject to station and government regulations. **E. T. library:** Lang-Worth; NAB. **News:** UP; Transradio. **Commentators:** Julian Bently, and Ervin Lewis (newscasters); Mrs. Harriet Hester (homemaking; fashions; women's features); Martha Crane, and Helen Joyce (cooking; foods); Jim Poole (live-stock markets); Dave Swanson (weekly live-stock review); F. C. Bisson (grain markets).

### WMAQ, CHICAGO

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

**Personnel:** See WENR, Chicago.

**Rep:** National Broadcasting Co. **Seating facilities:** Studio A, 400; studio D, 200; studio E, 200. **Merchandising:** Advisory service; will send out letters to any size list on WMAQ stationery, but the advertiser must bear all expense, including cost of stationery. **Foreign language programs:** Not accepted. **Artists bureau:** Yes; lists a complete roster of talent. **Base rate:** \$800.

**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-

commodate network broadcasts, excepting in the case of independent announcements which may be moved to other periods if available, and as arranged by the station manager on 24 hours' notice; closing date is two weeks in advance of initial program and the program material must be arranged one week in advance of broadcast date; beer is accepted; no other alcoholic beverages; station adheres to NBC Program Policies. **E. T. library:** NBC Thesaurus. **News:** AP; UP; INS. **Commentators:** Dr. Preston Bradley (inspirational talks); for all others, see WENR, Chicago.

### WMBI, CHICAGO

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

This station is non-commercial; church-owned.

### WSBC, CHICAGO

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

**Station and commercial manager:** John A. Dyer. **Program director, market and audience research:** Arnold B. Hartley. **Technical chief:** Edward Jacker. **Artists bureau head:** Sally Shulman. **Musical director:** Dean Remick.

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

**Copy restrictions:** Medical accounts must have approval of Food and Drug Administration as to product and copy. **E. T. library:** Associated. **News:** INS. **Commentators:** John Steadman (newscaster); Robert Miller (newscaster; films); Mrs. Sonia Gold (fashions and cooking in Jewish); Mrs. Amabile Santacaterina (fashions and cooking in Italian).

### WHFC, CICERO

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

**President:** Richard W. Hoffman. **Station manager, program director:** Marie E. Clifford. **Chief engineer:** Dave Mearns. **Musical director:** Dave Volkow.

**Rep:** None. **Seating facilities:** Studio seats about 400. **Merchandising:** None

## ILLINOIS STATIONS—Continued

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

**Copy restrictions:** Beer accepted, but no other alcoholic beverage advertising; patent medicines must comply with all Federal regulations and copy must be accepted in advance; all advertising copy should be submitted beforehand. **E. T. library:** NBC Thesaurus. **News:** UP. **Commentators:** John Ravenel and Marx Hartman (newscasters); Grant Butler (sports).

### WDAN, DANVILLE

**Operator:** Northwestern Publishing Co., Hotel Wolford. **Phone:** Main 1700. **Power:** 250 watts on 1500 kc. **Affiliation:** None. **Opened:** Oct. 30, 1933. (Note: Stock of this station is held by the Gannett Co., whose Danville newspaper is the Commercial-News.)

**General manager:** E. C. Hewes. **Station and commercial manager:** C. R. Richardson. **Program director:** Francis "Jake" Higgins. **Chief engineer:** Ted Magin. **Musical director:** Katherine Alt.

**Rep:** J. P. McKinney & Son. **Seating facilities:** South parlor of the Hotel Wolford seats 140; junior ballroom, 350; ballroom, 600. **Merchandising:** Promotion manager handles surveys, trade route lists, merchandising helps, etc; service is rendered gratis. **Foreign language programs:** No rules; foreign population is very small. **Artists bureau:** Can supply necessary talent. **Base rate:** \$80.

**Copy restrictions:** Alcoholic beverage advertising not accepted; all copy must conform to station standards and FCC regulations; six air appearances is maximum daily allowance per advertiser. **E. T. library:** World. **News:** UP. **Commentators:** Marvin Conn (newscaster); Jake Higgins (sports); Cody Noble (women's news and gossip; shopping; women's features); Jake Jacobs (market news and analysis).

### WSOY, DECATUR

**Operator:** Commodore Broadcasting, Inc., 357 N. Main St. **Phone:** 5371. **Power:** 250 watts on 1310 kc. **Affiliation:** None. **Opened:** 1925. (Note: This station is affiliated with the Decatur Herald and Review).

**President:** F. W. Schaub. **Vice-president,**

**general manager:** Merrill Lindsay. **Program director:** Berne Enterline. **Chief operator:** Milburn Stuckwisch. **Rural program supervisor:** Allen Bell.

**Rep:** Sears & Ayer, Inc. **Seating facilities:** None. **Merchandising:** Service maintained to aid clients in distributing their products. **Foreign language programs:** No foreign speaking population claimed in station area. **Artists bureau:** Yes. **Stock:** Held by Merrill Lindsay and Decatur Newspapers, Inc. **Base rate:** \$75.

**Copy restrictions:** Beer accepted; station reserves right to reject copy. **E. T. library:** World; Standard. **News:** AP. **Commentators:** L. M. (Berne) Enterline and Edw. L. Wilson (newscasters); Chuck Redfern (sports); Allen Bell (grain and farm comment).

### WTMV, EAST ST. LOUIS

See St. Louis, Missouri.

### WGIL, GALESBURG

**Operator:** Galesburg Broadcasting Co., Hill Arcade. **Phone:** 4626 Main. **Power:** 250 watts on 1500 kc. **Affiliation:** None. **Opened:** June 12, 1938.

**President, general manager:** Howard A. Miller. **Commercial manager:** Virgil Schmit. **Chief engineer:** Gerald Foster.

**Rep:** Sears & Ayer, Inc. **Seating facilities:** Remote studios available for audiences; capacity not listed. **Merchandising:** Complete service rendered as part of client's radio campaign. **Foreign language programs:** Not accepted. **Artists bureau:** Can supply talent, though artists are not bound to any formal bureau by contract. **Base rate:** \$57 (1 hour, 13-time rate).

**Copy restrictions:** Beer and light wines accepted; no hard liquor; all copy subject to station approval. **E. T. library:** Standard. **News:** INS. **Commentators:** Bill Traylor (newscaster); Howard A. Miller (sports).

### WEBQ, HARRISBURG

**Operator:** Harrisburg Broadcasting Co., 100 E. Poplar St. **Phone:** 28. **Power:** 250 watts on 1210 kc. **Affiliation:** None. **Opened:** September, 1923.

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

**Rep:** None. **Seating facilities:** Can accommodate about 50 persons. **Merchandising:** None. **Foreign language programs:** Accepted. **Artists bureau:** Yes; lists about

## ILLINOIS STATIONS—Continued

20 announcers, orchestras, string bands, individual artists, etc. **Base rate:** \$40.

**Copy restrictions:** Beer and wines accepted; no hard liquors; all contracts subject to approval of the management. **E. T. library:** None. **News:** Transradio; local. **Commentators:** Homer Butler (news commentator); Lindle Moore (news commentator); sports; Jay Warren and Bovard Clayton (newscasters; sports); Virginia Crane (women's features).

### WJPF, HERRIN

**Operator:** Orville W. Lyeria. **Power:** 250 watts on 1310 kc.

**At press time this station had a construction permit only.**

### WCLS, JOLIET

**Operator:** WCLS, Inc., Joliet Bldg. **Phones:** 4761-2. **Power:** 100 watts on 1310 kc (unlimited daytime; specified hours nighttime). **Affiliation:** None. **Opened:** May 1, 1931.

**Manager:** R. M. Holt. **Program director:** Jack Sharp. **Chief engineer:** George Ives.

**Rep:** Sears & Ayer, Inc. **Seating facilities:** 200. **Merchandising:** Full cooperation rendered. **Foreign language programs:** Accepted. **Artists bureau:** None. **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. **E. T. library:** Standard. **News:** UP. **Commentators:** Elizabeth Burke (news commentator; homemaking); Hary Caray, Scott Dilworth (newscasters); Gladys Arbeiter Erickson (society news).

### WMBD, PEORIA

**Operator:** WMBD Broadcasting Co., 200 Alliance Lite Bldg. **Phone:** 7133. **Power:** 5,000 and 1,000 watts on 1440 kc. **Affiliation:** CBS. **Opened:** 1927.

**President, station manager:** Edgar L. Bill\*. **Commercial manager:** Charles Caley. **Program director:** Gene Trace. **Chief engineer:** Ted Giles. **Artists bureau head:** Milton Budd. **Musical director:** Hod Hiatt. **Public relations:** Gomer Bath.

**Rep:** Free & Peters, Inc. **Seating facilities:**

**ties:** Studio, 150 persons. **Merchandising:** Merchandising man cooperates in creating and executing plans for advertisers. **Foreign language programs:** Not requested to date. **Artists bureau:** Setup nominal only. **Base rate:** \$125.

**Copy restrictions:** Accept beer, but copy must not seek to induce non-drinkers to drink; no wine or liquor advertising; no false or misleading statements, disparagement of competitors or their products, fortune telling, violation of good taste or Federal Trade Commission regulations; patent medicines must be approved by various government bureaus. **E. T. library:** Associated. **News:** UP; local. **Commentators:** Brooks Watson (newscaster); John Connelly (sports); Jessica McFarland (fashions; women's features); Emil Bill (farm news and markets).

### WTAD, QUINCY

**Operator:** Illinois Broadcasting Corp., W. C. U. Bldg. **Phone:** 363-4. **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. **General manager:** C. Arthur Fifer. **Program manager:** Donald Fischer. **Commercial manager:** W. J. Rothschild. **Traffic director:** Zoula Gatewood. **Chief engineer:** Francis Wentura.

**Rep:** None. **Seating facilities:** Auditorium available, seating 600 persons. **Merchandising:** Complete point-of-sale merchandising available to clients. **Foreign language programs:** Not accepted. **Artists bureau:** Program department supplies talent. **Base rate:** \$85.

**Copy restrictions:** Station reserves right to edit all copy; latter must conform to FCC and FTC requirements. **E. T. library:** World. **News:** UP. **Commentators:** Bill Sohn (news commentator; newscaster); Don Fischer and Jack Sexton (newscasters); Bob Lee and Gene Terry (sports); Marian Sexton (fashions; cooking).

### WROK, ROCKFORD

**Operator:** Rockford Broadcasters, Inc., Rockford News Tower. **Phone:** Main 5632. **Power:** 1,000 and 500 watts on 1410 kc. **Affiliation:** Mutual Broadcasting System. **Opened:** November, 1924. (Note: This station is affiliated with the Morning Star and Register Republic.)

**President:** Ruth Hanna Simms. **Managing director:** James W. Rodgers. **General manager:** Walter M. Koessler. **Program director:** John J. Dixon. **Promotion manager:** William R. Traum. **Commercial**

\* Also president of WDZ, Tuscola, Ill.

## ILLINOIS STATIONS—Continued

manager: William Carlsen. Chief engineer: Thomas Cameron. Musical directors: Lorna Lane and Florence Lovejoy Shugars.

Rep: Headley-Reed Co. Seating facilities: Studio, 75; also from remotes on occasion. Merchandising: Contact dealers; publicize program and product with window cards, stuffers, etc.; surveys; special mailing to merchants. Foreign language programs: Accept Swedish and Italian. Artists bureau: None. Base rate: \$110.

Copy restrictions: Accept beer and wine; no hard liquors; patent medicines submitted to county medical society; all commercial copy subject to approval of program manager. E. T. library: Standard. News: UP. Commentators: William R. Traum (news commentator); Morey Owens (newscaster; sports; farm news); James Shelton, Ed Murphy, and John Dixon (newscasters); Effay Beynon (women's features).

### 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: 1,000 watts on 1240 kc. Affiliation: Mutual Broadcasting System. Opened: Nov. 23, 1932. (Note: Station first began operating under management of C. L. Beardsley in 1925. In 1932 it became an affiliate of the J. W. Potter Co., publishers of the Rock Island Argus.)

Vice-president, general manager: Leslie C. Johnson. Commercial manager: Maurice J. Corken. Production manager: Ivan Streed. Chief engineer: Robert J. Sinner. Musical director: Lucia Thompson. Traffic director: Lois McDermand. Publicity directors: Don Wright, Helen M. Porter.

Rep: Howard H. Wilson Co. Seating facilities: Three studios; also Fort Armstrong Hotel ballroom, capacity 500. Merchandising: Complete service; dealer contacts by personal calls and mail; complete program listing in Rock Island Argus and Moline Dispatch; market research; instantaneous recording facilities. Foreign language programs: None. Artists bureau: None. Base rate: \$130.

Copy restrictions: Liquor advertising not accepted; beer and wines okay if commercials concern only manufacture, quality, taste; patent medicines okay if recognized, and cleared through a national agency; commercial copy checked for exaggerations, false statements, references to lotteries, or any other subject disapproved by the FCC. E. T. library: Standard;

Lang-Worth. News: UP; own local and rural news. Commentators: J. Woodrow Magnuson (chief newscaster); Maurice Corken (sports); Millicent Polley (women's features).

### WCBS, SPRINGFIELD

Operator: WCBS, Inc., 523 E. Capitol Ave. Phone: Dial 9855. Power: 250 watts on 1420 kc. Affiliation: None. Opened: October, 1926. (Note: This station is affiliated with the Illinois State Journal.)

President: Harold L. Dewing. Vice-president: A. W. Shipton. Secretary: L. G. Pefferle. Commercial manager: Jack Heintz. Program director: Jack Heintz. Chief engineer: Dick Ashenfelter. Artists bureau head, musical director: John Geil.

Rep: Sears & Ayer, Inc. Seating facilities: Studio A, 125 persons; Studio B, 25; Studio C, 8. Merchandising: Cooperative venture arranged with the Illinois State Journal; displays; handbills; surveys. Foreign language programs: No rules; no call for these programs. Artists bureau: No formal bureau; can supply talent. Base rate: \$60.

Copy restrictions: Beer and wines accepted. E. T. library: World. News AP. Commentators: Charles Topp (news commentator); Noble Nash (newscaster); Bob Gregory and "Stretch" Miller (sports); Jean Abbey (fashions); Mary Dilley (cooking); Harold Grant (stock and grain reports).

### WTAX, SPRINGFIELD

Operator: WTAX, Inc., Reisch Bldg. Phone: 2-4441. Power: 100 watts on 1210 kc. Affiliation: None. Opened: October, 1930.

President, station and commercial manager: Jay A. Johnson. Program director: Bob Kay. Chief engineer: Edward Ring.

Rep: Burn-Smith Co., Inc. Seating facilities: 100. Merchandising: Full cooperation available. Foreign language programs; No information given. Artists bureau: None. Base rate: \$60.

Copy restrictions: Accept beer and wine accounts; patent medicine copy subject to station approval. E. T. library: Associated. News: INS.

### WDZ, TUSCOLA

Operator: WDZ Broadcasting Co., Star Bldg. Phone 98. Power: 1,000 watts on 1020 kc (operates daytime). Affiliation: None. Opened: June 20, 1920.

President: Edgar L. Bill.\* Station manager, commercial manager: Clair B. Hull.

\* Also president of WMBD, Peoria, Ill.

## ILLINOIS STATIONS—Continued

**Program director:** Henry Fisher. **Chief engineer:** Mark Spies. **Musical director:** Herbert Johnston. **Continuity director:** J. Kent Saunders.

**Rep:** Howard H. Wilson Co. **Seating facilities:** None. **Merchandising:** Full co-operation rendered. **Foreign language programs:** No rules. **Artists bureau:** Yes. **Base rate:** \$75.

**Copy restrictions:** Wines, liquors not accepted; patent medicines accepted at discretion of station and depending on product. **E. T. Library:** Standard. **News:** UP

**Commentators:** Fran Booton (news commentator; newscaster); Ed Martin (newscaster); Hank Fisher (sports); Martha Hull (fashions; children's program); Curt Marsh and Raymond Muir (grain markets).

### WILL, URBANA

**Operator:** University of Illinois, 400 S. Wright St. **Power:** 5,000 watts on 580 kc (operates daytime). **Opened:** 1922.

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

## INDIANA

*(816,800 radio homes, or 87% ownership among the State's total of 934,000 families. Urban ownership is 480,300, or 92% of urban families; rural ownership is 336,500, or 82% of rural families.)*

### Radio Homes by Counties

Adams .....	4,430	Hendricks .....	4,890	Pike .....	3,950
Allen .....	36,680	Henry .....	8,940	Porter .....	5,790
Bartholomew .....	6,330	Howard .....	11,900	Posey .....	4,300
Benton .....	2,760	Huntington .....	7,430	Pulaski .....	2,550
Blackford .....	3,410	Jackson .....	5,680	Putnam .....	5,050
Boone .....	5,720	Jasper .....	3,000	Randolph .....	6,590
Brown .....	1,150	Jay .....	5,190	Ripley .....	4,320
Carroll .....	3,930	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:** C. K. Fulk. **Chief engineer:** W. Reeves.

**Rep:** None. **Seating facilities:** None. **Merchandising:** Mail out letters to the trade



## INDIANA STATIONS—Continued

and contact dealers at actual cost. Foreign language programs: Will accept, but foreign population is very small. Artists bureau: None. Base rate: \$60.

**Copy restrictions:** Do not accept beer or other alcoholic beverages; patent medicine copy carefully checked before acceptance; commercial copy limited to one and a half minutes per quarter-hour program, and three minutes per half-hour program. **E. T. library:** Associated. **News:** INS.

### WTRC, ELKHART

**Operator:** Truth Publishing Co., Inc., Hotel Elkhart. **Phone:** 948. **Power:** 250 watts on 1310 kc. **Affiliation:** None. **Opened:** Nov. 19, 1931. (Note: This station is newspaper-owned by the Elkhart Daily Truth.)

**Manager:** R. R. Baker. **Program director:** Paul Upson. **Chief engineer:** Kenneth Singleton. **Musical director:** Ethel Geiss.

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

**Copy restrictions:** Accept beer; no hard liquors or wines; commercial copy should be "authentic" and complying with "home standards"; patent medicines accepted. **E. T. library:** Standard; World. **News:** UP. **Commentators:** Fred Reinhardt and Paul Upson (newscasters); Eldon Lundquist and Don McFall (sports); Dorothy Teeters (fashions; home hints); Valerie Beck and Betty Oldfield (child welfare); Dan Albrecht (entertainment news); Bob Byer (farm news; markets); Dean Smith (education).

### WEOA, EVANSVILLE

**Operator:** Evansville on the Air, Inc., 519 Vine Street. **Phone:** 2-1171. **Power:** 250 watts on 1370 kc. **Affiliation:** CBS. **Opened:** 1936. (Note: Same owners control WGBF, also of Evansville.)

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

**Rep:** Weed & Co. **Seating facilities:** Auditorium, seating 400 persons; Memorial Coliseum, seating 3,000 (facilities shared with WGBF). **Merchandising:** Surveys, dealer contacts, promotion and publicity in city and county papers plus station's weekly bulletin (circulation 25,000); use of display window at downtown corner, free of charge; program publicity on nine

billboards; special services are rendered at actual cost. **Foreign language programs:** No set rules; probably would accept. **Artists bureau:** None. **Base rate:** \$100.

**Copy restrictions:** Accept beer, but no liquor copy; patent medicine advertising subject to station censorship; all copy must conform to accepted standards of good taste. **E. T. library:** World. **News:** UP. **Commentators:** Walter Leich (news commentator); Hubert H. Chambers, John Henry, and John Edington (newscasters); Paul A. Clark (sports); Lucille Van Winkle (fashions; cooking; household hints); Walter P. Wood, Jr. (local news; entertainment news).

### WGBF, EVANSVILLE

**Operator:** Evansville on the Air, Inc., 519 Vine Street. **Phone:** 2-1171. **Power:** 5,000 and 1,000 watts on 1250 kc. **Affiliation:** NBC Basic Supplementary Red and Blue Service. **Opened:** 1925. (Note: Same owners control WEOA, also of Evansville.)

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

For all other particulars as to representative, services, and copy restrictions, see WEOA.

**Base rate:** \$150. **E. T. library:** World. **News:** UP. **Commentators:** See WEOA.

### WGL, FORT WAYNE

**Operator:** Westinghouse Radio Stations, Inc. (subsidiary of Westinghouse Electric & Mfg. Co.), Westinghouse Bldg. **Phone:** Anthony 2136. **Power:** 250 watts on 1370 kc. **Affiliation:** NBC Basic Red and Blue Supplementary Service. **Opened:** 1927. (Note: WOWO, same city, is under the same ownership as WGL.)

**Vice-president, general manager:** Walter Evans. **Station manager:** W. C. Swartley. **Manager of sales:** Ford Billings. **Auditor:** J. B. Conley. **Program director:** W. Charles Roe. **Chief engineer:** Robert Duffield. **Musical director:** Jeane Brown. **Sales promotion and publicity director:** Jack O'Mara.

**Rep:** NBC Spot Sales. **Seating facilities:** Studio observation auditorium, seating 100; studio B, 50; Test Kitchen studio, 50. **Merchandising:** Send publicity to newspapers; plug program on the air; prepare and mail letters to wholesale and retail outlets at cost; supply market information; make surveys and mail analyses; help manufacturer's salesman or his jobbers. **Foreign language programs:** Not consider-

## INDIANA STATIONS—Continued

ed feasible in this area. **Artists bureau:** None. **Stock:** Held by Westinghouse Radio Stations, Inc., subsidiary of Westinghouse Electric & Mfg. Co. **Base rate:** \$100.

**Copy restrictions:** Beer advertising accepted except on Sunday; no wine or hard liquor; all time sold in network optional periods is subject to change; time of announcements is not guaranteed, but advertisers' desires are respected; station reserves the right to delete exaggerated copy claims or remove objectionable and controversial copy. **E. T. library:** NBC Thesaurus; MacGregor. **News:** UP. **Commentators:** Ralph Knox and Bob Little (newscasters); John Hackett and Hilliard Gates (sports); Vicki Harris (fashions); Eldon Campbell (special events).

### WOWO, FORT WAYNE

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

**Vice-president, general manager:** Walter Evans. **Station manager:** W. C. Swartley. **Manager of sales:** Ford Billings. **Auditor:** J. B. Conley. **Program director:** Franklin Tooke. **Chief engineer:** Robert Duffield. **Musical director:** Jeane Brown. **Sales promotion and publicity director:** Jack O'Mara.

**Rep:** NBC Spot Sales. **Seating facilities:** Studio observation auditorium, seating 100; studio B, 50; Test Kitchen studio, 50. **Merchandising:** Send publicity to newspapers; plug program on the air; prepare and mail letters to wholesale and retail outlets at cost; supply market information; make surveys and mail analyses; help manufacturer's salesman or his jobbers. **Foreign language programs:** Not considered feasible in this area. **Artists bureau:** None. **Base rate:** \$220.

**Copy restrictions:** See WGL. **E. T. library:** NBC Thesaurus; MacGregor. **News:** UP. **Commentators:** Bob Wilson (newscaster); John Hackett and Hilliard Gates (sports); Jane Weston (home economics); Vicki Harris (women in the news); Herb Hayworth (farm news); Eldon Campbell (special events).

### WIND, GARY

See under Chicago, Ill.

### WHIP, HAMMOND

**Operator:** Hammond-Calumet Broadcasting Corp., 5935 S. Hohman Ave. **Phone:**

Hammond 10,000. **Power:** 5,000 watts on 1480 kc (operates to sunset in Buffalo). **Affiliation:** None. **Opened:** Oct. 18, 1937.

**President, general manager:** Dr. George F. Courrier. **Managing director:** Doris Keane. **Program director:** Elmer Herkner. **Chief engineer:** H. V. Fitzscharles. **Musical director:** Reinhard Elster. **Public relations director:** S. Blomgren. **Artists bureau head:** Lorraine F. Schaeffer.

**Rep:** J. J. Haines, Chicago. **Seating facilities:** 350. **Merchandising:** Window cards, Chicago "E" and "I" posters; car cards; 200 suburban community and rural newspapers serviced through American News Bureau, and merchandising counsel rendered accounts using 15 minutes or more daily for minimum period of 13 weeks. **Foreign language programs:** Advertising in German, Polish, Irish, Lithuanian, Slovak, Hungarian, Croatian, and Yugo-Slav accepted. **Artists bureau:** Setup nominal only. **Base rate:** \$200.

**Copy restrictions:** Liquor advertising not accepted, excepting beer and wine. **E. T. library:** Langworth. **News:** UP.

### WWAE, HAMMOND

**Operator:** O. E. Richardson and Fred L. Adair, 5935 Hohman Ave. **Phone:** Ham-

**Only**  
**WOWO**

**DOMINATES**  
the  
**BRIGHT SPOT**  
of  
**INDIANA**

*plus a bonus of 199,940 radio homes in Ohio and Michigan*

**WESTINGHOUSE**  
**FORT WAYNE** **WOWO**

Indiana's **BIGGEST** Station  
NBC Blue Call NBC Spot Sales

## INDIANA STATIONS—Continued

mond 9800. Power: 100 watts on 1200 kc (shares night-time with WFAM). Affiliation: None.

Station manager: O. E. Richardson. Commercial manager: Robert C. Adair. Program director: W. R. Bean, Jr.

Base rate: \$70.

Copy restrictions: Beer and wine advertising accepted; no hard liquors; all programs subject to approval of the station.

### WFBM, INDIANAPOLIS

Operator: WFBM, Inc., 48 Monument Circle. Phone: Lincoln 8506. Power: 5000 watts on 1230 kc. Affiliation: CBS. Opened: Nov., 1924.

Station manager: Lester W. Lindow. Office manager: H. M. Bitner, Jr. Program director: F. O. Sharp. Chief engineer: Harold Holland. Musical director: Walter Reuleaux. Publicity: H. M. Bitner, Jr.

Rep: The Katz Agency, Inc. Seating facilities: None. Merchandising: Available upon request. Foreign language programs: No rules; such population reported as very small. Artists bureau: Yes. Base rate: \$256.

Copy restrictions: All program matter and advertising copy subject to approval of the management. E. T. library: Associated. News: INS. Commentators: Gilbert Forbes and Martin Johnson (newscasters); Lew Riley (sports); Mrs. Rose Lee Farrell (cooking).

### WIBC, INDIANAPOLIS

Operator: Indiana Broadcasting Corp., 350 N. Meridian St. Phone: Li 2305. Power: 1,000 watts on 1050 kc (operates to local sunset). Affiliation: None. Opened: Oct. 30, 1938.

President: H. G. Wall. Vice-president, general manager: C. A. McLaughlin. Program director: Robert Longwell. Chief engineer: H. E. Adams. Artists bureau head: Richard Nobel. Musical director: Ward Glenn. Publicity director: Robert Longwell.

Rep: Howard H. Wilson Co. Seating facilities: None. Merchandising: Complete service available at actual cost. Foreign language programs: None. Artists bureau: Setup nominal only. Base rate: \$112.50.

Copy restrictions: "Good taste governs all copy." E. T. library: NBC Thesaurus. News: UP. Commentators: Warren Deem and William Schingel (newscasters); Robert Longwell (newscaster; sports); Dick Noble, Luke Walton (sports); Jane Day (women's news); Mary Jo Carton (Hollywood news; fashion; cooking); Bill Schingel (markets).

### WIRE, INDIANAPOLIS

Operator: Indianapolis Broadcasting, Inc., Claypool Hotel. Phone: Riley 1541-4. Power: 5,000 watts on 1400 kc. Affiliation: NBC Basic Red; Mutual. Opened: July 26, 1929. (Note: The stock of Indianapolis Broadcasting Inc. is owned by Central Newspapers, Inc.).

President, general manager: Eugene C. Pulliam. Assistant manager: Rex Schepp. Business manager: N. G. Mason. Chief engineer: Earl W. Lewis. Program director: Josephine Mason. Musical director: Harry Bason.

Rep: George P. Hollingbery Co. Seating facilities: Four auditoriums, capacity 2,000. 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: None. Artists bureau: None. Base rate: \$260.

Copy restrictions: All copy must conform to station standards and government regulations. E. T. library: Standard; World; Lang-Worth; BMI. News: UP. Commentators: Tris Coffin (news commentator); Dick Reed, Wally Nehrling, Pete French, Albert J. Beveridge, Jr., Eugene S. Pullman, and Tom Peden (newscasters); Vic Lund (newscaster; sports); George Gardner, and Mark Ellis (sports); Al Padan (Government market reports); John H. Armington (Government weather bureau).

### WLBC, MUNCIE

Operator: Donald A. Burton, Anthony Bldg. Phone: 4404. Power: 250 watts on 1310 kc. Affiliation: None. Opened: Nov. 11, 1926.

Owner, station manager: Donald A. Burton. Commercial manager: Wm. Craig. Program director: Carl Noble. Chief engineer: Maurice Crane.

Rep: Forjoe & Co. (East); Wm. R. Stewart (Chicago). Seating facilities: Studio A, 39. Merchandising: Service rendered on request; window displays, placards, newspaper tie-ups. Foreign language programs: Not accepted. Artists bureau: None. Base rate: \$80.

Copy restrictions: Beer okay; no other alcoholic beverages; mention of prices in commercial copy acceptable. E. T. library: World; Associated. News: UP. Commentators: Ed De Miller, John Heener, Fred Brophy, and Chester Fouquet (newscasters); Gordon Graham (newscaster; sports); Don Burton (sports).

## INDIANA STATIONS—Continued

### WGRC, NEW ALBANY

See under Louisville, Ky.

### WKBV, RICHMOND

Operator: Knox Radio Corp., P. O. Box 308. Phone: 4134. Power: 100 watts on 1500 kc. Affiliation: None. Opened: Oct. 2, 1926.

President, general manager: William O. Knox.

News: INS. E. T. library: Lang-Worth; Davis & Schwegler.

All other data on application.

### WFAM, SOUTH BEND

Operator: South Bend Tribune, 223 W. Colfax. Phone: 3-6161. Power: 100 watts on 1200 kc (divides time with WWAE; operates 8 A.M. to 5 P.M. Sundays; 7 A.M. to noon, and 3:30 P.M. to 8 P.M. weekdays). Affiliation: None. Opened: 1931. (Note: This is a newspaper-owned station; WSBT, South Bend, is under same ownership.)

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

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

Copy restrictions: Beer is only alcoholic beverage allowed; patent medicines must have approval of FCC as well as local management; five "air appearances" maximum daily per advertiser for straight commercial announcements. E. T. library: Associated. News: UP. Commentators: Lee Douglas, Mark Boyden, Tommy Dee, Bob Drain, and Bob Barker (newscasters); Joe Boland, and Jack Ledden (sports); Mrs. J. B. Riley (fashions; cooking; household hints); Peg Douglas (women's club news).

### 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 noon to 3:30 P.M. and 8 P.M. to midnight). Affiliation: CBS. Opened: 1922. (Note: This station is newspaper-owned; WFAM, South Bend, is under same ownership.)

Base rate: \$100.

For all other information, see WFAM.

### WBOW, TERRE HAUTE

Operator: Banks of Wabash, Inc., 303 So. 6th St. Phone: Crawford 3394. Power: 250 watts on 1200 kc. Affiliation: NBC Basic Red and Blue Supplementary Service. Opened: 1926. (Note: WBOW is under the same ownership as WEOA and WGBF, Evansville, Ind.)

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

Rep: Weed & Co. 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. E. T. library: Standard; Lang-Worth. News: Transradio. Commentators: Henry Cooke and Luke Walton (newscasters); Ruthmary Morton (women's features); Harold Brown (agriculture).

### WAOV, VINCENNES

Operator: Vincennes Newspapers, Inc. Power: 100 watts on 1420 kc.

At press time this station had a construction permit only.

### WBAA, WEST LAFAYETTE

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

This station is non-commercial; university-owned.

# IOWA

(577,800 radio homes, or 85% ownership among the State's total of 680,000 families. Urban ownership is 262,500, or 93% of urban families; rural ownership is 315,300, or 79% of rural families.)

## Radio Homes by Counties

Adair .....	3,110	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

## WOL AMES

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

This station is non-commercial; college-owned.

## KFGQ, BOONE

Operator: Boone Biblical College. Power: 100 watts on 1370 kc (operates specified hours daytime).

This station is non-commercial.

## WMT, CEDAR RAPIDS

Operator: Iowa Broadcasting Co., Paramount Theatre Bldg., in Cedar Rapids; Russell-Lamson Hotel in Waterloo. Phones:

6127 (Cedar Rapids), 236 (Waterloo). Power: 5,000 and 1,000 watts on 600 kc. Affiliation: CBS; The Cowles Group; Mutual Broadcasting System. Opened: 1922. (Note: WMT is affiliated with the Des Moines Register & Tribune).

Vice-president, general manager: Sumner D. Quarton. Commercial manager: W. B. Quarton (Cedar Rapids); Don E. Inman (Waterloo). Program director: Douglas B. Grant. Chief engineer: Charles F. Quentin. Musical director: Douglas B. Grant. Merchandising and publicity director: Leo F. Cole (Cedar Rapids); (Waterloo merchandising director is Jack Comfort). Continuity editor: Wayne Crew. Traffic manager: Kenneth L. Hastie.

Rep: The Katz Agency. Seating facilities: Studio seats 100 persons; Roosevelt ballroom seats 100. Merchandising: Com-

# How to sell IOWA'S LARGEST Single Market . . . . .

• When you sell Iowa, sell the Des Moines Market first. Des Moines is Iowa's capital city—it's the largest city in the state—it's the automatic focusing point for much of the state's activity. And for approximately one-half of the state, it's definitely buying headquarters. It's Iowa's largest single market.

KRNT and KSO are tailor-made for this great market—concentrated in coverage — merchandisable to your distributors and dealers. The half millivolt contour of each station almost exactly outlines the Des Moines trading area.

Add it up this way:

*Better than 1,000,000 population.*

*Annual retail sales of more than a quarter of a billion.*

*Concentrated, merchandisable coverage by either KSO or KRNT—both tailor-made for the market.*

To sell Iowa, sell the Des Moines market first. Use either:

## **KSO**      or      **KRNT**

1430 K.C.

5,000 W., L.S.—1,000 W., N.

NBC Basic Blue-Mutual

1320 K.C.

5,000 W., L.S.—1,000 W., N.

CBS Basic

**DES MOINES**

*Two of the Cowles Stations*

*Represented by The Katz Agency*

## IOWA STATIONS—Continued

plete service available at no extra charge; link program, display and product in a comprehensive campaign; listings in Des Moines Register & Tribune, Cedar Rapids Gazette, Mason City Globe Gazette, Davenport Democrat, Davenport Daily Times, and Waterloo Courier. Foreign language programs: No set policy; weekly Bohemian program. Artists bureau: None. Base rate: \$200.

**Copy restrictions:** Beer, wine or whiskey accounts not accepted; all patent medicine advertising must be approved by laboratory test before acceptance. **E. T. library:** World; NAB; Davis & Schwegler. **News:** UP. **Commentators:** Douglas Grant and Bruce Grant (newscasters); Benne Alter (newscaster; entertainment news); Bert Puckett (sports); Libbie Vaughn (cooking); Sara Fay; Jean Joyce, and Dorothy Carr (fashions); Robert Leafers (grain markets).

### WOC, DAVENPORT

**Operator:** Tri-City Broadcasting Co., 1000 Brady St. **Phone:** 2-3251. **Power:** 250 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.)

**President:** Col. B. J. Palmer. **Vice-president:** D. D. Palmer. **General manager:** Buryl Lottridge. **Commercial manager:** L. O. Fitzgibbons. **Traffic manager:** Charles Freiburg. **Chief engineer:** Harold Higby. **Publicity director:** Jack Paulsen.

**Rep:** Free & Peters, Inc. **Seating facilities:** Auditorium, 500 persons; studio A, 50; studio B, 30. **Merchandising:** Render every service desired, except that advertisers are asked to pay postage costs. **Foreign language programs:** No information given. **Artists bureau:** None. **Stock:** Principally held by Dr. B. J. Palmer and family (Palmer School of Chiropractic). **Base rate:** \$108.

**Copy restrictions:** Accept beer and wines; no hard liquor; patent medicines accepted as long as they remain within bounds of good taste; copy subject to approval of management. **E. T. library:** World; Associated. **News:** UP. **Commentators:** Bill Voss and Bob Frank (newscasters); Dutch Underhill (sports); Ruth Moenk (fashions; home economics).

### KGCA, DECORAH

**Operator:** Charles Walter Greenley. **Power:** 100 watts on 1270 kc (daytime;

shares certain hours with KWLC).

**This station does not sell time.**

### 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.

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

### KRNT, DES MOINES

**Operator:** Iowa Broadcasting Co., 715 Locust St. **Phone:** 3-2111. **Power:** 5,000 and 1,000 watts on 1320 kc. **Affiliation:** CBS; Cowles Group. **Opened:** March 17, 1935. (Note: KRNT is owned by the Des Moines Register and Tribune, and is affiliated with KSO, Des Moines, WMT, Cedar Rapids, and WNAX, Yankton, South Dakota.)

**President:** Gardner Cowles, Jr. **Station manager:** Luther Hill. **Commercial manager:** Craig Lawrence. **National sales manager:** Ted Enns. **Program director:** Edmund Linehan. **Chief engineer:** Paul Huntsinger. **Traffic manager, musical director:** Dick Teela. **Sales promotion manager:** Wayne Welch. **Publicity director:** Mary Little.

**Rep:** The Katz Agency. **Seating facilities:** Studio and lobby seat 250; standing room for 100 additional persons. **Merchandising:** Stories and pictures regularly, as well as daily listings in Register (m) 3 columns daily, Tribune (e) 3 columns daily, and Sunday Register (3 columns to full page); 100 cuts used weekly in these papers; full showing of billboards in Des Moines; cards on the rear of 150 Des Moines street cars; merchandising bulletins to druggists and grocers in area; special mailings on request on which advertiser pays only cost of postage; calls on key dealers and retailers; window displays in studio lobbies; trailers in 12 downtown and suburban theatres. **Foreign language programs:** Acceptance subject to board of approval; none current. **Artists bureau:** Yes; lists a roster of about 40 artists. **Base rate:** \$200.

**Copy restrictions:** No beer, wine or liquor advertising; no laxatives during dinner or luncheon periods; patent medicines must be approved by the KRNT medical advisory committee; other rules and regulations as per N.A.B. Code of Ethics. **E. T. library:** Standard. **News:** UP; INS; Register and Tribune correspondents; AP. **Commentators:** Priscilla Wayne (news commentator); Glen Law, Gene Loffer, and Wayne Ackley (newscasters); Gene Shumate and Paul Minor (sports); Marian Schissel (women's features).

# There's *only* ONE!

KSCJ, operating on 5000 watts day and 1000 watts night (soon 5000 day and night), is the ONE station . . . network or independent . . . of this or greater power whose transmitter is within 60 miles of Sioux City!

KSCJ is the ONE station, regardless of atmospheric conditions, that can be depended on to get your client's message across to the majority of the 1,688,810 listeners in this rich area!

**KSCJ** AFFILIATE  
NBC  
**The JOURNAL**  
**SIOUX CITY, IOWA**  
Represented by George Hollingbery  
C. W. Corkhill, Manager



## IOWA STATIONS—Continued

### KSO, DES MOINES

Operator: Iowa Broadcasting Co., 715 Locust St. Phone: 3-2111. Power: 5,000 and 1,000 watts on 1430 kc. Affiliation: NBC Basic Blue; Mutual; Cowles Group. Opened: Nov. 5, 1932. (Note: KSO is owned by the Des Moines Register and Tribune, and is affiliated with KRNT, Des Moines, WMT, Cedar Rapids, and WNAX, Yankton, South Dakota.)

For personnel, services, and copy restrictions, see KRNT, Des Moines.

Base rate: \$160. E. T. library: Standard. News: UP; INS; Register and Tribune correspondents; AP.

### 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, manager: Joseph O. Maland. Sales manager: Hale Bondurant. Program director, musical director: Harold Fair. Traffic manager: Robert Harter. Chief engineer: Paul Loyet. WHO Radio Enterprises, Inc., manager: Wilfred Woody Woods. Publicity director: Wilfred Woody Woods.

Rep: Free & Peters, Inc. Seating facilities: Studio A, 100 seats; studio B, 50; studio D, 100; reception room, 100 seats and open to the public; Iowa Barn Dance Frolic is held in the Shrine Auditorium, seating 4,500, with a 26c. and 10c. admission charge. Merchandising: Services of the station staff will be furnished without additional charge, except for cash expenditures (postage, etc.), which are paid by the advertiser; this pertains only to spot advertising, and not to network-fed advertising. Foreign language programs: Station has no rules on this matter. Artists bureau: None. Stock: Principal holders are Col. (Dr.) B. J. Palmer, president; D. D. Palmer, vice-president and treasurer; Mabel Palmer; J. O. Maland, vice-president and manager; P. A. Loyet, technical director; Wm. M. Brandon, secretary; Ralph Evans, director public relations. Base rate: \$500.

Copy restrictions: Commercial copy must not exceed 175 words for five minutes

(should include entertainment or educational features); 350 words per quarter-hour; 700 words per half-hour; 1,400 words per hour; beer advertising accepted after 10:30 P.M.; no wines or hard liquors; patent medicine copy subject to scrutiny of continuity director, legal department, food and drug commission, while product is subject to chemical analysis. E. T. library: NBC Thesaurus; Lang-Worth. News: UP; Transradio. Commentators: Jack Shelley, Bob Burlingame, and Leonard Howe (newscasters); Herb Plambeck (newscaster; markets and weather); Bill Brown (sports); Ava Johnson (European economics); Dr. Irwin J. Lubbers (economics); Rev. Willard L. Johnson (news and views on religion).

### KDTH, DUBUQUE

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

At press time this station had a construction permit only.

### WKBB, DUBUQUE

Operator: Sanders Brothers Radio Station, Julien Hotel. Phone: 572. Power: 250 watts on 1500 kc. Affiliation: NBC Blue Supplementary Service. Opened: October, 1933.

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

Rep: International Radio Sales. Seating facilities: Can accommodate 300 persons. Merchandising: Dealer contacts, personal and by mail. Foreign language programs: No information given. Artists bureau: None. Base rate: \$80.

Copy restrictions: Accept beer accounts, but no hard liquor. E. T. library: Associated; NBC Thesaurus. News: Transradio. Commentators: Vaughn Gayman (newscaster; sports); Gleason Kistler (newscaster; sports); George Thoma (newscaster; entertainment comment); Sister Mary St. Clara, B.V.M. (cooking).

### KVFD, FORT DODGE

Operator: Northwest Broadcasting Co., 912 Warden Bldg. Phone: Walnut 3761. Power: 250 watts on 1370 kc (specified hours). Affiliation: None. Opened: Dec. 24, 1939.

President, station manager: Edward Breen. Commercial manager: Charles Kennedy. Program director: Mel Galliant. Chief engineer: J. Hunter Duncan. Artists bureau head: Cole McMartin. Musical director: Mary Bodenstein. Educational director: Dorothy Dodge. Farm consultant:

## IOWA STATIONS—Continued

Nick Barry. Publicity director: Lyman Brown.

**Rep:** None. **Seating facilities:** Auditorium can accommodate about 300 persons. **Merchandising:** Display cards furnished at \$5 the hundred; three-color direct mail pieces furnished without charge up to 1,000 copies; courtesy announcements for one week preceding program; strip shows not billed for first week's run. **Foreign language programs:** Station believes they are not feasible in this area. **Artists bureau:** Yes; lists over 20 soloists, orchestras, announcers, producers, etc. **Base rate:** \$80.

**Copy restrictions:** Patent medicines, beer, and wine advertising not accepted. **E. T. library:** Standard; MacGregor. **News:** UP. **Commentators:** Cole McMartin, and Nick Barry (news commentators); Wally Hatter (sports); Dorothy Dodge (fashions; news; sports); Frank Marshall (markets).

### WSUL, IOWA CITY

**Operator:** State University of Iowa. **Power:** 5,000 and 1,000 watts on 880 kc.

This station is non-commercial; university-owned.

### KFJB, MARSHALLTOWN

**Operator:** Marshall Electric Co., Inc., 1603 W. Main St. **Phone:** 3361. **Power:** 250 watts on 1200 kc. **Affiliation:** None. **Opened:** June, 1923.

**President, station manager:** E. N. Peak. **Chief engineer:** Mark Woodruff.

**Rep:** Furgason & Walker, Inc. **Seating facilities:** Memorial Coliseum, capacity 2,300. **Merchandising:** Contact dealers and distributors; other services rendered at actual cost. **Foreign language programs:** Will accept, but foreign population is very small. **Artists bureau:** None. **Base rate:** \$100.

**Copy restrictions:** No liquor or patent medicine advertising; all copy must be in good taste and is subject to approval of management. **E. T. library:** MacGregor. **News:** UP. **Commentators:** Loyal Rusk, Bob Weitzell, and Bill White (newscasters).

### KGLO, MASON CITY

**Operator:** Mason City Globe Gazette Co., Hanford Hotel. **Phone:** 2800. **Power:** 250

# WNAX--The Champion

**FIRST** — in daytime rural population—3,126,320—**SIXTH** in total population—3,837,323—among all Columbia Stations.

**FIRST** — in transmission efficiency. 5,000 watts that do the work of 50,000. A great story of good frequency, excellent soil conductivity, low noise levels.

**FIRST** — in cash farm income — among all Columbia Stations. \$747,180,000 in 1938.

**FIRST** — in value of farms—among all Columbia stations, \$4,257,599,000.

**FIRST** — in Showmanship among all Farm Service Stations—Variety Award.

**FIRST** — in Station Publicity and Exploitation among all regional stations—Billboard Award.

Make WNAX a **FIRST** choice on your station list. It will produce First Prize results for you.

A Cowles Station—5,000 Watts L.S.—1,000 Watts Night—CBS—Rep. by The Katz Agcy.

RADIO STATION **WNAX** 570 ON THE DIAL

Studios—WNAX Building, Yankton - Orpheum Building, Sioux City

## IOWA STATIONS—Continued

watts on 1210 kc. **Affiliation:** CBS. **Opened:** Jan. 17, 1937. (Note: This station is newspaper-owned by the Mason City Globe-Gazette.)

**General manager:** F. C. Eighmey. **Commercial manager:** George Arnold, Jr. **Program director:** John J. Price. **Chief engineer:** Leo W. Born. **Production manager:** Bob Lewis. **Merchandising director:** George Milloy. **Publicity and farm educational director:** Henry Hook.

**Rep:** Weed & Co. **Seating facilities:** 60 persons. **Merchandising:** Complete program log daily in Mason City Globe-Gazette; regular bulletins to leading grocers and druggists in 19 Iowa and 5 Minnesota counties; dealer calls and confidential surveys. **Foreign language programs:** Not accepted. **Artists bureau:** None. **Base rate:** \$80.

**Copy restrictions:** Accept beer; no wine or liquor advertising. **E. T. library:** NBC Thesaurus; NAB. **News:** UP. **Commentators:** Wade Patterson (news commentator); James M. Woods (news commentator); sports); H. B. Hook (newscaster).

### KFNF, SHENANDOAH

**Operator:** KFNF, Inc., 407 Sycamore St. **Phone:** No. 1. **Power:** 1,000 and 500 watts on 890 kc (share time with KUSD in a ratio of  $\frac{7}{8}$  to  $\frac{1}{8}$ ). **Affiliation:** None. **Opened:** February, 1924.

**General manager:** John Nicholson.

**Rep:** Reynolds-Fitzgerald, Inc. **Seating facilities:** Studio auditorium seats 400. **Merchandising:** Special mailings in territory gratis; other services at cost. **Foreign language programs:** Not accepted. **Artists bureau:** Yes. **Base rate:** \$70.

**Copy restrictions:** Patent medicines accepted subject to censorship. **E. T. library:** Standard. **News:** Transradio.

### KMA, SHENANDOAH

**Operator:** May Broadcasting Co., Lowell and Elm Sts. **Phone:** 193. **Power:** 5,000 and 1,000 watts on 930 kc. **Affiliation:** NBC Basic Blue Supplementary; Mutual. **Opened:** Aug. 25, 1925.

**President:** Earl E. May. **Station manager:** J. "Cy" Rapp. **Production manager:** Owen Saddler. **Program director:** Fred D. Greenlee. **Promotion manager:** Frank Jaffe.

**Rep:** Howard H. Wilson Co. **Seating facilities:** Studio on stage of auditorium, 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:** Yes. **Base rate:** \$125.

**Copy restrictions:** Commercials limited to N.A.B. code requirements; beer accepted after 9 P.M.; no wines or hard liquors; medicines subject to FTC approval. **E. T. library:** World. **News:** UP. **Commentators:** Earl May (news commentator); Ralph Childs, and Frank Jaffe (newscasters); Mott Johnson (sports); Jessie Young, and Leanna Driftnier (cooking; household hints).

### KSCJ, SIOUX CITY

**Operator:** Perkins Brothers Company, 415 Douglas St. **Phone:** 5-7993. **Power:** 5,000 watts on 1330 kc. **Affiliation:** NBC Basic Blue Supplementary Group. **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:** Elizabeth Sammons. **Chief engineer:** Stephen Dier. **Musical director:** Bertha Reese. **Publicity and promotion director:** Chas. W. Corkhill, Jr.

**Rep:** George P. Hollingbery Co. **Seating facilities:** None listed. **Merchandising:** Newspaper publicity; theatre screen ads; spot announcements. **Foreign language programs:** No information given. **Artists bureau:** None. **Base rate:** \$175.

**Copy restriction:** Beer and wine accepted; no hard liquor; all copy, commercial or otherwise, subject to station approval. **E. T. library:** MacGregor; Davis & Schwegler. **News:** From parent paper. **Commentators:** Charles Sebastian and Merrill Workhaven (newscasters); Dan Desmond (sports); John Petersen and Joe Hale (livestock market).

### KTRL, SIOUX CITY

**Operator:** Sioux City Broadcasting Co., Commerce Bldg. **Phone:** 80165. **Power:** 250 watts on 1420 kc. **Affiliation:** None. **Opened:** July 12, 1938. (Note: This station is affiliated with the Sioux City Tribune.)

**Station manager, publicity director:** Dietrich Dirks. **Commercial manager:** Charles Lienhaas. **Program director:** Gordon Horner. **Chief engineer:** Carl Gray.

**Rep:** Furgason & Walker, Inc. **Seating facilities:** Studio A, 150; Skylon studio, 1,000. **Merchandising:** Radio, newspaper and trailer publicity rendered; charge, if any, depends upon the account and the contract. **Foreign language programs:** Accepted if "in the public interest." **Artists bureau:** None. **Stock:** 50% held by Dietrich Dirks, and 50% by the Tribune Co. **Base rate:** \$100.

## IOWA STATIONS—Continued

Copy restrictions: Alcoholic beverage advertising not accepted; copy must be in good taste and conform with station standards. E. T. library: Associated. News: UP. Commentators: Jack Brownlee (news com-

mentator); Norman Schmeling and Fred Smith (newscasters); Gordon Horner (sports); Maxine Dierking (fashions); Don Cunningham (livestock markets).

## KANSAS

*(367,800 radio homes, or 73% ownership among the State's total of 501,000 families. Urban ownership is 189,300, or 93% of urban families; rural ownership is 178,500, or 60% of rural families.)*

### Radio Homes by Counties

Allen .....	4,510	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 .....	2,780
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

### KVAK, ATCHISON

Operator: Carl Latenser, 622 Commercial St. Phone: 1420. Power: 100 watts on 1420 kc. Affiliation: None. Opened: July 28, 1939.

Station head: Carl Latenser. Station manager, chief engineer: W. H. Reety. Program director: Dave Hamlen. Musical director, artists bureau head: Henry O'Neill.

Rep: None. Seating facilities: Room adjoining studio seats about 60 persons. Merchandising: None. Foreign language programs: No rules listed. Artists bureau: Setup nominal only. Base rate: \$30.

Copy restrictions: All copy subject to station approval. E. T. library: Standard; Davis & Schwegler. News: Transradio. Commentators: Vern Minor (newscaster; grain markets); Don Elser (sports); Katherine McKee (women's features).

## KANSAS STATIONS—Continued

### KGGF, COFFEYVILLE

**Operator:** Hugh J. Powell, Journal Bldg., 8th & Elm Sts. **Phone:** 147. **Power:** 1,000 watts on 1010 kc (shares time with WNAD). **Affiliation:** Mutual Broadcasting System. **Opened:** Oct. 20, 1930. (Note: This station is owned by the Coffeyville Daily Journal.)

**Owner:** Hugh J. Powell. **Station manager:** Melyin Drake. **Commercial manager:** Roy G. Patterson. **Program and musical director:** Dick Campbell. **Chief engineer:** Sarto Jaminet.

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

**Copy restrictions:** No alcoholic beverages accepted; all copy must conform to station standards and government regulations. **E. T. library:** NBC Thesaurus. **News:** AP. **Commentators:** Dick Campbell (newscaster); Bob Page (newscaster; sports); Frances Fenn (fashions); Stella Goldsmith (household hints); Tony Chastain (live-stock markets).

### KGNO, DODGE CITY

**Operator:** Dodge City Broadcasting Co., Inc., Daily Globe Bldg. **Phone:** 1340. **Power:** 1,000 and 250 watts on 1340 kc. **Affiliation:** None. **Opened:** 1930. (Note: This station is newspaper-affiliated with the Dodge City Daily Globe.)

**President:** J. C. Denious. **Manager:** N. C. Petersen. **Commercial director:** Vaughn Kimball. **Studio director:** Herschell Holland. **Chief engineer:** Emil Doane.

**Rep:** Arthur H. Hagg and Associates. **Seating facilities:** Auditorium seats 200 persons, with standing room for 20 more; Studio B seats 60. **Merchandising:** In charge of Vaughn Kimball; will render services as requested; publicity in newspaper affiliate. **Foreign language programs:** Accepted; foreign population very minor, however. **Artists bureau:** None. **Base rate:** \$50.

**Copy restrictions:** No alcoholic beverages accepted including beer; all copy must conform to station standards and government regulations. **E. T. library:** Standard. **News:** AP. **Commentators:** Jay Allen (newscaster; sports); Herschell Holland (stock market and grain reports).

### KTSW, EMPORIA

**Operator:** Emporia Broadcasting Co., Inc., 613 Merchant St. **Phones:** 153; 154.

**Power:** 250 watts on 1370 kc. **Affiliation:** Mutual; Kansas State Network. **Opened:** Jan. 25, 1939.

**General and station manager:** K. W. Trimble. **Commercial manager:** Henry Ellenberger. **Program director:** Larry Simms. **Chief engineer:** Paul H. Daniels.

**Rep:** Sears & Ayer, Inc. **Base rate:** \$50. **E. T. library:** Standard. **News:** UP.

### 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:** Frank D. Conrad. **Assistant manager, program director:** Al B. Pyatt. **Chief engineer:** Ralph Childs. **Musical director, chief announcer:** Ernest Kolman.

**Rep:** Cox and Tanz. **Seating facilities:** Reception room, seating 100 persons. **Merchandising:** Complete service at no extra charge. **Foreign language programs:** Accepted if approved by program director. **Artists bureau:** None. **Base rate:** \$40.

**Copy restrictions:** Accept beer; no wine or hard liquor; all copy subject to station approval. **E. T. library:** NAB; Davis & Schwegler. **News:** Transradio. **Commentators:** Dallas Stallard (newscaster; sports; market reports); Al Pyatt, Dick Hamilton (newscasters).

### KVGB, GREAT BEND

**Operator:** H. T. Townsley, Cork Bldg. **Phone:** 1080. **Power:** 250 watts on 1370 kc. **Affiliation:** Mutual; Kansas State Network. **Opened:** March 10, 1937.

**Owner:** Helen T. Townsley. **Manager:** Clem Morgan. **Business manager:** Everette Smart. **Production manager:** Dave Wilson. **Chief engineer:** Leo Legleiter. **Traffic manager:** Bob Wells.

**Rep:** None. **Seating facilities:** None. **Merchandising:** Service can be arranged. **Foreign language programs:** Not accepted. **Artists bureau:** None. **Base rate:** \$30 (½ hr.).

**Copy restrictions:** Beer copy accepted; no wines or hard liquors; all advertising must be "legitimate." **E. T. library:** NBC Thesaurus; Davis & Schwegler. **News:** AP; Transradio. **Commentators:** Dave Wilson, Bob Wells, and Lynn Cook (newscasters).

### KWBG, HUTCHINSON

**Operator:** Nation's Center Broadcasting Co., Inc., 201 So. Main St. **Phone:** 5202. **Power:** 250 watts on 1420 kc. **Affiliation:** None. **Opened:** May 28, 1935.

## KANSAS STATIONS—Continued

**President, station and commercial manager, publicity director:** W. B. Greenwald. **Chief engineer:** Harold Bourell.

**Rep:** None. **Seating facilities:** Can accommodate 400 persons. **Merchandising:** Service available; also have exhibition room for clients' products. **Foreign language programs:** Not accepted. **Artists bureau:** None. **Base rate:** \$50.

**Copy restrictions:** Beer accepted; no wine or liquor advertising. **E. T. library:** Standard. **News:** UP.

### KCKN, KANSAS CITY

**Operator:** The KCKN Broadcasting Co., 901 North Eighth St. **Phone:** Drexel 4300. **Power:** 250 watts on 1310 kc. **Affiliation:** Kansas Network (KCKN and WIBW, Topeka, both Capper-owned). **Opened:** Nov. 1, 1925. (Note: This station is newspaper-owned by the Kansas City Kansan—a Capper Publication.)

**President:** W. A. Bailey. **Station manager:** Ellis Atteberry. **Commercial manager:** Dick Kay. **Program director:** John Drake. **Chief engineer:** C. E. ("Red") Salzer. **Director of special events:** John Drake. **Artists bureau head, musical director:** Ruth Royal. **Publicity director:** Ruth Kendall.

**Rep:** Capper Publications. **Seating facilities:** Exhibition Hall Studio, 200. **Merchandising:** Newspaper publicity; window displays, point of purchase tie-ups; direct mail; cards in taxicabs; local trade bulletins. **Foreign language programs:** No rules against such broadcasts, except that interpreters selected by the station may scan the copy. **Artists bureau:** Setup is nominal only. **Base rate:** \$45.

**Copy restrictions:** No beer, wine, or other alcoholic beverages. **E. T. library:** Standard; NBC Thesaurus. **News:** UP. **Commentators:** Olaf Soward (news commentator); James Monroe (newscaster); Frances Casement (food); Susan Lane (household); Lillian Fels (fashions; entertainment).

### 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.**

### WREN, LAWRENCE-KANSAS CITY

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

**President:** Vernon H. Smith. **Manager, program and musical director:** Verl Bratton. **Commercial manager:** Ernest Pontius. **Chief engineer:** Carl Bleisner. **Educational and promotion director:** John P. Bondeson.

**Rep:** George P. Hollingbery Co. **Seating facilities:** Studio seats about 150 persons; also observation lobby. **Merchandising:** Have staff to distribute window cards, make contacts, etc.; service billed at actual cost. **Foreign language programs:** Not accepted. **Artists bureau:** None. **Base rate:** \$250.

**Copy restrictions:** Do not accept hard liquors. **E. T. library:** NBC Thesaurus. **News:** INS. **Commentators:** Millard Ireland, and Thomson Holtz (newscasters); Elizabeth Peyton (fashions; women's news).

### KSAC, MANHATTAN

**Operator:** Kansas State College of Agriculture and Applied Science. **Phone:** 2236. **Power:** 1,000 and 500 watts on 580 kc (shares time with WIBW). **Opened:** Dec. 1, 1924.

**This station is non-commercial.**

### KOAM, PITTSBURG

**Operator:** The Pittsburg Broadcasting Co., Inc., Commerce Bldg. **Phones:** 2165; 2166; 2167. **Power:** 1,000 watts on 790 kc (daytime). **Affiliation:** NBC additional to Red and Blue Southwestern Group. **Opened:** Oct. 11, 1937.

**President:** E. V. Baxter. **General manager:** Ralph Wade. **Commercial manager:** J. A. Schell. **Program director:** Bruce Robertson. **Musical director:** Leota Helm. **Chief engineer:** W. L. Brown. **Publicity director:** Don N. Taylor.

**Rep:** Furgason & Walker, Inc. **Seating facilities:** Can accommodate about 100 persons. **Merchandising:** Window cards, direct mail, and newspaper copy, supplied gratis to clients. **Foreign language programs:** No rules listed. **Artists bureau:** Yes; lists 15 artists, and several orchestras, writers, producers, announcers. **Base rate:** \$70.

**Copy restrictions:** Beer accepted; no wines or hard liquor. **E. T. library:** Davis & Schwegler. **News:** INS. **Commentators:** Bruce Robertson (news commentator; newscaster; sports); Robert Gadberry (newscaster; sports); Louis Martin (newscaster); Susan Stone (fashions); Keith Boling (stock and grain reports).

### KSAL, SALINA

**Operator:** KSAL, Inc., Journal Bldg. **Phone:** 100. **Power:** 1,000 and 500 watts on

## KANSAS STATIONS—Continued

1120 kilocycles. **Affiliation:** Mutual Broadcasting System; Kansas State Network. **Opened:** May 27, 1937. (Note: President of operating company has interest in the Salina Journal, Hays Daily News, Goodland Daily News, and Hill City Times).

**President:** R. J. Laubengayer. **General manager:** Owen H. Balch. **Program director:** Sidney Tremble. **Chief engineer:** N. E. Vance.

**Rep:** The Katz Agency, Inc. **Seating facilities:** Two studios, seating about 50 persons each; also available is the Municipal Auditorium, seating 3,000. **Merchandising:** All types of merchandising; program listings in Salina Journal, courtesy announcements, dealer and wholesaler contacts, previews; additional services at net cost. **Foreign language programs:** Accepted; Swedish population in area is large. **Artists bureau:** None. **Stock:** Held by R. J. Laubengayer. **Base rate:** \$50.

**Copy restrictions:** Rule of "good taste" is copy criterion. **E. T. library:** NBC Thesaurus; Lang-Worth. **News:** AP; news from Salina Journal. **Commentators:** Don Brice, and Sidney Tremble (newscasters); Stuart Dunbar (sports); Virginia Trice (women's features); Jim Lantz (market analysis and reports).

### WIBW, TOPEKA

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

**General manager:** Ben Ludy. **Musical director:** Maude Shreffler. **Chief engineer:** Karl Troeglen. **Publicity director:** Charles Hill. **Dramatics director:** Art Holbrook.

**Rep:** Capper Publications. **Seating facilities:** Can accommodate 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:** Yes. **Base rate:** \$125.

**Copy restrictions:** No alcoholic beverage advertising accepted; copy must be "discreet, tasteful and truthful." **E. T. library:** Standard. **News:** UP; AP. **Commentators:** Hilton Hodges, Elmer Curtis, Joe Nickell, and Art Holbrook (newscasters); Ernie Zuigley (sports); Gene Shipley (markets).

### KANS, WICHITA

**Operator:** The KANS Broadcasting Co., Hotel Lessen. **Phone:** 4-2387. **Power:** 250 watts on 1210 kc. **Affiliation:** NBC Supplementary Basic Service. **Opened:** September 19, 1936.

**President:** Herb Hollister.\* **General manager:** Jack Todd. **Program director:** Jack Laffer. **Chief engineer:** Ted Heithecker. **Musical director:** Raymond Shelley.

**Rep:** The Katz Agency. **Seating facilities:** Can accommodate 25 persons. **Merchandising:** Supply publicity, work out window displays, and perform any other reasonable service requested at no additional cost. **Foreign language programs:** Would accept, though occasion has not arisen to date. **Artists bureau:** Setup nominal only. **Base rate:** \$100.

**Copy restrictions:** Accept beer, but no wine or hard liquor; all copy must conform to station standards and Federal, State and Municipal rules and regulations. **E. T. library:** NBC Thesaurus; Standard; NAB. **News:** UP. **Commentators:** Jack Laffer, and James Sams (newscasters); Clarence Garnes (sports); Katherine Hite (women's news).

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\*Also stockholder in KMMJ, Grand Island, Neb., and manager of KFBI.

### KFBI, WICHITA

**Operator:** Farmers and Bankers Broadcasting Corporation. **Phone:** 2-1447. **Power:** 5,000 watts on 1050 kc (operates full daytime, limited nighttime, with KNX). **Affiliation:** Mutual Broadcasting System; Kansas State Network. **Opened:** 1923.

**Vice-president, general manager:** Herb Hollister\*. **Assistant manager, technical director:** K. W. Pyle. **Program director:** Coleman Ashe. **Musical director:** Frank Chiddix.

**Rep:** Howard H. Wilson Company. **Seating facilities:** Audience participation studio seats 300. **Merchandising:** Calls and mailings in Wichita. **Foreign language programs:** Accepted; Bohemian and Swedish series current. **Artists bureau:** None. **Base rate:** \$200.

**Copy restrictions:** All copy must conform to stipulations of the N.A.B. code. **E. T. library:** World; Standard. **News:** INS. **Commentators:** Herb Hollister (newscaster; sports); Frank Peck (newscaster); Montez Tjaden (fashions).

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\*Also stockholder in KMMJ, Grand Island, Neb., and general manager of KANS, Wichita, Kans.



**ARE YOU  
FIDDLIN'  
AROUND  
WITH  
NERO (KY.)?**

If you are fiddlin' around with the idea of setting fire to the buyers in Nero, or Mud Camp, or Jamboree (Ky.), don't use WAVE! We don't reach 'em! What we do reach is the Louisville Trading Area, which accounts for more retail buying than all the rest of Kentucky, combined. . . . This area tunes to WAVE because we are its nearest source for the pick of N. B. C.'s best stuff, plus a swell newsroom, and Louisville's finest local talent. Let us send our really informative data book. All facts—no bunk.

**LOUISVILLE'S  
WAVE**

INCORPORATED  
1000 WATTS ♦ ♦ ♦ 940 K.C. ♦ ♦ ♦ N.B.C.  
NATIONAL REPRESENTATIVES: FREE & PETERS, INC.





## KANSAS STATIONS—Continued

### KFH, WICHITA

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

**Station manager:** Marcellus Murdock. **National sales and promotion manager:** Clark A. Luther. **Business manager, auditor:** Ples S. Clark. **Program director:** Vernon Reed. **Chief engineer:** Amos C. Dadisman. **Musical director:** Guy Snyder.

**Rep:** Edward Petry & Co., Inc. **Seating facilities:** 200 persons. **Merchandising:** Maintain special department; no charge for usual services. **Foreign language programs:** Not accepted. **Artists bureau:** Yes. **Base rate:** \$200.

**Copy restrictions:** Accept beer; no wine, or hard liquor; all copy subject to station approval. **E. T. library:** Associated. **News:** UP. **Commentators:** Graeme Fletcher (newscaster); Larry Stanley (sports); Bruce Behymer (farm and market reports).

## KENTUCKY

(494,900 radio homes, or 70% ownership among the State's total of 708,000 families. Urban ownership is 208,600, or 86% of urban families; rural ownership is 286,300, or 61% of rural families.)

### Radio Homes by Counties

Adair .....	2,540	Grant .....	1,900	Mason .....	3,960
Allen .....	2,590	Graves .....	5,700	Meade .....	1,300
Anderson .....	1,550	Grayson .....	2,760	Menifee .....	650
Ballard .....	1,740	Green .....	1,860	Mercer .....	2,760
Barren .....	4,520	Greenup .....	3,640	Metcalfe .....	1,500
Bath .....	1,820	Hancock .....	1,100	Monroe .....	1,950
Bell .....	6,280	Hardin .....	3,690	Montgomery .....	2,350
Boone .....	1,880	Harlan .....	10,220	Morgan .....	2,050
Bourbon .....	3,790	Harrison .....	3,050	Muhlenberg .....	6,590
Boyd .....	9,690	Hart .....	2,630	Nelson .....	2,600
Boyle .....	3,380	Henderson .....	5,240	Nicholas .....	1,630
Bracken .....	1,790	Henry .....	2,410	Ohio .....	4,270
Breathitt .....	2,660	Hickman .....	1,490	Oldham .....	1,400
Breckinridge .....	2,980	Hopkins .....	7,470	Owen .....	1,910
Bullitt .....	1,540	Jackson .....	1,400	Owsley .....	960
Butler .....	1,960	Jefferson .....	91,040	Pendleton .....	2,000
Caldwell .....	2,670	Jessamine .....	2,380	Perry .....	6,280
Calloway .....	3,100	Johnson .....	3,300	Pike .....	8,980
Campbell .....	19,760	Kenton .....	24,660	Powell .....	850
Carlisle .....	1,330	Knott .....	1,830	Pulaski .....	5,550
Carroll .....	1,570	Knox .....	3,890	Robertson .....	610
Carter .....	3,380	Larue .....	1,520	Rockcastle .....	2,170
Casey .....	2,340	Laurel .....	3,010	Rowan .....	1,580
Christian .....	6,330	Lawrence .....	2,300	Russell .....	1,670
Clark .....	3,780	Lee .....	1,380	Scott .....	2,950
Clay .....	2,310	Leslie .....	1,270	Shelby .....	3,400
Clinton .....	1,290	Leitcher .....	5,290	Simpson .....	2,120
Crittenden .....	2,080	Lewis .....	2,250	Spencer .....	1,070
Cumberland .....	1,470	Lincoln .....	2,910	Taylor .....	2,050
Daviess .....	9,020	Livingston .....	1,460	Todd .....	2,430
Edmondson .....	1,680	Logan .....	3,970	Trigg .....	1,960
Elliott .....	940	Lyon .....	1,240	Trimble .....	900
Estill .....	2,690	McCracken .....	10,470	Union .....	3,100
Fayette .....	16,360	McCreary .....	2,110	Warren .....	6,710
Fleming .....	2,360	McLean .....	1,950	Washington .....	1,920
Floyd .....	6,180	Madison .....	4,970	Wayne .....	2,250
Franklin .....	3,820	Magoffin .....	2,100	Webster .....	4,100
Fulton .....	2,850	Marion .....	2,510	Whitley .....	4,810
Gallatin .....	850	Marshall .....	2,160	Wolfe .....	1,080
Garrard .....	1,920	Martin .....	1,080	Woodford .....	2,080

# INDISPENSABLE

... in a rich listening  
area with which its  
call letters have  
become synonymous..

# WHAS

SELLING A \$2,214,269,000 MARKET  
50,000 WATTS BASIC CBS OUTLET  
REPRESENTED NATIONALLY By EDWARD PETRY and CO.

## KENTUCKY STATIONS—Continued

### WCMI, ASHLAND

**Operator:** Ashland Broadcasting Co., Inc., WCMI Bldg., Radio Block. **Phones:** 3010; 3011. **Power:** 250 watts on 1310 kc. **Affiliation:** Mutual Broadcasting System; Southern Network. **Opened:** April 29, 1935. (Note: WCMI also maintains studios in Hotel Prichard, Huntington, W. Va., and in the First Nat'l Bank Bldg., Ironton, Ohio; the station is affiliated with the Ashland Independent newspaper via minority stock holdership).

**President, managing director:** Gilmore N. Nunn.\* **Station and merchandising-promotion manager:** R. (Bob) MacKenzie. **Commercial manager:** T. J. Carroll. **Program director:** R. Westercamp. **Continuity chief:** Dallas Wyant. **Dramatics director:** Richard Westerkamp. **Musical director:** Marion Hager. **Chief engineer:** Harry J. Harris. **Commercial manager, Huntington studios:** Bert Georges. **Commercial manager, Ironton studios:** Harold Marler.

**Rep:** John H. Perry Associates. **Seating facilities:** Main studio, 300 persons; Paramount Theatre, Ashland, 1,700; Palace Theatre, Huntington, 1,200. **Merchandising:** Weekly program brochure to dealers; letters; personal calls and canvasses; distribute samples; complete service. **Foreign language programs:** Accepted. **Artists bureau:** Yes; maintained both in Ashland and Huntington. **Base rate:** \$75.

**Copy restrictions:** Accept light wines and beer, but no hard liquors; announcements limited to 100 words or less, and broadcast only during station breaks (every 15 minutes) or during spot periods, as preferred; Federal Trade Commission regulations observed at all times. **E. T. library:** Standard; Davis & Schwegler. **News:** UP. **Commentators:** Richard Westerkamp (news commentator); sports; Steele McClanahan (news commentator); Bob Wagner and Frank Shaeffer (newscasters); Charles Krell (newscaster; sports); Gordon Kinney (sports); Marion Hager and Maybelle Kirtley and Hermine Harvey (women's features); Bob MacKenzie (special features).

\* Also president of WLAP, Lexington, Ky., and vice-president of KFDA, Amarillo, Tex.

### WLBJ, BOWLING GREEN

**Operator:** Bowling Green Broadcasting Co. **Power:** 250 watts on 1310 kc.

At press time this station had a construction permit only.

### WHOP, HOPKINSVILLE

**Operator:** Paducah Broadcasting Co., Inc., Princeton Pike. **Phones:** 1025; 1026. **Power:** 250 watts on 1200 kc. **Affiliation:** None. **Opened:** Jan. 8, 1940. (Note: Same operators also control WPAD, Paducah).

**Managing director:** Hecht S. Lackey. **Commercial manager:** F. Ernest Lackey. **Program and musical director:** Mary Ellis. **Chief engineer:** Benson A. Smith.

**Rep:** Cox and Tanz. **Seating facilities:** Princess Theatre available, seating about 600 persons; admission of 25c charged for Saturday Night-Variety Jamboree. **Merchandising:** None. **Foreign language programs:** Not accepted. **Artists bureau:** None. **Base rate:** \$60.

**Copy restrictions:** Beer copy accepted; no alcoholic beverages; all copy must meet with station approval. **E. T. library:** World and Associated. **News:** Transradio. **Commentators:** Hecht S. Lackey, and Ernest Lackey (newscasters).

### WLAP, LEXINGTON

**Operator:** American Broadcasting Corporation of Kentucky, Radio Bldg. **Phones:** 1721; 1722. **Power:** 250 watts on 1420 kc. **Affiliation:** Mutual Broadcasting System; Southern Network. **Opened:** March 17, 1934.

**President, general manager:** Gilmore N. Nunn.\* **Station director:** Ted Grizzard. **Program director:** George Jesse. **Chief engineer:** Sanford Helt. **Artists bureau head:** Miller Welch. **Musical director:** Mary Nugent.

**Rep:** John H. Perry Associates. **Seating facilities:** Can accommodate about 125 persons. **Merchandising:** None listed. **Foreign language programs:** No set rules; question has never arisen as foreign population is very small. **Artists bureau:** Yes; lists about 20 artists. **Base rate:** \$100.

**Copy restrictions:** Accept beer, wine and patent medicine advertising provided it meets with approval of the State Pharmacy Board. **E. T. library:** World; Davis & Schwegler. **News:** UP. **Commentators:** Tom Downing and Ed Willis (newscasters); Jake Shubinski (sports); Lora Standish Crandall (fashions; homemaking).

\* Also president of WCMI, Ashland, Ky., and vice-president of KFDA, Amarillo, Tex.

### WAVE, LOUISVILLE

**Operator:** WAVE, Inc., Brown Hotel. **Phone:** Wabash 6543. **Power:** 5,000 watts on 940 kc. **Affiliation:** NBC Midsouth Group. **Opened:** Dec. 30, 1933.

## KENTUCKY STATIONS—Continued

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

**Rep:** Free & Peters, Inc. **Seating facilities:** Main studio, 75 persons. **Merchandising:** Cooperate in any service relating to the program itself, i.e., publicizing program by various means. **Foreign language programs:** Not accepted. **Artists bureau:** Setup nominal only. **Base rate:** \$220.

**Copy restrictions:** Accept beer and patent medicine accounts, provided they comply with Federal Trade Commission regulations; all copy must be in good taste and is subject to station approval. **E. T. Library:** NBC Thesaurus; Lang-Worth. **News:** INS. **Commentators:** Harry Lukins (news commentator; newscaster); William Sherman and Burt Blackwell (newscasters); Don Hill (sports); Helen Hamilton (women's features).

### WGRC, NEW ALBANY (IND.)

**Operator:** Northside Broadcasting Corp., Elsbey Bldg. **Phone:** 150. **Power:** 250 watts on 1370 kc. **Affiliation:** Mutual. **Opened:** Oct. 23, 1936. (Note: WGRC maintains studios in Louisville in the Kentucky Home Life Bldg, phone: Wabash 3343).

**President and general manager:** S. A. Cisler. **Commercial manager:** J. P. Smith. **Program director:** Charles Schroeder. **Musical director:** Isabel Schroeder. **Chief engineer:** H. W. Hathaway. **Manager, continuity department:** Charlotte Falknor.

**Rep:** None. **Seating facilities:** Have access to two theatres, capacity 1,100 apiece. **Merchandising:** Contact jobbers and distributors (also on foreign advertising); assist in all types of sales promotion. **Foreign language programs:** Accepted after approval by general manager. **Artists bureau:** Yes; has roster of about 30 or more artists, conductors, etc. **Base rate:** \$120.

**Copy restrictions:** All copy subject to general manager's approval; accept beer advertising only; patent medicines accepted if they pass F.T.C. approval. **E. T. library:** Standard; Lang-Worth. **News:** Transradio.

### WHAS, LOUISVILLE

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

**Owner:** Barry Bingham. **Station director:** Credo Fitch Harris. **Executive manager:** W. L. Coulson. **Commercial manager:** Joe Eaton. **Program director:** Robert L. Kennett. **Technical director:** Orrin W. Towner. **Production and continuity director:** Dudley Musson. **Musical director:** Robert Hutsell. **Publicity director:** John Hoagland.

**Rep:** Edward Petry & Co., Inc. **Seating facilities:** 100 persons. **Merchandising:** Services of complete department available; information on request. **Foreign language programs:** No information given. **Artists bureau:** Yes; lists all artists appearing on WHAS programs. **Base rate:** \$450.

**Copy restrictions:** Hard liquor advertising not accepted; patent medicine advertising must conform to Federal Trade Commission regulations and station standards. **E. T. library:** Associated; Davis & Schwegler; Lang-Worth. **News:** UP; INS. **Commentators:** Paul Sullivan, Dick Fischer, and Howard Dorsey (newscasters); George Walsh (sports); Carol Mason (women's news, fashions, recipes, homemaking, etc.); L. T. Skeffington (markets).

### WINN, LOUISVILLE

**Operator:** Kentucky Broadcasting Corp. **Power:** 250 and 100 watts on 1210 kc.

At press time this station had only recently been put into operation.

### WOMI, OWENSBORO

**Operator:** Owensboro Broadcasting Co., Owensboro. **Phones:** 420; 421. **Power:** 250 watts on 1500 kc. **Affiliation:** None. **Opened:** Feb. 7, 1938. (Note: This station is newspaper-owned by the Owensboro Messenger and Inquirer.)

**President:** Lawrence W. Hager. **Station manager, program director:** Hugh O. Potter. **Chief engineers:** W. W. Binford, Floyd Hubbard. **Artists bureau head:** Marshall Bruner. **Musical director:** Lee Meredith. **Publicity and promotion director:** LeRoy Woodward.

**Rep:** None. **Seating facilities:** Can accommodate 75 persons. **Merchandising:** Tie-in with parent newspaper for publicity. **Foreign language programs:** Not accepted. **Artists bureau:** Setup nominal only. **Base rate:** \$60.

**Copy restrictions:** Beer accepted; also patent medicines; all copy subject to station approval and state and Federal laws. **E. T. library:** NBC Thesaurus. **News:** AP. **Commentators:** Marshall Bruner, Lee Meredith, Malcolm Greep, and Les Bolton (newscasters); LeRoy Woodward (sports).

## KENTUCKY STATIONS—Continued

### WPAD, PADUCAH

Operator: Paducah Broadcasting Co., Taylor Bldg. Phones: 4100; 4101. Power: 250 watts on 1420 kc. Affiliation: None. Opened: 1930.

President: Pierce E. Lackey. Station manager, program director: Gene Peak. Commercial manager: Prewitt Lackey. Chief engineer: C. G. Sims. Artists bureau head, musical director: Charles Humphries. Publicity director: Gene Peak.

Rep: Cox and Tanz. Seating facilities: 50. Merchandising: Service available without additional cost. Foreign language programs: Not accepted. Artists bureau: Setup nominal only. Base rate: \$60.

Copy restrictions: Beer accepted; patent medicines accepted subject to station approval. E. T. library: World; Associated. News: Transradio. Commentators: Gene Peak, Tom Fletcher, Ernest Pell, and C. G. Sims (newscasters); Vernice Baxter (newscaster; farm commentator); Pierce Lackey, and Roy Vance (sports).

## LOUISIANA

(297,400 radio homes, or 58% ownership among the State's total of 510,000 families. Urban ownership is 168,100, or 78% of urban families; rural ownership is 129,300, or 44% of rural families.)

### Radio Homes by Counties

Acadia .....	4,430	Iberia .....	3,310	St. Charles.....	1,390
Allen .....	1,790	Iberville .....	3,080	St. Helena.....	740
Ascension .....	2,120	Jackson .....	1,400	St. James.....	1,740
Asumption .....	1,730	Jefferson .....	5,500	St. John the Baptist.	1,560
Avoyelles .....	3,430	Jefferson Davis ...	2,280	St. Landry.....	6,050
Beauregard .....	1,790	Lafayette .....	4,680	St. Martin.....	2,080
Bienville .....	2,370	Lafourche .....	3,230	St. Mary.....	3,570
Bossier .....	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., 3rd and Jackson Sts. Phone: 65. Power: 250 watts on 1210 kc. Affiliation: Louisiana Network. Opened: Sept. 21, 1935.

General manager: C. Edly Rogers. Sales manager: Edgar Cappellini. Program director: Gordon Loudon. Chief engineer: Jesse Sexton. Continuity: Mrs. Jack F. Taylor.

Rep: None. Seating facilities: Can accommodate about 200 persons. Merchandising: Service rendered on request. Foreign

language programs: Not needed in this area. Artists bureau: None. Base rate: \$30.

Copy restrictions: None. E. T. library: Standard; Davis & Schwegler; NAB; Lang-Worth. News: INS. Commentators: Edgar Cappellini (news commentator; newscaster); Jesse Sexton, and Gordon Loudon (newscasters); Byron Dowty (sports).

### WJBO, BATON ROUGE

Operator: Baton Rouge Broadcasting Co., Inc., Magnolia and Fifth Sts. Phone: 6060. Power: 1,000 watts on 1120 kc. Affilia-

## LOUISIANA STATIONS—Continued

tion: NBC Blue Southern Group. Opened: 1924. (Note: This station is newspaper affiliated with the Baton Rouge State-Times and Morning Advocate).

**Vice-president, general manager:** H. Vernon Anderson. **Commercial manager:** Roy Dabadie. **Program director:** Ralph Sims. **Production supervisor:** Paul Neilson. **Chief engineer:** Wilbur Golson. **Musical director:** Oliver Manning. **Publicity director:** Sara M. Anderson.

**Rep:** George P. Hollingbery Co. **Seating facilities:** Can accommodate about 250 persons. **Merchandising:** Complete service rendered. **Foreign language programs:** Not accepted. **Base rate:** \$80.

**Copy restrictions:** Beer and light wines accepted but no hard liquor. **E. T. library:** World. **News:** UP. **Commentators:** Paul Neilson (war news comment); Ralph Sims, Joe Keown and Don Lynch (newscasters); Robert Searce (sports); Mary Champagne (society—as Linda Lee); Mary De Van Whatley (beauty, fashions, cooking—as Mary De Van).

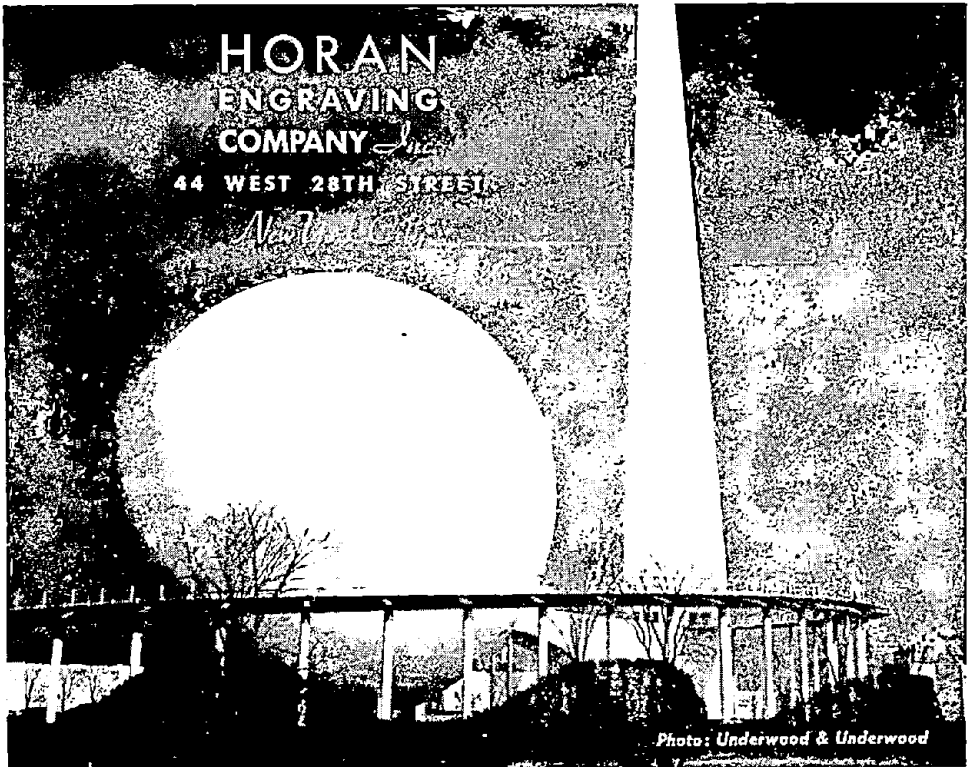
## KVOL, LAFAYETTE

**Operator:** Evangeline Broadcasting Co., Inc., Evangeline Hotel. **Phone:** 1280. **Power:** 250 watts on 1310 kc. **Affiliation:** None. **Opened:** July 29, 1935. (Note: This station is affiliated with the Lafayette Daily Advertiser.)

**President:** Morgan Murphy. **Station manager:** George H. Thomas. **Commercial manager:** Robert A. Escudier. **Chief engineer:** Clovis Bailey. **Publicity director:** Mrs. L. Turner.

**Rep:** None. **Seating facilities:** Can accommodate about 50 persons. **Merchandising:** Cooperate on window displays. **Foreign language programs:** Accept French programs. **Artists bureau:** None. **Base rate:** \$45.

**Copy restrictions:** Accept beer, wine, and some patent medicine advertising; all copy must conform to station standards and government regulations. **E. T. library:** Standard. **News:** UP. **Commentators:** R. A. Escudier (news commentator; sports); A. B. Craft (newscaster).



## LOUISIANA STATIONS—Continued

### KPLC, LAKE CHARLES

Operator: Calcasieu Broadcasting Company, Majestic Hotel. Phone: 82. Power: 250 watts on 1500 kc. Affiliation: None. Opened: April 26, 1935.

General manager: T. B. Lanford. Station manager: C. R. Porter. Commercial manager: Frank Carroll. Program director: Walter Melson. Chief engineer: E. C. Moses.

Rep: None. Seating facilities: Reception room seats 15 persons. Merchandising: Reasonable services offered free of charge. Foreign language programs: Accept French programs only, and these are restricted to a certain period of the day. Artists bureau: None. Base rate: \$45.

Copy restrictions: Beer and wine advertising accepted. E. T. library: Standard. News: UP.

### KMLB, MONROE

Operator: Liner's Broadcasting Station, Inc., Frances Hotel. Phone: 4321. Power: 250 watts on 1200 kc. Affiliation: None. Opened: July 1, 1930.

Vice-president, commercial manager, publicity director: J. C. Liner, Jr. Station manager: J. C. Liner, Sr. Program director, artists bureau head, musical director: Don Breitenmoser. Chief engineer: O. L. Morgan.

Rep: None. Seating facilities: Can accommodate about 50 persons. Merchandising: No information given. Foreign language programs: No information given. Artists bureau: Setup nominal only. Base rate: \$50.

Copy restrictions: Light wine and beer advertising accepted. E. T. library: Davis & Schwegler; Lang-Worth. News: UP. Commentators: Guy Corley, Jack Robertson, and Lawrence Gibbs (newscasters); Don Breitenmoser (sports); Melba Henry (women's features).

### WDSU, NEW ORLEANS

Operator: WDSU, Inc., Hotel Monteleone. Phone: Raymond 7135. Power: 1,000 watts on 1250 kc. Affiliation: NBC Blue Southern Group. Opened: July 23, 1923.

President: J. H. Uhalt. Vice-president, and general manager: P. K. Ewing. Chief engineer: Joseph C. Schramm.

Rep: John Blair & Co. Seating facilities: 2,000. Merchandising: No information given. Foreign language programs: Not accepted. Artists bureau: None. Base rate: \$200.

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 have station approval. E. T. library: MacGregor. News: INS.

### WJBW, NEW ORLEANS

Operator: Charles C. Carlson, Jung Hotel. Phone: Ramond 5060. Power: 250 watts on 1200 kc. Affiliation: None. Opened: August, 1926.

Owner, general manager: Charles C. Carlson. Commercial manager: Bob Stewart. Program director: Elsie Carlson. Chief engineer: Robert Easley. Musical and publicity director: George Ford.

Rep: None. Seating facilities: None listed. Merchandising: Publicity via pictorial news flashes and window cards offered gratis. Foreign language programs: Not accepted. Artists bureau: None. Base rate: \$26 (1/2 hr.).

Copy restrictions: Beer and wine copy accepted; no hard liquors; spot announcements may not exceed 100 words; not more than three commercials may be inserted per 15-minute program; patent medicines accepted if complying with Pure Food and Drug legislation. E. T. library: Davis & Schwegler; Lang-worth; MacGregor. News: No service listed. Commentators: Maurice B. Gatlin (news commentator); George Oxford (newscaster); Jack Reid (sports); Ida M. Geifers (society).

### WNOE, NEW ORLEANS

Operator: WNOE, Inc., St. Charles Hotel. Phone: Raymond 0423. Power: 250 watts on 1420 kc. Affiliation: None.

President: James A. Noe. Station manager: Raymond F. Hufft. Commercial manager: Clark Alexander. Program and musical director: Hubert J. Grant. Chief engineer: C. E. Davidson.

Rep: Cox and Tanz. Seating facilities: None listed. Merchandising: Information not listed. Foreign language programs: Not accepted. Artists bureau: None. Base rate: \$70.

Copy restrictions: No patent medicines or alcoholic beverages (other than beer) accepted. E. T. library: Standard. News: UP. Commentators: Benet F. Cain (news commentator); Jack Bottger, Jon Duffy, and Wally Dunlap (newscasters); Hubert J. Grant (sports); Marian Call (women's features).

### WSMB, NEW ORLEANS

Operator: WSMB, Inc., Maison Blanche Bldg. Phone: Magnolia 5921. Power: 5,000 watts on 1320 kc. Affiliation: NBC Red Southcentral Group. Opened: April, 1925. (Note: Newspapers, churches, schools and the municipality may use this station with moderation, at no cost; WSMB is affiliated with the Maison Blanche department store and Saenger Theatre Corp.)

## LOUISIANA STATIONS—Continued

**President:** E. V. Richards. **General manager:** H. Wheelahan. **Commercial manager:** T. J. Fontelieu. **Program director, artists bureau head:** W. J. Brengel. **Chief engineer:** H. G. Nebe. **Musical director:** Ettore Fontana. **Publicity director:** Harry Arthur.

**Rep:** Edward Petry & Co., Inc. **Seating facilities:** Lobby, 300 persons; also Maison Blanche Auditorium, capacity 1,000. **Merchandising:** Any reasonable service rendered, but cost must be borne by advertiser. **Foreign language programs:** None on station currently; French and Italian could be used. **Artists bureau:** Acts as supply house for talent, rather than contractor of permanent artists; picks performers from local musicians' union and Little Theatre, offering them a chance on the air on a rotating basis. **Base rate:** \$120 (½ hr.).

**Copy restrictions:** Beer and wines accepted; hard liquor only after 10 P.M.; copy restricted as to number of words, truthfulness and good taste; some patent medicines barred, as well as all cure-alls. **E. T. library:** NBC Thesaurus. **News:** Transradio.

### WWL, NEW ORLEANS

**Operator:** Loyola University, WWL Development Co., Roosevelt Hotel. **Phone:** Raymond 2194. **Power:** 50,000 watts on 850 kc. **Affiliation:** CBS. **Opened:** March 30, 1922.

**Faculty director:** Rev. F. A. Cavey, S.J. **Station manager:** W. H. Summerville. **Commercial manager:** Louis Read. **Program director:** James Wilson. **Chief engineer:** J. D. Bloom, Jr. **Musical director:** Irvin Vidacovich. **Production director:** Beverly Brown. **Special events director:** Henry Dupre.

**Rep:** The Katz Agency. **Seating facilities:** University Room, 600 persons. **Merchandising:** WWL has a full-time merchandising director who interviews local dealers and distributors and arranges merchandising tie-ups; special merchandising service is available to meet individual sales problems; station stands ready to lend any "reasonable assistance" to insure the success of the advertiser's campaign. **Foreign language programs:** Not accepted. **Artists bureau:** None. **Base rate:** \$200 (½ hr.).

**Copy restrictions:** Beer and wine accepted; proprietaries must conform to station standards of public decency. **E. T. library:** Standard. **News:** UP. **Commentators:** Orval Andersen and Don Lewis (newscasters); Al Godwin and Henry Dupre (sports); Suzanne Javeau (women's features).

### KRMD, SHREVEPORT

**Operator:** Radio Station KRMD, Inc., New Jefferson Hotel. **Phone:** 6171. **Power:** 250 watts on 1310 kc. **Affiliation:** None. **Opened:** January, 1927.

**Station manager:** G. V. Wilson. **Commercial manager:** David Wilson. **Program and publicity director:** Elizabeth Alford. **Chief engineer:** R. M. Dean.

**Rep:** None. **Seating facilities:** Can accommodate 45 persons. **Merchandising:** No information given. **Foreign language programs:** None. **Artists bureau:** Yes. **Base rate:** \$30 (½ hr.).

**Copy restrictions:** All standard restrictions observed. **E. T. library:** Standard. **News:** INS. **Commentators:** George Raymond Adams, Jr. (newscaster); Les Carmichel (newscaster; sports); Elizabeth Virginia Alford (home-making; women's news; entertainment).

### KTBS, SHREVEPORT

**Operator:** Tri-State Broadcasting System, Inc., Commercial Bldg. **Phone:** 2-8711. **Power:** 1,000 watts on 1450 kc. **Affiliation:** NBC Red Southwestern Group. **Opened:** 1928. (Note: This station is newspaper-owned by the Shreveport Times, as is KWKH of the same city.)

**President:** John D. Ewing. **Station manager:** John C. McCormack. **Commercial manager:** J. A. Oswald. **Program and musical director, artists bureau head, publicity director:** B. G. Robertson. **Chief engineer:** C. H. Maddox.

**Rep:** The Branham Co. **Seating facilities:** 75 persons (studios shared with KWKH). **Merchandising:** Complete service rendered at actual cost, excepting sales letters and bulletins which are mailed to retailers gratis. **Foreign language programs:** No rules, as such programs have never been requested; foreign population nil in this territory. **Artists bureau:** Setup nominal only. **Base rate:** \$150.

**Copy restrictions:** Accept beer, wine and liquor advertising; medical accounts accepted only on approval of management; all copy subject to station approval and Federal Trade Commission rules and regulations. **E. T. library:** NBC Thesaurus. **News:** UP. **Commentators:** B. G. Robertson, James Stone, Scott Wilson, P. J. White and Dean Schmitter (newscasters); Jerry Bozeman (newscaster; sports).

### KWKH, SHREVEPORT

**Operator:** International Broadcasting Corp., Commercial Bldg. **Phone:** 2-8711. **Power:** 50,000 watts on 1100 kc. **Affiliation:**



## LOUISIANA STATIONS—Continued

**CBS.** Opened: 1925. (Note: This station is newspaper-owned by the Shreveport Times, as is KTBS of the same city.)

**President:** John D. Ewing. **Station manager:** John C. McCormack. **Commercial manager:** J. A. Oswald. **Program and musical director, artists bureau head:** Fred Ohl. **Chief engineer:** William E. Antony.

**Publicity director:** B. G. Robertson.

**For representative, services, and copy restrictions, see KTBS, Shreveport.**

**Base rate:** \$275. **E. T. library:** World; Davis & Schwegler; NAB. **News:** UP. **Commentators:** Bob Hall, Charles Tigner, Horace Logan and Fred Ohe (newscasters); Jerry Bozeman (newscaster; sports).

## MAINE

*(201,100 radio homes, or 91% ownership among the State's total of 221,000 families. Urban ownership is 79,700, or 91% of urban families; rural ownership is 121,400, or 91% of rural families.)*

### Radio Homes by Counties

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

### WRDO, AUGUSTA

**Operator:** WRDO, Inc., 175 Water St. **Phone:** 2285. **Power:** 100 watts on 1370 kc. **Affiliation:** NBC Basic Supplementary with Red or Blue; Mutual; Yankee and Colonial Networks; Maine Broadcasting System. **Opened:** Feb. 23, 1932.

**Station manager:** Jack S. Atwood. **Chief engineer:** Harold Dinsmore.

**Rep:** Weed & Co. **Seating facilities:** Can accommodate about 100 persons. **Merchandising:** Contact dealers and prospective dealers in region, personally or by mail. **Foreign language programs:** Accepted. **Artists bureau:** None. **Base rate:** \$60.

**Copy restrictions:** Accept beer and wine; no hard liquor advertising; patent medicines accepted subject to station approval; commercials must conform to station standards. **News:** Yankee Network News Service; Maine News Service (local). **Commentators:** J. Atwood Newcomb (newscaster); Lee Anderson (hunting; fishing); Sam McCall (sports); Sandra Lee (cooking; fashions).

### WABI, BANGOR

**Operator:** Community Broadcasting Service, 57 State St. **Phone:** 6658. **Power:** 250 watts on 1200 kc. **Affiliation:** CBS. **Opened:** June 30, 1923.

**General manager:** F. B. Simpson. **Station manager:** R. M. Wallace. **Program director:** Maurice Dolbier. **Chief engineer:** Nelson Lawson. **Musical director:** Harold Dorr.

**Rep:** Furgason & Walker, Inc. **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:** \$90.

**Copy restrictions:** Copy accepted at discretion of program director; beer and wines spotted at any desired time; hard liquors only after 8 P.M. **E. T. library:** None. **News:** AP from Bangor Daily Commercial. **Commentators:** B. Morton Havey (political commentator); Maurice Dolbier (news commentator); H. J. Gilliland (foreign affairs commentator); Robert Smith (newscaster); John Moran (sports); J. Brooks Power (hunting and fishing); Margaret Matson (styles); Evelyn Eaton (women's features).

### WLBZ, BANGOR

**Operator:** Maine Broadcasting Co., Inc., 100 Main St. **Phones:** 6023; 9808. **Power:**

## MAINE STATIONS—Continued

1,000 and 500 watts on 620 kc. **Affiliation:** NBC Basic Supplementary Group; Yankee Network; Colonial; Mutual. **Opened:** 1926.

**Manager-director, publicity:** Thompson L. Guernsey. **Assistant manager:** Edward Guernsey. **Program director:** Irving Hunter. **Chief engineer:** Bernard Kellom. **Musical director:** Norman Lambert.

**Rep:** Weed & Co. **Seating facilities:** Studio seats 120; observation room seats 25. **Merchandising:** Contact dealers: distribute publicity and promotional material to wholesalers. **Foreign language programs:** Not accepted. **Artists bureau:** None. **Base rate:** \$120.

**Copy restrictions:** Beer and wine accepted; no hard liquor; wordage of commercials must conform generally to that of the networks; all spot copy is sold on a word limit rate. **E. T. library:** World. **News:** Yankee Network News Service; Main Radio News (local).

### WCOU, LEWISTON

**Operator:** Twin City Broadcasting Co., Inc., 223 Lisbon St. **Phone:** 3140. **Power:** 250 watts on 1210 kc. **Affiliation:** Mutual; Yankee Network; Colonial Network. **Opened:** Aug. 21, 1938. (Note: Stockholders of the Twin City Broadcasting Co., Inc., also own Le Messenger, French language daily).

**Treasurer:** Faust O. Couture. **Station and commercial manager:** Guy P. Ladouceur. **Program director:** Elden Shute, Jr. **Chief engineer:** Leslie R. Hall. **Musical director:** Bert Cote.

**Rep:** Forjoe & Co. **Seating facilities:** Can accommodate 75 persons. **Merchandising:** Will notify dealers of new campaigns on WCOU stationery, sponsor to be billed at cost. **Foreign language programs:** Will accept French announcements and programs from 6 to 7 A.M. weekdays, and 9 A.M. to noon Sundays. **Artists bureau:** Setup nominal only. **Base rate:** \$60.

**Copy restrictions:** Announcements limited to 100 words, and station breaks to 30 words; copy on quarter-hour programs limited to 250 words; beer advertising accepted, but no hard liquor. **E. T. library:** Standard. **News:** Yankee Network News Service. **Commentators:** Elden Shute, Jr. (newscaster); Larry Durgin (sports); Lou-Ann (women's features).

### WCSH, PORTLAND

**Operator:** Congress Square Hotel Co., 579 Congress St. **Phone:** 3-9667. **Power:** 5,000 watts on 940 kc. **Affiliation:** NBC Basic Red; Yankee Network. **Opened:** June 25, 1925. (Note: Same owners con-

trol WFEA, Manchester, N. H., and WRDO, Augusta, Me.)

**Director:** George F. Kelley, Jr. **Commercial manager:** Linwood T. Pitman. **Program director:** Albert Willard Smith. **Chief engineer:** Fred Crandon. **Musical director:** Wally Harwood.

**Rep:** Weed & Co. **Seating facilities:** Can accommodate 50 persons. **Merchandising:** Limited calls on trade; letters mimeographed and mailed at cost. **Foreign language programs:** Not accepted. **Artists bureau:** Nominally maintained to pick artists from available supply in city. **Base rate:** \$160.

**Copy restrictions:** Accept beer, ale, light wines; no hard liquor advertising; on half-hour programs, commercial copy must not exceed 500 words; quarter-hours, 300 words; five minutes, 200 words; one-minute announcements, 100 words. **E. T. library:** NBC Thesaurus. **News:** UP; Yankee Network News Service. **Commentators:** Milan O. Welch (sports); Anna S. Parkman (women's features).

### WGAN, PORTLAND

**Operator:** Portland Broadcasting System, Inc., Columbia Hotel. **Phone:** 2-7489. **Power:** 500 watts on 640 kc (to sunset in Los Angeles). **Affiliation:** CBS. **Opened:** Aug. 3, 1938. (Note: This station is affiliated with the Press Herald and Express, Gannett newspapers).

**President:** Guy P. Gannett. **Station manager:** Creighton E. Gatchell. **Program director:** Richard E. Bates. **Chief engineer:** Roger W. Hodgkins.

**Rep:** Paul H. Raymer Co. **Seating facilities:** Can accommodate about 50 persons. **Merchandising:** Pre-announcements, distribution of window cards, and limited number of letters to the trade rendered gratis. **Foreign language programs:** None. **Artists bureau:** No formal setup; station can, however, supply producers, writers, and five announcers. **Base rate:** \$125.

**Copy restrictions:** Beer and wine accounts accepted; patent medicine advertising must conform to all Federal regulations. **E. T. library:** Associated. **News:** From affiliated newspapers. **Commentators:** Austin M. Goodwin, and Worthen C. Cornish (sports); Gwendolyn G. Graves (fashions; cooking; social events; craft work).

### WAGM, PRESQUE ISLE

**Operator:** Aroostook Broadcasting Corp., National Bank Bldg. **Phone:** 8821. **Power:** 100 watts on 1420 kc (specified hours). **Affiliation:** Maine Broadcasting System. **Opened:** January, 1930.

## MAINE STATIONS—Continued

General and station manager: R. W. MacIntosh. Commercial manager, chief engineer: L. E. Hughes. Program and publicity director, artists bureau head: Ted Coffin. Musical director: Ted Davis.

Rep: None. Seating facilities: Main studio, 50; auditorium studio available seating up to 700. Merchandising: Pre-plug programs at opening of series gratis. Foreign language programs: Accept French

and Swedish; programs of this type limited to 15 minutes per week per sponsor. Artists bureau: Yes; details not given. Base rate: \$40.

Copy restrictions: Only such promulgations as are made by the Federal Trade Commission. E. T. library: None listed. News: Maine Radio News. Commentators: Ted Coffin and L. E. Hughes (newscasters); Helen Dillon (fashions).

## MARYLAND

*(355,100 radio homes, or 87% ownership among the State's total of 410,000 families. Urban ownership is 225,100, or 90% of urban families; rural ownership is 130,000, or 82% of rural families.)*

### Radio Homes by Counties

Allegany .....	16,220	Charles .....	2,830	Prince Georges .....	12,120
Anne Arundel.....	10,300	Dorchester .....	5,470	Queen Annes.....	3,090
Baltimore .....	24,050	Frederick .....	11,170	St. Marys.....	2,590
Baltimore City.....	187,770	Garrett .....	3,610	Somerset .....	4,940
Calvert .....	1,770	Harford .....	6,330	Talbot .....	4,180
Caroline .....	3,860	Howard .....	3,120	Washington .....	14,160
Carroll .....	7,290	Kent .....	3,120	Wicomico .....	6,830
Cecil .....	5,150	Montgomery .....	10,400	Worcester .....	4,640

### WBAL, BALTIMORE

Operator: WBAL Broadcasting Company, Lexington Bldg. Phone: Lexington 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 manager: H. C. Burke. Commercial manager: Leslie H. Peard, Jr. Program manager: Paul Girard. Chief engineer: Gerald W. Cooke. Musical director: Ruffino Iula. Merchandising director: G. W. Shults.

Rep: International Radio Sales. Seating facilities: Studio A, 100 persons; WBAL Radio Playhouse, 650 persons. Merchandising: Complete service offered at actual cost; publish "Business in Baltimore," mailed to 3,000 retailers monthly. Foreign language programs: Not accepted. Artists bureau: None. Base rate: \$340.

Copy restrictions: Beer and wine accepted; no liquor advertising; no dual sponsorship of programs; all copy subject to station approval. E. T. library: World; Lang-Worth. News: INS; UP. Commentators: Alexander Gifford (news commenta-

tor); Paul Girard, Galen Fromme, and Bill Herson (newscasters); Walter Linthicum (sports); Katherine Dierken (women's features—as Mary Landis); Gene Robb (business outlook from Washington); A. L. Fundis (livestock markets).

### WCAO, BALTIMORE

Operator: The Monumental Radio Co., 811 W. Lanvale St. Phone: Madison 7222. Power: 1,000 and 500 watts on 600 kc. Affiliation: CBS. Opened: May, 1922.

Vice-president: L. Waters Milbourne. Program director: Gordon A. Scheithing. Chief engineer: Martin L. Jones. Publicity director: L. W. Milbourne.

Rep: Paul H. Raymer Co. Seating facilities: Three studios; studio A, 100 persons; others, 25 to 50 persons apiece. Merchandising: None. Foreign language programs: Not accepted. Artists bureau: None. Stock: 47,000 shares held in voting trust, The First National Bank of Baltimore, trustee; no information concerning holders of certificates. Base rate: \$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;

## MARYLAND STATIONS—Continued

beer accepted, but number of sponsors limited; limit the number of patent medicine advertisers. **E. T. Library:** Lang-Worth. **News:** INS. **Commentators:** Paul Morris (newscaster); Don Riley (sports); Betty McCall (women's features).

### WCBM, BALTIMORE

**Operator:** Baltimore Broadcasting Corp., Community House, North at Hartford. **Phone:** University 8400. **Power:** 250 watts on 1370 kc. **Affiliation:** Inter-City Broadcasting System. **Opened:** 1924.

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

**Rep:** Foreman Co. **Seating facilities:** 350 persons. **Merchandising:** None. **Foreign-language programs:** Accepted; governed by same rules as regular programs and announcements. **Artists bureau:** None. **Base rate:** \$150.

**Copy restrictions:** Beer and wine accepted; no liquor advertising; programs considered individually, but all must conform to federal and state laws, FCC regulations and the Pure Food & Drug Act. **E. T. Library:** Davis & Schwegler; Lang-Worth; N.A.B. **News:** INS; Universal. **Commentators:** Charles H. Roeder (newscaster); Lee Davis (sports); Peggy Smith (fashions).

### WFBR, BALTIMORE

**Operator:** The Baltimore Radio Show, Inc., Radio Centre, 10 E. North Ave. **Phone:** Vernon 6900. **Power:** 5,000 and 1,000 watts on 1270 kc. **Affiliation:** NBC Basic Red. **Opened:** June 4, 1922.

**President:** Robert S. Maslin, Sr. **Executive vice-president:** Hope H. Barroll, Jr. **Commercial manager:** Purnell H. Gould. **Program director:** Bert Hanauer. **Chief engineer:** William Q. Ranft. **Artists bureau head, musical director:** Joseph Imbroglio. **Publicity director:** Robert S. Maslin, Jr.

**Rep:** Edward Petry & Co., Inc. **Seating facilities:** Studio A, 350; studios B and C, 125 each; also main ballroom Lord Baltimore Hotel, 500, and main ballroom Belvedere Hotel, 500. **Merchandising:** Sales Development Department will furnish route lists of druggists and grocers, and will notify dealers via "Trade Winds," a sheet prepared especially for dealers, of products advertised and contests being conducted, etc.; stage dealer meetings in studios; display clients' wares in studios and in Radio Centre; check response to programs among dealers and consumers; other merchandising billed at cost; station has a tie-up with

10 newspapers and eight moving picture theatres and as long as this tie-up is in effect, will offer free merchandising of the radio programs through these mediums to clients of minimum 13-week contracts. **Foreign language programs:** Not accepted. **Artists bureau:** Setup nominal. **Base rate:** \$300.

**Copy restrictions:** Observe N.A.B. code restrictions as to copy length; no comparative price mentions; will take beer and wine programs, but not announcements in this classification; no hard liquor advertising; no laxative announcements after 6 P.M.; station is associate member of Proprietary Association and member of Better Business Bureau. **E. T. Library:** Associated. **News:** INS. **Commentators:** Raymond S. Tompkins (newscaster); Robert F. Hurlleigh (newscaster; book reviewer); George Fuller (newscaster); Nelson Baker (sports); Martha Ross Temple (fashions; home economics; interviews); Stewart R. Kennard (special events).

### WTBO, CUMBERLAND

**Operator:** Associated Broadcasting Corp., 31 Frederick St. **Phone:** Cumberland 299. **Power:** 250 watts on 800 kc (to sunset in

# WCBM

BALTIMORE, MARYLAND

Affiliated With The

**MUTUAL**  
**BROADCASTING**  
**SYSTEM**



**JOHN ELMER, President**  
**GEO. H. ROEDER, Gen. Mgr.**  
**National Representatives**  
**THE FOREMAN CO.**  
**247 Park Ave., NEW YORK**  
**Wrigley Bldg., CHICAGO**

## MARYLAND STATIONS—Continued

Dallas, Texas). **Affiliation:** Maryland Coverage Network. **Opened:** October, 1929.

**General manager:** H. B. McNaughton. **Chief engineer:** George Lenhart.

**Rep:** Burn-Smith Co., Inc. **Seating facilities:** About 75 persons. **Merchandising:** Dealer contacts, trade and consumer publicity gratis. **Foreign language programs:** None. **Artists bureau:** None. **Base rate:** \$86.25.

**Copy restrictions:** Copy must be in "good taste," and must comply with F.C.C. and Federal Trade Commission regulations. **E. T. library:** World. **News:** Transradio. **Commentators** David "Jock" Murrie (general news reports); Sam Cozad (sports); Peg Coulehan (women's news and gossip; women's features).

### WFMD, FREDERICK

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

**Vice-president, general manager:** A. V. Tidmore. **Commercial manager, publicity director:** Arthur Symons. **Program director, artists bureau head:** R. L. Longstreet. **Chief engineer:** John A. Fels. **Musical director:** Winston C. Shipley.

**Rep:** None. **Seating facilities:** Winchester Hall Auditorium, 500. **Merchandising:** Sedan delivery truck and salesmen available to help push clients' products. **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.

**Copy restrictions:** Will accept beer and

wine; no hard liquor; all copy subject to U. S. and FCC regulations. **E. T. library:** World. **News:** Transradio. **Commentators:** Ian Ross MacFarlane (news commentator); Bob Longstreet (newscaster; farm news and hints); Elliot F. Gross (newscaster; sports); Capt. John Carnaghan, and John Bell (newscasters); Elisabeth Radcliffe (cooking); S. A. Woolner (dogs).

### WJEJ, HAGERSTOWN

**Operator:** Hagerstown Broadcasting Co., Franklin Court. **Phone:** 2323. **Power:** 250 watts on 1210 kc. **Affiliation:** Mutual Broadcasting System. **Opened:** Oct. 29, 1932.

**General manager:** Grover C. Crilley. **Commercial manager:** C. H. Myers. **Program director:** Wm H. Paulsgrove. **Chief engineer:** Harold Brewer.

**Rep:** International Radio Sales. **Seating facilities:** Auditorium available for presenting public shows; capacity 1,000; admission to be charged, if any, is optional with the sponsor. **Merchandising:** Information on request. **Foreign language programs:** None. **Artists bureau:** Setup nominal only. **Base rate:** \$90.

**Copy restrictions:** Accept beer and wines; patent medicines must stand scrutiny of Food & Drug Administration; all copy must conform with government regulations. **E. T. library:** Standard; Davis & Schwegler. **News:** Transradio. **Commentators:** Bill Parker, and Glenn Thomas (newscasters); Bill Paulsgrove (sports); Bea Phillips (cooking; fashions).

### WBOC, SALISBURY

**Operator:** The Peninsula Broadcasting Co. **Power:** 250 watts on 1500 kc.

At press time this station had a construction permit only.

## MASSACHUSETTS

(1,019,200 radio homes, or 92% ownership among the State's total of 1,104,000 families. Urban ownership is 912,100, or 92% of urban families; rural ownership is 107,100, or 96% of rural families.)

### Radio Homes by Counties

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

# Six Important Factors In Selling New England

## ★ WNAC BOSTON

Key station of The Yankee Network and NBC affiliate, completing 18 years of continuous service July 31, 1940. Covers Greater Boston's 2,834,939 population thoroughly, with highest percentage of all-day listeners.

## ★ WAAB BOSTON

Key station of The Colonial Network and Boston outlet for the Mutual Broadcasting System. Has gained and retained a tremendous audience through outstanding broadcasts of baseball, varied sports and public events.

## ★ WEAN PROVIDENCE

The dominant and longest established station in Rhode Island's most populous, prosperous and highly industrialized buying area, serving and selling this rich, responsive market for 18 years.

## ★ WICC BRIDGEPORT—NEW HAVEN

Covers Fairfield and New Haven counties, where more than half of Connecticut's population, taxable property and radio homes are located, plus coverage of the greater part of Long Island.

## ★ THE YANKEE NETWORK

Complete coverage of New England's 18 key market areas. Second largest regional network in America.

## ★ THE COLONIAL NETWORK

Eighteen locally effective stations, giving wide and economical coverage of important New England buying centers.

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

## MASSACHUSETTS STATIONS—Continued

### WAAB, BOSTON

**Operator:** The Yankee Network, Inc., 21 Brookline Ave. **Phone:** Commonwealth 0800. **Power:** 1,000 watts on 1410 kc. **Affiliation:** Colonial Network; Mutual. **Opened:** April 20, 1931.

**President:** John Shepard III. **Vice-president in charge of operations:** R. L. Harlow. **Vice-president in charge of production and sales:** Linus Travers. **Vice-president in charge of engineering:** Paul A. de Mars. **Commercial manager:** William Warner. **Chief engineer:** Irving Robinson. **Merchandising:** Carleton McVarish. **Station promotion:** Frank Foster II. **Artists bureau head:** Josephine White. **Publicity:** A. Stephenson.

**Rep:** Edward Petry & Co., Inc. **Seating facilities:** Studio, 100 persons. **Merchandising:** Supply coverage and market data; will aid in buyer contacts and cooperate in further merchandising plans on a cost basis. **Foreign language programs:** Certain types accepted, depending on merit as public entertainment. **Artists bureau:** Yes; has complete roster of talent. **Base rate:** \$200.

**Copy restrictions:** Accept beer and wines; Better Business Bureau and Proprietary Association consulted. **E. T. library:** Associated. **News:** Colonial Network News Service. **Commentators:** Nelson Churchill, William O'Connell, Tom Powers, and Walter Harvey (newscasters); Jim Britt, Frank Ryan, J. Neil Stahley, and Tom Stephenson (sports); Ruth Moss (celebrity interviews); Estelle Marsh (women's clubs); Virginia Lyons (children's programs); Clement A. Norton (travel); Charles E. Eschbach (agriculture); Leavitt Parsons (poultry; food).

### WBZ & WBZA, BOSTON

**Operator:** Owned and operated by Westinghouse Electric and Mfg. Co. **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:** Vincent F. Callahan. **Assistant general manager:** Charles Young. **Commercial manager:** Frank R. Bowes. **Program director:** John F. MacNamara. **Chief engineer:** (WBZ), Dwight A. Myer; (WBZA), H. E. Randol. **Musical director:** John H. Wright. **Sales promotion manager:** Harry D. Goodwin. **Special events**

**director:** Charles J. Gilchrest. **Publicity director:** Marjorie L. Spriggs.

**Rep:** National Broadcasting Co. **Seating facilities:** Studio A, 250; studio B, 250; Hotel Bradford Auditorium, 2,000. **Merchandising:** None listed. **Foreign language programs:** None listed. **Artists bureau:** None listed. **Base rate:** \$460.

**Copy restrictions:** Lectures and educational talks not accepted between 6 P.M. and midnight except by special arrangement; time of broadcast subject to change to other periods on 28 days' notice to accommodate network broadcasts, excepting in the case of independent announcements which may be moved to other periods if available, and as arranged by the station manager on 24 hours' notice; closing date is two weeks in advance of initial program and program material must be arranged one week in advance of broadcast date—no change within two days preceding broadcast; all programs subject to station approval; beer is accepted; patent medicines subject to NBC acceptance rules. **E. T. library:** NBC Thesaurus; Associated. **News:** UP. **Commentators:** John Cooper, Colton Morris, and Keyes Perrin (newscasters); Fred Hoey (sports); Mildred W. Carlson (women's features); Charles Eschbach and Phillip Fleming (agriculture); Arch Macdonald (radio chatter); G. O. Oleson (garden gossip).

### WCOP, BOSTON

**Operator:** Massachusetts Broadcasting Corp., Copley Plaza Hotel. **Phone:** Commonwealth 1717. **Power:** 500 watts on 1120 kc (operates daytime). **Affiliation:** None. **Opened:** Aug. 26, 1935.

**President:** Harold A. Lafount. **Sales manager:** Gerard H. Slattery. **Chief engineer:** Whitman N. Hall. **Program director:** Arthur Leary. **Musical director:** Sidney P. Reinherz. **Publicity director:** John K. Gowen, III.

**Rep:** Headley-Reed Co. **Seating facilities:** Public function rooms of Copley Plaza Hotel, 2,000. **Merchandising:** Dealer contacts; distribution of all promotion material; breakdown and tabulation of sponsor mail. **Foreign language programs:** Accepted; translation must be submitted in advance. **Artists bureau:** None. **Base rate:** \$75.

**Copy restrictions:** Accept beer and wine; commercial copy "carefully edited and must comply with state and government regulations." **E. T. library:** World. **News:** INS. **Commentators:** Raymond Morgan, Morton Blender, Arthur Hall, and George Crowell (newscasters); Elizabeth Cox (women's features).

## MASSACHUSETTS STATIONS—Continued

### WEEI, BOSTON

**Operator:** Columbia Broadcasting System, Inc., 182 Tremont St. **Phone:** Hubbard 2323. **Power:** 5,000 watts on 590 kc. **Affiliation:** CBS. **Opened:** Sept. 29, 1924.

**Station manager:** Harold E. Fellows. **Commercial manager:** Kingsley F. Horton. **Program director:** Lloyd G. Del Castillo. **Chief engineer:** Phillip K. Baldwin. **Musical director:** Charles R. Hector. **Publicity director:** Dorothy Drake.

**Rep:** Radio Sales. **Seating facilities:** Studio A, 100 persons; Salle Moderne, Hotel Statler, 500; Grand Ball Room, Hotel Statler, 1,200. **Merchandising:** Services rendered at actual cost. **Foreign language programs:** Not accepted. **Artists bureau:** New England office of CBS Lecture Bureau. **Stock:** Owned by Edison Electric Illuminating Company of Boston; station is leased and operated by CBS. **Base rate:** \$475.

**Copy restrictions:** CBS program policies. **E. T. library:** World. **News:** UP; also from Herald-Traveler (local). **Commentators:** Howell Cullinan (newscaster); Neil Wallace (newscaster; film gossip); Jay Wesley (sports); Caroline Cabot (shopping; fashions); Margaret Kiley (dietetics; market values); Heloise Broeg (recipes; new food ideas); Roberta Green (parties, fashions in entertaining).

### WHDH, BOSTON

**Operator:** Matheson Radio Co., Inc., Hotel Touraine. **Power:** 1,000 watts on 830 kc (to sunset in Denver). **Affiliation:** None. **Opened:** 1929.

**Base rate:** \$120.

No further information available after several requests.

### WMEX, BOSTON

**Operator:** The Northern Corp., 70 Brookline Ave. **Phone:** Commonwealth 3900. **Power:** 5,000 watts on 1470 kc. **Affiliation:** None. **Opened:** October 18, 1934.

**Managing director, station manager, chief engineer:** Alfred J. Pote. **Commercial manager:** S. Alfred Wasser. **Program director:** John E. Relly. **Musical director:** John F. Kiley. **Publicity director:** Vivienne M. Cameron.

**Rep:** None. **Seating facilities:** Studio A, 100 persons; Studio B, 50. **Merchandising:** None. **Foreign language programs:** Not accepted. **Artists bureau:** None. **Base rate:** \$120.

**Copy restrictions:** Accept beer and wine, but no hard liquor or patent medicines;

commercials limited to 150 words, with overboard wordage and all direct comparison deleted by station. **E. T. library:** Lang-Worth; Davis & Schwegler. **News:** INS. **Commentators:** Richard Purcell, Jay McMaster, and Joseph Grant (newscasters); Irwin Elliot (newscaster; sports); Anice Brink (fashions).

### WNAC, BOSTON

**Operator:** The Yankee Network, Inc., 21 Brookline Ave. **Phone:** Commonwealth 0300. **Power:** 5,000 and 1,000 watts on 1230 kc. **Affiliation:** NBC Basic Red; The Yankee Network. **Opened:** July 31, 1922.

**President:** John Shepard III. **Vice-president in charge of operations:** R. L. Harlow. **Vice-president in charge of sales and production:** Linus Travers. **Vice-president and chief engineer:** Paul A. deMars. **Merchandising and research:** Carleton McVarish. **Station promotion:** Frank Foster, II. **Artists bureau head:** Josephine White. **Assistant sales manager:** Gerald Harrison. **Publicity:** A. J. Stephenson.

**Rep:** Edward Petry & Co., Inc. **Seating facilities:** Studio, 100 persons. **Mer-**



920 CLUB  
*Boston's Biggest  
Radio Program*  
(Participating)  
Write for  
15 Big  
Success Stories  
WORLD Boston





## MASSACHUSETTS STATIONS—Continued

chandising: Supply coverage and market data; will aid in buyer contacts; will cooperate in further plans at cost. Foreign language programs: Not accepted. Artists bureau: Yes. Base rate: \$440.

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. E. T. library: Associated. News: Yankee Network News Service. Commentators: Francis W. Tully and Fred Lang (news commentators); Bernard Dudley, Nelson Churchill, Bill O'Connell, Tom Powers, and Walter Harvey (newscasters); Jim Britt, Jack Stevens, and Bill Slater (sports); Gretchen McMullen, Imogene Walcott, and Margerie Mills (cooking); Mrs. Benjamin F. Kraus (women's clubs); Rev. Michael J. Ahern, S. J. (religion); Leavitt Parsons (drugs); Salvatore Pagliuca (weather reports).

### WORL. BOSTON

Operator: Broadcasting Service Organization, Inc., 610 Beacon St. Phone: Commonwealth 5100. Power: 500 watts on 920

kc (daytime). Affiliation: None. Opened: 1926.

President: Harold A. Lafount. Manager: George Lasker. Program director: Robert N. Perry. Chief engineer: George Luckey. Publicity director: Marjorie L. Spriggs.

Rep: None. Merchandising: Complete service, including market surveys, dealer notifications, distributor's analyses, publicity, etc. Foreign language programs: Not accepted. Artists bureau: None. Base rate: \$100.

Copy restrictions: Advertising of intoxicating beverages not accepted; all copy subject to station approval. E. T. library: Standard. News: UP; Christian Science Monitor. Commentator: Winslow Porter (newscaster).

### WSAR, FALL RIVER

Operator: Doughty and Welch Electric Co., Inc., Academy of Music Bldg., South Main St. Phones: 450-451. Power: 1,000 watts on 1450 kc. Affiliation: Mutual; Yankee; Colonial Network. Opened: 1921.

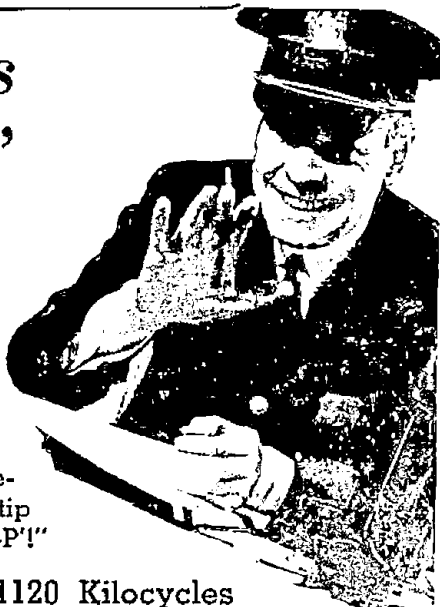
President, treasurer, station manager:

**"Sure--W-COP is  
Boston's Finest!"**

FOR ALL-DAY COVERAGE OF  
THE BOSTON CITY MARKET  
AREA YOU CAN'T BEAT  
"C-O-P"!

"And listen, Mr. Advertiser — *this* Boston station will give you perfect, clear-as-a-bell coverage of the Boston Metropolitan Market—yes, and even beyond—at *no* extra charge. Take a tip from the local advertisers — use 'C-O-P'!"

500 Watts • 267.7 Meters • 1120 Kilocycles



# WCOP

MASSACHUSETTS  
BROADCASTING CORP.  
COPLEY PLAZA HOTEL  
BOSTON, MASS.

## MASSACHUSETTS STATIONS—Continued

William T. Welch. Assistant treasurer and office manager: Philomina J. Maurette. Commercial manager: Leonard C. Cox. Program director, artists bureau head: Josephine Y. Welch. Chief engineer: John C. Pavao. Musical director: Frank L. Cotter. Publicity director: Francis J. McLaughlin, Jr.

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

**Copy restrictions:** Accept beer, wine and liquor; no restrictions other than those of the FCC. E. T. library: Standard; Lang-Worth. News: WSAR local news; Yankee Network News Service. Commentators: Jack Fitzgibbons (newscaster); Orville B. Seagrave (sports); Miss Lorraine (fashions); beauty hints; women's news and features).

### WHAL GREENFIELD

**Operator:** John W. Haigis, 354 Main St. Phone: 4301. Power: 250 watts on 1210 kc. Affiliation: Mutual; Yankee and Colonial Networks. Opened: May 15, 1938.

**Owner:** John W. Haigis. Station manager, chief engineer: James L. Spates. Program and musical director: Warren Greenwood. Artists bureau head: Bob Findley. Publicity director: Ken Houseman.

**Rep:** Joseph Hershey McGillvra; Bertha Bannan, James Fay (Boston). Seating facilities: Local hall available, seating 300 persons. Merchandising: Commercial department claims to be equipped to handle requirements of clients; no charge except for materials. Foreign language programs: Accepted at specified times at national rates; payment must be made in advance. Artists bureau: Talent not under contract, but station can supply necessary artists, etc. Base rate: \$60.

**Copy restrictions:** Hard liquor advertising not accepted; rules of "good taste" used as standard of judgment. E. T. library: World. News: Yankee Network News Service; Transradio. Commentators: Hal Goodwin (newscaster; sports; stocks); Bob Findley (newscaster; sports—snow conditions); Warren Greenwood (newscaster; sports); John Haigis, Jr. (newscaster); Ken Houseman (newscaster; sports; entertainment news); Elizabeth Kelleher (women's news; narratives); Elsie

Erhardt (home economics); Evelyn McLeod (interior decoration).

### WOCB, HYANNIS

**Operator:** Harriett M. Alleman and Helen W. MacLellan doing business as the Cape Cod Broadcasting Co. Power: 250 watts on 1210 kc.

At press time this station had a construction permit only.

### WLAW, LAWRENCE

**Operator:** Hildreth and Rogers Co., 278 Essex St. Phone: 4107. Power: 1,000 watts on 680 kc (daytime). Affiliation: None. Opened: Dec. 19, 1937. (Note: This station is newspaper-owned by the Lawrence Eagle and Tribune.)

**President, treasurer:** A. H. Rogers. Station manager: Irving E. Rogers. Commercial manager: David M. Kimel. Business manager, program director: Henry B. McNaughton. Chief engineer: Herbert W. Brown. Production manager: William M. Noble.

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

**Copy restrictions:** None listed other than that station retains right to reject any copy for reasons sufficient unto itself. E. T. library: NBC Thesaurus; Standard. News: Transradio. Commentators: Charles R. Iovino (news analyst); Irene F. Morgan (interviews; women's features).

### WLLH, LOWELL (AND LAWRENCE)

**Operator:** Merrimac Broadcasting Co., Inc., 39 Kearney Square. Phone: Lowell 8715; Lawrence 22148. Power: 250 watts on 1370 kc (Lowell); 100 watts on 1370 kc (Lawrence). Affiliation: Mutual; Yankee Network; Colonial Network. Opened: Oct. 10, 1934 (Lowell); Dec. 1, 1937 (Lawrence). (Note: WLLH has special temporary authorization to operate a satellite station at Lawrence, Mass., unlimited synchronously with WLLH).

**President:** A. S. Moffat\*. Station manager: Robert F. Donahue. Commercial manager: Haskell Bloomberg. Program director: Tom Clayton. Chief operator: Anthony Michaels.

\* Also president of WMAS, Springfield, Mass.

## MASSACHUSETTS STATIONS—Continued

**Rep:** Edward Petry & Co., Inc. Seating facilities: Auditorium, 2,300 persons; studio A, 100; studio B, 50; studio C, 20. **Merchandising:** Give air plugs, and perform reasonable amount of dealer contact work; mailings at cost. **Foreign language programs:** Have French, Italian, Portuguese, Greek and Polish; no English announcements allowed during these programs. **Artists bureau:** None. **Base rate:** \$120.

**Copy restrictions:** Take wine and beer, but copy must not tend to encourage their use; no hard liquor; other copy must conform to "commonly accepted standards." **E. T. library:** Associated; Lang-Worth, News; INS; Yankee Network News Service; also own local news service. **Commentators:** Joe Cronin, Bob Donahue, Phil Goulding, and Dennis Howard (newscasters); George Gagan and Bill McIntosh (sports).

### WNBH, NEW BEDFORD

**Operator:** E. Anthony and Sons, Inc., 588 Pleasant St. **Phone:** 3-3447. **Power:** 250 watts on 1310 kc. **Affiliation:** Mutual; Yankee Network; Colonial Network. **Opened:** May, 1921. (Note: This station is newspaper-owned by the Mercury and Standard-Times).

**General manager:** Irving Vermilya. **Program director:** Sol Chain. **Chief engineer:** Clyde Pierce.

**Rep:** None. **Seating facilities:** 50. **Merchandising:** Any reasonable service rendered; newspaper display advertising given at start of sponsored program; letters mailed to merchants and listeners for cost of postage; products introduced to retailers by station solicitors when desired; theatre tie-ups arranged; station telephones available to sponsor for telephone orders. **Foreign language programs:** Accepted at any time under same rules as English programs. **Artists bureau:** Setup nominal only. **Base rate:** \$100.

**Copy restrictions:** Laxative advertising, beer, wine or liquor not accepted; no Beano, Bingo or Bank Nights. **E. T. library:** NBC Thesaurus. **News:** INS; Yankee Network News Service. **Commentators:** Earle Wilson, Nathan Malchman, and Frank Dickson (newscasters); Barker Howland (sports); Jeanette Adelson (fashions; beauty; clubs).

### WBRK, PITTSFIELD

**Operator:** Harold Thomas, 8 Bank Row. **Phone:** 2-1553. **Power:** 250 watts on 1310 kc. **Affiliation:** Mutual; Yankee Network; Colonial Network. **Opened:** Feb. 20, 1938.

**President:** Harold Thomas.\* **Commercial**

\* Also general and station manager of WATR, Waterbury, Conn.

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

**Rep:** Furgason & Walker, Inc. **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:** Italian and Polish hours current. **Artists bureau:** Service bureau operates without charge to talent. **Base rate:** \$100.

**Copy restrictions:** Beer and wine copy accepted, but no hard liquor copy; all accounts subject to individual consideration. **E. T. library:** NBC Thesaurus; Standard. **News:** Transradio. **Commentators:** Robert Burbank (newscaster); Barry Barents (sports); Jean Ashe (social notes).

### WESX, SALEM

**Operator:** North Shore Broadcasting Co., 126 Washington St. **Phone:** 5670. **Power:** 100 watts on 1200 kc. **Affiliation:** None. **Opened:** Dec. 10, 1939.

**President, publicity director:** Charles W. Phelan. **Station manager, artists bureau head:** Van D. Sheldon. **Commercial manager:** Robert Taylor. **Program and musical director:** Marjorie Leadbetter. **Chief engineer:** Richard I. Hammond.

**Rep:** None. **Seating facilities:** None listed. **Merchandising:** Will call on retail outlets without charge; letters sent out at cost. **Foreign language programs:** Accepted, providing English translation accompanies the original tongue in the broadcast. **Artists bureau:** Setup nominal only. **Base rate:** \$84.

**Copy restrictions:** Hard liquor copy not accepted; medical copy must stand careful scrutiny prior to acceptance. **E. T. library:** Associated. **News:** INS. **Commentators:** Al Blackman and Charles Higgins (collaborate on a program of European war and political comment); Thomas Carr (sports); Marion Winston (fashions); Betty Holihan (news; fashions); Margaret Kimball Herlihy (women's clubs).

### WMAS, SPRINGFIELD

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

**President:** Albert S. Moffat.\* **Station manager, educational director:** Albert W.

\* Also president of WLLH, Lowell, Mass.

## MASSACHUSETTS STATIONS—Continued

Marlin. Program director, artists bureau head: F. Turner Cooke. Chief engineer: Earl Hewinson. Musical director: Paul Pelletier.

Rep: Edward Petry & Co., Inc. Seating facilities: Three studios, accommodate about 35 persons. Merchandising: Service rendered to sponsor in accordance with needs. Foreign language programs: Acceptable; English copy must be submitted in advance; announcements carefully edited; carrying Polish and Italian programs. Artists bureau: Setup nominal only. Base rate: \$120.

Copy restrictions: Accept beer and wine subject to strict supervision; patent medicine advertising restricted; all copy subject to station approval. E. T. library: Associated. News: INS. Commentators: Herbert Edman, Frank Norton, and Turner Cooke (newscasters); Theodore Huston (newscaster; farm and home reports); Robert Feldman (sports); Victoria Holmes and Ethel Henin (home and women's news); Mary Adele Adams (books); Milton Hale (entertainment).

### WSPR, SPRINGFIELD

Operator: WSPR, Inc., 63 Chestnut St. Phone: 6-2757. Power: 500 watts on 1140 kc (operates to 1 hour after sunset). Affiliation: Mutual; Colonial Network; Yankee Network. Opened: June 3, 1936.

President, station manager: Quincy A. Brackett. Treasurer: Lewis B. Breed. 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: George P. Hollingbery Co. Seating facilities: Reception room, capacity not listed. Merchandising: Supply coverage and market data; comprehensive information and suggestions for merchandising; co-operate in any plans worked out by sponsor. Foreign language programs: Accepted locally only. Artists bureau: Setup nominal only. Base rate: \$90.

Copy restrictions: Beer, wine and well-known patent medicines accepted; no liquor advertising; no standard rules restricting copy, as each case is considered individually. E. T. library: Standard. News: Transradio; Yankee Network News Service. Commentators: Howard S. Keefe (newscaster); Edward Kennedy (sports);

Joan Carroll (shopper's service); Mildred Brunelle (cooking).

### 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. Director: Mildred P. Stanton. Commercial manager: Lawrence Miron. Musical director: Maurice Diamond.

Rep: Weed & Co. Seating facilities: Can accommodate 150 persons. Merchandising: Any type of merchandising is provided at actual cost. Foreign language programs: Not accepted. Artists bureau: None. Base rate: \$150.

Copy restrictions: Total commercial copy may not exceed 20% of total time purchased; will accept beer and wines. E. T. library: NBC Thesaurus. News: Transradio. Commentators: Russell Brooks (newscaster); George Cairns (sports).

### WTAG, WORCESTER

Operator: Worcester Telegram Publishing Co., Inc., Franklin St. Phone: 5-4321. Power: 5,000 and 1,000 watts on 580 kc. Affiliation: NBC Basic Red; Yankee Network. Opened: May 1, 1924. (Note: This station is newspaper owned by the Worcester Telegram and Gazette.)

Station director: Edward E. Hill. Assistant station director: Robert W. Booth. Commercial manager: George H. Jaspert. Program director: William T. Cavanagh. Chief engineer: Prof. Hobart H. Newell. Publicity director: Frederick Rushton.

Rep: Edw. Petry & Co. Seating facilities: Studio A, 75 persons; studio B, 25 persons; radio theatre, 50 persons. Merchandising: None. Foreign language programs: Not accepted. Artists bureau: None. Base rate: \$180.

Copy restrictions: Accept beer, wines and patent medicines subject to station approval; no hard liquors. E. T. library: World. News: From parent papers. Commentators: James Little (newscaster); Hollis Wright (sports); Jane Woodhouse (homemaking; arts and crafts; fashions; food; women's features); Ruth Rankin (book reviews; anecdotes; etiquette); Mildred Bailey (fashions; beauty; homemaking); George F. E. Story (farm flashes; produce market).

# MICHIGAN

(1,122,200 radio homes, or 92% ownership among the State's total of 1,220,000 families. Urban ownership is 771,100, or 93% of urban families; rural ownership is 351,100, or 89% of rural families.)

## Radio Homes by Counties

Alcona .....	1,050	Gratiot .....	7,150	Missoukee .....	1,490
Alger .....	1,680	Hillsdale .....	7,240	Monroe .....	11,970
Allegan .....	9,510	Houghton .....	10,740	Montcalm .....	7,000
Alpena .....	3,910	Huron .....	6,620	Montmorency .....	610
Antrim .....	2,350	Ingham .....	28,860	Muskegon .....	10,860
Arenac .....	1,690	Ionia .....	8,350	Nowaygo .....	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: Federated Publications, Inc., 1 W. Michigan Ave. Phones: 5655; 7166. Power: 250 watts on 1420 kc. Affiliation: NBC Basic Blue Supplementary; Michigan Radio Network. Opened: September, 1925. (Note: This station is under the same ownership as the Battle Creek Enquirer & News).

Owner: A. L. Miller. Station manager: Dan E. Jayne. Commercial manager: Forrest Flagg Owen. Chief engineer: Raymond B. Roof. Program director: Alden Haight.

Rep: Burn-Smith Co., Inc. Seating facilities: Studio, 50 persons. Merchandising: Cooperate with newspaper publicity. Foreign language programs: No rules; no call for such programs. Artists bureau: No regular setup; maintain file of available local talent. Base rate: \$60.

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

approval; reserve right to refuse or discontinue any advertising program for reasons satisfactory to station; all programs and announcements subject to change of time to conform to network schedule. E. T. Library: Standard. News: AP.

## WBCM, BAY CITY

Operator: Bay Broadcasting Co., Inc., Hotel Wenonah. Phones: 4700 (Bay City); 2171 (Saginaw). Power: 1,000 and 500 watts on 1410 kc. Affiliation: NBC Basic Blue Supplementaries; Michigan Radio Network. Opened: Dec. 8, 1928, as successor to WSKC, which opened June 5, 1925.

General manager: H. A. Giesel. Program director: Jack Parker. Merchandising director: A. F. Huebner. Chief engineer: Ralph H. Carpenter. Musical director: Lionel H. DeRemer.

Rep: George P. Hollingbery Co. Seating facilities: None. Merchandising: As desired. Foreign language programs: Polish hour current. Base rate: \$100.

# MAKE YOUR TESTS

*in*

A map of Michigan with a red outline. The state is filled with a stippled pattern. Several radio stations are represented by circular callouts with their call letters and city names. The callouts are: WJIM LANSING, WBCM BAY CITY & SAGINAW, WFDF FLINT, WXYZ DETROIT, WIBM JACKSON, WELL BATTLE CREEK, WKZO KALAMAZOO, and WOOD WASH GRAND RAPIDS. In the center of the map, there is a cluster of radio towers and the text "OVER 4,000,000 PEOPLE".

Key station of Michigan Radio Network

# WXYZ

DETROIT

NBC Blue Network

5000 WATTS DAY TIME 1000 WATTS NIGHT TIME

National Sales Representative: PAUL H. RAYMER CO.



# Michigan

OVER THE

# MICHIGAN RADIO NETWORK . . .

OPERATED LIKE A COAST-TO-COAST NETWORK . . .

IMPROVED SERVICE . . .

BIG TIME OPERATIONS

AVAILABLE FOR NBC  
BLUE COMMERCIALS  
AS AN UNIT . . . . .

IDEAL TEST CONDITIONS



## MICHIGAN STATIONS—Continued

**Copy restrictions:** Beer, wines and alcoholic beverages accepted if properly presented; announcements on patent medicines have to be approved by the N.A.B. **E. T. library:** NBC Thesaurus. **News:** UP. **Commentators:** Russ Lyon (newscaster); Jack Parker (newscaster; sports); Gerry Northcott (women's features).

### WHDF, CALUMET

**Operator:** Upper Michigan Broadcasting Co., Community Bldg., Houghton. **Phone:** Houghton 1. **Power:** 250 watts on 1370 kc. **Affiliation:** None. **Opened:** 1929. (Note: This station is newspaper-affiliated with the Calumet Evening News-Journal and Houghty Daily Mining Gazette.)

**Vice-president, station manager, publicity director:** John W. Rice. **Commercial manager:** Merrill F. Trapp. **Program and musical director:** Albert W. Payne. **Chief engineer:** George L. Burgan.

**Rep:** Mitchell & Ruddell, Inc. **Seating facilities:** Studio can accommodate 700; Kerredge Theatre also available, seating 1,000 (regular theatre admission price charged). **Merchandising:** Station co-operates "in every way possible" with advertiser; service rendered gratis. **Foreign language programs:** Accepted on same basis as other programs; English translation must be submitted. **Artists bureau:** None. **Stock:** A. L. Burgan and George L. Burgan (60%); William G. Rice and John W. Rice (40%). **Base rate:** \$60.

**Copy restrictions:** Beer accepted; no other alcoholic beverages; commercials must be submitted in advance for station approval. **E. T. library:** World; Lang-Worth. **News:** AP; also gather own local news. **Commentators:** Earl Norden (news commentator and newscaster—in English); Reino Suojonen (news commentator and newscaster—in Finnish); Merrill F. Trapp (news commentator; sports); Abel Karvonen (newscaster—in Finnish); Pete Faunsone (sports); Ilse Seligman, Alice Jenkins, and Charlotte Ringer (fashions); Lucille Dimmer (parents' forum; women's features); Edward Bayels (stock market); Earl Roberts (agriculture); Burney B. Bennett (education); Rev. Leigh H. Hagle (religion); Richard Lahti (conservation); John G. Salmi, Jr. (highways); Dr. E. E. Pleune (health).

### CKLW, DETROIT

**Operator:** Western Ontario Broadcasting Co., Union Guardian Bldg., Detroit. **Phone:** Cadillac 7200. **Studios:** Guaranty Trust Bldg., Windsor. **Phone:** 4-1155; (American Company; Essex Broadcasters, Inc. Studios

are maintained in Windsor and Detroit. Station license is issued by Canada.) **Power:** 5,000 watts on 1030 kc. **Affiliation:** Mutual Broadcasting System; Canadian Broadcasting Corporation. **Opened:** May 31, 1932.

**Managing director:** Joseph Edward Campeau. **Station manager, chief engineer:** William John Carter. **Commercial manager:** L. Jerome DuMahaut. **Program director:** John Gordon. **Traffic manager:** Campbell Ritchie. **News editor, publicity director:** Val Clare.

**Rep:** Station has branch office at 360 N. Michigan Ave., Chicago, Ill.; otherwise represented by Joseph Hershey McGillvra. **Seating facilities:** 200 persons. **Merchandising:** Staff of statisticians and demonstrators check window and counter displays; contact retailers; house-to-house canvass to check consumer acceptance; store canvass to check retailer acceptance; announcements of new programs sent to 1,000 retail outlets on request; supply market data; talent available for personal appearances; make coincidental telephone surveys; design direct mail, window and counter cards, announcements, publicity, etc., at actual cost. **Foreign language programs:** Not accepted. **Artists bureau:** None; station

**CERTAINLY!**

**CKLW**

**GIVES YOU LOW  
COST RESPONSE IN  
The DETROIT AREA**



**CKLW**

**5,000 Watts Day and Night  
CLEAR CHANNEL**

**Mutual Broadcasting System**



## MICHIGAN STATIONS—Continued

can supply talent, however. Base rate: \$320.

**Copy restrictions:** Provincial Statute prohibits beer, wine and liquor advertising; copy for patent medicines must be submitted to Department of Health at Ottawa; all accounts subject to rules of Canadian Broadcasting Corporation. **E. T. library:** World, News; **UP. Commentators:** Val Clare (news commentator; newscaster; stock market comment); Joe Gentile (sports); Myrtle Labbit (women's features); Mary Morhan (fashions; cooking).

### WJBK, DETROIT

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

**President, station manager:** James F. Hopkins. **Commercial manager:** Art Croghan. **Program director:** Sybil Krieghoff. **Chief engineer:** Paul Frincke. **Musical director:** Pete Angel. **Publicity director:** Charles Sterritt.

**Rep:** Forjoe & Co., New York; United Broadcasting Co., Chicago. **Seating facilities:** None in studios; occasionally use ballroom, but capacity not listed. **Merchandising:** Separate department maintained to contact dealers, etc., for clients using a certain amount of time per week over a 13-week period. **Foreign language programs:** Accepted; currently have Polish, German, Jewish, Italian, Hungarian, Ukrainian and Arabian programs. **Artists bureau:** None. **Base rate:** \$93.75.

**Copy restrictions:** No restrictions on beer and wine; liquor advertising accepted after 10 P.M. only; patent medicines accepted if claims are reasonable; commercial copy must conform to good advertising practices and standards of good taste. **E. T. library:** Associated; Standard. **News:** INS. **Commentators:** "The Cynic" (news commentator); Ed McKenzie and Charles Sterrett (newscasters); Neil Searles (sports); Betty Roberts (women's features).

### WJR, DETROIT

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

**President:** G. A. Richards\*. **Executive vice-president, general manager:** Leo Fitzpatrick. **Secretary-treasurer:** P. M. Thomas. **Assistant general manager in charge of**

\* Also president of WGAR, Cleveland, Ohio, and KMPC, Beverly Hills, Calif.

**sales:** Owen F. Uridge. **Chief engineer:** M. R. Mitchell.

**Rep:** Edward Petry & Co., Inc. **Seating facilities:** 80 persons. **Merchandising:** No information given. **Foreign language programs:** Not accepted. **Artists bureau:** None. **Stock:** Majority held by G. A. Richards, P. M. Thomas, Leo J. Fitzpatrick. **Base rate:** \$700.

**Copy restrictions:** Accept beer, but no other alcoholic beverages; all copy subject to station approval and government regulations. **E. T. library:** World; Standard. **News:** INS. **Commentators:** Bud Guest, Jack King, and Duncan Moore (newscasters); Jimmie Stevenson (newscaster; sports); Harry Wismer and Jack White (sports); Ruth Franklin Crane (women's features).

### WMBC, DETROIT

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

**President:** John Lord Booth. **General and commercial manager:** Edythe Fern Melrose. **Vice-president, treasurer:** W. W. Booth. **Chief engineer:** E. H. Clark. **Program director:** Fred Knorr.

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

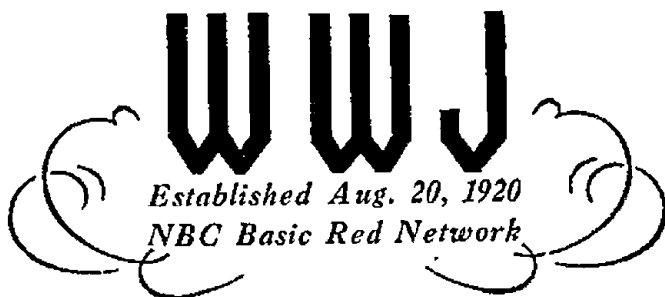
**Copy restrictions:** Will accept beer or wine announcements or programs; no whiskey advertising; commercial announcements must be limited to 100 words; commercial programs of 15 minutes cannot contain more than three 100-word announcements; half-hour programs limited to four 100-word announcements. **E. T. library:** Lang-Worth; Standard; Associated. **News:** Transradio.

### 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:**

# *America's* **PIONEER RADIO STATION**

Radio station WWJ was not only the *first station* in America, but it has maintained its position as the *first station* in listener interest in Detroit since it was established,—a fact proven by every survey that has ever been made!



**National Representatives**  
**Geo. P. Hollingbery Co.**  
New York, Chicago, San Francisco, Atlanta

## MICHIGAN STATIONS—Continued

August 20, 1920\*. (Note: This station is owned by the Detroit News).

**Manager:** W. J. Scripps. **Commercial manager:** Harry Bannister. **Program and production manager:** Mel Wissman. **Chief engineer:** Walter Hoffman. **Musical director:** Mischa Kottler.

**Rep:** George P. Hollingbery Co. **Seating facilities:** Auditorium studio seats 350. **Merchandising:** None. **Foreign language programs:** No set rules; such accounts have never been solicited. **Artists bureau:** None. **Base rate:** \$500.

**Copy restrictions:** Beer and light wines accepted; no liquor advertising; "certain types" of patent medicines not accepted; all copy subject to station standards and governmental regulations. **E. T. library:** Lang-Worth. **News:** UP. **Commentators:** Russell Barnes and S. L. A. Marshall (news commentators); C. C. Bradner, Austin Grant, and Charles Arlington (newscasters); Paul Williams (newscaster; sports); E. L. "Ty" Tyson (sports); Dorothy Spicer (interviews; women's features); Herschell Hart (radio comment and gossip); Russell McLaughlin (legitimate theatre reviews).

\* Opening date listed here was supplied by the station. KDKA and KQV, both Pittsburgh, Pa., along with WWJ are all claimants for the title of the U. S.'s oldest commercial station. (See KDKA and KQV.)

### WXYZ, DETROIT

**Operator:** King-Trendle Broadcasting Corp., Stroh Building (executive offices); Maccabees Bldg. (studios). **Phone:** Cherry 8321. **Power:** 5,000 and 1,000 watts on 1240 kc. **Affiliation:** NBC Basic Blue; key station Michigan Radio Network, also originates some programs for the NBC Blue, Mutual, and the Don Lee Broadcasting System. **Opened:** 1925.

**President, treasurer:** George W. Trendle. **General manager, secretary:** H. Allen Campbell. **Assistant secretary:** Howard O. Pierce. **Commercial manager:** Harry Sutton, Jr. **Studio and production manager:** Harold True. **Sales promotion manager:** Charles C. Hicks. **Manager merchandising department:** Harold Christian. **Program director:** James Riddell. **Chief engineer:** Roy Gardner. **Musical director:** Benny Kyte. **Dramatic director:** Charles D. Livingstone. **Publicity director:** Felix C. Holt.

**Rep:** Paul H. Raymer Co. **Seating facilities:** None in studios; broadcasts from theatres at regular admission prices. **Merchandising:** Complete service from market surveys to securing dealers, distributors,

jobbers; place store and window displays; conduct store demonstrations and direct sampling crews. **Foreign language programs:** None. **Artists bureau:** None. **Base rate:** \$375.

**Copy restrictions:** Beer and wines accepted providing copy does not enhance further use of these beverages or be deemed harmful for children; hard liquor accepted after 10 P.M. under same rules as for beer and wines; all copy censored that forthrightly offends by blatant phrases relating to medicines, proprietary and patent remedies; "thrill" copy not accepted, and all statements must be in conformity to regulations of FCC. **E. T. library:** Standard; NBC Thesaurus. **News:** UP. **Commentators:** Harold True, Harry Golder and Douglas Edwards (newscasters); Harry Heilmann and Bud Shaver (sports); Carl Gensel (sports; farm markets and news); Nancy Osgood (women's news); Nancy Dixon (shopping news); Dick Osgood (radio and theatre gossip).

### WKAR, EAST LANSING

**Operator:** Michigan State College. **Phone:** 59113-ext. 398. **Power:** 5,000 watts on 850 kc (daytime). **Opened:** 1922.

This station is non-commercial; college-owned.

### WFDF, FLINT

**Operator:** Flint Broadcasting Company, Union Industrial Bldg. **Phone:** 2-7158. **Power:** 100 watts on 1310 kc. **Affiliation:** NBC Basic Blue Supplementary; Michigan Radio Network. **Opened:** May 25, 1922.

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

**Rep:** Burn-Smith Co., Inc. **Seating facilities:** 75 persons. **Merchandising:** Supply publicity, suggestions for promotional tie-ins, etc., gratis; any additional services, such as direct mail, rendered at actual cost. **Foreign language programs:** Not accepted. **Artists bureau:** None. **Base rate:** \$100.

**Copy restrictions:** Accept beer and wine; no hard liquor; patent medicine advertising must be "factual and conservative and in accordance with regulations of the FTC, Post Office Department, and Pure Food and Drug Act"; no competitive or "provocative" copy; no exaggeration or false testimonials. **E. T. library:** NBC Thesaurus. **News:** INS; also own local news. **Commentators:** Charles Park, James

## MICHIGAN STATIONS—Continued

Cleaver, and Joe Hurd (newscasters); Irving Chandler (sports).

### WGRB, GRAND RAPIDS

**Operator:** Grand Rapids Broadcasting Corp. **Power:** 250 watts on 1200 kc.

**At press time this station had a construction permit only.**

### WLAV, GRAND RAPIDS

**Operator:** Leonard A. Versluis. **Power:** 250 watts on 1310 kc.

**At press time this station had a construction permit only.**

### 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. **Traffic manager:** David H. Harris. **Program director, musical director:** Sandy Meek. **Chief engineer:** Fred W. Russell. **Merchandising director:** Paul F. Eichhorn. **Publicity director:** T. Wilcox Putnam.

**Rep:** Paul H. Raymer Co. **Seating facilities:** About 20 persons. **Merchandising:** Local cooperation with wholesalers and retailers; also Michigan Radio Network service. **Foreign language programs:** Not accepted. **Artists bureau:** None. **Base rate:** \$125.

**Copy restrictions:** Accept beer and wine; apply good taste and government regulations; each case considered individually. **E. T. library:** Associated. **News:** UP. **Commentators:** Robert Tillmanns (newscaster); Robert H. Smith (sports).

### WJMS, IRONWOOD

**Operator:** Upper Michigan-Wisconsin Broadcasting Co., St. James Hotel Annex. **Phone:** 20. **Power:** 250 watts on 1420 kc. **Affiliation:** None. **Opened:** Nov. 1, 1931. (Note: Same operator also owns WATW, Ashland, Wis.).

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

**Rep:** None. **Seating facilities:** None. **Merchandising:** Send letters to the retail trade advising them of forthcoming sponsor schedule; will cooperate "to any reasonable" extent in promoting program and announcement schedules. **Foreign language programs:** Accepted, providing that the material and the announcer meet with station approval. **Artists bureau:** None. **Base rate:** \$60.

**Copy restrictions:** Beer and wine advertising accepted, but not on Sunday; patent medicines subject to approval of the Federal Trade Commission; all copy must conform to regulations of government agencies and approval of the station. **E. T. library:** Associated. **News:** AP; Transradio. **Commentators:** Dick Hasbrook (newscaster; sports); Harry Wills (newscaster); Rose Isaac (fashions; cooking).

### WIBM, JACKSON

**Operator:** WIBM, Inc., Hotel Hayes. **Phone:** 6121. **Power:** 250 watts on 1370 kc. **Affiliation:** NBC Basic Blue Supplementary Service; Michigan Radio Network. **Opened:** Nov. 20, 1927.

**President:** Herman Radner. **Station manager:** Roy Radner. **Program director, artists bureau head:** Willie (Bill) Dunn. **Chief engineer:** C. W. Wirtanen. **Musical director:** William Cizek. **Publicity director:** Walter H. Johnson.

**Rep:** None. **Seating facilities:** No information given. **Merchandising:** Service available to clients; no details listed. **Foreign language programs:** Accepted, but have very little call for these programs inasmuch as population is 90% English-speaking. **Artists bureau:** Yes. **Base rate:** \$75.

**Copy restrictions:** Liquor advertising accepted only under approval of State Liquor Commission; all copy must be submitted to station in advance. **E. T. library:** Standard. **News:** From Michigan Radio Network and NBC; also AP and local. **Commentators:** William Cizek (newscaster); Bill Dunn (sports).

### WKZO, KALAMAZOO

**Operator:** WKZO, Inc., 124 W. Michigan Ave. **Phone:** 3-1223. **Power:** 1,000 watts on 590 kc. **Affiliation:** CBS. **Opened:** 1930.

**President and general manager:** John E. Fetzer. **Program director:** Herbert Lascelles. **Chief engineer:** Edwin Rector. **Publicity Director:** Ross Collier.